

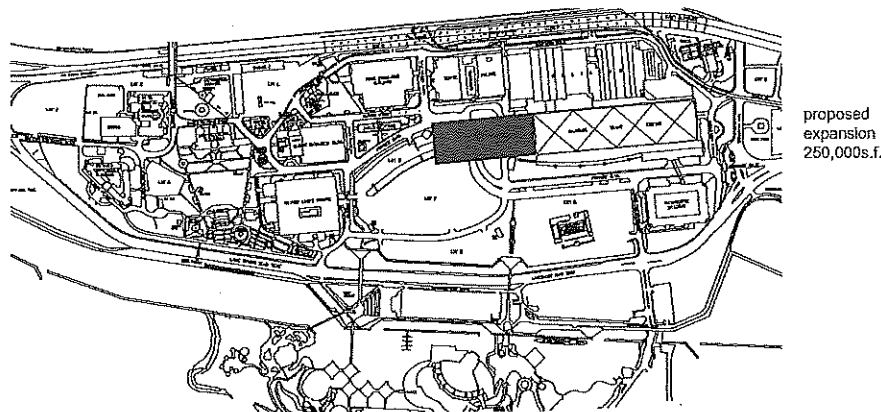
2.0 Expansion of the National Trade Centre

background

- > NTC is 1 million square feet gross with 485,000s.f. of contiguous new space within the main building, 162,000s.f. in the Auto building;
- > 325,000 s.f. is old, not air-conditioned, not serviced, low ceilings, no loading facilities - clients do not wish to use the older space - limited use by RAWF, CNE, Boat Show, Home Show, Sportsmen's Show;
- > NTC generated over \$250 million in economic impact (1998 study) and is the largest consumer and trade show venue in Canada and 7th largest in North America;
- > Over the last years the following events have expanded: National Homes Show, Boat Show, RAWF, Speedorama, Sportsmen's Show, Bicycle Show, AIMR, One-of-a-Kind Show, Reid's Canadian Machine and Tool Show;
- > In competition with other trade centers in the NE market;
- > Olympic Plan proposed expansion to the west with 250,000 s.f. of new building area, and 200 underground parking spaces.

site requirements

- > 250,000 s.f. (4.6 acres / 1.86 Ha building area) with 200 underground parking spaces (Olympics Plan).



