



Exhibition Place

Item No. 10

ACTION REQUIRED

June 10, 2014

To: The Board of Governors of Exhibition Place

From: Dianne Young
Chief Executive Officer

Subject: **Assignment of Fall Home Shows and National Home Shows**

Summary:

This report recommends that the Board approve of the assignment of the named License Agreements with Marketplace Events LLC and Building Industry & Land Development (BILD) to BILD (hereinafter referred to as the "Assignee") as a result of the acquisition of 100 per cent ownership of the National Home Show and Fall Home Show, held at Direct Energy Centre and Exhibition Place by BILD.

Recommendations:

It is recommended that the Board approve of the assignment of the executed Fall Home Shows and National Home Shows License Agreements from Marketplace Events LLC to BILD as follows:

- **License Agreement #EP 00465 for the "Fall Home Show 2015"**
- **License Agreement #EP 00466 for the "Fall Home Show 2016"**
- **License Agreement #1330A for the "National Home Show 2015"**
- **License Agreement #1331A for the "National Home Show 2016"**
- **License Agreement #1446A for the "National Home Show 2017"**
- **License Agreement #1447A for the "National Home Show 2018"**

Financial Impact:

The assignment recommended in this report provides revenue to the Board as set out in the Confidential Attachment. There are no additional financial impacts to the Board.

Decision History:

The Exhibition Place 2014-2016 Strategic Plan had a Business Goal to *Integrate and develop each of the business enterprises across Exhibition Place and pursue new complementary business enterprises to stimulate local and regional economic growth and promote Exhibition Place as an international centre of business excellence*, and as a Strategy to support this Goal we *will grow our new event business*.

At its meeting of November 7, 2007, the Board approved of a multiyear licence agreement with Marketplace Events LLC for the Fall Home Show and at its meeting on March 4, 2011 for the National Home Show.

Issue Background

With the change of ownership, an assignment of the licence agreements and the long-term commitment of the shows at Exhibition Place is required.

Comments:

The Assignee and Marketplace Events LLC have worked in partnership on the ownership and management of the Fall Home Shows and National Home Shows. Staff was informed of the 100% acquisition of the Fall Home Show and National Home Show by BILD, and a copy of the press release is attached. BILD continues to be committed to hosting its events at Exhibition Place.

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Submitted By:

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