

18A

# MANAGEMENT REPORT

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



The foregoing report was reviewed by the Executive Committee at its meeting held on October 22, 1999 and is referred to the Board of Governors for INFORMATION.

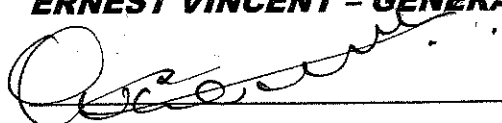
**SUBMITTED TO: THE BOARD OF GOVERNORS OF EXHIBITION PLACE**

**PREPARED BY:**



**SUBMITTED BY: RON TAYLOR - MANAGING DIRECTOR - O&Y/SMG CANADA**

  
**ERNEST VINCENT - GENERAL MANAGER - NTC**



# T ABLE OF CONTENTS

## **O&Y/SMG CANADA REPORTS**

Executive Summary .....	3
Sales & Marketing .....	4
Event Services Report .....	9
Operations Report .....	10
Financial Report .....	12

## **EXCLUSIVE SUPPLIERS REPORTS**

Servo-Canada Summary.....	15
Network International.....	17

## **APPENDIX**

Marketing Articles	Appendix "A"
Financial Statements	Appendix "B"

*This report is solely for the benefit of those persons to whom it has been addressed and is not to be utilized by any other person or for any other purpose. Opinions, estimates, information and projections contained in this report are those of O&Y/SMG Canada and are subject to change without notice. Additional information contained in this report has been compiled or arrived at from sources assumed to be reliable. O&Y/SMG Canada and/or its officers, directors and employees accept no liability for damage or loss arising from use of information in this report.*

# EXECUTIVE SUMMARY

## SIGNIFICANT ACTIVITIES DURING THE MONTH OF AUGUST

1999 Sales	62 Licenses issued 40 New business 22 Renewals
1999 Net Operating Profit	\$ 1,290,793 Net operating profit to August \$ 1,334,982 Budget for 1999 to August 96 % Achieved The forecast to year- end is that the 1999 Budget for net operating profit will be achieved.
1999 Rental Income	\$ 4,205,694 Earned to August \$ 6,601,008 Budgeted for 1999
Annual New Business	\$1,672,299 New business, \$1,500,000 Projected in '99 111% Achieved

## AUGUST SHOW SUMMARY

The Canadian National Exhibition featured many exhibits in The National Trade Centre during the month of August. Two Facility Co-ordinators spent most of their efforts assisting Exhibition Staff in the Cleaning Department. In addition, all department staff assisted on the event by following up on services and covering shifts while continuing the planning process for fall trade and consumer shows.

In August, The National Trade Centre also hosted Reed's Jewellery World Expo, and the Antiques Roadshow. During the month the announcement was made that Titanic: The Exhibition would open at the Better Living Centre in September.

O&Y SMG is pleased to advise that The National Trade Centre was awarded first prize in the Newsletter Category by the American Society of Association Executives.

# SALES & MARKETING REPORT

## AUGUST 1999 ACTIVITIES

August sales efforts have resulted in the year to date issuance of 62 license agreements with a breakdown of 40 new business and 22 renewals for existing clients. This month the sales & marketing staff conducted 28 site inspections for potential clients.

On August 24, 1999, The National Trade Centre received international accolades from ASAE (American Society of Association Executives) at the 1999 PRIMA awards. The National Trade Centre was awarded the first prize trophy under the Newsletter Category and received second place for our Web Site. Laura Purdy accepted the award on behalf of the Board of Governors of Exhibition Place and the City of Toronto at the awards ceremony. The ceremony was then broadcasted to the General Session at the conference that was attended by over 5,000 delegates. A news announcement was distributed by our sales and marketing department to local dailies, Canadian and U.S. trade publications and City of Toronto Councillors.

In August, a media conference was held at Toronto City Hall to announce the signing of Titanic: The Exhibition. City of Toronto Councillor Joe Pantalone, Chairman of the Board of Governors of Exhibition Place, brought greetings from the Board and the Mayor's office. The Titanic show is owned by SFX Entertainment, the leader in touring shows and concerts in the US and Canada. This is the first exhibition that SFX Entertainment has produced, and Exhibition Place, Toronto is its premier launch location. This exhibition will be housed in the Better Living Centre and opens to the public on September 24, 1999 and runs through to February 10, 2000. Media coverage for this event is included under the publicity section of this report.

