

M^ANAGEMENT REPORT

**FOR THE MONTH ENDING
JANUARY 31, 1999**

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The foregoing report was reviewed by the Executive Committee at its meeting held on February 19, 1999 and is referred to the Board of Governors for INFORMATION.

**SUBMITTED TO: THE BOARD OF GOVERNORS OF EXHIBITION
PLACE**

SUBMITTED BY: O&Y/SMG CANADA

JANUARY 1999

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EXECUTIVE SUMMARY

SIGNIFICANT ACTIVITIES DURING THE MONTH OF JANUARY

The Toronto International Boat Show opened, despite one of the heaviest snowstorms in the City's history. For the second year, the Coliseum was transformed into the world's largest indoor lake, and the public enjoyed 10 days of water-skiing, kayak and SeaDoo demonstrations and performances. The heavy snowfall reduced attendance on the opening weekend, but Mother Nature co-operated for the remainder of the show, resulting in an attendance rebound.

Three other events were held in the facility during January. Two consumer shows the Metro Home Show and Speedorama opened during the last weekend of the month, and the Islamic Prayer Festival occupied the Better Living Centre for their religious celebrations.

The Ontario Trucking Association held their Committee Dinner Meeting at the Café Soleil in January. The event was attended by approximately sixty-five guests, among which a contingency from The National Trade Centre included John Sellers, Derek Campbell and several members of our Marketing and management teams. The Association discussed its new direction in taking over the production of its own show and their excitement with the show's new home at The National Trade Centre. John Sellers welcomed the Association and The Great Canadian Trucking Show to The National Trade Centre for the new millennium, and confirmed our support for the Association's new endeavour. Following the reception and dinner, the key exhibitors, and members of the Ontario Trucking Association were taken on an extensive tour of The National Trade Centre.

Tradeshow organisers from Intermed '99 held a prospective exhibitor reception and tour at the end of January in the Café Soleil. International exhibitor participation is strong for this new medical tradeshow scheduled for The National Trade Centre in June 1999, however the organiser was seeking additional Canadian exhibitor participation. Invitations were sent to several medical associations and corporations inviting them to The National Trade Centre for a site inspection and exhibitor reception. Approximately 40 key members of the medical community attended the event. Show organizers recently amended their Licence Agreement to add an additional Exhibit Hall to their contract.

MARKETING REPORT

JANUARY 1999 ACTIVITIES

O&Y/SMG Canada is projecting \$1.5 million in new business for fiscal year 1999.

January sales efforts have resulted in the year to date issuance of 3 license agreements with a breakdown of 2 new business and 1 renewals for existing clients. This month the marketing staff conducted 8 site inspections for potential clients.

During the second week of January, The National Trade Centre participated in the 43rd P.C.M.A. (Professional Convention Management Association) Annual Meeting in Orlando, Florida. This annual meeting brings together meeting, association and trade show professionals providing educational sessions, in-depth training and a wide variety of networking opportunities. The National Trade Centre participated with the Federal Canadian Tourism Commission in a Canada reception to promote U.S. business bookings for Canada.

The National Trade Centre teamed with official partners, GES Canada and Schenker International to design a one-page, double-sided promotional ad and flyer. The advertisement was featured in Tradeshow Week and Expo Magazine and was also distributed at the IAEM Annual Meeting in December. Furthermore, the flyer will be included as an insert in The National Trade Centre, GES Canada and Schenker sales kits, which are provided to potential and new business contacts.

The National Trade Centre began the 1999 advertising campaign with ads featured in the January 11 and 25th issues of Tradeshow Week. Copies of the 2 ads are attached.

Billboard advertising was created in response to the Omni/Exhibition Place agreement for contra billboard advertising space during either January or February. The National Trade Centre developed an advertising campaign designed to increase awareness of The National Trade Centre at Exhibition Place, and the value of the tradeshow industry to the City's economy. The billboard space buy was targeted at the Toronto and Montreal markets. Montreal was selected, as it is direct competition to Toronto for national tradeshow. The billboards will be displayed in 41 locations in Toronto and 9 in Montreal (French language). This buy represents \$50,000 in free advertising space, in accordance with the Omni contra agreement. Sample copies of the billboard creative are attached.

FIRST QUARTER SALES SUMMARY

Our Annual New Business budget stated that the NTC would achieve \$1.5 million in new business revenue for 1999. The Marketing team has secured sixteen events representing \$1,176,234 in new business revenue for 1999.

Of the 16 pieces of new business contracted for 1999, 7 are tradeshows, 6 are consumer shows, 2 are corporate bookings and 1 is a special events/film shoots.

	NEW BUSINESS REVENUE OCCURRING IN 1999	NEW BUSINESS REVENUE OCCURRING IN 2000
ANNUAL 1999 NEW BUSINESS BUDGET	\$1,500,000	\$2,000,000
Booked in 1997	\$ 440,000	
Booked in 1998	\$ 646,172	\$ 281,755
Booked in 1999	\$ 90,062	
Deemed rental revenue/catered events		
Cumulative total	\$1,176,234	\$ 281,755

1999 NEW SALES ACTIVITY

The Marketing Department is currently working with 30 new clients to secure additional business for 1999. During 1999, we have secured 2 pieces of new contracted business with projected rental revenue of over \$90,062.

BOOKING STATUS	JANUARY ACTIVITY	CONTRACTED 1999 BUSINESS
Tentative	30	
Definite	2	
Contracted this month	2	
Contracted in 1999	2	Sub-Total: 17
Contracted in 1998	14	Less cancellation: 1
Contracted in 1997	1	Total: 16

NEW BUSINESS CONTRACTED IN JANUARY (YEAR BOOKED)	NEW BUSINESS CONTRACTED YEAR TO DATE
Total Health (1999)	
'99 Neon Drive Event (1999)	

	1999 NEW BUSINESS *CONTRACTED AS AT DECEMBER 31, 1997 CONTRACTED AS AT DECEMBER 31, 1998
	*Canadian Machine Tools show (1999) (contracted in 1997)
	Mercedes (postponed to 1999)
	Intermed (1999)
	Revive (1999)
	Toronto Health & Beauty Show (postponed to 1999)
	Toronto Stampede (formerly Western Corral Stampede) (1999)
	GM Goodwrench (1999)
	Private Motor Truck (1999) - event cancelled
	Intartex (1999)
	Kubota Canada (1999)
	Publish '99 (1999)
	Toronto Int'l Quarter Horse (1999)
	Danier Leather Photo Shoot (Jan 1999)
	Neocon Canada (1999)
	Starport Marina (1999)

1999 RENEWALS OF EXISTING SHOWS

STATUS (1999)	AS AT JANUARY/99	YEAR TO DATE
Definite	11	
Contracted	1	Total: 26

2000 NEW SALES ACTIVITY

In December 1998, the Marketing Department secured the largest trucking tradeshow in Canada. This newly created tradeshow is organized by The Ontario Trucking Association with rental revenue of over \$281,755.

To date, the Marketing Department is currently negotiating with 10 new clients to secure additional business for 2000.

BOOKING STATUS	JANUARY ACTIVITY	CONTRACTED 1999 BUSINESS
Tentative	10	
Definite	0	
Contracted this month	1	
Contracted in 1998	1	Total: 1

NEW BUSINESS CONTRACTED IN JANUARY (YEAR BOOKED)	NEW BUSINESS CONTRACTED YEAR TO DATE
	Canadian Truck Show

PUBLICITY

On January 5 and 6, 1999, Danier Leather was on-site utilizing various locations within The National Trade Centre Galleria for a photo shoot. Enclosed is a copy of page 2 of the 8-page flyer, which was produced as a result of this photo shoot.

The January 17, 1999 issue of The Toronto Star featured an article entitled, "There's gold in them thar halls." The article included a photograph of The National Trade Centre and focused on the growth of the convention and tradeshow industry in Canada.

The January 20, 1999 issue of The Toronto Star included an article and several photographs of the Islamic Prayer event held in the Better Living Centre on January 19, 1999.

The January 30, 1999 edition of the National Post featured a photograph from the Speedorama show held in The National Trade Centre from January 29 - 31, 1999.

