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May 12, 1999

TO: The Board of Governors of Exhibition Place

FROM: Dianne Young
Interim General Manager

Arlene Campbell, O&Y/SMG Canada
Interim General Manager, NTC

SUBJECT: Utility Consulting Services to the The National Trade Centre for
The 1999 Canadian Machine Tool Show
RFP 9155-99-01625

Recommendation:

It is recommended that the Board enter into an agreement with Kerry Technical Services Ltd. to provide Utility Consulting Services to The National Trade Centre for the 1999 Canadian Machine Tool Show, this being the overall lowest bid which meets or exceeds all requirements.

Background:

In February 1998, the Board approved providing the electrical services for the trade and consumer shows at The National Trade Centre on an in-house basis.

Discussion:

The National Trade Centre will be the site of the 1999 Canadian Machine and Tool Show October 18-21, 1999. This is a heavy machine and tool show with specialized equipment, and will be the largest show of its kind in North America in 1999. The show will occupy Halls A,B, C, D and Heritage Court and will host 600 exhibitors. The utility requirements of this show are very unique and require a specific targeted marketing and client service approach with the appropriate level of technical knowledge. To attract future high-tech and industrial shows, it is important that industry be confident in the high level of customer service that they will receive with respect to utility services at The National Trade Centre.

The electrical department under the direction of The National Trade Centre's management, has now developed a level of experience in delivering the utility requirements for most trade and consumer shows. However, there are certain high-end technical shows where the skill sets of the existing team can be complemented by a consultant who has experience in these specific types of shows.

The National Trade Centre will utilize a consultant to provide comprehensive management of the temporary electrical and mechanical services including, but not limited to:

1. Interface with exhibitors
2. Telemarketing in preparation for event
3. Power and mechanical distribution plan
4. Staffing plan
5. Equipment requirement determination
6. Recommendations on sourcing of equipment, including rental of equipment.
Proponents may submit rates for equipment available.
7. Management of installation and disconnect by on-site staff.
8. Management of post show activities, including a disconnection plan and post show review.

An RFP for utility consulting services to The National Trade Centre for the 1999 Canadian Machine Tool Show was issued on April 19, 1999 with a closing date of April 26, 1999. Through the City of Toronto Purchasing department, 6 firms received copies of the RFP direct and the RFP was posted on the City of Toronto website. Four submissions were received.

The four submissions were from:

1. Ainsworth Trade Show Electrical (declined to bid)
2. Black & McDonald
3. Edlen Electrical Exhibition Services, Inc. ("Edlen")
4. Kerry Technical Services Ltd. ("Kerry")

Staff then evaluated the proposals on the basis of cost/return to the Board of Governors, references and experience doing shows similar to the 1999 Canadian Machine Tool Show, and other criteria. Staff felt that Kerry provided the best value, and already has worked successfully with the National Trade Centre electrical team.

Kerry is a local Canadian company with 9 years experience in supplying electrical services to smaller venues and hotels in the Southern Ontario market. Kerry had the lowest determinable consulting fee, at 15% of gross revenue, compared to Edlen's greater of \$100,000 or 35% of gross revenues net of all taxes. Black & McDonald's bid provided hourly rates, but no estimate of overall cost for services, and therefore the remuneration could not be quantified.

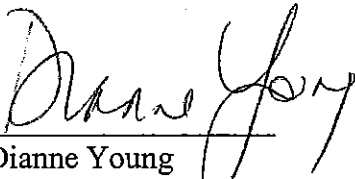
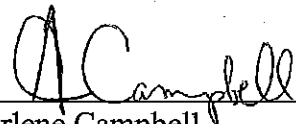
Ian Kerry, the president of the company holds a master electrician's licence and worked for 12 years with a leading electrical supplier on trade shows and events at major centres. Although staff did express concern at the size of Kerry's operation, Ian Kerry will specifically work on this consulting project, along with identified staff. Ian has already provided utility consulting

services to The National Trade Centre for The Boat Show, and consulted on the acquisition of the in-house electrical inventory. Kerry is familiar with staff, systems, union requirements, and inventory. Although the requirements for The Boat Show were less complex, staff felt that Ian provided value to that event for the delivery of the electrical service.

Reference checks with Reed Exhibitions, client for the 1999 Machine and Tool Show, and The Cleary International Centre, Windsor indicated a high level of satisfaction with Ian's abilities and customer service.

Conclusions:

This report recommends that the Board enter into an agreement with Kerry Technical Services Ltd. to provide Utility Consulting Services to The National Trade Centre for the 1999 Canadian Machine Tool Show. All terms and conditions of the agreement must be satisfactory to the Interim General Manager of Exhibition Place and the City Solicitor.


Dianne Young
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