In August, Laura Purdy and Susan Richardson attended the ASAE (American Society of Association Executives) Annual Conference tradeshow in San Diego. They participated with Tourism Toronto to sell and promote The National Trade Centre to the association tradeshow planners in the US. They made contact with several hundred associations and with 8 viable players in the US association market that were not familiar with our facility. In September, Susan will be following up with phone calls, mailings and invitations to do site inspections.

On August 7, 1999, The National Trade Centre hosted the Antiques Roadshow, a popular U.S. television production broadcast throughout North America. Substantial media coverage of this event occurred this month and is included under the publicity section of this report (Appendix A). Furthermore, on August 5, 1999, a 5-minute segment on the Antiques Roadshow was featured on Breakfast Television, a weekly morning show broadcasted on CityTV.

Enclosed, for information only, are copies of two cards received at the Sales & Marketing office from IAAM members, Frank Poe, 2<sup>nd</sup> V.P. of IAAM, and Marsha Willox. They expressed their appreciation with respect to the President's Reception held at our facility and praised the facility.

On June 17, 1999, The National Trade Centre hosted the Black and White Polo Ball. In August, we received a copy of the event program along with a copy of the 1999 "Polo for Heart" Magazine. The National Trade Centre at Exhibition Place is recognized in both of the publications for providing a free Omnimax pixelboard listing for this event.

### THIRD QUARTER SALES SUMMARY

O&Y/SMG Canada's Annual New Business target for The National Trade Centre was \$1.5-million in new business revenue for 1999. To date, the Sales & Marketing Team has secured forty-seven events representing \$1,672,299 in new business revenue for 1999. Of the 47 pieces of new business contracted for 1999, 11 are tradeshow, 7 are consumer shows, 7 are corporate bookings and 22 are special events/film shoots.

	NEW BUSINESS REVENUE OCCURRING IN 1999
<b>ANNUAL 1999 NEW BUSINESS BUDGET</b>	\$1,500,000
<b>Booked in 1997</b>	\$ 390,888
<b>Booked in 1998</b>	\$ 692,547
<b>Booked in 1999</b>	\$ 544,746
<b>Deemed Sales</b>	\$ 44,117
<b>Cumulative total</b>	<b>\$1,672,299</b>

### 1999 NEW SALES ACTIVITY

The Sales & Marketing Department is currently working with 7 new clients to secure additional business for 1999. As noted in this section of our report, this month the Sales & Marketing team contracted the Swing Magic Tour featuring Oscar Peterson. Unfortunately, on August 25 Rubenstein Associates Inc., the PR agency on behalf of Swing Magic Corporation, announced the cancellation of this event and issued a press release. Currently, our Finance Department is in the process of collecting full rental monies owed for this contracted event.

BOOKING STATUS	AUGUST ACTIVITY	CONTRACTED 1999 BUSINESS
Tentative	7	
Definite	0	
Contracted this month	5	
Contracted in 1999	34	
Contracted in 1998	15	
Contracted in 1997	1	
		Sub-Total: 50 Less cancellation: 3 Total: 47

NEW BUSINESS CONTRACTED THIS MONTH	
ARIDO (1999)	
Titanic: The Exhibition (1999)	
Emotional Intelligence Seminar (1999)	
Suzuki Commercial Shoot (1999)	
Swing Magic with Oscar Peterson (1999) – cancelled	

### 1999 RENEWALS OF EXISTING SHOWS

STATUS (1999)	AUGUST/99	YEAR TO DATE
Definite	0	Total: 40
Contracted	0	

### 2000 RENEWALS OF EXISTING SHOWS

STATUS (1999)	AUGUST/99	YEAR TO DATE
Definite	4	Total: 10
Contracted	4	

### 2000 NEW SALES ACTIVITY

To date, the Sales & Marketing Department is currently negotiating with 17 new clients to secure additional business for 2000.

BOOKING STATUS	AUGUST ACTIVITY	CONTRACTED 2000 BUSINESS
Tentative	17	Total: 4
Definite	5	
Contracted this month	3	
Contracted in 1999	3	
Contracted in 1998	1	

NEW BUSINESS CONTRACTED IN AUGUST (YEAR BOOKED)	NEW BUSINESS CONTRACTED YEAR TO DATE
Christian World Expo	
Kubota Dealer Meeting	
Latvian Song & Dance	Canadian Truck Show

## **PUBLICITY**

The July/August 1999 issue of Facilities & Destinations magazine, included editorial coverage of the LED signs located in the Galleria of The National Trade Centre.