During the last week of January, Fairchild Television taped an interview with John Sellers and Laura Purdy for the Exhibit Excellence Awards (EDDI award) honoring The National Trade Centre with the Exhibit Display Association of Canada, and the design and architecture of The National Trade Centre. Furthermore, press releases were distributed to local media and local National and International trade publications on the EDDI. Hill & Knowlton was retained to write and secure media coverage on behalf of The National Trade Centre.

QUEEN ELIZABETH THEATRE

In the last quarter of 1998, O&Y/SMG Canada was contracted to manage rental for future bookings at the Queen Elizabeth Theatre. To date, the marketing plan has been prepared and as a result the sales team are implementing strategies to secure meeting/seminar bookings and live theatre productions. To date, our sales team has conducted 8 site inspections for potential clients and has secured 2 theatre bookings.

In November, an introductory piece for meeting and seminar rentals was created and distributed in December as a lead mailing to over 500 database contacts. A new database was researched and developed in pursuit of the GTA corporate market, including meeting planners, major corporations in all industry sectors, associations, public relations firms and advertising agencies.

In January 1999, the sales team developed a package pricing structure in cooperation with IATSE and Exhibition Place for meeting and seminar bookings based on 1999 labour rates.

Using this new package price approach, a full-colour brochure designed for meeting/seminar rentals was produced. At the end of January, the brochure was distributed to over 500 industry contacts and follow-up calls are planned for the first week in February.

A second full-colour brochure was created for live theatre rentals. The Marketing department has acquired membership with 3 key industry associations, i.e. The League of American Theatres, Professional Association of Canadian Theatres (PACT) and Canadian Institute for Theatre Technology (CITT), and has obtained database information to target prospective live theatre clients. In February, our sales team will distribute the second brochure to 1,000 contacts for potential live theatre bookings. In our February summary, we will report results from these sales efforts. In January, our sales team referred a live theatre prospect to the CNEA for a 3-week run in the Queen Elizabeth Theatre for August 1999.

MEETINGS/SEMINAR RENTALS

BOOKING STATUS	JANUARY ACTIVITY	CONTRACTED 1999 BUSINESS
Tentative	4	
Definite	0	
Contracted this month	1	Total: 2

LIVE THEATRE RENTALS

BOOKING STATUS	JANUARY ACTIVITY	CONTRACTED 1999 BUSINESS
Tentative	1	
Definite		
Contracted this month		Total

NEW BUSINESS CONTRACTED IN JANUARY (YEAR BOOKED)	NEW BUSINESS CONTRACTED YEAR TO DATE FROM OCTOBER 1998
1	2

E VENT SERVICES

EVENT SERVICES MANAGEMENT REPORT FOR JANUARY 1999

During the month of January, Event Co-ordinators were involved in the following events:

Toronto International Boat Show
Islamic Prayer Festival
Metro Home Show
Speedorama

EVALUATION OF JANUARY EVENTS

The Toronto International Boat Show returned to The National Trade Centre and once again featured "Lake Wow", a one million-gallon lake in the Coliseum. Overall, the attendance was slightly off by approximately 10% from the 1998 figures. This may be attributed to the major winter storm that affected the opening weekend. The storm also affected the availability of parking. The show was late confirming their service orders, however, the National Trade Centre Operations was able to accommodate all requirements.

The Islamic Prayer held in the Better Living Centre was very well attended. Entrances to the parking lots narrowed by snow made the filling of parking lots somewhat slower than planned. MuSigma provided ride inspection for the few rides provided in the building.

The Metro Home Show was held in The National Trade Centre on the same weekend as Speedorama. With snow reducing the available space in lots and the loss of space in the Stadium, Parking was challenged to accommodate the combined attendees. Speedorama attendance was close to last year, however, the Metro Home Show was lower than expected. Exhibitors electrical installation was late for some Metro Home Show exhibits however all booths were up and running for show opening.

THE NATIONAL TRADE CENTRE BUSINESS CENTRE

Since the Toronto Boat Show had already contracted a business centre for the event, The National Trade Centre developed a relationship with the provider to operate The National Trade Centre Business Centre for shows in January. The Exhibitor Support Centre will be providing Business Centre Services to The National Trade Centre on a trial basis until the end of February when the service will be evaluated. The operation of the Business Centre in January was well received by clients and exhibitors of The National Trade Centre. The service menu has been expanded to include new services such as e-mail retrieval, word processing, booth support staff and parcel pick up & delivery.

PERATIONS REPORT

OPERATIONS PHYSICAL PLANT

Expansion joints have been installed in the Galleria, which was scheduled under warranty. The LED signs have been installed in the Galleria and are operational. The Marketing Department will be responsible in programming these signs with back-up assistance from the Maintenance Operators. Cracks in the concrete have been repaired at doors 20 and 40 in the loading dock areas.

In-house electrical services were successfully completed for the Boat Show, Metro Home Show and Speedorama. Unfortunately there was a power failure during the move-in of the Boat Show. With the assistance of Exhibition Place Electrical Department, power was restored overnight.

TELECOMMUNICATION

Telecommunications is in the process of evaluating an installation of telephone equipment for Exhibition Place grounds. Due to some problems procuring the cable plants in the Queen Elizabeth, General Services and Press Building, Telecommunications is investigating the use of the existing Category 5 computer cable currently set up in those locations. Exhibition Place should save in excess of \$100,000 per year by taking advantage of the Telecommunications services of The National Trade Centre.

CLIENT SERVICES

The Client Services Department has introduced a Natural Gas Order Form to the existing list of Exhibitor Services Order Forms. This form includes standardized pricing to improve service to clients.

Telecommunications has recently provided the Client Services Department with a computerized fax system that allows staff to transmit order forms from their designated desks. This system is much more efficient than the conventional method of faxing.

Additionally, the Client Services Department was afforded the opportunity to view our new lighting inventory and has since acquired drawings and specifications that will be catalogued and made available for view by clients visiting the order desk.

The Client Services Department and the Facility Services Department are now co-ordinating the deliver of signage installation services to improve efficiency.



FACILITY SERVICES

The underground parking garage was steam cleaned and sealed. Line painting is to be completed by February 5th.

Security was relocated from the Galleria in front of Hall B to the East Galleria Control Room where they will be monitoring the surveillance cameras and fire alarms.

Renovations are underway in the Automotive Building for Client Services new Order Desk. Completion date is targeted for February 12th.



F INANCIAL REPORT

The Finance department continued to prepare working papers for the year-end audit. In addition the staff continue to assist with the accounting for the Canada Ontario Infrastructure Works program subsidy claims, and coordinated and completed various project-related reconciliations for this.

January financial statements will be reported in the February Management Report.

SERVO CANADA

JANUARY 1999 FOOD AND BEVERAGE REPORT

BUSINESS ACTIVITY

The worst snowstorm in Toronto since 1871 looked like it was going to shut down the first weekend of the Boat Show, however, on Saturday morning the sun came out and so did Torontonians.

Despite a relatively good attendance on the first weekend, considering the weather, revenues were down almost 40% from last year. Both weather and attendance improved as the show progressed and much of the lost revenues due to the snow were recovered on the second weekend.

Food and beverage revenues for January were up a whopping 79% over last year's numbers.

CLIENT LUNCHEON

The National Trade Centre held a top-ten client luncheon in January. This luncheon took place in the main kitchen, where Executive Chef Derek Lawday took our clients on a tour of the 10,000 square foot state-of-the-art facility. Following the tour, our clients, John Sellers, Derek Campbell and members of The National Trade Centre and Servo Canada management team were able to watch the chefs prepare the gourmet luncheon.

PRODUCT DEVELOPMENT

Servo Canada embarked on a new product development program in January. Among the new products at the concessions will be jumbo pretzels, vegetarian burgers and vegetarian hot dogs. Several more new items are scheduled to be added in February.

CATERING/SALES AND MARKETING

Catering sales were slightly below our forecast due to the cancellation of a New Year's Eve event and numerous cancellations caused by snowstorms in the month of January.

CHRISTMAS MARKET

Our solicitation of holiday parties is now reaping the rewards as we have four large parties holding tentative space within The National Trade Centre.

WEDDING MARKET

Our advertisement in Today's Bride has already brought us one definite wedding booking for October of 1999.

HIGH SCHOOL PROM MARKET

One more graduation has been booked, bringing us to a total of five graduation parties for 1999.

