



Exhibition Place

Management Report

December 31, 2015

2015 Year End Review

2015 was an exceptionally rewarding, challenging and productive year for Exhibition Place. With three construction projects taking place on the grounds – Hotel X, Toronto Raptors training facility, and the expansion of BMO Field – and the subsequent logistical challenges, staff were able to deliver a successful TO2015 Pan Am Games. The TO2015 PanAm Games was a huge undertaking, for which Exhibition Place was transformed into CIBC Pan Am Park, hosting the largest sports cluster of the games, and the CISCO International Broadcast Centre. Staff rose to the PanAm challenge, in addition to servicing regular shows and events, and still found the time to participate in our most successful United Way Campaign ever, raising \$7,979.45 in donations. In addition, Exhibition Place was awarded a Gold Workplace Award from Smart Commute and an Environmental Achievement Award from the Ontario Strategic Energy Management Co-Hort Program.

Staff of Exhibition Place achieved the above noted accomplishments with the goal of delivering an outstanding customer service experience to each client and patron. Staff's success in this endeavour is clearly illustrated in this report's Excellence in Action section, on page 10. We couldn't be more proud of our team!

More detailed year end summaries for each area are included in the body of this report.

The 2015 year end Financials will be reported to the Finance & Audit Committee, and then the Board, in May/June.

Executive Summary

- The Sales & Marketing team secured 43 new events for Exhibition Place.
- The Employee Recognition Program's year end winner is Andrew Landrigan, Event Coordinator, who did outstanding work on TO2015.
- Allstream Centre and Cerise Fine Catering hosted the 2015 MPI (Meetings Professionals International) Holiday Gala on December 1st. This event hosted over 500 industry clients and partners and was a tremendous success for which we received much positive feedback.

Finance

Finance staff are currently working on finalizing the December 2015 year- end financial statements and will report fully to the Finance & Audit Committee and subsequently to the Board on completion of the audited statements. Staff can confirm in the meantime that the Board will meet their 2015 budget target surplus of \$232,628.

Sales and Marketing

November & December Sales Effort

During this period, the Sales & Marketing team secured 43 new events for Exhibition Place. The events are categorized as follows:

- 16 meetings & conventions
- 16 trade & consumer shows
- 5 exams
- 4 banquets/galas
- 2 concerts

Business Travel

Lyne Montpetit attended the annual SITE Canada Education Day on November 3rd. Presentations focused on the state of the incentive industry, risk and security, and generational change in business.

On November 6th to 7th the Corporate Team participated in and hosted the Annual American Express INTER (action) Tradeshow and Conference. The event welcomed over 800 buyers from the Global Business Travel Team to Toronto for three days of education, tradeshow and networking events. Allstream Centre hosted the hugely successful tradeshow which consisted of over 125 booths, 400 exhibitors and 800 delegates.

Stephanie Lander attended the Financial & Insurance Conference Planners Annual Conference for three days in November. The event attracts over 600 participants including over 200 Senior Level Meeting Planners, largely from North American Insurance & Financial Companies. The Conference included a variety of education and networking opportunities.

Barb Outschoorn participated in the Tourism Toronto HVA client event on November 21st. This event preceded the Canadian Innovation Conference PCMA (Professional Convention Management Association) conference in Toronto. The evening proved to be a great opportunity to network with prospective clients from Canada and the U.S.

Don Leddy, Marvin Self and Barbara Outschoorn attended the PCMA Canadian Innovation Conference November 22nd to 24th in Toronto. This conference provides the opportunity to network with various Association meeting planners and suppliers, while keeping up with the latest trends in the meetings industry.

Ellen de Boer attended Expo! Expo!, IAEE's Annual Meeting & Exhibition, in Baltimore Maryland, from December 1st to 3rd. This event brings together organizers and industry suppliers the exhibition, education and networking events.

Allstream Centre and Cerise Fine Catering hosted the 2015 MPI (Meetings Professionals International) Toronto Chapter Holiday Gala on December 1st. Over 500 industry clients and partners were in attendance along with the Association and Corporate Sales team.

Marvin Self, Don Leddy and Barbara Outschoorn attended the CSAE Trillium Chapter Holiday dinner on December 3rd in Toronto and the MPI Ottawa Festive dinner on December 10th in Ottawa. For both of these events, the Association team hosted clients to a lovely evening of networking and relationship building during the reception, dinner and festivities.

On December 15th, Lyne Montpetit represented our sales team at the sold out SITE Holiday Event at the InterContinental Toronto Centre.

Publicity

- News reports for November include 180 hits for Exhibition Place. Stories include One of a Kind show coverage, Royal Agricultural Winter Fair coverage and information about money raised by the Grand Cru Culinary Wine Festival.
- Article on December 18th "What to Expect in Canada in 2016" on Jimbyerstravel.com, mentions Hotel X at Exhibition Place.
- News reports for this period include 8 hits for Allstream Centre.
- December 2015 article in the Post, on the Society Page mentions Allstream Centre as host of the Grand Cru Culinary Wine Festival.
- News reports for this period include 4 hits for Enercare Centre.

