

MANAGEMENT REPORT

**FOR THE MONTH ENDING
FEBRUARY 28, 1999**

7



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

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

PREPARED BY: O&Y/SMG CANADA

FEBRUARY 1999

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EXECUTIVE SUMMARY

SIGNIFICANT ACTIVITIES DURING THE MONTH OF FEBRUARY

1999 Sales:	12 Licenses issued 6 New business 6 Renewals
Net Operating Profit (Numbers are Draft)	\$813,493 Net operating profit to February \$724,739 Budget to February 112 % Achieved
Rental Income:	\$1,618,392 Earned to February \$1,624,516 Budgeted to February
Annual New Business:	\$1,301,432 Booked to date \$1,500,000 Budgeted in 1999 87% Acquired to date

John Sellers announced his resignation as NTC General Manager in February, and officially left the facility on March 5, 1999. Mr. Sellers accepted the position of Managing Director of the Thailand Arena, Exhibition and Sports Complex for Bangkok Land in Bangkok, Thailand. Mr. Sellers was previously involved in the development of this new multi-purpose facility prior to joining O&Y/SMG Canada as General Manager of The National Trade Centre.

O&Y/SMG Canada has commenced an immediate search for a qualified replacement to fill this important position. In the interim, Arlene Campbell, Director of Finance of The National Trade Centre has been appointed Interim General Manager.

February Show Summary

Ten events were held in The National Trade Centre during the month of February, with the largest being the Canadian Hardware & Home Improvement Show, who had Dr. Roberta Bondar as a special event speaker addressing their delegates.

The Toronto Spring Gift Show announced their new "Fall" (July) dates to their exhibitor base, and are working to establish a strong lead into the fall buying season.

Three letters of commendation for the Management Team of The National Trade Centre are attached to February's report. We are very proud of the positive comments made by the Canadian Hardware & Home Improvement Show, as a long-time client of the facility. We are encouraged that our sales effort to secure Reed Expositions show, and the subsequent service delivery, resulted in the best new show launch the company has held, and further, our renewal for the next years show will increase their square footage by an additional 60,000 square feet.

The quality in our delivery of service to Reed Exhibitions has allowed our Sales staff the opportunity to continue to work with the client on renewals, and to aggressively seek more business. We are pleased to report that we are now awaiting the execution of a new business contract for a third Reed Exhibitions tradeshow for The National Trade Centre.

The third letter is from a filming client, who had their principle contract with Exhibition Place, but required safe, warm facilities to house 5 sets of twins and 3 single babies. We worked together (within a very tight timeframe) with Exhibition Place and the client to ensure adequate space requirements were met.

The new LED Galleria signs were installed and programmed for the Canadian Hardware & Home Improvement show. Show management were very impressed with the capabilities of the system, allowing them to lead delegates to the registration and show entry areas. The LED signs are programmed through the Marketing Department.

MARKETING REPORT

FEBRUARY 1999 ACTIVITIES

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

February sales efforts have resulted in the year to date issuance of 12 license agreements with a breakdown of 6 new business and 6 renewals for existing clients. This month the marketing staff conducted 10 site inspections for potential clients.

In conjunction with the 1999 advertising plan, The National Trade Centre placed ads in the February 1 and 22nd issues of Tradeshow Week as well as the CSAE (Canadian Society of Association Executives) 1999 Directory. Copies of the 3 ads are attached.

The February 8, 1999 issue of the Globe & Mail and the February 9, 1999 issue of the Toronto Star featured the first installment of Tourism Toronto's 1999 local awareness program. A copy of this announcement is attached.

The Omni Billboards were installed for a 4 week guaranteed run in the Toronto and Montreal markets. (Detail on the contra agreement was noted in the January 1999 Management Report).

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 nineteen events representing \$1,301,432 in new business revenue for 1999.

Of the 19 pieces of new business contracted for 1999, 8 are tradeshows, 6 are consumer shows, 2 are corporate bookings and 3 are 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	\$ 215,260	
Cumulative total	\$1,301,432	\$ 281,755

1999 NEW SALES ACTIVITY

The Marketing Department is currently working with 26 new clients to secure additional business for 1999. During 1999, we have secured 5 pieces of new contracted business with projected rental revenue of over \$215,260.

BOOKING STATUS	FEBRUARY ACTIVITY	CONTRACTED 1999 BUSINESS
Tentative	26	
Definite	4	
Contracted this month	3	
Contracted in 1999	5	Sub-Total: 20
Contracted in 1998	14	Less cancellation: 1
Contracted in 1997	1	Total: 16

NEW BUSINESS CONTRACTED IN FEBRUARY (YEAR BOOKED)	NEW BUSINESS CONTRACTED YEAR TO DATE
Canadian Sporting Goods Assn. (CSGA) (1999)	Total Health (1999)
Danier Leather Photo Shoot (1999)	'99 Neon Drive Event (1999)
Pebblehut Productions (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 FEBRUARY/99	YEAR TO DATE
Definite	8	
Contracted	8	Total: 34

2000 NEW SALES ACTIVITY

To date, the Marketing Department is currently negotiating with 8 new clients to secure additional business for 2000.

BOOKING STATUS	FEBRUARY ACTIVITY	CONTRACTED 1999 BUSINESS
Tentative	8	
Definite	1	
Contracted this month	0	
Contracted in 1998	1	Total: 1

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

PUBLICITY

The February 8, 1999 issue of Tradeshow Week magazine featured a photograph and article entitled, "Toronto's National Trade Centre Is First Facility to Win 'EDDI' Award for Excellence". A copy of the article is enclosed. In addition, the February edition of Fax Briefs, a newsletter distributed by Tourism Toronto, included a mention of this award.

The February 19, 1999 issue of the Financial Post included an article entitled, "Super freak cars" written about the Speedorama show which was held in The National Trade Centre from January 29 - 31, 1999.

On February 24, 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 5 of the 8-page flyer, which was produced as a result of this photo shoot.

QUEEN ELIZABETH THEATRE

To date, our sales team has secured 2 theatre bookings and conducted 7 site inspections for potential clients during the month of February.

As a result of our January sales blitz for short-term meeting use, we have received favourable interest and are in the process of qualifying leads from our sales blitz. We are following up with these clients to arrange for site tours and presentations of the facility.

In February, the Marketing Department assembled a database of 300 long-term theatre clients. The database was acquired from key organizations consisting mainly of theatrical producers both from Canada and The United States as well as music producers, theatres, talent agencies, marketing and publicity agencies and sound and recording companies. Our sales team continues to consult with individuals in the theatre industry to stimulate leads and will conduct follow-up calls to key players into March.

MEETINGS/SEMINAR RENTALS

BOOKING STATUS	FEBRUARY ACTIVITY	CONTRACTED 1999 BUSINESS
Tentative	5	
Definite	2	
Contracted this month	0	Total: 2

LIVE THEATRE RENTALS

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

NEW BUSINESS CONTRACTED IN FEBRUARY (YEAR BOOKED)	CONTRACTED YEAR TO DATE FROM OCTOBER 1998
0	2

EVENT SERVICES

EVENT SERVICES MANAGEMENT REPORT FOR FEBRUARY 1999

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

Revive: A Healthy Lifestyle	'99 Neon Drive Event
ComputerFest 99 Mac Expo	Psychics, Mystics & Seers Fair
The British Isle Show 99	Spring Gift Show
Shoppers Drug Mart Trade Show	Baby O Baby
Kubota Canada Meeting	Canadian Hardware & Home Improvements Show

EVALUATION OF FEBRUARY EVENTS

Canadian Hardware & Home Improvements Show was very successful again this year with attendance exceeding expectation. Show management was very happy with the delivery of services, which this year included electrical.

Revive: A Healthy Lifestyle was a first time event in the Queen Elizabeth Exhibit Hall and Theatre. About half the expected number attended the event.

ComputerFest 99 Mac Expo experienced a decline in attendance. Show management indicated this was a result of increase parking prices at Exhibition Place.

The Toronto Spring Gift Show went well overall. Attendance was similar to last Spring.

Shoppers Drug Mart Trade Show was held in the Automotive Building during the Gift Show. Staff worked with Ontario Place to supply an off site truck marshalling area. This was of assistance, ensuring the move in of this event did not affect the Gift Show.

Crime Prevention in Events

Department staff is currently working with the Toronto Police to develop a crime prevention program for shows and events. Details of the program will be disseminated to shows in the next few months.

Outdoor Vending

Staff met with outdoor vendors licensed by Exhibition Place and servicing The National Trade Centre. Locations were mutually agreed upon to allow for clear pedestrian traffic flow around the building while allowing good positions for vending.

O PERATIONS REPORT

OPERATIONS PHYSICAL PLANT

The ANGUS System has been installed with The National Trade Centre preventative maintenance data. At the end of March Operations will have input scheduled maintenance time frames, which will activate the program to produce work orders automatically.

The National Trade Centre staff now has the ability to access the Autocad computer program that will assist in providing show management with facility configurations, i.e. ceiling height, floor plans, and salon measurements, etc.

In-house electrical services were successfully provided for the following shows: A Healthy Lifestyle, Canadian Hardware & Home Improvements, Neon Drive Event, Computerfest, Psychics, Mystics & Seers Fair, British Isles Show, Spring Gift Show, Shoppers Drug Mart and Kubota Canada Meeting.

Arrangements have been made to meet in the second week of March with PCL, Marshall Macklin Monaghan, the RPA Group, O&Y SMG Canada and Exhibition Place personnel. We will be conducting a final warranty inspection of The National Trade Centre, prior to the expiration of the design/build warranty agreements that expire on March 31, 1999.

TELECOMMUNICATIONS

The telecommunications department is in the process of fully integrating all of Exhibition Place into a cohesive integrated voice and data network. With the cabling infrastructure being implemented between the office building of Exhibition Place, all users within the site will be able to take advantage of the services installed within The National Trade Centre.

Events are now taking advantage of Internet access via Ethernet service, which generates additional revenue. As events become more "Internet dependent" demand should increase substantially in the near future.

EXHIBITOR SERVICES

The Exhibitor Services Department has rated The Canadian Hardware & Home Improvement Show as one of their most successful shows to date. There were few complaints and services were delivered with minimal or no delay.

The installation of a "hotline" service at each of the Satellite offices is in progress. The electrical rough in at both offices is complete and the Telecommunications Department has scheduled the final stages of installation.

A rate schedule for electrical services has been established for The National Trade Centre in-house caterer. It is expected that this will greatly reduce the time involved to collect estimates that are based on "time and material".

FACILITY SERVICES

The Facility Services Department has encountered some concerns with respect to the marshalling of the larger shows. Vehicles have been lining up along Manitoba Drive, restricting the traffic flow to one lane. A meeting has been scheduled the week of March 8th with the Toronto Police to review marshalling procedures.

The National Trade Centre Facility Services department has been working with Exhibition Place Health & Safety Co-ordinator in scheduling training seminars in High Reach Equipment, CPR/First Aid, Propane Handling. At the completion of these training seminars staff will receive an Occupational Health & Safety Certification and WHMIS.

F INANCIAL REPORT

Net Operating income for the two months ended February 28, 1999 was \$813,493 compared to a budget of \$724,739, a favourable variance of \$88,754. This does not include Parking revenues, which is reported by Exhibition Place.

Ancillary income, consisting of commissions from food and beverage, electrical, telecommunications revenue and interest, was unfavourable to budget by (\$77,049). Food and beverage commission is \$299,820 an unfavourable variance of (\$17,855) resulting mainly from reduced attendance levels at The Spring Gift Show and Computefest. Gross revenues for Servo Canada at February 28, 1999 were \$936,000. The sales are net of the sub-contractors revenue, which are not inclusive of the revenue guarantee as reported in previous months. The minimum guarantee for sales up to \$6,000,000 is \$1,050,000. For sales between \$6-7 million dollars, the guarantee is \$1,440,000, and in excess of \$7,000,000 the guarantee is \$1,820,000.

Electrical income, net of cost to deliver the service, is \$232,971, an unfavourable variance of (\$36,521). The unfavourable variance is a result of efficiencies not yet being fully realized, and the setup for Speedorama not requiring as extensive hook ups as in the prior year.

Direct and indirect expenses are favourable to budget by \$189,249. While some of the difference is due to timing of when expenditures are made compared to budget, there have been operational savings by the efficient scheduling of staff.

Accounts receivable as at February 28, 1999 is \$1,356,953, consisting mainly of event services for the major January and February shows. These are: 1) \$192,573 owed by the National Marine Manufacturers Association for the 1999 Boat Show, paid March 8, 1999; 2) Southex \$140,989 for the Spring Gift and Metro Home Show, and 3) \$94,854 for the Canadian Hardware Show, paid March 11, 1999. Deposits outstanding for future events were \$305,432. Payments/letter of credit totalling \$222,482 has been received in March for these future events. The Servo Canada balance is \$235,288, a payment of \$153,184 to be received on March 24, 1999. A reserve of \$25,000 has been taken for the unpaid balance from the East Meets West (Chinese New Year's event) as they have failed to pay the balance owing for event services and parking. A settlement proposal has been sent from the City Solicitor to East Meets West. Follow-up continues with the Ontario Quarter Horse Association for payment for the outstanding amounts for Quarterama, however a reserve has been taken for this amount at year end.

