

# MANAGEMENT REPORT

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

9



The following amendments were made to subject report:

- Page 21 – Advertising Revenue should be split from Sponsorship Revenue; and
- Accounts Receivable Aging Comments: (a) note under Canadian Craft Show “letter of credit on file; and (b) note under MPE International, payment received in full.

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

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

**PREPARED BY:**



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# EXECUTIVE SUMMARY

## SIGNIFICANT ACTIVITIES DURING THE MONTH OF MAY

1999 Sales:	39	Licenses issued
	23	New business
	16	Renewals
1999 Net Operating Profit:	\$1,835,041	Net operating profit to May
	\$1,974,475	Budget to May
	93%	Achieved
1999 Rental Income:	\$3,577,847	Earned to May
	\$3,792,683	Budgeted to May
Annual New Business:	\$1,500,867	Booked to date
	\$1,500,000	Budgeted in 1999
	100%	Acquired to date

O&Y/SMG Canada received confirmation in May of 2 major industry awards for The National Trade Centre, the 1998 PRIMA Awards Program through the American Society of Association Executives (A.S.A.E.). O&Y/SMG Canada won first prize for The National Trade Centre client newsletter, and second prize for The National Trade Centre web site.

In May, the Director of Sales & Marketing attended the E.I.B.T.M. (European Incentive & Business Travel Marketplace) held in Geneva, Switzerland. The National Trade Centre played a key role as a participant in the Canadian Pavilion. O&Y SMG Canada is focusing on securing new international events for future years.

The Sales & Marketing Department continues to aggressively sell The National Trade Centre, and report over \$1.5 million in new business rentals. New business includes Reed's, Canada Machine Tool Show, the largest Machine & Tool show in North America in 1999, Jewellery World Expo and Canadian Sporting Goods Association.

The Event Facility Services Department is implementing an O&Y/SMG Quality Assurance Program to improve, maintain and monitor service and delivery standards to our show organizers and exhibitors. A full description is found in the Event Services section.



## **MAY SHOW SUMMARY**

During the month of May, The Creative Sewing & Needlework Festival returned to The National Trade Centre. The show manager was impressed with the high level of customer service provided during the event (Letter attached). The National Trade Centre also hosted GM Goodwrench, the new Toronto International Health & Beauty Show, Good Food Festival, and Leukemia Research Fund during the month of May.

Bob Kennedy joined O&Y/SMG Canada for The National Trade Centre management team, as Utility Services Manager. Bob brings many years of experience working with a third party electrical contractor to the trade and consumer show industry. Bob's industry knowledge will assist in maximizing customer service and financial return.

Harvey Repp joins O&Y/SMG Canada on June 21<sup>st</sup>. as Director of Operations. Harvey brings over 10 years of experience in the facility management and construction industry. He worked for several years in a similar capacity at Edmonton Northlands.

# SALES & MARKETING REPORT

## MAY 1999 ACTIVITIES

May sales efforts have resulted in the year to date issuance of 39 license agreements with a breakdown of 23 new events and 16 renewals for existing clients. This month the sales & marketing staff conducted 12 site inspections for potential clients.

O&Y/SMG Canada received confirmation in May of 2 awards for The National Trade Centre the 1998 PRIMA Awards Program through the American Society of Association Executives (A.S.A.E.). Entries from across North America are judged on quality, creativity and originality of concept, project objective and implementation and effectiveness on the target audience. O&Y/SMG Canada won first prize for The National Trade Centre client newsletter and second prize for The National Trade Centre web site. These achievements will be included in a featured section in *Association Magazine*, a publication issued by A.S.A.E.

The May 17, 1999 issue of *Tradeshow Week* magazine featured a special section on "Hi-Tech Convention Centers". The National Trade Centre is featured on page H-10 of this issue. This single page feature lists the Hi-Tech Services offered by our facility, detailed text outlining services as well as an exterior photograph of the facility. O&Y/SMG Canada has featured the high tech capability of The National Trade Centre in its Marketing Strategy. The Industry recognition is an import result of these efforts.

In May, the Director of Sales & Marketing attended the E.I.B.T.M. (European Incentive & Business Travel Marketplace) held in Geneva, Switzerland. The National Trade Centre played a key role as a participant in the Canadian Pavilion. The E.I.B.T.M. exhibition is an annual event designed to aid organizations with their meetings and conference programs and to bring together buyers and suppliers from all parts of the world to exchange ideas and information. In preparation for this exhibition, the Sales & Marketing Department organized a mailing in early May to over 300 targeted meeting/exhibition planners expected to attend E.I.B.T.M. While in Geneva attending this exhibition, Laura also attended the I.C.C.A. (International Congress & Convention Association) North American breakfast meeting. This meeting consisted of over 49 incentive buyers/conference organizers, some of which currently conduct business in North America and others with potential interest in doing so in the near future.

As a continuance to our 1999 Advertising Campaign, O&Y/SMG Canada placed a full-page advertisement for The National Trade Centre in the *Tagungs Wirtschaft Convention Industry* publication, an international magazine published in German with distribution at E.I.B.T.M. The National Trade Centre's advertisement is notably featured on the inside front cover of the magazine. (Attached)

## SECOND QUARTER SALES SUMMARY

Our Annual New Business budget stated that The National Trade Centre would achieve \$1.5 million in new business revenue for 1999. To date, the sales & marketing team has secured thirty-six events representing \$1,500,867 in new business revenue for 1999.

Of the 36 pieces of new business contracted for 1999, 11 are tradeshow, 7 are consumer shows, 5 are corporate bookings and 13 are special events/film shoots.

	NEW BUSINESS REVENUE OCCURRING IN 1999	NEW BUSINESS REVENUE OCCURRING IN 2000
<b>ANNUAL 1999 NEW BUSINESS BUDGET</b>	\$1,500,000	
<b>Booked in 1997</b>	\$ 390,888	
<b>Booked in 1998</b>	\$ 692,547	\$ 281,755
<b>Booked in 1999</b>	\$ 374,582	
<b>Deemed Sales</b>	\$ 42,850	
<b>Cumulative total</b>	<b>\$1,500,867</b>	<b>\$ 281,755</b>

## 1999 NEW SALES ACTIVITY

The Sales & Marketing Department is currently working with 16 new clients to secure additional business for 1999.

BOOKING STATUS	MAY ACTIVITY	CONTRACTED 1999 BUSINESS
<b>Tentative</b>	<b>16</b>	
<b>Definite</b>	<b>3</b>	
<b>Contracted this month</b>	<b>6</b>	
<b>Contracted in 1999</b>	<b>22</b>	<b>Sub-Total: 37</b>
<b>Contracted in 1998</b>	<b>14</b>	<b>Less cancellation: 1</b>
<b>Contracted in 1997</b>	<b>1</b>	<b>Total: 36</b>

NEW BUSINESS CONTRACTED IN MAY (YEAR BOOKED)	NEW BUSINESS CONTRACTED YEAR TO DATE
Canadian Tire Business Meeting (1999)	Total Health (1999)
Umbra Factory Sale (1999)	Marsville (1999)
PCL Meeting (May 1999)	'99 Neon Drive Event (1999)
Local Union 25 Ratification Vote (1999)	Canadian Sporting Goods Assn. (CSGA) (1999)
YTV Treehouse Productions Rehearsals (1999)	Danier Leather Photo Shoot (1999)
Unity '99 (1999)	Pebblehut Productions (1999)
	Navaratri (1999)
	Aromatherapy International (1999)
	Connected '99 Rave (1999)
	Jewellery World Expo (1999)
	Eternity Film Shoot (1999)
	Avon Photo Shoot (1999)
	Super Human Software Tour (1999)
	Antiques Roadshow (1999)
	Black & White Polo Ball (1999)
	Ontario Healthcare meeting (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 MAY/99	YEAR TO DATE
Definite	1	
Contracted	3	Total: 39

## 2000 RENEWALS OF EXISTING SHOWS

STATUS (1999)	AS AT MAY/99	YEAR TO DATE
Definite	5	
Contracted	4	Total: 4

## 2000 NEW SALES ACTIVITY

To date, the Sales & Marketing Department is currently negotiating with 14 new clients to secure additional business for 2000.

BOOKING STATUS	MAY ACTIVITY	CONTRACTED 1999 BUSINESS
Tentative	14	
Definite	1	
Contracted this month	0	
Contracted in 1998	1	Total: 1

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

## PUBLICITY

### Industry Publications

The May 1999 issue of *Successful Meetings* magazine included a special Toronto Site report section. A listing for The National Trade Centre is listed on page 128 of the magazine offering a summary of facility information.



The April 1999 edition of *Tradeshow Week 200*, a 25<sup>th</sup> Anniversary Edition included a feature article on the *Canadian Hardware and Home Improvement Show* housed at The National Trade Centre. The three-page article starting on page 19 discusses the growth of this prestigious show and includes interior photos of the show floor. Also included in this Special Edition of *Tradeshow Week 200*, is an article entitled "Moderate Growth Reported for the Largest Canadian Shows". This article offers detailed information regarding show growth and attendance in the Canadian market and includes information on two 1999 shows at The National Trade Centre namely, *IIDEX®/NeoCon® Canada* and the *Canadian Hardware & Home Improvement Show*.

#### E.I.B.T.M.

The National Trade Centre was prominently featured in an E.I.B.T.M. publication produced in advance of the exhibition held May 18 – 20, 1999. A photo of the facility and EDDI award presentation are included in the editorial section of the magazine. The publication was sent to over 4,000 delegates and exhibitors throughout the world.

#### **QUEEN ELIZABETH THEATRE**

To date, the O&Y/SMG Sales & Marketing team has secured 5 theatre bookings for the Queen Elizabeth Theatre and during the month of May conducted 4 site inspections for potential clients.

#### MEETINGS/SEMINAR RENTALS

BOOKING STATUS	MAY ACTIVITY	CONTRACTED 1999 BUSINESS
Tentative	1	
Definite	0	
Contracted this month	2	Total: 5

#### LIVE THEATRE RENTALS

BOOKING STATUS	MAY ACTIVITY	CONTRACTED 1999 BUSINESS
Tentative	0	
Definite	0	
Contracted this month	0	Total

NEW BUSINESS CONTRACTED IN MAY (YEAR BOOKED)	CONTRACTED YEAR TO DATE FROM OCTOBER 1998
2	5

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# VENT & FACILITY SERVICES

## EVENT & FACILITY SERVICES MANAGEMENT REPORT FOR MAY 1999

During the month of May, Event & Facility Co-ordinators were involved in the following events:

Consumer	Trade	Other
The Good Food Festival	GM Goodwrench Tech Rally	Ontario Healthcare Housekeepers Association Meeting
Creative Sewing & Needlework Festival	Can Clean	Leukemia Research Fund of Canada
Toronto International Health & Beauty Show		TTC Bus Roadeo
City of Toronto Public Auction		UJA Israel Fun Walk

### EVALUATION OF MAY EVENTS

The Creative Sewing & Needlework Festival returned to The National Trade Centre for their spring show this year. The show was very well attended. Move in/out marshalling went very well as a result of a detailed strategic plan being developed. The National Trade Centre security and show security had to work very close together in order to accommodate the numerous small exhibitors.

The Toronto International Health & Beauty Show was a first time event held at the Automotive Building. Although the exhibits and stages were well presented, the show had low attendance. Free admission was provided on the last day to attempt to increase traffic. The show's producer is currently assessing other times of the year to present the next event.

Can Clean continued to attract good attendance to this trade show for the sanitation industry. Show management was very pleased with the services provided at The National Trade Centre.

### EXHIBITION PLACE EVENTS

Event Co-ordination Staff are currently planning the requirements for the summer Exhibition Place events including the CHIN International Picnic and the Molson Indy. With move in of the Molson Indy being in May, staff has been co-ordinating services and overseeing the set up on the grounds. This year both Event & Facility Co-ordination is being provided by the National Trade Centre assigned staff.

## **CUSTOMER SERVICE ASSURANCE PROGRAM UPDATE**

As referred to in last month's management report, O&Y SMG Canada is instituting a quality assurance program at The National Trade Centre. As a quality presentation is an integral part of the program, a revised dress code is being implemented. The National Trade Centre attire is being provided to front of house co-ordination, telecommunication and exhibitor service staff.

Another important aspect to the program is training. During May a three day High Reach Equipment Certification and a one day Scissors Lift Training Program were conducted for both the National Trade Centre & Exhibition Place Staff. In June Workplace Hazardous Material System (WHMIS) training will be conducted for the National Trade Centre supervisory personnel. Staff is currently working with SMG to provide a newly developed customer service program that will be offered to the National Trade Centre and Exhibition Place staff in the coming months. The program will be customised to fit the needs of The National Trade Centre.

By June the Client Service Evaluation Survey will be made available for use in shows. This form includes specific questions about each area of service being provided from first contact to departure from The National Trade Centre. Information will be compiled to determine trends and to test the progress of new services from the clients' point of view.

## **FACILITY SERVICES**

PCO pest control has been contracted for bird control in The National Trade Centre and has placed bird traps with water and food on the high steel inside The National Trade Centre. The traps captured twenty-two birds in May. The birds were released back into the wild.

The National Trade Centre has been contracted by the Royal Winter Fair to provide office cleaning three times a week.

# O PERATIONS REPORT

## **OPERATIONS PHYSICAL PLANT**

O&Y/SMG Canada welcomed Bob Kennedy as Utility Services Manager for The National Trade Centre. Bob has already shared several ideas that will be implemented to improve efficiency.

Electrical planning for upcoming shows and events within the buildings are presently in discussion with staff for the following shows:

Super Human Software Tour, Hall C, June 9th  
Canadian Tire Corp. Meeting, Heritage Court, June 10th  
Black & White Polo Ball, Hall C & D, June 17th  
People In Motion, Q.E. Bldg., June 4th & 5th  
Intermed '99, Halls A & B, Salon 108, Presentation Theatre, June 21st - 23rd

A push button buzzer will be installed for Servo-Canada so that the inside receiver can be notified of delivery trucks. Installation of a 600V 30A - 3 phase service will be placed at the Southwest patio to allow our electrician to plug a 30Kva transformer to accommodate hooking up of Servo-Canada electrical distribution board.

Orchestrated moves of the security monitors from the General Services Building to The National Trade Centre Fire Control Room are in progress. On-going work to install conduit and cables for electrical and data continues.

On-going meetings to discuss the layout of the halls, and other past concerns are being discussed with the organizers of Motorfest '99 that will be resolved for the upcoming event.

PCL commenced warranty repairs this month on the concrete floor at the south end of Halls C & D for completion in June. In addition, PCL completed all block repairs throughout the National Trade Centre washrooms including painting under warranty.

Installation of approximately 200 sq. ft of new concrete at N. end of Coliseum Arena has been scheduled for June. This work is being done as a result of a recommendation from the Health & Safety committee.

