

MANAGEMENT REPORT

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

12(a)



SUBMITTED TO: THE BOARD OF GOVERNORS OF EXHIBITION PLACE

PREPARED BY:



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EXECUTIVE SUMMARY

SIGNIFICANT ACTIVITIES DURING THE MONTH OF MARCH

1999 Sales:	23 Licenses issued
	16 New business
	7 Renewals
1999 Net Operating Profit:	\$1,308,440 Net operating profit to March
	\$1,246,444 Budget to March
	105 % Achieved
1999 Rental Income:	\$2,393,797 Earned to March
	\$2,413,467 Budgeted to March
Annual New Business:	\$1,363,864 Booked to date
	\$1,500,000 Budgeted in 1999
	91% Acquired to date

MARCH SHOW SUMMARY

Twelve events were held in The National Trade Centre during the month of March, with the largest being the Toronto Sportsmen's Shows. Despite the Boards of Education splitting the March Break into two weeks, the Sportsmen's Shows attendance only dropped by 3%. This dip was only marginal, as compared to other major attractions reporting substantial attendance drops over the first week of March Break.

Five new events occurred at The National Trade Centre during March, two corporate events and one tradeshow and two consumer shows. The O&Y/SMG Canada Sales & Marketing team is currently working to renew the tradeshow and the two consumer shows as annual events.

As a result of our professionalism and delivery of service, we received an email letter from Kubota Canada, who held their National Dealer Meeting in Hall D on March 6, 1999. A copy of that email is attached.

The contract for the new tradeshow, Reed Exhibition's, World Jewellery Expo has now been executed. This high profile, fine jewellery tradeshow is booked for August 1999. Due to the efforts of O&Y/SMG Canada and the CNEA teams, we were able to extend the calendar of available dates into early August to accommodate this important tradeshow.

MARKETING REPORT

MARCH 1999 ACTIVITIES

O&Y/SMG Canada is projecting \$1.5 million in new business for fiscal year 1999. March sales efforts have resulted in the year to date issuance of 23 license agreements with a breakdown of 16 new business and 7 renewals for existing clients. This month the marketing staff conducted 8 site inspections for potential clients.

The fourth issue of the National Trade Centre, News & Views newsletter was issued in March. A portion of this issue was dedicated to new services offered by our facility including the Concierge Service, Business Centre, the Omnimax billboard and LED signage in the Galleria. The distribution list for this newsletter includes existing clients, industry contacts including show managers and meeting planners and local, national and international media and association contacts. A copy of this newsletter is enclosed.

During the month of March two news releases were issued. These news releases were faxed to local, national and U.S. print, television and radio media. The first news release focused on the facility sales revenues for 1998, which exceeded expectations for the year. The second announced details of the InterMed '99 tradeshow, which is scheduled to occur at The National Trade Centre in June. Copies of these two releases are attached.

Further to a previous mention in our January 1999 report of a taped interview by Fairchild Television with John Sellers and Laura Purdy, the architecture segment featuring The National Trade Centre was aired on March 3. Fairchild Television is broadcast on cable Channel 36.

The Canadian Business Events Guide, a print publication listing shows and events, host facilities and event planners, launched its web-site in March (currently, the site is still under construction). The National Trade Centre is featured in the database contacts. This listing includes an exterior photograph and basic facility information. The web-site address is www.businesseventsguide.com.

FIRST QUARTER SALES SUMMARY

Our 1999 Annual New Business revenue target is \$1.5 million. The Marketing team has currently secured twenty-four events totalling over \$ 1.3 million of which \$277,692 is new business revenue generated in 1999.

Of the 24 pieces of new business contracted for 1999, 10 are tradeshows, 6 are consumer shows, 2 are corporate bookings and 6 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	\$ 277,692	
Deemed rental revenue/catered events	NIL	NIL
Cumulative total	\$1,363,864	\$ 281,755

1999 NEW SALES ACTIVITY

The Marketing Department is currently working with 18 new clients to secure additional business for 1999. During 1999, we have secured 5 pieces of new contracted business with projected rental revenue of \$277,692.

BOOKING STATUS	MARCH ACTIVITY	YEAR TO DATE CONTRACTED 1999 BUSINESS
Tentative	18	
Definite	9	
Contracted this month	5	
Contracted in 1999	10	Sub-Total: 25
Contracted in 1998	14	Less cancellation: 1
Contracted in 1997	1	Total: 24

NEW BUSINESS CONTRACTED IN MARCH (YEAR BOOKED)	NEW BUSINESS CONTRACTED YEAR TO DATE
Aromatherapy International (1999)	Total Health (1999)
Connected '99 Rave (1999)	'99 Neon Drive Event (1999)
Jewellery World Expo (1999)	Canadian Sporting Goods Assn. (CSGA) (1999)
Eternity Film Shoot (1999)	Danier Leather Photo Shoot (1999)
Avon Photo Shoot (1999)	Pebblehut Productions (1999)

1999 NEW SALES ACTIVITY - CONTINUED

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)	MARCH ACTIVITY	YEAR TO DATE
Definite	4	
Contracted	2	Total: 36

2000 NEW SALES ACTIVITY

To date, the Marketing Department is currently negotiating with 12 new clients to secure additional business for 2000.

BOOKING STATUS	MARCH ACTIVITY	CONTRACTED 1999 BUSINESS
Tentative	12	
Definite	1	
Contracted this month	0	
Contracted in 1998	1	Total: 1

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

PUBLICITY

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 photograph from a flyer enclosed in the March 24, 1999 issue of The Toronto Star.

The March 1999 issue of *Communique*, the newsletter distributed by CAEM, includes an article on page 2 regarding presentation of the EDDI award by EDAC to The National Trade Centre.

On page 73 of the February 1999 issue of *Expo Magazine*, is a photograph and caption of Lake Wow from the Toronto International Boat Show, which occurred in January.

QUEEN ELIZABETH THEATRE

To date, our sales team has secured 3 theatre bookings and conducted 3 site inspections for potential clients during the month of March.

In March, our sales team continued follow-up calls to corporate and long-term database contacts from the January and February mailings. The sales effort has resulted in booking of the theatre for seminar presentations to the Aromatherapy Association.

Live theatre rentals continues to be a difficult sell in the Toronto market. With the demise of LivEnt, the investment potential in the theatre industry is substantially impeded. We continue to follow-up with our sales blitz, but have not solidified any solid leads.

MEETINGS/SEMINAR RENTALS

BOOKING STATUS	MARCH ACTIVITY	CONTRACTED 1999 BUSINESS
Tentative	4	
Definite	1	
Contracted this month	1	Total: 3

LIVE THEATRE RENTALS

BOOKING STATUS	MARCH ACTIVITY	CONTRACTED 1999 BUSINESS
Tentative		
Definite		
Contracted this month		Total: NIL

TOTAL NEW BUSINESS CONTRACTED IN QE THEATRE MARCH (YEAR BOOKED)	TOTAL CONTRACTED YEAR TO DATE FROM OCTOBER 1998
1	3

E VENT SERVICES

EVENT SERVICES MANAGEMENT REPORT FOR MARCH 1999

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

Consumer	Trade	Corporate/Special/Other
National Bridal Show	Publish '99	Certified General Accountants Exams
National Motorcycle Swap		Connected '99
Total Health '99		Kubota Canada
Toronto International Bicycle Show		Islamic Prayer Festival
Toronto Sportsmen's Show		Mercedes Benz of Canada
Toronto International Quarter Horse Show		Streetbud's Ball Hockey

EVALUATION OF MARCH EVENTS

A snowstorm on March 6, 1999 affected the attendance at both the National Bridal and Toronto International Bicycle shows.

Connected '99 was a rave held in the Automotive Building March 13 & 14. The event was very successful with near capacity attendance. The event followed the National Trade Centre protocols for security & medical provision.

The Toronto Quarter Horse Show was held for the first time in the Coliseum and Horse Palace. The event was very well organized. Food & Beverage provided concession stands and a high-end a la carte restaurant. Show Management was very pleased with the services provided.

Total Health '99 Show was held for the first time at Exhibition Place. The event experienced increased attendance from the previous venue. Use of the Queen Elizabeth Theater in conjunction with the exhibit floor was very beneficial.

National Motorcycle Swap Meet had increased attendance. There was a power outage affecting the general area including Ontario Place during the move out. However it did not influence the show's progress from the building.

The Toronto Sportsmen's Show featured a demonstration rodeo in the Coliseum in addition to fishing seminars and retriever trails. The show was off 3% from last year's record setting attendance. In house electrical services were supplied for this major event with installation provided efficiently.

Crime Prevention in Events

The Toronto Police will be setting up a crime prevention booth for exhibitors at major National Trade Centre events. This was initiated by department staff as a result of recent thefts from booths at shows.

Canadian Facility Management Conference

The Director of Event Services attended the Canadian Facility Management Conference from March 4 – 6 in Toronto. This informal group of public venues (Arenas, Stadiums, Trade/ Consumer Show Facilities) meets once a year to exchange ideas and address common issues. The group expects to expand participation in the future to include more participation by facilities like The National Trade Centre.

Customer Service Assurance Program

O&Y SMG Canada is instituting an extensive quality assurance program at The National Trade Centre. The program involves three distinct areas:

Presentation of a Quality Full Complement of Services

Customer service is addressed to ensure a consistent quality presentation to our clients. The program also includes the establishment of numerous new on site services.

Training

Customer service, Occupational Health & Safety, First Aid, Equipment Operation and Supervisor competency training is being conducted for all Labour Staff. Management will be working with each of the unions to set training sessions.

