



March 31, 1999

TO: The Board of Governors of Exhibition Place

FROM: Dianne Young
Interim General Manager
The Board of Governors of Exhibition Place

Arlene Campbell
Acting General Manager
The National Trade Centre

SUBJECT: Agreement with Maple Leaf Foodservice

Recommendation:

It is recommended that the Board enter into an agreement with Maple Leaf Foods Inc. ("Maple Leaf") for a term of three years on the terms and conditions set out in this report.

Background:

During the past several months, Network International, on behalf of the Board, has entered into discussions with various deli meat suppliers to identify the one best suited to fulfill the needs of the NTC and ServoCanada in the capacity of Official Deli Meat/Hot Dog Supplier to the NTC.

Discussion:

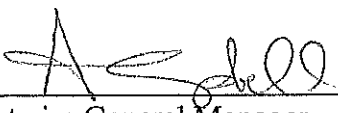
Entering into an exclusive agreement with a deli meat supplier would allow the NTC to meet the clients need as well as producing sponsorship revenue for the Board. Of the two deli meat providers that were able to meet ServoCanada's needs, only Maple Leaf submitted a bid. Maple Leaf is presently providing ServoCanada with quality meats (not including chicken) at competitive pricing. Therefore, staff are recommending that the Board enter an agreement with Maple Leaf on the following terms and conditions:

- (a) The term of the agreement is 3 years commencing February 1, 1999;
- (b) Maple Leaf will pay the Board \$7,000 per annum;
- (c) Maple Leaf will provide food service equipment and Point of Purchase Advertising, at no cost;
- (d) Maple Leaf will be the "Official Deli Meat/Hot Dog" Sponsor to the NTC for the term excluding periods during the Canadian National Exhibition, Royal Agricultural Winter Fair and the Molson Indy;
- (e) The NTC will refer to Maple Leaf as an "official venue" sponsor in the appropriate promotional literature, as determined by the NTC;
- (f) Maple Leaf may promote the "official vendor" designation in their own promotions, including the use of the NTC officially recognised logo, name and marks, with the expressed, written approval prior to any such use; and,
- (g) Maple Leaf will be allowed to advertise on two (2) back-lit sign boxes (30" x 5 ft) in Exhibit Halls A and B and point of purchase signage where appropriate.

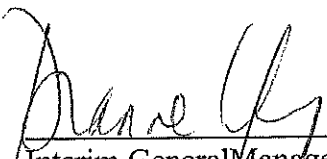
Conclusion

The report recommends entering into an agreement between the Board and Maple Leaf for "official vendor" sponsorship at the NTC and the terms of such sponsorship.

Submitted by:


Interim General Manager
The National Trade Centre

Reviewed by:


Interim General Manager
Exhibition Place

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The foregoing report was reviewed by the Executive Committee at its meeting held on March 31, 1999 and is recommended to the Board of Governors for APPROVAL.