

M_ANAGEMENT REPORT

**FOR THE MONTH ENDING
JUNE 30, 1999**

9



SUBMITTED TO: THE BOARD OF GOVERNORS OF EXHIBITION PLACE

PREPARED BY:



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EXECUTIVE SUMMARY

SIGNIFICANT ACTIVITIES DURING THE MONTH OF JUNE

1999 Sales	48 Licenses issued 32 New business 16 Renewals
1999 Net Operating Profit	\$ 1,628,042 Net operating profit to June \$ 1,732,389 Budget for 1999 to June 94 % Achieved
1999 Rental Income	\$ 3,857,346 Earned to June \$ 6,601,008 Budgeted for 1999
Annual New Business	\$1,532,661 New business \$1,500,000 Projected in '99 102% Acquired

JUNE SHOW SUMMARY

Eleven events were held in The National Trade Centre during the month of June, with the most significant being the inaugural Intermed '99. The international medical tradeshow drew over 6,000 physicians and medical professionals from around the world. The organisers took full advantage of the hi-tech capabilities of The National Trade Centre's in-house telecommunications team, who installed a sophisticated satellite feed allowing a "Tele-Med" two-way videoconference from an airborne plane flying over the Arctic Canada to The NTC. An extensive educational conference component, which complemented the tradeshow, occupied all of the available meeting rooms in the NTC during the conference.

The National Trade Centre was featured several major industry trade publications, which carry a high circulation of prospective clients in the United States. Two articles in the US publication "Meeting News" highlighted the successes of the 2yr. old facility, and reinforced the US sales effort of O&Y/SMG Canada.

The Food and Beverage Department serviced the highly successful Black & White Polo Ball this month. This high-profile, black tie charity event in support of the Heart & Stroke Foundation, is one of the year's social events in Toronto. The flexibility of the NTC allowed us to create an actual polo field in Hall C, while setting up Hall D for the food and beverage portion of the evening.

NTC electrical planning is well underway for the upcoming Reed Exhibition Canadian Machine Tool Show. NTC staff attended a similar-type Reed tradeshow in Edmonton this month in preparation for the NTC event. The Canadian Machine Tools Show will be the largest heavy machinery show ever in Canada, and rivals the US-based Machine Tools Show in Chicago.

S SALES & MARKETING REPORT

JUNE 1999 ACTIVITIES

O&Y/SMG Canada is pleased to report that we have exceeded our new business targets of \$1.5 million for 1999 facility rentals. To date, the Sales & Marketing Team has secured forty-three events representing \$1,532,661 in new business revenue for 1999. Of the 43 pieces of new business contracted for 1999, 11 are tradeshow, 7 are consumer shows, 7 are corporate bookings and 18 are special events/film shoots.

June sales efforts have resulted in the year to date issuance of 48 license agreements with a breakdown of 32 new business and 16 renewals for existing clients. This month the sales & marketing staff conducted 10 site inspections for potential clients.

During the month of June, Laura Purdy attended the IAEM (International Association of Exposition Managers) Mid-Year Meeting at McCormick Place in Chicago. This IAEM meeting brought together U.S. show organizers and industry suppliers for a 3-day conference. The Sales & Marketing Department is currently working on leads developed at the meeting. The Mid-Year IAEM meeting coincided with an SMG corporate sales initiative in Chicago. A special SMG facility presentation and marketplace event was held with a major U.S. Association Management firm. Fifteen SMG facilities, including The National Trade Centre were represented. The Sales & Marketing Department is currently following up with prospective leads from the presentation. Many of the association tradeshow clients were seeking venues with an excess of 20 meeting rooms in which to hold their concurrent sessions in conjunction with their tradeshow exhibits. This is a recurring obstacle particularly within the U.S. tradeshow market.

In late June, members of the O&Y/SMG Canada Sales & Marketing Department attended the 1999 CAEM (Canadian Association of Exposition Managers) Annual Conference held in Collingwood. The National Trade Centre hosted the Opening Reception on June 26. Over 150 delegates from the Canadian show management and trade show industry attended this reception which featured a Molson Indy theme in recognition of the annual Molson Indy and Motorfest event which will occur in July. O&Y/SMG Canada's participation in CAEM supports many of our existing Canadian trade and consumer show clients, while allowing opportunities for us to grow new Canadian tradeshow business.

In July, the Sales & Marketing Department will attend the 1999 CSAE (Canadian Society of Association Executives) Annual Conference and tradeshow to target the Canadian Association tradeshow market. The Director of Sales & Marketing will attend the ASAE (American Society of Association Executives) Annual Conference and tradeshow in San Diego in August. The National Trade Centre will participate in the Toronto booth, which is a co-operative sales initiative of Tourism Toronto and fourteen Toronto based venues, hotels and industry suppliers to the Association market.

The IAAM (International Association of Assembly Managers) Annual Conference will be held in Toronto. Facility managers and owners throughout North America and Internationally will attend this industry tradeshow and conference. The National Trade Centre will host the opening event; the President's Reception in the Galleria on the evening of July 23rd. A follow-up report on the conference will be provided in the July summary.

1999 NEW SALES ACTIVITY

The Sales & Marketing Department is currently working with 25 new clients to secure additional business for 1999.

BOOKING STATUS	JUNE ACTIVITY	CONTRACTED 1999 BUSINESS
Tentative	25	
Contract Issued	1	
Contracted this month	7	
Contracted in 1999	29	Sub-Total: 44
Contracted in 1998	14	Less cancellation: 1
Contracted in 1997	1	Total: 43

NEW BUSINESS CONTRACTED IN JUNE (YEAR BOOKED)	NEW BUSINESS CONTRACTED YEAR TO DATE
GPC Communications (1999)	Total Health (1999)
PCL Meeting (June 1999)	Marsville (1999)
Elan Vital (1999)	'99 Neon Drive Event (1999)
AT & T Commercial Shoot (1999)	Canadian Sporting Goods Assn. (CSGA) (1999)
Blue Chip Film Shoot (1999)	Danier Leather Photo Shoot (1999)
Cantel Commercial Shoot (1999)	Pebblehut Productions (1999)
Tip Top Photo Shoot (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)
	Canadian Tire Business Meeting (1999)
	Umbra Factory Sale (1999)
	PCL Meeting (May 1999)
	Local Union 25 Ratification Vote (1999)
	YTV Treehouse Productions Rehearsals (1999)
	Unity '99 (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)	JUNE ACTIVITY	YEAR TO DATE AS AT JUNE 30/99
Contract Issued	1	
Contracted	0	Total: 39

2000 RENEWALS OF EXISTING SHOWS

STATUS (1999)	JUNE ACTIVITY	YEAR TO DATE AS AT JUNE 30/99
Contract Issued	4	
Contracted	1	Total: 5

2000 NEW SALES ACTIVITY

To date, the Sales & Marketing Department is currently negotiating with 16 new clients to secure additional business for 2000.

BOOKING STATUS	JUNE ACTIVITY	CONTRACTED 1999 BUSINESS
Tentative	16	
Contract Issued	4	
Contracted this month	0	
Contracted in 1998	1	Total: 1

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

PUBLICITY

O&Y/SMG Canada has secured substantial industry and news media coverage for The National Trade Centre in the spring and early summer of 1999. Highlights and copies of articles follow:

The April 9, 1999 issue of the Toronto Star included an article regarding the National Home Show entitled, "Rug weaver plies his trade at home show".

The April 26, 1999 edition of the Toronto Star included photos from the premier Toronto Stampede Days event held in the Coliseum and Hall E of The National Trade Centre from April 23 - 25.

The April 26, 1999 issue of Meeting News Magazine included a very positive article on The National Trade Centre. The article outlined general facility information including a comparison of business from opening year to the present. The article also included quotes from new clients including MPE Events, the show organizer for Intermed '99 and Merchandise Mart who will produce IIDEX/NeoCon which will occur at our facility in September of this year.

The May 13, 1999 issue of the Toronto Star included an article regarding the Creative Sewing, Craft and Needlework Festival entitled, "Sewers and needleworkers swarm on crafty festival".

The May 24, 1999 issue of Meeting News and the June 14th issue of Tradeshow Week included articles on the Intermed '99. This event which was held from June 21 - 23 at The National Trade Centre, included over 700 exhibitors and is billed as the biggest medical trade show of its kind in North America. O&Y/SMG's Sales & Marketing team is currently in negotiations with this client to secure event dates for 2000.

The June 9, 1999 edition of the Globe & Mail newspaper contained an article that focused on trade and consumer shows. The article includes a ranking of consumer shows based on attendance figures and identifies four shows held annually at our facility, namely, the National Home Show, Toronto Sportsmen's Show, One of a Kind Christmas Craft Show and the Toronto International Boat Show.

On June 25, 1999, the Board of Governors of Exhibition Place agreed to enter into an Offer to Lease the Coliseum and Hall E (West Annex) of The National Trade Centre to the International Hockey League (IHL). The Sales & Marketing Department issued a news release to announce this development. This release was sent to over 60 local, national and U.S. print, radio and television media contacts. A second release announcing the IHL development as well as the appointment of our new General Manager was issued to existing clients of The National Trade Centre. Please refer to the publicity section for media coverage information.

The June 26th issue of the Toronto Star and the June 26th issue of the Toronto Sun contained articles which addressed the approval by The Board of Governors of Exhibition Place to a proposal for the International Hockey League team to lease the Coliseum and Hall E. Electronic media coverage included Global Television, CFTO TV, and The Fan590.

QUEEN ELIZABETH THEATRE

To date, our Sales & Marketing team has secured 5 theatre bookings. During the month of June, our sales staff conducted 5 site inspections for potential clients. Solicitation to the corporate market continues although the distance from the downtown core and services pricing continues to be an obstacle in the selling process.