During the month of February the audit of the financial records of The National Trade Centre for the year ended December 31, 1998, was completed by Ernst & Young. The department also completed show billings for numerous January and February shows. Our mandate this year is to complete all billings by 10 days after show closing. With the resignation of John W. Sellers, the Director of Finance, Arlene Campbell is acting as Interim General Manager.

The detailed draft financial statement package is included in Appendix "B" of the Management Report.

SERVO CANADA

FEBRUARY 1999 FOOD AND BEVERAGE REPORT

BUSINESS ACTIVITY

February was a busy month for the Concessions Department with seven trade and consumer shows.

The Hardware Show, the Psychics, Mystics and Seers Fair as well as the British Isles Show all exceeded revenue projections, however, the Spring Gift Show and the Computerfest Show fell well below projections due to reduced attendance.

February catering revenues were down from 1998. Last year we were fortunate to have the Newcourt/AT&T event that brought us in excess of \$400,000.00 in catering revenue in one day.

There were two major catered events in February, the first being the multi-day Chrysler Neon event and the second being the Shoppers Drug Mart event. Both events went very well and received good reviews from our clients.

BUSINESS PROMOTION

Derek Campbell, Jeff Gay, Jan Besseling and Peter Knudsen (Vice President of Sales for Volume Services America) attended the Canadian Facility Managers Association Conference at the Westin Harbour Castle.

PERSONNEL

Servo Canada has promoted several employees in February. Punit Tailor the Concessions Manager has been promoted to the position of Director of Operations while Gary Furukawa has assumed the position of Concession Manager. Naomi Marshall has been promoted to Concessions Supervisor to replace Ancil Viarruel.

CATERING/SALES AND MARKETING

Catering sales were just below forecast due to a drop in numbers from the original projections. As well, the Canadian Home and Hardware Association did not have as much catering during their show as in 1998.

Christmas Market

Our solicitation of holiday parties has been effective in getting clients over to The National Trade Centre, however, we are not as successful in capturing the business. Many of the parties holding tentative space chose the Metro Toronto Convention Centre. The main concerns seem to be the high cost of putting on a party at The National Trade Centre (Hall D) and the lack of immediate (walking distance) hotel guestrooms. For example, companies will utilize the Crown Plaza guestrooms if their event is at the Metro Convention Centre. So the factors are cost and convenience. Reports have been submitted on this lost business.

Heritage Court should have better success as it is not as expensive to decorate.

Wedding Market

While wedding inquiries are still coming in, closing the sales have been a problem. There is an overall concern with the look of the Queen Elizabeth Building and the Fountain Dining Room from the outside and the Queen Elizabeth Theatre Lobby.

Advertising

An eye pleasing food and beverage event brochure (teaser) will be mailed to corporations in the GTA with the emphasis on New Years and Fundraisers geared for Heritage Court. It is hoped that if business is clustered around the holiday season, groups can share costs (lighting and sound) for a more cost-effective function.

NEW BUSINESS

DEFINITE

Group	Date	Function	# People	Location
Westwood S. S.	June 25/99	Graduation Dinner/Dance	100	Fountain
HMV Canada	Dec 3/99	Christmas Dinner/Dance	250	Fountain

TENTATIVE

Group	Date	Function	# People	Location
Gilda's Club	June 23/99	Fundraising Reception	400	Fountain
Southam Inc	Nov 27/99	Christmas Dinner/Dance	800	Heritage
Alberto-Culver	Dec 4/99	Christmas Dinner/Dance	225	Fountain

N NETWORK INTERNATIONAL

ACTIVITY FOR THE MONTH OF FEBRUARY

Exhibition Place and Network International have finished evaluating the responses to the Janitorial Supplies RFP. Mr. Chemical was the only company that met all the criteria set forth in RFP, including additional benefits. The Board will be guaranteed \$18,200/year, for three years, based on annual cleaning supplies purchase of \$183,000, subject to Board Approval.

Initiative Media on behalf of The National Post have agreed to sponsor The National Trade Centre for \$20,000, for one year.

Maple Leaf Foodservice has agreed to a \$7,000/year sponsorship, for three years, as the "official deli-meat/hot dog" supplier at The National Trade Centre. ServoCanada are happy with Maple Leafs quality products and service and the sponsorship will include kitchen equipment and point-of-purchase advertising in order to increase food sales.

CN Tower, Harbourfront Centre, East End Taxi, Alice Fazooli's, Al Frisco's, Soul Of The Vine and Montana have reserved Advertising panels on the Information Board Display. The intent of the Information Board is designed to provide visitors to the facility with information pertaining to tourist attractions, restaurants, taxis, and entertainment in the City of Toronto. Net Sales to the Board are currently at \$10,000, for one year, and there are 8 additional Advertising panels available.

Ongoing discussions are being held with the following:

Taxi Cabs	Tourist Attractions	Budget Rent a Car
Ontario Science Centre	IDA Drugstores	Yuk Yuk's
Art Gallery of Ont.	Limousine Services	AGF Management Ltd.
Nesbitt Burns	General Motors	Volkswagen
Trimark Investments	Bell Mobility	Clearnet
Microcell Solutions	Cantel AT&T	

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. Additional advertising revenue for April is \$42,026 consisting of confirmed Information Board Advertisers, and pending Board approval of the National Post, Mr. Chemical and Maple Leaf Foodservice agreements.

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	\$30,000	
Holiday Inn On King	01/01/98	31/12/00	\$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		
TOTAL TO DATE				\$188,782		
Network Budget				\$475,860		
% of Budget Achieved				40%		

Anorak à capuchon amovible en
cuir d'agneau noir souple.
Prix courant 595 \$.

PRIX DE SOLDE

299 \$

Un modèle
EXTRA éduisant
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ANNOUNCEMENT

Tourism Toronto is proud to announce their 1999 Board of Directors.

Toronto is Canada's #1 visitor destination, attracting over 20 million visitors a year. Tourism doesn't just happen; it's a result of long-term sales and marketing efforts. These are spearheaded by Tourism Toronto, the city's official destination sales and marketing organization and its 800 local member companies.

Tourism is one of Toronto's largest (and is the fastest-

growing) industries. Therefore, maintaining healthy visitor business is vital for the city, and has an impact on virtually every sector of Toronto's economy.

Tourism Toronto's Board of Directors represents various industry sectors with a stake in tourism. We are proud to introduce them to you, along with some information on the scope of this dynamic industry.

The Accommodation Sector

- Toronto has more hotel rooms than any other Canadian city (32,250).
- As a major employer, the hotel industry often provides labour-market entry opportunities for young people and new immigrants to Canada.

Dale Dugan, G.M.,

Hotel Inter-Continental Toronto

Josef Ebner, V.P. Managing Director,

Delta Chelsea Inn

Fred Fernandes, G.M.,

Regal Constellation Hotel

Marlin Keenan, G.M., Holiday Inn on King

Anne McCall, G.M., SkyDome Hotel

David Ogilvie, V.P., Regional Director of Sales and Marketing, Starwood Hotels and Resorts

John Pye, Regional V.P. & G.M.,

Royal York Hotel

Rod Seifing, President,

Greater Toronto Hotel Association

Nick Vesely, G.M., The Sutton Place Hotel

The Restaurant and Retail Sectors

- Shopping and dining consistently rank as the most popular activities of tourists to Toronto. The more than 7,800 restaurants in the city contribute to this. And our retail industry, one of the largest in North America, employs over 380,000 people.

Peter Oliver, Partner,

Oliver Bonacini Restaurants

Ron Taylor, Senior V.P. of Special Projects,

O&Y Enterprise Inc., Managing Director,

O&Y/SMG Canada

The Transportation Sector

- As the major gateway to Canada, more than 26 million passengers move through Lester B. Pearson Airport every year.
- Rental car companies, bus operators, and public transit systems all account for significant revenues from tourists.

Robert Brent, Chief Marketing Officer,
Toronto Transit Commission

Don McWilliam, Dir. of Corp. & Special
Sales, Canadian Airlines

Rosanna Panetta, Mgr., Sales Development &
Communications, Air Canada

Steve Shaw, V.P., Strategic Planning,

Greater Toronto Airports Authority

The Attractions and Entertainment Industry

- Tourism is based on having an exciting mix of things to see and do. This includes permanent year-round attractions; museums and art galleries; festivals and special events; and the performing arts.
- Toronto's annual tourism revenues from cultural tourism are estimated at \$1 billion.
- Toronto is the 3rd-largest live theatre centre in the English-speaking world.

Max Beck, G.M., Ontario Place

Calvin White, G.M. & C.E.O., Toronto Zoo

Dave Taylor, President, CN Tower

The Convention and Tradeshaw Industry

- With the expanded Convention Centre and the new National Trade Centre, Toronto now ranks in the top 5 convention destinations in North America.
- In 1998, over 890,000 convention delegates came to the city. These are valuable, high-spending business travellers, who often come back as tourists with their families.

Pam Graham, President, Congress Canada

Michael Lecour, V.P. Canada,
GES Exposition Services Ltd.

Walter Oster, Chair,

Canadian National Sportsman's Shows

Joe Pentafione, Chair,

Board of Governors, Exhibition Place

Barry Smith, President & C.E.O.,

Metro Toronto Convention Centre

Laura Purdy, Dir. of Marketing,

The National Trade Centre

Ralph Strachan, President and C.E.O.,

The STRONCO Group

Harald Thiel, Chair, Tourism Toronto;

Executive V.P., TELAV Audio Visual Services

Industry Suppliers

- A vast range of industries are dependent on tourism for annual revenues. These include food and beverage companies, the financial sector, services like phone companies and energy suppliers, and an array of specialized services across all sectors of industry.

Rudi Engel, Senior V.P., Bell Canada

Michael Fagan, Mgr.,

Vintages/Producer Knowledge Support,

Liquor Control Board Ontario

Lynda Friendly, First Vice-Chair,

Tourism Toronto; President, Lynda Friendly

and Associates

Blake Mintz, V.P.,

Mendelshon-Commercial Customs Brokers

Rick Pyves, Senior V.P., Marketing,

VISA Canada Association

Government Partners

- Of the \$4.9 billion spent by tourists, some \$1.8 billion in taxes are collected by various levels of government, including \$340 million by the city.
- Tourism employs 119,000 people full-time in Toronto.

The City of Toronto Councillors

Bas Balkissoon

Gordon Chong

Dennis Fontus

Norm Kelly

Gloria Lindsay Luby

Bill Saudecook

Province of Ontario

Jean Lam, Assistant Deputy Minister,

Ontario Ministry of Economic Development,

Trade & Tourism

President

Kirk Shearer, President & C.E.O.,
Tourism Toronto

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Mayor Mel Lastman, City of Toronto

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Ray and Berndtson/Lovas Stanley

Stephen Pustil, President,

PeaWest Development Corporation

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Glenn Wilson

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A 1,000-horsepower school bus capable of popping a wheelie. A Volkswagen fortified with a \$20,000 sound system. And Jessica "The Fastest Woman Jet Car Pilot in the World" Willard signing autographs next to her 300-mph dragster, the Queen of Diamonds.

Must be Speedorama, the car show that, for one winter weekend, transforms Toronto's National Trade Centre into a sun-soaked Beach Boys' dream.

Speedorama's stock consists of cars that have been customized to the point of drunken excess. Cars are lowered so they stand only a centimetre above the asphalt; trucks are raised so that one needs a stepladder to climb aboard.