Social Media

Impressions – Impressions decreased slightly in November and have stabilized in December and should be fairly consistent in upcoming months as well with the current strategy. It is important to note that even though there is a decrease in number of posts, number of impressions has stayed roughly the same except in the case of Facebook which has fewer impressions due to decreased activity.

November

Twitter – 42500
Facebook – 59146

December

Twitter - 45000
Facebook - 18306

No. of Posts

November

Twitter – 214
Facebook – 37

December

Twitter - 155
Facebook - 15

Fan Growth

November

Twitter – 75
Facebook – 75

December

Twitter - 62
Facebook - 66

Sales & Marketing Year End Summary

Sales & Marketing had another successful year, securing 136 new events in 2015. There were a total of 773 Media Hits for Exhibition Place, 251 for Enercare/Direct Energy Centre, and 32 hits for Allstream Centre. Our Social Media strategy was enhanced by our Social Media Coordinator who came on board just before the start of TO2015 Pan Am Games. Facebook posts total was 309 posts and 1579 Tweets on Twitter. Facebook fans increased by 275 and followers on Twitter increased by 436.

Upcoming Sales Missions & Travel for 2016

Please see attached Appendix A for the 2016 Sales Mission and Travel schedule as outlined in the Annual Plan. The budgeted value of \$110,000 represents registration, travel and accommodation fees. As part of our sales strategy, the sales team participates in industry/client golf tournaments, which represents \$9400.

Event Management Services

During the months of November and December, Event and Meeting Co-ordinators and Exhibitor Services staff at Exhibition Place, Enercare Centre and Allstream Centre (AC) were involved in the following events:

Exhibitions/Meetings/Conventions/Corporate Events	
November 2015	
<ul style="list-style-type: none"> ▪ Toronto ZoomerShow ▪ 2015 ACG Toronto Capital Connection (AC) ▪ 2015 ExAc Exam Sitting (AC) ▪ ABLE 2015 (AC) ▪ CAEM CEM Courses (AC) ▪ PEBC Qualifying Examination (AC) 	<ul style="list-style-type: none"> ▪ InterAction Toronto ▪ RAWF ▪ College of Physicians & Surgeons of Ontario Methadone Prescribers Conference (AC) ▪ DCD Canada (AC)

<ul style="list-style-type: none"> ▪ CATC Physician Meeting (AC) 	<ul style="list-style-type: none"> ▪ FranklinCovey (AC) ▪ School Library Resource Fair
December 2015	
<ul style="list-style-type: none"> ▪ Indoor Winter Carnival at the Ex ▪ CSAE Trillium Chapter PDX Session (AC) ▪ Ontario Womens Directorate (AC) ▪ Winter Woofstock ▪ The Home Depot Canada (AC) ▪ Canadian Intellectual Property Office ▪ CIBC Holiday Family Party ▪ One of a Kind Christmas Craft Show ▪ City of Toronto - EDP 	<ul style="list-style-type: none"> ▪ If I Ruled T.O. 2015 ▪ MPI Toronto Holiday Gala (AC) ▪ CGA December Exams ▪ MPI Foundation Canada Council (AC) ▪ CIBC Holiday Gala 2015 ▪ CNEA Board Meeting (AC) ▪ Tech Target: Modern Server & Storage Infrastructure (AC) ▪ Scotiabank Holiday Party ▪ Solaris

Event Services

The Zoomer Show included the British Isle Show this year, which proved to be a huge success. Staff reported very long line ups for admission throughout the event.

New in 2015 was Winter Woofstock, a smaller version of the summer Woofstock.

The One of a Kind Christmas Craft Show and Sale was heavily attended on the late shopping day and attendance was up over 2014 overall.

Staff also serviced several Holiday Parties including the spectacular CIBC Holiday Gala. All services were provided in a timely manner.

The Better Living Centre was the venue of choice for many corporate children's Christmas parties including Toronto Police Service, Compass Group, INTUIT, INTEL, Exhibition Place, Loblaw/Shoppers Drug Mart, CUPE, Johnson and Johnson and RSA, among others.

Exhibitor Services

The Exhibitor order desk serviced 7 events in November and December. Staff also worked on completion of 4th quarter tactics, inventory and space management studies, and archiving of 2015 files.

Event Management Year End Summary

Event Management staff serviced 83 shows and 16 miscellaneous events including film shoots, tours and meetings, in 2015. The largest event was the very successful TO2015 PanAm Games. Event staff also dealt with the change in dates for the Becel Ride for Heart and Honda Indy Toronto that was necessitated by the Games period. Event Management staff also worked diligently to assist with mitigating the impact of construction on events.

Allstream Centre

Allstream Centre hosted 14 events in November including the returning CAEM, DataCentres, ExAc Exams and ISES Monthly. Two large conferences, ABLE and Ontario Woman's Doctorate, were both quite successful. Home Depot was with us for 5 days, which included supplier presentations throughout the week in the second floor rooms, and their Managers conference and casino themed

gala evening. We hosted Toronto Community Housing for the first time, and event for youth which had a lot of media coverage on Global TV.

During December we hosted 5 events including the MPI Holiday Gala party. Exhibition Place organized 2 days of Human Resources staff training and a meeting of the Board of Governors. Tech Target was a returning client and a new client, Intalex, held a year end staff meeting and gala casino night.