The live theatre market in Toronto continues to suffer from the bankruptcy of LivEnt. This instability within the theatre market has resulted in dark theatres throughout the city. Producers are not launching new events, and despite an aggressive push in the marketplace by O&Y/SMG Canada, there has been no interest in the Queen Elizabeth Theatre. As long as preferred downtown theatres such as the Elgin and Winter Garden remain dark, theatres outside of the core will continue to remain vacant. O&Y/SMG Canada continues to revisit this market, but is looking at corporate and meeting initiatives to fill short term rentals.

MEETINGS/SEMINAR RENTALS

BOOKING STATUS	JUNE ACTIVITY	CONTRACTED 1999 BUSINESS
Tentative	5	
Contract Issued	1	
Contracted this month	0	Total: 5

LIVE THEATRE RENTALS

NEW BUSINESS CONTRACTED IN JUNE (YEAR BOOKED)	CONTRACTED YEAR TO DATE FROM OCTOBER 1998
0	5

EVENT FACILITY SERVICES

EVENT FACILITY SERVICES MANAGEMENT REPORT FOR JUNE 1999

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

Consumer	Trade	Other
YMCA Charity Run	Super Human Software Tour	Spinabifida Dinner
People in Motion	InterMed '99	CGA Exams
		Canadian Tire Corporate Meeting
		SMA Exams
		Black & White Polo Ball
		Etobicoke School of Performing Arts Dinner
		American Litigation Dinner
		Unified Pride Rave

EVALUATION OF JUNE EVENTS

Intermed '99 was held in hall A & B in mid June. This first time medical trade show required significant assistance from both NTC Event Facility Services team and GES Canada to insure a successful set up. Attendance was somewhat less than expected but the organiser is confident that the show will build in future years. Despite initial apprehension from the organiser, parking was adequately accommodated during the Molson Indy move in.

People In Motion show management were very pleased with the exhibitor services provided by the NTC team. Special arrangements were made again this year to accommodate the needs of attendees during the Molson Indy move in.

The Black & White Polo Ball was held in halls C & D. The charity dinner featured an indoor polo field provided by NTC service staff. The event was a smashing success and organisers are considering making the NTC the its permanent home.

CUSTOMER SERVICE ASSURANCE PROGRAM UPDATE

As part of the ongoing O&Y SMG Canada staff-training program being conducted, the NTC Facility Services Manager and a NTC Facility Co-ordinator travelled to Florida in June to attend the SMG Ice Institute training program. This extensive training for SMG venue managers was held to bring staff up to date on the latest techniques in ice making for arenas. The training involved hands on set up and dismantling of a full NHL ice configuration. Items were covered such as league configuration rules and regulations, indoor air quality, FF&E requirements, and exposure to new products and the latest technology. The training provided a valuable opportunity for our staff to develop relationships with other IHL, AHL and NHL arena operational staff. It will be particularly useful in anticipation of the potential IHL team in the Coliseum. Ron Mills, NTC Facility Services Manager also spent time at SMG facilities in Miami and Fort Lauderdale learning about their operations/ event services areas.

In December of this year a customised SMG Canada service stars training program will be provided to NTC and Exhibition Place staff. The program is being designed to fit the specific needs of the NTC as it relates to customer service.

FACILITY SERVICES

During June Event and Facility staff have been executing the delivery of services for Exhibition Place events including CHIN Picnic and Molson Indy.

Event and Facility Services are currently working with the Exhibitor Services Department to ensure successful delivery of services for the upcoming Gift Show, July 25 - 28, 1999.

PERATIONS REPORT

OPERATIONS PHYSICAL PLANT

Extensive repairs are on-going to the irrigation system within the footprint of The National Trade Centre. The air conditioning unit for the underground parking office was replaced under warranty, and return air fan No. 27 was repaired under warranty.

One of our major projects is underway in transferring the PBX room's regular power to emergency power; this will eliminate interruption of Exhibition Place telephone services should a power failure occur.

Staff will continue to transfer the security monitors from the General Services Building to The National Trade Centre Fire Control Room.

Maintenance is presently being carried out on emergency lighting battery packs in the Automotive Building.

Additional electrical inventory has been purchased to enhance services to our clients.

Extensive painting and cleaning in The National Trade Centre was initiated during the month of June. Staff will continue to improve the facility and equipment as follows:

- Exterior painting of bollards, door and railings around the new and old sections of The National Trade Centre
- Exterior entrances and exits in the Automotive building were repaired and painted, excluding the main North and South entrances
- We experienced approximately thirty roof leaks during a rainstorm on June 2nd. Twenty-three of the roof leaks were covered under warranty and the remaining leaks were repaired by Solar Roofing
- Plaster repairs and repainting was completed in TradeLink
- Necessary weather stripping on the East and West Loading dock doors were replaced
- Two new planters were placed on the South End of Hall "D". Parks and Property arranged an assortment of flowers
- Canopy tracks between the West Annex and the Horse Palace were repaired as per Mu-Sigma Engineering specifications. The underside of both canopies were completely re-painted
- All the columns with new conduit throughout the Industry and Coliseum were primed and painted
- Construction of Triple A shelving and chain link fence in the North Extension is underway to house electrical supplies and should be completed in July
- Exterior pressure washing of the glazing along the South Entrance continued during the month of June

- The six Duke golf carts have been refurbished which included bodywork and paint
- Rental items that are stored in the North Extension, i.e. staging, stanchion, tables, etc., are presently being refurbished.

UTILITIES SERVICES

Representatives of The National Trade Centre attended the Reed Exhibition Companies Western Industrial Technology Exhibition (WITE '99), the largest machinery and industrial event in Western Canada. This event was held at the AGRICOM in Edmonton. It was a great opportunity to see a similar (but smaller scale) facility hosting such an event. The National Trade Centre will be hosting 600,000sq.ft. Canadian Machine Tools Show in October of 1999.

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

CHIN Picnic	Bandshell/BLC	July 1 - 4/99
Molson Indy	Exhibition Place	July 16 - 18/99
The Toronto Fall Gift	Halls, A, B, C, G	July 25 - 28/99
Canadian National Exhibition	Exhibition Place	Aug. 20 - Sept. 6/99
IIDEX/NeoCon Canada	Hall A & B	Sept. 23 - 24/99

FACILITY SERVICES

Staff attended training programs in Workplace Hazardous IMS and operation of Hi-Reach equipment such as, articulating Genie and Scissors Lift. This will assist staff while supervising show and event services. Future training programs are in the planning stages.

TELECOMMUNICATIONS

Wireless Internet and networking access was offered during the Intermed event and was well received by exhibitors. Utilizing a 3 MB spread spectrum digital wireless connection, exhibitors now have access to a mobile data transfer system allowing them to surf the internet, transfer email, create VLAN's (Virtual Local Area Networks) and other exciting network activities. Other new services offered during the Intermed show included computer rentals and high speed direct data transfer from third party satellite connections.

During June Exhibition Place also came on line with The National Trade Centre PBX system, with the Queen Elizabeth building being the first location to take advantage of the high tech telecommunications infrastructure previously available only within the National Trade Centre complex. Users can now take advantage of high-end telephony features, voice mail, voice forms etc. without incurring additional costs from third party suppliers. These enhanced features, as well as the inherent cost savings of the internal telecommunications system should provide considerable savings for Exhibition Place.

FINANCIAL REPORT

Net Operating income for the six months ended June 30, 1999 was \$1,628,084 compared to a budget of \$1,732,388, a variance of (\$104,304). Compared to the prior year operating income at June 30, 1998 of \$1,340,000, there has been an improvement of \$288,084. An estimate of Parking revenue related to The National Trade Centre events are 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 (\$364,766). However rental income by year-end is projected to achieve budget, as the timing on new business corrects. Ancillary income, consisting of commissions from food and beverage, electrical, telecommunications revenue and interest, was \$1,662,125 unfavourable to budget by (\$161,430). Food and beverage commission is \$883,076 an unfavourable variance of (\$119,300) resulting mainly from the fact that few new, large catered events have been booked in the first six months, so new business targets have not been achieved. Volume Services and O&Y/SMG Canada are to address this issue and develop short term and long term action plans. As well, reduced attendance levels at the Spring Gift Show and Computerfest impacted attendance results. Gross revenues for Servo Canada at June 30, 1999 were \$2,858,000. 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 \$508,745, an unfavourable variance of (\$69,446). The unfavourable variance is a result of efficiencies not yet being fully realized, and the setup for Speedorama not requiring as extensive hook ups as in the prior year. However electrical income compared to the prior year at June 30th is higher by \$43,022.

Advertising income, net of cost is \$70,180 compared to a budget of \$110,579. This is mainly due to the fact that a bank sponsor and year round car sponsor have not yet been secured.

Direct and indirect expenses are favourable to budget by \$462,290. Cost constraint measures have been put in place until timing differences on revenue correct. In addition there have been operational savings as a result of more efficient scheduling of staff.

Accounts receivable as at June 30, 1999 were \$996,684, consisting mainly of deposits outstanding for future events totalling \$476,744. Payments/letters of credit totalling \$207,571 were received in July. The Servo Canada balance is \$98,919, of which a payment of \$71,766 will be received July 23, 1999. City Legal continues to assist in collection efforts with East Meets West, \$25,023, and Premier Consumer Shows \$19,020. We anticipate that Premier will pay the full balance due.

During the month of June the Finance department completed final billings and estimates for 11 shows. The Finance department worked on the Offer to Lease, and evaluation of the Offer to Lease for the Coliseum from CRC.