ADVERTISING

The Food and Beverage Department will be placing full-page advertisements in both the Toronto Special Events Directory and the Conventions and Meetings Canada Directory. Toronto Special Events is considered to be the "Bible" of directories for event planners in the city, while the Conventions and Meetings Directory is considered the "Bible" for convention and meeting planners in Canada and in the United States.

NEW BUSINESS

DEFINITE

Group	Date	Function	# People	Location
PCL Constructor's	Mar 9/99	Meeting/Reception	60	Salon 101
Officer's Mess Dinner	May 8/99	Dinner	160	FDR
Lakeshore CI	May 14/99	Graduation Dinner/Dance	150	FDR
Spina Bifida	June 4/99	Meeting/Luncheon	60	Salon 101
Black & White Polo	June 17/99	Dinner	1200	Halls C & D
Acri/Marchione Wedding	Oct 16/99	Reception/Dinner/ Dance	150	FDR

TENTATIVE

Group	Date	Function	# People	Location
Networks	Nov 27/99	Christmas Dinner	600	Heritage Court
Canada Life	Nov 28/99	Children's Christmas	1600	BLC
Anderson Consulting	Dec 4/99	Christmas Dinner	1000	Heritage Court
Deloitte & Touche	Dec 11/99	Christmas Dinner	2400	Heritage Court

N ETWORK INTERNATIONAL

ACTIVITY FOR THE MONTH OF JANUARY

Responses to the Janitorial Supplies RPF are presently being evaluated by Exhibition Place. Six company's have responded and the consensus is that a decision will be made. The guaranteed Marketing fees offered range from \$18,000 to \$28,000. Exhibition Place anticipates a recommendation to the Board of Governors in approximately 60 days.

The Cellular Telephone Sponsorship will have to be revised as a result of the Wireless Telecommunications RFP reducing airtime usage for cellular phones at The National Trade Centre. Bell Mobility, Cantel AT&T, Fido and Clearnet are all interested and Cantel AT&T have extended the two complimentary cell phones until March 4.

General Motors and their advertising agency MacLaren Momentum are presently evaluating the automotive sponsorship and expect to respond by February 5. Volvo, Subaru, Volkswagen and Nissan have yet to respond and Ford, Toyota and Mazda declined the offer.

A meeting has been scheduled on February 5 with the Royal Bank to discuss their response to the Exhibition Place, CNE and National Trade Centre proposal.

The National Post has agreed to a \$20,000 sponsorship and an agreement has been drafted. Initiative Media on behalf of the National Post will sign the agreement the week of February 8, subject to the Board's approval.

Maple Leaf Foodservice has agreed to three-year sponsorship at \$5,000/year. Network is preparing a draft of the agreement and will meet with Servo-Canada and Maple Leaf Foodservice on February 4.

Ongoing discussions are being held with the following:

Taxi Cabs
Ontario Science Centre
Ford Centre
Budget Rent a Car

Tourist Attractions
IDA Drugstores
Harbourfront

Casa Loma
Yuk Yuk's
Art Gallery of Ont.

YEAR TO-DATE

The Advertising sales revenue budget for 1999 is \$475,860. Confirmed advertising sales for this year are \$182,949, consisting of the Molson Breweries, Holiday Inn On King, Nestle Canada Inc., Coca-Cola Bottling Ltd., Atlas Wine Merchants and Business Depot Ltd.

CONFIRMED SALES REPORT FOR 1999

ACCOUNT	START	END	ANNUAL CONTRACT VALUE	ADVERTISING REVENUE 1999	TRADE	MISCELLANEOUS
Molson Breweries	08/09/97	08/08/99	\$100,000	\$66,664		
Coca-Cola Bottling Ltd.	11/01/97	31/10/00	\$50,000	\$51,667		Additional rebate revenue est. at \$10,000
Nestle Canada Inc.	08/10/97	07/10/00	\$15,000	\$15,000		
Holiday Inn On King	01/01/98	31/12/00	\$30,000		\$30,000	
Atlas Wine Merchants	03/02/98	03/01/01	\$5,000	\$5,000		
The Business Depot Ltd.	12/17/98	12/16/00	\$25,000	\$24,618		
TOTALS				\$192,949		
<i>Network Budget</i>				\$475,860		
<i>% of Budget</i>				40%		

PARC DES EXPOSITIONS • TORONTO

Les foires commerciales stimulent le commerce!



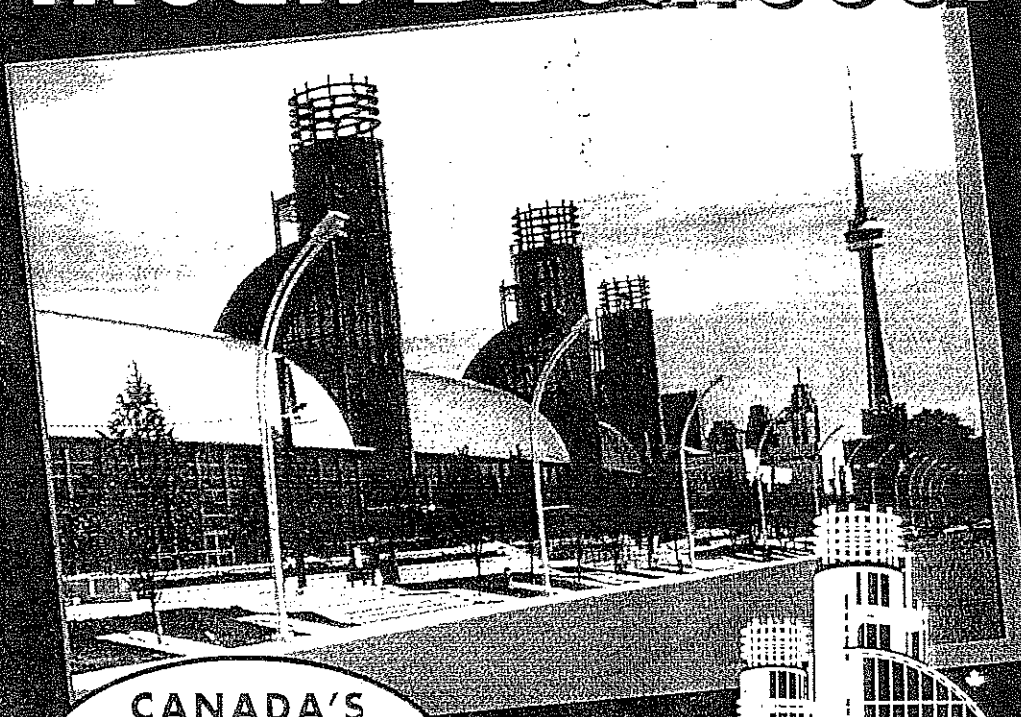
LA PLUS VASTE
INSTALLATION
POUR FOIRES
COMMERCIALES
AU CANADA

**THE NATIONAL
TRADE CENTRE**

at
**PARC DES
EXPOSITIONS**

EXHIBITION PLACE • TORONTO

Tradeshows mean Business!



**CANADA'S
LARGEST
TRADESHOW
FACILITY**



**THE NATIONAL
TRADE CENTRE**

**at
EXHIBITION
PLACE**

Derek Campbell
Jeff Gay
Laura Purdy
Joe Walker
Glenn Wilson

Thousands of Muslims celebrate end of Ramadan

BY JENNIFER QUINN
AND JACK LAKEY
STAFF WRITERS

After a month of fasting and prayer, Abdiquasi Qasim climbed on a merry-go-round with his 3-year-old daughter Hodan, laughing and celebrating the end of Ramadan.

"It's like a wedding," Qasim said of the celebrations yesterday at Exhibition Place which drew more than 12,000 of the faithful. "In Muslim countries, you can see the whole city moving, walking around and dancing."

After the morning prayers, "we invite each other for lunch or dinner."

One of the organizers, Imam Ibrahim Malabari of the Jami Mosque on Boustead Ave., near Roncesvalles Ave., said, "What people do today is gather together in their families, visit friends, and give gifts."

Muslims all over the world gathered yesterday to mark Eid al-Fitr — the end of the lunar month of fasting — with prayers, feasts and visits to loved ones.

"By the end of the last visit, you are pretty full," said Haroon Salamat, chairman of the Taric Islamic Centre.

Eid al-Fitr is also a day for thinking about the less fortunate.

"We know that when we fast there are dates, water, milk — a big meal waiting for us," Salamat said. "But there are people where the end of the day comes and there is no food."