In addition The National Trade Centre management and supervisory staff will be completing numerous courses including:

- customer service
- computer training
- Workplace Hazardous Materials Information System (WHMIS)
- CPR/ First Aid
- Occupational Health & Safety Certification
- High Reach Equipment Certification

Monitoring

Both staff and our clients monitor the progress of the program through measurable means. This includes the establishment of quality performance standards for the delivery of services and written feed back from our clients.

PERATIONS REPORT

OPERATIONS PHYSICAL PLANT

On Monday, March 22nd, a building deficiency meeting was attended by PCL, Marshall Macklin Monaghan, the RPA Group, The National Trade Centre, and Exhibition Place personnel to address outstanding and new deficiencies prior to the expiry date of the Basis Two Year Warranty Period, which is March 31, 1999.

PCL initiated a plan of action on the rectification of all outstanding deficiencies commencing on Monday, March 23rd.

In-house electrical services in the month of March was successfully completed for the following shows: Publish '99, National Bridal Show, Toronto International Bicycle Show, Toronto Sportsmen's Show, Total Health '99, Toronto International Quarter Horse Show, and the National Motorcycle Swap Meet.

TELECOMMUNICATION

Telecommunications is currently in the process of implementing higher speed Internet access in order to accommodate the increasing demand by our customers. Asynchronous Digital Subscriber Loop (ADSL) technology will enhance Internet access within the on grounds fibre optic network by a factor of over 15 times. This provisioning will bring the facility to the state of the art in terms of Internet access while at the same time keep access costs at approximately the same level.

Telecommunication is relocating offices to a new location, which should provide for greater security as well offering more room for expansion of customer service equipment.

EXHIBITOR SERVICES

The Exhibitor Services Department has integrated many of the items that were listed on the "Special Electrical Form" into the "Standard Electrical Form".

The installation of Exhibitor Services "Direct Dial" telephone at the Satellite offices are now operable. Signage will be placed above these telephones to alert exhibitors to contact the main Exhibitor Services Department when the Satellite offices are closed.

Sign frames with Plexiglas covers have been installed outside the Satellite offices, which allow Exhibitor Service to make changes to the Exhibitor Services Order Desk hours of operation, thus improving customer service to The National Trade Centre exhibitors.



FACILITY SERVICES

Installations of the Hall identification signs are now complete. The Galleria windows are in the process of being cleaned.

Bird control traps have been set up throughout the building and PCO will monitor the traps on a weekly basis.

Upcoming Training Seminars for staff participation will be scheduled for High Reach Equipment, CPR, and Occupational Health Safety training.

F INANCIAL REPORT

Net Operating income for the three months ended March 31, 1999 was \$1,308,440 compared to a budget of \$1,246,444, a favourable variance of \$61,996. 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 \$1,068,801 unfavourable to budget by (\$85,912). Food and beverage commission is \$605,203 an unfavourable variance of (\$12,983) resulting mainly from reduced attendance levels at The Spring Gift Show and Computertest. Gross revenues for Servo Canada at March 31, 1999 were \$1,646,000. The sales are net of the sub-contractors revenue, which are not inclusive of the revenue guarantee. 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 \$325,639, an unfavourable variance of (\$58,691). 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. However electrical income compared to the prior year at March 31, is higher by \$96,750.

Direct and indirect expenses are favourable to budget by \$202,398. 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 March 31, 1999 were \$1,094,445, consisting mainly of event services for the major March events. These are: 1) Southex \$92,437.38, paid on April 7; 2) One of a Kind \$70,400; and 3) Sportsmen's show \$60,910. Deposits outstanding for future events total \$114,245. Payments/letters of credit totalling \$70,096 were received in April. The Servo Canada balance is \$413,379, of which a payment of \$314,407 was received April 21, 1999. A further payment of \$6,911.25 was received from the Ontario Quarter Horse Association, leaving a balance outstanding of \$26,226.57, which has been fully reserved. A review of their financial statements, indicates an inability of the association to pay this debt, and the recommendation presented to the Board, is that the Board approve this write-off.

During the month of March the Finance department completed final billings and estimates for 19 shows. Review of show-by-show profitability is done with the Director's as part of our ongoing management review.

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

SERVO CANADA

MARCH 1999 FOOD AND BEVERAGE REPORT

BUSINESS ACTIVITY

The month started off with a large catering event for Mercedes Benz. The event held in Heritage Court was the launch for the new Mercedes S Series model. The Catering Department supplied several bars including a martini bar and had food displays featuring items such as Oven Roasted Whole Grouper carved in front of the guests and Peking Barbecued Beef carved and rolled in oriental pancakes.

Leslie Bradley of the Pinnacle Group said that the catering fulfilled their expectations for this premier client.

The National Bridal Show suffered low attendance and revenue numbers due to a snowstorm. Toronto International Bicycle Show however did not see the same drop in attendance as the Bridal show, although revenues were down slightly. The Sportsman Show was also below forecasts, likely due to the 2-week March break. The new Toronto International Quarter Horse Show gave us revenues well above forecast. The Connected '99 event on March 13th was a success for both show organizers and The National Trade Centre. Food and beverage revenues were excellent. These numbers were not in our forecasts.

PERSONNEL

Rocky Mancini was hired as a Junior Sous Chef in early March. Rocky's main focus will be to oversee the kitchen for Café Soleil.

CATERING/SALES AND MARKETING

Catering Sales were just below forecast due to a drop in numbers from the original projections. In comparison with last year, we had no large events that could compare with ATT/Newcourt. As well, the Canadian Home and Hardware Association did not have as much catering during their show as in 1998.

CHRISTMAS MARKET

As reported in February's Marketing Report, solicitation of holiday business continues. Many of the larger downtown parties such as Deloitte and Touche (2,400 people), KPMG (2,000 people), Clearnet (2,300 people), Ernst & Young (2,000 people), ATI Technologies (1,500 people), State Street Trust Company (700 people) and Southam (800 people) have all booked at the Metro Toronto Convention Centre.

The main concerns continue to be high cost of putting on a party at The National Trade Centre (Hall D) and the lack of immediate (walking distance) hotel guestrooms. A report is presently being prepared on improvements needed to help us capture some of these events.

NEW BUSINESS

DEFINITE

Group	Date	Function	# People	Location
Water Environment Association of Ontario	September 21/99	Meeting/Lunch	80	Fountain

TENTATIVE

Group	Date	Function	# People	Location
Fido	April 26/99	Reception/ Dinner	500	Heritage
Participative Designs	April 27, 28, 29/99	Seminar	100	Fountain
Communique	June 7/99	Dinner	600	Heritage
Zurich Canada	June 18/99	Dinner/Dance	800	Heritage

N ETWORK INTERNATIONAL

ACTIVITY FOR THE MONTH OF MARCH

Network International staff prepared a revised \$50,000 sponsorship proposal for the TD Bank that consisted of Advertising sign exposure and providing ATM service at The National Trade Centre. The new proposal was declined. Exhibition Place will be preparing a new revised Exhibition Place/National Trade Centre/CNE sponsorship proposal for the Royal Bank. Network provided Exhibition Place with signage, ATM service and smart card opportunities.

Contacted 15 restaurants for Advertising on the Information Board Display. Ruth Chris Steakhouse, The Royal Ontario Museum and Il Fornello expressed interest. CN Tower, Harbourfront Centre, East End Taxi, Alice Fazooli's, Al Frisco's, Soul Of The Vine and Holiday Inn on King have reserved Advertising panels. Net Sales to the Board are currently at \$10,000, for one year, and there are 9 additional Advertising panels available.

Prepared a revised \$75,000 sponsorship proposal for cellular phones, that will include rental phones in the Business Centre. The National Trade Centre is still utilizing the demonstration phones from Cantel AT&T. Cantel, Bell, Fido and Clearnet all showed an interest in the previous sponsorship proposal.

Atlas Wine Merchants have declined the agreement for Advertising. Although Atlas agreed to a Preferred Supplier agreement in March 98', the "Advertising only" agreement was not drafted until Oct 98'. Lorenzo Caprilli at Atlas acknowledged that there was a business relationship, in the last year, and is discussing a one year Marketing fee of \$5,000 with the Atlas Marketing department.

Exhibition Place and Network are preparing an "Official Paint Supplier" RFP in the same format as the janitorial supplies RFP. Anticipated issue date, May 99'

Ongoing discussions are being held with the following:

Information Board candidates - Restaurants, Tourist Attractions, Limousine Services, Automotive manufacturers, John Deere, Black & Decker and Rubbermaid.

YEAR TO-DATE

The Advertising sales revenue budget for 1999 is \$475,860. Confirmed advertising sales for this year are \$222,332, consisting of the Molson Breweries, Holiday Inn On King, Nestle Canada Inc., Coca-Cola Bottling Ltd., Business Depot Ltd., 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		
Holiday Inn On King	01/01/98	31/12/00	\$30,000		\$30,000	Contra deal with hotel & food & beverage
Atlas Wine Merchants	03/02/98	03/01/99	\$5,000	\$833		
The Business Depot Ltd.	12/17/98	12/16/00	\$25,000	\$24,618		
National Post	01/04/99	31/03/00	\$20,000	\$15,000		
Mr. Chemical	01/05/99	30/04/03	\$18,200	\$12,133		
Maple Leaf Foodservice	01/02/99	31/01/03	\$7,000	\$6,417		
TOTALS				\$222,332		
Network Budget				\$475,860		
% of Budget				47%		



THE NATIONAL TRADE CENTRE News & Views

FEBRUARY 1999

VOLUME 2 • ISSUE 4

ISSUE HIGHLIGHTS Chairman's Message; At Your Service; What's On; General Manager's Message; Tradeshow Talk; NTC Welcomes New Clients; Calendar of Events 1999; In The Spotlight with *The Great Canadian Trucking Show*



CHAIRMAN'S MESSAGE

By City of Toronto Councillor Joe Pantalone, and Chairman of the Board of Governors of Exhibition Place.