EXHIBITOR SERVICES

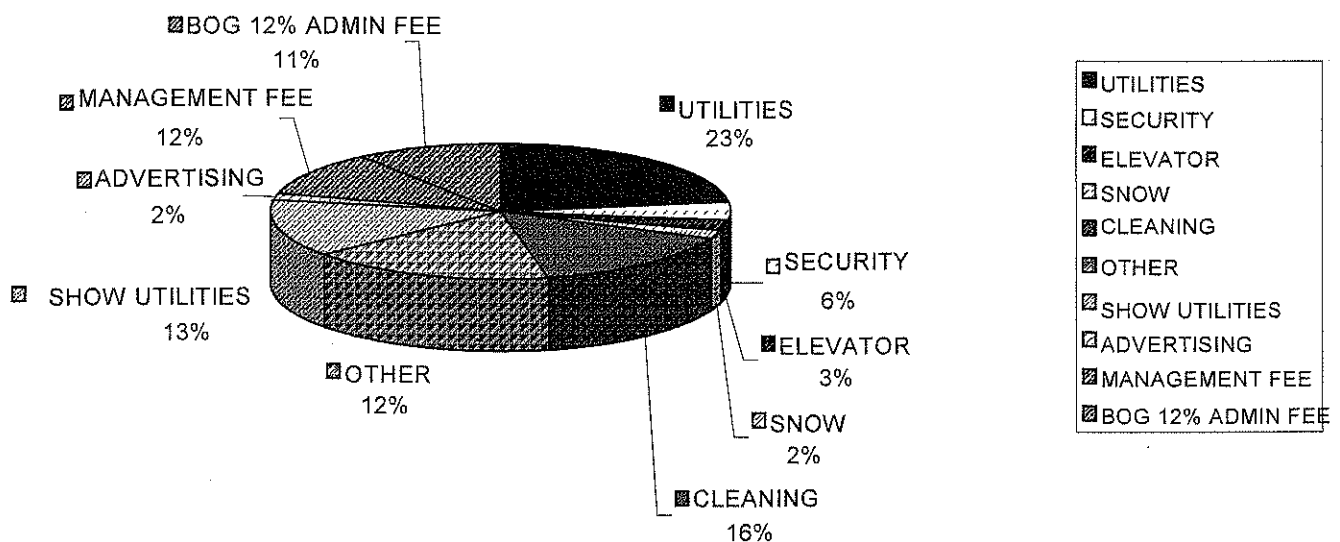
Exhibitor Services in co-operation with the Utilities Manager are looking at improving the Electrical Services Exhibitor Order Forms.

Discussions are ongoing between The National Trade Centre and Exhibition Place to formalise a protocol for special rental and service requests.

Exhibitor Services in conjunction with the Utilities Manager are establishing a process for electrical orders that will be serviced by Kerry Technical for the Canadian Machine & Tool Show in October.

The detailed financial statement package is included in Appendix "B" of the Management Report. Also included in Appendix B is a forecast of results to year end based on year to date results. **Overall the Forecast is that the 1999 Budget will be achieved.**

COMPONENTS OF DIRECT EXPENSE



SERVO CANADA

JUNE 1999 FOOD AND BEVERAGE REPORT

BUSINESS ACTIVITY

June was a very busy month for Servo Canada with four trade and consumer shows, four graduation parties, three raves and four large corporate events. First time shows such as the Lotus Super Human Software Tour and Intermed came to The National Trade Centre. The Lotus Super Human Software Show generated revenues from services that included boxed lunches for 850 guests.

Ian Mellor, Show Manager for People in Motion was extremely pleased with the food and beverage service for his show and has mentioned that he would like to expand the seating in the restaurant for next year.

June was an excellent month for catering sales. Fueled by corporate functions from Canadian Tire, Zurich Canada, the highly successful Black and White Polo Ball - which raised \$160,000.00 for the Heart and Stroke Foundation, four high school graduation dinners and an off-site convention dinner for the Attorneys Liabilities Assurance Society.

All post event comments have been extremely positive in terms of our food quality and level of service. We have worked hard to develop our reputation of excellence and continue to build in our successes.

PERSONNEL

Due to the level of business in the month of June, Servo Canada recruited Khalid Musa to assist Bob Johnston, our interim Banquet Manager, with all food and beverage functions. This worked well as Khalid has worked for Servo Canada before and is familiar with The National Trade Centre.

OPERATIONS

With the increase in Raves taking place at the Exhibition Place, Servo Canada felt it was necessary to purchase counterfeit currency detectors. We purchased 6 GEMSYS and feel that the visual presence of these detectors has acted as a deterrent for anyone attempting to use counterfeit money.

CORPORATE ISSUES

On June 24th, Volume Services America (our parent company) announced that they have reached an agreement to combine Volume Services with Ogden Entertainment, a division of Ogden Corporation.

This transaction is expected to be finalized this fall and will create the largest food and facility management services company for sports, entertainment and convention venues in the United States, with approximately 300 accounts located primarily throughout North America. It is anticipated that following the completion of the transaction, our on-site account personnel and regional management will remain in place and our support centre headquarters will be located at the present Spartanburg office.

CATERING SALES AND MARKETING

Over three hundred food and beverage brochures were mailed out to CSAE members (Canadian Society of Association Executives). Follow-up calls will be completed in the first week of June.

NEW BUSINESS

DEFINITE

Group	Date	Function	# People	Location
Henderson Hoedown	May 5/00	Dinner/Dance	650	Coliseum

TENTATIVE

Group	Date	Function	# People	Location
Activities Inc.	October 1 or 2/99	Dinner/Dance	250	Fountain Dining Room
McNabb Roich & Associates	October 25	Reception	1200	Heritage Court
Cohen/Segal Wedding	November 27/00	Reception/ Dinner/Dance	400	Heritage Court
Activities Inc.	December 4/99	Reception/ Dinner/Dance	250	Fountain Dining Room

N ETWORK INTERNATIONAL

ACTIVITY FOR THE MONTH OF JUNE

The Information Board was fully operational for the Intermed 99' tradeshow. On going discussions are presently with Famous Players Imax Theatres, Stock Market Place, ROM, The Helicopter Company and various Restaurants.

Contacted Bell ExpressVu, Star Choice Communications, Look Communications and Rogers Cablesystems concerning a \$25,000 "Official Cable TV/Direct-To-Home Satellite Television Service Sponsor" proposal. Promotional display booths are also offered at \$7,500 per 3-tradeshow events, in addition to the \$25,000. Cossette Communications indicated that Bell Canada might want to review an all-inclusive National Trade Centre sponsorship to include Bell Mobility and ExpressVu, to name a few, as opposed to responding to individual Bell division sponsorship proposals. Cossette are aware of the Bell Mobility proposal for a Cellular sponsor and will discuss the larger corporate sponsorship with Bell Canada.

Cantel AT&T responded to the Cellular sponsorship proposal with an offer to provide The National Trade Centre with free cellular phone usage, for employees and phone rentals, for the next three years; approximate value \$75,000. The next step will be to approach Rogers with an all-inclusive proposal, similar to the Bell Canada proposal, with respect to Cellular phones, Cable TV, Pagers etc.

Daewoo Auto Canada is expected to respond to the \$125,000 "Official Automotive Manufacturer Sponsor" proposal by July 9. A meeting has been scheduled with Bates Canada, Hyundai's Advertising Agency on July 8. Kia Motors, Volvo and Volkswagen are still evaluating the proposals.

The Royal Bank declined the "Official Bank Sponsor" proposal for Exhibition Place, Canadian National Exhibition and The National Trade Centre.

Contacted Visa Canada Association, MasterCard International and Amex Bank of Canada for the "Official Credit Card Financial Institution Sponsor" proposal. The Sponsorship fee is \$25,000 with an additional \$7,500 for promotional display booths.

Activities for next month will be to contact Pharmaceutical, Specialty TV Channels and Real Estate categories. Continue calling Information Board prospects.

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	SPONSORSHIP REVENUE 1999	ADVERTISING REVENUE 1999	TRADE	MISCELLANEOUS
Molson Breweries	09/08/97	08/08/99	\$100,000		\$66,664		
Molson Breweries (renewal)	09/09/99	08/09/01	\$110,000		\$36,667		
Coca-Cola Bottling Ltd.	01/11/97	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	02/03/98	01/03/99	\$5,000	\$833			
The Business Depot Ltd.	17/12/98	16/12/00	\$25,000	\$24,618			
National Post	01/04/99	31/03/00	\$20,000		\$15,000		
Mr. Chemical	01/04/99	31/03/02	\$18,200		\$13,650		
Maple Leaf Foodservice	01/02/99	31/01/02	\$7,000		\$6,417		
Information Board	21/06/99	20/06/00	\$22,605	\$13,186			
Chrysler Canada Ltd.	01/05/99	30/09/01	\$25,000				Molson Indy Advertising only
TOTALS					\$297,185		
Network Budget					\$475,860		
% of Budget					62%		

Rug weaver plies his trade at home show

STAR
APRIL 9, 1999

APPENDIX "A"

10 days of reno, decor and gardening tips

BY TANYA HO
STAFF REPORTER

Majinder Singh deftly weaves wool on a wooden loom.

His fingers move swiftly around more than 10,000 strings as he creates a Persian carpet whose design is 2,000 years old.

Singh was flown in from northern India to demonstrate how to make and repair rugs for the Indo-Persian Rug Co. Ltd. booth, one of 800 lining 19 kilometres of aisles at the National Home Show.

The show, which organizers say is the largest in North America, opens today in the National Trade Centre at Exhibition Place.

