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## EXHIBITION PLACE

June 11, 1999

To: The Board of Governors of Exhibition Place

From: Fatima Scagnol  
Corporate Secretary

Subject: CNEA Sponsorship Agreements

### Recommendation:

It is recommended that the Board of Governors concur with the recommendation of the Board of Directors of the CNEA with respect to approving the following sponsorship agreements:

- (1) a two-year agreement with Bell Mobility for the years 2000 and 2001; and
- (2) a three-year agreement with Kodak for the years 1999, 2000, and 2001.

### Background:

The above noted agreements were reviewed and approved by the Board of Directors of the CNEA at its meeting of June 10, 1999.

### Discussion:

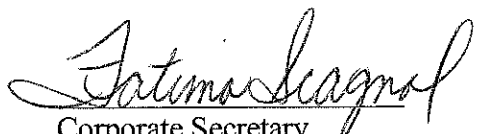
Bell Mobility has been the exclusive supplier of wireless products (cell phones, pagers, and accessories) to the CNE for a number of years. Bell Mobility operates three sales kiosks on-site during the CNE offering visitors a cellular package which is unavailable anywhere else. Bell Mobility proposes to continue their agreement (current agreement terminates in 1999) with the CNEA for the next two years (2000 and 2001) on the same terms and conditions, including a sponsorship fee of \$30,000.

Kodak is the official supplier of photo imaging products to the CNE and associate sponsor of the CNE Information Kiosks. 1999 is the first year of a new three-year agreement with Kodak which will net the Association 20,000, as a sponsorship fee, plus the profit from film and camera sales.

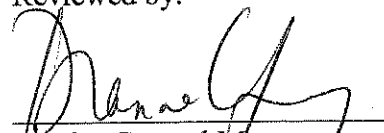
Conclusion:

Given that the term is beyond one year, the foregoing agreements require approval of the Board of Governors.

Submitted by:

  
Corporate Secretary

Reviewed by:

  
Interim General Manager

**The foregoing report was reviewed by the Executive Committee at its meeting held on June 18, 1999 and is recommended to the Board of Governors for APPROVAL.**