Since Dec. 20, Muslims have abstained from food, drink, smoking and sexual activity from dawn to dusk.

"It's a celebration of an accomplish-



FAMILY TIME: Abdiquasi Qasim and daughter Hodan, 3, enjoy a merry-go-round ride at the CN Tower yesterday.

ment because we were able to master control over our desires," said Shaikh Ahmad Kutty, who spoke to those gathered at Exhibition Place. "But we should carry the lessons with us."

Mayor Mel Lastman lauded the Muslim community for the diversity it adds

to Toronto's social fabric and its strong family values.

"This is a joyous day for nearly 280,000 Muslims in the Greater Toronto Area," Lastman said during a brief speech to the gathering.

"Our great city honours you."



FEAST DAY: Women from Toronto's Sudanese community prepare food for the celebrants while Sana Khilji, 4, makes her own fun.



Distribution:
 John W. Sellers
 Arlene Campbell
 Derek Campbell
 Jeff Gay
 Laura Purdy
 Joe Walker
 Glenn Wilson



COMMUNAL CELEBRATION: Muslims gathered at the Better Living Centre at Exhibition Place exchange hugs yesterday after a prayer service, part of Eid al-Fitr, the end to the holy month of Ramadan.

Marking the end of Ramadan



FRIENDS GATHER: Amami Mohamed, left, Asia Suliman, Nada Mohamed and Hiba Mubarak enjoy company of children at Exhibition Place yesterday at a celebration marking Eid al-Fitr, the end of the holy month of Ramadan. More than 12,000 attended with a feast. See story, B1.

Wed Jan 20/99

CURRENT ISSUES

National Post / January 30, 1999

Distribution:

John W. Sellers
Arlene Campbell
Derek Campbell
Jeff Gay
Laura Purdy
Joe Walker
Glenn Wilson



Vivian Hausler, left, and Tori Artripe of the Texas Bikini Team sell their wares

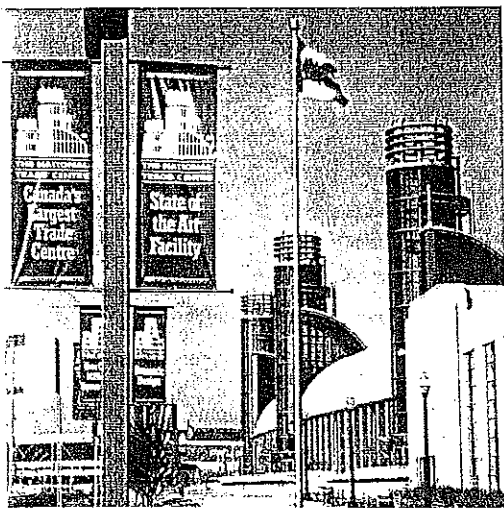
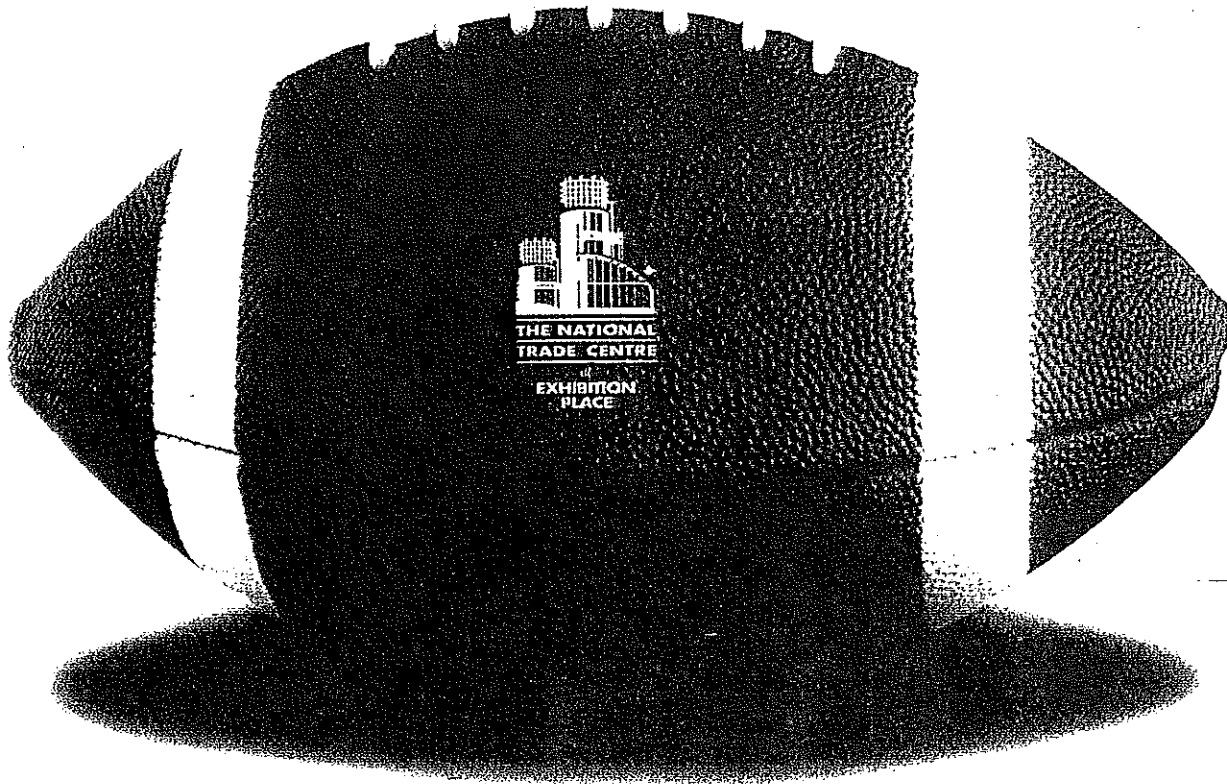
calendars and postcards

at Speed-O-Rama at the National Trade Centre yesterday.

CARLO ALLEGRI / NATIONAL POST

T O R O N T O • C A N A D A

IMAGINE 8 FOOTBALL FIELDS. THEN GET READY FOR A BIG KICK-OFF.



Give your tradeshow a winning advantage at The National Trade Centre in Toronto.

With over 1 million square feet of connected usable space, The National Trade Centre is the largest tradeshow facility in Canada and the third largest in North America. Our ten exhibit halls are designed for maximum creativity and flexibility.

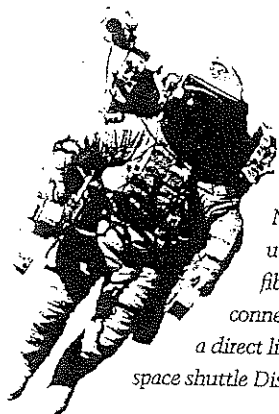
No matter what your event, The National Trade Centre team offers the proven expertise and on-site services you need to make it a big success.



The National Trade Centre, Exhibition Place, 100 Princes' Blvd., Toronto, Canada M6K 3C3
Tel: (416) 263-3025 • Fax: (416) 263-3029 • Web: www.ntc.on.ca • Managed by O&Y SMG Canada

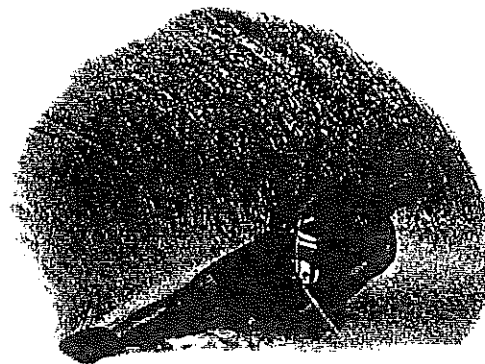
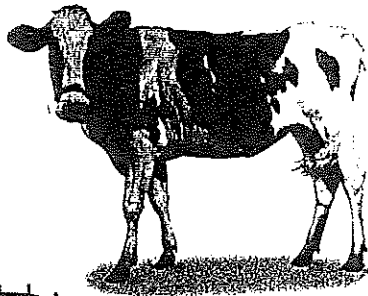
TORONTO • CANADA

WHAT WOULD YOU DO WITH 1 MILLION SQUARE FEET?