"My father said I have very fast hands. With this trade, you need very fast fingers and a sharp mind.

"Every single knot on this carpet is done by hand," said Singh, 33, who began weaving at 11.

As he sat on the loom's wooden bench, using hand-made tools to cut the Indian wool he's just weaved, Singh explained why he loves his work.

"This requires lots and lots of patience. It's a labour of love. If you like working, this is for you.

"If you don't, there are millions of other trades," he said, adding that it takes two people more than six months to finish one carpet.

The National Home Show attracts house owners and apartment dwellers looking for advice on renovations, decor and landscaping.

More than 200,000 people are expected to attend the 10-

day event.

At the Chrysler Dream Gardens, where 14 Toronto landscape architects are showcasing their work, the sounds of a bobcat moving mulch and a garden hose spraying tiled pavement filled the air yesterday as landscapers worked quickly to be ready for today's opening.

Water cascaded down a waterfall and pillar at Vince Savoia's plot. Savoia, who runs Elite Landscaping, was making final touches with his 8-year-old son Zachary amid the pungent scent of Colorado spruce, birch and pine.

It's Savoia's ninth year at the home show.

The 3,000-square-foot Toronto Star Dream Home will be showcased

Experts, including John Silaots — host of a televised woodworking show — will be on hand on different days during the National Home Show to give renovation and decorating advice.

The Toronto Star Dream Home, a 3,000-square-foot two-storey structure built by the Trilet Group, will be showcased.

The \$300,000 home was built in seven days with arched windows, columns and a tile roof.

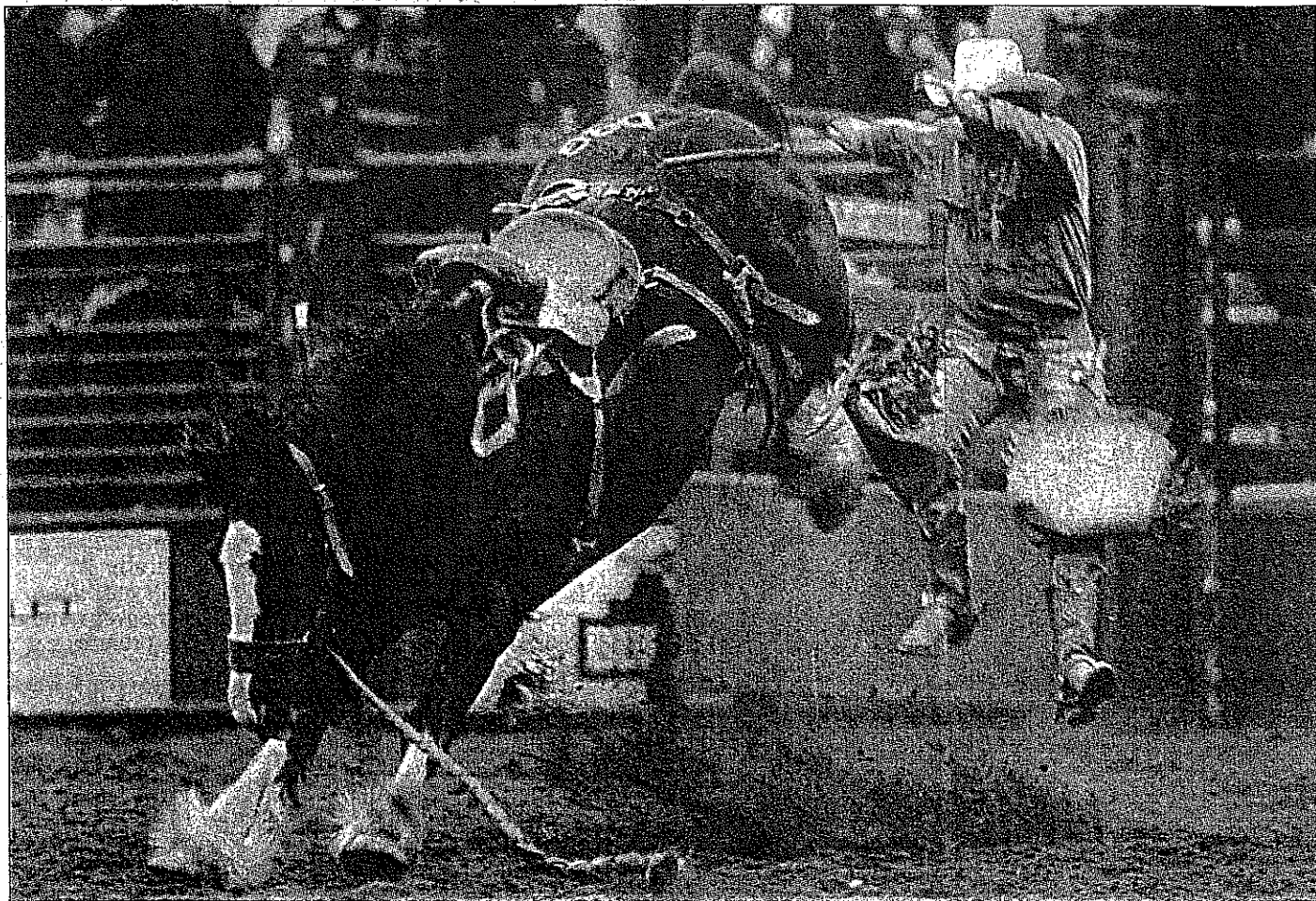
The 48th annual National Home show runs daily until Sunday, April 18.

Doors open at noon on weekdays, 10 a.m. on Saturdays, and close at 9:30 p.m.

Sunday hours are from 10 a.m. to 6 p.m.

Adult tickets are \$10 on weekdays, \$11 on weekends; youth 13 to 17 and seniors are \$6.50, and children 12 and younger get in free.

City Lights *Star Apr 26*



RON BULL/TORONTO STAR



ON AND OFF DAY:
Murray Atcheson of London, Ont., above, jumps off his mount Saturday in a saddlebronc competition at Toronto's first-ever Stampede Days at the National Trade Centre. Left, Ray McCormick of Sharon, Ont., tries to bring down his steer.

2-Yr.-Old Trade Center Widens Sights

BY CAROLYN GREEN

As Toronto's National Trade Center — one of North America's five largest exhibition facilities — celebrates its second anniversary this month, it is broadening its marketing scope to more aggressively target potential U.S. customers.

The trade center, with 1 million square feet of contiguous exhibit space divisible into 10 halls, had to prove itself before pursuing the sophisticated U.S. market, according to marketing director Laura Purdy. "We needed to have a facility that was operating efficiently and comfortably. We have that, so now we can go to U.S. markets, show them what we've done with respect to Canadian shows, and tell them we can do the same for them."

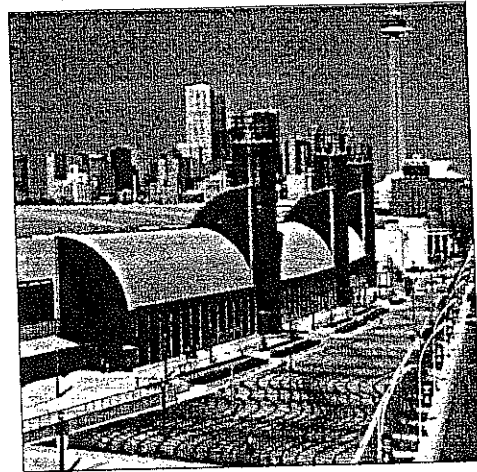
Last year, the facility hosted 76 events, up from 38 in 1997, while revenues rose 35 percent to \$9.9 million (U.S.). This year, preliminary estimates call for 80 events and a further 16 percent increase in sales.

And this year, Purdy said, NTC will direct 90 percent of its advertising budget to U.S. and international markets, compared with 50 percent in 1998.

"Canadian business is not growing quite to the degree that we'd like, and obviously the new market that's easiest to target is the one south of the border," said Gino Giancola, vice president of sales for Tourism Toronto.

MPE Events Inc., a Montreal-based company that is organizing the first InterMed '99, an international medical and healthcare exhibition with more than 700 exhibitors and 15,000 delegates to take place in June, considered locating the show in Montreal, Chicago and Boston.

"We chose the National Trade Center, partly because we wanted a downtown location but mostly because the facilities were superior," said MPE Events presi-



Officials feel the center has "proven itself."

dent Mark Palmer.

IIDEX/NeoCon Canada, the country's largest show for interior designers, facility managers, architects and business professionals, decided to move this year to the trade center from the Metro Toronto Convention Center. "The move has allowed us to expand to 80,000 square feet from 50,000 square feet," said Melvin Schlitt, vice president of marketing for Merchandise Mart Properties Inc., the Chicago-based company that runs IIDEX/NeoCon. "We are pleased that the show will be located on one floor and in a bigger hall."

The NTC features state-of-the-art sound, lighting and telecommunications equipment, wide column spacing ranging from 90 feet to 120 feet, ceiling heights from 12 feet to 60 feet, and two loading and unloading areas with 31 truck bays to allow simultaneous access for different shows.

Purdy said a unique feature of the NTC is an arena that seats 6,200 and allows trade show organizers to plan unusual events. For example, during the Toronto International Boat Show held annually at NTC, 1.3 million gallons of water filled the arena to create the world's largest indoor lake. ■

Meeting News
Apr. 126, 1999

Sewers and needleworkers swarm on crafty festival *Star MAY 13*

Despite summer-like weather outside, the National Trade Centre was swarmed for three days recently by thousands of women (and a few men) attending the semi-annual Creative Sewing and Needlework Festival. They came to learn and to spend money — lots of it — on supplies for their creative specialties. A few highlights follow.