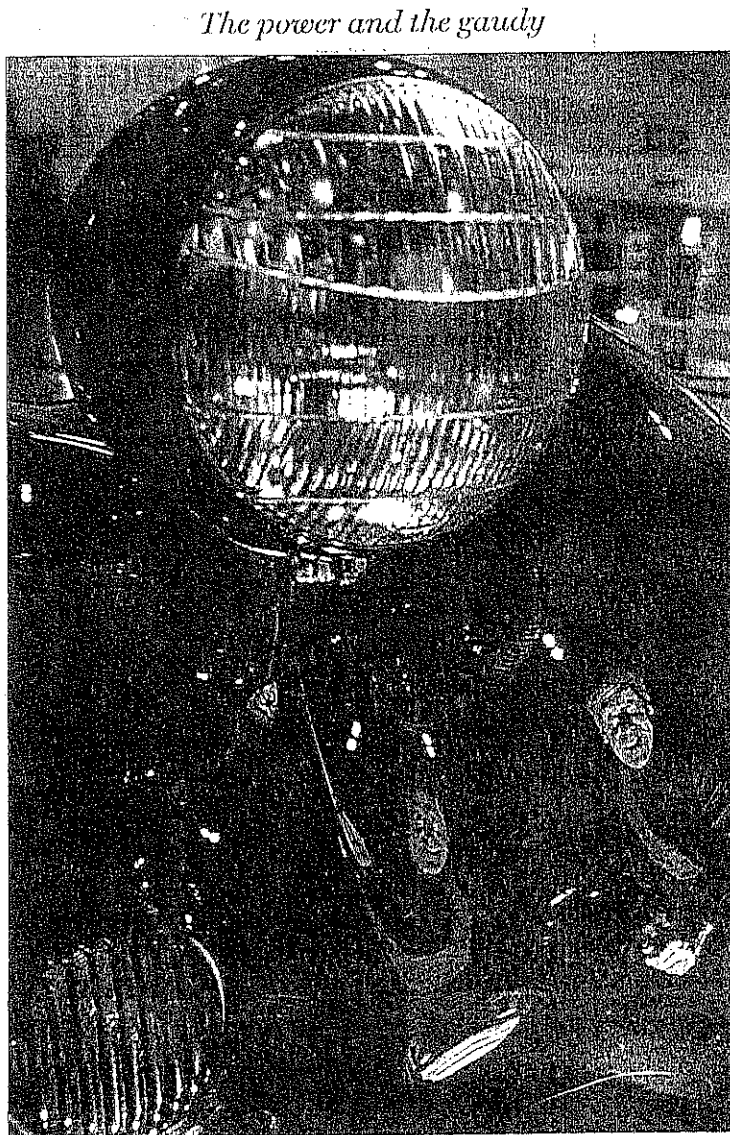
Even old-time jalopies from the '30s are so souped up they could probably hold their own in a Formula One race. Think of Speedorama as a *Star Trek* convention for those possessing driver's licences.

Says Lisa Bourque, one of two stunning women who boasted the title of Miss Corvette: "[Speedorama] is all about cars; babes, hot fudge and caramel corn."

The three-day show attracted more than 50,000 speed freaks, who gladly anted up the \$12 admission fee to take in exhibits that were equal parts bizarre and burlesque.

Contrary to its moniker, Speedorama has nothing to do with men's swimming trunks. But that's not to say there was a shortage of swimwear on display. There were dozens of swimsuit-clad models adorning car hoods, and some of them almost stole the show.

During an autograph session, I strike up a conversation with Vivian Hausler, co-captain of the Texas Bikini Team. Given that Ms. Hausler and her four teammates are doing a brisk trade selling postcards of themselves for



Visitor Roy Wright admires the mirror-like finish of a 1936 Ford Coupe during the Speedorama show at the National Trade Centre in Toronto.

\$3 apiece, it's clear the Q&A session should be kept brief.

So, what sports do bikini teams compete in? "We do photogenics," says Ms. Hausler, explaining that "photogenics" is actually a fancy term for having one's picture taken. "And we travel all over the world. You know — the Bahamas, Canada, the Bahamas."

To Speedorama's hard-core exhibitors, the word "excessive" has

no meaning. Case in point: Rick Trandell of Michigan. Mr. Trandell was proudly showing off his Pontiac Grand Am which he bought new for \$20,000 (all figures in U.S. dollars) in 1996. Upon taking delivery of the car, he ripped the Pontiac apart, pulling it back together with \$75,000 worth of customized parts.

The only original parts remaining on the orange and amber

Grand Am are the sheet metal, headlights, windshield, windows and brake lights. Everything else has been replaced or altered for either form or function. In fact, even when viewed close-up, it's hard to tell the car is in fact a late-model Grand Am — or even a GM product. A monstrous 650-horsepower motor soars two feet above the point where the car's hood should be (alas, the sheer size of

the engine means Mr. Trandell must drive his street legal beast with his head tilted toward his left shoulder so he can see around the motor.)

A checklist obligingly informs the gawking fans about the car's other enhancements: a set of JE 7.5:1 pistons, a Cola crankshaft, a Pete Jackson gear drive, a B&M hydraulic camshaft and a four-link rear suspension. One can only assume that all of this actually means something to someone.

Suddenly, Mr. Trandell and his friend become visibly alarmed. A man has gone around the partition that separates the shimmering Grand Am from the unwashed masses and proceeds to — gasp! — lean on the automobile.

A crouching photographer begins to shoot away. "Hey, who's that guy?" Mr. Trandell's companion asks me. It happens to be Canada's most notorious Olympian.

"Wow, I'll be not mistaken, that's Ben Johnson," I remark.

"Ben who?" he says.

"Ben Johnson. Unofficially, he's still the fastest man in the world. Ten years ago he ran the 100 metres in 9.79 seconds."

"Well I'll be . . ." Mr. Trandell says, the concern on his face replaced by a wide-eyed grin. "The fastest man in the world is leaning on the fastest Grand Am in the world!"

There were other equally outrageous sites to take in, including the Cool Bus. The Cool Bus appears to be a de rigueur yellow school bus, except that it's really a drag racing car in, well, drag. Ken Nelson of Greenwich, Ohio, spent \$70,000 (US) to build the Cool Bus from the ground up so he and his wife, Anita, can "get the message out to kids to stay in school and keep off drugs."

Mr. Nelson notes that school-age kids adore the Cool Bus. They're not the only ones. Brenda Ezeard of Mississauga, Ont., spent several minutes lovingly transfixed on the Cool Bus. No wonder: Ms. Ezeard drives both a stock car and a school bus. "Oh, I love it," she dreamily remarked.

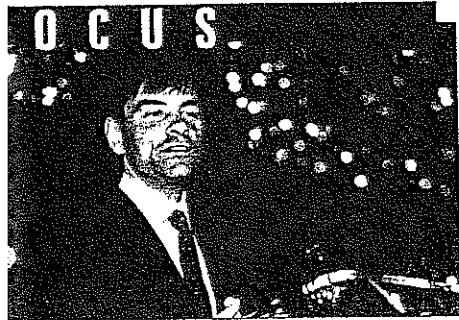
Over in the car stereo area, Larry Penn of Vancouver was showing off the \$20,000 digital theatre surround system he implanted into a '98 VW Beetle. While the car stereo is truly awesome, there's a steep price to pay for the atre-quality sound: the entire trunk and back seat are taken up with amplifiers, processors and speakers.

D.J. Raiser of North Tonawanda, N.Y., meanwhile, was displaying his souped-up '78 Chevrolet Chevette (that's not a misprint.) Why would anyone put a 455 hp motor into a 20-year-old econobox? "You gotta be totally different to get noticed."

Financial Post

Tradeshow Week

Your Weekly Source for Tradeshow and Event Marketing News



CMA Annual Meeting Wrapup. George Stephanopoulos, former White House Senior Advisor, was one of the many high-powered speakers at the 43rd Annual Meeting of the Professional Convention Management Association1

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Miller Freeman acquires two South American events and a U.S. tradeshow group1
 Southex acquires seven consumer shows1
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ONLINE

As an exhibit manager, do you feel show management listens and responds to your changing needs?

- Always
- Usually
- Rarely
- Never

Respond online @ www.TradeshowWeek.com

Miller Freeman Acquires Two South American Shows, a U.S. Tradeshow Group and an Italian Publisher

By Gary Tufel, Senior Editor

DALLAS—Miller Freeman has acquired two South American shows, as well as the Verecom Group, a U.S. tradeshow organizer and publisher, and the Stammer Group, an Italian business-to-business publisher.

The South American events are *Fematec*, a construction show in Buenos Aires, and *Mercofarma*, a pharmaceutical show in Sao Paolo. The additions bring the number of Miller Freeman shows in South America to 22, of which 6 are in Argentina and 16 in Brazil.

Fematec is sponsored by the Argentine Construction Chamber, an association representing Argentine construction companies for over 60 years. The most recent show, in May 1998, featured 694 exhibitors utilizing 368,000 net square feet of space, and attracted nearly 300,000 attendees.

Mercofarma will merge with Miller Freeman's existing *FCEi Analytica* events in Brazil. Personnel from *Fematec* and *Mercofarma* will join Miller Freeman, bringing the company's South American staff to 57 employees. *Continued on p. 9*

Southex Acquires Seven More Consumer Shows

By Gary Tufel, Senior Editor

TORONTO—Southex Exhibitions, Inc., a Toronto-based producer of consumer expositions and trade-shows, has acquired seven more consumer shows. Southex acquired Edward Greenband Enterprises of Utah, Inc., which operates seven consumer shows in Salt Lake City.

The shows include the *Annual Boat Show & Fishing Expo*; *Annual Bridal Showcase*; *Annual International Travel Expo*; *Annual Sports, Vacation and RV Show*; *Annual Utah Auto Show*; *Deseret News Home Improvement Show* and the *Salt Lake Tribune Home & Garden Festival*. Jonathan and Debra Greenband are joining Southex and *(Continued on p. 9)*

PCMA's 43rd Annual Meeting Breaks All Previous Attendance Records

Orlando Meeting Focuses on Preparing for the Next Millennium

By Carol Andrews, Editorial Director

ORLANDO—The weather was unexpectedly cold at times, but the mood was upbeat when at least 2,691 meeting industry professionals attended the 43rd Annual Meeting of the Professional Convention Management Association (PCMA), January 10-13 in Orlando. Attendance increased 9% over the 2,460 delegates at PCMA's *Annual Meeting* in Kansas City last year. The ratio of suppliers to meeting planners was 60/40, according to Roy B. Evans, Jr., President & CEO of PCMA. More than 70 workshops *(Continued on p. 5)*

Toronto's National Trade Centre Is First Facility to Win 'EDDI' Award for Excellence

Facility Won for Exceptional Merit

By Gary Tufel, Senior Editor

The National Trade Centre in Toronto won the President's Award of Excellence from the Exhibit and Display Association of Canada (EDAC) at the 14th Annual Exhibit Excellence Awards. The awards were presented January 19 in Toronto. This is the first time that a facility has won the award, which usually goes to an individual or company. The Exhibit Excellence Award (EDDI) recognize excellence in design for exhibit builders and their clients.

The city-owned, privately managed, National Trade Centre won for "exceptional merit in any facet of the exhibition industry." EDAC President Alan Fattori says he decided the award should go to The National Trade Centre because of its position as one of Canada's premier tradeshow facilities. "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," he says.

Fattori adds that the EDAC is certain that The National Trade Centre

will play a key role in the economic development of Canada and Greater Toronto into the next century.

Facility Offers Over 1 MIL Square Feet of Exhibit Space

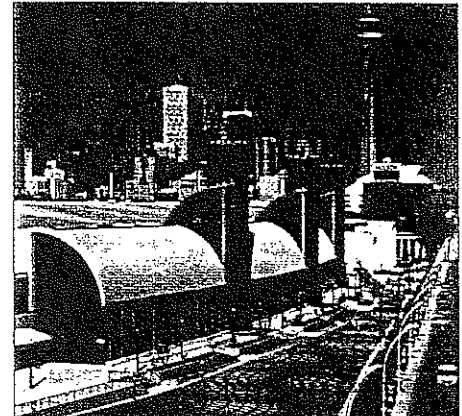
The facility opened in April 1997, and has hosted over 200 events, including such tradeshow as the *National Home Show*, *CFSMI Canadian Fabricating and Stamping Machinery Show*, *Weld Expo Canada* and the *Toronto International Boat Show*. It offers over 1 MIL total square feet of contiguous exhibit space, divisible into ten exhibit halls. The facility also includes a 100-seat presentation theater and 24 meeting rooms.

John Sellers, General Manager of The National Trade Centre, says, "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."

Source: John Sellers, General Manager, O & Y/SMG Canada, The National Trade Centre, Exhibition Place, 100 Princes' Blvd., Toronto, ON M6K 3C3 (416/263-3000; Fax: 416/263-3029).



Accepting The Award. Toronto Mayor Mel Lastman (far left) accepts the EDAC award for The National Trade Centre from EDAC President Alan Fattori (center) and City Councillor and Exhibition Place Board Chair Joe Pantalone (foreground). Looking on are Diane Young, Interim GM, Exhibition Place, and John Sellers, GM National Trade Centre (far right).

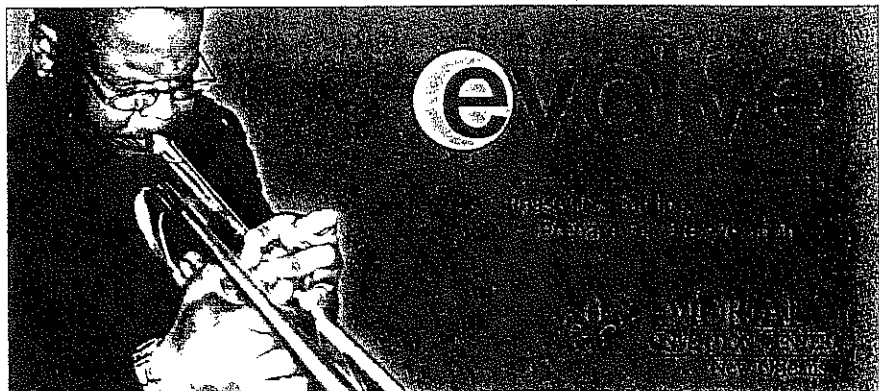


A Winning Facility. The National Trade Centre is the first facility to win EDAC's President's Award.