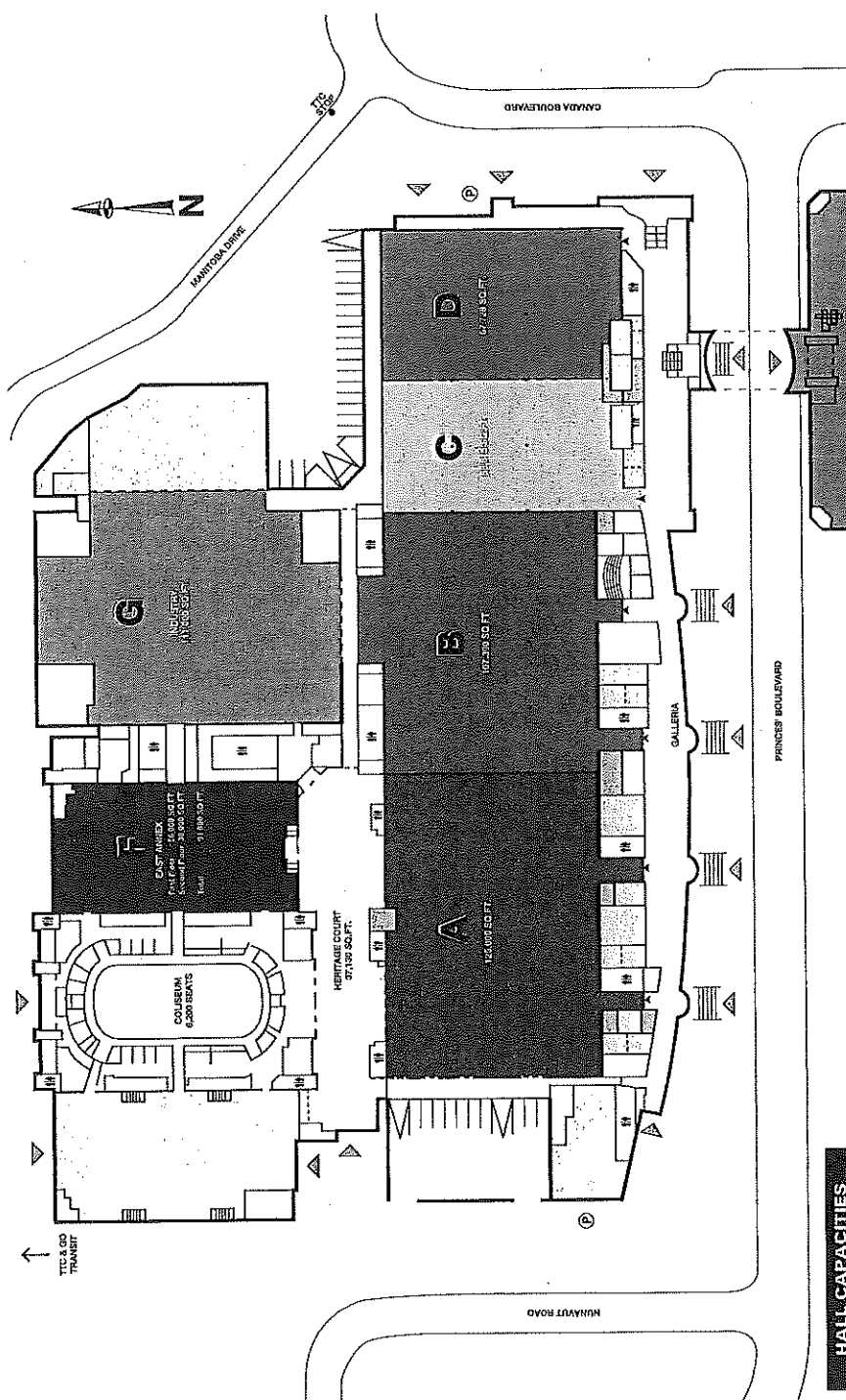
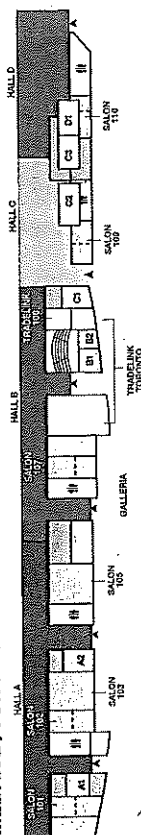
opportunities

- > If expansion occurs, may increase Toronto's potential for international events - Olympics, Worlds Fairs;
- > Increase marketability of NTC, especially with the inclusion of a conference centre;
- > Increase parking capacity and revenue;
- > Increased opportunity to host multiple events and shows that require more than 500,000 s.f of contiguous show floor space.

challenges

- > Limited opportunity for private sector funding because there is no pay back of debt through net income;
- > Location and operational issues - ie disruption to the view of historical façade of the Horse Palace, appropriate location for loading etc.;
- > Impact on present trade & consumer show clients, given construction over last few years;
- > Impact on a portion of the CNE Midway (depending on location).

MEETING / FUNCTION ROOMS



TRADELINK TORONTO

Exhibit: Hall	Gross Square Feet	Number of 10' x 10' booths	Exhibit Hall	Gross Square Feet	Number of 10' x 10' booths
Hall A	125,000	692	Automotive	119,000	712
Hall B	107,390	651	Hall F - East Annex	56,000	250 (est.)
Hall C	58,315	307	Hall G - Industry	111,000	531
Hall D	67,728	310			
Heritage Court	37,130	124			

Room Number	Setting Style	Room Capacity
Tradeline Salon - 108	Classroom	88
60' x 30'	Theatre	180
	Banquet	130
Tradeline Presentation Theatre	Fixed Seat	100

PRINCES[®] BOULEVARD

Salons include podium, carpet, pinboard wall and screen set-up. Meeting rooms include carpet.