I am proud to announce that The National Trade Centre has been awarded the prestigious President's Award of Excellence by the Exhibit and Display Association of Canada. This is the very first time in EDAC's history that it has chosen to give the President's award to a facility. The honour is usually awarded to an individual or company, but was presented to The National Trade Centre because of its position as one of Canada's leading tradeshow facilities. "We chose the National Trade Centre because of its state-of-the-art

exhibit halls, its distinctive architectural design and its convenient, lakefront location, right downtown," said Mr. Alan Fattori, President of EDAC. "The NTC is attracting increasing numbers of exhibitors and visitors alike. We at EDAC are certain that The NTC will play a key role in the economic development of Canada and of the GTA as we enter the 21st century," he stated. Mr. Fattori and I presented the award to Mayor Mel Lastman at City Council's last meeting of 1998.

Furthermore, in 1998, City Council approved the proposal to fund a TTC streetcar line from the Queen's Quay/Spadina loop to Bathurst, thus making it possible for direct streetcar service from Union Station to Exhibition Place by the summer of the year 2000. In addition, City of Toronto Council voted to extend the Exhibition Place GO Station tunnel to the north, thereby providing another access point into the grounds. This tunnel will be completed by April 1999. Both of these transit extensions will serve to enhance The National Trade Centre's convenient downtown location to residents and clients alike.

These significant achievements continue to add to the high level of quality service that we provide. I look forward to another exciting year of growth and development in 1999 at The National Trade Centre and Exhibition Place.



The prestigious EDAC Award was presented to His Honour Mayor Mel Lastman at the City of Toronto Council Chambers.

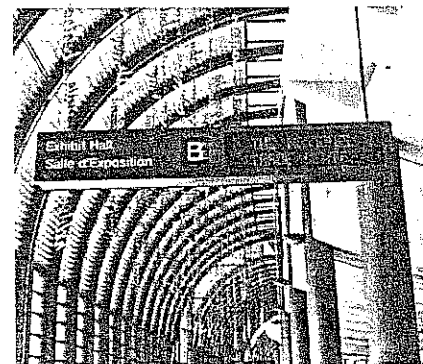
Pictured (left to right) Mayor Mel Lastman, Dianne Young, Acting General Manager of Exhibition Place, Alan Fattori, John W. Sellers, General Manager of The NTC and Councillor Joe Pantalone.

NEW GALLERIA SIGNAGE

The National Trade Centre recently installed 12 new interior LED signs along the full length of the Galleria lobby. Designed to assist trade and consumer show delegates and attendees with wayfinding, the signs are suspended from the ceiling, marking each exhibit hall entry.

Programmed through your Event Coordinator, the signs will post the names of the shows, designated ticket or registration areas, time and date information and other directional information vital to the public/delegates.

We are pleased to introduce these signs as another initiative undertaken by The National Trade Centre to maintain our state-of-the art standards in communication and promotional services available to assist our clients, exhibitors and the public.



AT YOUR SERVICE

The NTC Introduces Concierge Service

We are pleased to report that The National Trade Centre Concierge Service was successfully launched during the Christmas One of a Kind Craft Show and Sale 1998. This service is operated by Toronto Tours, a local company specializing in tourism and concierge services to the hospitality industry. Five staff members of Toronto Tours have been trained and assigned to The National Trade Centre project. The Concierge Desk location(s) and hours of operation will be determined in conjunction with ongoing events at The National Trade Centre. The Concierge staff will provide services such as NTC event information and show listings, restaurant reservations, theatre, attraction and city tour tickets, hotel and airline reservations and taxi and car rental services.

This is another enhancement implemented by The National Trade Centre in our ongoing efforts to provide the best quality of service possible to our clients, exhibitors and the public.

The National Trade Centre Business Centre

The National Trade Centre opened its new Business Centre for the CFSM/Weld Expo Trade Show in October, 1998. The Business Centre is located next to the Event Services Office in the Galleria outside Hall B and is offered as an added service to clients, exhibitors and visitors at The

National Trade Centre. A few of the services offered at this time include secretarial, computer and e-mail, photocopying, fax and courier and message centre service needs. We also stock an assortment of office and convenience products, and daily local newspapers. The Business Centre hours of operation will be determined in conjunction with the ongoing events at The National Trade Centre.

Omnimax Billboard

The Omnimax sign that can be seen from the Gardiner Expressway and throughout the grounds of Exhibition Place is receiving rave reviews from show producers, exhibitors and attendees alike. In order to provide the required information for input into this sign, our Marketing Department will be sending a listing confirmation approximately one month before your show. May we ask that you review the information for accuracy and return the forms with any changes, or with your sign off for approval. Additional advertising time is available to clients of The National Trade Centre. Please contact the Marketing Department at 416-263-3026 for rates.

Event Service Coordinators Gain Experience

In late November and early December of 1998, Event Services Co-ordinators David Lyew and Jim MacGregor were sent to the Miami Beach Convention Centre (an SMG facility) to oversee and participate in the co-ordination of the American

Society of Hematology Trade Event, which occupied the entire facility.

It is always valuable to allow our staff to be exposed to other facilities and events. These types of experiences will enrich our team and in turn, the clients of The National Trade Centre.

Finance Department

Just a friendly reminder to all of our clients to please send us your insurance certificates 45 days before your move-in date. We ask that you provide a minimum of \$5,000,000 and include the additional named insureds as The National Trade Centre; Board of Governors of Exhibition Place; City of Toronto & O&Y/SMG Canada, their directors, officers & employees. You may fax us a copy of the certificate and send the original by mail.

If you are having a special event that may involve athletic or sports participation, aircraft or hot air balloons, automobiles, motorcycles, watercraft, fireworks, lasers, pyrotechnics or live performances, please keep us informed, as a technical rider or additional insurance might be required.

NTC Staff Appointments

We are pleased to introduce Judith Forrestal, Executive Assistant. Judith brings administrative, management and communications expertise to our administrative staff, from her experiences in the international private sector, the Canadian Bar Association (Ontario) and the City of Toronto Council.



News&Views is a publication of The National Trade Centre. We welcome your feedback. Please contact us at the following address:

Editor, News&Views, The National Trade Centre, 100 Princes' Boulevard, Exhibition Place, Toronto, ON: M6K 3C3
or: Tel: (416) 263-3000 - Fax: (416) 263-3029 - Email: ntc@ntc.on.ca

The National Trade Centre is governed by The Board of Governors of Exhibition Place.



O&Y/SMG CANADA - YOUR NTC PARTNER

When The National Trade Centre opened its doors nearly 2 years ago, there were 38 events. For those 38 long-standing clients of Exhibition Place, the opening of The National Trade Centre meant new possibilities for the tradeshow industry. For O&Y/SMG Canada and the City of Toronto, the opening of the NTC meant new opportunities for privately managing Canada's premier trade and consumer show facility. In 1999 under the management of O&Y/SMG Canada, The National Trade Centre will host over 75 tradeshows, consumer shows and events.

Who is O&Y/SMG Canada?

Created in response to Canada's demand for professionally managed public assembly facilities, O&Y/SMG Canada is a partnership between O&Y Properties of Toronto and SMG of Philadelphia. O&Y Properties is a publicly held owner and manager of commercial real estate properties. Its real estate services division, O&Y Enterprise has a

Canadian portfolio of office, retail, industrial and residential properties totalling over 75 million square feet. SMG manages 64 first-class facilities including convention centres, arenas, stadiums and theatres in the United States. O&Y/SMG Canada brings together a diversity of skills from both parent companies to the Canadian marketplace.

The Value of Private Management

O&Y/SMG Canada plays a major role in the growing trend in private management of public facilities. Our clients retain ownership, and set the venue's mission. The Manager implements the policies, utilizing our proven systems and procedures to maximize efficiency and increase profits.

As Manager of The NTC, O&Y/SMG Canada is responsive to the requirements of our tradeshow and event producers, operating with a concern for public purpose and community interest, while maintaining high standards of ethical, operational and fiscal responsibility.

The Benefits to the NTC

Our clients, the tradeshow and event producers, benefit from the fact that we operate the facilities as private sector managers. We actively support our clients through the introduction of new programs such as Service Stars Training, Economic Impact Studies, Concierge and Business Service Centres, and Y2K compliance programs to ensure seamless facility operations into the year 2000.

We achieve peak performance for our owners by improving operational efficiency and fiscal accountability, while maximizing event bookings and repeat business. Not only do we improve operational efficiencies and optimize revenue opportunities, we also enhance overall satisfaction for both facility owners and users.

The heart of our business is the faith our clients have in us. Our success is built on the partnerships we develop with them. The management team of O&Y/SMG Canada looks forward to servicing our clients and owners into the new millennium.

By John W. Sellers, General Manager

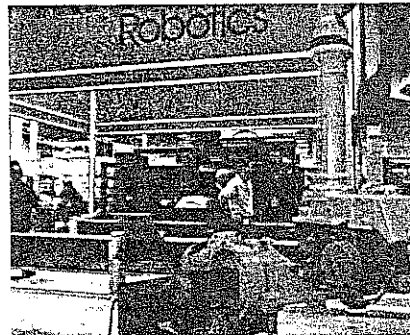
WHAT'S ON AT THE NTC



The Canadian Hardware and Home Improvement Show was held on February 7-9, 1999 in The National Trade Centre. This year's show featured over 850 exhibiting companies (12 international) and 1,545 booths.



Casey House held its 10th anniversary gala in Heritage Court on November 26, 1998. The banquet for 1,300 guests, catered by The National Trade Centre's food and beverage department, received rave reviews.