PCMA's 43rd Annual Meeting,
continued from p. 6

PCMA's next Annual Meeting will be held January 15-18, 2000 in San Francisco.

Sources: Roy B. Evans, Jr., President & CEO, and Janice Cooper, Manager of Public Relations, Professional Convention Management Association, 100 Vestavia Office Parkway, Suite 220, Birmingham, AL 35216-3743 (205/823-7262; Fax: 205/822-3891).



Fax Briefs

**TOURISM TORONTO
ANNOUNCES NEW
MARKETING ALLIANCE
WITH TORONTO.COM**

Tourism Toronto, Toronto's official destination sales & marketing organization, announced today a new marketing alliance with toronto.com, Canada's leading online city guide. Tourism Toronto President and CEO Kirk Shearer noted, "We recognize toronto.com as an excellent source of timely information on Toronto. Our goal as the convention and visitors association, is to ensure we have one of the best destination web sites in the world. While we must maintain our own site, for obvious reasons, we realized that Tourism Toronto and toronto.com have unique core capabilities, and that from a marketing standpoint, together we're stronger. Tourism Toronto intends to make dynamic new graphic enhancements and customer-driven elements to torontotourism.com over the next few months. Linking with toronto.com we will be able to assist toronto.com in our areas of expertise, such as groups and meeting inquiries, and vice versa. We will, of course, continue our marketing relationship with our provincial partner *Travelinx*, because when we sell Toronto we're selling Ontario, and vice-versa. We're proud to call toronto.com our official on-line media company."

Action: FYI

**BATA MUSEUM HOSTS
BUSINESS AFTER HOURS**

Thank you to Mrs. Sonia Bata and her exceptional staff at the Bata Shoe Museum for hosting Tourism Toronto's first Business After Hours in 1999. Over 160 of Tourism Toronto's members and industry partners marveled over the museum's newly opened exhibition: *Japanese Footgear: Walking the Path of Innovation*. Guests enjoyed gourmet delights provided by Marigolds & Onions, Presidential Gourmet and Movenpick. Rentals were provided by Chair-man Mills Inc. and jazz entertainment by Marie-Jo Rudolf.

Mrs. Bata surprised all her guests with a superb Taiko Ensemble performance by University of Toronto students. The massive staircase atrium of the museum echoed the sounds of traditional Japanese drums and wind instruments. The ensembles' energetic and admirable drum beating talents awed all guests. It truly was a superb addition to the Japanese-themed evening.

We thank all our members who contributed to make this event a success. And an extra special thank you to Susana Petti, Marketing and PR Coordinator of the museum. An additional thanks goes to the Elmwood Spa for a special donation.

CORRECTION

On page 25 of the current Confidential Convention List, the Knights of Columbus Ontario State CNCL, District Deputies Meeting, July 9 - 11, 1999 should list the International Plaza as the headquarter hotel. We apologize for this misprint.

Action: FYI



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ATTENTION

For Washington, DC regional
coming from Columbia to
address will be as follows:

Regional Sales Office

records accordingly.

BE THE BEST!

Members have recently been
excellence in their fields.

Trade Centre was honoured
by Association of Canada
Award of Excellence for
part of the exhibition
Excellence Awards recognize
exhibit builders and designers
ent.

Who reaped the hospitality
prestigious readers' surveys
led by international
National Investor, Condé Nast
and Meetings &
is consistently ranked #1 in
best in the world. For the
and the Five Diamond Award
an Automobile Association.
most in Canada ever to
most coveted symbol of
consecutive years.

consecutive year, in 1998, the
the Successful Meetings
by the readers of Successful
recognized the outstanding
New York.

MAJOR CONVENTION WINS

Association of Clinical Research Professionals,
April 2002, 6085 Total Room Nights; National
Association of School Psychologists, April 2003,
7470 Total Room Nights; Association of Trial
Lawyers of America, July 2004, 9450 Total
Room Nights.

TOURISM TORONTO AWARDS

The Tourism Toronto Awards exists to honour,
encourage and elevate the standard of service
excellence within the tourism industry. This
marketing and human resource initiative
commences in May and culminates with a gala
awards evening in November where individuals
and companies are honoured for their
contribution to enhancing this industry.

Individual awards are given for the following
categories: Arts/Attractions, Accommodations,
Restaurants, Retail, Transportation and Visitor
Services.

Action: Contact Cynthia Shipley, Program
Coordinator at 364-3336, ext. 313, to become
part of this exciting program.

ATTENTION ALL NEW MEMBERS AND NEW STAFF

All new members and existing members are
invited to our Member Orientation and Refresher
Session on Thursday, March 25 at Tourism
Toronto's Board Room, 8:45 am to 11:30 am.
Meet new and current members and mingle with
staff to learn more about Tourism Toronto
initiatives and departmental functions, and how
we promote Toronto and your business. We
invite you and your new staff members to be
introduced (and reintroduced) to Tourism
Toronto and how to maximize your member
benefits and services.

Action: Please RSVP to Peter Paylor at 203-
3833 to register for this informative session.

TIMELY INFORMATION!

Please photocopy and circulate this newsletter

- President/GM
- Marketing Dept.
- Communications/PR
- Sales Dept.

NEW MEMBERS

January 16 – February 28, 1999

Tourism Toronto would like to introduce and welcome the following new members to the visitor industry.

Attention all Members – please make note of these new members and add them to your Membership Directory.

ACCOMMODATION

Windsor Arms

18 St. Thomas Street
Toronto, ON M5S 3E7
Marc Armstrong, General Manager
Tel: 971-9666 Fax: 921-9121
Home Page: www.windsorarms.com
This Toronto landmark will open in April 1999 and offer the ultimate in luxury accommodation. Home to 28 rooms/suites, The Courtyard Cafe, Tea Room, Club22, The Spa, and meeting and private dining rooms.

ATTRACTIONS

Thunderbird Golf and Country Club

995 Myrtle Road West
Ashburn, ON L0B 1A0
Carol Magister, Special Events/
Tournament Co-ordinator
Sandra Paterson, Office Manager
Tel: 905/686-1121 Fax: 905/655-3205
Homepage: www.thunderbirdgolfclub.com
E-mail: tbgc@inforamp.com
More than a great golf course! Home of the Canadian Tour Fall Qualifying School.
Thunderbird Golf and Country Club is one of the most respected Championship layouts in Canada. Discover THUNDERBIRD!!

Toronto Lion Dance Festival

707 Dundas Street West
Toronto, ON M5T 2W6
Sharon O'Flaherty, Media Relations/
Marketing Consultant
Tel: 392-0335 Fax: 392-0340
Festival Hotline: 338-LION
Homepage: www.liondancefest.com
E-mail: lionfest@istar.ca
A spectacular free multicultural festival for all ages, featuring teams of talented lion and dragon dancers, martial arts experts, acrobats, an interactive children's park, parade, film festival and more.

Children's Own Museum (COM)

90 Queen's Park
(in the McLaughlin Planetarium Building)
Toronto, ON M5S 2C5
Shannon MacDonald, Marketing Co-ordinator
Tel: 542-1492 Fax: 542-1495
E-mail: childrens_own_museum@sympatico.ca
A hands-on creative play space for children 2-8 years old. It is a child's neighborhood with shops, garden, construction site, animal clinic, art workshop, theatre and story nook. The COM invites all children to create, imagine, build and wonder.

CONVENTION SERVICES

Auto-Reg Systems Inc.

1-820 Denison Street
Markham, ON L3R 3K5
John Neofotistos, Dir. of Exposition Marketing
Tel: 905/479-3999 Fax: 905/479-4459
Home Page: www.auto-reg.com
E-mail: jneo@auto-reg.com
A leader in customized registration, lead retrieval, database management & direct mail services since 1982. We've gained the confidence of show producers & distinguished ourselves amongst competitors by providing over 16 years of excellent service to complement our products.

ABF Freight System

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Toronto, ON M8Z 1V6
Peter Frost, Tradeshow Specialist-Nat. Acct
Tel: 251-3553 Fax: 251-6563
Home Page: www.abfs.com
E-mail: peterfrost.339@mail.abfs.com
Regular scheduled trucking service to conventions
& shows anywhere in Canada or crossborder
anywhere in U.S.A./Mexico. Offering professional
tradeshow specialists on the floor, behind the
scenes. Show service centres - Canada
1-800-668-7888 U.S.A. 1-800-654-7019.

Commerce Shows Exhibitions & Logistics Specialists

5255 Yonge Street, 11th floor
Toronto, ON M2N 6P4
Pat D'Allessandro, Director of Marketing
Tel: 221-4550 Fax: 221-4011
E-mail: commerce@ccbld.com
Full service Customs Broker and Logistics
Provider exclusively for the Trade Show &
Convention Industry.

Mind's Eye Digitals

803-1 Balmoral Avenue
Toronto, ON M4V 3B9
Phyllis Mayeda, Owner
Tel: 513-0888 Fax: 513-0777
E-mail: mindseye@interlog.com
A CD-ROM on Toronto containing 1000+
colour photos. Good as a gift, souvenir or visitor
planning tool. Contains entertainment ideas,
annual events, neighbourhoods to shop and eat
in, historic sites and parks.

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79 Moore Avenue
Toronto, ON M4T 1V6
Ann Coombs, President
Tel: 483-1411 Fax: 488-9539
Home Page: www.coombs.ca/futurist
E-mail: info@coombs.ca
Futurist and International Conference Speaker
on Consumer Trends. Design and deliver
creative training sessions on service excellence,
change and teambuilding. Produce corporate

marketing campaigns, web sites and retail
interior concepts.

MEETING FACILITY

Barracks Banquet, Fort York

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Toronto, ON M5B 1N2
Paul Fortier, President
Tel: 203-7600 Fax: 203-3248
Home Page: www.foodandheritage.com
E-mail: fortyork@gt.igs.net
BARRACKS BANQUET in downtown Toronto
at historic Fort York; soldier servants, excellent
food and ample free parking can accommodate
reserved groups from 15 to 5,000 guests for
unique hospitality events.

TSE Conference Centre

The Exchange Tower
130 King Street West
Toronto, ON M5X 1J2
Philippa Kennedy
Tel: 947-4396 Fax: 814-8823
Home Page: www.tse.com
E-mail: pkennedy@tse.com
The TSE Conference Centre provides a
professional venue for organizations looking for
state-of-the-art presentation and meeting facility.
Located in the heart of the financial district the
centre offers an auditorium seats up to 161
persons and a smaller executive boardroom
equipped with audio-visual and video
conferencing technology built into the facility
and included in the rental of the facility. A
reception area and warming kitchen is available
with a wide range of caterers to meet your
specific requests.

RESTAURANTS

Montreal Restaurant / Bistro & Jazz Club

65 Sherbourne Street
Toronto, ON M5A 2P9
Lothar Lang, Owner

Tel: 363-0179 Fax: 363-6288
The flair of old Montreal comes to life in downtown Toronto with the choice of a French country-manor dining room or live dynamic world-class jazz in the club with the same menu.

Yamase Japanese Dining Lounge

317 King St. W.
Toronto, ON M5V 1J5
Katz Yamamoto
598-1562 Fax: 598-8806

Authentic Japanese restaurant, we carry more than 100 items. Sushi, Tempura, Teriyaki, Hot Pot, etc... 100 seats.

Pearl's Duelling Pianos

180 Pearl Street
Toronto, ON M5H 1L5
596-1132 Fax: 596-7370

Mike Miazga, Operations Manager
Imagine this... Two baby grand pianos face-to-face, set on a stage, surrounded by guest tables. Suddenly, two of the most amazing, energetic, talented and imaginative entertainers emerge and sing-along classics. Open Thursday, Friday, and Saturday 7:00pm. Reservations recommended. Tapas style menu available till 1:00am.

Romagna Mia

106 Front Street East
Toronto, ON M5A 1E1
Gabriele Paganelli, Owner / Chef
Tel: 363-8370

Romagna Mia offers authentic traditional recipes from Emilia Romagna. Conveniently located within walking distance from major hotels, the Convention Centre and theatre. Open seven days per week. Accommodates groups. Seating capacity 140.

The Chicken Nest Restaurant

3038 Bathurst Street
Toronto, ON M6B 4K2
Shalom Magazzinich, Owner
787-6378 Fax: 222-6057

A family restaurant offering glatt Kosher fare (under Kashruth council of Toronto). We cater business luncheons, meetings & parties. Group rates available.

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Great selection of European Designer men's clothing at discount prices.

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Roslyn Ralston, Manager
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We represent the Inuit, Dene and Metis artists and craftspeople of the Canadian Arctic. Inuit carvings, Dene beaded and other unique products. Ideal for corporate gifts.