COBO Conference/Exhibition Center, Detroit

Home of the North American International Auto Show

COBO Conference/Exhibition Center is Michigan's World Class meeting and convention facility. The 2.4 million square foot complex, located on the bank of the Detroit River, is the centerpiece of downtown Detroit's Civic Center. COBO Center offers convenience, comfort, service reliability and fine food. Overlooking the Detroit River and our international neighbor, Windsor Canada, our elegant banquet rooms and over 80 meeting rooms totaling 178,446 square feet equip COBO Center to accommodate capacities from 30 to 10,000. COBO Center also boasts one of the largest contiguous exhibit floor space in North America and two adjacent arenas (COBO Arena and Joe Louis Arena).

COBO is physically linked to all downtown Detroit hotels and entertainment districts by the Detroit People Mover, the only elevated railway system of its kind in the United States.

Parking – 1,000 indoor spaces, 1,200 rooftop spaces – more than 7,000 spaces within four city blocks.

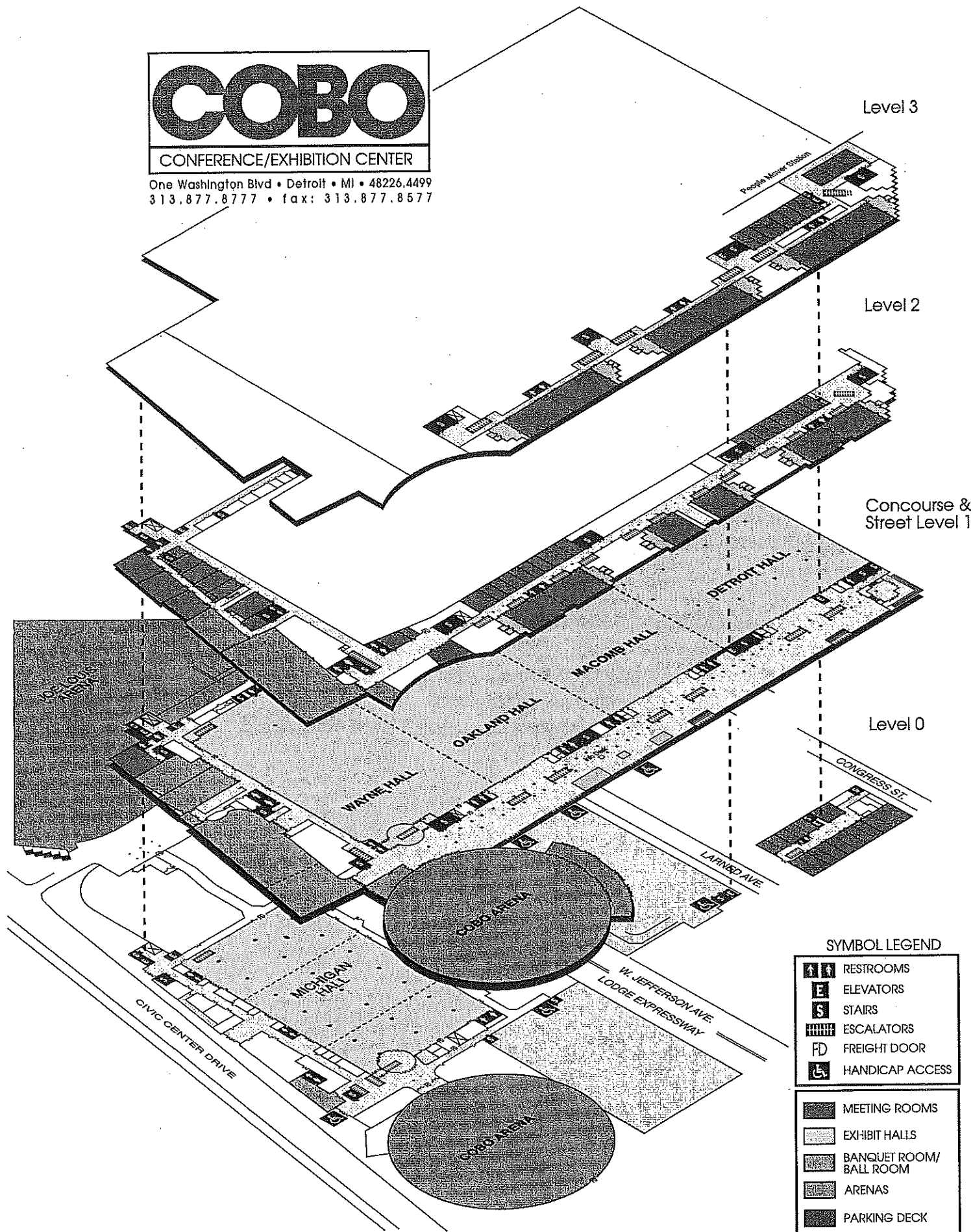
Palais des Congres, Montreal

- 1.4 million s.f. complex, 200,000 s.f. exhibition space
- 12,000 hotel rooms within a 5 minute walk
- 1,200 parking spaces underground, adjacent lot of 400 spaces.
- Urban

COBO

CONFERENCE/EXHIBITION CENTER

One Washington Blvd • Detroit • MI • 48226.4499
313.877.8777 • fax: 313.877.8577



Level 3

Level 2

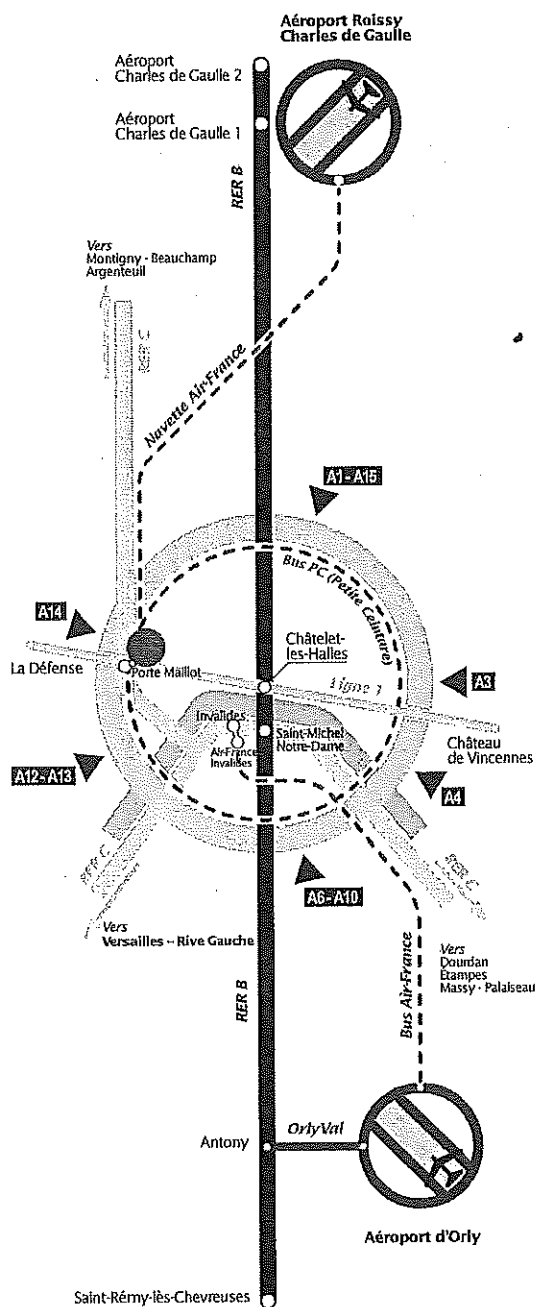
Concourse & Street Level 1

Level 0

SYMBOL LEGEND

	RESTROOMS
	ELEVATORS
	STAIRS
	ESCALATORS
	FREIGHT DOOR
	HANDICAP ACCESS
	MEETING ROOMS
	EXHIBIT HALLS
	BANQUET ROOM/ BALL ROOM
	ARENAS
	PARKING DECK