Allstream Centre Year End Summary

Allstream Centre had a very busy and successful year; 153 events were hosted and, of the 87 Show reports that were returned, most averaged 90% overall for services. Allstream staff have developed a reputation for client satisfaction, as illustrated by many of this year's clients returning for their 4th or 5th year with us!

There were many highlights in 2015, including the very large and exciting Dragon Ball in February. After 15 years of being hosting at the MTCC, Cerise was able to secure this business for our venue. It was a grand evening and for patrons and also very successful in terms of fundraising.

Another highlight was the visit of Indian Prime Minister Modi, for which there was a large security presence. Allstream Centre hosted a dinner and meet and greet for this event, which was a huge success.

Other notable events throughout 2015 included the following:

- A wedding for 800 guests, with extravagant décor throughout the main floor and full ballroom
- The Sales Force World Tour event, in conjunction with Enercare Centre, for over 3,000 people
- AGRI Foods, which was also in conjunction with the SIAL Trade Show at Enercare, treated their exhibitors and guests to an exciting evening of entertainment at Allstream Centre
- Deloitte, a faithful and valued return client, hosted 5 day conference sessions twice in 2015
- Honda Indy took place earlier this year; we once again hosted the media centre and, for the second year, their control centre
- Staff at Allstream spent most of July as part of the 2015 PanAm Games assisting with Production Services and Exhibitor Services.
- Grand Cru had another successful fundraising event
- Atlantic Packaging's 50th Anniversary Gala.
- The Jane Goodall event took place over two days with many international speakers.
- We hosted 2 very important conferences – ABLE with over 300 people for 3 days and Ontario Women's Directorate with over 700 people for 3 days.
- MPI's Holiday Gala party, which was a tremendous success
- Intalex, a new client, hosted their year-end meeting and Casino themed gala.

Parking

Parking activity for the month of November commenced with our customized parking plan for RAWF. The digital sign boards on Lakeshore were programmed with messaging to encourage traffic to stay on Lakeshore rather than passing through the grounds. As well, the parking plan included the closure of the Princes' Gate during peak days for the weekends of RAWF and One of a Kind, as well as shuttles, customer service representatives, signage, paid duty and security. Both events had a positive increase in attendance despite BMO Field and Hotel X construction affecting parking inventory. Parking revenue for the month of November was above budget.

December events including Solaris, WWE and New Year's parties at Liberty Grand, Fountainblu, Muzik and Gossip all contributed to December closing above budget as well.

Parking Year End Summary

2015 was a very successful but challenging year for the Parking department. At year end our revenue was \$7,470,131 (\$644,261 above budget) with an 8.85% Labour vs Revenue (compared to a budget of 7.7%). Labour as a percent of revenue increased mainly as a result of the BMO Field construction impact. Exhibition Place parked over 464,777 vehicles in 2015 (492,041 in 2014).

To accommodate the TO2015 Pan Am Games, the Honda Indy Toronto moved from July to June, which moved up the installation and removal dates. TO 2015 actively promoted transit to the site. Upon completion of the TO2015 Pan Am Games, Exhibition Place launched seamlessly into the CNE. In the fall, Phase II construction for the BMO Field roof commenced. The construction project resulted in road closures and a reduction in parking inventory, which had an impact on our events. Staff created parking and traffic plans for individual show requirements to deal with this issue.

A grounds-wide Parking Study was undertaken in 2015 by WSP, which gathered data onsite and conducted focus groups and workshops to determine the best solutions for accommodating parking demand at peak times, as well as strategies to enhance the customer experience. The results of the Parking study will be presented to the Board in 2016.

Security Services Year End Summary

2015 was an exciting year of preparation and improvement for the Security area. The focus of the year was planning and preparedness. 2015 brought forward new initiatives and allowed for a number of unique opportunities to implement those initiatives. In preparing the security staff for a challenging year an extensive training program was introduced providing all security staff training in the areas such as tactical communication, defensive tactics, first aid, CPR, emergency preparedness, customer service and cultural diversity. As part of our response to world events and local threats, heightened security measures were put into place increasing the personal protective equipment issued to security, increasing the number of safety programs offered and mandated to be used by staff and the increase of security staffing levels for the safety of staff and public during high risk occupancy use of the property. 2015 saw significant upgrades to the security systems used to protect the assets of the grounds including the installation of card access control measures throughout the Enercare Centre, video surveillance upgrades in the Enercare Centre and various parking lots, parking lot lighting upgrades and an upgrade to the Enercare Centre fire protection system. The security area played a crucial role in the preparation of high profile/high security events taking the lead in the areas of security, emergency management, traffic management and accreditation. Working with its partners the security area prepared for and successfully executed event specific plans for a number of major events such as the Prime Minister Modi visit, the PanAM Games, CNE, RAWF, MLSE events in BMO Field and Ricoh Coliseum and managed the challenges presented by construction throughout the site - Gardiner Expressway upgrades, Hotel X, Biosteel Centre construction and the BMO Field expansion. Lastly, the security area took on the responsibility of all Board funded security coordination centralizing all security efforts, allowing for a higher level of partner communication, providing greater flexibility in asset allocation and through this delivered a higher level of customer service to our guests and clients. To summarize the security area has been extremely successful in 2015 by supporting our partners, working collaboratively with other Exhibition Place areas, advancing the safety and security of our staff, guests and clients and delivering an exceptional guest experience through planning, organization and the delivery of excellent customer service.