## **FACILITY SERVICES**

During May the Facility Services Department completed many building maintenance projects. The following ongoing work was accomplished:

- Belm Restoration: completed masonry repairs along the North and West sides of the Automotive Bldg. for esthetic and structural purposes.
- Two food service concessions in the Industry underwent architectural block repairs. There were also concrete repairs made to the south exterior staircases and to a planter on the East side.
- Patch paving in the west loading dock area.
- Extensive painting throughout the East and West loading areas and columns throughout Halls A, B, C, D, North end of the RAWF offices and the Automotive Building north entrance.
- Body work and paint on our three National Trade Centre forklifts was completed.
- Salons received shampooing of all carpets and necessary carpet repairs.
- Exterior roof drains were cleaned.
- Interior brick walls in Halls A, D and Heritage Court were pressure washed.
- All exhaust fans in halls A, B, C and D were cleaned
- Inside the Galleria all " Hall of Names" signs, escalators, windows and ledges were cleaned.

## **TELECOMMUNICATION**

The Y2K rollout is proceeding on schedule with new high-end servers being migrated into the computer network. A new high capacity multi loader tape backup unit will provide for better backup and recovery operations.

Each of the servers consists of a P3 450-megahertz processor, 256 Meg of ram and 48 Gig RAID (Redundant Array of Inexpensive Drives) connected to our fibre optic 100-Megahertz ethernet network. This equipment should ensure reliable high-speed network operations at The National Trade Centre and across the grounds of Exhibition Place.

In the area of telephony, the first circuits in the Queen Elizabeth building have been activated and a complete transition from the old CENTREX based system should occur by the 2nd week of June. These system integration's and upgrades will create costs savings as well as providing additional revenue generation from the Queen Elizabeth exhibit hall.

Electricians terminated 100pr cable in the Queen Elizabeth Building and arranged crossover connection and verification of phone lines to the Queen Elizabeth Building offices.

There are new telecommunication lines for our Exhibitor Services office at the East Side of the Queen Elizabeth Building. This will allow staff to operate more efficiently. On-going work is being done to transfer all telecommunication equipment in the main PBX Telecommunication room to emergency power. Boxes and conduit are being installed in the Industry Building for future telecommunication services.

# FINANCIAL REPORT

Net Operating income for the five months ended May 31, 1999 was \$1,835,041 compared to a budget of \$1,974,475, an unfavourable variance of (\$139,435). Compared to the prior year operating income at May 31, 1998, of \$1,641,478, there has been a \$193,563 improvement. An estimate of Parking revenue related to National Trade Centre events is provided for information purposes, however the total actual Parking for the entire grounds is reported in The Exhibition Place financial reports.

Direct event income, consisting of rent and show services is unfavourable to budget by (\$332,356). Rental income by year end is projected to achieve budget, as the timing difference on new business corrects itself. Ancillary income, consisting of commissions from food and beverage, electrical, telecommunications revenue and interest, was \$1,529,547 unfavourable to budget by (\$206,169). Food and beverage commission is \$821,489 an unfavourable variance of (\$152,287) resulting mainly from the fact that few new, large catered events have been booked in the first five months, so new business targets have not been achieved. Short term and long term action plans have been developed by Volume Services and O&Y SMG Canada to address this issue. As well, reduced attendance levels at The Spring Gift Show and Computerfest impacted concession results. Gross revenues for Servo Canada at May 31, 1999 were \$2,489,000. 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 \$471,853, an unfavourable variance of (\$71,398). The unfavourable variance is a result of the timing of new business, 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 May 31st is higher by \$49,714.

Advertising income is \$101,878, and unfavourable variance of (\$52,494). The major factor is that car and bank sponsors have not yet been secured.

Direct and indirect expenses are favourable to budget by \$451,584. While some of the difference is due to timing of when expenditures are made compared to budget, there have been operational savings as a result of more efficient scheduling of staff.

Accounts receivable as at May 31, 1999 were \$1,052,422, consisting mainly of event services for the major April events. These are; 1) Southex for the National Home Show \$260,082, paid June 4, 1999; 2) Spring Craft Show \$65,285; and 3) Sportsmen's show \$60,910. East Meets West litigation continues. Deposits outstanding for future events total \$332,225. Payments/letters of credit totalling \$53,038 were received in June. The Servo Canada balance is \$89,621.

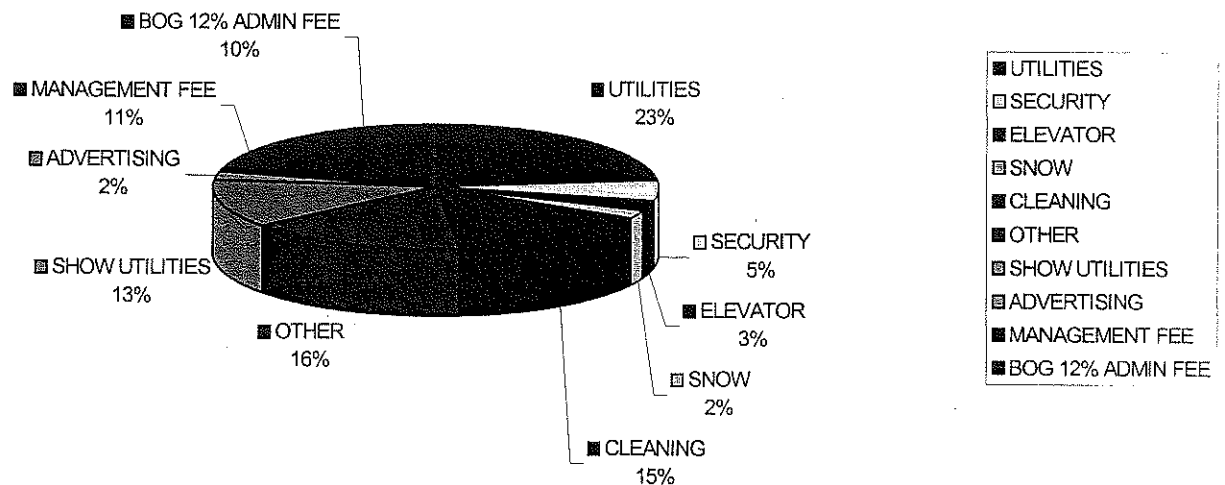
During the month of May the Finance department completed final billings and estimates for 10 shows. Review of show-by-show profitability is done by O&Y/SMG Canada as part of our ongoing management review.

The Product price list was finalized under the direction of the Accounting Manager. Exhibitor services worked with CNE staff to co-ordinate exhibitor order forms. Exhibitor Services have developed new order forms to service the electrical and plumbing requirements of Servomation and their sub-contractors.

The Finance department assisted in the evaluation of the submissions received from the various proponents for the RFQ for Utility Consulting Services at The National Trade Centre.

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

#### COMPONENTS OF DIRECT EXPENSE



# SERVO CANADA

## **MAY 1999 FOOD AND BEVERAGE REPORT BUSINESS ACTIVITY**

The month started off with the Creative Sewing and Needlework Festival. Servo Canada set up separate food stations in the food court, each station featuring a specialized menu. This helped to reduce line-ups and we received positive comments from the show managers.

The agreement between the Good Food Festival and Servo Canada will be reviewed for next year. Servo Canada had waived the buyout rights to the food and beverage, which was dependent on our regulations being observed. Upon inspection of the show by Gary Furukawa, Retail Food Service Manager, it was discovered that many rules and regulations regarding sampling were being violated.

The Can Clean show and in particular the President's Reception were very successful, and we received positive comments from the show manager. The Toronto International Health and Beauty Show had a very disappointing attendance, which we feel was due mainly to good weather conditions and the time of year. Servo Canada provided catering services for the TTC Bus Roadeo, including a BBQ in the Marine Museum Parking lot, which received positive feedback from the show managers.

The Leukemia Foundation held their charity dinner and dance in Heritage Court. Servo Canada purchased a corporate table and invited several clients to attend the dinner. It was a very successful event.

On May 15<sup>th</sup>, Servo Canada hosted a formal Officer's Mess dinner for the Royal Regiment of Canada, which included senior military personnel, political VIP's and national dignitaries. The event was a complete success and the Commanding Officer sent a letter to thank all staff for an outstanding job with special thanks to Debbie Arato, Catering Sales Manager, who not only coordinated the event, but also attended as an invited guest. The group is currently looking at available dates for next year.

## **OPERATIONS**

The Kaiman office has been prepared to receive and store the table and chair inventory that will now be managed by Servo Canada. Servo Canada is moving forward with enlarging the entranceway to the Upper East restaurant, which will enable our mobile equipment to fit through the doorway. This will allow Servo Canada to centralize and store the equipment in a secure area.



## **PERSONNEL**

Derek Campbell, General Manager for Servo Canada at The National Trade Centre has resigned and accepted a position with LSG Sky Chefs in Vancouver. George Lancie, Vice President of Conventions East for Volume Services America is conducting a search for a new General Manager of Servo Canada in Toronto. The interim General Manager is Punit Tailor.

Dennette Schott, Director of Catering was married to Terry Dirnbeck on May 22<sup>nd</sup> and is currently honeymooning in Hawaii.

## **BUSINESS DEVELOPMENT**

The following addresses our competitive position in the catering market. Forecasted Catering Sales revenues are below budget for 1999. The major reasons and action plan to address this are:

### Reasons

- The cost of doing business at The National Trade Centre is higher than our main competition. This is due to increased costs, primarily from IATSE labour, cost of set up, monitoring, tear down and rental of light, sound, drape and staging.
- Appearance of the Queen Elizabeth Foyer and Fountain Dining Room entrance is not maintained to a marketable standard.
- Availability, as The National Trade Centre increases it's trade and consumer show business there is less space available for catering events. In addition trade and consumer shows budgets little money on catered events, compared to corporate events.

### Short Term Solutions

Servo Canada will work closely with O&Y/SMG Canada management and known event (primarily technical) producers to try to reduce client costs of IATSE labour, light, sound, dividing drape and staging. Servo Canada will create added value by offering flexibility on our room rental vs. food and beverage revenue policy.

Cosmetically changing the appearance of the QE Building (i.e. updated signage for the Fountain Dining Room), QE Theatre Foyer, Fountain Dining Room Entrance and small touch ups (i.e. paint) in the Fountain Dining Room, will assist in its marketability.

Servo Canada will continue to pursue aggressively our market segments to obtain both short term and long term business.

## Results to Date

During the Holiday season, we have packaged Heritage Court to include: lights, sound, drape and labour. These costs have been pro-rated for each event in December so it is more economical as the audiovisual will remain set for thirty (30) days. To date we have booked four parties within the month of December based on our package and sales calls. We will continue to pursue this market.

The Black and White Polo Ball Committee selected The National Trade Center to host its gala June 17, 1999. This was achieved by working with the client to control its costs.

## Long Term Solutions

For true success in Catering Sales we must garner "repeat business". Repeat business is accomplished not only by food and service but also through the availability of space and offering "basic needs" such as permanent light, sound, carpet and wall treatments.

We believe the Automotive Building is the ideal venue to capture the lucrative catering sales market and corporate and association meetings.

Servo Canada is working with O&Y/SMG to present a business development plan regarding the Automotive building. The plan will include a study on the state of our catering business, The National Trade Centre room availability and potential business forecast for a new conference/banquet centre.

## **CATERING SALES AND MARKETING**

Collateral has been mailed out to members of MPI CSAE, Fundraising executives and meeting planners of corporations.

Members of MPI will be invited to The National Trade Centre for a lunch, tour and formal presentation on our facility.

## **NEW BUSINESS**

### DEFINITE

Group	Date	Function	# People	Location
Ballantry Homes	December 3/99	Christmas Dinner/Dance	350	Heritage Court
AGF Management	December 11/99	Christmas Dinner/Dance	800	Heritage Court
Glaxo Wellcome	March 4/00	Dinner	1800	Heritage Court

TENTATIVE

Group	Date	Function	# People	Location
Activities Inc.	December 17/99	Dinner	500	Heritage Court
Current Events	December 31/99	Dinner	800	Heritage Court
NHL	February 5/00	Reception	4500	Heritage Court/ Coliseum/West Annex
Ministry of Agriculture	February 21/00	Luncheon	175	Fountain Dining Room
The Royal Regiment of Canada	March 11/00	Reception/ Dinner	100	Fountain Dining Room
Canadian Advertising Awards	March 23/00	Reception/ Dinner	1700	Automotive Building

# N ETWORK INTERNATIONAL

## ACTIVITY FOR THE MONTH OF MAY

Fabrication of the Advertising Information Board is complete and telecommunications is presently connecting the speed dial telephone numbers to the appropriate Advertisers. Total Advertising revenue to-date is \$22,605/year and the current Advertisers are: Alice Fazooli's, Far Niente, Al Friscos restaurants, Harbourfront, Medieval Times, CN Tower, Holiday Inn On King and East End Taxi. Additional information Board candidates are restaurants, tourist attractions and limousine services.

Cantel AT&T responded to the \$75,000 cellular phone sponsorship proposals by offering 45 cell phones (employee and rentals) and free air time for 3 years, excluding long distance and roaming charges. Bell Mobility has yet to respond, expecting an answer by June 9. Clearnet and Fido both declined.

A revised \$125,000 Automotive Manufacturer sponsorship proposal was prepared for The National Trade Centre, replacing the previous Exhibition Place/CNE/NTC proposal. The new proposal includes signage, vehicle display and a new element, hall rental and facility services for a value of \$50,000/year that will enable an Automotive Manufacturer to host a product launch or dealer association convention. Volkswagen and GM Advertising agencies are reviewing the proposal, Volvo's evaluation is expected by June 11, Hyundai, BMW/Land Rover and Subaru have yet to respond. The following companies declined: Ford, Toyota, Nissan, Mazda, Honda and Mercedes Benz. Kia Motors and Daewoo Auto Canada will be contacted next month.

Molson Breweries agreed to renew the "official beer" sponsorship agreement for The National Trade Centre for another two-year term at \$110,000/year, starting September 1999. Network is preparing a draft of the new agreement with the City Solicitor.

Ongoing discussions are being held with the following:

Automotive manufacturers, Royal Bank, Weather Network, The Brick, Look Cablevision and Star Choice satellite TV.

## YEAR TO-DATE

The Advertising sales revenue budget for 1999 is \$475,860. Confirmed advertising sales for this year are \$272,185, consisting of the Molson Breweries, Holiday Inn On King, Nestle Canada Inc., Coca-Cola Bottling Ltd., Business Depot Ltd., National Post, Mr. Chemical, Maple Leaf Foodservice agreements and Information Board Advertisers.