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Nick Papanagnostou
Tel & Fax: 504-8900

Designers and manufacturers of fine furs such as black lama, majestic mink, sable, chinchilla, fox, racoon and beaver. American visitors welcome, receive top exchange rate. The latest fashion. Top designers (world-known).

SIGHTSEEING

Stonechurch Vineyards

1270 Irvine Rd.

RR #5

Niagara-on-the-Lake, ON L0S 1J0

Liesa Lepp, Public Relations

Tel: 905/935-3535 Fax: 905/646-8892

Homepage: www.stonechurch.com

E-mail: wine@stonechurch.com

While visiting Stonechurch Vineyards, one can view the barrel cellars through large glass panels in the boutique or enjoy the Tasting Gallery that features the works of local artists. We are open seven days a week. Mon-Sat, 10am-5pm & Sun 11am-5pm.

THEATRE

Limelight Dinner Theatre

2026 Yonge Street

Toronto, ON M4S 1Z9

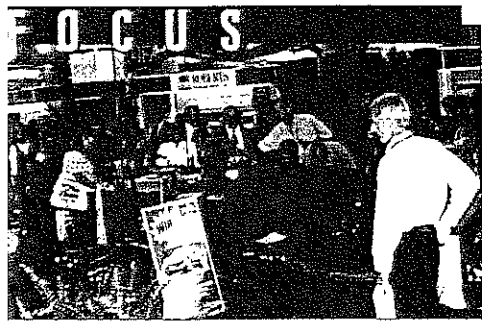
Jennifer Walker, General Manager

Tel: 432-5200 Fax: 482-0604

The Limelight Dinner Theatre provides quality entertainment & gourmet cuisine in an elegant & intimate dinner theatre environment. Ideal for groups, parties (both small & large) and special events. Also available for corporate functions (day & evening).

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Fourth Quarter Shows End Year On High Note In Net Square Feet

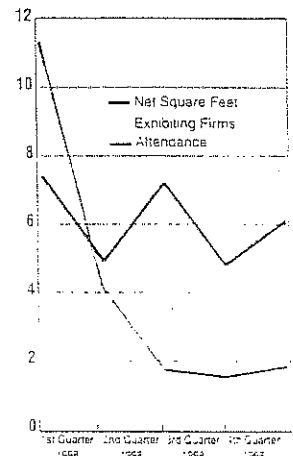
Attendance Growth Weak for Third Consecutive Quarter

By Daniel Cubias, Assistant Editor

LOS ANGELES — Tradeshows held during the Fourth Quarter of 1998 grew at rates that completed a year of mild expansion, according to *Tradeshow Week's Quarterly Report of Tradeshow Statistics*. Tradeshows held from October to December grew 6.1% in net square feet of paid exhibit space, 3.7% in

(Continued on p. 8)

Average Growth of Tradeshows by Quarter



© 1999 Tradeshow Week

Mixed Results. Growth in net square feet remains strong throughout 1998, but attendance growth was weak for most of the year.

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TSW ONLINE

By what date do you expect to complete most of your company's milestones towards Y2K compliance?

- All milestones have been met
- June 1999
- September 1999
- December 1999
- We are behind schedule and don't expect to meet all the requirements

Respond online @ www.TradeshowWeek.com

Snow Causes Roof to Tear at Montreal's Olympic Stadium During Move-In of Auto Show

Two Consumer Shows Canceled

By Gary Tufel, Senior Editor

MONTREAL — Heavy snow and water accumulation caused a tear in the roof of Montreal's enclosed Olympic Stadium on January 18, forcing the cancellation of two consumer shows, the *Montreal International Auto Show* and the *Montreal International Boat Show*. Five workers were slightly injured. According to the roof's builder, the facility should be back in operation by February 15, says Michel Aird, Program Director, Olympic Stadium. *(Continued on p. 42)*

Big Changes Possible in Plans for Central Florida Exhibit Space Expansion

WEC Project Loses Funding and Key Execs, and OCCC's Long-Term Expansion Could Be Accelerated

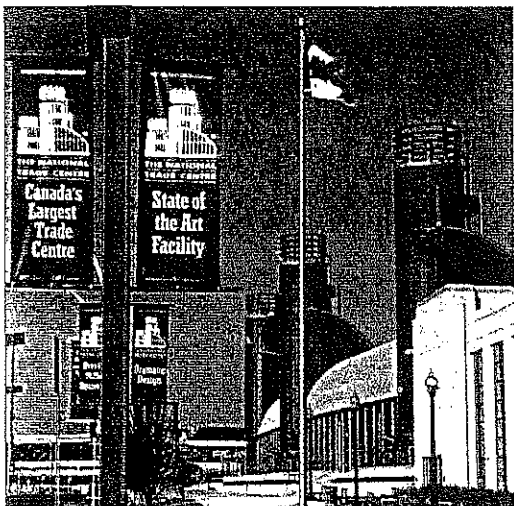
By Gary Tufel, Senior Editor

ORLANDO — The players, the plans and timetable for the massive expansion of exhibit space in the Orlando area are in a state of flux. Some plans remain unchanged, but much revision may be underway. The upshot: there will still be a large infusion of exhibit space in Central Florida, but it may not come when and where it was initially planned.

A major expansion of the Orange County Convention Center (OCCC), the construction of the nearby World Expo Center with its 3 million square feet of *(Continued on p. 38)*

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.

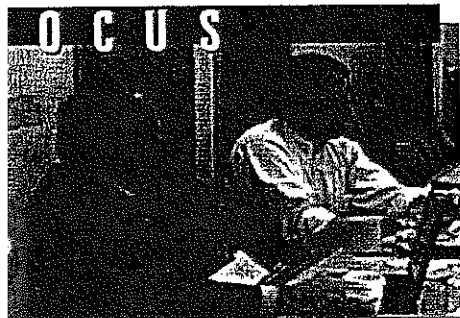
No matter what your event, The National Trade Centre team offers the proven expertise and on-site services you need to make it a big success.



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

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FOCUS
Focus on Independent Show Organizers.
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 The Tradeshow Week Calendar33

SW ONLINE

As an exhibitor, if you could increase your budget by 10%, how would you spend the money?

- Additional exhibit space
- New exhibit(s)
- Update existing exhibit(s)
- Show promotion
- Lead tracking and follow-up
- Increase salaries of staff
- All of the above

Respond online @ www.TradeshowWeek.com

New Economic Impact Study Underway to Determine Financial Impact of Convention Centers

By Gary Tufel, Senior Editor

IRVING, TX — The World Council for Venue Management (WCVM) is conducting a world economic impact survey to assess the economic impact of public assembly venues on their communities. The International Association of Assembly Managers (IAAM), WCVM's managing partner, is working with nine other WCVM member associations to distribute the survey to about 3,000 managers of convention centers and sports and entertainment facilities worldwide. The study is being conducted by PricewaterhouseCoopers' Sports, Convention and Entertainment Facilities Group. It is expected to be released in August.

There are substantial economic benefits created by venues which host tradeshows, conventions, sports and entertainment events, says IAAM-Executive Director John R. Zimmer.

(Continued on p. 17)

Consortium of Customers to Help Fund Major Las Vegas Convention Center Expansion

Facility to Add 1 MIL Total Square Feet of Exhibit Space

By Renee DiIulio, Staff Writer

LAS VEGAS — A consortium of customers of the Las Vegas Convention Center will help fund the expansion of the facility with approximately \$50 MIL in pre-paid rent. The details are still being determined, but current consortium members include:

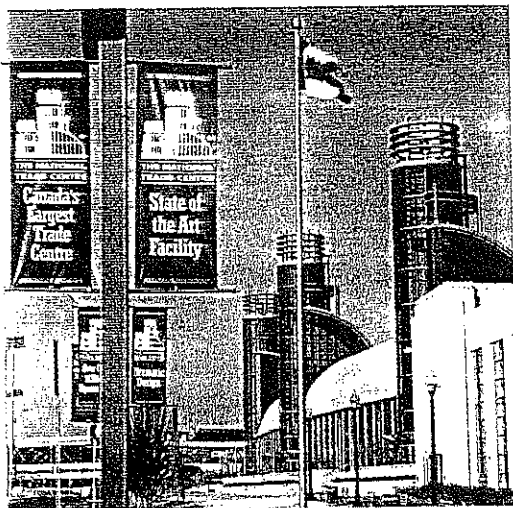
- the Consumer Electronics Manufacturers Association, organizer of the *Winter Consumer Electronics Show*;
- the Sporting Goods Manufacturers Association, owner of *THE SUPER SHOW®*;
- Advanstar Holdings, organizer of *MAGIC/WWD MAGIC/MAGIC Kids*;
- Reed Exhibition Companies (REC); and
- Miller Freeman, Inc.

The expansion will add 1 MIL total square feet of exhibit space to the current total of 1.3 MIL square feet. Plans call for a two-story exhibit hall on property adjacent to the current structure. A new 120,000 square foot meeting-room complex will connect the new construction with the existing building. An architect is expected to be hired this month with groundbreaking anticipated this spring. Completion is expected 12 months later.

The construction is in line with the 15-year Master Plan as approved by the Las Vegas Convention & Visitors Authority (LVCVA) in 1992. In addition to meeting demand for more exhibit space.

(Continued on p. 30)

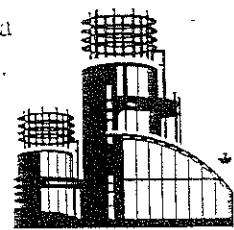
IMAGINE 8 FOOTBALL FIELDS. THEN GET READY FOR A BIG KICK-OFF.



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.



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at
**EXHIBITION
PLACE**



The National Trade Centre, Exhibition Place, 100 Princes' Blvd., Toronto, Canada M6K 3C3
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CSAE DIRECTORY

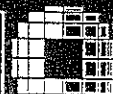
ANNUAIRE 1999 DE LA SCDA

CONTENU

- Associations
- Directeurs d'association
- Fournisseurs
- info SCDA
- Programmes d'affinité

INSIDE

- Associations
- Association executives
- Suppliers
- CSAE info
- Affinity programs



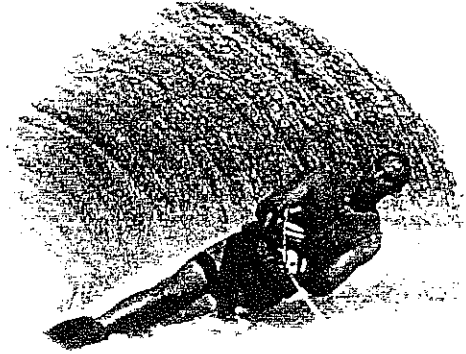
TORONTO • CANADA

WHAT WOULD YOU DO WITH 1 MILLION SQUARE FEET?

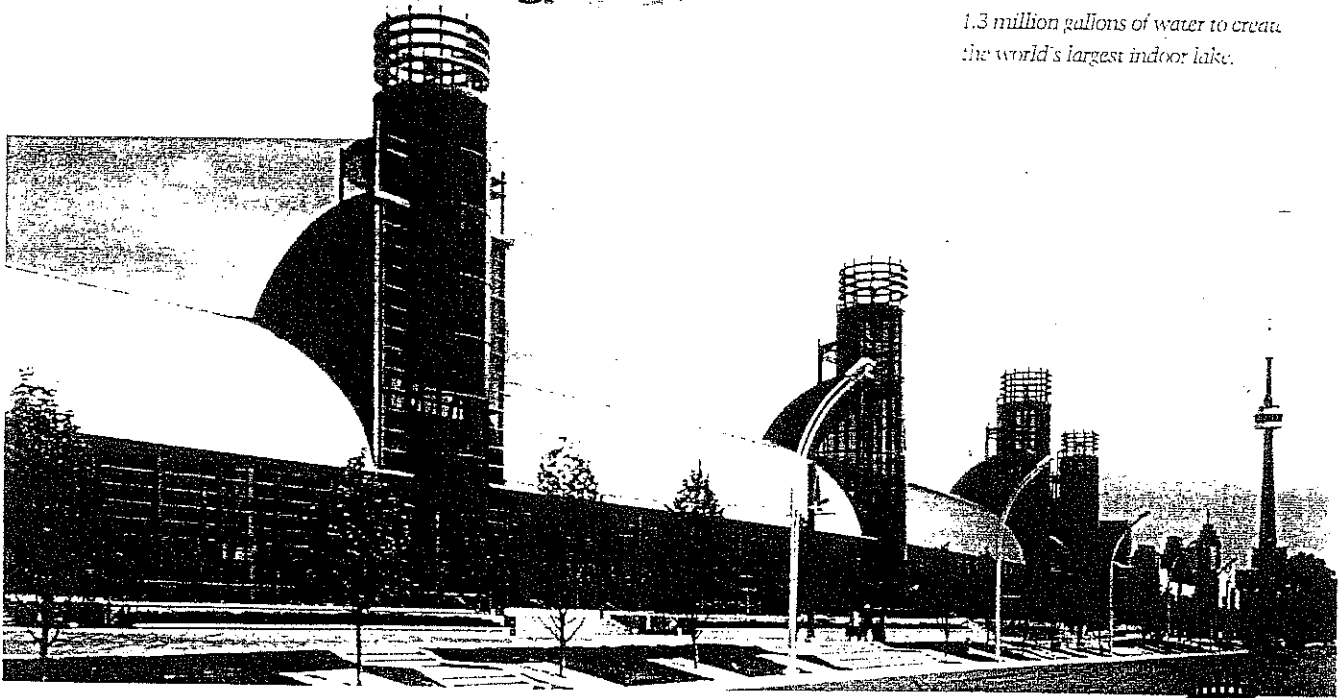


NASA
utilized our
 fibre-optic
 connectivity for
 a direct link to the
 space shuttle Discoverer.