The National Trade Centre is proud to have been chosen by Reed Exhibitions Inc. as the new home for their CFSM/Weld Expo. This prestigious trade show was attended by over 12,000 delegates.

TRADESHOW TALK

Fourth Quarter Shows End Year on High Note in Net Square Feet

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 the number of exhibiting companies, and 1.8% in professional attendance. It was the third straight

quarter in which tradeshows grew less than 2% in attendance. But tradeshows improved in all three measures of growth over Third Quarter rates. Show managers identified two main influences on Fourth Quarter growth: the continued use of the Internet and the importance of early marketing.

Information taken from February 1, 1999 issue of Tradeshow Week.

THE NTC WELCOMES OUR NEW CLIENTS

Danier Leather

Jan. 5-6, 1999, *Photo Shoot*

'99 Chrysler Neon Drive Event

February 9-17, 1999, *Corporate Trade Event*

Ministry of Agriculture

February 15, 1999, *Private meeting*

Kubota Canada Meeting

February 27, 1999, *Private Corporate Trade Show*

Publish '99

March 1-4, 1999, *Trade Show*

Total Health Show

March 19-21, 1999, *Consumer Show*

Toronto International Quarter Horse Show

March 23-28 1999, *Consumer Show*

Toronto Stampede Days

April 23-25, 1999, *Consumer Show*

GM Goodwrench Tech Rally

May 1, 1999, *Corporate Trade Event*

Intermed '99

June 21-23, 1999, *Trade Show*

World Jewellery Expo

August 8-10, 1999, *Trade Show*

Canadian Sporting Goods Assoc.

September 23-26, 1999, *Trade Show*

IDEX/NeoCon Canada

September 23-24, 1999, *Trade Show*

Canadian Machine Tool Show 1999

October 18-21, 1999, *Trade Show*

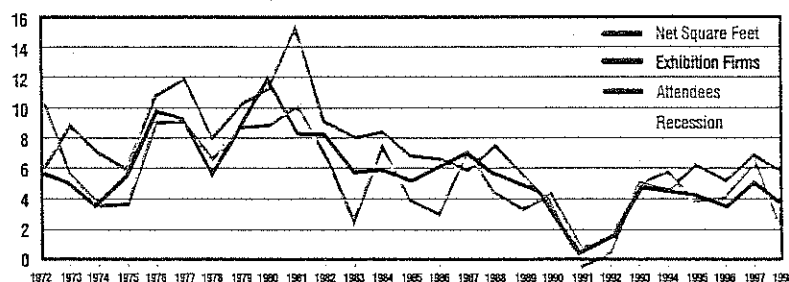
International Area Rug Expo

November 4-7, 1999, *Trade Show*

The Great Canadian Trucking Show

September 14-16, 2000, *Trade Show*

Tradeshow Week's Quarterly Report of Tradeshow Statistics - Average Growth of Tradeshows



DID YOU KNOW?

In 1998, The NTC Food and Beverage Department sold:

104,000 hot dogs
48,000 Italian Sausages
56,000 slices of pizza
40,000 hamburgers
32,000 muffins

A total of 16 different hot dogs and 15 different hamburgers were tested before deciding on the products we would sell in our food outlets. We tested 12 different hot dog buns, then created what we thought would be the very best bun.

BON APPETIT

CRAB CAKES

Crabmeat	1 pound (well picked)
Bread Crumbs	250 grams
<i>(for best results, do not use crusts of bread)</i>	
Mayonnaise	100 ml
Dijon Mustard	30 ml
Green Onions (chopped)	2 stalks
Bell Pepper (chopped)	1/2 pepper
Minced Garlic	4 cloves
Grated Parmesan	90 ml
All Purpose Flour	150 grams
Salt, Pepper, Garlic Powder, Cayenne, Onion Powder, Paprika to taste.	

Method

Combine all ingredients and form into patties. Pan fry for approx. 2 minutes on each side. Drain on paper towel. Serve with your favourite sauce.

1999 CALENDAR OF EVENTS

NAME OF EVENT DATE TYPE

Toronto International Boat Show	Jan. 16-24	Consumer Show
Islamic Prayer Festival	Jan. 18 or 19	Meeting
Metro Home Show 1999	Jan. 28-31	Consumer Show
Speedorama '99	Jan. 29-31	Consumer Show
Revive: A Healthy Lifestyle	Feb. 5-7	Consumer Show
Canadian Hardware & Home Improvement Show	Feb. 7-9	Trade Show
Chrysler '99 Neon Drive Event	Feb. 8-17	Trade Show
ComputerFest 99 Mac Expo	Feb. 12-14	Consumer Show
Psychics, Mystics & Seers Fair	Feb. 12-14	Consumer Show
Ministry of Agriculture Meeting	Feb. 15	Private Meeting
The British Isles Show	Feb. 19-21	Consumer Show
Toronto Spring Gift Show	Feb. 21-24	Trade Show
Shoppers Drug Mart Trade Show	Feb. 22	Private Corporate
Private meeting - Product Launch	Feb. 27	Private meeting
Publish '99	Mar. 1-4	Trade Show
Mercedes Benz of Canada	Mar. 4	Corporate Trade Show
National Bridal Show	Mar. 5-7	Consumer Show
Toronto International Bicycle Show	March 5-7	Consumer Show
Toronto Sportsmen's Show	Mar. 12-21	Consumer Show
Total Health Show	Mar. 19-21	Consumer Show
Toronto International Quarter Horse Show	Mar. 23-28	Consumer Show
National Motorcycle Swap Meet	Mar. 27-28	Consumer Show
Islamic Prayer Festival	Mar. 28	Meeting
One of a Kind Spring Craft Show	Mar. 31-Apr. 4	Consumer Show
Greater Toronto Homebuilders' Association	Apr. 7	Meeting
National Home Show 1999	Apr. 9-18	Consumer Show
Greater Toronto Stamp Show	Apr. 9-11	Consumer Show
Travel and Leisure Show	Apr. 22-25	Consumer Show
Toronto Stampede Days	Apr. 23-25	Consumer Show

NAME OF EVENT DATE TYPE

Canadian National Marsville	April 24	Special Event-Private
The Old Clothing Show and Sale	Apr. 25	Consumer Show
The Good Food Festival	Apr. 30-May 2	Consumer Show
Creative Sewing, Craft and Needlework Festival	Apr. 30-May 2	Consumer Show
GM Goodwrench Tech Rally	May 1	Private Corporate
Can Clean	May 5-6	Trade Show
Toronto International Health and Beauty Show	May 14-16	Trade & Consumer
People in Motion	June 4-5	Consumer Show
Intermed '99	June 21-23	Trade Show
CHIN Picnic	July 1-4	Special Event
Molson Indy & Motorfest	July 16-18	Special Event
The Toronto Gift Show	July 25-28	Trade Show
World Jewellery Expo	Aug. 8-10	Trade Show
1999 Canadian National Exhibition	Aug. 20-Sept. 6	Special Event
Canadian Tire Product Parade	Sept. 12-13	Corporate Trade
IDEX/NeoCon Canada	Sept. 23-24	Trade Show
Canadian Sporting Goods Association	Sept. 23-26	Trade Show
Toronto Fall Home Show	Sept. 30-Oct. 3	Consumer Show
1999 Toronto Ski and Snowboard Show	Oct. 14-17	Consumer Show
Greater Toronto Stamp Show	Oct. 15-17	Consumer Show
Canadian Machine Tool Show 1999	Oct. 18-21	Trade Show
Toronto Hadassah WIZO Bazaar	Oct. 27	Consumer/Sale
Creative Sewing and Needlework Festival	Oct. 28-31	Consumer Show
International Area Rug Expo	Nov. 4-7	Trade Show
Royal Agricultural Winter Fair	Nov. 4-13	Consumer Show
One of a Kind Christmas Craft Show and Sale	Nov. 25-Dec. 5	Consumer Show

Only contracted events will appear on this listing. All events and details listed were valid at time of printing, E & OE.
Available dates are subject to change - updates will appear in subsequent issues of News&Views.

IN THE SPOTLIGHT

The National Trade Centre is honoured and very excited to have been selected by The Ontario Trucking Association as the site for their new trade show, "The Great Canadian Trucking Show". It is anticipated that this trade show will be the biggest show of its kind when it opens its doors September 14-16, 2000. It is Canada's new, national truck show produced BY the industry FOR the industry and is produced by The Ontario Trucking Association in association with the Canadian Trucking Alliance, a winning team supported by the major Original Equipment Manufacturers (O.E.M.'s).

The Ontario Trucking Association is a world-recognized, high-profile trade association with about 1,000 member companies. The OTA is Canada's largest provincial trucking association, located in the heart of one of the largest trucking marketplaces in the world. We spoke with Barbara Cole, Show Manager, from The Ontario Trucking Association about this exciting show.

Q How did this new show, The Great Canadian Trucking Show, evolve?

A We have been aware for sometime that Canada's trucking industry was looking for an alternative show with a professional environment in which to meet and network with industry members, attend a host of business-related seminars and make purchases. With the Ontario Trucking Association managing The Great Canadian Trucking Show, these needs will be fully met. In addition, the industry will at long last have a trucking show that it can call its own.

Q What features in particular convinced The Ontario Trucking Association to hold The Great Canadian Trucking Show at The National Trade Centre?