# 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		
Molson Breweries (renewal)	09/09/99	09/08/01	\$110,000	\$36,667		
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	
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		
Information Board	05/15/99	05/14/00	\$22,605	\$13,186		
<b>TOTALS</b>				\$272,185		
<b>Network Budget</b>				\$475,860		
<b>% of Budget</b>				57%		

Security Warnings ■ Web-Wise Motivating  
Sites: Cincinnati ■ Georgia ■ Houston ■ Puerto Rico ■ Thailand ■ Toronto

# MEETINGS

S U C C E S S F U L

APPENDIX "A"

TEN DOLLARS ■ THE AUTHORITY ON MEETINGS AND INCENTIVE TRAVEL MANAGEMENT ■ A BILL PUBLICATION

MAY 1999  
PART 1 OF 3



## CONTRACTS

7 new ways hotels are putting the bite on planners

BY MELINDA LIGOS

### CONTRACT —MEETINGS R' US RESORT

**CANCELLATION POLICY:** Should events beyond either party's control such as Acts of God, strikes, or curtailment of transportation facilities, effect either party's ability to perform, this agreement will be terminated. If cancellation occurs due to reasons other than those stated above, the Hotel will be entitled to monetary restitution based on the following scale:  
90 to 60 days from date of arrival, the Planning Organization will be allowed to reduce their room block by 10%. After that time, the hotel will be due a fee of 90% of the room block revenue at the single occupancy rate plus tax.  
60 to 30 days from date of arrival, the Planning Organization will be liable for 100% of the room block revenue at the single occupancy rate plus tax, plus 100% of all other anticipated revenues.  
In the event that our organization rebooks two of the same size meetings at Meetings R' Us within one (1) calendar month of cancellation, the resort will waive the cancellation fee.

### COMPLIMENTARY POLICY:

Each group will earn one complimentary room night for each \$50 room nights consumed and paid for from your organization. Complimentary room nights earned may be used by your group. One complimentary room night earned will be applied to one occupied hotel room. The names of guests occupying the complimentary room will be supplied to the hotel's sales office no later than 24 hours before the guests check into Meetings R' Us.

### HOSPITALITY SET:

A complimentary one-bedroom hospitality suite will be provided from June 1 through September 30, 1999. Reservations must be guaranteed by the Planning Organization before your arrival. Reservations for events, Banquet contracts, and other special events must be made by June 1, 1999.

### RESERVATIONS:

Individuals will be responsible for their own room reservations. All reservations must be guaranteed by the Planning Organization before your arrival. Reservations for events, Banquet contracts, and other special events must be made by June 1, 1999. Prices are subject to change. Approximately 10% of the total room and tax or major credit card. The Planning Manager will contact you to go over the details of the contract in order to confirm the booking. Deposit is applied to meet-

Meeting and Banquet contracts will be direct billed. Payment for the event must be made three weeks before first night arrival. Payment will be taken on a space available basis only and subject to pre-approval. We will credit those revenues against the related damages, if any, that

# Toronto



**HIGHLIGHTS:** Over 600,000 people per year flock to this colorful—and central—Canadian city for meetings, conventions, and trade shows. The number-one, out-of-country choice of U.S. associations, Toronto is so attractive, architecturally diverse, cosmopolitan, and congenial, it's become a renowned film-making center and a magnet for professional sports.



*Be king (or queen) for a day at Casa Loma*

Nearby, less than two hours away, the natural majesty—and slot machines—of Niagara Falls beckon.

—Lois Madison Reamy

## MEETING FACILITIES

**Metro Toronto Convention Centre (MTCC)**, 255 Front St W, M5V 2W6; (416) 585-8120, Fax (416) 585-8198. Exhibit space totals 460,000 sf in 7 halls; 70 mtg rms (5,000); 2 fully carpeted ballrooms (50,000 sf and 28,000 sf); 1,330-seat theater; 554,000 sf carpeted prefunction space; catering for 10,000; simul trans; outdoor park tops the entirely subterranean South Bldg; 1,200 on-site parking spaces. Canada's largest conv facility. Near Entertainment District, lakefront, and 14,000 hotel rms.

**National Trade Centre**, 100 Princes' Blvd, M6K 3C3; (416) 263-3000, Fax (416) 263-3029. At Exhibition Place, near Lake Ontario shore. Opened 1997. 1 million+ sf connected exhibit space in 10 halls: 350,000 sf in restored historic space and 700,000 sf in newly constructed section; 24 mtg rms (360); 6,200-seat arena; 100-seat presentation theater; prefunction and special event areas incl 1,400 ft galleria atrium along south face of bldg and the 37,130 sf Heritage Court; 31 loading bays; parking for 8,200 vehicles. 3rd largest contiguous-space exhibit facility under 1 roof in North America. Within 10 min dr of 32,000 rms.

**International Centre (IC)**, 6900 Airport Rd, Mississauga, L4V 1E8; (905) 677-6131, (800) 567-1199, Fax (905) 677-3089. At Toronto Pearson Int'l Airport. Exhibit space totals 461,000 sf in 10 halls incl a 65,000 sf column-free space; 32 mtg rms (500); parking for 5,000+. 10,000 rms nearby. 20 min by car to downtown.

**Toronto Congress Centre (TCC)**, 650 Dixon Rd, Toronto, M9W 1J1, (416) 245-5000, Fax (416) 245-4923. At Toronto Pearson Int'l Airport. 450,000 sf total exhibit space on 1 level accommodates 2,000 (10x10) booths; 5 to 14 mtg rms per configuration (2 rms at 1,100 apiece); 15 loading docks.

## HOTELS Downtown/Midtown

**Best Western Primrose**, (416) 977-8000, Fax (416) 977-6323; 336 rms/ 25 mtg rms (300).

**Bond Place**, (416) 362-6061, Fax (416) 360-6406; 286 rms/5 mtg rms (300).

**Colony Downtown City Hall**, (416) 585-3186, Fax (416) 585-3164; 721 rms/25 mtg rms (1,200).

**Courtyard by Marriott Downtown** (formerly Howard Johnson Plaza), (416) 924-611, (416) 924-1413; 585 rms/10 mtg rms (410).

**Crowne Plaza Toronto Centre**, (416)

AV personnel on-site; beachside property; dataports/modems; golf; European style spa; tennis; walking distance to convention center.

## GUEST ROOMS

Toronto 32,000 (15,000 downtown, 9,000 airport area, 8,000 nearby)

## VALUE SEASON

Nov-Mar

## TAXES

12% rm tax (5% nonrefundable provincial goods and services tax (PST); 7% is a refundable government goods and services tax (GST)

SHOW ME THE NUMBERS

597-817  
rms/15  
MTCC.  
Days In  
(416) 97  
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Delta Cl  
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(460). 5  
Four Sea  
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**Park Hyal**  
924-5471,  
mtg rms (  
**Radisson I**  
961-9581;  
**Radisson I**  
front, (416  
157 rms/8  
**Ramada**, (  
7342; 189  
**Le Royal M**  
863-9700, 1  
mtg rms (  
**Royal York**  
368-8148; 1  
**Sheraton C**  
(416) 947-4  
(2,800).   
**Skydome**, (  
597-817



A LEADING EVENT BY  
REED TRAVEL EXHIBITIONS

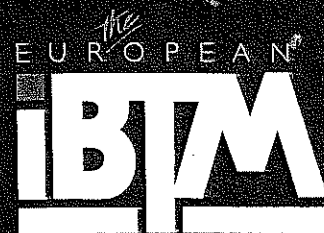


The International  
Meetings  
Association



# THE EUROPEAN INCENTIVE & BUSINESS TRAVEL & MEETINGS EXHIBITION

Palexpo Exhibition Centre, Geneva, Switzerland, 18-20 May 1999



COUNTDOWN '99

## Record 3250 'hosted buyers'



Ray Bloom, Chairman, EIBTM

A planned total of 3250 'hosted buyers' - who travel and stay free as guests of the organisers - will attend EIBTM '99, a highest-ever figure. The 12th European Incentive & Business Travel & Meetings exhibition takes place at the Palexpo Centre, Geneva, from May 18-20.

Records are also expected to be broken in every other aspect of the show... there will be 2500 individual exhibitors representing 112 countries, and the total floor space of the event could reach 15,000 sq. m. For the first time the number of Reception Marketing appointments - through which groups of buyers are scheduled to visit stands on a pre-planned basis - will top 1400.

Among new exhibitors for 1999 are Festival Cruises, Ecuador, the Oman Directorate of Tourism, Oberoi Hotels, Global Event Solutions, Air Maroc, and SRS Hotels.

### 50% air fares

Another major innovation this year is the large-scale availability of 50% air fares to regular participants at EIBTM from the 290 worldwide destinations - Europe, Africa, Asia, North and South America - served by the Qualifier Group of airlines. The Group comprises Swissair, official carrier to the exhibition, Austrian Airlines, Sabena, TAP Portugal, Turkish Airlines, AOM, Crossair, Lauda Air and Tyrolean Airways.

## ICCA gears up for the new century



Tuula Lindberg, President,  
ICCA (The International  
Meetings Association)

The time approaches again to prepare for EIBTM. It is very important for ICCA members to be there, primarily of course, to promote their business in the world's biggest meetings industry showcase, but also because, second only to the ICCA General Assembly & Congress, EIBTM is the largest gathering of ICCA members there is.

The ICCA Categories, representing the various industry sectors, have arranged to meet to network and discuss new strategies. I know they have plenty to do because several Categories were initiating moves to rebrand themselves when they last met at the General Assembly in Tokyo.

We are more than grateful for the valuable support EIBTM gives to the ICCA Hosted Client Programme. This year we are hoping for a bigger than ever response to our invitations. Apart from the many other benefits, our guests will have the chance at the ICCA seminar to hear a presentation on a subject none of us can afford to ignore this year, the 'century date-change computer crisis', otherwise known as the Millennium Bug.



The International  
Meetings  
Association

## Even higher attendance at EIBTM

SITE's 1999 Strategic Plan is based around the principles of continued financial stability; the continued globalisation of the society; the positioning of SITE as a credible force on a business platform, and a quantifiable Return on Investment for members.

Our finances are now in excellent shape, and we are working to hold a strong fund balance whilst ensuring that our members receive a satisfactory return on their investment.

What could be more valuable as a way of 'giving back' to our members than an opportunity to expand the industry and highlight the benefits of incentive marketing to those companies which do not currently use non-

cash incentives? Consequently we have embarked on an outreach campaign in the USA, which we hope to extend elsewhere in the world. We also plan a scholarship programme to promote corporate and incentive house attendance at SITE educational events.

I urge all SITE members to attend EIBTM not only to enjoy our educational facilities, but also because the show will this year enjoy an even higher attendance of the key buyers and exhibitors in our industry.



Wendy Moffatt, President,  
SITE, (Society of Incentive &  
Travel Executives)

## MORE INFORMATION

EIBTM Holdings Ltd, Intergen House, 65/67 Western Road, Hove, East Sussex BN3 2JQ, UK.  
Tel: +44 1 273 735253 Fax: +44 1 273 749539  
e-mail: eibtm@reedexpo.co.uk website: http://travel.reedexpo.com



# MEETINGS AND INCENTIVE TRAVEL



Situated in the heart of **Amman's** business and diplomatic district, with a direct link to the trade exhibition and conference centre, the Grand Hyatt Amman, Jordan, has recently opened with just 120 of its eventual 316 rooms, and three food and beverage outlets. The hotel will offer meetings facilities for up to 1100 in its Grand Ballroom, and further meeting and boardrooms

**Eventcafe** is a new product providing totally interactive telemarketing and internet platforms for all event-related services directed towards corporate events at an international level. It offers the buyer easy and speedy access to a wide range of event classifications, and vital information together with www/email links in conjunction with relevant industry suppliers (e.g. venues, ground handling, special transport, merchandise, marketing, technical and associated partners). Also Eventcafe suppliers can create and change their own Eventcafe homepage whenever they wish. Contact Eventcafe at [www.eventcafe.de](http://www.eventcafe.de) or [info@eventcafe.de](mailto:info@eventcafe.de)

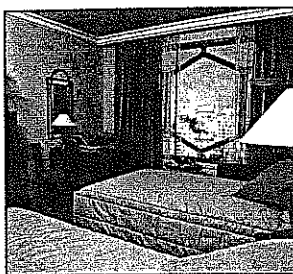


**Accor's** leisure hotel division has announced expansion plans to grow to 250 hotels by the new Millennium (currently 170). New projects include a 300-room Sofitel Taba Coralla opening in the Sinai in November this year, management of the famous Palais Jamai in Morocco, offering 137 rooms, the launch of two new hotels in Madagascar, and in its first move into Jordan, Accor will be undertaking management of four hotels.



**STARWOOD**  
HOTELS & RESORTS WORLDWIDE, INC.  
HOTEL GROUP

Continuing its development in the Middle East, Sheraton Hotels and Resorts is opening Herods



accommodate from 8 to 350. A fully-equipped Club Olympus health club and spa is also part of the project.

Sheraton Resort **Eilat**. The first phase to open is Herods Palace, a 300-room complex, followed by a 64-room Tower and exclusive spa facilities, and finally this summer the Herods Forum Convention Centre, providing a further 104 rooms and meeting, conference and convention capabilities.



**BATEAUX**  
NEW YORK

LONDON • PARIS • NEW YORK

With accommodation for up to 360, the 200ft glass enclosed dinner cruise vessel, **Bateaux New York** is now available for a sophisticated dining experience featuring exclusive menus and quality entertainment.

**Radisson**  
HOTELS WORLDWIDE®

Recently launched by Radisson **SAS Hotels Worldwide** and **Radisson Edwardian**, is a new 100% Guest Satisfaction Guarantee. This is part of a worldwide initiative to achieve total guest satisfaction from each hotel, with the aim of building long term guest loyalty. The guarantee states 'If something is not right, let the hotel make it right. If then the guest is not satisfied, they don't pay for what is wrong'.

Following a successful trial programme, the Insider's Hour will be available to visitors in **New York**, enabling them to experience more when spending just a short time in the city. More than 40 participating cultural institutions will offer one-hour tours highlighting

their collections and facilities.

The new four star **Copenhagen** Hilton Hotel will open at the beginning of 2001, with full conference facilities and more than 40 suites.

The Mella Plaza Hotel, located in the heart of **Valencia**, Spain, has re-opened after a £4.26 million renovation. The property provides 104 rooms, and meeting rooms to 150, and is just 12km from the airport. Costing £35 million, work in the region is due to commence shortly on a hotel with accommodation for up to 450, and two golf courses, one of which will be of international competition standard.



The Holiday Inn Resort, **Naples** is situated on the coast, 20km from the city centre, and offers 140 rooms and meeting facilities for up to 1200. Activities can include tennis, mountain biking, golf and horseriding.

Suggestions for incentive travel

groups to **Cairo** can include a barbecue lunch in the desert setting of the Sakkara Country Club, followed by a parade of some of the regions most highly bred and admired arabian horses; or staying overnight in a tent at Wadi el Rayan oasis, swimming in the waterfalls and dining under the stars to the



accompaniment of a full orchestra. Staying with, and enjoying the hospitality of local families, is an option for incentive travellers to **Latvia**. Gaining an insight into Latvian life in this way provides a very different and unforgettable experience for a visitor, involving 'living' their customs, their cuisine and day to day family life.