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.



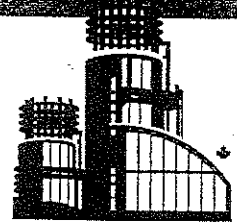
Show managers and event planners have been coming up with amazing ways to use some of the most flexible tradeshow space in the world.

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.

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APPENDIX "B"

THE NATIONAL TRADE CENTRE
FINANCIAL STATEMENT HIGHLIGHTS
AS AT JANUARY 31, 1999

	MONTH ACTUAL	MONTH BUDGET	VARIANCE	YTD ACTUAL	YTD BUDGET	VARIANCE
Number of Events	4	4	-	4	4	-
Direct Event Income	863,167.77	859,444.00	3,723.77	863,167.77	859,444.00	3,723.77
Ancillary Income	297,394.87	344,406.00	(47,011.13)	297,394.87	344,406.00	(47,011.13)
Advertising Income	17,199.00	24,124.00	(6,925.00)	17,199.00	24,124.00	(6,925.00)
CNE Recovery	-	-	-	-	-	-
Parking Income	483,130.45	676,884.89	(193,754.44)	483,130.45	559,409.00	(76,278.55)
Total Event Income	1,660,892.09	1,904,858.89	(243,966.80)	1,660,892.09	1,787,383.00	(126,490.91)
Direct Expenses	519,234.17	519,895.02	660.85	519,234.17	519,895.02	660.85
Indirect Expenses	357,439.50	407,216.02	49,776.52	357,439.50	407,216.02	49,776.52
Parking Expenses	101,457.39	117,475.89	16,018.50	101,457.39	117,475.89	16,018.50
Total Event Expenses	978,131.06	1,044,586.93	66,455.87	978,131.06	1,044,586.93	66,455.87
Net Operating Income	682,761.03	860,271.96	(177,510.93)	682,761.03	742,796.07	(60,035.04)
Less Net Parking Income	381,673.06	559,409.00	(177,735.94)	381,673.06	441,933.11	(60,260.05)
NET INCOME (LOSS)	301,087.97	300,862.96	225.01	301,087.97	300,862.96	225.01

**THE NATIONAL TRADE CENTRE
EVENT STATISTICS**

FOR THE MONTH OF JANUARY 1999

	MONTH ACTUAL	YTD ACTUAL
Attendance [Note: 1]	211,100	211,100

EVENT	(IN THOUSANDS)				REFRESHMENT PER CAP'S ACTUAL [Note: 2]
	# OF PERFORMANCES		NET EVENT INCOME [Note: 3]		
	ACTUAL	BUDGET	ACTUAL	BUDGET	
Consumers Show	3	3	1,273	1,583	3.41
Trade Show	0	0	(0)	-	44.52
Concert	0	0	-	-	
Photo/Film Shoot	0	0	2	-	
Meeting/Corporate	1	1	18	20	0.25
	4	4	1,293	1,603	

Note: 1 Attendance estimates provided by Show Management.

Note: 2 Refreshment per cap's based on information reported by Servomation.

Note: 3 Net event income includes rent and services, ancillary income includes catering and electrical commissions, parking is included at net.

THE NATIONAL TRADE CENTRE
BALANCE SHEET
AS AT JANUARY 31, 1999

ASSETS	<u>1999</u>	<u>1998</u>
CURRENT ASSETS		
CASH	207,182.77	2,003,418.87
ADVANCE TO EX PLACE	250,000.00	-
TERM INVESTMENTS	3,050,000.00	1,500,000.00
AMERICAN EXPRESS	9,486.29	80,993.97
TRADE ACCOUNTS RECEIVABLE	2,037,366.96	
ALLOWANCE FOR DOUBTFUL ACCOUNTS	<u>(71,830.21)</u>	
NET ACCOUNTS RECEIVABLE	1,965,536.75	818,954.66
RECEIVABLE FROM EX PLACE	92,449.97	-
OTHER RECEIVABLE	175,260.28	3,608.31
PREPAID EXPENSES	<u>208,269.28</u>	<u>51,342.45</u>
	<u><u>5,958,185.34</u></u>	<u><u>4,458,318.26</u></u>

LIABILITIES & EQUITY

CURRENT LIABILITIES

ACCRUED LIABILITIES	2,008,194.03		
PROVINCIAL & FEDERAL SALES TAX PAYABLE	60,407.29		
DEFERRED REVENUE	<u>2,581,573.99</u>	4,650,175.31	3,654,679.29

EQUITY

NET INCOME (LOSS) CURRENT		301,087.97	241,322.28
PRIOR YEAR SURPLUS		1,006,922.06	562,316.69
DISTRIBUTION TO EXHIBITION PLACE	<u> </u>		
		<u><u>5,958,185.34</u></u>	<u><u>4,458,318.26</u></u>

RECEIVABLE FROM EX PLACE - DETAILS	
KAIMAN HOSPITALITY - 1997 NTC CATERING COMMISSIONS	92,449.97
	<u>92,449.97</u>

THE NATIONAL TRADE CENTRE
 FINANCIAL STATEMENT HIGHLIGHTS
STATEMENT OF CASH FLOW
 FOR THE PERIOD ENDED JANUARY 31, 1999

	MONTH	YTD
CASH FLOW FROM OPERATIONS		
NET INCOME (LOSS)	301,087.97	301,087.97
ADD: DEPRECIATION & AMORTIZATION	-	-
SOURCES (USES) OF CASH		
TERM INVESTMENTS	(200,000.00)	(200,000.00)
ACCOUNTS RECEIVABLE - TRADE	(143,051.41)	(143,051.41)
RECEIVABLE FROM EX PLACE B.O.G	74.55	74.55
ACCOUNTS RECEIVABLE - OTHER	41,104.37	41,104.37
PREPAID EXPENSES	(150,115.76)	(150,115.76)
DEPOSITS AND OTHER ASSETS	(3,950.11)	(3,950.11)
ACCOUNTS PAYABLE & ACCRUED EXPENSES	582,405.30	582,405.30
OTHER PAYABLES	(46,012.89)	(46,012.89)
DEFERRED INCOME	(420,527.80)	(420,527.80)
ADVANCE DEPOSITS - Exhibition Place B.O.G	-	-
NET CASH FROM OPERATIONS	(38,985.78)	(38,985.78)
OTHER SOURCES (USES) OF CASH		
CAPITAL EXPENDITURES	-	-
PAYMENTS OF DEBT	-	-
DISTRIBUTION TO OWNERSHIP - Exhibition Place B.O.G.	-	-
NET CASH FROM OTHER SOURCES	-	-
NET INCREASE (DECREASE) IN CASH	(38,985.78)	(38,985.78)
BEGINNING CASH BALANCE	246,168.55	246,168.55
ENDING CASH BALANCE	207,182.77	207,182.77

THE NATIONAL TRADE CENTRE
ACCOUNTS RECEIVABLE AGING

AS AT JANUARY 31, 1989

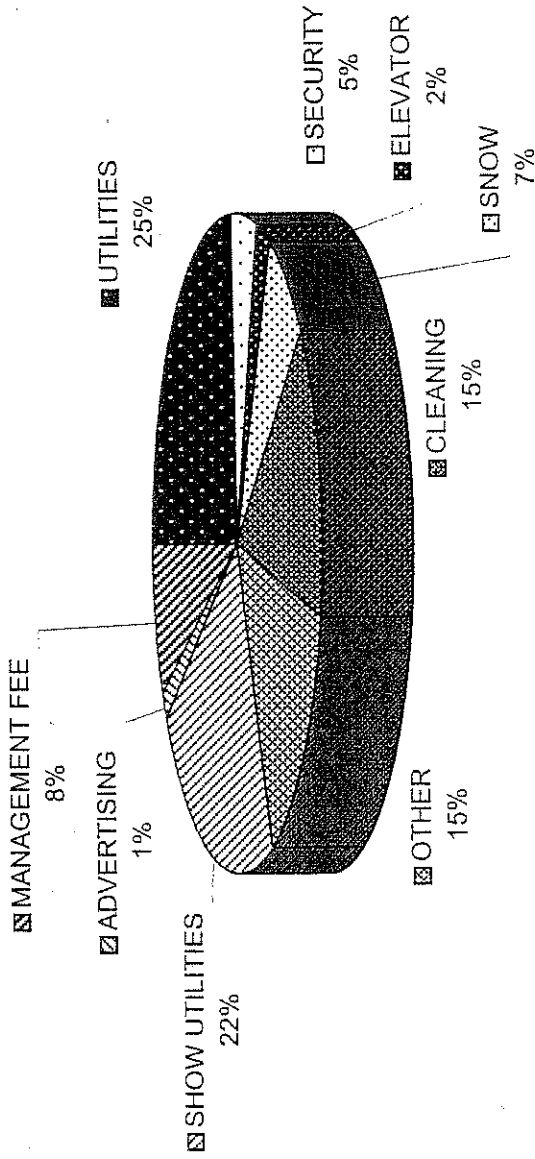
CUSTOMER NAME	AMOUNT OUTSTANDING	CURRENT	30 - 60 DAYS	61 - 90 DAYS	OVER 90 DAYS	COMMENTS
COMPLETED EVENTS CANADIAN CRAFT SHOWS LTD.	106,360.63	106,360.63				EVENT SERVICES - EVENT SETTLEMENT FINALIZED PAID IN FULL ON FEBRUARY 3/89
EAST MEETS WEST PRODUCTIONS	25,020.99				25,020.99	LEGAL LETTER SENT - ACCOUNT IN DISPUTE-DISCUSSION IN PROGRESS- RESERVE FOR BAD DEBT SET UP
GES CANADA EXPOSITIONS / PANEX NATIONAL MARINE MANUFACTURERS ASSN.	32,448.64 143,061.52	29,236.48 143,061.52		3,212.16		VARIOUS SERVICES FOR OCTOBER/DECEMBER EVENTS EVENT SERVICES - EVENT SETTLEMENT FINALIZED
NORTH ISLAND PUBLISHING ONTARIO QUARTER HORSE ASSOCIATION	20,740.69 34,161.82		20,740.69		34,161.82	EVENT SERVICES - EVENT SETTLEMENT FINALIZED EVENT SERVICES BALANCE OUTSTANDING - RESERVE FOR BAD DEBT SET UP, DISCUSSIONS CONTINUE
PCL CONSTRUCTION ROYAL AGRICULTURAL WINTER FAIR	12,492.65 604,949.93	5,604.15 3,428.50	217,281.37	377,740.00	6,888.50 6,500.06	PAINTING & CARPENTRY - RECD \$6,989.50 FEB. 12/89 EVENT SERVICES - EVENT SETTLEMENT FINALIZED RECD CHECKS TOTALLING \$372,450.00 IN FEB. '89
SOUTHEX EXHIBITIONS INC. - FALL HOME SOUTHEX EXHIBITIONS INC. - METRO HOME TORONTO HADASSAH WIZO	40,690.78 40,749.43 52,123.99	40,749.43 -	49,991.28 10,814.31	2,132.71 16,782.75		EVENT SERVICES - EVENT SETTLEMENT FINALIZED EVENT SERVICES - EVENT SETTLEMENT FINALIZED EVENT SERVICES - EVENT SETTLEMENT FINALIZED
CUSTOMER ACCOUNTS - LESS THAN \$10,000 SUB-TOTAL	62,927.51 1,175,728.58	27,320.35 355,761.06	298,827.65	442,558.40	74,571.37	
EVENTS B. MARTIN PROMOTIONS	18,763.24	3,555.86	15,207.38			BLDG RENT&SERVICES - BRITISH SHOW - FULL AMOUNT RECD PAYMENT OF BALANCE ON FEB. 19/89
CANADIAN CRAFT SHOWS LTD - FALL '89	25,775.06				25,775.06	10% BUILDING RENT - ONE OF A KIND - NOV. '89
CANADIAN CRAFT SHOWS SPR 1989/2000	33,230.36	19,821.75			13,408.61	LETTER OF CREDIT RECEIVED FOR THIS AMOUNT BUILDING RENT - ONE OF A KIND - MAR. '89 & MAR. 2000 RECD PAYMENT OF \$19,281.75 ON FEB. 23/89
CANADIAN NATIONAL SPORTSMEN'S SHOW	119,511.10	119,511.10				28% BUILDING RENT - SPORTSMEN'S SHOW - MAR. '89 RECD PAYMENT OF \$118,998.48 ON FEB. 1/89
CANADIAN SHOWS & SPECIAL EVENTS	21,832.38		10,916.19			50% BUILDING RENT - BICYCLE SHOW - MAR. '89 RECD PAYMENT OF \$10,916.19 ON FEB. 12/89
CANADIAN TIRE CORPORATION CONSUMER HEALTH ORGANIZATION	68,051.51 11,689.75	68,051.51 11,689.75				50% BUILDING RENT - CANADIAN TIRE - SEPT. '89 RECD PAYMENT OF \$10,916.19 ON FEB. 12/89
GOOD FOOD FESTIVAL INTERDOC CORPORATION	12,223.68 28,749.27		12,223.68 9,593.09		9,583.09	PAID IN FULL ON FEBRUARY 12/89 25% BUILDING RENT - GOOD FOOD FESTIVAL - MAY '89 75% BUILDING RENT - PUBLISH '89 - MAR. '89
INTERNATIONAL SHOWCASE ASSOCIATES MPE INTERNATIONAL INC. NATIONAL SHOEBIZ INC.	13,454.28 13,363.73 18,629.42	13,454.28 -		9,288.73	13,363.73	25% BUILDING RENT - CREATIVE SEWING - APR. '89 25% BUILDING RENT - INTERMED '89 - JUNE '89 50% BUILDING RENT - BRIDAL SHOW - MAR. '89 RECD PAYMENT OF \$9,528.69 ON FEB. 8/89
PLAIN SIMPLE EVENT MANAGEMENT PREMIER CONSUMER SHOWS SOURCE PROMOTIONS	34,752.02 19,099.50 18,778.50		9,549.75	34,752.02 9,549.75		50% BUILDING RENT - GM GOODWRENCH - MAY '89 50% BUILDING RENT - COITAGE SHOW - FEB. '89 40% BUILDING RENT - HEALTH & BEAUTY SHOW RECD PAYMENT OF \$10,635.80 ON FEB. 12/89
TORONTO AREA RUG TRADE ASSN.	12,096.35	12,096.35				25% BUILDING RENT - RUG EXPO - NOV. '89
TORONTO INT'L QUARTER HORSE ASSN	80,866.96	80,866.96				PAID IN FULL ON FEB. 3/89 75% BUILDING RENT - QUARTER HORSE - MAR. '89 RECD PAYMENT IN FULL FEB. 3 & 17/89
SUB-TOTAL	551,067.11	366,938.84	57,480.09	64,517.69	62,130.49	
SPONSORSHIP ATLAS WINE MERCHANTS NESTLE CANADA INC.	10,700.00 16,050.00 26,750.00	10,700.00 16,050.00 26,750.00				YEARS 1 & 2 OF SPONSORSHIP YEAR 2 OF SPONSORSHIP
SERVOMATION SERVO CANADA	283,821.27	276,460.02	7,361.25			CATERING COMMISSIONS * VARIOUS SERVICES AND UTILITIES RECOVERY - RECD PAYMENT TOTALLING \$199,288.96 ON FEB.-23/89
	2,037,366.96	1,025,909.92	363,668.99	507,076.09	134,701.86	