A As show planners for the O.T.A., we had already toured the facility and discussed our requirements with The NTC Marketing Department and we knew that it was definitely the location in which we wanted to hold our show. We recognized that The National Trade Centre is a superior and much larger state-of-the-art facility than others in which similar shows were held, with ample indoor and outdoor parking, in addition to its many other positive features. Accordingly, with the assistance of The NTC Food and

Beverage Department, we organized a "meet and greet" dinner for the C.E.O.'s and senior representatives of twenty-five of our larger O.E.M. exhibitors for January 14, 1999. Throughout the evening, The NTC staff provided guided tours through the facility and answered the guests' questions, with the result that by evening's end, everyone was pleased with the venue selection. In particular, our exhibitors are impressed with the drive-on access to the exhibit floors through the 30' loading doors, as well as the interior ceiling height that will make the installation of their exhibits and large equipment so much easier. The fact that a show of this magnitude will be held in halls all under one roof was a favourite with the exhibitors as well.

Q Speaking of show size, we understand that The Great Canadian Trucking Show will cover over 400,000 square feet of continuous exhibit space in The National Trade Centre. How many exhibitors will your show include in and what sectors of the trucking industry will your exhibitors represent?

A We anticipate that there will be over 500 exhibitors prepared to greet more than 30,000 qualified industry buyers at The Great Canadian Trucking Show. Fleet owners,

owner-operators, company truck and trailer purchasing agents, after-market parts purchasers, materials handling purchasing agents, parts distributors, mechanics and fleet maintenance managers are just a few of the industries interested in attending this show. A brief summary of our exhibitors' representatives will include companies that manufacture, sell or service trucks, trailers, heavy duty parts, engine and power train components, computer-based business solutions, service shop equipment and supplies, tires, fuels, or accessories.

Q What sort of special events will The Great Canadian Trucking Show be offering during their show, in addition to the exciting exhibits and displays?

A In addition to exciting and unique exhibits and displays, there will be seminars, award presentations and great entertainment. The Great Canadian Trucking Show will be an exciting, unique showcase for industry buyers eager to experience the latest developments and new products and services on the market. In addition, the educational component will be a major visitor drawing card, as the OTA has the experience necessary to produce a seminar programme that will round out the show experience for every attendee.

Barbara, thank you for taking the time to speak with us regarding this exciting new trade show. The National Trade Centre is looking forward to welcoming The Ontario Trucking Association's members and exhibitors to our facility in the year 2000.



FOR IMMEDIATE RELEASE

**THE NATIONAL TRADE CENTRE
EXCEEDS SALES EXPECTATIONS FOR 1998 GROSSING AT OVER 15 MILLION
FOR THE YEAR**

(Toronto, Ontario, Canada) March 15, 1999...Almost two years later, The National Trade Centre at Exhibition Place, Canada's newest and largest, one million square foot, state-of-the-art Trade Show Facility has successfully exceeded its sales expectations for 1998. Revenues for 1998 showed a substantial growth by 35%, grossing at a total of over \$15 million. Under the management of O&Y/SMG Canada, the facility has generated more than \$2.2 million in new rental business with a 10% growth in existing client revenues.

Centre officials claim, "The National Trade Centre has been well received within the Canadian and U.S. markets. Show Managers and Event Planners are discovering the many benefits, the uniqueness of the space, and the high tech nature of the facility." Chairman of the Board of Governors of Exhibition Place, and City of Toronto Councillor Joe Pantalone adds, "the process has already begun. The National Trade Centre has kickstarted the regional economy, spinning off millions of dollars worth of revenue into the city's trade economy."

- more -

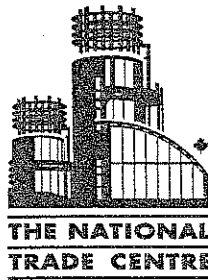
Since the official opening launch on April 3rd, 1997, The National Trade Centre has captivated significant interest from the business community. In 1998, The National Trade Centre secured 76 events, thirty-six (36) existing client renewals with a 10% growth over 1997, and new business increased to forty (40) new events secured in 1998 (up from 24 events in 1997). In addition, seventeen (17) new events were booked in 1998 for future years.

Upcoming in the roster of new business to the National Trade Centre during 1999 include: *InterMed '99* a North American tradeshow showcasing health care professionals in the medical industry; the largest machine tool show in North America, *The Canadian Machine Tool Show*; *World Jewellery Expo*, Canada's premier fine jewellery event; *IIDEX/Neocon Canada* slated to attract thousands of design professionals to a showcase of all commercial interior finishing products and services; and the *Canadian Sporting Goods Association* trade show. In the year 2000, The National Trade Centre will be proud hosts to the *2000 NHL FANTasy* as part of the NHL All Star Weekend; and Canada's newest, largest National truck show, *The Great Canadian Trucking Show*.

The National Trade Centre is owned by The City of Toronto and managed by O&Y/SMG Canada, a partnership between O&Y Properties Inc. of Toronto and SMG of Philadelphia offering facility management services to convention and trade centres across Canada. O&Y Properties Inc. is a publicly held owner (4.1 million square feet) and manager (25 million square feet) of commercial space across Canada. SMG is the leader in the United States in the management of public facilities operating a total of 64 convention and trade centres, arenas, stadiums and theatres.

- 30 -

Contact: Ms. Laura Purdy
Title: Director of Marketing
Phone No.: (416) 263-3020
Fax: (416) 263-3029



at
EXHIBITION
PLACE

FOR IMMEDIATE RELEASE:

THE NATIONAL TRADE CENTRE

To Host InterMed '99-- North America's First International Medical and Healthcare Exhibition

(Toronto, Ontario Canada) March 29, 1999 ... The National Trade Centre, Canada's largest and North America's third largest tradeshow facility with over one million square feet of exhibition space, will play host to InterMed '99 on June 21-23, 1999. InterMed '99 will be a first exhibition of its calibre and a much anticipated trade show on North American soil for the international medical and healthcare industry.

InterMed '99 "will foster a professional platform for manufacturers, suppliers, practitioners, distributors, hospital administrators and healthcare experts, all under one roof. It will offer an opportunity to meet and discuss the latest international innovations in the world of medicine," says Mark Palmer, President and Show Organizer, MPE Events Inc.

"The event is earmarked as a new chapter for future bookings targeting the international tradeshow market at The National Trade Centre," said Arlene Campbell, Interim General Manager of the facility. The National Trade Centre's high-tech capabilities are a natural fit for the upscale nature of InterMed '99. InterMed '99 is expected to house over 700 exhibitors (representing to date 23 countries) along with 8 governments showcased with International Pavilion areas (U.S.A., United Kingdom, Germany, Australia, Europe and Scandinavia.) and an expected attendance of up to 15,000 delegates from around the world. The U.K. Program at InterMed '99 will be officially launched by U.K.'s Minister of State for Trade, Mr. Brian Wilson.

- more -

InterMed '99 will be a world class event with quality exhibits and conference programs spanning all aspects of the medical industry. The educational forums will be designed for both exhibitors and delegates and presented by key speakers of international stature and recognition. Beneficial to all participants, InterMed '99 will feature a **Matchmaker Program** designed for exhibitors to promote their products to pre-registered visitors. An **International Business Centre** will be operated by *Schillinger Consultants*. Schillinger's Business Centre, a successful and established feature of European Medical Exhibitions such as *Medica*, (the world's largest medical trade event), will offer a "**Contacts for Contracts**" service. This service will provide InterMed '99 visitors and exhibitors with business contacts from all over the world that are either "offering," or "requesting" medical products/services.

"Hosted by the largest, high-tech facility in Canada, InterMed '99 is a landmark event for The National Trade Centre, the City of Toronto and the country as a whole," adds Campbell of The National Trade Centre. "It is an event with significant future economic impact." InterMed '99 will host a number of **social, spousal and travel programs** offering delegates the flexibility of travelling with family and enjoying the vibrant, architectural, cultural and culinary delights of Toronto and the surrounding Canadian outdoors.

A welcome addition to the world's fairs and exhibitions, The National Trade Centre at Exhibition Place represents a symbol of confidence to the economic infrastructure and future of the City of Toronto. Boasting an underground facility for 1,300 vehicles (in addition to another 7,900 above-ground parking spaces), special provisions for the physically challenged, The National Trade Centre is served by all major highways, over 32,000 guest rooms, Toronto's Pearson International Airport (just 15 minutes away) and direct access to the grounds by Toronto's major public transportation systems.

The National Trade Centre is owned by the City of Toronto and managed by O&Y/SMG Canada. O&Y/SMG Canada, is a partnership between O & Y Properties Inc. of Toronto and SMG of Philadelphia offering facility management services to convention and trade centres across Canada. O&Y Properties Inc. is a publicly held owner (4.1 million square feet) and manages 25 million square feet of commercial space across Canada. SMG is the leader in the United States in the management of public facilities operating a total of 64 convention and trade centres, arenas, stadiums and theatres.

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InterMed '99 Contact:

Mark Palmer
President
MPE Events Inc.
Tel: (514) 731-1015; Toll Free: 1-888-773-0332
Fax: (514) 731-1645
Email Address: mpalmer@mpe.ca
Website: www.mpe.ca/intermed/

A black and white photograph of a man with short, dark hair, looking directly at the camera. He is wearing a dark, heavy leather carcoat over a light-colored, ribbed sweater. He is holding a folded newspaper in his hands, with the masthead 'STARS' visible. The background is a bright, hazy sky with clouds. The overall tone is professional and stylish.

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MEN'S LEATHER CARCOAT. REGULARLY \$495

G MUST GO!

Communique



CAEM ACDE

The Newsletter of the Canadian Association of Exposition Managers

Le bulletin de l'association canadienne des directeurs d'expositions

March 1999

vol 13 no 2

New Board leads CAEM into the next century



1999/2000 CAEM Board of Directors - Front row L to R: Rena Menzies, Bruce Richards, Jennifer Sickinger, C.D.E., Megan Parry, Elizabeth McCullough, C.D.E. Back row L to R: Paul Urben, Michael Prescott, Sonia Moffatt, Karen Wood, Lee Baker, Dan Joyce, Carol Ann Burrell. Absent: Fred Cox Jr., Jeff Gay, Ross Horton, Sharon Jenkins, Tim Kennedy, Mary Nichols, Bob Poldon and Anita Schachter.