IT/Telecommunications

IT/Telecom staff evaluated various methods of communications connectivity for the signage (WiFi, cellular, hardwire) and determined that the hardwire method would be most secure, reliable and cost effective given that trenching needs to be done for electrical connectivity to each sign.

As an update on the way finding signage project, IT/Telecom provided the signage provider with two possible technologies for establishing fibre connectivity to the display units that are to be deployed across the campus. If enough space is available within the signs, it may be possible to use these locations as additional outdoor WiFi distribution points (a synergistic enhancement).

A new Windows distribution server has been deployed which allows for easier upgrades of operating systems on computers across the grounds. This service should enable easier and quicker patches of new system software with less physical intervention.

IT/Telecom is working with Parking Services to evaluate new technologies for the parking lots. Though early on in the process, IT may be able to provide guidance on connectivity technologies that may enable deployment of new systems in a more integrated manner.

As part of the evolution of the Exhibition Place Time and Attendance System, IT staff have finalized software development on a program that will allow departments to electronically code employee hours against actual event codes in real time. Departments will now no longer have to submit "job codes" to the payroll department for reentry.

Building Operations

Mechanical

- Assisted in the move in and move out of RAWF
- Completed repairs in the Enercare Centre after RAWF move out
- Prepared building for the Solaris EDM and Toronto International Boat Show move in
- Replaced the hydrant in the s/w corner of Heritage Court which is used for Lake Wow
- Completed various floor repairs, using epoxy compound
- Repaired Notice of Violations from Toronto Fire throughout Enercare Centre and the grounds
- Made repairs to the s/w glass façade leaks in Heritage Court
- Completed various office renovations to accommodate Showtech mobilization of new electrical and mechanical contract
- Replaced slats roll up-door # 33 , and checked for minor repairs to the Enercare Centre perimeter roll-up doors for the up and coming 2016 event season
- Repaired the roll-up doors for the East exit and entrance at the Enercare Centre garage

Electrical

- Replaced burnt out light bulbs and lamps in stairwells as per Security Department check list
- Replaced burn out light bulbs and lamps at the exterior of the building and Galleria doors
- Inspected and repaired the operation of the soap dispensers in Enercare Centre washrooms
- Replaced blown buss fuse in the Industry Building during The Royal Agricultural Winter Fair
- Replaced the exit sign fixture in Hall A
- Installed floor port inserts
- Installed and wired the Enercare Centre lounge in the Galleria
- Inspected and repaired the operation of the soap dispensers in Enercare Centre washrooms
- Removed and replace fans for unit heaters in North extension and Industry building
- Repaired the broken fire alarm conduit
- Replaced the float controls in chiller units
- Replaced the electrical feed to the Enercare Centre camera system

Operations Year End Summary

The year 2015 was an important year for the Operations Department, especially in the area of project delivery. We managed key projects such as the upgrade of the fire alarms system in the Enercare Centre, to a new state of the art system that allows better monitoring and increased capability of bypassing specific zones with addressable points.

We installed the District Energy System, which is a network of hot and cold water pipes buried underground that will be used to efficiently provide heating and cooling to the new hotel. District Energy with combined heat and power, uses less energy and is noted as the cheapest method of cutting carbon emissions, and has one of the lowest carbon footprints of all fossil generation plants

We completed lighting efficiency upgrades in the Enercare Centre to reduce energy consumption and air conditioning load and improve exhibit halls' overall light levels. This was done by reducing our 400w fixtures into 150w LED fixtures with Dimmable, and luminaire control modules. This project is controlled by an ENCELIUM® Energy Management System, which is a flexible and cost effective way to manage our lighting space.

We completed installation of the Splash Pad in Centennial Park. This is a permanent installation that will serve as a legacy for the Pan Am Games.

We met and exceeded our Lost Time Injuries (LTI) reduction target and reduced LTI's by 33% from 2013 numbers.

Under our annual OH&S Training Program, we implemented 21 training modules and our Health & Safety Department provided in-house training to 1267 staff.

In terms of professional development, staff in the Operations Department completed 304 hrs of external training. This allows staff to build specific knowledge and competencies that is related to their current role, as well as learn and develop new skills.

We faced minor challenges in terms of equipment deliveries, scope changes and construction schedule, but our team worked diligently to ensure these challenges did not affect the completion of these projects.