Sun-protective apparel, pioneered in Australia, is slowly gaining acceptance in Canada as more people question the effectiveness or just hate the process of greasing up with sunscreen. Last year the first SPF-rated fabric, SOLARWEAVE, became available here, to the delight of sewers who sought it out at Fabrics for the Great Outdoors in Mississauga ((905) 712-4254). This year the fabric, a cottony-feel nylon supplex, comes in more colours and has been joined by SOLARKNIT, a pure cotton mid-weight jersey in white, light blue and yellow.

While a regular T-shirt protects to an SPF of about 6, this knit rates SPF30. There is also a nylon-lycra, two-way stretch knit (blue or yellow) for activewear, but retailer Rick Reitmeier points out that the 97 per cent protection from both UVA and UVB rays is somewhat reduced when it is at full stretch. These fabrics are treated during the dyeing stage with a permanent finish from Ciba Specialty Chemicals; they are 150 centimetres or more wide and cost \$20 a metre. The Web site is www.solarweave.com.

Less seasonal, but of interest to fans of arctic fleece (meaning most of us, come autumn), the original Polar Fleece from Malden Mills in the United States will be available here at MacDonald-Faber, 952 Queen St. W. ((416) 534-3940). This long-established source of tailoring and general sewing supplies is now open Saturdays from 10 a.m. to 3 p.m.

As part of her original (and ongoing)

Made to Measure

BETTY ANN CROSBIE

ing) mail-order business called Sew Fancy (needle arts supplies), Beverly Johnson discovered an interest among many customers in bra-making. First she sourced bra components, learned and then taught the process and now has spun it off into a separate company. Her catalogue includes patterns, fabrics, trims, wires, clasps, as well as kits.

Why sew a bra? Fit is the big reason, along with savings; Johnson says that after you perfect the fit, you can sew a bra in an hour. Bra-makers Supply is in Markham. The phone number is (905) 948-1396, fax is 1-800-714-8706, and the Web site is at www.bramakers.com.

Another niche business that is growing fast is Forever Timeless, whose fat (160-page) new catalogue of historic and vintage patterns appeared at the show. Owner Susan McLean has added nine new pattern lines, making 33 in all. The range is fascinating: fashionable dress from early medieval to 1950; frontier, military and ethnic dress; accessories and underwear; riding clothes; and the renewed folkwear line. Most have been developed in the U.S. for theatre, reenactment and hobby use. McLean's comments on degree of difficulty and other features are included. Her shop is at 18 Main St., Hillsburgh, Ont., (519) 855-6507, with a Web site at www.forevertimeless.com.

A very different Canadian pattern source has also grown its catalogue to 100-plus pages. Unique Pattern Design of Dartmouth, N.S., produces individualized computer-drafted patterns that are guaranteed to fit any body. Its impressive growth is due partly to wide U.S. acceptance. Mem-

bership provides a how-to-measure video, catalogues and newsletters. The pattern styles, photographed or actual clients, are varied and attractive, designated as to body type and degree of difficulty. Contact 1-800-543-4739 for a brochure, or www.uniquepatterns.com.

A new festival presence was the Canadian Professional Sewing Association, a network for people who sew for money. Set up last year by Kathryn Brenne of North Bay, it now has an Ontario-wide volunteer executive, a newsletter (*Common Threads*), and holds quarterly meetings at Ryerson Polytechnical University in Toronto (next meeting is June 26, 1 p.m.). For membership information, contact vice-president Nancy Proctor at (877) 659-2314.

Representing the group at the show was Gayle Stoness, a Kingston teacher who has recently moved to Hamilton and opened a sewing school ((905) 523-8257).

Sewing books sprout like dandelions at these shows, this time including one actually called *Sewing for the Garden*.

Irresistible to me was the brand-new title by Sandra Betzina called *Fabric Savvy* (Taunton, \$37.95), a quick-access manual packed with detailed information on handling dozens of specific fabrics, from African mudcloth to wool melton, and covering new items like Tencel, waterproof breathables, wetsuit and slinky. For each fabric there's a photo of a sewn garment, fabric details, uses, needle type, interfacing and methods that work.

Betty Ann Crosbie is a Toronto-based freelance writer and fashion instructor. Her column runs every second week. Write: *Made to Measure*, Toronto Star, Fashion Section, One Yonge St., Toronto M5E 1E6. Or fax: (416) 869-4410.

Meeting News
May 24, 1999

New Toronto Show Billed As Biggest In North America

What is being billed as the biggest medical trade show ever on North American soil is set to debut next month at the National Trade Centre in Toronto, Canada.

InterMed '99, which runs June 21-23, is ready for 15,000 delegates from at least 46 countries and some 40 key international conferences and seminars.

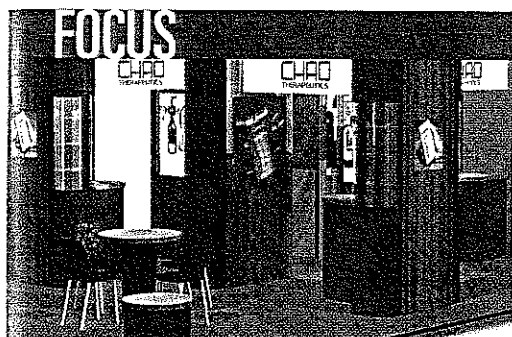
"The event marks a new chapter for future international trade shows to come to Canada," said Arlene Campbell, interim general manager of the National Trade Centre, which says it is Canada's largest and North America's third-biggest trade show venue.

InterMed plans to house more than 700 exhibitors from over 23 countries, along with showcases by eight nations. British Trade Minister Brian Wilson is among the dignitaries scheduled to appear, conference organizers said.

Other highlights are a "Matchmaker Program" for exhibitors promoting products to pre-registered visitors and a "Contacts for Contracts" service providing contacts from all over the world that are either offering or requesting medical products/services. ■

Tradeshow Week™

Your Weekly Source for Tradeshow and Event Marketing News



Focus on Healthcare Exhibit Management:

- HCEA provides guidance on the fair use of EDCs 1
- How two medical exhibitors achieved design objectives 6

HCEA Releases 'Best Practices on Exhibitor Designated Contractors'

Document Covers Nine Points

By Renee DiIulio, Staff Writer

ATLANTA — The Healthcare Convention & Exhibitors Association (HCEA) released *Best Practices on Exhibitor Designated Contractors (EDCs)* today to provide guidance for all involved parties on the fair and efficient use of EDCs (also known as Exhibitor Appointed Contractors or EACs). The document covers nine issues including insurance coverage, fees, badging and service areas.

The guide is a product of HCEA's EDC Task Force formed in 1998 to address these issues. Members on the committee represent healthcare exhibitors and associations, general tradeshow contractors and independent contractors.

Eric Allen, Executive Director of HCEA, says that there has been an increased awareness of the issues related to the use of EDCs over the past year. "Although EDCs have been around a long time, issues such as fees as well as relationships on the show floor have received increased attention recently. This document offers recommendations to ensure fairness and efficiency for all concerned," says Allen.

The following is a brief explanation of items covered within the guide. A complete copy is available through the HCEA web site or headquarters. (Continued on p. 18)

North American International Auto Show Changes January 2nd Start Date to January 10th

Move Accommodates Y2K Travel Concerns

By Renee DiIulio, Staff Writer

NORWOOD, MA — The Detroit Auto Dealers Association has delayed the opening of the 2000 North American International Auto Show by a week to accommodate those concerned about traveling around January 1st. The show was originally scheduled to start January 2nd with the media preview; it will now begin January 10th.

Although it is uncertain whether problems associated with Y2K will affect travel, many media representatives and exhibitors indicated that they would rather not deal with the potential has-

sles. Those traveling from abroad were also unhappy about cutting short family and holiday celebrations.

In addition, exhibitors were concerned about paying premium wages for labor over the holiday. Some of the automakers said they would consider unveiling their concept cars elsewhere.

Other shows held in the first week of January have not been scheduled as close to the New Year, thus allowing more time for travel-related Y2K bugs to be worked out. These shows have not considered extensive date changes. (Continued on p. 12)

ALSO IN THIS ISSUE

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- Interbike introduces programs to reduce exhibitor expenses 12
- South African association promotes growth in the tradeshow industry 14

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- People in the News 16
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- The Tradeshow Week Calendar 22

TSW ONLINE

Would you like to pursue a professional certification?

- ☐ I already earned a professional certification
- ☐ Yes, I am in the process of obtaining one
- ☐ Yes, but I don't have time
- ☐ No, I don't think it has any value

Respond online @ www.TradeshowWeek.com

Pavilion Organizer Launches First Show

InterMed '99, a broad-based show covering the entire in-patient and out-patient care system, is being launched in Toronto. *InterMed* will be held June 21-23 at the National Trade Centre. The show is being launched by MPE Events, Inc., a firm that is new to show management. In the past, MPE has organized pavilions for international medical events.

The show is expected to feature about 400 exhibiting companies utilizing 175,000 net square feet of exhibit space. Because of a heavy promotional schedule, Mark J. Palmer, President & CEO, MPE Events, expects about 15,000 delegates, including confirmed buying missions from China, Denmark, Germany, Mexico, Sweden and the U.K. About 50% of the exhibitors will be from overseas, and the remaining 50% will be split almost evenly between the U.S. and Canada.

Among the ten medical sectors at the show are surgical products and instruments, diagnostics and testing equipment and procedures and electromedical technology.

The show launch has been a three-year effort for the firm. It began promoting to exhibitors about a year-and-a-half ago. Palmer says the most difficult task the firm encountered was attendance promotion.