The Toronto Star and the National Post newspapers included several editorials on the Antiques Roadshow event held at The National Trade Centre in August. Copies of the 5 articles are attached. (Appendix A)

The August 11, 1999 issue of The National Post included an article announcing Titanic: The Exhibition which will be held in the Better Living Centre from September 24, 1999 to February 10, 2000.

The Fall 1999 issue of Your Toronto, an official publication of Tourism Toronto, included a front page article on the Titanic Exhibition.

The August 23, 1999 issue of Amusement Business included a photo that was taken at the IAAM President's Reception held at The National Trade Centre in July.

## **QUEEN ELIZABETH THEATRE**

To date, our Sales & Marketing team has secured 9 theatre bookings for the Queen Elizabeth Theatre. During the month of August, our sales staff conducted 10 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 lack of new live theatre production in Toronto, resulting from the fall of LiveEnt has a snowball effect on all theatres in the city. Established and centrally located venues such as, the Elgin and Winter Garden Theatre continues to remain mostly dark over the past 18 months. The Queen Elizabeth Theatre is a class "C" theatre and will continue to lag behind the centrally located theatres in terms of occupancy until live theatre makes resurgence in Toronto.

**MEETINGS/SEMINAR RENTALS**

BOOKING STATUS	AUGUST ACTIVITY	CONTRACTED 1999 BUSINESS
Tentative	3	
Definite	1	
Contracted this month	4	Total: 9

**LIVE THEATRE RENTALS**

NEW BUSINESS CONTRACTED IN AUGUST (YEAR BOOKED)	CONTRACTED YEAR TO DATE FROM OCTOBER 1998
4	9



# **E**VENT FACILITY SERVICES

## **EVENT FACILITY SERVICES MANAGEMENT REPORT FOR AUGUST 1999**

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

Consumer	Trade	Other
Antiques Road Show	Jewellery World Expo	Hoop It Up
Canadian National Exhibition		

## **EVALUATION OF AUGUST EVENTS**

For the first time the Antiques Road Show was held at the National Trade Centre on August 7, 1999. Show organisers were very pleased with the venue and services provided as evidenced by the enclosed letters.

Reed Expositions' Jewellery World Expo moved the event to The National Trade Centre in August. Extensive security arrangements were made for this event with Toronto Police Emergency Task Force contracted by the show to secure the hall. The show went very well and show organisers were pleased with the turnout.

Hoop It Up was a NBA interactive basketball tournament with 60 courts held on the grounds south west of The National Trade Centre. Ten thousand people attended with 2,400 participants.

The Canadian National Exhibition featured many exhibits in The National Trade Centre. Two Facility Co-ordinators spent most of their efforts assisting Exhibition Staff in the Cleaning Department. In addition, all department staff assisted on the event by following up on services and covering shifts while continuing the planning process for fall trade and consumer shows.

## **CUSTOMER SERVICE ASSURANCE PROGRAM UPDATE**

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

New programs that provide services are being tried to determine viability. A new Back Rub service will be tested in The National Trade Centre in September. This service will allow those exhibiting & attending an event to have a relaxing massage that will make their time at The National Trade Centre more relaxing after spending the day on their feet. Our expectation is that the service will render new revenue to the Board.

# PERATIONS REPORT

## **OPERATIONS PHYSICAL PLANT/FACILITY SERVICES**

The scheduled and unscheduled building and equipment maintenance continued throughout August. The following is a list of projects that were started and / or completed.

- Painting of dock plates in the East and West loading area was finished in late August during the Canadian National Exhibition. Universal doors and Blue Giant completed an extensive inspection and repair of the dock plates and mechanical doors during the CNE. Completion of repairs will continue into October because of the number of shows in the facility.
- The Automotive building ceiling has undergone paint repairs and was completed in early August. This project was initiated because of the Flight Centre's anticipation of patrons looking at exhibits hanging from the ceiling. A complete painting of the ceiling was proposed in our five year Capital Budget Plan.
- The Automotive roof membrane is scheduled for replacement over the next few months. We will complete approximately 50% in this years budget and possibly the remaining roof membrane in next years.
- The warranty repairs to the sky light leaks throughout the Galleria are on going. All previous repairs will be monitored and will have a two-year warranty from the time of the repair.
- WSI Signs completed warranty repairs to Hall signage installed on columns throughout the facility. The remaining wall signs will be mechanically fastened in late September or October.
- We recovered two large trees from the Horticulture building that was left from the CNE and placed them in the Galleria.
- The Genie lifts forklifts and Tennant cleaning equipment underwent a preventative maintenance inspection after the Canadian National Exhibition. The three Nissan forklifts are being painted after usage for Exhibition Place summer events.
- The Electrical storage area in the North Extension will be completed after the Royal Agricultural Winter Fair. Plans are underway in the relocation of our warehouse to the Better Living Centre to accommodate the RAWF.
- Sod was replaced along the South side of The National Trade Centre and North side of the Automotive Building. The grass was damaged from the summer events including the CNE. Plans are underway to complete an extensive cleaning and repair of the paved stones and concrete walkways in front of The National Trade Centre and Automotive Building. Work will commence during the month of October.
- A skid meter will be purchased for the terrazzo floor in the Galleria in late September. This will assist us in monitoring floor conditions to ensure public and worker safety as well will minimise potential legal liabilities.