Facility Services

The following maintenance projects and activities were completed or are on-going:

- Worked with Human Resources to hire 76 new Housekeeping staff in preparation RAWF and ensured that all workers underwent orientation and training
- Assisted in a RICOH Coliseum turnover from ice rink to equestrian arena and back to ice rink
- Turned-over the Enercare Centre Halls A, B, C, and D from RAWF One of a Kind Craft Show
- Completed post RAWF move-out sanitization of the Industry Building and East Annex
- Completed 2015 Exhibition Place tree audit
- Successfully delivered Labour, Housekeeping and Productions Services for Screemers, Library Resource Fair, Woofstock, Indoor Winter Carnival, CIBC Christmas Party, CIBC Gala, CGA Exams, and the Solaris electronic dance event
- Commenced the supply of Labour and banner hanging services for Boat Show
- Ordered approximately 35 metric tons of road salt in preparation for the winter snow season and placed road-salt boxes around our buildings
- Authored Audio / Visual system start up documentation for all of the Enercare Centre Salons and meeting spaces

- Reviewed and, where required, replaced key components of the Allstream and Enercare Centre AV systems to ensure operationally ready for the 2016 events
- In process of documenting and analyzing the radio frequency spectrum for common production locations on the grounds including Allstream and Enercare Centre in an effort to mitigate interference with common wireless production technologies
- Reviewed and, where required, updated connectivity between updated and legacy audio systems in the Enercare Centre complex
- Hosted 3 day training session for unionized Production employees on High Reach and Fork Lift operation in partnership with the Education Committee of our Production Technician union, including propane handling components, which was administrated by our Production Coordinator

Facility Services Year End Summary

2015 was a very busy year for Facility Services staff, who worked closely with Human Resources to schedule and take part in the hiring of casual Housekeeping employees and seasonal student employees for the National Home Show, TO2015 Pan Am Games, the Canadian National Exhibition (CNE), and Royal Agricultural Winter Fair. All new and seasonal employees were given orientation sessions which included Health and Safety training. Facility Services also took part in the interview process and the hiring of one Facility Coordinator, two junior Facility Coordinator positions, two junior Production Coordinator positions, as well as the hiring of two new Housekeeping schedulers.

To help with the expanding needs of the grounds, Facility Services engaged third party housekeeping companies to supplement the work load. *Kleenway Services* was used at BMO field for TFC games as well as supplementing work for the 2015 Pan Am Games and the Canadian National Exhibition. *Impact Cleaning Services* was used during the CNE period for the events taking place in the Ricoh Coliseum as well as in a supervisory role in the Food Building.

Facility Services ensured that upwards of 1,000 Production Technicians, Housekeeping staff, and Labour staff were accredited and issued proper credentials in order to complete assigned work over the course of the year. Seven of our Facility Coordinators also completed training and were awarded Certificates of Participation by the Recycling Council of Ontario Waste Auditor Training program.

Production Services completed the installation and commissioning of the upgraded event paging system in Enercare Centre in Halls E, F, and G. This allowed us to provide an extremely high volume service delivery of technical audio/video production services for TO2015 Pan Am Games while preparing requirements for CNE. Maintenance work on the Event Announcement Systems ensured a functioning connectivity infrastructure of all systems prior to the busy trade show season. They verified and installed the necessary equipment ensuring compliance of event related technologies with the Life Safety System.

Production Services also hosted training sessions for IATSE Employees in the discipline of broadcast, high reach equipment, and forklift operation, led by the education committee of their bargaining unit.

Facility Services achieved our goals of the highest level of service to all shows and events which was highlighted by the successful delivery of services to TO2015 and CNE, our two largest events in 2015.

EXcellence in Action

Kelly Antonaros sent an email dated November 5th to Jim MacGregor; “On behalf of the entire team, I want to thank you for another very successful show. Your countless efforts to help us be as cost effective as possible, and your professional guidance and support before and during the show, are a huge part of our success at the Enercare Centre. You are pro-active, and because of this, you help us save on the bottom line. David really appreciates this. You are always available and supportive to each one of us, (Rich, Steve, Heather and myself), and that helps to make our jobs easier. In the end, because of all of these combined efforts, we had another great year! You are a huge part of this, and we really appreciate you as a person, and as our professional guide. We count on you and you always deliver. Your sense of humour on the floor is a priceless bonus :) Thank you for all that you do for us!”

Richard Robertson sent an email dated November 5th to Jim MacGregor; “It goes without saying JIM.....you are our favorite show person, manager, director....whomever to work with. Hands down! Much appreciate all your help as always and it was very nice of you to take charge (and a couple of interesting U-Turns) and look after Kelly when her Dad was ill. Who else could have done that in the middle of the show? Only you Jim.....!!!”

Kathy Treanor received an email dated November 6th from Jafri Ismat regarding the PEBC Exams; “Overall, our exam staff were very pleased with the Allstream facility and it was wonderful to have your support before and during the two exams days. Thank you very much and I look forward to the opportunity of providing additional feedback.”

Amy Whittington sent an email dated November 10th to Denise DeFlorio regarding the College of Physicians & Surgeons Conference; “It’s always such a pleasure working with you and everyone at the Allstream Centre. I so appreciate your time and patience in planning our event – it was a great success.”

Denise DeFlorio and Martin Kenneally received an email dated November 12th from Frances Pairaudeau of Ontario non Profit Network; “I just wanted to write to make a special note to let you know how impressed I was with Kathy who was my meeting coordinator during my event at Allstream. She was exceptional in every way: quick, efficient, reliable, helpful, a real problem solver and pleasant and patient at all times. I have done many events and have never found such a high level of skill and expertise. She was a pleasure to work with. Congratulations on having such great staff in your team, she made all the difference.”