A new Board of Directors, led by a veteran Executive Committee, was elected at the CAEM Annual General Meeting on February 24th.

The Executive Committee includes Jennifer Sickinger, C.D.E. of Reed Exhibition Companies, who serves as President of CAEM; First Vice President Megan Parry of WineXpo Productions; Secretary Tim Kennedy of Canadian National

Sportsmen's Shows; and Past President Elizabeth McCullough, C.D.E. of the Canadian Institute of Plumbing and Heating. Rena Menzies of GES CANADA continues to serve as Second Vice President and Associate Member representative on the Executive Committee. Joining the Executive as Treasurer is Karen Wood of the Canadian Gift and Tableware Association.

Continuing as Exposition Member

Management, Sharon Jenkins of Jenkins Show Production, Dan Joyce of Pro-Sho, Mary Nichols of Creative Show Productions and Bob Poldon of Solutions Network. Bruce Richards of Show & Exhibitions Magazine and Paul Urben of Lange Transportation and Storage continue to serve as Associate Member Directors. Jeff Gay of The National Trade Centre and Michael Prescott of the

International Centre continue to serve as the facility representatives on the Board.

Joining the Board as Exposition Member Directors are Ross Horton and Anita Schachter, both of Southex Exhibitions. Sonia Moffatt of Freeman Decorating also serves on the Board as a new Associate Member Director.

i n s i d e

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1999 CAEM CONFERENCE • JUNE 26 - 30 • COLLINGWOOD, ON • BLUE MOUNTAIN INN



stats & facts

to February 28, 1999

expo members	114
companies represented	72
associate members	167
companies represented	110
honored life members	12
retired & student members	1

total members 294

new expo members	5
new associate members	6

total new members (1998) 11

membership info packages requested in February '99	6
--	---

EDAC awards NTC coveted EDDI

The National Trade Centre was presented with the *President's Award of Excellence* by the Exhibit and Display Association of Canada (EDAC) at the 14th Annual Exhibit Excellence (EDDI) Awards. The Eddie Awards recognize excellence in exhibit design and the *President's Award of Excellence* is given to an individual or company who displays exceptional merit in any facet of the exhibition industry.

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

This is the first time in EDAC history that the association has given the President's Award of Excellence to a facility. According to EDAC, the award is usually given to an individual or a company, but The National Trade Centre's prominence as one of Canada's premier trade show facilities influenced the decision.

Direct mail errors

continued from page 3

should show through the address window of the envelope. Facing the back flap should be the most important headline on any one component, be it brochure, letter, or whatever. Since part of your audience opens envelopes from the front and part from the rear, this technique gives you major impact for both groups.

Falling in love with your logo

Sure, you have a dandy logo. But don't display it so prominently or so importantly that a prospect feels he won't get the key product or service information he needs because you're mainly concerned with tooting your horn.

Mailing too little

If a prospect is worth mailing to once, he and all those like him are worth mailing to several times. He may just need another exposure to your message to convince him to respond. I have some percentages you can use when computing expectations for repeat mailings, based on tests throughout North America, and I'll fax them to you -- Free! -- if you request them by fax or e-mail.

Rene Gnam was a speaker at the 1998 CAEM Conference in Halifax. He is a creator of campaigns and sales strategies, and a leading direct marketing consultant who develops databases, sets marketing plans, writes copy and designs many top-pulling mailings and ads for business, consumer and professional audiences.

Rene Gnam can be contacted at:

RENE GNAM CONSULTATION CORPORATION
 1 Response Road, Tarpon Springs, FL 34689-8500
 TEL: (727) 938-1555 FAX: (727) 934-0416
 Rene@ReneGnam.com / renegnam@sprynet.com
<http://www.renegnam.com>

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EXchange... news about the expo industry

✂ **Correction:** In February's EXchange it was reported that IRIS Registration was the exclusive official provider of Show Registration services at The National Trade Centre—it should have read—non-exclusive official supplier. CAEM apologizes for the incorrect information.

✂ Southex Exhibitions Inc. announces the appointment of Carol Bell as Vice President Home Shows, Eastern U.S. and Canada. This position puts Carol in charge of 24 shows in 15 cities across North America. Before joining Southex, Carol held the position of National Manager for the National Marine Manufacturer's Association.

✂ Xpedite Systems has changed its name to Premiere Technologies – Document Distribution. Premiere Technologies is an amalgam of several companies that have been united to better serve their customers with new service offerings. For more information contact Chris Warus, Account Manager @ 416/361-9211 ext. 225.

✂ The Canadian Gift & Tableware Association announces that Karen Karall has been promoted to Show Manager, replacing Deborah Dugan who was named CGTA President in December. Karen has been with CGTA as Assistant Show Manager since 1994. New to the CGTA staff as of March 1st is Karen Wood who will take over the position of Assistant Show Manager for the Toronto Congress Centre's exhibitor group. Karen's previous employment was with Reed Exhibition Companies Inc. where she was Director, Human Resources and Administration.

✂ Southex Exhibitions Inc. has acquired Edward Greenband Enterprises of Utah Inc. which operates seven consumer shows in Salt Lake City, Utah. The seven shows include Spring and Fall Home shows, a Boat show, a Sports Vacation/RV show, plus two Bridal shows and a Travel show. With these additions, Southex now produces 72 consumer and 24 trade shows in 49 cities in Canada and the United States.

✂ This year's Eastern Canadian heating and plumbing show MekanEx '99 is a joint venture of two industry associations: CMMTQ (The Corporation of Master Pipe-

Mechanics of Quebec) and CIPH (The Canadian Institute of Plumbing & Heating). MekanEX '99 is a new biennial event, replacing MECANEXPO-CHPHEX. The show owners/producers are Eastern Canada's foremost plumbing and heating industry associations. Together, they represent more than 90% of the region's key buyers. A million-dollar market. The MekanEx Show, along with its new name, has new promotional programs, more product types and an expanded education program to provide greater value to contractors, wholesalers and other industry buyers, engineers and builders. For more information contact Elizabeth McCullough, C.D.E. at CIPH tel: 416/695-0447.

✂ LaPresse reports that Montréal will have a second convention centre. The owners of Place Bonaventure have decided to keep their exhibition hall open for the next five years, an investment of several tens of millions of dollars, said Henry Winterstern, one of the three owners of the 3.2 million-square foot complex. Winterstern thinks there is room in Montréal, a city with great deal to offer, for two convention centres. He chose not specify how much will be invested. The money will go to renovating the entire complex, including reorganizing the commercial mall that will include a new restaurant area, and changes the 250,000-square-foot exhibition hall.

✂ Blake Mintz has left Mendelssohn Commercial Customs Brokers to join the team at GES CANADA Exposition Services as Vice President-Sales. Blake brings with him more than 12 years experience as a show manager and service contractor. Blake can be reached at 416/675-9555. Denise Turner will be taking over Blake's CAEM membership at Mendelssohn.

✂ Cara Carey, formerly of The National Trade Centre, has joined the Canadian Federation of Independent Grocers as Vice President. Desiree Baird Senior Sales Manager has taken over CAEM membership from Derek Olson who is no longer at CFGI.

It is the mission of the Canadian Association of Exposition Managers (CAEM) to develop, expand, and improve the exposition industry in Canada. COMMUNIQUE is published by CAEM.

L'Association canadienne des directeurs d'expositions (ACDE) a pour mission le développement, l'expansion et l'amélioration de l'industrie des expositions au Canada. COMMUNIQUE est publié par l'ACDE.