LE PALAIS DES CONGRÈS DE PARIS



→ Terminus [terminus]

↗ Sortie [exit]

Aéroport [Airport]

Roissy Charles de Gaulle

Navette Air France

[Air France shuttle]

→ Étoile ↗ Porte Maillot

Orly

Bus Air France [Air France bus]

→ Invalides + RER C ↗ Porte Maillot

RER C [RER C]

↗ Neuilly - Porte Maillot

Autobus [bus]

Lignes [routes] 82, 73, 43, 244

& PC 1, 2, 3

Métro [Subway]

Ligne 1 [line 1] ↗ Porte Maillot

En voiture [by car]

Boulevard périphérique [ring road]

↗ Porte Maillot

Parking [car park]

Parking souterrain avec accès direct
au Palais des Congrès. Capacité :
1 800 places.








**Underground car park with direct
access to the Palais des Congrès.**

Capacity: 1,800 spaces.



The new Palais



-  Architecture
-  Urban integration
-  Access: All roads lead to the Palais
-  Functionality
-  New services
-  The players
-  The insider's view...

Functionality

Functional and efficient, the expanded Palais was designed to meet the needs of exhibitions and conventions. Thanks to its strategic downtown location, the Palais is quite accessible by car, metro or on foot, located near 12,000 hotel rooms, less than a five-minute walk away.

The Palais, before and after

	Before expansion	After expansion
Exhibition space		
Exhibition sector	9,515 m ² / 102,450 sq. ft.	13,955 m ² / 150,200 sq. ft.
Multifunctional sector	0	4,645 m ² / 50,000 sq. ft.
Total	9,515 m ² / 102,450 sq. ft.	18,600 m ² / 200,200 sq. ft.
Number of meeting rooms	28	59
Meeting space	3,095 m ² / 33,308 sq. ft.	6,320 m ² / 68,020 sq. ft.
Convention space (ballroom)	4,200 m ² / 45,200 sq. ft.	4,270 m ² / 45,960 sq. ft.
Panoramic Room	1,890 m ² / 20,340 sq. ft.	1,890 m ² / 20,340 sq. ft.
Total rental space for conventions, exhibitions and various events	18,700 m ² / 201,290 sq. ft.	31,080 m ² / 334,520 sq. ft.
Commercial rental space on main floor	0	4,350 m ² / 46,820 sq. ft.
Number of loading docks	5	18
Number of wait stations-holding areas-for trucks	0	10
Number of indoor terminals for buses	1	2
Total Area	70,200 m² / 755,580 sq. ft.	133,000 m² / 1,431,500 sq. ft.

Two major reception halls

The expanded Palais can accommodate a large-scale event or two mid-sized events simultaneously, thanks to two event reception halls. Whether visitors enter by Bleury Hall or Viger Hall, they will have access to the same services. Each entrance is equipped to offer a range of event services including registrations, ticket sales, bus terminal, coat check, snack bars, rest rooms, telephones, access to other levels and parking.

A centrally located team

To efficiently service the two event halls, the technical team of the Palais has been reorganized into one "nerve center" located near clients and their events. As a result, the production team will be better able to respond to customer demand.

Improvements on all levels

Each floor of the Palais-the Exhibition Level, the Convention Level or the Panoramic Room-has been redesigned according to customer needs and has benefited from



The new Palais

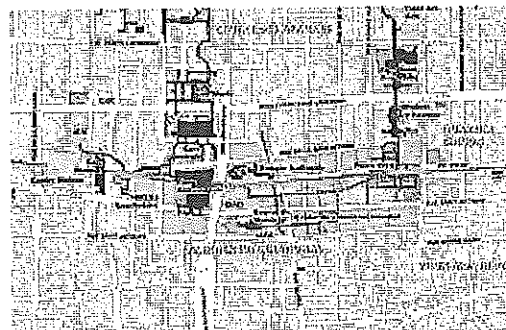


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Access: All Roads Lead to the Palais

The crossroads of Montréal's pedestrian network.

