

19

## EXHIBITION PLACE

February 29, 2008

To: The Board of Governors of Exhibition Place

From: Dianne Young  
Chief Executive Officer

**ACTION REQUIRED**

Subject: **Multi-Year Rental Agreement with  
Canadian National Sportsmen's Show**

### Summary:

With the anticipated construction of the Automotive Building for the Conference Centre project, Toronto Ski, Snowboard & Travel Show ("Ski Show") needed to be relocated to another venue. Sales staff entered into discussions with Canadian National Sportsmen's Shows to ensure the Toronto Ski, Snowboard & Travel Show would be able to secure their dates and space patterns for 2008, 2009 and 2010, and relocate their show to occupy 60% of the Better Living Centre. Sales staff proposed the 3-year agreement, and CNSS has accepted the offer, subject to Board approval.

This report recommends a three-year agreement with Canadian National Sportsmen's Shows ("CNSS") for production of the Toronto Ski, Snowboard & Travel Show for 2008 to 2010 inclusive, within the Better Living Centre at Exhibition Place.

### Recommendation:

It is recommended that the Board:

- (1) Approve the execution of three rental agreements with CNSS for the Toronto Ski, Snowboard & Travel Shows 2008 to 2010 inclusive, on the terms and conditions outlined on Attachment 1 – Confidential Information, and such other terms as required by the CEO and City Solicitor.
- (2) Direct that the confidential information contained in Attachment 1 to this report not be released publicly in order to protect the competitive position and future economic interests of Exhibition Place.

### Financial Impact:

A three-year agreement with CNSS secures the Toronto Ski, Snowboard & Travel Shows within the Better Living Centre at Exhibition Place, providing a financial return to the Board of approximately \$200,000.00 in rent.

THE BOARD OF GOVERNORS OF EXHIBITION PLACE



Decision History:

It has been the Board's practice to offer clients that enter into three-year agreements, a lagging of their rental rates by one year. With the anticipated construction of the Automotive Building for the Conference Centre project, CNSS will need to be relocated to the Better Living Centre. Pursuant to the By-Law No. 2-07 agreements for the duration of over one year require approval of the Board.

Issue Background:

Often large trade and consumer show clients prefer to have their dates confirmed well in advance in order to ensure a consistent date and space pattern, to secure exhibitors, sponsorships, and block out competitive tradeshow. It has been the practice of the Board to enter into three-year agreements with our major trade and consumer show clients. This direction not only allows the shows the security of dates, but provides to the Board, the security of income for those years.

Comments:

Sales staff entered into discussions with CNSS, a prestigious client of Exhibition Place, to ensure the Toronto Ski, Snowboard & Travel Show would be able to secure their dates and space patterns for 2008, 2009 and 2010, occupying 60% of the Better Living Centre.

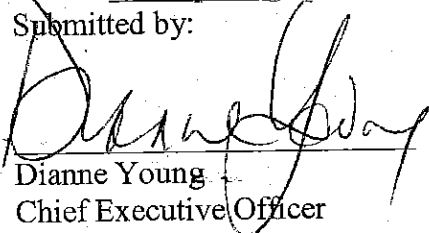
The Board listed rates are \$0.105 for 2008, \$0.108 for 2009, and not determined for 2010. Multiple year agreements will be issued for 2008, 2009 and 2010 for the Better Living Centre, and the rates reflected in each agreement are equivalent to the previous year's rate (that is, the 2008 agreement will be based on the 2007 rental rate, the 2009 agreement will be based on the 2008 rental rate, and the 2010 agreement will be based on the 2009 rental rate.), based on previous approved Board 3-year agreements. A 25% deposit is required for the 2008 Agreement, and a 3% deposit for the 2009 and 2010 Agreements is required to execute the 2008, 2009 and 2010 Agreements, delivered by the specified deadline date, in order to execute.

Please see Attachment 1 – Confidential Information for comments.

Contact:

Arlene Campbell  
General Manager, Sales & Events  
Tel: (416) 263-3030  
Fax: (416) 263-3019  
Email: [ACampbell@directenergycentre.com](mailto:ACampbell@directenergycentre.com)

Submitted by:



Dianne Young  
Chief Executive Officer