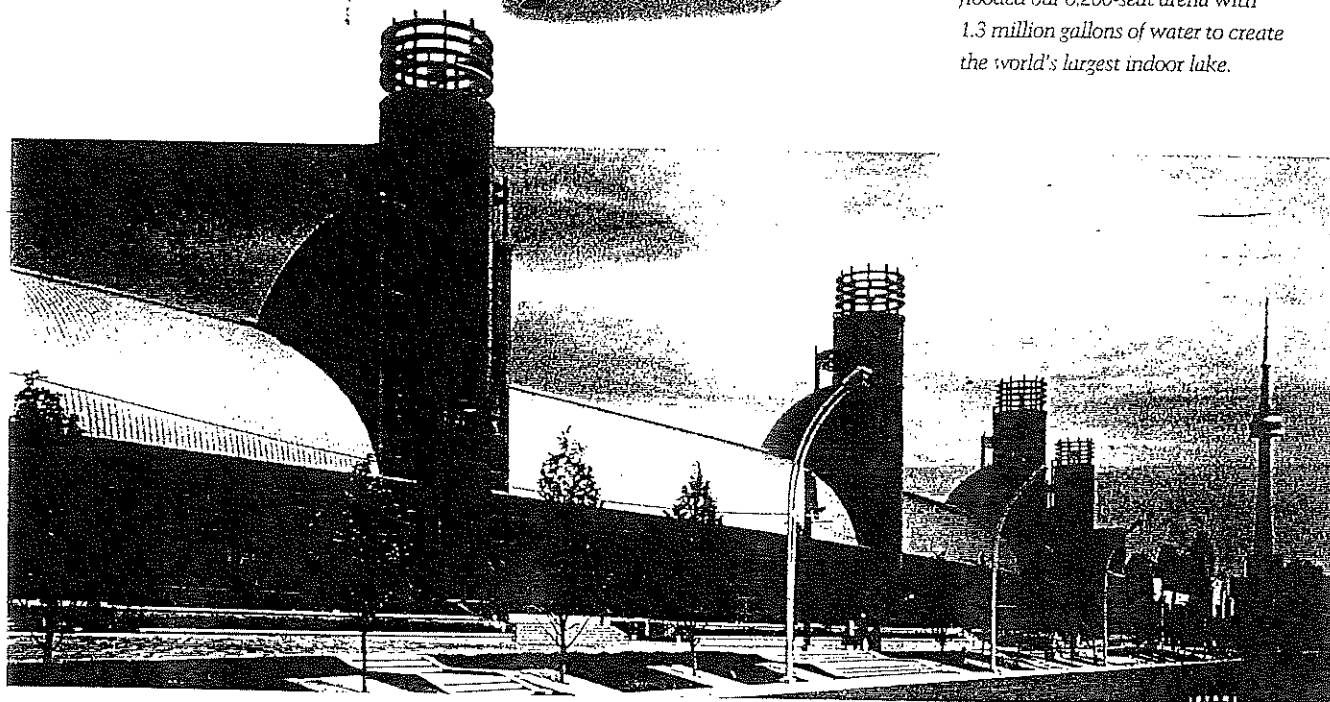


NASA
utilized our
fibre-optic
connectivity for
a direct link to the
space shuttle Discovery.

The world's largest agricultural
fair brought in over 3,000 head
of cattle.



The Toronto International Boat Show
flooded our 6,200-seat arena with
1.3 million gallons of water to create
the world's largest indoor lake.



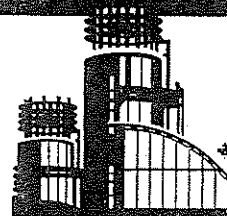
Show managers and event planners have been coming up with amazing ways to use some of the most flexible tradeshow space in the world.

With over 1 million square feet of connected usable space, The National Trade Centre is the largest tradeshow facility in Canada and the third

largest in North America. Our ten exhibit halls are designed for maximum creativity and flexibility.

No matter what your event, The National Trade Centre offers the proven expertise and on-site services you need to make it a big success.

Call to find out what's possible...



**THE NATIONAL
TRADE CENTRE**

at
**EXHIBITION
PLACE**



The National Trade Centre, Exhibition Place, 100 Princes' Blvd., Toronto, Canada M6K 3C3
Tel: (416) 263-3025 • Fax: (416) 263-3029 • Web: www.ntc.on.ca • Managed by O&Y/SMG Canada

YOUR COMPREHENSIVE TRADESHOW SOLUTION.



It's Official. The National Trade Centre announces a strategic partnership with industry leaders GES Canada and Schenker International. Now The National Trade Centre combines the most advanced tradeshow facility with the industry's most comprehensive service suppliers.

GES Exposition
Services
CANADA Limited

T: 416 675-9555 F: 416 675-9000

Canada's #1 tradeshow general services contractor. GES offers an integrated package of services for the successful planning and execution of tradeshows.



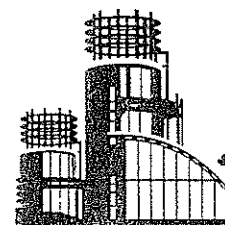
SCHENKER
INTERNATIONAL

T: 1 800 461-3686 F: 905 678-9708

Schenker International provides customs clearance for tradeshows and events worldwide. Service includes round-trip transportation, electronic clearance and customs documentation at over 400 offices.

TOTAL QUALITY SERVICE

- Over 1 million square feet of contiguous exhibit space within 10 halls
- GES representative and inventory available on-site
- On-site customs clearance
- 30 days free warehousing
- Dedicated event service staff ensures the smooth operation of every event
- Lakeside location in downtown Toronto — *Fortune Magazine's #1 International City*



**THE NATIONAL
TRADE CENTRE**

at
**EXHIBITION
PLACE**

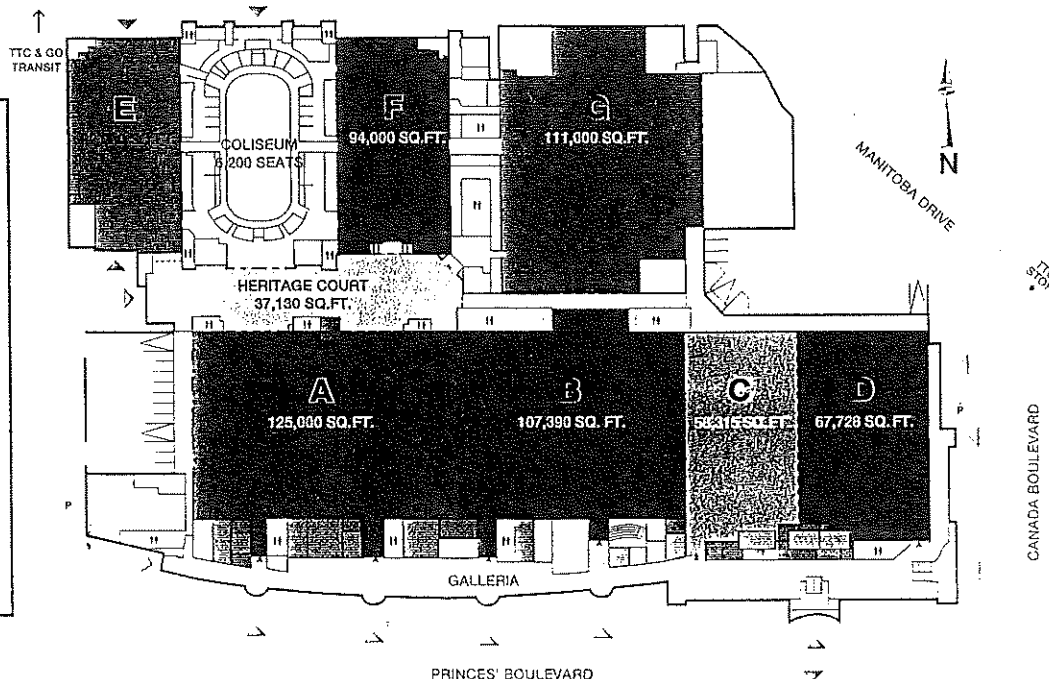
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Hall C	307
Hall D	310
Heritage Court	124
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Hall E	239
Hall F	250
Hall G	531
Meeting Rooms	24



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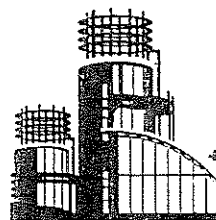
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GES Exposition
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CANADA Limited

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- Exhibitor services
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- I & D labour
- Material handling



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TRADE CENTRE**

at
**EXHIBITION
PLACE**

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There's gold in them thar halls

Conventions pour \$1.1 billion into city and boosters say there's more where that came from

By JOEL BACHOLD
BUSINESS REPORTER

Toronto's big gamble on convention centres appears to be paying off. Just two years ago, critics were lambasting the provincial government for forking out \$180 million to almost double the size of the Metro Toronto Convention Centre.