A Chopin Experience in **Warsaw, Poland** can include visiting his nearby birthplace containing family portraits and manuscripts, viewing mementos at the Chopin Society, visiting his family's apartment in the city - now home of the Academy of Fine Arts, and enjoying a private piano concert.

Note:

(i) This is the first time that **EDAC** has chosen to give the President's Award of Excellence to a facility.

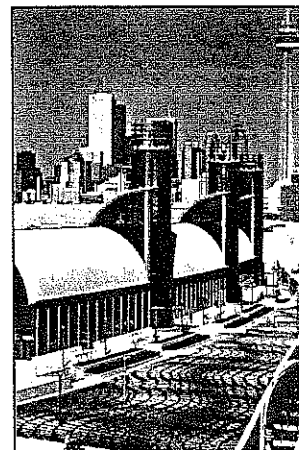
(ii) Owned by the City of Toronto, the National Trade Centre has more than 90,000 square meters, or one million square feet, of connected usable space making it the largest facility of its kind in Canada and the third largest in North America.

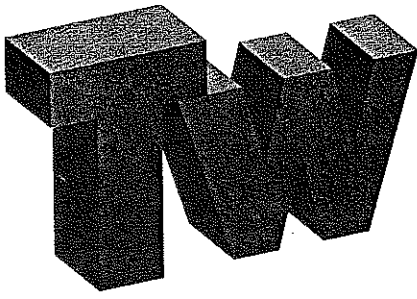


**Toronto's** National Trade Centre has received national acclaim at the 14th Annual Exhibit Excellence Awards presented by Exhibit and Display Association of Canada (EDAC).

The awards recognise excellence in design by exhibit builders, designers, and the clients they represent. The National Trade Centre was honoured with EDAC's President's Award of Excellence for exceptional merit in any facet of the exhibition industry.

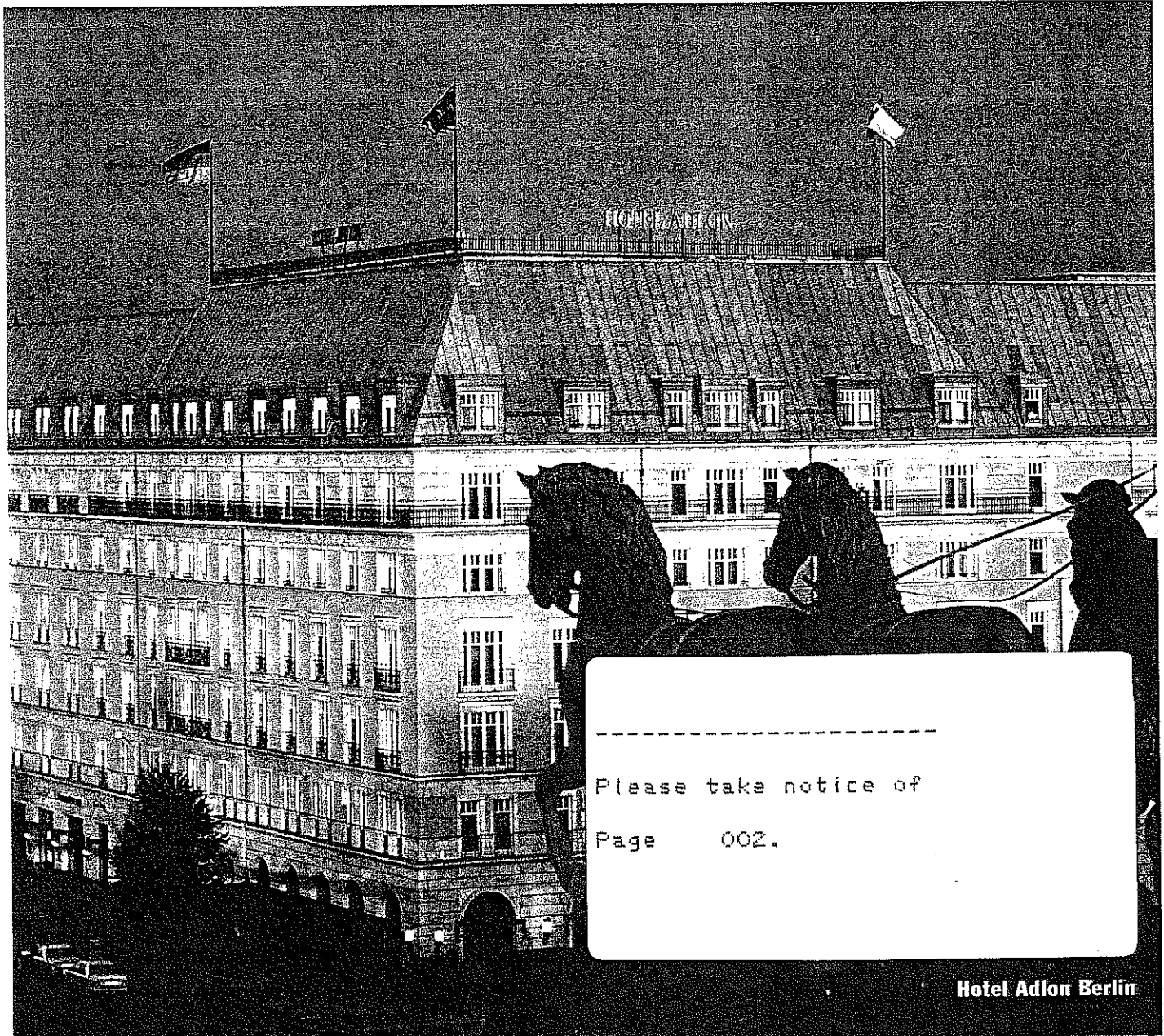
'We chose the National Trade Centre because of its state-of-the-art exhibition halls, its distinctive architectural design, and its convenient lakefront location, right downtown,' says Alan Fattori, EDAC President.





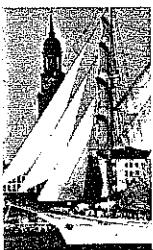
# TAGUNGS WIRTSCHAFT CONVENTION INDUSTRY

THE INTERNATIONAL MAGAZINE FOR MEETING AND INCENTIVE PROFESSIONALS



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Please take notice of  
Page 002.

Hotel Adlon Berlin



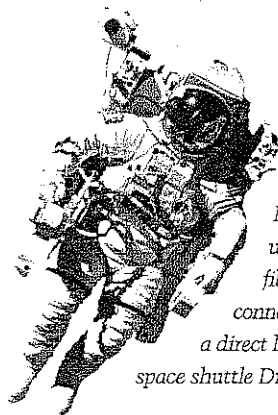
**Berlin: market prospects have improved**  
**Asian crisis: making a virtue of necessity**  
**Hamburg: new highlights, new locations**

Official  
Publication  
of



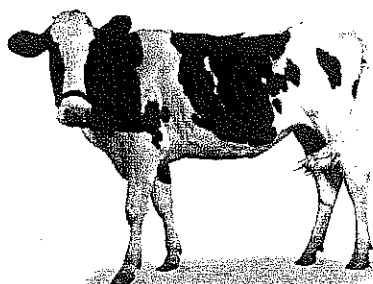
TORONTO • CANADA

# WHAT WOULD YOU DO WITH 99,700 SQUARE METRES?

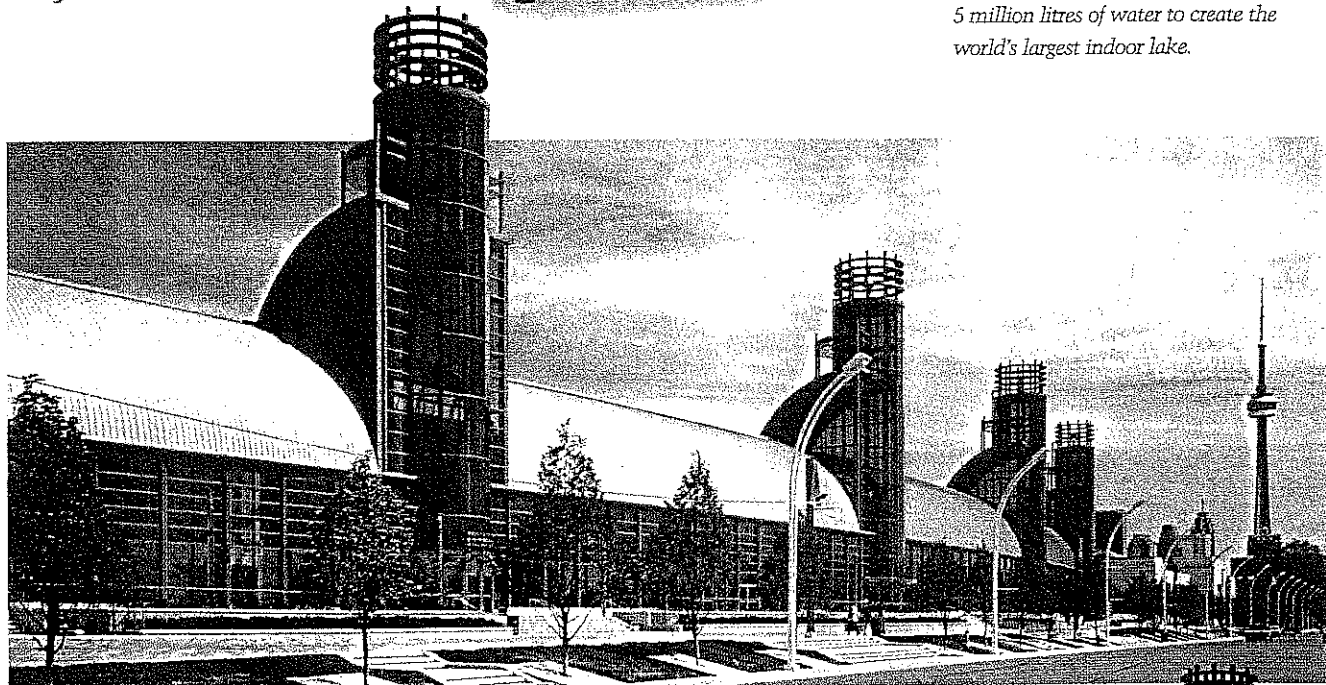


NASA  
utilized our  
fibre-optic  
connectivity for  
a direct link to the  
space shuttle Discovery.

*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  
5 million litres of water to create the  
world's largest indoor lake.*



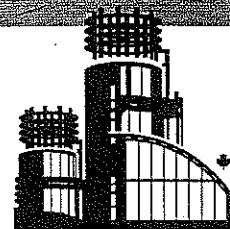
Exhibition and trade fair organizers have been coming up with amazing ways to use some of the most flexible exhibition space in the world.

With over 99,700 square metres of connected usable space, divisible into 10 exhibit halls, The National Trade Centre is the largest exhibition facility in Canada.

The facility boasts hi-tech telecommunication services including internet access, satellite feeds and networking via fibre optic connectivity.

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.

Call to find out what's possible...



**THE NATIONAL  
TRADE CENTRE**

at  
**EXHIBITION  
PLACE**



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](http://www.ntc.on.ca) • e-mail: [ntc@ntc.on.ca](mailto:ntc@ntc.on.ca)

**The LARGEST Tradeshows of 1998 in the U.S. and Canada**  
Plus: TOP CITIES • LEADING ORGANIZERS • TOP DECORATORS

# Tradeshow Week<sup>TM</sup> 200

25th Anniversary Edition



**APRIL 1999**

**\$95**



# Venerable Canadian Hardware and Home Improvement Show Spans Nearly 100 Years

Stays Fresh and Compelling by Addressing Change

By Joan Mather, Senior Editor

**A**n advertising slogan that states "You're not getting older, you're getting better" is truly applicable to the *Canadian Hardware & Home Improvement Show (CHS)*, one of the longest-running tradeshows in North America.

Around 1903, a group of Canadian manufacturers of potbellied stoves got together in a hotel to show their wares to buyers. By 1905 the fledgling group was affiliated with the Canadian Retail Hardware Association (CRHA) and the show was known as the *Canadian Hardware Show*.

Little did this formative group know that from this small beginning would emerge a major tradeshow. In 1999, the show recorded 823 exhibiting companies utilizing about 358,000 net square feet of exhibit space and attracted over 20,000 buy-

ers. The event is held each February at the National Trade Centre in Toronto.

## How Changes Evolved

If there is a common thread behind the way the show grew and evolved, it is that both show management and the association stayed abreast of changes in the world and in the industry. They then adapted the show to reflect these developments.

Over the years, *CHS* had become recognized for the show specials offered by exhibitors, along with new and innovative products. But, one of the changes in the marketplace was the decline of independent retail outlets and the emergence of huge merchants such as Home Depot, Ace Hardware and True Value Hardware stores. Many of these retailers produce their own private tradeshows for

dealers, which are geared to writing orders and shopping show specials.

As a result, *CHS* show management began working closely with these dealers. Many of them have become exhibitors in *CHS* to find new suppliers as well as new retailers and distributors for their products. Show management also grouped exhibitors by product categories to make it easier for attendees to shop. Categories include hardware, home improvement and home and garden areas.

## Special Pavilions and Awards Keep the Show Fresh

One of the most compelling changes is the show's renewed emphasis on new and innovative products.

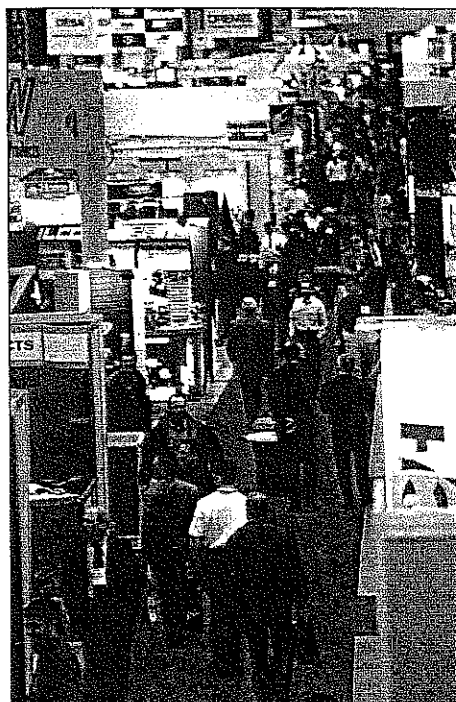
- A 1,000-square-foot pavilion offers two sections. One is "Strictly New"

with products that are brand new to the market. The other is "Show Stoppers," products that are guaranteed to attract attention and offer buyers a good deal.

- Idea Exchange, a more than 7,000-square foot area, packages three areas. One is the "Showcase of Innovation" featuring over 600 of the newest products. Another is the theater, where professional consultants and successful retailers conduct workshops on various topics. The third is the CRHA Resource Center, disseminating information about economic, political and business issues.

All products in the Showcase of Innovation are automatically entered for the show's Innovative New Products (INA) and Best New Canadian Product awards.