MPE used telemarketing, direct mail, advertising and e-mail and fax campaigns to attract exhibitors. In addition, MPE created a linked web site to attract both attendees and exhibitors. Exhibitors could apply for space on the site, and visitors could register to attend.

GES Exposition Services is the general service contractor for *InterMed '99*. Registration will be handled by the Toronto-based Effective Planning. MPE has signed a three-year commitment with the National Trade Centre to host the show.

Source: Mark J. Palmer, President & CEO, MPE Events, Inc., Montreal, PQ (514/731-1015; Fax: 514/731-1645).

Consumer Shows / Trade Shows

What's the difference and how do I find them?

More often than not, the public doesn't make a distinction between consumer shows and trade shows. After all, they both attract visitors who come to spend money and in most cases, receive some information and education. Scott Sillcox, President of Toronto-based Maple Leaf Productions, has produced both consumer and trade events over many years in show business.

Sillcox tells us that a consumer show is an event open to the general public, such as a boat show or a home show. For this reason, consumer shows are also known as "Public Shows". As long as visitors pay the appropriate admission fee, they may attend a consumer show, regardless of what they do for a living.

A trade show is usually aimed at a specific industry, for instance plastics or heating and plumbing, and a person must generally be involved in that industry to be eligible to attend. In some cases, attendees must be able to prove that they are qualified to attend the trade show in question; in other cases, only those who are invited to attend are eligible.

How does someone find a show, either for exhibiting or simply for viewing? Sillcox provides a wealth of information in this area. He tells us that there are several sources of quick information, including printed directories and ever-increasing data obtained from the internet and the World Wide Web.

Shows and Exhibitions 1999 is a comprehensive annual directory that provides in-depth details of more than 2,000 Canadian trade and consumer shows as well as in excess of 1,000 of the most significant US and interna-

tional trade shows. It is published each spring by MH Publications, and can be ordered for \$139 plus tax by calling 1-800-265-3561. The Shows and Exhibitions directory cross-indexes shows four ways - by name, location, date and type of show / industry. In addition to the annual directory, subscribers also receive a Shows and Exhibitions Magazine and monthly SHOWFax with date and venue changes, etc.

The 700-page 1999 Business Events Guide is also a detailed and user-friendly annual directory that provides information on more than 1,800 Canadian trade and consumer shows and conventions, as well as 2,000 selected trade shows in the USA, Mexico and outside North America. It can be purchased for \$229 + tax by calling 1-800-546-3976. The Business Events Guide also features excellent listings of show and event producers across Canada and cross-indexes by location, date and industry. The publishers produce the American Tradeshow Directory and have an internet site at www.business-eventsguide.com.

Going Global? There is the International Trade Fairs & Conferences Directory. This directory covers trade shows and conferences worldwide. That's more than 5,300 events taking place well into the year 2000. For more information call: 1-800-727-4183 or (416) 364-1223, E-mail: comar@baldhead.com.

Here are three popular Web sites. www.tscentral.com. This site has a terrific database of more than 55,000 trade shows, exhibitions, seminars, conferences, conventions, meetings

and government sponsored events from around the world. It offers a huge database of events and a terrific search engine, and allows users to search by trade or consumer show. On the downside, it doesn't list as many Canadian events as the previously mentioned printed directories, and if you want to search by Canadian shows only, you can only search by country, not province.

Then there is www.mediastop.net. This excellent Canadian site lists a large number of Canadian trade and consumer shows - perhaps the largest on-line database of Canadian events we could find. On the down side, you cannot search the database by city or province, only by facility. Nor are the category choices detailed enough to allow specific consumer show choices. The keyword search, however, partly makes up for this shortcoming and you should be able to find the Canadian show you are looking for.

www.tsnn.com/bclass/cyberexpo is the Trade Show News network. There is an excellent database of events around the world and a comprehensive search facility that allows you to search by industry, city, month or show name keyword. On the downside, it is more trade than consumer show oriented. It doesn't have as comprehensive a listing of Canadian events as Mediastop or either of the printed directories.

Other sites worth exploring are: www.expobase.com, www.expoguide.com/shows and www.exporthotline.com.

Adapted from Shows and Exhibitions, here are the top Canadian consumer events for 1997/98.

Consumer shows - ranked by attendance.

1. The Montreal Home Show / Landscaping Show, Montreal	300,000
2. The Montreal International Auto Show, Montreal	275,000
3. Canadian International Auto Show, Toronto	250,000
4. National Home Show, Toronto	200,000
5. Toronto Sportsmen's Show, Toronto	180,000
6. One Of A Kind Christmas Craft Show, Toronto	150,000
7. The National Great Outdoors and Outfitters Show, Montreal	135,000
8. Salon des Amis, Montreal	124,000
9. International Home Show (Fall), Mississauga	100,000
10. International Home & Garden Show (Spring), Mississauga	100,000
11. Toronto International Boat Show, Toronto	100,000

Fairs / agricultural exhibitions - ranked by attendance.

1. Canadian National Exhibition, Toronto	1,700,000
2. Pacific National Exhibition, Vancouver	1,500,000
3. Calgary Exhibition & Stampede, Calgary	1,100,000
4. Edmonton's Klondike Days Exposition, Edmonton	685,000
5. Central Canada Exhibition, Ottawa	600,000

6. Farmfair International, Edmonton	500,000
7. Expo Quebec, Quebec City	500,000
8. Royal Agricultural Winter Fair, Toronto	350,000
9. Western Fair, London	300,000
10. Regina Buffalo Days Exhibition, Regina	220,000

Consumer shows - ranked by the number of exhibiting companies.

1. The Montreal Home Show / Landscaping Show, Montreal	1200
2. The National Great Outdoors and Outfitters Show, Montreal	950
3. Toronto International Boat Show, Toronto	900
4. National Home Show, Toronto	700
5. One Of A Kind Christmas Craft Show, Toronto	625
6. Toronto Sportsmen's Show, Toronto	600
7. Metro Toronto Christmas Gift Show & Sale, Toronto	575
8. International Home Show (Fall), Mississauga	500
9. International Home & Garden Show (Spring), Mississauga	470
10. One Of A Kind Springtime Craft Show, Toronto	425
11. The Canadian International Motorcycle Super Show, Mississauga	425

FOR IMMEDIATE RELEASE



IHL Franchise Sets Sights On Coliseum At The National Trade Centre

TORONTO, ON - June 25, 1999 - The Board of Governors of Exhibition Place today agreed to enter into an Offer to Lease for an International Hockey League (IHL) Team Franchise to renovate and occupy the Coliseum and Hall E (West Annex) of The National Trade Centre, at Exhibition Place.

O&Y/SMG Canada, manager of The National Trade Centre successfully presented an Offer to Lease from the owners of the former Phoenix Roadrunners IHL Franchise to renovate the Coliseum and adjacent Hall E space to create a modern 11,000 seat arena. The next phase of the process includes ratification by the Policy & Finance Committee and City of Toronto Council, followed by a period of Due Diligence. It is anticipated that construction of the Coliseum and Hall E will commence in the last quarter of 2000.

The development objectives of Exhibition Place include attracting private sector development to reinforce recreational and community aspects of the area, and contribute to the City of Toronto tourism and waterfront regeneration strategies. In approving the proposal, Board of Governors Chairman Joe Pantalone stated, "The proposal to make the Coliseum arena the new home of an IHL franchise will be a positive benefit for the local community, and will provide economic impact with no down side risk to the taxpayer."

.../2

Mr. Lyle Abraham, President of the Phoenix Roadrunners Hockey Club (IHL), heads the IHL Franchise ownership team. The renovation of The National Trade Centre's Coliseum would see the transfer of the IHL Phoenix Roadrunners franchise to the Toronto market. Learning that the agreement was set to proceed Abraham said, "I have expressed an interest in bringing the Phoenix Roadrunners franchise Toronto for some time. I am thrilled that we are working to establish our new home in The National Trade Centre's Coliseum - one of Toronto's landmark facilities. We are eager to begin this process and look forward to a successful relationship with Exhibition Place." Created in 1945, the IHL is a family-oriented sporting corporation and statistics indicate that 1 in 3 fans attending the games are children.

The National Trade Centre at Exhibition Place is owned by the City of Toronto and managed and operated by O&Y/SMG Canada. The profitable year-round tradeshow facility has hosted over 194 tradeshows, consumer shows and special events since opening in 1997. O&Y/SMG Canada is a Canadian company offering facility management services to trade and convention centres, stadiums and arenas across Canada.

-30-

For Information Contact:

Laura Purdy
Director of Sales & Marketing
The National Trade Centre
O&Y/SMG Canada
(416) 263-3020



FOR IMMEDIATE RELEASE

**New General Manager Appointed to
The National Trade Centre**

International Search results in placement of Mr. Ernest Vincent

Toronto, ON - June 28, 1999 - Mr. Ron Taylor, Managing Director of O&Y/SMG Canada today announced the appointment of Mr. Ernest Vincent as General Manager of The National Trade Centre at Exhibition Place, Toronto, Canada.

Mr. Vincent brings over twenty years of experience in the International exhibition, meeting and hospitality industry. He commenced his career as an exhibition organizer, hosting events in major exhibition centres throughout Europe and the United Kingdom.

Ernest's experience in the management and operation of exhibition and trade centres is extensive, including: six years with Britain's largest exhibition and conference complex, The National Exhibition Centre (NEC Group); and over six years as General Manager responsible for the development and management of The Hong Kong Convention and Exhibition Centre. From Hong Kong, Ernest was invited to Thailand to open the Queen Sirikit National Convention Centre, and subsequently spent two years in Taipei, Taiwan developing international business opportunities for a trade-mart, exhibition and display centre. Since 1996 Ernest Vincent led the development of the Thailand Trade and Convention Centre, a new multi-purpose exhibition and conference centre.