100% 50% 18% 25% 7%

THE NATIONAL TRADE CENTRE
ACCOUNTS RECEIVABLE AGING
 ADDITIONAL INFORMATION ON A/R GREATER THAN 60 DAYS
 AS AT JANUARY 31, 1998

CUSTOMER NAME	AMOUNT OUTSTANDING	61 - 90 DAYS	OVER 90 DAYS	COMMENTS
EAST MEETS WEST PRODUCTIONS	25,020.99		25,020.99	Feb 1998 event. Total billings \$ 100,020.99, payment received \$75,000. City Legal Department has written letter on our behalf to demand payment. Reserve for bad debt has been set up.
ONTARIO QUARTER HORSE ASSOCIATION	34,161.82		34,161.82	April 1998 event. Total billings was \$77,559.37. client paid \$43,396.55. Outstanding amount was agreed to by Gilles Seguin of Quartermaster. Board of OCHA did not receive a request from Gilles to confirm payment. Quartermaster Treasurer has requested payment on our behalf. Detailed billing package was delivered to Ken McNeilan. On January 13/99 Mr. McNeilan indicated formal response and partial payment is being forwarded. Reserve for bad debt has been set up.
PCL CONSTRUCTION	6,888.50		6,888.50	Painting and carpentry - received payment of \$6,888.50 on Feb. 12/99
ROYAL AGRICULTURAL WINTER FAIR	384,240.06	377,740.00	6,500.06	Discussions & meetings held with Royal to clear old balance Received payment of \$377,740 for 1998 services in February '99
SOUTHEX EXHIBITIONS	40,690.78	40,690.78		Event Services for Fall Home Show
FUTURE EVENTS	126,648.18	64,517.69	62,130.49	Shows are billed in compliance with contract terms. Follow up calls and letters are done. Shows do not move in before rent is paid in full
CUSTOMER ACCOUNTS - LESS THAN \$10,000	24,127.62	24,127.62		Services for various 1998 shows. Collection attempts are in progress.
	641,777.95	507,076.09	134,701.86	

COMPONENTS OF DIRECT EXPENSE



- UTILITIES
- SECURITY
- ELEVATOR
- SNOW
- CLEANING
- OTHER
- SHOW UTILITIES
- ADVERTISING
- MANAGEMENT FEE

**THE NATIONAL TRADE CENTRE
FINANCIAL STATEMENT HIGHLIGHTS
AS AT FEBRUARY 28, 1999**

	MONTH ACTUAL	MONTH BUDGET	VARIANCE	YTD ACTUAL	YTD BUDGET	VARIANCE
Number of Events	9	8	1	13	12	1
Direct Event Income	893,609.87	911,807.00	(18,197.13)	1,756,777.64	1,771,251.00	(14,473.36)
Ancillary Income	314,937.36	344,975.00	(30,037.64)	612,332.23	689,381.00	(77,048.77)
Advertising Income	22,076.18	24,124.00	(2,047.82)	39,275.18	48,248.00	(8,972.82)
CNE Recovery	-	-	-	-	-	-
Total Event Income	1,230,623.41	1,280,906.00	(50,282.59)	2,408,385.05	2,508,880.00	(100,494.95)
Direct Expenses	407,103.40	459,664.02	52,560.62	926,337.57	979,559.02	53,221.45
Indirect Expenses	311,114.61	397,366.04	86,251.43	668,554.11	804,582.04	136,027.93
Total Event Expenses	718,218.01	857,030.06	138,812.05	1,594,891.68	1,784,141.06	189,249.38
NET INCOME (LOSS)	512,405.40	423,875.94	88,529.46	813,493.37	724,738.94	88,754.43
EX PLACE PARKING ESTIMATE						
PARKING INCOME	195,832.62	166,074.00	29,758.62	678,963.07	842,959.00	(163,995.93)
PARKING EXPENSE	41,124.85	59,545.39	18,420.54	142,582.24	177,021.39	34,439.15
NET PARKING	154,707.77	106,528.61	48,179.16	536,380.83	665,937.61	(129,556.78)

Actuals include 12% markup paid to Exhibition Place on labour and materials. At February 28, 1998 the markup paid to Exhibition Place was a total of \$ 90,572.70 (\$75,970 expensed against direct event income and the balance of \$14,603 in direct expense)

NOTE: 1

**THE NATIONAL TRADE CENTRE
EVENT STATISTICS**

FOR THE MONTH OF FEBRUARY 1999

	MONTH ACTUAL	YTD ACTUAL
Attendance [Note: 1]	86,900	298,000

EVENT	# OF PERFORMANCES		NET EVENT INCOME [Note: 3]		REFRESHMENT PER CAP'S ACTUAL [Note: 2]
	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL [Note: 2]
Consumers Show	7	8	1,042	1,231	3.48
Trade Show	5	3	925	862	7.61
Concert	0	0	-	-	
Photo/Film Shoot	0	0	3	-	
Meeting/Corporate	1	1	20	50	0.91
	13	12	1,991	2,144	

Note: 1 Attendance estimates provided by Show Management.

Note: 2 Refreshment per cap's based on information reported by Servo Canada

Note: 3 Net event income includes rent and services, ancillary income includes catering and electrical commissions, parking is included at net.

THE NATIONAL TRADE CENTRE
BALANCE SHEET
AS AT FEBRUARY 28, 1999

ASSETS

	1999	1998
CURRENT ASSETS		
CASH	1,075,786.60	1,847,736.33
ADVANCE TO EX PLACE	250,000.00	-
TERM INVESTMENTS	3,550,000.00	1,950,000.00
AMERICAN EXPRESS	59,769.03	70,169.93
TRADE ACCOUNTS RECEIVABLE	1,356,952.91	
ALLOWANCE FOR DOUBTFUL ACCOUNTS	<u>(71,830.21)</u>	
NET ACCOUNTS RECEIVABLE	1,285,122.70	2,270,219.20
RECEIVABLE FROM EX PLACE	92,449.97	-
OTHER RECEIVABLE	189,757.98	251,697.87
PREPAID EXPENSES	82,646.43	51,342.45
	6,585,532.71	6,441,165.78

LIABILITIES & EQUITY

CURRENT LIABILITIES

ACCRUED LIABILITIES	1,681,625.21		
PROVINCIAL & FEDERAL SALES TAX PAYABLE	150,459.21		
DEFERRED REVENUE	<u>2,933,032.86</u>	4,765,117.28	4,767,200.15

EQUITY

NET INCOME (LOSS) CURRENT		813,493.37	1,111,648.94
PRIOR YEAR SURPLUS		1,006,922.06	562,316.69
DISTRIBUTION TO EXHIBITION PLACE	<u> </u>	-	
		6,585,532.71	6,441,165.78

RECEIVABLE FROM EX PLACE - DETAILS	
KAIMAN HOSPITALITY - 1997 NTC CATERING COMMISSIONS	92,449.97
	92,449.97

THE NATIONAL TRADE CENTRE
FINANCIAL STATEMENT HIGHLIGHTS
STATEMENT OF CASH FLOW
FOR THE PERIOD ENDED FEBRUARY 28, 1999

	MONTH	YTD
CASH FLOW FROM OPERATIONS		
NET INCOME (LOSS)	512,405.40	813,493.37
ADD: DEPRECIATION & AMORTIZATION	-	-
SOURCES (USES) OF CASH		
TERM INVESTMENTS	(500,000.00)	(700,000.00)
ACCOUNTS RECEIVABLE - TRADE	680,414.05	537,362.64
RECEIVABLE FROM EX PLACE B.O.G	0.00	74.55
ACCOUNTS RECEIVABLE - OTHER	(14,497.70)	26,606.67
PREPAID EXPENSES	125,622.85	(24,492.91)
DEPOSITS AND OTHER ASSETS	(50,282.74)	(54,232.85)
ACCOUNTS PAYABLE & ACCRUED EXPENSES	(326,568.82)	255,836.48
OTHER PAYABLES	90,051.92	44,039.03
DEFERRED INCOME	351,458.87	(69,068.93)
ADVANCE DEPOSITS - Exhibition Place B.O.G	-	-
NET CASH FROM OPERATIONS	868,603.83	829,618.05
OTHER SOURCES (USES) OF CASH		
CAPITAL EXPENDITURES	-	-
PAYMENTS OF DEBT	-	-
DISTRIBUTION TO OWNERSHIP - Exhibition Place B.O.G.	-	-
NET CASH FROM OTHER SOURCES	-	-
NET INCREASE (DECREASE) IN CASH	868,603.83	829,618.05
BEGINNING CASH BALANCE	207,182.77	246,168.55
ENDING CASH BALANCE	1,075,786.60	1,075,786.60