John Palmisano of American Express Meetings & Events sent an email dated November 11th to Stephanie Lander, cc Laura Purdy: “Mission accomplished and expectations exceeded. I honestly cannot thank you enough for such a tremendous event. This will be an event which will be the blueprint for future INTER [action] events. Thank you for your guidance, partnership and commitment to our success.”

Mr. Palmisano also sent an email dated November 16th to Nancy Kloek, cc Ken Jattan: The feedback is coming in and this was reported as one of the best Supplier Showcases in the history of the event! I have to say we really felt part of your team and we were so happy to have you as part of ours. We will look forward to the final invoice and the survey. It will be our pleasure to provide some very well deserved marks!`

Dianne Young received a letter dated November 23rd from Li Jinqi, Chairman of the Board of China Foreign Trade Centre: “I am writing this letter to express my sincere appreciation for your warm hospitality to the Canton Fair delegation, and thank you for meeting us on Nov.13th. During our

meeting, we have exchanged ideas on various areas including development trend of exhibition industry, potential cooperation of two companies, operation model of a venue ground, and etc. I believe it was a fruitful communication and successful meeting. “

Iftu Tahir of Toronto Community Housing sent an email dated November 30th to Sonia Naeemi and Nancy Kloek, cc Don Leddy: “We would like to extend our deepest gratitude to you, and your catering/venue/AV staff, and Nancy of course!! - for their wonderful service and support yesterday. The staff were incredibly courteous, professional, and always standing by to help. Just fabulous, I really have to say! Please extend my warmest thanks to every staff member that serviced the event on Saturday, on behalf of my team! You should be proud!”

Denise DeFlorio received an email dated December 1st from Karin Ivand of Ontario Women’s Directorate: “Thank you so much for all your help, expertise, advice and assistance during our provincial summit. We have had so much positive feedback, and having it in such a great venue with your excellent service certainly contributed greatly to our success.

Trevor Lui of The International Centre sent an email dated December 2nd to Laura Purdy: “Just want to pass on a note of thanks to you and the team for being wonderful hosts last night. Also want to extend a note of appreciation for your continued support of the MPI Foundation and putting us up for the pre-reception.”

Don Leddy sent an email dated December 17th to Minnie Zheng and Lisa Li: “I thought it appropriate to take a moment to acknowledge the wonderful assistance you provided during yesterday’s site tour with the delegation from China Chamber of Commerce for Import and Export of Textile and Apparel. While the decision to host their event with us is far from guaranteed, I can say for certain that having you step in as Mandarin interpreters* went a long way in helping our clients feel comfortable in exchanging ideas and understanding the full scope of how their program would work in our venue. It was also most helpful for me as your presence also showed the clients how much we want to work with them.”

** Exhibition Place’s Ambassadors Program puts staff in touch with multi-lingual staff Ambassadors who are able to provide translation services in 24 different languages.*

Leslie Wright sent an email dated January 3rd to Laura Purdy: “On behalf of MPI Toronto Chapter, I would like to thank you for your generous sponsorship of our Holiday Gala on December 1, 2015. It was an amazing event and we’ve received very positive feedback from the attendees. Here are some of their comments:

“It was perfect.”

“Great! Lots of people, venue was great, a lot more space than last year, great job team!!”

“By far one of the best done MPI events to date!”

“I hadn’t attended an MPI event in a while and this was an excellent one to reconnect with my contacts. I thought the space was perfect for the size of the group. Loved the individual food stations at the reception and the décor in the dinner room was lovely!”

As our largest event of the year, it would not be possible to produce this quality event without your support and we thank you for your commitment and partnership with the MPI Toronto Chapter. We look forward to working with you again in the future.

The Employee Recognition Program year ended with November, 2015 and the Senior Management Team chose Andrew Landrigan, Event Coordinator, as Employee of the Year for his outstanding work on TO2015.

Spectra by Comcast Spectacor November 2015

November was another busy month for Spectra. The Zoomer lifestyle show included the British Isles Show this year, which gave it an extra “Coronation Street” vibe.

For RAWF, Spectra set up a bistro style restaurant next to the main stage, with our subcontractor Wandering Bean Coffee Company. The bistro was well received by all – lovely panini pressed sandwiches, salads, a Butternut Squash Ravioli with Rosemary-Sage Butter Sauce and Chocolate Bourbon Pecan Pie cupcakes.

The Library Fair in the Queen Elizabeth building had one of our subcontractors showcasing their sandwich cart

Winter Woof stock was a new addition to our regular shows, also in the Queen Elizabeth building. We brought in some new food trucks like Moustache Burger and Naan Sense.

For One of a King, one of our biggest shows, we featured two bistro style restaurants, multiple bars including a special late night VIP area, and lots of new food vendors like Pappa’s Greek.

We also catered the CIBC annual kids’ party for 2,000 children and families with special kid-favorites like mac and cheese, hot dogs and cheese pizza. Guests were greeted with an organized coat check and enjoyed coffee stations throughout the venue.

December 2015

The CIBC gala on December 4th (the third event for CIBC in as many months) was attended by 2,800 guests and was catered by 10tation event catering, which featured Asian Beef with Noodle Cake and Bok Choy, as well as delicious desserts.