.../2

THE PEOPLE BEHIND THE PERFORMANCE
UN MONDE DE PERFORMANCE

In approving the appointment, Board of Governors of Exhibition Place Chairman, Joe Pantalone stated, "The Board was pleased to learn that the international search for a senior executive successfully lead us to Ernest. We are delighted to endorse the selection and are confident that his extensive international industry experience will serve to enhance The National Trade Centre management team."

"The appointment of Ernest Vincent reinforces The National Trade Centre's sales and marketing strategy to attract International exhibitions and trade fairs to Toronto" stated Ron Taylor, O&Y/SMG Canada's Managing Director. "Ernest Vincent will officially commence his responsibilities at Toronto's National Trade Centre on July 6, 1999."

The National Trade Centre is Canada's newest and largest exhibition and meeting facility, with over 1 million square feet of space, divisible into 10 exhibit halls. The National Trade Centre at Exhibition Place is owned by the City of Toronto and privately managed and operated by O&Y/SMG Canada. The profitable year-round tradeshow facility has hosted over 194 tradeshow, consumer shows and special events since opening in 1997. O&Y/SMG Canada is a Canadian company offering facility management services to trade and convention centres, stadiums and arenas across Canada.

-30-

For Information Contact:

Ron Taylor
Managing Director
O&Y/SMG Canada
(416) 862-6220



THE NATIONAL
TRADE CENTRE

News Fax

June 25, 1999

NEW GENERAL MANAGER APPOINTED TO THE NATIONAL TRADE CENTRE

Mr. Ron Taylor, Managing Director of O&Y/SMG Canada today announced the appointment of Mr. Ernest Vincent as General Manager of The National Trade Centre at Exhibition Place, Toronto, Canada.

Ernest brings over twenty years of experience in the International exhibition, meeting and hospitality industry. Ernest's experience as a senior executive in the management and operation of exhibition and trade centres is extensive, including: Britain's largest exhibition and conference complex, The National Exhibition Centre; The Hong Kong Convention & Exhibition Centre and Queen Sirikit National Convention Centre, Bangkok, Thailand. Most recently Ernest Vincent led the development of the Thailand Trade and Convention Centre, a new multi-purpose exhibition and conference centre.

Ernest Vincent will officially commence his responsibilities on July 6, 1999.

IHL FRANCHISE SETS SIGHTS ON NTC COLISEUM

The Board of Governors of Exhibition Place today agreed to enter into an Offer to Lease for an International Hockey League (IHL) Team Franchise to renovate and occupy the Coliseum and Hall E (West Annex) of The National Trade Centre. The renovation of the Coliseum would see the transfer of the IHL Phoenix Roadrunners franchise to the Toronto market. The renovation will create a modern 11,000-seat arena.

The next phase of the process includes ratification by the Policy & Finance Committee and City of Toronto Council, followed by a period of Due Diligence. It is anticipated that construction of the Coliseum and Hall E will commence in the last quarter of 2000.

The National Trade Centre
100 Princes' Blvd. Exhibition Place Toronto, ON M5J 1A7
tel: (416)263-3025 fax: (416)263-3029
www.ntc.on.ca

IHL squad closer to reality

By **BILL HARRIS**
Toronto Sun

Hurdle No. 1 has been cleared for Lyle Abraham and his dream of locating an International Hockey League team in Toronto. The Exhibition Place board of governors yesterday unanimously approved a plan put forth by Abraham and his partners to transform the 6,200-seat Coliseum into an 11,000-seat, IHL-friendly arena.

If the \$32-million project gets the go-ahead from the city's policy and finance committee on July 20, full council will discuss the renovation on July 27.

"I wish the vote was tomorrow," said Abraham, an Edmonton businessman who had his Phoenix Roadrunners mothballed by the IHL after his market was invaded by the National Hockey League's Coyotes.

Abraham's Mississauga partners, Frank Racioppo and Ernie Coetzee, will spend the next few months fine-tuning

the arena design and arranging financing. Joe Pantalone, the chairman of the Ex board, said a due-diligence period would follow the July procedures, with final approval possible at the end of September.

Abraham's group would like the team to resume play in the fall of 2000, but its agreement with the IHL allows for a delay till the fall of 2001.

"The IHL never has been a roadblock," said Abraham, who said the final step in the process would be a formal application to the league for a geographic transfer.

"We've talked about this (with the league) so many times. The support was there for us if we could have arranged things with Mississauga, or Downsview, or the Technodome, or Maple Leaf Gardens, or the Air Canada Centre. I'm confident the support is still there. In fact, I know it is."

The Abraham group is seeking a 49-year lease and essentially would control the revamped Coliseum.

Toronto Sun, June 26, 1999.

Toronto Star, June 26, 1999

Sports Digest

Ex okays IHL team

The board of governors of Exhibition Place has given its approval in principle to a proposal for an International Hockey League team to move into a renovated Coliseum at the Ex.

But the board's approval, granted yesterday, is subject to detailed negotiations over renovating the building and revenue from parking. The board's decision will also need to be ratified by city council.

Toronto Councillor Joe Pantalone, who chairs the board of governors, said the team, the currently idle Phoenix Roadrunners, will have to come up with the \$32 million needed to expand the 6,200-seat building to 11,000 seats.

"There's no downside risk to the city of Toronto," he said.

The team could be in place late next year, but 2001 is a more likely date assuming negotiations go well, Pantalone said.

■ The Pittsburgh Penguins, newly acquired by former star Mario Lemieux, were able to resolve their biggest hurdle in emerging from bankruptcy yesterday by negotiating a new lease with their landlord. The team, which Lemieux bought Thursday after hours of contentious negotiations with Civic Arena manager SMG, now appears poised to remain in Pittsburgh "indefinitely," said Tom Reich, Lemieux's agent and lawyer.

APPENDIX "B"

THE NATIONAL TRADE CENTRE FINANCIAL STATEMENT HIGHLIGHTS AS AT JUNE 30, 1999

	<u>MONTH ACTUAL</u>	<u>MONTH BUDGET</u>	<u>VARIANCE</u>	<u>YTD ACTUAL</u>	<u>YTD BUDGET</u>	<u>VARIANCE</u>
Number of Events	10	2	8	49	33	16
Direct Event Income [Note 2]	304,921.31	337,331.46	(32,410.15)	4,175,849.96	4,540,615.46	(364,765.50)
Ancillary Income	132,578.59	87,839.00	44,739.59	1,662,125.28	1,823,555.00	(161,429.72)
Advertising Income	20,607.00	41,625.00	(21,018.00)	70,180.06	110,579.00	(40,398.94)
CNE Recovery	-	-	-	-	-	-
Total Event Income	<u>458,106.90</u>	<u>466,795.46</u>	<u>(8,688.56)</u>	<u>5,908,155.30</u>	<u>6,474,749.46</u>	<u>(566,594.16)</u>
Direct Expenses	308,197.23	326,793.02	18,595.79	2,264,052.10	2,423,668.02	159,615.92
Indirect Expenses	356,865.86	382,089.12	25,223.26	2,016,018.88	2,318,693.12	302,674.24
Total Event Expenses	<u>665,063.09</u>	<u>708,882.14</u>	<u>43,819.05</u>	<u>4,280,070.98</u>	<u>4,742,361.14</u>	<u>462,290.16</u>
NET INCOME (LOSS)	<u>(206,956.19)</u>	<u>(242,086.68)</u>	<u>35,130.49</u>	<u>1,628,084.32</u>	<u>1,732,388.32</u>	<u>(104,304.00)</u>
EX PLACE PARKING ESTIMATE						
PARKING INCOME	(8,821.40)	7,628.00	(16,449.40)	1,870,472.97	2,165,348.00	(294,875.03)
PARKING EXPENSE	<u>(1,852.50)</u>	<u>4,524.20</u>	<u>12,481.53</u>	<u>392,799.32</u>	<u>454,723.08</u>	<u>61,923.76</u>
NET PARKING	<u>(6,968.90)</u>	<u>17,019.80</u>	<u>(46,954.52)</u>	<u>1,477,673.65</u>	<u>1,710,624.92</u>	<u>(232,951.27)</u>

NOTE: 1

Actuals include 12% markup paid to Exhibition Place on labour and materials. At June 30, 1999 the markup paid to Exhibition Place was a total of \$ 251,093.74 (\$211,684.65 expensed against direct event income and the balance of \$39,409.09 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 JUNE 1999

	<u>MONTH ACTUAL</u>	<u>YTD ACTUAL</u>
Attendance [Note: 1]	23,077	923,927

<u>EVENT</u>	<u># OF PERFORMANCES</u>		<u>(IN THOUSANDS)</u>		<u>REFRESHMENT</u>
	<u>ACTUAL</u>	<u>BUDGET</u>	<u>NET EVENT INCOME [Note: 3]</u>	<u>ACTUAL</u>	<u>PER CAP'S</u>
					<u>ACTUAL [Note: 2]</u>
Consumers Show	24	22	3,355	3,965	3.32
Trade Show	9	7	1,286	1,450	7.73
Concert	2	0	8	-	2.75
Photo/Film Shoot	3	0	25	-	16.82
Meeting/Corporate	11	4	241	156	11.19
	<u>49</u>	<u>33</u>	<u>4,914</u>	<u>5,571</u>	