The various underground pedestrian networks of the city all lead to the new Palais—a meeting point for culture and commerce where the north-south pedestrian axis (Place des Arts - Complexe Desjardins - Complexe Guy Favreau - Palais - Old Montréal) will be linked to two east-west axes (Palais - World Trade Centre - Victoria Square - downtown and the Palais - Caisse de dépôt et placement du Québec - downtown). From such a convenient location, Palais visitors can easily make their



Walk, take the métro or drive. Thanks to its strategic location in the heart of downtown, the Palais is easily accessible whatever the mode of transportation.

Street-level access to a Palais buzzing with activity. In the new Palais, activity begins at street level, unlike the old building which was raised above the Ville-Marie Expressway and removed from its immediate surroundings. Now it is more integrated and accessible to its environment. With its pedestrian walkways on the north, south, east and west, shops and cafés, the new Palais becomes a more visible participant in the community. The main floor has been made more attractive and efficient, thanks to better use of space with improved services and access to exhibition and meeting rooms. Also more efficient is access to loading docks and to two bus terminals.



marked improvements, especially in terms of available space, versatility and services

Exhibition Level

Double the space. Doubling the exhibition space to 200,000 square feet (18, 600 m²) means twice the capacity to deliver services. The new facilities promise clients the ultimate in flexibility in event set up and operations, accommodating up to 1,000 exhibition booths. Maximizing this versatility is the exhibition hall's new 50,000 square foot (4,645 m²) multipurpose or multifunctional room for large meetings, an impressive space without columns.

Indoor parking area for trucks. The parking area, which can accommodate up to a dozen parked 53-foot transport vans, is now located inside the Palais away from traffic congestion.

Eighteen loading docks instead of five. This is a net improvement for both the Palais and its clients. When needed, a truck can unload its equipment and material more rapidly and benefit from direct access to its exhibit area, generating both time and cost efficiencies. For the Palais, it means the ability to stage several exhibitions simultaneously. The 18 loading/unloading spaces with dock levelers can be used for various clients at the Palais at the same time. Freight elevators and lifts are also available on site.

Offices for promoters near exhibition hall. Promoters' offices, each comprised of three clearly defined areas-meeting space, office and secretariat-enable clients to operate as if from their own offices (telephone, Internet connection, e-mail, etc.)

Twice the storage space. For double the exhibition space, the Palais makes available more than double the warehousing space. In total, 20, 500 square feet of storage.

Convention Level

Functional, but not without atmosphere. Wide corridors and large public areas facilitate the free flow of delegates on the convention level, which has doubled its capacity to include 59 meeting rooms designed to accommodate meetings of up to 10,000 participants at a time.

Existing Palais completely renovated. Plenary rooms, meeting rooms and foyers have received a complete facelift in terms of technical services, carpets and lighting. The Convention level also has new rest rooms.

The room with a view. With its connecting exterior terrace and belvedere, the panoramic level offers a spectacular view of Montréal's downtown. Designed for multiple uses, the room's foyer was expanded to accommodate several activities at the same time.

And more...

Two indoor bus terminals. Equipped with a ventilation system, two bus terminals near Viger and Bleury Halls allow visitors to access the Palais in inclement weather while freeing up Saint-Antoine Street.

Additional parking spaces. Thanks to new parking of more than 1,200 spaces accessible by Saint-Antoine Street, more visitors can drive to the Palais without worrying about parking congestion. The Viger parking lot of 400 spaces remains.