Spectra’s new Operations Manager, Robb King, created speciality cocktails based on the Illusion theme – Phantom (melon liqueur, vodka, triple sec and pineapple juice), Copperfield (gin, triple sec and campri) and Houdini (Hpnotiq liqueur, coconut rum, blue curacao and pineapple juice).

The Scotiabank Kids Holiday Party hosted 6,000 small attendees. Spectacor provided snacks and beverages and contracted out food services to Pizza Pizza, Pita and Rye, That’s a Wrap, Midway Grill, and Harrison’s Ice Cream.

Spectra Year End Summary

2015 was the year of the food truck at Enercare Centre. Spectra sourced out a variety of food trucks that were a great success during many shows, both with our clients and their patrons. This year also saw an improved partnership with 10-tation and Daniel et Daniel catering companies, adding a touch of elegance to our food service repertoire. The highlight of the year was the Pan Am Games, during which Spectra successfully served over 16,000 people a day! A returning client brought us two new events; CIBC summit and CIBC Kids Party. In addition to servicing these events, as well as our regular roster of clients, Ovations managed the name change to Spectra in 2015, and a number of staff changes; Danielle Bourget was brought on board as Catering Manager and Robb King as Operation Manager. In November Aishah Best left and

was replaced by Alison MacKellar as Office Manager. More recently Harry Chung resigned and Danielle was appointed Interim GM during the GM transition.

Cerise Fine Catering

November and December provided Cerise Fine Catering with a compact, busy and successful run with several multi-day conferences, receptions and galas. The events went very well with very good customer satisfaction and feedback. The collegial environment and teamwork between Cerise and Allstream Centre staff put us in a good place for these successes. In particular, the MPI gala for 500 guests, and the Home Depot reception for 1,000 guests, were executed smoothly. The Ontario Women's Directorate event had many demands and nuances that were navigated well with teamwork between Cerise and Allstream Centre staff.

Cerise Fine Catering Year End Summary

- 218 events serviced, with an average event revenue of \$15,276 per event
- Over 49,000 meals served
- 3,000 prospecting calls made
- 92 new business leads obtained
- 36 Site inspections conducted
- 10 new contracts signed

Appendix A - 2016 Sales Missions & Travel

ASSOCIATION				
DATE	TT BUSINESS GROUP	LOCATION	EVENT/SALES ACTIVITY/ORGANIZERS MARKETING PROGRAM	TARGET AUDIENCE
February	MC&IT	Ottawa, ON	Lunch & Learn Seminar (Topic: TBA) 1 Sales Call with Client	Canadian Association
March	MC&IT	Ottawa, ON	Lunch & Learn Seminar (Topic: TBA) 1 Sales Call with Client	Canadian Association
April	MC&IT	Ottawa, ON	Lunch & Learn Seminar (Topic: TBA) 1 Sales Call with Client	Canadian Association
May	MC&IT	Ottawa, ON	Lunch & Learn Seminar (Topic: TBA) 1 Sales Call with Client	Canadian Association
September	MC&IT	Ottawa, ON	Kick- Off Reception & 3 Sales Calls with Hotel X or Hotel Partner	Canadian Association
October	MC&IT	Ottawa, ON	Lunch & Learn Seminar (Topic: TBA) 3 Sales Call with Client	Canadian Association
November	MC&IT	Ottawa, ON	Breakfast Education Seminar 3 Sales Calls with Clients	Canadian Association
June	MC&IT	Ottawa, ON	Summer Bash Dinner & AGM minimum 3 Sales Call with Client	Canadian Association
September	MC&IT	Ottawa, ON	Kick- Off Reception	Canadian Association
Bi-monthly	MC&IT	GTA	PCMA Bi-Monthly Meetings/ Socials (6 per year)	Canadian Association
January 10-13, 2016	MC&IT	Vancouver Convention Centre Vancouver, BC	PCMA Convening Leaders	Canadian Association
January 20-21, 2016	MC&IT	Ottawa Shaw CC Ottawa, ON	Reveal Social CSAE Tete a Tete MPI - Silent Auction and Dinner	Canadian Association
February 4-5, 2016	MC&IT	Holiday Inn Burlington Hotel & Conference Burlington, ON	CSAE Trillium - Winter Summit	Canadian Association
March	MC&IT	Ottawa, ON	Tourism Toronto - Canadian Association Sales Mission and HVA Client Event	Canadian Association
TBD	MC&IT	Ottawa, ON	Association Ottawa Client Event - Spring (30-50 clients)	Canadian Association
April/May	MC&IT	Toronto, ON	Tourism Toronto - Mowat Building Mini Trade Show	Canadian Association
May 18, 2016	MC&IT	Ottawa, ON	MPI Prix Prestige Awards Gala	Canadian Association
TBD	MC&IT	TBD	CSAE Annual Summer Summit	Canadian Association
August	MC&IT	Ottawa, ON	Tourism Toronto - Canadian Association August Sales Mission & HVA Client Event and MPI golf tourney	Canadian Association
October 26-28, 2016	MC&IT	Allstream Centre Toronto, ON	CSAE Annual Conference and Showcase	Canadian Association
November	MC&IT	Ottawa, ON	Tourism Toronto - HVA Signature Event	Canadian Association
November 20-22, 2016	MC&IT	Toronto, ON	PCMA Canadian Innovation Conference	Canadian Association
November	MC&IT	Toronto, ON	Tourism Toronto - Mowat Building Mini Trade Show	Canadian Association
December	MC&IT	GTA	CSAE - Trillium Chapter Holiday Season Reception & Dinner	Canadian Association
December	MC&IT	Ottawa, ON	MPI Ottawa - Festive Holiday Luncheon	Canadian Association