These awards are presented at an awards banquet held during the show. This banquet has also changed to meet new conditions. It was previously held as a luncheon for about 70 members of the Canadian press. Eventually, show management felt that award winners should have industry recognition, and the event was converted into a gala dinner open



In 1999, the *Canadian Hardware & Home Improvement Show* attracted over 20,000 buyers and 823 exhibitors.

to the entire industry. This year's banquet attracted about 600 attendees.

Other awards given during the show are the Merchandising Awards, given by *CHS*; Outstanding Retailer of the Year, awarded by *Hardware Merchandising Magazine*; and

Outstanding Buyers Award, presented by *Hardware & Home Centre* magazine.

### Targeting International Markets

*CHS* also expanded by broadening its horizons into the international marketplace. *CHS* has reciprocal arrangements for exhibit space with shows in various countries, including Mexico and Hong Kong. Each show exhibits in the other, making exhibitors and attendees familiar with the benefits of participating in the event. One of *CHS*'s primary targets is the U.S., where promotion and marketing include direct mail, press releases, advertising and exhibiting in related events.

The show is positioned as the "Gateway to the North American Hardware and Home Improvement Market." New manufacturing techniques and developments are emphasized. And the product offerings and values are also included on the show's comprehensive web site. "We get online inquiries from around the world," says Joe Edwards, *CHS* Show Manager.

The show is also capitalizing on the values obtainable in Canada. The Canadian dollar is valued at about 67.5% of the U.S. dollar, making most goods and services exceptionally good buys for those from outside the country.

As a result, about 10% of the show's exhibitors and 6% of buying attendees are from countries outside Canada.

### Continuing to Address Change

This focus on identifying and incorporating change continues to be a high priority for show personnel. One of the newest evolutions is an agreement in which the Lumber and Building Materials Association of Ontario will merge its *Canadian Home Centre Show* with *CHS*, effec-



Adapting to change with the emergence of huge merchants, show exhibitors are now grouped by product category for easier shopping.

(Continued on p. 22)

Feature,  
continued from p. 20

tive with the February 2000 show.

This will expand CHS's offerings into windows, doors, do-it-yourself areas and a full range of products for the home and garden. "This will add a new level of exhibitors and buyers to CHS," Edwards says.

Starting with the February 2000 show, CHS will change its name to the *Canadian Hardware & Building Materials Show*, reflecting the new and expanded offerings. The combined show will be held February 6-8.

### Listening to Exhibitors and Attendees

One of the main keys to the show's success is that it stimulates input from exhibitors and attendees. One of the

newest efforts is the show's Ambassador Program, begun two years ago. About a dozen retailers, including some of the powerful buying groups, are hosted by the show. They visit exhibits and attend receptions, luncheons and special events. Ambassadors serve as a focus group after the show, providing input on what worked well, what needs improvement and how to develop the business value of CHS to appeal to other dealers in the future.

"We also go that one step beyond," Edwards says. "If an exhibitor or attendee has a problem, we look upon it as an opportunity to provide a solution. I've even given them my home telephone number so that they can stay in touch until the problem is solved to their satisfaction."

Edwards also credits GES CANADA Exposition Services, the show's

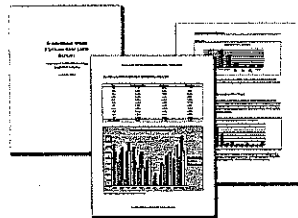
general service contractor. "They have partnered well with the show over the years, and have worked with us to meet our unique challenges," he says.

These days, many events are faced with changing market conditions and industry structures. CHS makes it clear that the way to meet this change is to adapt the show's structure and offerings to reflect this change. While this flexibility is no guarantee of longevity, it has been the way that CHS stayed fresh, new and vital for nearly 100 years.

Sources: Joe Edwards, CHS Show Manager, and Linda Nodello, Marketing Manager, Canadian Retail Hardware Association, 2121 Argentia Rd., Suite 102, Mississauga, ON L5N 2X4 (800/268-3965 or 905/821-3470; Fax: 905/821-8946; E-mail: crha@crha.com).

## Helping Leaders Acquire Strategic Information

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# Moderate Growth Reported for the Largest Canadian Shows

Strongest Performers Included Beauty, Computer and Hardware Shows

By Carol Andrews, Executive Managing Editor

**A**lthough some of the largest shows performed remarkably well in 1998, overall growth at the 50 largest tradeshows in Canada was unremarkable. In fact, the number of exhibiting companies at these shows was virtually the same as in 1997 with a slight increase of 0.4%. Growth in net square feet and professional attendance was 2.5% and 2.0%, respectively.

While growth was moderate at the largest Canadian shows, some shows pulled ahead of the pack and reported significant increases in 1998.

## The Growth Leaders

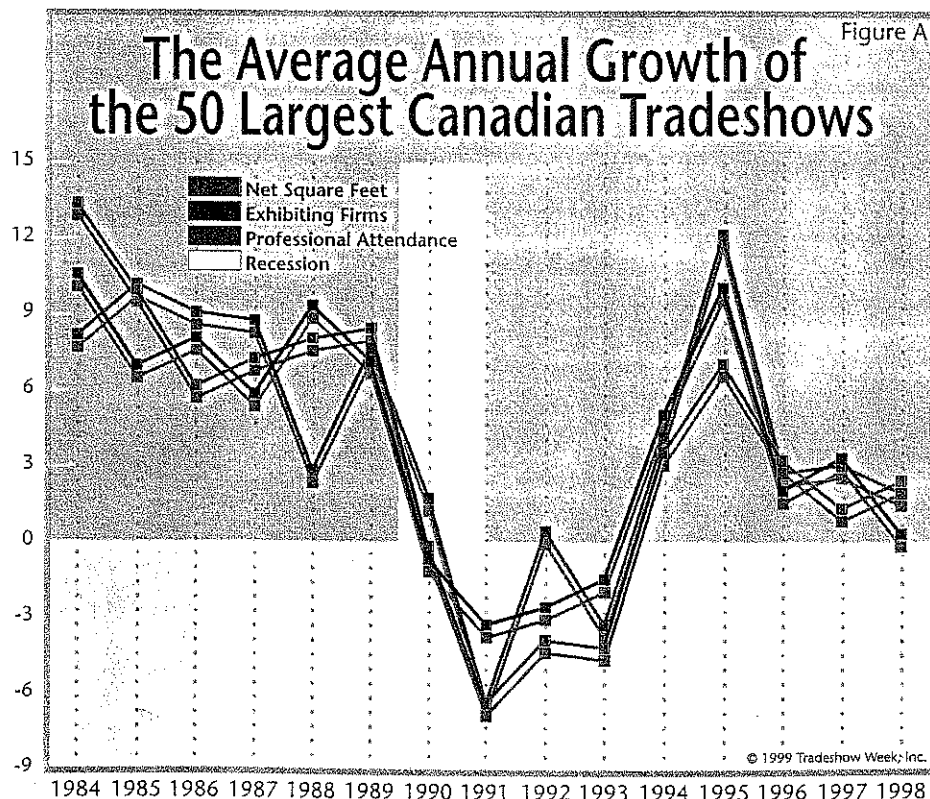
In its first year under the management of Merchandise Mart Properties, Inc., (MMPI) *IIDEX®/NeoCon® Canada* increased a whopping 43.9% in net square feet and 38.5% in exhibiting companies. According to Lorraine Tierney, Director of Marketing, Merchandise Mart Enterprises (Canada), Inc., *IIDEX's* connection with the *NeoCon®* name made a real difference to exhibitors and attendees. In addition, the Association of Registered Interior Designers of Ontario supported MMPI's repositioning of the show from a regional to a national event.

Tierney also says that exhibitors seemed more interested than ever in participating for the networking opportunities and face-to-face contact with all levels of specifiers at the show. *IIDEX®/NeoCon® Canada* saw an increased number of exhibitors in the areas of lighting, floorcovering and technology.

The *Society of Nuclear Medicine Annual Meeting* increased 15.6% in

professional attendance. Jane Day, Associate Director at the Society of Nuclear Medicine, says that the show always grows when it is held in Toronto. "The last time we held the show in Toronto we had our all time highest attendance," she says. "The same happened when the show was held in Toronto last year. Toronto is an attractive venue for our members."

At least two of the Canadian 50





## Canadian 50 Totals

Figure B

	1998	1997	% Growth
Total net sq. ft. of paid exhibit space	6,480,236	5,997,325	NA
Adjusted* net sq. ft. of paid exhibit space	5,008,722	4,888,461	2.5%
Total number of contracted exhibitors	20,886	20,084	NA
Adjusted* number of contracted exhibitors	16,483	16,414	0.4%
Total professional attendance	624,991	581,824	NA
Adjusted* professional attendance	467,242	458,240	2.0%
Total value of exhibit space	\$78 MIL**	\$67 MIL**	16.1%
Space rate range per sq. ft.	\$0.10-\$37.95**	\$3.75-\$35.95**	NA

\* Excludes shows without comparison figures in 1997.

\*\* Rates are in Canadian dollars.

NA - Not Applicable

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shows benefited from increased exhibit space in Toronto, a result of new construction and expansion. The *Canadian Hardware & Home Improvement Show* increased 16.6% in professional attendance. Joe Edwards, Show Manager, says that the show benefited from great weather and the fact that it took place in the new, state-of-the-art National Trade Centre in Toronto. In the past, there were space limitations due to the disruptions in various areas caused by the construction taking place.

Edwards says the increase in attendance can also be attributed to the fact that show management acquired new lists from various parts of North America and saturated the market with show promotions. Their web site has also given them greater exposure both in North America and internationally.

The *Allied Beauty Association Ontario Beauty Show's* move to the new south area of the Metro Toronto Convention Centre allowed the show to grow 24.7% in net square feet. "We were able to give exhibitors more space and we moved the main stage and food areas off the show floor for the first time," says Marc Speir, Executive

Director of the Allied Beauty Association. The *Allied Beauty Association Salon de la Coiffure* increased 18.4% in professional attendance. Speir says that various elements came together to make both shows successful. "Attendance was enhanced because we offered more incentives for sales reps to sell tickets to the show," Speir says. He also says that more companies are exhibiting, and those who do exhibit are becoming more competitive and contracting more space.

Other shows that reported growth of more than 15% in at least one category were: *NSIA Snow Show* (Natl. Snow Industries Assn.), up 16.0% in net square feet; *Grocery Showcase Canada*, up 19.9% in net square feet; and *HOS-TEX*, up 16.2% in professional attendance.

## Average Size of the 50 Largest Canadian Shows

The average Canadian 50 show utilized 128,429 net square feet of exhibit space, and had 423 exhibiting firms and 11,981 professional attendees. The largest Canadian show in 1998, the *National Petroleum Show*, utilized 426,600 net square feet, 56,600 square feet more than the largest Canadian show in 1997. The cutoff point for the Canadian 50 shows was 55,000 net square feet; in 1997 the fiftieth show was 41,525 net square feet.

## Increases at Canada's Largest Tradeshows Are Less Than Increases at the U.S.'s Largest

Growth in net square feet and exhibiting companies at the largest Canadian shows was less than the growth recorded at the largest shows in the U.S. The big U.S. shows increased 5.2% in net square feet, compared to 2.5% for the Canadian

## Canadian 50 Averages

Figure C

	1998	1997	% Growth
Avg. net sq. ft. of paid exhibit space*	128,429	125,345	2.5%
Avg. number of contracted exhibitors*	423	421	0.4%
Avg. professional attendance*	11,981	11,750	2.0%
Avg. space rate per net sq. ft.*	\$12.08**	\$11.24**	7.4%
Avg. ratio of attendees to exhibitors*	28 to 1	28 to 1	0.0%
Avg. sq. ft. used per exhibitor*	304	298	2.0%

\* Based on the adjusted totals.

\*\* Rates are in Canadian dollars.

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## A Comparison of Percentages of Growth: Canada & U.S.

Figure D

	Canada	U.S.
Net Sq. Ft.	2.5%	5.2%
Exhibiting Companies	0.4%	3.4%
Attendance	2.0%	2.4%

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50. Exhibiting companies in the U.S. increased three percentage points more than exhibiting companies in Canada: 3.4% at the largest shows in the U.S. and 0.4% at the largest shows in Canada. Growth in attendance for U.S. and Canadian shows was roughly the same: attendance increased 2.5% at the largest shows in the U.S. and 2.0% at the largest Canadian shows.

### Leading Show Management Firms

In 1998, Southex Exhibitions, Inc. managed 11 of the largest Canadian shows, 1 show less than in 1997, but more than enough to maintain its position as the leading show management firm for the Canadian 50. No other company came close. Six show management firms managed two shows each; the remainder managed one show in the listing.

### Leading Service Contractors for the Canadian 50

With 27 shows, GES Canada serviced more of the Canadian 50 shows than any other service contractor. Freeman Decorating Ltd. was second with 14 shows. Last year, Freeman was the service contractor for 10 of the largest shows.

### Top Cities for the Largest Tradeshows in Canada

Toronto remains the leading city for the Canadian 50 with 29 shows. Moreover, with new facilities and expansions in Toronto, this is not like-

ly to change soon. Tierney of Merchandise Mart Properties says, "For a number of industries, Toronto is described as the fifth most important market in North America. It boasts a robust economy and is the undisputed head office capital for Canada's top corporations. It's a great city to visit, and the favorable exchange rate attracts visitors from across the border. It's also within a 90-minute flight from 60% of the population of North America," says Tierney.

Day at the Society of Nuclear Medicine agrees. "Exhibitors at our *Annual Meeting* easily managed shipping across the border, customs officials were very cooperative and the favorable exchange rate was an added benefit of taking the show to Toronto," she says.

Montreal remains a strong draw for the Canadian 50 as well. In 1998, Montreal hosted 12 of the 50 largest tradeshows in Canada.

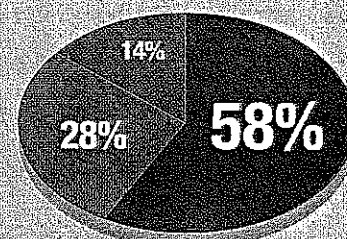
### What the Future Holds

When asked what the future holds for the Canadian tradeshow industry, many show managers say they believe there will be an increase in cross-border events in Canada.

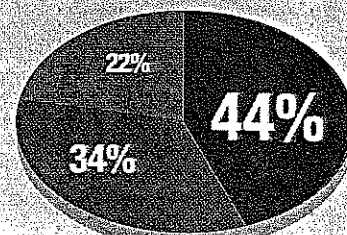
Spir at the Allied Beauty Association has observed that Canadian facilities are enjoying more bookings. "Getting the space and dates that we want is not a given the way it once was. In the past, we could choose when and where our shows would be. Now convention centers have far more business than they had even 14 months

## Percentages of Canadian Shows That Grew in 1998

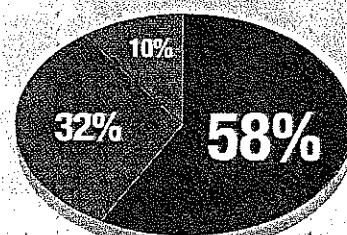
Figure E



Net Square Feet



Exhibiting Firms



Professional Attendance

■ Increased  
■ Decreased  
■ No Change

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ago, and we have to be much more forward-thinking and precise or the dates we want will be taken," Speir says.