But the amount of money conventions pour into the city has soared, hitting \$1.1 billion in 1997 from only \$111 million in 1980.

And the revenue flows across the entire city. Pearson International Airport, hotels and restaurants, cab drivers and retail stores all benefit from convention dollars.

"I can sum up the convention centre business this way," said Douglas Ducato, president of The Centre for Exhibition Industry Research, based in Chicago. "It's lean, it's clean, and it is green. By that I mean it's environmentally friendly, it has low costs, it employs a lot of people and it brings in a lot of greenbacks."

Conventions have become a much-imitated way for cities to draw money to their economies, especially during the fall and winter.

"The tourism business has a lot of cycles," said Gabor Forgacs, a professor of hospitality and tourism management at Ryerson Polytechnic University. "Conventions help level out the seasonality. They help maximize a city's (hotel) capacity when demand is down in the off season."

Toronto has more exhibition space for conventions or trade shows than any other city in Canada: a total of 3 million square feet. That space is spread among various convention centres, trade centres and facilities such as the SkyDome and the Westin Harbour Castle Hotel, which can host conventions or trade shows.

Data from consulting firm KPMG Inc. shows several of the 14 Canadian cities that boast convention centres are taking a cue from Toronto and expanding their facilities.

Montreal's Palais des Congres, a 100,000-square-foot centre built for \$89 million, was the first of its kind in Canada when it opened in 1983. Now the centre is doubling in size with a \$185 million expansion, financed by the province and scheduled for completion in 2002.

The Vancouver Trade and Convention Centre is growing to 250,000 square feet from its current 100,000. The Ottawa Congress Centre is planning to jump to 120,000 square feet from 60,000, and Calgary is well on its way to doubling its convention centre to 50,000 square feet.

Lyle Hall of KPMG agrees conventions have a big economic impact but thinks cities should proceed with caution when expanding centres.

"There is always a danger that someone will over-build and not be able to fill their capacity," he said. "If that happens, it will bring down the rates that city can charge (convention) delegates, and subsequently the rates all cities can charge."

But convention centres can never be too big for people like Kirk Shearer, president of the Toronto Convention and Visitors Association, also known as Tourism Toronto.

"The reason so much is being spent expanding convention centres is because the return on investment is second to none," he said. "It's like mining for gold in a gold-filled mine."

A convention usually disseminates information to people in a particular industry or sector; trade shows are primarily held to sell products.

Trade centres tend to be large, bare spaces, while convention centres are equipped with food and beverage facilities, private service staff, several meeting rooms, and are often located next to hotels.

In the last 20 years, the city has

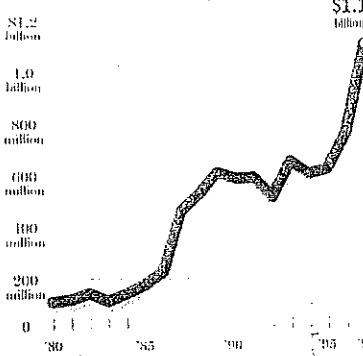
Convention centres

Conventions have become one of the best ways for cities to generate money in local economies.

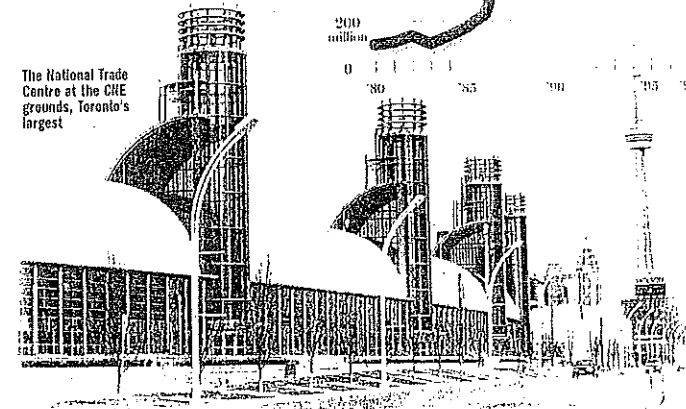
Largest convention and exhibition facilities in Toronto

	sq. ft.
National Trade Centre	1,086,000
Toronto Congress Centre	500,000
International Centre	468,000
Metro Toronto Convention Centre	460,000
SkyDome	209,000
Regal Constellation Hotel	90,000
Metro East Trade Centre	85,000
Westin Harbour Castle Hotel	50,000

What conventions pump into the Toronto economy



The National Trade Centre at the CNE grounds, Toronto's largest



Canada's top convention centres are big ...

	Area in square feet
1. Metro Toronto Convention Centre	460,000
2. Palais des Congres (Montreal)	100,000
3. Vancouver Trade & Convention Centre	100,000
4. The Shaw Conference Centre (Edmonton)	82,000
5. The Winnipeg Convention Centre	78,000

* Includes food and beverage facilities in addition to exhibition space.

... but they are dwarfed by those in the U.S.

	Area in square feet
1. The Las Vegas Convention Centre	1.3 million
2. Georgia World Congress Centre (Atlanta)	1.2 million
3. Orange County Convention Centre (Orlando)	1.1 million
4. Dallas Convention Centre	850,000
5. Cobo Conference/Exhibition Centre (Detroit)	800,000

10 times bigger in the convention business," said Catherine McNabb, a spokesperson for Tourism Toronto. "And the new convention centre space allows us to accommodate a lot more delegates."

Getting delegates is a competitive business.

"You can't assume these buildings will sell themselves," said Hall. "Putting down the capital costs isn't where it stops. Tourism and sales reps really have to go out and market both the centre and the city."

Conventions have become so lucrative, half of Tourism Toronto's annual \$8 million budget is spent promoting and planning conventions. The agency has opened offices in Chicago and Washington, D.C., to help attract American clients, who account for about 50 per cent of all conventions held in the city.

"Most Americans have no idea that Toronto is close," said Shearer. "Once you can communicate to an American where we are, and what a 66-cent dollar is, well, it helps. Getting them here the first time is the hard part, but the city brings them back."

Jocelyn Campbell, a spokesperson for the Palais des Congres, said Montreal is also vying for American clients with its expansion.

"We want to get more of the U.S. market, and that means more exhibition space," she said.

American conventions are attractive to Canadian cities because they are often three to four times as big as home-grown ones.

A Canadian convention of 5,000 delegates is considered huge by Tourism Toronto, but when the American Bar Association held a convention here last year, 20,000 people flew in for the event.

Considering Toronto has only 32,000 hotel rooms, the sudden influx was a boon to the city's hotel in-

dustry.

The Greater Toronto Hotel Association says conventions boosted the city's annual hotel occupancy rate to 75 per cent last year from 72 per cent in 1997.

But larger conventions are being planned all the time. In 1996, the U.S.-based Alcoholics Anonymous organization booked its 200th convention in Toronto. Roughly 65,000 people are expected to pump \$70 million into the city in one week.

Forgacs said research shows delegates are good spenders when they're at a convention.

"It's not their own money in most cases. A lot of them travel on corporate accounts and

expense accounts."

A 1996 study by Tourism Toronto found that on average each delegate spends \$218.43 (U.S.) per day in Toronto. That's worth about \$334 (Canadian) at current exchange rates. The study also found people who attend a convention in Toronto return to the city an average of seven times after their first visit.

Although conventions are being booked eight years ahead of schedule in Canada's three major centres — Toronto, Montreal and Vancouver — the cities can't afford to slow their promotion drives. Besides competing among themselves, they have to lure conventions from U.S. cities like Atlanta, whose centres dwarf the ones north of the border.

The Metro Toronto Convention Centre may be the largest in Canada, but, according to KPMG, it's ranked 16th in all of North America.

The Las Vegas Convention Centre is the largest in the United States with 1.3 million square feet.