Click on the desired level to see the floor plan:





The new Palais

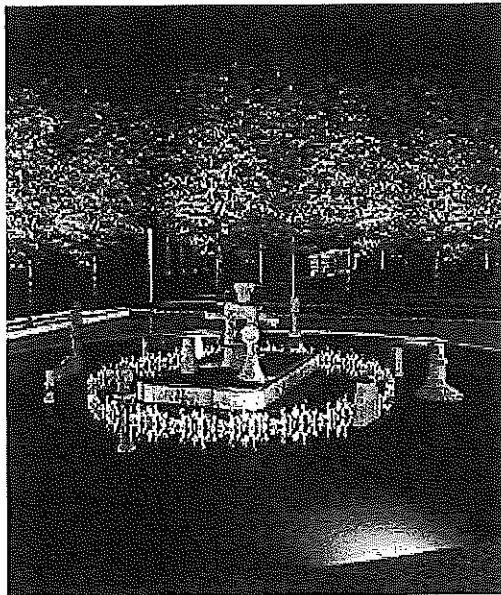


- Architecture ■ Urban integration ■ Access: All roads lead to the Palais
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- The Insider's view...

Urban Integration

The Palais des congrès de Montréal is the centerpiece of the urban renewal and development project of the Quartier international, which represents a strategic sector of growth for the city.

Restoring the urban fabric



Through its expansion, the Palais serves to reunite elements of the urban fabric lost in the past to the construction of the Ville-Marie Expressway. With the enclosure of the expressway, a sense of coherence and communication is restored to an entire city sector. And by constructing its multicolored facade on Bleury Street, facing the new office building of the Caisse de dépôt et placement (CDP) and diagonally across from Montréal's World Trade Centre, the Palais becomes a key component of a new public square which will feature a major work by world-renown Québec artist, **Jean-Paul Riopelle**. Under the kaleidoscope of the stained glass, the new square becomes a festive focal point, reflecting Montréal's diverse character as a city of history, business and commerce and preferred site for international meetings.



The four faces of the Palais

At the center of the downtown pedestrian network, the Palais acts as a hub, pulling to its center many city districts. Each facade has its own personality designed to integrate naturally with sector it addresses. In turn festive, corporate and commercial, the four faces of the block occupied by Palais all have a common denominator: glass, illustrating the repeated theme of transparency.





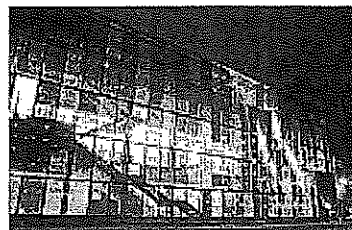
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Architecture

A celebration of architectural achievement, combining form and function in a harmonious and aesthetic union, the expanded Palais can accommodate large-scale conventions and exhibitions while staging two major events simultaneously



Inspired by light and color

To create a Palais open to the world, its city and its people, the architectural concept of the expansion project focuses on the aspects of light and transparency with the use of three times more glassed surface area. As a result, at any given time, the Palais and its city appear as an integrated whole. From the interior, one can view the pulse and activity of a vibrant city. Visible from the exterior are glimpses of the daily stream of activities at this center for exchange and communication. The desired transparency is best articulated through the immense facade whose colored glass panels create an interplay of light and color, like a stained glass window, producing an iridescent effect both inside and outside the building. During the day, it is the array of colors that predominates, while the dark of night brings out its transparency.

Entering the Palais on 1001 Bleury Street is like diving into a kaleidoscope. Unlike other major convention centers in North America, the Palais offers a warm, friendly and festive environment, in keeping with the flavor and ambience of the city.

Still linked with the past

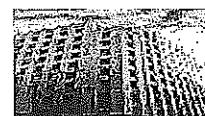
While modern in approach, the new Palais never strays too far from its glorious past. Through the integration of historic buildings, the project draws upon the vestiges of three centuries of Montréal heritage

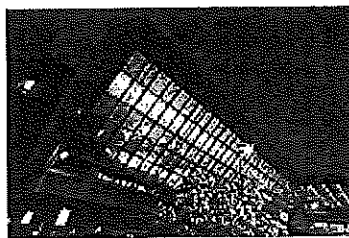
Built in 1885, the Rogers and King building is a model of late Victorian architecture, distinguished by its elaborate and ornate facade owing to the mixed use of brick and the inclusion of cast iron.