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 JUNE 30, 1999

ASSETS

CURRENT ASSETS

		<u>1999</u>	<u>1998</u>
CASH		564,443.37	355,346.53
ADVANCE TO EX PLACE		250,000.00	250,000.00
TERM INVESTMENTS		2,950,000.00	1,550,000.00
AMERICAN EXPRESS		2,571.99	2,965.29
TRADE ACCOUNTS RECEIVABLE	996,684.16		
ALLOWANCE FOR DOUBTFUL ACCOUNTS	<u>(45,603.64)</u>		
NET ACCOUNTS RECEIVABLE		951,080.52	813,956.21
RECEIVABLE FROM EX PLACE		4,032.68	193,253.63
OTHER RECEIVABLE		269,412.15	152,829.86
PREPAID EXPENSES		<u>44,879.80</u>	<u>36,639.77</u>
		<u>5,036,420.51</u>	<u>3,354,991.29</u>

LIABILITIES & EQUITY

CURRENT LIABILITIES

ACCRUED LIABILITIES	1,176,364.54		
PROVINCIAL & FEDERAL SALES TAX PAYABLE	61,294.23		
DEFERRED REVENUE	<u>2,170,677.42</u>	3,408,336.19	2,014,991.83

EQUITY

NET INCOME (LOSS) CURRENT		1,628,084.32	1,339,999.46
PRIOR YEAR SURPLUS	1,006,922.06	-	-
DISTRIBUTION TO EXHIBITION PLACE	<u>(1,006,922.06)</u>	-	-
		<u>5,036,420.51</u>	<u>3,354,991.29</u>

**THE NATIONAL TRADE CENTRE
FINANCIAL STATEMENT HIGHLIGHTS
STATEMENT OF CASH FLOW
FOR THE PERIOD ENDED JUNE 30, 1999**

	<u>MONTH</u>	<u>YTD</u>
CASH FLOW FROM OPERATIONS		
NET INCOME (LOSS)	(206,956.19)	1,628,084.32
ADD: DEPRECIATION & AMORTIZATION	-	-
SOURCES (USES) OF CASH		
TERM INVESTMENTS	(250,000.00)	(100,000.00)
ACCOUNTS RECEIVABLE - TRADE	55,737.75	871,404.82
RECEIVABLE FROM EX PLACE B.O.G	66,859.60	88,491.84
ACCOUNTS RECEIVABLE - OTHER	(129,248.53)	(53,047.50)
PREPAID EXPENSES	31,599.95	13,273.72
DEPOSITS AND OTHER ASSETS	(4,636.76)	2,964.19
ACCOUNTS PAYABLE & ACCRUED EXPENSES	471,757.62	(249,424.19)
OTHER PAYABLES	8,719.77	(45,125.95)
DEFERRED INCOME	255,859.95	(831,424.37)
ADVANCE DEPOSITS - Exhibition Place B.O.G	-	-
NET CASH FROM OPERATIONS	<u>299,693.16</u>	<u>1,325,196.88</u>
OTHER SOURCES (USES) OF CASH	-	
CAPITAL EXPENDITURES	-	-
PAYMENTS OF DEBT	-	-
DISTRIBUTION TO OWNERSHIP - Exhibition Place B.O.G.	-	(1,006,922.06)
NET CASH FROM OTHER SOURCES	-	<u>(1,006,922.06)</u>
NET INCREASE (DECREASE) IN CASH	299,693.16	2,332,118.94
BEGINNING CASH BALANCE	264,750.21	2,238,592.88
ENDING CASH BALANCE	<u>564,443.37</u>	<u>4,570,711.82</u>

**THE NATIONAL TRADE CENTRE
ACCOUNTS RECEIVABLE AGING**

AS AT JUNE 30, 1999

CUSTOMER NAME	AMOUNT OUTSTANDING	CURRENT	30 - 60 DAYS	61 - 90 DAYS	OVER 90 DAYS	COMMENTS
<u>COMPLETED EVENTS</u>						
CANADIAN CRAFT SHOWS LTD - SPRING '99	65,285.12		65,285.12			EVENT SERVICES - EVENT SETTLEMENT FINALIZED - PAID IN FULL
GES CANADA EXPOSITIONS	36,385.65	29,765.96	6,619.69			SERVICES FOR VARIOUS SHOWS - APRIL / 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
BOARD OF GOVERNORS	11,766.08	11,766.08				EVENT FACILITY SERVICES FOR EXHIBITION PLACE EVENTS - APRIL/MAY '99
MACLAREN MOMENTUM GROUP	11,322.79	11,322.79				75% OF BUILDING RENTAL FEE FOR CADILLAC GALA ON MAY 6/99 - EVENT WAS CANCELLED, ORGANIZER TO RESCHEDULE IN 1999
CUSTOMER ACCOUNTS - LESS THAN \$10,000	214,690.98	138,291.24	55,902.25	20,497.49		
SUB-TOTAL	383,571.11	191,146.07	127,807.06	20,497.49	44,120.49	
<u>FUTURE EVENTS</u>						
NATIONAL MARINE MANUFACTURERS ASSN.	195,440.85	195,440.85				BUILDING RENT - TORONTO INT'L BOAT SHOW - JAN. 2000
SOUTHEX EXHIBITIONS INC.	76,993.72		76,993.72			BUILDING RENT - JULY GIFT SHOW - JULY '99
CANADIAN CRAFT SHOWS - FALL 1999	70,519.72		70,519.72			BUILDING RENT - ONE OF A KIND - CHRISTMAS 1999 - LETTER OF CREDIT HELD
CANADIAN SPORTING GOODS ASSOCIATION	66,510.46	66,510.46				BUILDING RENT - CANADIAN SPORTING GOODS ASSN. - SEPT.'99
SOUTHEX EXHIBITIONS INC.	27,147.58	27,147.58				BUILDING RENT - FALL HOME SHOW - SEPT.'99 - PAID IN FULL
CANADIAN NATIONAL SPORTSMEN'S SHOWS	14,626.90	14,626.90				BUILDING RENT - TORONTO SKI & SNOWBOARD SHOW - OCT. '99
CANADIAN CRAFT SHOWS - SPR. 2000	13,408.61	-			13,408.61	BUILDING RENT- ONE OF A KIND - MAR. 2000
TORONTO AREA RUG TRADE EXPO	12,096.35	-		12,096.35		BUILDING RENT- RUG EXPO - NOV. '99
SUB-TOTAL	476,744.19	303,725.79	147,513.44	12,096.35	13,408.61	
<u>SPONSORSHIP</u>						
INITIATIVE MEDIA o.b.o THE NATIONAL POST	21,400.00	21,400.00				YEAR 1 OF SPONSORSHIP - DUE IN JUNE - TO FOLLOW UP
NESTLE CANADA INC.	16,050.00	-	-	16,050.00		YEAR 2 OF SPONSORSHIP - DUE IN APRIL - TO FOLLOW UP
	37,450.00	21,400.00	-	16,050.00	-	
<u>SERVOMATION</u>						
SERVO CANADA	98,918.86	84,212.24	14,706.62	-	-	CATERING COMMISSIONS + VARIOUS SERVICES AND UTILITIES RECOVERY - PAYMENT TO COME JULY 23
	996,684.16	600,484.10	290,027.12	48,643.84	57,529.10	

100%

60%

29%

5%

6%

THE NATIONAL TRADE CENTRE
ACCOUNTS RECEIVABLE AGING
 ADDITIONAL INFORMATION ON A/R GREATER THAN 60 DAYS
 AS AT JUNE 30, 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	25,504.96	12,096.35	13,408.61	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	20,497.49	20,497.49	-	Services for various 1999 shows. Collection attempts are in progress.
	106,172.94	48,643.84	57,529.10	

BUDGET AND FORECAST INFORMATION - AS AT JUNE 1999

	[IN THOUSANDS]		
	BUDGET	FORECAST	VARIANCE
DIRECT EVENT INCOME			
RENTAL	6,601	6,601	-
SHOW SERVICES	847	770	(77)
	<u>7,448</u>	<u>7,371</u>	<u>(77)</u>
ANCILLARY INCOME			
CATERING/CONCESSIONS	1,617	1,440	(177)
ELECTRICAL SERVICES	950	950	-
TELECOMMUNICATIONS	275	310	35
OFFICIAL SUPPLIER & BUSINESS CENTRE	50	50	-
	<u>2,892</u>	<u>2,750</u>	<u>(142)</u>
TOTAL EVENT INCOME	<u>10,340</u>	<u>10,121</u>	<u>(219)</u>
OTHER INCOME			
ADVERTISING	288	270	(18)
OTHER INCOME	150	210	60
	<u>438</u>	<u>480</u>	<u>42</u>
GROSS INCOME	<u>10,778</u>	<u>10,601</u>	<u>(177)</u>
DIRECT/INDIRECT EXPENSES			
DIRECT OPERATING COSTS	3,659	3,600	59
OPERATIONS	1,748	1,630	118
MARKETING	808	810	(2)
FINANCE	669	660	9
EVENT SERVICES	604	560	44
EXECUTIVE	606	600	6
DIRECT SHOW COSTS	453	450	3
MANAGEMENT FEE	654	654	0
TELECOMMUNICATIONS	223	230	(7)
	<u>9,424</u>	<u>9,194</u>	<u>230</u>
RECOVERY OF COSTS			
EX PLACE - TELECOM REMITTANCE	(69)	(69)	-
CNE - ANNUAL EXHIBITION	435	435	-
SERVOMATION - UTILITIES/CLEANING	96	90	(6)
EX PLACE - EVENT/EXHIBITOR SERVICES	78	78	(0)
	<u>540</u>	<u>534</u>	<u>(6)</u>
NET INCOME (LOSS)	<u>1,894</u>	<u>1,941</u>	<u>47</u>

NOTE: Actual and Budget figures include 12% markup on labor and materials from Exhibition Place of \$468,000