Next in size is the Georgia World Congress Centre in Atlanta at 1.2 million square feet, followed by centres in Dallas and Detroit of 850,000 and 800,000 square feet respectively.

But the competition among cities is so intense that even the biggest convention centres are expanding.

The State of Georgia has budgeted \$250 million (U.S.) for an expansion that will add 450,000 square feet to its centre by 2001.

Landing conventions also requires tourism and convention representatives to offer lucrative discounts to potential clients.

"We want the business and are willing to bend a bit to get it," said Shearer. "One way to do that is to offer hotel room rebates which allow us to remain competitive."


And the competition among cities can get downright cutthroat.

"Customers will ... say, 'Hey, this other city is offering us free rent, what can you do?'" said Henry Mumford, director of marketing at the Georgia World Congress Centre, noting it costs \$465,000 (U.S.) to book the facility.

"Well, I have to say no free rent. I can't do that for you."

Hall said the intense competition is necessary to justify the multi-million-dollar costs of convention centres.

"When you're taking money from areas like education and health, which have been hit hard by government cutbacks, and spending it on exhibition sites, you have to justify that expense," said Hall. "To do that, most convention centres look far in advance to fill up to capacity."



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FOR IMMEDIATE RELEASE

Toronto's National Trade Centre Wins Coveted "EDDI"

TORONTO, Ontario, January 19, 1999 – In today's business world, exhibitions and consumer and trade shows are taking on an increasingly important role for businesses of all sizes. Now, Toronto's National Trade Centre is leading the way as Canada's foremost exhibition facility since receiving national acclaim at the 14th Annual Exhibit Excellence Awards presented by Exhibit and Display Association of Canada (EDAC).

The Exhibit Excellence Awards (EDDI Awards) recognize excellence in design for exhibit builders and designers and the clients they represent. The National Trade Centre was honored with EDAC's *President's Award of Excellence* for exceptional merit in any facet of the exhibition industry.

"We chose the National Trade Centre because of its state-of-the-art exhibition halls, its distinctive architectural design and its convenient, lakefront location, right downtown," said Mr. Fattori. "The National Trade Centre is attracting increasing numbers of exhibitors and visitors alike. We at EDAC are certain that The National Trade Centre will play a key role in the economic development of Canada and the Greater Toronto Area as we enter the 21st century."

This is the very first time in EDAC history that it has chosen to give the *President's Award of Excellence* to a facility. The award is usually given to an individual or a company, but EDAC President Alan Fattori decided the award should go the National Trade Centre because of its position as one of Canada's premier trade show facilities.

.../2

"We were thrilled to receive the EDAC's President's Award of Excellence," said John Sellers, General Manager of the National Trade Centre. "The award not only reinforces our commitment to the industry, but helps us maintain our focus to ensure the Centre continues to contribute to the economic development of Canada and the City."

Owned by the City of Toronto, the National Trade Centre has more than 90,000 square metres, or one million square feet, of connected usable space making it the largest facility of its kind in Canada and third largest in North America. The facility includes a 100-seat presentation theatre, 24 dividable meeting rooms and four halls capable of holding the world's largest trade and consumer show.

In addition to offering unlimited exhibit configurations and modern day conveniences such as fibre optics for video conferencing, the Centre's modern architecture allows visitors to step back in time. The impressive Heritage Court features the original stone façade of the Coliseum which, in the early 1900's, was home to exhibitions and agricultural fairs. Today, the Coliseum continues to host various exhibits and events and offers seating for up to 6,200 people.

The National Trade Centre first opened its doors in April 1997. To date, the facility has hosted more than 200 events, exhibits and trade shows, including the National Home Show, the International Boat Show, the Israel at 50 anniversary celebration "A Night to Remember" and the CFSM/Weld Expo trade show (Canadian Fabricating and Stamp Machinery).

For more information please contact:

Judith Forrestal
National Trade Centre
(416) 263-3006

Lisa Ross
Hill and Knowlton
(416) 413-4629

THE Queen Elizabeth THEATRE

MEETINGS/AGM

SEMINARS

TRAINING SESSIONS

PRESS CONFERENCES

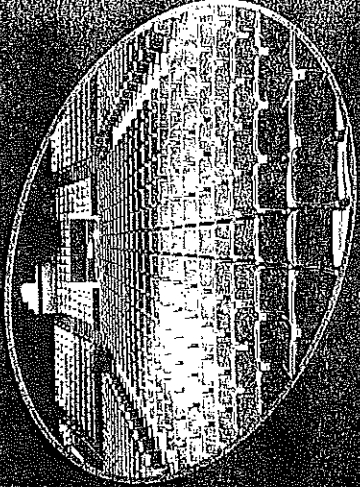
PRODUCT LAUNCHES

FILM/VIDEO SCREENINGS

CONCERTS

FASHION SHOWS

MEETING SOLUTIONS.



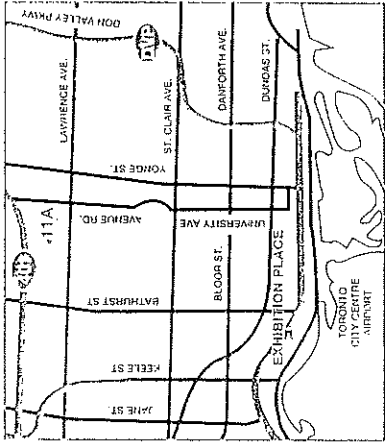
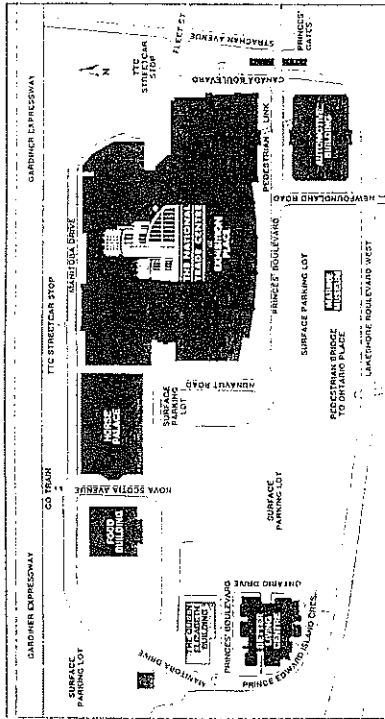
MEETINGS

SEMINARS

PRESENTATIONS

THE Queen Elizabeth
THEATRE

A UNIQUE



IT'S EASY TO FIND US!

The Queen Elizabeth Theatre is located on the grounds of Exhibition Place. Transportation is easy by public transit or by car - with 8,000 parking spaces on-site.

Both TTC streetcar and GO Transit commuter trains stop adjacent to the venue, providing easy and affordable access to and from the downtown core as well as suburban areas.

FOR MORE INFORMATION PLEASE CALL:
(416) 263-3025 OR FAX (416) 263-3029



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Tel: (416) 263-3025 Fax: (416) 263-3029
Web site: www.tec.on.ca e-mail: tec@tec.on.ca

Managed by OSY/S&MG Canada

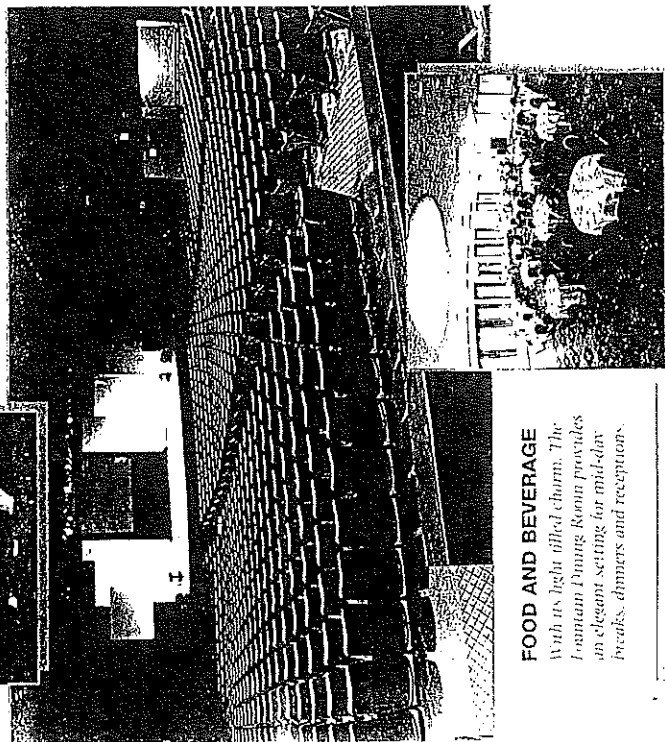
MULTI-USE VENUE.