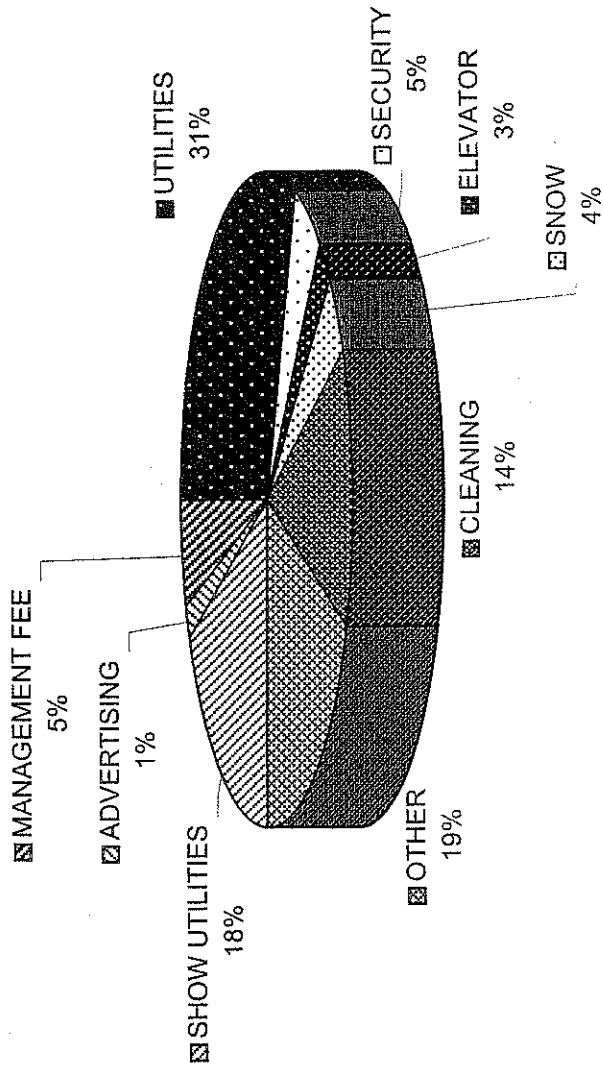
AS AT FEBRUARY 28, 1999

CUSTOMER NAME	AMOUNT OUTSTANDING	CURRENT	30 - 60 DAYS	61 - 90 DAYS	OVER 90 DAYS	COMMENTS
COMPLETED EVENTS						
CANADIAN RETAIL HARDWARE ASSOCIATION	94,853.78	94,853.78			25,020.99	PAID IN FULL ON MARCH 11/99
EAST MEETS WEST PRODUCTIONS	25,020.99					LEGAL LETTER SENT - ACCOUNT IN DISPUTE-DISCUSSION IN PROGRESS- RESERVE FOR BAD DEBT SET UP
GES CANADA EXPOSITIONS / PANEX	84,774.85	51,500.56	29,136.48	4,134.81		VARIOUS SERVICES FOR NOV. '98 - FEB. '99 EVENTS
NATIONAL MARINE MANUFACTURERS ASSN.	192,572.78	192,572.78				PAID IN FULL ON MARCH 8/99
NORTH ISLAND PUBLISHING	14,387.56			14,387.56	34,161.82	EVENT SERVICES - EVENT SETTLEMENT FINALIZED EVENT SERVICES BALANCE OUTSTANDING - RESERVE FOR BAD DEBT SET UP, DISCUSSIONS CONTINUE
ONTARIO QUARTER HORSE ASSOCIATION	34,161.82					REC'D \$1,024.00 FROM SERVO ON MAR. '99
ROYAL AGRICULTURAL WINTER FAIR	32,499.93		25,999.87		6,500.06	MEETING HELD MARCH 15/99 - PAYMENT IN FULL TO BE RECEIVED BY MARCH 31/99
SHOWFEST PRODUCTIONS - COMPUTERFEST	16,864.18	16,864.18				EVENT SERVICES - EVENT SETTLEMENT FINALIZED
SOUTHEX EXHIBITIONS INC - SPRING GIFT	97,619.19	97,619.19				EVENT SERVICES - EVENT SETTLEMENT FINALIZED
SOUTHEX EXHIBITIONS INC - METRO HOME	43,370.61	2,621.18	40,749.43			EVENT SERVICES - EVENT SETTLEMENT FINALIZED
TORONTO HADASSAH WIZO	13,364.87			13,364.87		EVENT SERVICES - EVENT SETTLEMENT FINALIZED - ACCOUNT IN DISPUTE - DISCUSSION IN PROGRESS
CUSTOMER ACCOUNTS - LESS THAN \$10,000	139,995.23	75,862.80	44,892.70	19,239.73		
SUB-TOTAL	789,482.79	531,894.47	140,778.48	51,126.97	65,682.87	
FUTURE EVENTS						
CANADIAN CRAFT SHOWS LTD - FALL '99	25,775.06				25,775.06	10% BUILDING RENT - ONE OF A KIND - NOV. '99 LETTER OF CREDIT RECEIVED FOR THIS AMOUNT
CANADIAN CRAFT SHOWS SPR.1999/2000	13,408.61				13,408.61	BUILDING RENT - ONE OF A KIND - MAR. 2000
CANADIAN SHOWS & SPECIAL EVENTS	14,354.63	14,354.63				PAID IN FULL ON MARCH 5/99
CANADIAN TIRE CORPORATION	68,051.51		68,051.51			PAID IN FULL ON MARCH 5/99
GOOD FOOD FESTIVAL	12,223.68		12,223.68			PAID IN FULL ON MARCH 5/99
INTERDOC CORPORATION	17,642.96	17,642.96				EVENT SERVICES ESTIMATE - PUBLISH '99 - MAR. '99 REC'D PAYMENT OF \$11,385.29 ON MAR. 4/99
INTERNATIONAL SHOWCASE ASSOCIATES	13,454.28	13,454.28				25% BUILDING RENT - CREATIVE SEWING - APR. '99
MPE INTERNATIONAL INC.	56,163.73	42,800.00			13,363.73	BUILDING RENT - INTERMED '99 - JUNE '99 REC'D PAYMENT OF \$42,800.00 ON MAR. 11/99
NATIONAL SHOBIZ INC.	13,130.30	13,130.30				PAID IN FULL ON MARCH 5/99
PLAIN SIMPLE EVENT MANAGEMENT	52,128.02	17,376.00	34,752.02			75% BUILDING RENT - GM GOODWRENCH - MAY '99 REC'D PAYMENT OF \$34,752.02 ON MAR. 4/99
PREMIER CONSUMER SHOWS	19,099.50			9,549.75	9,549.75	50% BUILDING RENT - COTTAGE SHOW - FEB. '99 EVENT CANCELLED
SUB-TOTAL	305,432.28	118,758.17	115,027.21	9,549.75	62,097.15	
SPONSORSHIP						
ATLAS WINE MERCHANTS	10,700.00		10,700.00			YEARS 1 & 2 OF SPONSORSHIP
NESTLE CANADA INC.	16,050.00		16,050.00			YEAR 2 OF SPONSORSHIP
	26,750.00		26,750.00			
SERVOMATION						
SERVO CANADA	235,287.84	143,901.03	91,386.81			CATERING COMMISSIONS + VARIOUS SERVICES AND UTILITIES RECOVERY - PYMT OF \$153,184.16 TO BE REC'D ON MAR. 24/99
	1,356,952.91	794,553.67	373,942.50	60,676.72	127,780.02	
	100%	59%	28%	4%	9%	

THE NATIONAL TRADE CENTRE
ACCOUNTS RECEIVABLE AGING
 ADDITIONAL INFORMATION ON A/R GREATER THAN 60 DAYS
 AS AT FEBRUARY 28, 1999

CUSTOMER NAME	AMOUNT OUTSTANDING	61 - 90 DAYS	OVER 90 DAYS	COMMENTS
EAST MEETS WEST PRODUCTIONS	25,020.99		25,020.99	Feb 1998 event. Total billings \$ 100,020.99, payment received \$75,000. City Legal Department has written letter on our behalf to demand payment. Reserve for bad debt has been set up.
GES CANADA EXPOSITIONS / PANEX	4,134.81	4,134.81		Various services performed for November '98 events
NORTH ISLAND PUBLISHING	14,387.56	14,387.56		Event services for Print Ontario '98. The account is in dispute and discussions & meetings are being held to clear balance of account.
ONTARIO QUARTER HORSE ASSOCIATION	34,161.82		34,161.82	April 1998 event. Total billings was \$77,558.37, client paid \$43,396.55. Outstanding amount was agreed to by Gilles Seguin of Quarterama. Board of OQHA did not received a request from Gilles to confirm payment. Quarterama Treasurer has requested payment on our behalf. Detailed billing package was delivered to Ken McLellan. On January 13/99 Mr. McLellan indicated formal response and partial payment is being forwarded. Reserve for bad debt has been set up.
ROYAL AGRICULTURAL WINTER FAIR	6,500.06		6,500.06	Meeting held with Brian Conacher on March 15, 1999. Payment in full was promised by March 31, 1999.
TORONTO HADASSAH WIZO	13,364.87	13,364.87		Event Services for 1998 Hadassah Bazaar. The account is in dispute and discussions & meetings are being held to clear balance of account.
FUTURE EVENTS	71,846.90	9,549.75	62,097.15	Shows are billed in compliance with contract terms. Follow up calls and letters are done. Shows do not move in before rent is paid in full
CUSTOMER ACCOUNTS - LESS THAN \$10,000	19,239.73	19,239.73		Services for various 1998 shows. Collection attempts are in progress.
	188,456.74	60,676.72	127,760.02	

COMPONENTS OF DIRECT EXPENSE



- UTILITIES
- SECURITY
- ELEVATOR
- SNOW
- CLEANING
- OTHER
- SHOW UTILITIES
- ADVERTISING
- MANAGEMENT FEE

RECEIVED
FEB 15 1999
SUBMITTED



Reed
Exhibition
Companies

February 11, 1999

Mr. John Sellers
General Manager
O&Y/SMG
100 Princes' Blvd.
Toronto, Ontario
M6K 3C3

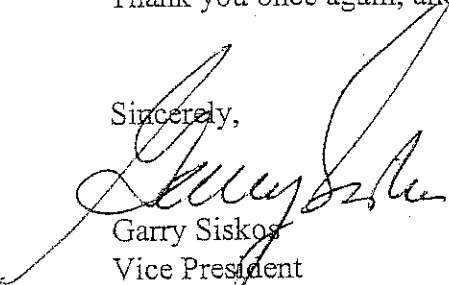
Dear John:

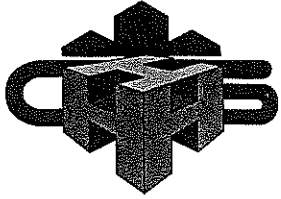
On behalf of Reed Exhibitions, I would like to thank your team's efforts towards making 1998 another great year for our company.

Last fall, we launched our new show, The Canadian Fabricating & Machinery Show, which was collocated with Weld Expo. This was the best new show launch in Reed Exhibitions' history. We appreciated all the efforts SMG put forth to make these shows a tremendous success.

Thank you once again, and we look forward to another great year at the NTC in 1999.

Sincerely,


Garry Siskos
Vice President
New Business Development



Canadian
HARDWARE AND HOME IMPROVEMENT
Show

March 8, 1999

Mr. James Needler
Event Services Coordinator
The National Trade Centre
Exhibition Place
100 Princes' Boulevard
Toronto, Ontario M6K 3C3

RECEIVED MAR 10 1999

Dear Jamie:

The 1999 Canadian Hardware and Home Improvement Show was a tremendous success. We attribute much of the credit to your organizational and managerial talent.

First we would like to commend you on being respectful to our needs and time lines. You are accommodating and always accessible for consultation. When we had questions or inquiries you responded promptly and candidly. The attention to detail and the follow-up on all orders guaranteed that all service orders were completed on time and within budget. The most impressive quality you demonstrated was in anticipating potential problems and developing alternative solutions prior to the crisis. We think you turned in an outstanding performance that enforced the policies of the National Trade Centre with sensitivity to the needs of the client. Congratulations!

While you may have provided the leadership for our event, we acknowledge and are appreciative of the team effort that went into ensuring its success. Last year we had commented on the new level of professionalism in the demeanor of all National Trade Centre staff. If 1998 was good, then 1999 was even better!

The enthusiastic, positive and cooperative attitude of all personnel makes it a pleasure to do business at the National Trade Centre.

New technology and proactiveness in servicing exhibitors has reduced much of the tension in the move-in period. We were particularly impressed with the management of electrical services this year. As you know, we were concerned because of situations that had occurred at other events. However, we came away impressed and confident in the ability of Joe Walker and the other electricians to be responsive to the needs of our exhibitors.

The quality of telecommunications improved at this year's show in terms of installed equipment. Nancy Grieveson did an excellent job, especially in eliminating trip hazards when service was installed at a distance from where it was actually required. There is still some room for additional public telephones.

Continued... page 2

Applause! Applause! The technical service personnel turned in superb performances. Bruce Duncan and Mark Goldberg were flexible, innovative and professional at all times both with show management and all our speakers and performers. They exceed my expectations year after year.

That sums up the evaluation of our 1999 event. We couldn't have done it without you and are looking forward to a repeat performance in 2000.

Sincerely,

A handwritten signature in cursive script that reads "Linda Nodello". The signature is written in dark ink and is positioned to the left of the typed name.

Linda Nodello
Marketing Manager

c.c. Arlene Campbell
Jeff Gay

"Baby Oh Baby"

March 11, 1999

Barb Outschoorne
Sales Manager
National Trade Center
Exhibition Place

Dear Barb:

I would like to express our appreciation to you and the management of the National Trade Center for all the help with our filming at the Horse Palace.

It was a very positive part of our shoot and on behalf of Pebblehut Baby Services Inc., cast and crew, thank you for your support. Please pass on our thanks to David who was extremely helpful. Watch for "Half a Dozen Babies" (Baby Oh Baby) to air on ABC around May 17, 1999.

Sincerely,



Vince Nyuli
Unit/Location Manager

Trevor Weber
Assistant Location Manager