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February 1999

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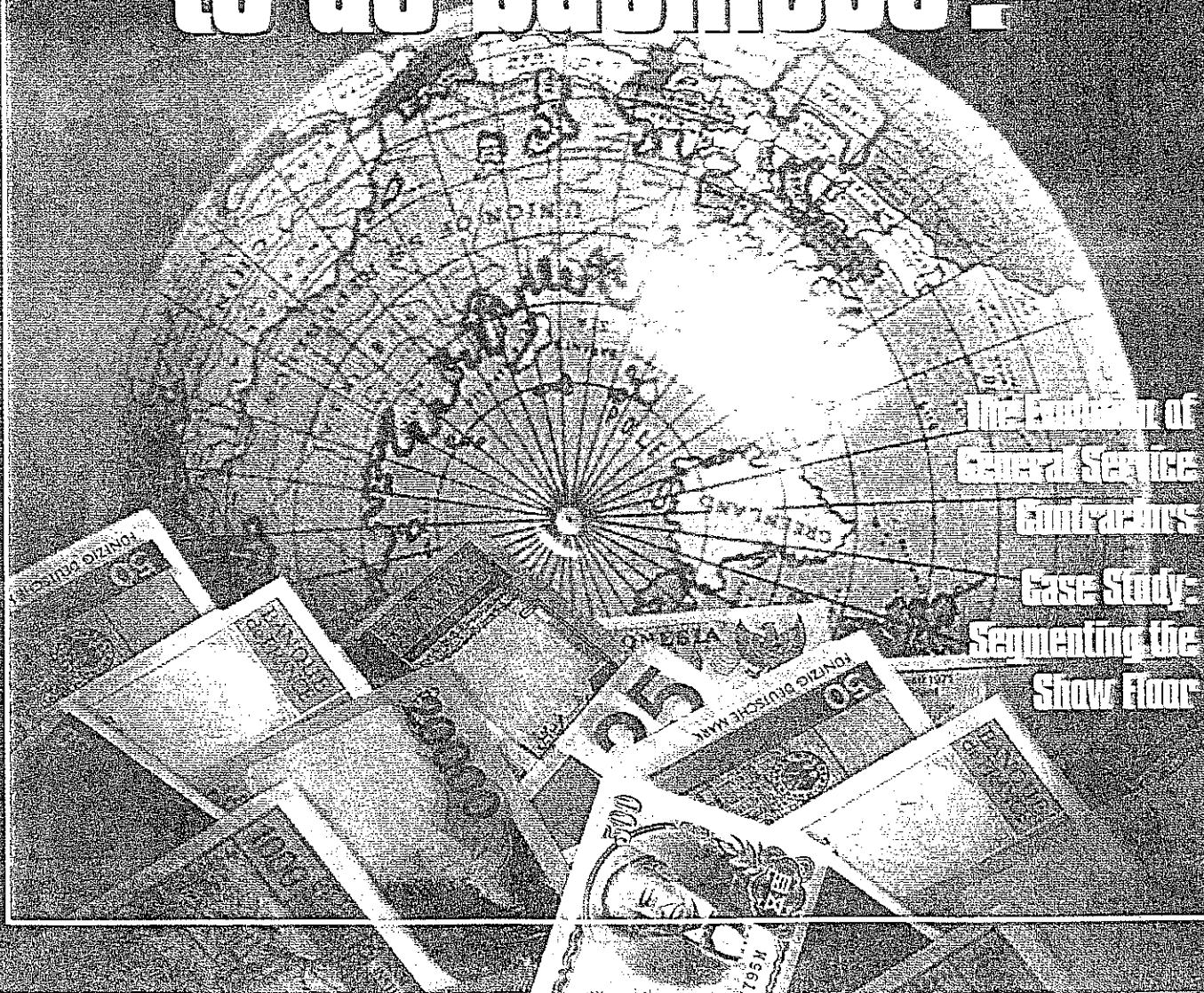
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THE OFFICIAL PUBLICATION OF THE INTERNATIONAL ASSOCIATION FOR EXPOSITION MANAGEMENT

Where is it safe to do business?

The Evolution of
General Service
Contractors

Case Study:
Segmenting the
Show Floor



Best Thing We've Seen This Month

Forget mints on the pillow or a complimentary breakfast. How about offering your show's VIPs a complimentary physical?

That's right, a complete work-up. The Peabody Orlando Hotel, located across the street from the Orange County Convention Center, and the Orlando Regional Healthcare System's Institute for Corporate Wellness have teamed up to offer this amenity to meeting and exposition guests.

The program, called the Executive Health Assessment Program, can be customized for any group and can range from a simple cholesterol test to a two-day complete physical and emotional work-up. Tests can even be set

up on site at your event. Or, if you prefer, the institute's medical staff can put on an entertaining program about health issues facing time-crunched executives. Cost varies dramatically depending on the size of your group and the type of program you wish to purchase.

To be launched in March, the program is the hotel's latest foray into one of the latest tourism trends — medical tourism. Since executives who travel extensively often overlook a yearly trip to the doctor, here's a way for them to combine a trip to a show with a checkup.

For more information, call Larry Roofner, (407) 855-2738.

ASK THE EXPERT

"I'm a show manager, and selling booth space is only one of the many responsibilities I have. I'm overwhelmed by the number of phone calls I need to make. What should I do?"

—S.B.

Dear S.B.: You are not alone! In the exposition industry, many show managers also sell the booth space. You need to determine how much time to devote to sales and make a commitment to invest that time. Although there is no magic time formula, you can get an idea by examining how many exhibitors and prospects you need to contact. On average, how many phone calls does it take to get a decision? How long do your phone calls usually last?

Set aside certain times for outbound sales calls and allow no distractions except for inbound sales calls. Shut your office door or put up a sign — "Sales in progress — do not interrupt!" If you use a good software account management system and are organized, you can place many calls in a short time. You might consider e-mailing or faxing exhibitors the night before with a note about when you will be calling. When you place the calls, be prepared for lots of voice mail and use it to your advantage by leaving an enticing benefit-oriented message. Hopefully, many of those voice mails will result in returned calls.

Helen Berman, President of The Helen Berman Corporation, specializes in booth space and advertising sales training. Send your questions to Helen Berman at bermancorp@aol.com or 12021 Wilshire Blvd., #177, Los Angeles, CA 90025.



ON SITE: Testing the waters

Producers of the Toronto Boat Show constructed a 128-foot by 268-foot lake inside the coliseum at the National Trade Centre in Toronto for its recent show, held Jan. 16-24, 1999. Containing 1.3 million gallons of water directly from Lake Ontario, the 4-foot-deep lake was used for demonstrations and product trials.

Laura Purdy

From: Jeff Gay
Sent: March 29, 1999 8:37 AM
To: Arlene Campbell; Laura Purdy; Joe Walker
Cc: Jim MacGregor
Subject: FW: NATIONAL TRADE CENTRE - KUBOTA DEALER MEETING FEB 27/99

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

From: John Gilliland [SMTP:John_Gilliland@kubota.ca]
Sent: Friday, March 26, 1999 3:17 PM
To: jmacgregor@ntc.on.ca
Cc: boutschoorn@ntc.on.ca; Ross Wallace
Subject: NATIONAL TRADE CENTRE - KUBOTA DEALER MEETING FEB 27/99

Jim,

I would like to take this opportunity to pass on my thanks for you and your staff's professionalism and cooperation in helping make our National Dealer Meeting a success.

The feedback from the dealers who attended has nothing but praise about the National Trade Centre facilities.

Thank you again for helping us make it happen.

Best regards,

John
John Gilliland
Marketing Manager Tractors & Construction Equipment

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

	MONTH ACTUAL	MONTH BUDGET	VARIANCE	YTD ACTUAL	YTD BUDGET	VARIANCE
Number of Events	12	7	5	25	19	6
Direct Event Income	860,241.19	884,285.23	(24,044.04)	2,617,018.83	2,655,536.23	(38,517.40)
Ancillary Income	456,468.74	465,332.00	(8,863.26)	1,068,800.97	1,154,713.00	(85,912.03)
Advertising Income	17,124.00	24,124.00	(7,000.00)	56,399.18	72,372.00	(15,972.82)
CNE Recovery	-	-	-	-	-	-
Total Event Income	1,333,833.93	1,373,741.23	(39,907.30)	3,742,218.98	3,882,621.23	(140,402.25)
Direct Expenses	491,341.29	455,720.02	(35,621.27)	1,417,678.86	1,435,279.02	17,600.16
Indirect Expenses	347,545.68	396,316.06	48,770.38	1,016,099.79	1,200,898.06	184,798.27
Total Event Expenses	838,886.97	852,036.08	13,149.11	2,433,778.65	2,636,177.08	202,398.43
NET INCOME (LOSS)	494,946.96	521,705.15	(26,758.19)	1,308,440.33	1,246,444.15	61,996.18
EX PLACE PARKING ESTIMATE						
PARKING INCOME	603,535.16	632,755.00	(29,219.84)	1,282,498.23	1,475,714.00	(193,215.77)
PARKING EXPENSE	126,742.39	132,878.94	6,136.55	269,324.63	309,899.94	40,575.31
NET PARKING	476,792.77	499,876.06	(23,083.29)	1,013,173.60	1,165,814.06	(152,640.46)

Actuals include 12% markup paid to Exhibition Place on labour and materials. At March 31, 1999 the markup paid to Exhibition Place was a total of \$ 137,229.53 (\$119,507 expensed against direct event income and the balance of \$18,057 in direct expense)

NOTE: 1

THE NATIONAL TRADE CENTRE EVENT STATISTICS

FOR THE MONTH OF MARCH 1999

	MONTH ACTUAL	YTD ACTUAL
Attendance [Note: 1]	301,800	599,800

EVENT	# OF PERFORMANCES		(IN THOUSANDS)		REFRESHMENT PER CAP'S ACTUAL [Note: 2]
	ACTUAL	BUDGET	ACTUAL	BUDGET	
Consumers Show	14	13	2,082	2,237	3.78
Trade Show	6	4	909	1,002	7.57
Concert	1	0	8	-	4.12
Photo/Film Shoot	1	0	9	-	
Meeting/Corporate	3	2	99	66	2.49
	25	19	3,106	3,305	

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 MARCH 31, 1999

ASSETS		<u>1999</u>	<u>1998</u>
CURRENT ASSETS			
CASH		710,599.12	1,002,284.86
ADVANCE TO EX PLACE		250,000.00	-
TERM INVESTMENTS		3,850,000.00	2,350,000.00
AMERICAN EXPRESS		8,645.48	18,306.04
TRADE ACCOUNTS RECEIVABLE	1,094,444.74		
ALLOWANCE FOR DOUBTFUL ACCOUNTS	<u>(71,830.21)</u>		
NET ACCOUNTS RECEIVABLE		1,022,614.53	1,244,712.68
RECEIVABLE FROM EX PLACE		92,449.97	-
OTHER RECEIVABLE		222,472.56	443,707.54
PREPAID EXPENSES		<u>35,166.00</u>	<u>51,837.45</u>
		<u><u>6,191,947.66</u></u>	<u><u>5,110,848.57</u></u>

LIABILITIES & EQUITY

CURRENT LIABILITIES

ACCRUED LIABILITIES	1,441,261.20		
PROVINCIAL & FEDERAL SALES TAX PAYABLE	82,077.68		
DEFERRED REVENUE	<u>2,353,246.39</u>	3,876,585.27	3,348,446.59