Located on the historic grounds of Exhibition Place, The Queen Elizabeth Theatre offers a setting with excellent acoustics and an intimate ambience, the perfect combination to make your event a success.

MEETINGS/AGM

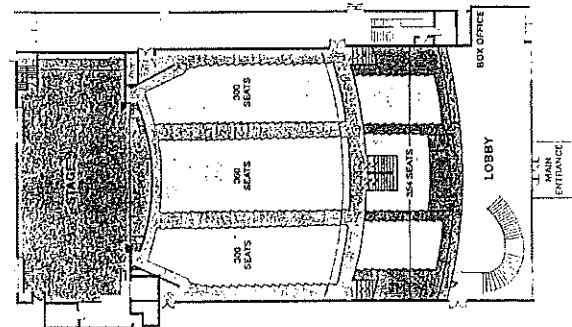
Whether you are presenting your AGM or hosting a sales training seminar, The Queen Elizabeth Theatre has the space and flexibility to meet your needs.



FOOD AND BEVERAGE

With its light filled charm, The Fountain Dining Room provides an elegant setting for mid-day breaks, dinners and receptions.

SPECIFICATIONS.

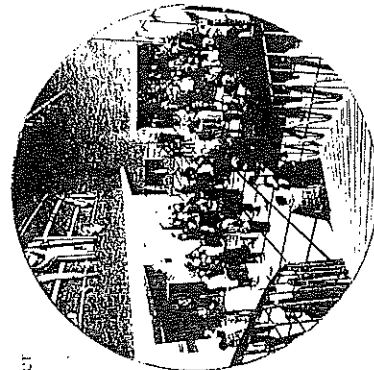


STAGE HOUSE
Proscenium -
 Width: 49'4" Height: 20'
Stage -
 curtain to back wall: 38'
Wings -
 Stage Right: 21'9" x 18'6"
 Stage Left: 30'9" x 12'9"
Apron -
 Curtain line to front edge: 2'
 Edge of orchestra pit: 10'
 Litter end: 5'
Loading Bay -
 West Roll-up: 12' x 12'
 East Roll-up: 12' x 12'

HOUSE
 Auditorium - 1,314 seats
 (960 lower, 354 upper)

LOBBY / DRESSING ROOMS

Lobby - 2,600 sq. ft.
 Dressing Rooms - 9



LOBBY

The theatre lobby creates an attractive space for registration, display and refreshments.

The theatre has a seating capacity of 1,314 and contains a stage, projection room, dressing rooms and a box office. The Queen Elizabeth Theatre offers barrier free accessibility.

PACKAGES/RATES

PACKAGE A

\$3,700.00 plus GST per day

- 1 podium with microphone
- slide or overhead projector
- stage lighting with special on podium
- house sound system
- 9' x 12' screen with dress kit
- cleaning

PACKAGE E

\$4,900.00 plus GST per day

- 1 podium with microphone
- stage lighting with special on podium
- house sound system
- front or rear screen LCD projector
- 9' x 12' screen with dress kit
- cleaning

CUSTOM

Audio visual packages can be customized to meet your production needs.

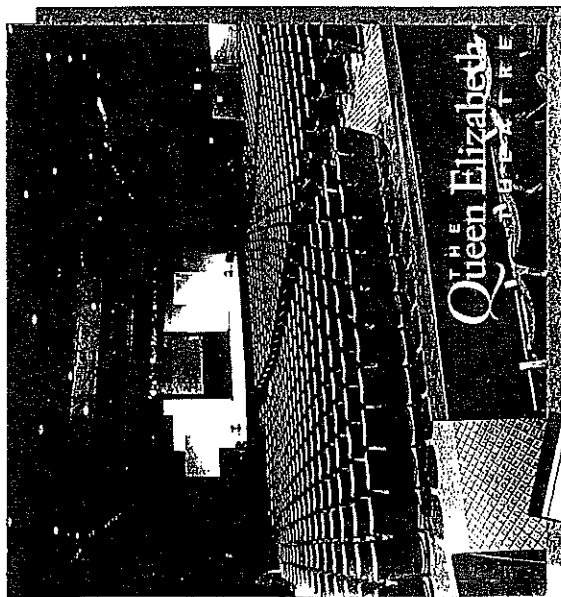
Afternoon and Evening Packages are available Monday to Saturday from 8:00am to 10:00pm inclusive. Package prices include rent and set-up charges. Prices are subject to change. Some conditions may apply. The Queen Elizabeth Theatre is an L.A.T.S.E. house.

A UNIO DI

THE STAGE IS SET.

Located on the historic grounds of Exhibition Place, The Queen Elizabeth Theatre is a self-contained venue offering excellent acoustics and an intimate ambience.

The theatre is the ideal location to host a theatrical production. Whatever your concept, The Queen Elizabeth Theatre could be just what you've been looking for!



THEATRE

With over 1300 seats, the theatre features a stage, projection room and 9 dressing rooms.



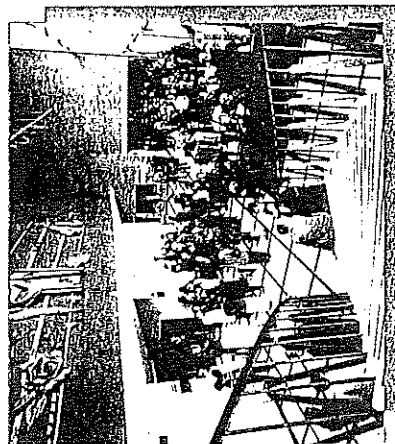
THE FOUNTAIN DINING ROOM

With its elegant chandelier, the Fountain Dining Room, adjacent to the theatre, provides an ideal setting for cocktail parties, dinners and receptions.



ON STAGE

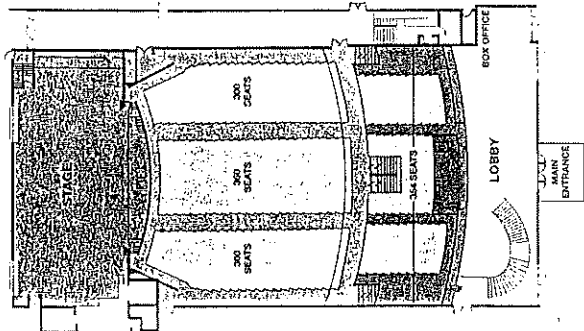
The Queen Elizabeth Theatre is perfectly suited for film presentations, concerts and live theatre performances.



LOBBY

The theatre lobby creates an attractive location for receptions and refreshments.

SPECIFICATIONS.



Apron -
Curtain line to front edge of
Edge of orchestra pit, 10' 10"
Either end: 5'
Line sets - 44 line sets
Single purchase - upper
weight sets - 33
Hemp sets - 11
Free line sets - 13
Motor Bridge -
Width: 19' Length: 50'
operated down Stage Right
Rail for Flys is located at
Stage Left

HOUSE

Auditorium - 1,314 seats
(960 lower, 354 upper)
Orchestra Pit - 52'6" x 7'6"
Depth below stage floor - 7'
Depth below Auditorium
floor - 2'6"
Accommodates a total of
16 musicians.

LIGHTING AND SOUND

Customized packages available.

LOBBY / DRESSING ROOMS

Lobby - 2,600 sq. ft.

Dressing Rooms - Total of
9 dressing rooms, 2 contain
built-in showers. Dressing
rooms range in capacity from
two people to twelve people.
Prop/Carpentry Room
(below stage) - 52' x 38'9"
Loading Bay -
West Roll-up: 12' x 12'
East Roll-up: 12' x 12'

This self-contained theatre on
two levels has a seating capacity
of 1,314 and contains a stage,
projection room, dressing rooms,
a theatre workshop, as well as
a coat check area.

STAGE HOUSE

Proscenium -
Width: 49'4" Height: 20'
Stage -
curtain to back wall: 38'
Fly Tower Heights -
43' max. fly height
Wings -
Stage Right: 21'9" x 18'6"
Stage Left: 30'9" x 12'9"

