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Fatima Scagnol

From: Laura Purdy [LPurdy@ntc.on.ca]
Sent: April 1, 2004 2:07 PM
To: Fatima Scagnol
Subject: FW: parking rates

-----Original Message-----

From: Lise Bujold [mailto:lise@promocan.com]
Sent: Tuesday, March 30, 2004 2:59 PM
To: 'Laura Purdy'
Subject: RE: parking rates

Dear Laura:

One thing is true in here. Parking is a negative for all involved. I have to keep my Fall shows at the International Centre because of Parking fees. Otherwise, I'd bring this show to your building as well. Our members will pay for parking when attending the trade show. But, in September, when they are allowed to invite their clients, they don't want them to have to pay for parking - so we stay out by the airport. The February Show is trade only.

As for the \$10 flat (indoors, outdoors) rate, I see another problem arising...everyone will try to park indoors and you'll need parking attendants to redirect there instead.

\$9 was a good price - it's a one digit!

Have a wonderful day!

Lise Bujold, CMM
Vice-President
PPACanada
phone: (514) 489-5359
E-mail: lise@promocan.com

From: Laura Purdy [mailto:LPurdy@ntc.on.ca]
Sent: Tuesday, March 30, 2004 12:00 PM
To: 'lise@promocan.com'
Subject: FW: parking rates

Lise:

As per our telephone conversation a moment ago...

01/04/2004

Fatima Scagnol

From: E. McCullough [mccullough@ciph.com]
Sent: March 30, 2004 2:31 PM
To: fscagnol@explace.on.ca
Cc: LPurdy@ntc.on.ca
Subject: Exhibition Place Parking Rates

We do receive some comments from visitors that they like attending shows at the International Centre where the parking is free, however, I do not see an increase in parking rates of \$1 as a significant deterrent for our visitors or exhibitors.

Regards,

Elizabeth McCullough, C.D.E.
GM Trade Shows
Canadian Institute of Plumbing & Heating

April 1, 2004

Ms. Dianne Young
General Manager & CEO
National Trade Centre
Exhibition Place
100 Princes' Blvd
Toronto, ON
M6K 3C3

Dear Ms. Young:

I would like to thank you for the opportunity to voice our opinion in your proposal to adjust the parking rates.

Our opinion on the above matter is that any increase in costs to the consumer can have a detrimental affect on the spend with our exhibitors, concessions, or even affect the attendance figures. Oddly, as you know, price increases like this don't always have the desired effect of increasing revenue. Perhaps the encouragement for more traffic is a small decrease in the cost to use the service. This could make the option of driving to the show more appealing than other options and would increase the volume of vehicles using the lots. For some consumers, the decision to attend our Spring and Fall shows is based on the fact that our competitors' shows are held at the International Centre and Congress Centre, who provide free parking. I am sure you have done the sums on a variety of scenarios.

In light of this, our position is that a one-dollar increase at this time is not a major concern. The cost of parking will continue to be an area which we pay particular attention to at many of our events across North America. A larger concern, at this juncture, is the one we voiced to you regarding the loss of parking spaces to build other facilities on the grounds. Any reduction in the number of spaces available would greatly impact our use of the Trade Centre and our attendance. We appreciate your commitment to maintain our exhibitor rates and "after 6pm" reduced rates. An added service that would be greatly valued would be the ability for your parking department to manage the selling of an exhibitor parking pass for the duration of the event. We have had numerous discussions with your parking representatives requesting this service to become in effect. The only solution to this has been that we take responsibility and use our staff and resources to do this on behalf of Exhibition Place. Sadly this is not a workable solution and we request that this potential service be considered by the board.

In conclusion, we do not object to the proposed changes of a dollar increase and reduction for the outside and inside parking lots. Thank you again for considering our opinion.

Yours sincerely

Duncan Payne
Regional Show Director

CC Arlene Campbell