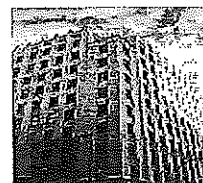
Dating back to 1908, Fire Station No. 20 was constructed by Louis-Roch Montbriand. With its clay brick and limestone facade, it is characteristic of the new architecture adopted for fire stations in the early XXth century

the headquarters of the Montreal Urban Community Transport Commission (MUCTC), has been preserved in its entirety.





1970s, the original building of the Palais was designed by Victor Prus, a distinguished architect of his time.



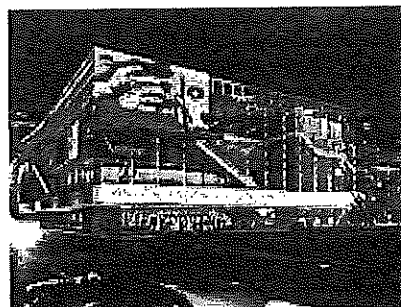
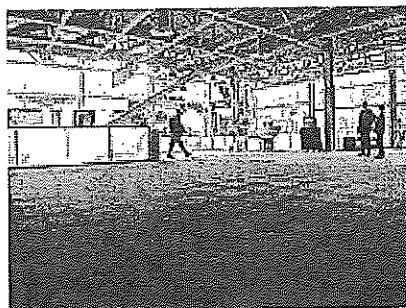
Under the expansion project plans, its concrete facade is highlighted rather than obscured

A synergy of art and architecture

Project architects wanted to represent the high caliber of creativity in Québec by reserving a space of art in their plans. A unique diptych is featured on both the small and large glass facades and a brilliant demonstration of land art has been created on the roof. In addition are the 15 works of art in the original building... indeed, the Palais itself could be qualified as a center for the arts.

Two works of art were selected at the Concours national d'intégration des arts à l'architecture (National Competition Integrating Arts and Architecture) held in conjunction with the Palais expansion:

Translucide, an installation by Jean-François Cantin, Michel Lemieux and Victor Pilon in collaboration with Martin Leblanc of N.O.M.A.D.E. architectural studio, is a diptych illustrating the vocation of the Palais as a place where people and ideas converge; a nexus for exchange of opinion, ideas and perceptions. Integrated with the Palais's main glass facade, is the pixelated image of a face and a hand. Responding to the movement of sun and light, the piece appears to move-the hand reaching out for the face. Here, the true meaning and power of the work are revealed.



La poussée vers le haut, a work by Francine Larrivée, symbolizes an important encounter on the roof of the Palais, where sky and water meet to become one. In this unique environment, created on a roof of about 4,180 square meters (45,000 square feet), La poussée vers le haut is a reminder that the Palais is constructed on what once was a river. At midday, the sky and the roof blend into one. Sculpted brass ferns about two meters high reinforce the notion of water.

Sculpted scapes make a bold statement

The signature designs of landscape architect Claude Cormier lend a sense of vitality and avant-garde to the character of the Palais and are particularly appealing to lovers of art and nature.

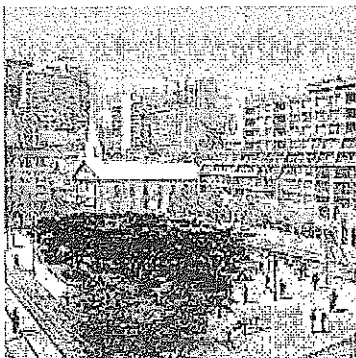


trunks kissed in electric pink are now part of the interior



decor of Bleury Hall. In this unique forest of concrete reproductions of actual trees on Montréal's Park Avenue/avenue du Parc, no two trees are alike, as in

nature itself. Designed to be surreal, the trees were produced by sculptors from the Aquanov Group, renown for their artificial or "lifelike" environments, such as Montréal's Biodôme.



The Esplanade : much earth has been turned to transform this slab of concrete into a garden. In a unique treatment, crabapple trees have been planted in 31 mounds of earth linked by stone pathways, so typical of Montréal's urban design. The crabapple is Montréal's official tree that blooms in an explosion of fragrant pink and fuchsia in May.

Reference Document: Art and Architecture
The New Palais: An Expression of Montréal (155K)



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