EQUITY

NET INCOME (LOSS) CURRENT		1,308,440.33	1,200,085.29
PRIOR YEAR SURPLUS		1,006,922.06	562,316.69
DISTRIBUTION TO EXHIBITION PLACE	<u> </u>	-	
		<u><u>6,191,947.66</u></u>	<u><u>5,110,848.57</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 MARCH 31, 1999

	<u>MONTH</u>	<u>YTD</u>
CASH FLOW FROM OPERATIONS		
NET INCOME (LOSS)	494,946.96	1,308,440.33
ADD: DEPRECIATION & AMORTIZATION	-	-
 SOURCES (USES) OF CASH		
TERM INVESTMENTS	(300,000.00)	(1,000,000.00)
ACCOUNTS RECEIVABLE - TRADE	262,508.17	799,870.81
RECEIVABLE FROM EX PLACE B.O.G	0.00	74.55
ACCOUNTS RECEIVABLE - OTHER	(32,714.58)	(6,107.91)
PREPAID EXPENSES	47,480.43	22,987.52
DEPOSITS AND OTHER ASSETS	51,123.55	(3,109.30)
ACCOUNTS PAYABLE & ACCRUED EXPENSES	(240,364.01)	15,472.47
OTHER PAYABLES	(68,381.53)	(24,342.50)
DEFERRED INCOME	(579,786.47)	(648,855.40)
ADVANCE DEPOSITS - Exhibition Place B.O.G	-	-
 NET CASH FROM OPERATIONS	<u>(365,187.48)</u>	<u>464,430.57</u>
 OTHER SOURCES (USES) OF CASH		
CAPITAL EXPENDITURES	-	-
PAYMENTS OF DEBT	-	-
DISTRIBUTION TO OWNERSHIP - Exhibition Place B.O.G.	-	-
 NET CASH FROM OTHER SOURCES	<u>-</u>	<u>-</u>
 NET INCREASE (DECREASE) IN CASH	(365,187.48)	464,430.57
 BEGINNING CASH BALANCE	1,075,786.60	246,168.55
 ENDING CASH BALANCE	<u>710,599.12</u>	<u>710,599.12</u>

THE NATIONAL IKAUE GENIKE
ACCOUNTS RECEIVABLE AGING

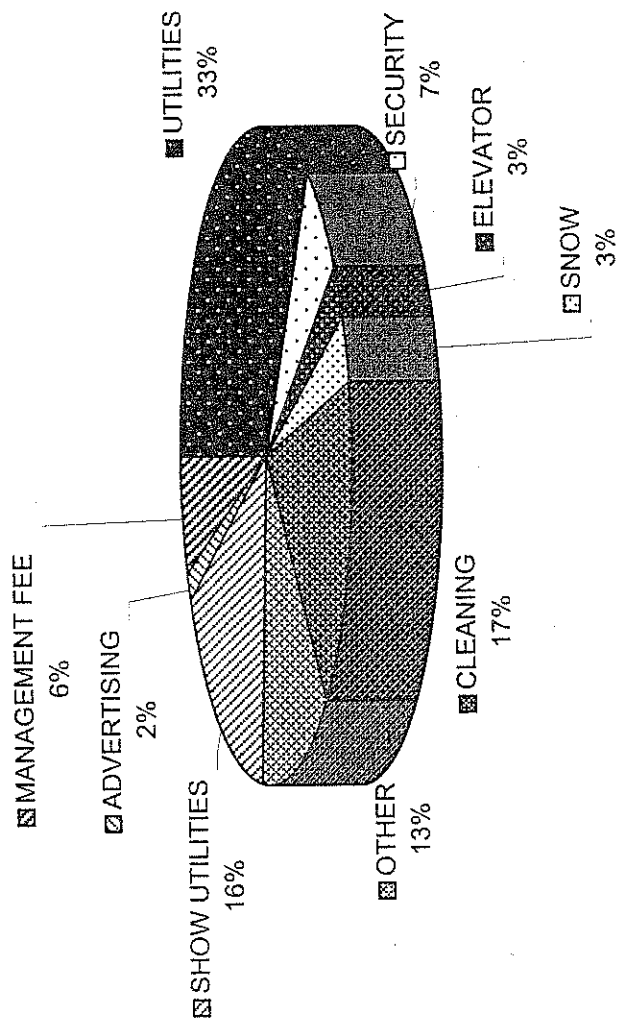
AS AT MARCH 31, 1999

CUSTOMER NAME	AMOUNT OUTSTANDING	CURRENT	30 - 60 DAYS	61 - 90 DAYS	OVER 90 DAYS	COMMENTS
COMPLETED EVENTS						
SOUTHEX EXHIBITIONS INC.	92,437.38	92,437.38				PAID IN FULL ON APRIL 7/99
CANADIAN CRAFT SHOWS LTD - SPRING '99	70,400.00	70,400.00				EVENT SERVICES - EVENT TO BE SETTLED
CANADIAN NATIONAL SPORTSMEN'S SHOWS	60,910.46	60,910.46				EVENT SERVICES - EVENT SETTLEMENT FINALIZED
GES CANADA EXPOSITIONS / PANEX	52,872.90	49,854.43	3,018.47			VARIOUS SERVICES FOR DEC. '98 - MAR. '99 EVENTS - CHEQUE RECEIVED APRIL 19/99 IN THE AMOUNT OF \$48,394.05
ONTARIO QUARTER HORSE ASSOCIATION	33,137.82				33,137.82	RECEIVED CHEQUES TOTALLING \$6,911.25 APRIL 13 - BALANCE TO BE WRITTEN-OFF FOLLOWING REPORT TO BOARD OF GOVERNORS
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
PREMIER CONSUMER SHOWS	19,099.50				19,099.50	50% BUILDING RENT - COTTAGE SHOW - FEB. '99 EVENT CANCELLED - DISCUSSION IN PROGRESS
TORONTO HADASSAH WIZO	12,825.59	-			12,825.59	EVENT SERVICES FOR 1998 BAZAAR - ACCOUNT IS IN DISPUTE - DISCUSSION IN PROGRESS
CUSTOMER ACCOUNTS - LESS THAN \$10,000	141,373.03	110,270.97	19,792.22	11,309.84		
SUB-TOTAL	508,077.67	383,873.24	22,810.69	11,309.84	90,083.90	
FUTURE EVENTS						
MPE INTERNATIONAL INC.	57,685.11	44,321.38	-	-	13,363.73	BUILDING RENT - INTERMED '99 - JUNE '99 REC'D PAYMENT OF \$44,321.38 ON APR. 7/99
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
PLAIN SIMPLE EVENT MANAGEMENT	17,376.00	-	17,376.00			25% BUILDING RENT - GM GOODWRENCH - MAY '99 - RECEIVED PAYMENT IN FULL APRIL 21/99
CANADIAN CRAFT SHOWS SPR. 2000	13,408.61	-			13,408.61	BUILDING RENT- ONE OF A KIND - MAR. 2000
SUB-TOTAL	114,244.78	44,321.38	17,376.00	-	52,547.40	
SPONSORSHIP						
INITIATIVE MEDIA o.b.o THE NATIONAL POST	21,400.00	21,400.00				YEAR 1 OF SPONSORSHIP - DUE IN APRIL
NESTLE CANADA INC.	16,050.00	-	-	16,050.00		YEAR 2 OF SPONSORSHIP - DUE IN APRIL
ATLAS WINE MERCHANTS	10,700.00	-	-	10,700.00		YEARS 1 & 2 OF SPONSORSHIP
SIGNATURE RESTAURANT SYSTEMS	10,593.00	10,593.00				YEAR 1 OF SPONSORSHIP - DUE IN APRIL
	58,743.00	31,993.00	-	26,750.00		
SERVOMATION						
SERVO CANADA	413,379.29	347,589.54	65,789.75	-	-	CATERING COMMISSIONS + VARIOUS SERVICES AND UTILITIES RECOVERY - CHEQUE IN THE AMOUNT OF \$321,407.00 RECEIVED APRIL 21/99
	1,094,444.74	807,777.16	105,976.44	38,059.84	142,631.30	
	100%	74%	10%	3%	13%	

THE NATIONAL TRADE CENTRE
ACCOUNTS RECEIVABLE AGING
 ADDITIONAL INFORMATION ON A/R GREATER THAN 60 DAYS
 AS AT MARCH 31, 1999

CUSTOMER NAME	AMOUNT OUTSTANDING	61 - 90 DAYS	OVER 90 DAYS	COMMENTS
ATLAS WINE MERCHANTS	10,700.00	10,700.00		First and second year of advertising at the N.T.C. Glenn Wilson of Network Int'l to follow up on collection of account.
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	33,137.82		33,137.82	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 receive 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. As good faith, cheques totalling \$6,911.25 received on April 13/99. Review of OQHA financial statement indicates an inability to pay outstanding amount - balance recommended to be written off following a formal report to the Board of Governors.
NESTLE CANADA INC.	16,050.00	16,050.00		Second year of sponsorship as the official coffee supplier for the National Trade Centre. Glenn Wilson of Network Int'l to follow up on collection of account.
PREMIER CONSUMER SHOWS	19,099.50		19,099.50	50% of building rent for the Cottage Show which was to be held in February 1999. Collection attempts are in progress.
TORONTO HADASSAH WIZO	12,825.59		12,825.59	Event Services for 1998 Hadassah Bazaar. The account is in dispute and discussions & meetings are being held to clear balance of account.
FUTURE EVENTS	52,547.40	-	52,547.40	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	11,309.84	11,309.84	-	Services for various 1998 & 1999 shows. Collection attempts are in progress.
	180,691.14	38,059.84	142,631.30	

COMPONENTS OF DIRECT EXPENSE



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