Tierney agrees. "When you combine annual shows with international conventions, it means that tradeshow facilities have a very full schedule," she says.

### How the Canadian 50 Are Determined

The 50 largest tradeshows in Canada are extracted from *Tradeshow Week's* database of tradeshows, which is based on figures submitted by show management companies throughout the year. **TSW200**

# Tradeshow Week Canadian

# 50

## INDEX I-C

### The 50 Largest Canadian Tradeshows of 1998 by Net Sq. Ft. of Paid Exhibit Space

Rank '98	Show Name	Net Sq. Ft. Ex. Space	Exhibit Firms '98	Professional Attendance '98	Exhibit Personnel '98	Space Rate/ Sq. Ft. '98	1998 Show Dates & Site	Sponsor	Show Management	Official Service Contractor
1	Natl. Petroleum Show	426,600 <sup>1</sup>	1,142	47,490*	NA	\$21.75	June 9-11 Calgary Exhibition & Stampede Calgary		Peter Faloon Southex Exhibitions, Inc. (403) 209-3555	GES CANADA Exposition Services <sup>2</sup>
3		330,000 <sup>1</sup>	1,100	41,808*	NA	\$19.75				
(96)		(96)	(96)	(96)	(96)	(96)				
2	CGTA Gift Show	376,476	902	23,193	7,500 (est.)	\$8.85	Aug. 9-13 International Centre/ Toronto Congress Centre Toronto	Canadian Gift & Tableware Assn.	Deborah Dugan Canadian Gift & Tableware Assn. (416) 679-0170	Freeman Decorating Ltd.
1	(Canadian Gift & Tableware Assn.) (Aug.)	370,000	861	21,883	7,000 (est.)	\$8.85				
3	CGTA Gift Show	350,000	899	23,703	8,600	\$8.85	Jan. 25-29 International Centre/ Toronto Congress Centre Toronto	Canadian Gift & Tableware Assn.	Deborah Dugan Canadian Gift & Tableware Assn. (416) 679-0170	Freeman Decorating Ltd.
2	(Canadian Gift & Tableware Assn.) (Jan.)	338,000	848	22,847	8,400	\$8.85				
4	Canadian	285,000	652	52,000 (est.)	4,600	\$8.00	Feb. 3-6 International Centre Toronto	Canadian Farm & Industrial Equipment Institute/ON Retail Farm Equipment Dealers Assn.	Lesley Nicholson Dawn Morris Productions, Inc. (705) 741-2536	Freeman Decorating Ltd.
3	Intl. Farm Equipment Show	280,000	658	55,000 (est.)	4,368	\$7.88				
5	Toronto	241,355 <sup>3</sup>	260	5,099	NS	\$7.30	Jan. 10-13 International Centre Toronto	Quebec Furniture Mfrs. Assn.	J. André Bergeron Quebec Furniture Mfrs. Assn. (514) 866-3631	GES CANADA Exposition Services <sup>2</sup>
4	Intl. Home Furnishings Market	210,521 <sup>3</sup>	247	5,987	-NS	\$7.30				
6	Toronto	225,000	932	11,654	NS	\$8.50	Feb. 16-19 The National Trade Centre Toronto	Anita Schachter Southex Exhibitions, Inc. (416) 385-1880	GES CANADA Exposition Services <sup>2</sup>	
10	Spring Gift Show	218,850	911	10,231	NS	\$8.00				
7	Alberta Fall	200,500	900	18,546	4,474	\$8.40	Aug. 16-19 Northlands Park Edmonton	Chris Gowe Southex Exhibitions, Inc. (604) 412-2279	GES CANADA Exposition Services <sup>2**</sup> / Goodkey Show Services <sup>**</sup>	
6	Gift Show	200,500	900	18,086	3,960	\$8.00				
8	Alberta Spring	200,500	900	17,040	3,913	\$8.40	Feb. 8-11 Northlands Park Edmonton	Chris Gowe Southex Exhibitions, Inc. (604) 412-2279	GES CANADA Exposition Services <sup>2**</sup> / Goodkey Show Services <sup>**</sup>	
7	Gift Show	200,500	900	16,196	3,891	\$8.00				

<sup>1</sup>Includes 268,910 net sq. ft. of paid exhibit space outdoors in 1998 and 206,000 net sq. ft. in 1996. <sup>2</sup>Formerly Panex Show Services. <sup>3</sup>Does not include 175,000 sq. ft. of permanent showroom space both years.

NA - Not Applicable, NS - Not Supplied, WND - Would Not Disclose, CU - Comparison Unavailable,

\* - Includes exhibit personnel, \*\* - Co-Contractor, M - Member, NM - Non-Member

IIDEX®/NeoCon® Canada was the fastest-growing show with an increase of 44% in net square feet of exhibit space and 39% in exhibiting companies.

Rank '98	Show Name	Net Sq. Ft. Ex. Space '98	Exhibit Firms '98	Professional Attendance '98	Exhibit Personnel '98	Space Rate/ Sq. Ft. '98	1998 Show Dates & Site	Sponsor	Show Management	Official Service Contractor
9	Toronto Fall Gift Show	200,000	890	11,066	NS	\$8.50	Sept. 20-23 The National Trade Centre Toronto		Anita Schachter Southex Exhibitions, Inc. (416) 385-1880	GES CANADA Exposition Services <sup>4</sup>
5		218,850	907	14,234	NS	\$7.70				
10	COMDEX®/Canada including WINDOWS™ WORLD & Connect-Computing	195,000	521	61,113*	NA	\$37.95	July 8-10 Metro Toronto Convention Centre Toronto		Bob Bierman ZD Events, Inc. (781) 433-1751	GES CANADA Exposition Services <sup>4</sup>
9		184,200	526	59,045*	NA	\$35.95				
11	Canadian Hardware & Home Improvement Show	160,400	750	14,858	7,260	\$18.00	Feb. 8-10 The National Trade Centre Toronto		Joe Edwards Canadian Retail Hardware Assn. (905) 821-3470	GES CANADA Exposition Services <sup>4</sup>
11		145,200	782	12,745	6,207	\$14.16				
12	Canada's Sports Retailer Show <sup>5</sup>	149,000	280	5,000 buyers	3,000	\$5.50	Sept. 13-16 Toronto Congress Centre Toronto		Marisa Viviani Canadian Sporting Goods Assn. (514) 393-1132	GES CANADA Exposition Services <sup>4</sup>
12		145,000	256	4,900 buyers	2,500	\$5.50				
13	TRUCKCAN	147,394	341	12,785	4,586	\$12.50	Oct. 29-31 International Centre Toronto		Chris Seeney Southex Exhibitions, Inc. (416) 385-1880	GES CANADA Exposition Services <sup>4</sup>
16		122,304	310	10,461	3,842	\$11.75				
('96)		('96)	('96)	('96)	('96)	('96)				
14	NSIA Snow Show (Natl. Snow Industries Assn.) <sup>6</sup>	139,729	197	2,700	3,000 (est.)	\$6.75	Feb. 15-18 Place Bonaventure Exhibition Hall Montreal		Anna Di Meglio Natl. Snow Industries Assn. <sup>6</sup> (514) 939-7370	Exposervice Standard, Inc. <sup>7</sup>
17		120,471	192	2,793	3,000 (est.)	\$6.50				
15	NEX '98	131,000	516	15,500	3,300	\$21.95	Oct. 16-17 Metro Toronto Convention Centre Toronto	Amer. Supply Assn./Canadian Institute of Plumbing & Heating/Plumbing, Heating, Cooling Contractors	Bob Jarvie Amer. Supply Assn. (312) 464-0090	Freeman Decorating Ltd.
CU	(North Amer. Exposition)	118,000	481	14,100	2,900	\$21.95				
('96)		('96)	('96)	('96)	('96)	('96)				
16	HOSTEX	125,600	479	12,864	5,000	\$17.00	Oct. 18-20 International Centre Toronto		Pawla M. Lunney Canadian Restaurant & Foodservices Assn. (416) 923-8416	Freeman Decorating Ltd.
18		116,740	480	11,067	5,000	\$16.00				
17	Montreal Intl. Sports Exhibition	125,000	250	7,657 buyers	2,835	\$5.00	Jan. 25-27 Place Bonaventure Exhibition Hall Montreal		Marisa Viviani Canadian Sporting Goods Assn. (514) 393-1132	Exposervice Standard, Inc. <sup>7</sup>
16		150,000	283	8,000 buyers	3,000 (est.)	\$5.00				

<sup>4</sup>Formerly Panex Show Services. <sup>5</sup>Formerly CSGA Fall Market (Canadian Sporting Goods Assn.). <sup>6</sup>Formerly Natl. Ski Industries Assn. <sup>7</sup>Exposervice Standard, Inc. is a division of GES Exposition Services.

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*Southex Exhibitions was the leading show management firm for the Canadian 50 by a margin of more than 5 to 1.*

Rank '98	Show Name	Net Sq. Ft. Ex. Space	Exhibit Firms	Professional Attendance	Exhibit Personnel	Space Rate/ Sq. Ft.	1998 Show Dates & Site	Sponsor	Show Management	Official Service Contractor
'97		'98 '97	'98 '97	'98 '97	'98 '97	'98 '97				
18 CU	Interiors Decor '98	125,000 125,000	150 150	5,000 5,000	500 500	\$11.00 \$11.00	Feb. 21-23 Toronto Congress Centre Toronto	Paint & Decorating Retailers Assn. Canada/Windows, Wallcoverings & Furnishings Assn.	Bryan Williams Paint & Decorating Retailers Assn. Canada (905) 271-6777	Stronco Show Services
19 26 (95)	PLAST-EX '98	115,000 100,000 (95)	546 523 (95)	9,219 8,326 (95)	3,011 3,619 (95)	\$10.50M \$19.00NM \$9.50M \$15.00NM (95)	May 12-14 Metro Toronto Convention Centre Toronto	Canadian Plastics Industry Assn.	Sally Damstra Canadian Plastics Industry Assn. (416) 323-1883	GES CANADA Exposition Services*
20 15	Canadian Toy & Decoration Fair	115,000 121,000	145 160	2,900 buyers (est.) 3,300 buyers (est.)	NS NS	\$11.38 NS	Jan. 29-Feb. 1 Metro Toronto Convention Centre Toronto	Canadian Toy Assn.	Sheila Edmondson HSW Mgmt. Assoc., Ltd. (905) 893-1689	Freeman Decorating Ltd.
21 21	Montreal Spring Gift Show	113,000 (est.) 113,000	371 371	12,219 11,943	3,701 (est.) 3,701	\$9.95 \$9.70	Mar. 8-11 Place Bonaventure Exhibition Hall Montreal		Glen Cooper Southex Exhibitions, Inc. (416) 385-2026	Exposervice Standard, Inc.*
22 20	Montreal Fall Gift Show	112,000 (est.) 112,000 (est.)	393 393	11,978 12,600	2,747 2,747	\$9.95 \$9.65	Aug. 23-26 Place Bonaventure Exhibition Hall Montreal		Glen Cooper Southex Exhibitions, Inc. (416) 385-2026	Exposervice Standard, Inc.*
23 CU (96)	Truxpo	109,000 103,000 (96)	125 145 (96)	6,000 (est.) 6,000 (est.) (96)	1,500 (est.) 1,500 (est.) (96)	\$8.25 \$7.75 (96)	Oct. 1-3 TRADEX/Fraser Valley Trade & Exhibition Centre Abbotsford (BC)		Karen Westerby British Columbia Trucking Assn. (604) 942-3200	Levy Show Services
24 24	Rendez-vous Hotel Restaurant Show	100,000 100,000	400 400	14,000 14,500	3,000 3,000	\$9.55M \$11.05NM \$9.30M \$10.80NM	Feb. 8-10 Place Bonaventure Exhibition Hall Montreal		Jean Cyr Hotel & Restaurant Suppliers Assn. (514) 334-5161	Exposervice Standard, Inc.*
25 41 (96)	Logistics <sup>10</sup> /Intl. Materials Handling & Distribution Show	100,000 100,000 (96)	200 169 (96)	6,034 6,000 (est.) (96)	2,387 2,500 (est.) (96)	\$15.00 \$14.75 (96)	Sept. 21-23 International Centre Toronto	Intl. Materials Handling Soc.	Chris Seeney Southex Exhibitions, Inc. (416) 385-1800	GES CANADA Exposition Services*
26 CU <sup>11</sup>	Amer. Psychiatric Assn. Annual Meeting	100,000 CU <sup>11</sup>	188 CU <sup>11</sup>	17,727 CU <sup>11</sup>	2,566 CU <sup>11</sup>	\$0.10 CU <sup>11</sup>	May 30-June 4 Metro Toronto Convention Centre Toronto		Ken Robinson Amer. Psychiatric Assn. (202) 682-6193	Exposition Mgmt., Inc.

\* Formerly Panex Show Services. \*Exposervice Standard, Inc. is a division of GES Exposition Services. <sup>10</sup>Formerly Logistech. <sup>11</sup> Show was held in the U.S. in 1998.

