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## EXHIBITION PLACE

February 26, 2008

To: The Board of Governors of Exhibition Place

**ACTION REQUIRED**

From: Dianne Young  
Chief Executive Officer

Subject: **Multi-Year Rental Agreement with  
National Marine Manufacturers Association (Canada)**

Summary:

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 tradeshows. Sales staff entered into discussions with the National Marine Manufacturers' Association ("NMMA"), a prestigious client of Exhibition Place, to ensure the Toronto International Boat Shows would be able to secure their dates and space patterns for 2009, 2010 and 2011 in the Direct Energy Centre. Sales staff proposed the 3-year agreement, and NMMA has accepted the offer, subject to Board approval.

This report recommends a three-year agreement with National Marine Manufacturers Association (Canada) ("NMMA") for production of the Toronto International Boat Shows for 2009 to 2011 inclusive, within Halls A, B, C, D and accompanying Salons and Meeting Rooms, Heritage Court, Hall F (1<sup>st</sup> Floor), Hall G, Hall H, and the Presentation Theatre in the Direct Energy Centre at Exhibition Place.

**Recommendation:**

**It is recommended that the Board:**

- (1) Approve the execution of three rental agreements with NMMA for the Toronto International Boat Shows 2009 to 2011 inclusive, on the terms and conditions outlined in the Confidential Attachment 1, and such other terms as required by the CEO and City Solicitor; and**
- (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 NMMA secures the Toronto International Boat Shows within the Direct Energy Centre at Exhibition Place providing a financial return to the Board of

approximately \$3.0M in rent.

Decision History:

At its meeting of September 2005, the Board approved of a three-year agreement with NMMA for the Boat Show which expired in January 2008.

Issue Background

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 tradeshows. 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. Sales staff entered into discussions with the National Marine Manufacturers' Association ("NMMA"), a prestigious client of Exhibition Place, to ensure the Toronto International Boat Shows would be able to secure their dates and space patterns for 2009, 2010 and 2011 in the Direct Energy Centre.

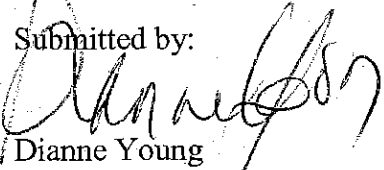
Comments

The Board listed rates are \$0.152 for 2009, and are not determined for 2010 or 2011. Multiple year agreements will be issued for 2009, 2010 and 2011 for Halls A, B, C, D and accompanying Salons and Meeting Rooms, Heritage Court, Hall F (1<sup>st</sup> Floor), Hall G, Hall H, and the Presentation Theatre, and the rates reflected in each agreement are equivalent to the previous year's rate (that is, the 2009 agreement will be based on the 2008 rental rate, and the 2010 agreement will be based on the 2009 rental rate). A rental rate of \$0.148 was used for 2009, a rental rate of \$0.152 was used for 2010 (3% increase over 2009), and a rental rate of \$0.157 was used for 2011 (3% increase over 2010), based on previous approved Board 3-year agreements. A 3% deposit for the 2009, 2010 and 2011 Agreements is required to execute the 2009, 2010 and 2011 Agreements, delivered by the specified deadline date, in order to execute.

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Submitted by:

  
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