CORPORATE				
DATE	TT BUSINESS GROUP	LOCATION	EVENT/SALES ACTIVITY/ORGANIZERS MARKETING PROGRAM	TARGET AUDIENCE
January	MC&IT	GTA	MPI Board Retreat	Canadian Corporate
February	MC&IT	GTA	MPI Signature Series Event	Canadian Corporate
February	MC&IT	GTA	MPI PD Session	Canadian Corporate
March	MC&IT	GTA	CRFA Breakfast	Canadian Corporate
May	MC&IT	GTA	MPI Toronto Chapter Board Retreat	Canadian Corporate
September	MC&IT	GTA	MPI Signature Series & AGM	Canadian Corporate
October	MC&IT	GTA	MPI PD Session & Signature Series Luncheon	Canadian Corporate
November	MC&IT	GTA	SITE Education Day	Canadian Corporate
November	MC&IT	GTA	MPI PD Session & Signature Series Luncheon	Canadian Corporate
TBD	MC&IT	GTA	Toronto Board of Trade Monthly Meetings (5 Meetings)	Canadian Corporate
Bi monthly	MC&IT	GTA	PCMA Bi-Monthly 4 Meetings/2 Socials (6 total per year)	Canadian Corporate
3 per year	MC&IT	GTA	SITE Monthly Meetings	Canadian Corporate
March 3-5, 2016	MC&IT	Caesars Windsor Windsor, ON	CanSPEP Annual Conference	Canadian Corporate
February	MC&IT	Allstream Centre	SITE Canada AGM	Canadian Corporate
March	MC&IT	GTA	MPI Awards Gala	Canadian Corporate
April	MC&IT	GTA	MPI Global Meetings Industry Day	Canadian Corporate
April	MC&IT	GTA	BEICC - Cda Meet Week - The Zone (closing event for Ignite Show)	Canadian Corporate
April	MC&IT	GTA	Site Spring Social - Cda Meet Week	Canadian Corporate
April	MC&IT	GTA	CanSpep Cda Meet Week	Canadian Corporate
Spring 2016	MC&IT	Montreal	Tourism Toronto Montreal - Signature Event	Canadian Corporate
May	MC&IT	Langdon Hall Cambridge	Tourism Toronto - South Western Ontario Signature Event	Canadian Corporate
June	MC&IT	Niagara Falls	MPI - Toronto Education Conference	Canadian Corporate

CORPORATE continued				
July 15-16, 2015	MC&IT	Montreal, QC	Allstream Centre Montreal In Market Sales Calls/ Client Event	Canadian Corporate
June 11-14, 2016	MC&IT	Atlantic City, NJ	MPI - World Education Conference	USA Corporate
August	MC&IT	TBD	Canada Rocks	Canadian Corporate
August	MC&IT	MTCC Toronto, ON	Incentive Works	Canadian Corporate
August 18-20, 2016	MC&IT	InterContinental Toronto Toronto, ON	FICP Canadian Chapter	Canadian Corporate
October	MC&IT	GTA	CanSPEP Day & AGM	Canadian Corporate
Fall 2016	MC&IT	West Coast	Tourism Toronto - Signature Event	Canadian Corporate
Fall 2016	MC&IT	TBA	South West Ontario Sales Calls	Canadian Corporate
Fall 2016	MC&IT	West Coast	Tourism Toronto - West Coast North America	Canadian Corporate
November 9-12, 2016	MC&IT	Omni Nashville Hotel Nashville, TB	FICP International/Educational	International Corporate
December 12-14, 2016	MC&IT	New Orleans	InterAction	International Corporate
December	MC&IT	GTA	MPI Holiday Gala	Canadian Corporate
December	MC&IT	Toronto	SITE Canada Holiday Social	Canadian Corporate

TRADESHOWS & SPORTS ASSOCIATIONS				
DATE	TT BUSINESS GROUP	LOCATION	EVENT/SALES ACTIVITY/ORGANIZERS MARKETING PROGRAM	TARGET AUDIENCE
February	MC&IT	GTA	CAEM Awards Gala	Canadian Association
April 3-6, 2016	MC&IT	Fairmont Grand del Mar San Diego, CA	SISO	USA Association
June	MC&IT	Charlottetown, PEI	CAEM Conference	Canadian Association
September	MC&IT	Allstream Centre	CAEM Executive Forum & Luncheon	Canadian Association
December 6-8, 2016	MC&IT	Anaheim Convention Centre Anaheim, CA	IAEE Annual Conference	USA Association
December	MC&IT	GTA	CAEM Holiday Luncheon	Canadian Association