NA - Not Applicable, NS - Not Supplied, WND - Would Not Disclose, CU - Comparison Unavailable,  
\* - Includes exhibit personnel, \*\* - Co-Contractor, M - Member, NM - Non-Member



Rank '98	Show Name	Net Sq. Ft. Ex. Space '98	Exhibit. Firms '98	Professional Attendance '98	Exhibit Personnel '98	Space Rate/ Sq. Ft. '98	1998 Show Dates & Site	Sponsor	Show Management	Official Service Contractor
27	CMX	95,000 <sup>12</sup>	450 <sup>12</sup>	15,000 <sup>12</sup>	NA	\$16.00	Mar. 26-28	Heating, Refrigeration & Air-Conditioning Institute of Canada	Patrick Shield Shield Assoc. Ltd. (416) 444-5225	Freeman Decorating Ltd.
22	(Canadian Mechanicals Exposition)	106,000 ('96)	460 ('96)	19,000* ('96)	NA ('96)	\$14.00 ('96)	Metro Toronto Convention Centre Toronto			
28	Montreal	92,847	101	1,267 buyers	NS	\$5.50	May 28-31	Quebec Furniture Mfrs. Assn.	J. André Bergeron Quebec Furniture Mfrs. Assn. (514) 866-3631	Exposervice Standard, Inc. <sup>13</sup>
25	Furniture Market	96,954	111	1,600 buyers	NS	\$5.50	Place Bonaventure Exhibition Hall Montreal			
29	CIM TRADEX '98 (Canadian Institute of Mining, Metallurgy & Petroleum)	92,120 CU	414 CU	8,000 CU	2,300 CU	\$21.00 pkg. plan CU	May 3-6 Palais des Congres de Montreal		John Gaydos Canadian Institute of Mining, Metallurgy & Petroleum (514) 939-2710 x103	Freeman Decorating Ltd.
30	Landscape Ontario Congress '98	90,500	494	6,661	3,062	\$9.50M	Jan. 13-15	Landscape Ontario Horticultural Trades Assn.	Paul J. Day Landscape Ontario Horticultural Trades Assn. (905) 875-1805	Special Event Rentals
29		89,400	509	6,197	2,894	\$11.00NM \$9.50M \$11.00NM	Toronto Congress Centre Toronto			
31	Can West Horticulture Show	88,770	228	1,988	1,299	\$7.50	Sept. 22-23	B.C. Landscape & Nursery Assn./United Flower Growers	Anne Phillely B.C. Nursery Trades Assn. (604) 574-7772	Western Display Service Ltd.
26		88,770	227	2,040	1,289	\$7.50	Vancouver Convention & Exhibition Centre Vancouver			
32	Montreal	83,000	289	11,200	620	\$18.75	May 12-14	Canadian Machine Tool Distributors Assn.	Robert Mathieu Reed Exhibition Companies (Canada) (416) 491-7565	Exposervice Standard, Inc. <sup>13</sup>
25	Fabricating & Machine Tool Show/Natl. Factory Automation Show <sup>14</sup>	80,000 ('96)	294 ('96)	10,500 ('96)	600 ('96)	\$17.75 ('96)	Place Bonaventure Exhibition Hall Montreal			
33	Vancouver	81,545	475	6,458	3,135	\$8.65	Mar. 8-10		Chris Gowe Southex Exhibitions, Inc. (604) 412-2279	Goodkey Show Services
30	Spring Gift Show	81,545	475	7,103	3,083	\$8.40	B.C. Place Stadium Vancouver			
34	Construct Canada/PM Expo/Homebuilder Expo	80,600 79,200	614 611	17,239 17,134	4,238 4,066	\$19.50 \$19.00	Dec. 2-4 Metro Toronto Convention Centre Toronto	Toronto Construction Assn./Building Owners & Managers Assn.	George Przybylowski York Expositions, Inc. (416) 512-1215 x227	GES CANADA Exposition Services <sup>15</sup>

<sup>12</sup>Decline due to change in focus of show. <sup>13</sup>Exposervice Standard, Inc. is a division of GES Exposition Services. <sup>14</sup>Show is being audited by Auto-Reg Systems, Inc. <sup>15</sup>Formerly Panex Show Services.

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\* - Includes exhibit personnel, \*\* - Co-Contractor, M - Member, NM - Non-Member

# Tradeshow Week Canadian 50

"Getting the space and dates that we want is not a given as it once was. Convention centers in Canada have far more business now than they did even 14 months ago."

Marc Speir, Allied Beauty Association

Rank '98	Show Name	Net Sq. Ft. Ex. Space	Exhibit Firms	Professional Attendance	Exhibit Personnel	Space Rate/ Sq. Ft.	1998 Show Dates & Site	Sponsor	Show Management	Official Service Contractor
'97		'98	'98	'98	'98	'98				
35	Vancouver Fall	80,000	464	6,919	2,943	\$8.65	Sept. 13-15		Chris Gowe	Goodkey
35	Gift Show	76,970	424	6,282	2,873	\$8.40	B.C. Place Stadium Vancouver		Southex Exhibitions, Inc. (604) 412-2279	Show Services
36	Jewellery	80,000	123	1,500	225	\$18.50	Aug. 9-11		Linley Casson	Freeman
CU	World Expo	80,000	132	1,427	NS	\$16.50	Metro Toronto Convention Centre Toronto		Canadian Jewellers Assn. (416) 368-7616	Decorating Ltd.
37	EXFOR '98/	78,800	457	1,570	5,043	\$13.00	Jan. 27-29	Canadian	Dianne Gilker	Exposervice
32	Canadian	78,800	447	1,569	5,614	\$13.00	Palais des Congres de Montreal	Pulp & Paper Assn.	Clarkson-Conway, Inc. (514) 861-9694	Standard, Inc. <sup>16</sup>
38	Canadian	78,000	99	1,600	483	\$3.99	Feb. 3-6		Judy Morfitt	Derrick
CU	Assn. of Agri-Retailers Convention & Trade Show	75,000	90	1,500	499	\$3.75	Round-Up Center Calgary		Canadian Assn. of Agri-Retailers (204) 989-9300	Exhibit & Trade Show Services Ltd.
39	North Amer.	76,000	220	4,700	230	\$14.00	Apr. 29-May 2	Canadian	Lina Romano	Exposervice
34	Fur & Fashion Exposition - Montreal	77,000	220	4,964	230	\$14.00	Place Bonaventure Exhibition Hall Montreal	Fur Trade Development Instituté	Canadian Fur Trade Development Institute (514) 844-1945	Standard, Inc. <sup>16</sup>
40	Allied Beauty	74,800	98	11,398	600	\$10.50	Apr. 5-6		Marc E. Speir	Freeman
41	Assn. Ontario Beauty Show	60,000 (est.)	100	11,652	500	\$9.50	Metro Toronto Convention Centre Toronto		Allied Beauty Assn. (416) 635-1282	Decorating Ltd.
41	Print Ontario	72,400	192	8,794	3,000	\$15.00	Nov. 21-23	Natl. Assn. of Quick	Sandy A. Donald	GES CANADA
CU		49,560	188	7,389	2,700	\$13.00	The National Trade Centre Toronto	Printers	Ontario Trade Shows, Ltd. (905) 625-7070	Exposition Services <sup>17</sup>
(96)		(96)	(96)	(96)	(96)	(96)				
42	Grocery	71,200	350	9,600	NS	\$16.50	Oct. 25-27	Canadian	Desiree Baird	Stronco
42	Showcase Canada	59,390	317	8,900	NS	\$15.50	Metro Toronto Convention Centre Toronto	Federation of Independent Grocers	Canadian Federation of Independent Grocers (416) 492-2311	Show Services

<sup>16</sup> Exposervice Standard, Inc. is a division of GES Exposition Services. <sup>17</sup> Formerly Panex Show Services.

NA - Not Applicable, NS - Not Supplied, WND - Would Not Disclose, CU - Comparison Unavailable,  
\* - Includes exhibit personnel, \*\* - Co-Contractor, M - Member, NM - Non-Member

Show managers predict there will be an increase in cross-border events in Canada in the year 2000 and beyond.

Rank '98	Show Name	Net Sq. Ft. '98	Exhibit Firms '98	Professional Attendance '98	Exhibit Personnel '98	Space Rate/ Sq. Ft. '98	1998 Show Dates & Site	Sponsor	Show Management	Official Service Contractor
43	Canadian Food & Beverage Show	71,000	331	10,726	3,300	\$15.00	Feb. 15-17 International Centre Toronto		Pawla M. Lunney Canadian Restaurant & Foodservices Assn. (416) 923-8416	Freeman Decorating Ltd.
36		69,200	346	10,332	3,500	\$14.40				
44	COMDEX®/ PacRim <sup>18</sup>	70,000	250	35,000* (est.)	NA	\$33.00	Jan. 20-22 Vancouver Convention & Exhibition Centre Vancouver		Andy Effenson ZD Events, Inc. (781) 433-1807	GES CANADA Exposition Services <sup>19</sup>
31		68,000	245	32,000*	NA	\$31.00				
45	Soc. of Nuclear Medicine Annual Meeting	63,000	107	4,162	2,056	\$21.35	June 7-11 Metro Toronto Convention Centre Toronto		Jane Day Soc. of Nuclear Medicine (703) 708-9000	Freeman Decorating Ltd.
CU		60,000	104	3,600	2,651	\$20.35				
46	PDAC Annual Intl. Convention & Trade Show (Prospectors & Developers of Canada)	62,800	518	4,000	1,800	\$18.70	Mar. 8-11 Metro Toronto Convention Centre Toronto		Helen Sklarz Prospectors & Developers of Canada (416) 362-1969 x223	GES CANADA Exposition Services <sup>19</sup>
CU		61,700	543	4,024	1,860	\$18.70				
47	IIDEX®/NeoCon® CANADA <sup>20</sup>	60,000	266	9,500 (est.)	2,500 (est.)	\$26.00	Oct. 1-2 Metro Toronto Convention Centre Toronto	Assn. of Registered Interior Designers of Ontario	Melvin Schlitt Merchandise Mart Properties, Inc. (312) 527-4141	Freeman Decorating Ltd.
50		41,700	192	8,500 (est.)	2,000 (est.)	\$24.50				
48	STAFDA Convention & Trade Show (Specialty Tools & Fasteners Distributors Assn.)	59,000	574	1,113	2,094	\$10.00	Nov. 1-3 Metro Toronto Convention Centre Toronto		Morrie Halvorsen Specialty Tools & Fasteners Distributors Assn. (414) 784-4774	Freeman Decorating Ltd.
CU		67,000	656	1,244	2,748	\$10.00				
49	Allied Beauty Assn. Salon de la Coiffure	56,300	93	9,251	450	\$9.00	Mar. 15-16 Place Bonaventure Exhibition Hall Montreal		Marc E. Speir Allied Beauty Assn. (416) 635-1282	Exposervice Standard, Inc. <sup>21</sup>
45		53,000 (est.)	90	7,815	400	\$8.50				
50	SSA Intl. (Super Salon de l'Alimentation)	55,000 (est.)	350 (est.)	10,000 (est.)	1,500 (est.)	\$12.50	Apr. 19-21 Palais des Congres de Montreal		Helene Bourgault Salons ADA du Quebec, inc. (514) 289-9669	Exposervice Standard, Inc. <sup>21</sup>
44		55,000 (est.)	350 (est.)	10,000 (est.)	1,500 (est.)	\$12.00				

<sup>18</sup>Show will be called COMDEX® Canada West in 1999. <sup>19</sup>Formerly Panex Show Services. <sup>20</sup>Formerly IIDEX. <sup>21</sup>Exposervice Standard, Inc. is a division of GES Exposition Services.

NA - Not Applicable, NS - Not Supplied, WND - Would Not Disclose, CU - Comparison Unavailable,  
\* - Includes exhibit personnel, \*\* - Co-Contractor, M - Member, NM - Non-Member



## Tradeshow Week

200

25th Anniversary Edition

## INDEX II-C

## The 50 Largest Canadian Tradeshows of 1998 in Alphabetical Order

Show Name	Rank	Show Name	Rank	Show Name	Rank
<b>A</b>					
Alberta Fall Gift Show	7				
Alberta Spring Gift Show	8				
Allied Beauty Assn. Ontario Beauty Show	40				
Allied Beauty Assn. Salon de la Coiffure	49				
Amer. Psychiatric Assn. Annual Meeting	26				
<b>C</b>					
Can West Horticulture Show	31				
Canada's Sports Retailer Show	12				
Canadian Assn. of Agri-Retailers Convention & Trade Show	38				
Canadian Food & Beverage Show	43				
Canadian Hardware & Home Improvement Show	11				
Canadian Intl. Farm Equipment Show	4				
Canadian Toy & Decoration Fair	20				
CGTA Gift Show (Canadian Gift & Tableware Assn.) (Aug.)	2				
CGTA Gift Show (Canadian Gift & Tableware Assn.) (Jan.)	3				
CIM TRADEX '98 (Canadian Institute of Mining, Metallurgy & Petroleum)	29				
CMX (Canadian Mechanicals Exposition)	27				
COMDEX®/Canada including WINDOW™ WORLD & Connect-Computing	10				
COMDEX®/PacRim	44				
Construct Canada/PM Expo/Homebuilder Expo	34				
<b>E</b>					
EXFOR '98/Canadian Pulp & Paper Assn. Meeting	37				
<b>G</b>					
Grocery Showcase Canada	42				
<b>H</b>					
HOSTEX	16				
<b>I</b>					
IIDEX®/NeoCon® Canada	47				
Interiors Decor '98	18				
<b>J</b>					
Jewellery World Expo	36				
<b>L</b>					
Landscape Ontario Congress '98	30				
Logistics/Intl. Materials Handling & Distribution Show	25				
<b>M</b>					
Montreal Fabricating & Machine Tool Show/ Natl. Factory Automation Show	32				
Montreal Fall Gift Show	22				
Montreal Furniture Market	28				
Montreal Intl. Sports Exhibition	17				
Montreal Spring Gift Show	21				
<b>N</b>					
Natl. Petroleum Show	1				
<b>NEX '98 (North Amer. Exposition)</b>					
NEX '98 (North Amer. Exposition)	15				
North Amer. Fur & Fashion Exposition - Montreal	39				
NSIA Snow Show (Natl. Snow Industries Assn.)	14				
<b>P</b>					
PDAC Annual Intl. Convention & Trade Show (Prospectors & Developers of Canada)	46				
PLAST-EX '98	19				
Print Ontario	41				
<b>R</b>					
Rendez-vous Hotel Restaurant Show	24				
<b>S</b>					
Soc. of Nuclear Medicine Annual Meeting	45				
SSA Intl. (Super Salon de l'Alimentation)	50				
STAFDA Convention & Trade Show (Specialty Tools & Fasteners Distributors Assn.)	48				
<b>T</b>					
Toronto Fall Gift Show	9				
Toronto Intl. Home Furnishings Market	5				
Toronto Spring Gift Show	6				
TRUCKCAN	13				
Truxpo	23				
<b>V</b>					
Vancouver Fall Gift Show	35				
Vancouver Spring Gift Show	33				

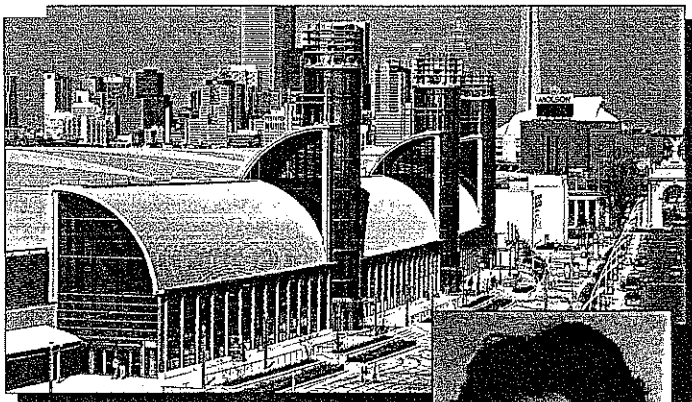
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# Hi-Tech Convention Centers

## The National Trade Centre

Toronto, Ontario, CANADA



Offering extraordinary flexibility, The National Trade Centre offers tradeshow producers and meeting planners over 1 million square feet of high-tech exhibit and meeting space.

Located in Toronto, The National Trade Centre is the largest tradeshow facility in Canada, and the third largest in North America. Opened in 1997, the facility was designed with a Y2K compliant "Smart Building" cabling infrastructure system.

The National Trade Centre comes complete with its own PBX, with both phone service and ISDN capabilities. A massive Category 5 and fibre-cable grid, which is capable of greater than 150 MHz of bandwidth productivity, creates a network-ready infrastructure. Our cabling infrastructure is comprised of both dark and light fibre-optic connectivity, allowing our in-house team of experts to customize services to meet client needs. If wireless communication is what you need, we provide that too.