- Roof maintenance will be scheduled with Solar roofing in late September. They will correct minor membrane and flashing damages and advice of any potential problems. This inspection will be added to the Angus PMP.
- Installation is underway for several additional sponsor signs throughout The National Trade Centre and Automotive Building.
- The boardroom chairs from the Queen Elizabeth Executive Offices are being re-upholstered they will be returned in September.
- The East Cleaning Utility Room, will be converted into a milk room for the RAWF. Construction involving the removal of a block wall and mechanical/electrical disconnections/connections to equipment will commence in late September. The room will be complete in time for the 1999 RAWF.
- Plans to construct an electrical shop in the old milk room area are underway. Construction is to commence either in the month of October or November.
- Recycling containers have been purchased and will be placed throughout the Galleria in September
- Plans are underway to paint the ceiling and trim in the Fountain Dining room. This should give the room a fresh appearance and assist Servo Canada in attracting new clients. Work is to commence in the month of October.

The Antiques Road Show and World Jewellery Exposition were very successful. Facility Services worked diligently with the Canadian National Exhibition event in the preparation and move-in of the fair.

Planning and scheduling for the Canadian Tire products Parade and the Titanic Museum exhibit was on going throughout the month of August.

## **UTILITY SERVICES**

The following shows were successfully serviced by in-house electrical:

Antique Road Show	Halls A & B	Aug. 7/99
Jewellery World Expo	Hall D	Aug. 8 – 10/99
Canadian National Exhibition	NTC, Exhibition Place	Aug. 20 – Sept. 6/99

The Utility Services Department is progressing with the electrical requirements for the following up-coming shows and events:

- Canadian Tire Product Parade
- Aromatherapy Int'l Conference
- IIDEX/NeoCon Canada
- Canada's Sport Retailer Show
- Canadian Machine Tool Show

The Utility Services Department in conjunction with Kerry Technical are progressing with the planning and purchasing of special electrical inventory for the Canadian Machine Tool Show, which will showcase the largest forum for domestic and international manufacturers of plant floor automation technology.

# F INANCIAL REPORT

Net Operating income for the eight months ended August 31, 1999 was \$1,290,793 compared to a budget of \$1,344,982, a variance of (\$54,189). **Overall the forecast is that the 1999 budget will be achieved.** 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 (\$408,667). However rental income by year-end is projected to achieve budget, as the timing on new business corrects. This year Southex moved the Gift Show, which was traditionally held in September to new dates in July, in advance of the competitive CGTA show, held at the International Centre in August. The result of this move was that Southex occupied less space, purchased less services, and their attendance was lower, which impacted food and beverage and parking. The net income from this show was (\$132,182) less than in 1998, the 1999 budget was based on 1998. To offset this loss, however is the fact that the September traditional dates have been sold to new shows, and in fact the total year round occupancy has improved. Ancillary income, consisting of commissions from food and beverage, electrical, telecommunications revenue and interest, was \$1,834,334 unfavourable to budget by (\$173,566). Food and beverage commission is \$919,865 an unfavourable variance of (\$161,735) resulting mainly from the fact that little new, large catered events have been booked, so new business targets have not been achieved. As well, reduced attendance levels at both the July and Spring Gift Show, and Computerfest impacted attendance results. Gross revenues for Servo Canada at August 31, 1999 were \$3,119,590. 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 \$591,584, an unfavourable variance of (\$57,607). 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 August 31<sup>st</sup> is higher by \$120,517.