For a planner or show organizer, this high-tech



John Koperwas  
Manager of Information Services

### The National Trade Centre

100 Princes' Boulevard, Exhibition Place  
Toronto, ON, M6K 3C3  
Contact: Laura Purdy, Director of Marketing  
Phone: 416/263-3020 Fax: 416/263-9029  
E-mail: lpurdy@ntc.on.ca  
Website: www.ntc.on.ca

flexibility provides the ability to network computers, access the Internet, conduct videoconferences, web-cam or live satellite feeds, all from the exhibit floor or meeting rooms. Systems of floorport conduit house telecommunication fibre optics, electrical service, water and drain throughout the facility.

The confidence in our ability to provide connectivity services is evident in our accomplishments, just ask NASA. Using our in-house PBX we worked with NASA to facilitate a live downlink for a two-way international media conference with the six astronauts while in orbit onboard the Space Shuttle Discovery, Mission STS-85.

The National Trade Centre provides solutions to your technological needs. Let our connectivity take you to Space and back. Teleportation? Not yet, but we're working on it. **Hi-Tech**

### Hi-Tech Services

- ☒ High-speed Internet Access
- ☐ Gigabit Ethernet
- ☒ "Web-casting" from the show floor
- ☐ Voice Over "IP"
- ☒ High-Speed WANs
- ☒ Wireless Data and Internet Networks
- ☐ In-Building Wireless Phone Systems
- ☒ Satellite Downlink and Uplink Capabilities
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- ☒ Digital Signage Networks
- ☒ Advanced Lead Retrieval Systems
- ☒ Other Services: In-house PBX, ISDN, massive multi-  
mode fibre grid, dark fibre capability, multi-protocol  
networking.

# Tradeshaw Week<sup>TM</sup>

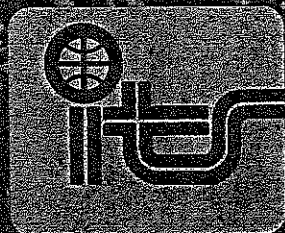
Your Weekly Source for Tradeshaw and Event Marketing News

## *The Perfect Match*

The merger of  
Galaxy Information Services, LLC and  
I.T.S.

April 30, 1999

HOUSING • REGISTRATION • AIR TRAVEL • LEAD MANAGEMENT • INFORMATION PRODUCTS



**GALAXY**  
information services, LLC

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

**From:** [bill.cavanagh@ca.pwcglobal.com](mailto:bill.cavanagh@ca.pwcglobal.com) [SMTP:bill.cavanagh@ca.pwcglobal.com] <mailto:>  
**Sent:** Monday, May 17, 1999 11:11 AM  
**To:** Debbie Arato  
**Subject:** Re: May 15, 1999

Debbie:

Over the years I have run over thirty Mess Dinners and have never enjoyed any as much as I enjoyed last Saturday. Your assistance and that of the staff was what made the evening a great success. Everyone that I talked to after the event commented on how good the accomadation was as well as the meal.

It was very important to me as well as to the Commanding Officer that his first Mess Dinner be one that sets the standard for his command. You heard the words from Gary and he really means what he said. He advised me that I made his and the DCO look like heros, this must also be attributed to you and your staff.

I would like to book next years Batoche Dinner at your "digs" as soon as Gary assigns the dinner committee and the chairman.

I hope you enjoyed yourself and met some interesting gentlemen?!?!

I will be at clients offices for the next three days but as soon as I get a final figure from you I will ensure that I get a cheque to you ASAP.

Again, Debbie, my personal thanks for your great assitance and support. I look forward to assisting you in getting more business, through the military, for your firm.

Regards

BILL



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

	MONTH ACTUAL	MONTH BUDGET	VARIANCE	YTD ACTUAL	YTD BUDGET	VARIANCE
Number of Events	5	4	1	39	31	8
Direct Event Income [Note 2]	49,031.48	336,084.23	(287,052.75)	3,870,928.65	4,203,284.23	(332,355.58)
Ancillary Income	96,975.59	146,563.00	(49,587.41)	1,529,546.69	1,735,716.00	(206,169.31)
Advertising Income	25,131.64	41,625.00	(16,493.36)	57,803.81	84,982.00	(27,178.19)
CNE Recovery	-	-	-	-	-	-
<b>Total Event Income</b>	<b>171,138.71</b>	<b>524,272.23</b>	<b>(353,133.52)</b>	<b>5,458,279.15</b>	<b>6,023,982.23</b>	<b>(565,703.08)</b>
Direct Expenses	208,044.33	336,134.02	128,089.69	1,964,085.62	2,112,903.02	148,817.40
Indirect Expenses	297,847.72	364,940.10	67,092.38	1,659,153.02	1,936,604.10	277,451.08
<b>Total Event Expenses</b>	<b>505,892.05</b>	<b>701,074.12</b>	<b>195,182.07</b>	<b>3,623,238.64</b>	<b>4,049,507.12</b>	<b>426,268.48</b>
<b>NET INCOME (LOSS)</b>	<b>(334,753.34)</b>	<b>(176,801.89)</b>	<b>(157,951.45)</b>	<b>1,835,040.51</b>	<b>1,974,475.11</b>	<b>(139,434.60)</b>
<b>EX PLACE PARKING ESTIMATE</b>						
PARKING INCOME	(37,892.05)	21,544.00	(59,436.05)	1,879,294.37	2,157,720.00	(278,425.63)
PARKING EXPENSE	(7,957.33)	4,524.20	12,481.53	394,651.82	453,121.20	58,469.38
<b>NET PARKING</b>	<b>(29,934.72)</b>	<b>17,019.80</b>	<b>(46,954.52)</b>	<b>1,484,642.55</b>	<b>1,704,598.80</b>	<b>(219,956.25)</b>

NOTE: 1 Actuals include 12% markup paid to Exhibition Place on labour and materials. At May 31, 1999 the markup paid to Exhibition Place was a total of \$ 221,892.39 (\$190,998.91 expensed against direct event income and the balance of \$30,893.48 in direct expense)

NOTE: 2 Net income does not include \$36,000 of rental revenue produced and budgeted by NTC sales relating to the Neon Park and Drive event for use of parking lots. This revenue has been transferred to Exhibition Place.

# THE NATIONAL TRADE CENTRE EVENT STATISTICS

FOR THE MONTH OF MAY 1999

	MONTH ACTUAL	YTD ACTUAL
Attendance [Note: 1]	4,112	904,962

EVENT	# OF PERFORMANCES		(IN THOUSANDS)		REFRESHMENT PER CAP'S	
	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL [Note: 2]	ACTUAL [Note: 2]
Consumers Show	23	21	3,366	3,852		3.34
Trade Show	7	6	1,038	1,205		7.59
Concert	1	0	8	-		4.12
Photo/Film Shoot	1	0	10	-		
Meeting/Corporate	7	4	131	156		5.35
	39	31	4,553	5,213		

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 MAY 31, 1999

**ASSETS**

**CURRENT ASSETS**

		<u>1999</u>	<u>1998</u>
CASH		264,750.21	464,900.81
ADVANCE TO EX PLACE		250,000.00	250,000.00
TERM INVESTMENTS		2,700,000.00	1,550,000.00
AMERICAN EXPRESS		(2,064.77)	52.32
TRADE ACCOUNTS RECEIVABLE	1,052,421.91		
ALLOWANCE FOR DOUBTFUL ACCOUNTS	<u>(45,603.64)</u>		
NET ACCOUNTS RECEIVABLE		1,006,818.27	1,115,538.72
RECEIVABLE FROM EX PLACE		70,892.28	193,253.63
OTHER RECEIVABLE		140,163.62	210,142.43
PREPAID EXPENSES		<u>76,479.75</u>	<u>57,774.56</u>
		<u><b>4,507,039.36</b></u>	<u><b>3,841,662.47</b></u>

**LIABILITIES & EQUITY**

**CURRENT LIABILITIES**

ACCRUED LIABILITIES	704,606.92		
PROVINCIAL & FEDERAL SALES TAX PAYABLE	52,574.46		
DEFERRED REVENUE	<u>1,914,817.47</u>	2,671,998.85	2,200,184.39

**EQUITY**

NET INCOME (LOSS) CURRENT		1,835,040.51	1,641,478.08
PRIOR YEAR SURPLUS	1,006,922.06	-	-
DISTRIBUTION TO EXHIBITION PLACE	<u>(1,006,922.06)</u>	-	-
		<u><b>4,507,039.36</b></u>	<u><b>3,841,662.47</b></u>

<b>RECEIVABLE FROM EX PLACE - DETAILS</b>	
KAIMAN HOSPITALITY - 1997 NTC CATERING COMMISSIONS	70,892.28
	<u>70,892.28</u>

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

	<u>MONTH</u>	<u>YTD</u>
<b>CASH FLOW FROM OPERATIONS</b>		
NET INCOME (LOSS)	(334,753.34)	1,835,040.51
ADD: DEPRECIATION & AMORTIZATION	-	-
<b>SOURCES (USES) OF CASH</b>		
TERM INVESTMENTS	350,000.00	150,000.00
ACCOUNTS RECEIVABLE - TRADE	261,426.79	815,667.07
RECEIVABLE FROM EX PLACE B.O.G	22,763.03	21,632.24
ACCOUNTS RECEIVABLE - OTHER	47,562.22	76,201.03
PREPAID EXPENSES	11,926.09	(18,326.23)
DEPOSITS AND OTHER ASSETS	10,930.66	7,600.95
ACCOUNTS PAYABLE & ACCRUED EXPENSES	(617,141.16)	(721,181.81)
OTHER PAYABLES	(56,171.67)	(53,845.72)
DEFERRED INCOME	343,458.83	(1,087,284.32)
ADVANCE DEPOSITS - Exhibition Place B.O.G	-	-
<b>NET CASH FROM OPERATIONS</b>	<u>40,001.45</u>	<u>1,025,503.72</u>
<b>OTHER SOURCES (USES) OF CASH</b>	-	
CAPITAL EXPENDITURES	-	-
PAYMENTS OF DEBT	-	-
DISTRIBUTION TO OWNERSHIP - Exhibition Place B.O.G.	-	(1,006,922.06)
<b>NET CASH FROM OTHER SOURCES</b>	-	<u>(1,006,922.06)</u>
<b>NET INCREASE (DECREASE) IN CASH</b>	40,001.45	2,032,425.78
<b>BEGINNING CASH BALANCE</b>	224,748.76	2,238,592.88
<b>ENDING CASH BALANCE</b>	<u>264,750.21</u>	<u>4,271,018.66</u>



THE NATIONAL TRADE CENTRE  
ACCOUNTS RECEIVABLE AGING

AS AT MAY 31, 1999

CUSTOMER NAME	AMOUNT OUTSTANDING	CURRENT	30 - 60 DAYS	61 - 90 DAYS	OVER 90 DAYS	COMMENTS
<b>COMPLETED EVENTS</b>						
SOUTHEX EXHIBITIONS INC. - NAT'L HOME	260,081.94	260,081.94				PAID IN FULL - JUNE '99
CANADIAN CRAFT SHOWS LTD - SPRING '99	65,285.12		65,285.12			EVENT SERVICES - EVENT SETTLEMENT FINALIZED - DUE MAY 25
CANADIAN NATIONAL SPORTSMEN'S SHOWS	60,910.46		60,910.46			PAID IN FULL - JUNE '99
EAST MEETS WEST PRODUCTIONS	25,020.99				25,020.99	ACCOUNT IN DISPUTE - FINAL LEGAL LETTER SENT APRIL BEFORE COMMENCING LITIGATION IF NO RESPONSE RECEIVED - 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, CITY LEGAL HAS SENT LETTER
CUSTOMER ACCOUNTS - LESS THAN \$10,000	162,728.25	95,636.23	43,007.71	24,084.31		
<b>SUB-TOTAL</b>	<b>593,126.26</b>	<b>355,718.17</b>	<b>169,203.29</b>	<b>24,084.31</b>	<b>44,120.49</b>	
<b>FUTURE EVENTS</b>						
SOUTHEX EXHIBITIONS INC.	76,993.72	76,993.72				BUILDING RENT - JULY GIFT SHOW - JULY '99
MPE INTERNATIONAL INC.	75,887.23		62,523.50		13,363.73	BUILDING RENT - INTERMED '99 - JUNE - \$25,000 REC'D MAY 11/99
CANADIAN CRAFT SHOWS - FALL 1999	70,519.72	70,519.72				BUILDING RENT - ONE OF A KIND - CHRISTMAS 1999
MERCHANDISE MART PROPERTIES	30,450.93	30,450.93				BUILDING RENT - NEOCON CANADA - SEPT. '99
RIGHT SOURCE INC.	16,962.14	16,962.14				EVENT SERVICES - SUPERHUMAN SOFTWARE - PAID IN FULL JUNE 2/99
CANADIAN CRAFT SHOWS - SPR. 2000	13,408.61				13,408.61	BUILDING RENT - ONE OF A KIND - MAR. 2000
UMBRA LTD.	13,369.65	13,369.65				BUILDING RENT - UMBRA FACTORY SALE - DEC. '99
TORONTO AREA RUG TRADE EXPO	12,096.35		12,096.35			BUILDING RENT - RUG EXPO - NOV. '99
INDUSTRY NIGHT CLUB	11,459.70	11,459.70				BUILDING RENT - UNITY '99 RAVE - JUNE '99
AVFX	11,076.47	11,076.47				EVENT SERVICES - SUPERHUMAN SOFTWARE - PAID IN FULL JUNE 1/99
<b>SUB-TOTAL</b>	<b>332,224.52</b>	<b>230,832.33</b>	<b>74,619.85</b>	<b>-</b>	<b>26,772.34</b>	
<b>SPONSORSHIP</b>						
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
	<b>37,450.00</b>	<b>-</b>	<b>21,400.00</b>	<b>-</b>	<b>16,050.00</b>	
<b>SERVOMATION</b>						
SERVO CANADA	89,621.13	64,606.54	25,014.59			CATERING COMMISSIONS + VARIOUS SERVICES AND UTILITIES RECOVERY - CHEQUE IN THE AMOUNT OF \$251,553 RECEIVED MAY 21/99
	<b>1,052,421.91</b>	<b>651,157.04</b>	<b>290,237.73</b>	<b>24,084.31</b>	<b>86,942.83</b>	
	100%	62%	28%	2%	8%	

THE NATIONAL TRADE CENTRE  
**ACCOUNTS RECEIVABLE AGING**  
 ADDITIONAL INFORMATION ON A/R GREATER THAN 60 DAYS  
 AS AT MAY 31, 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.
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.
FUTURE EVENTS	26,772.34	-	26,772.34	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	24,084.31	24,084.31	-	Services for various 1999 shows. Collection attempts are in progress.
	111,027.14	24,084.31	86,942.83	