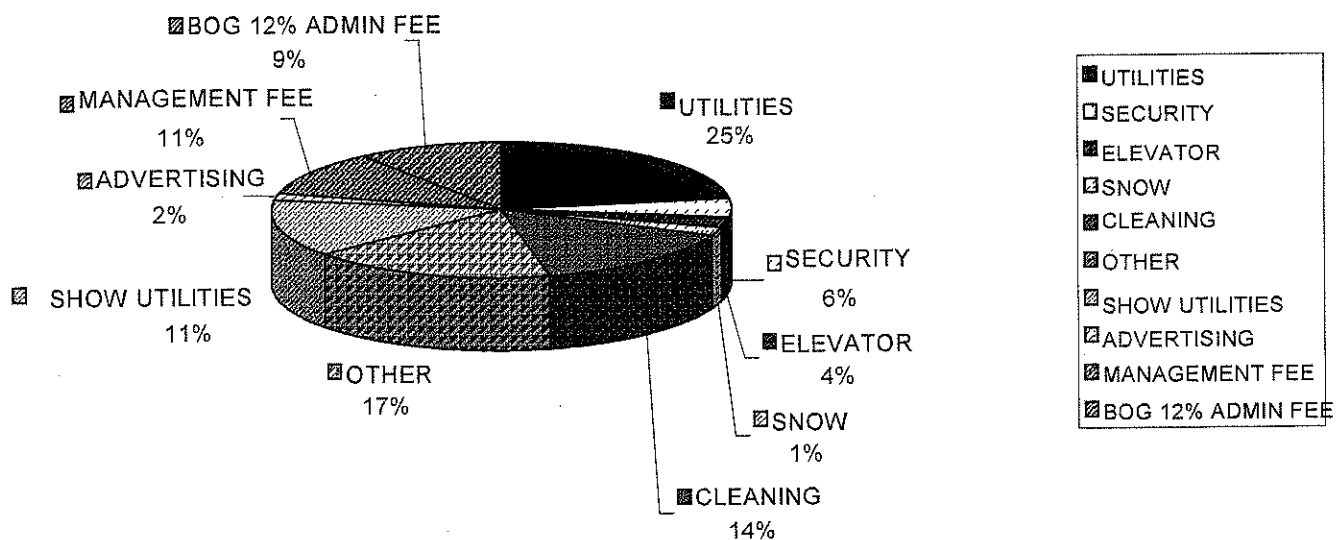
Advertising income, net of cost is \$115,321 compared to a budget of \$167,107. This is mainly due to the fact that bank sponsor and year round car sponsor have not yet been secured.

Direct and indirect expenses are favourable to budget by \$599,042. All required maintenance programs continue. Details of ongoing maintenance are highlighted in the Operations report. In addition there have been operational savings as a result of more efficient scheduling of staff.

Accounts receivable as at August 31, 1999 were \$911,652, consisting mainly of deposits outstanding for future events totalling \$454,892. Payments totalling \$167,072 were received in September. City Legal continues to assist in collection efforts with East Meets West, \$25,023.

During the month of August the Finance department completed final billings and estimates for 3 shows. The budget process for 2000 commenced in August.

### COMPONENTS OF DIRECT EXPENSE





## **EXHIBITOR SERVICES**

The Exhibitor Services Department serviced the Jewellery World Expo, Antiques Road Show and the Canadian National Exhibition during the month of August. While both shows were successful, several items have been noted to improve services to exhibitors.

## **TELECOMMUNICATIONS**

Telecommunications provided services for the exhibitors and staff of the CNE both within the National Trade Centre Complex as well as in the Queen Elizabeth exhibit hall. The general services building connection from The National Trade Centre was completed, thus providing telephony services to office staff in that building. The Telecommunications Department is in the process of upgrading the Meridian 61 C PABX, this will accommodate the additional load placed upon it by the staff on the grounds. Telecommunications is working on providing circuits to the Press Building which will in the very near future provide all telephony to the staff of the CNE on a year round basis. Order forms are currently being created to allow for computer equipment rental to exhibitors, providing yet another source of revenue.

# SERVO CANADA

## **AUGUST 1999 FOOD AND BEVERAGE REPORT**

### **BUSINESS ACTIVITY**

The month of August began with the Antique Road Show. A mobile coffee cart was set-up by the west loading dock at 6:00am to help service the long line-ups of the Antique Road Show. Following the Antique Road Show was the Jewellery World Expo in Hall D. Servo Canada provided regular food services for the Jewellery World Expo and Kosher food services provided by SB Foods. The Kosher food was well received and appreciated by the exhibitors.

The CNE started their show with a reception for Walt Disney World in Hall C on the night of August 19<sup>th</sup>. Servo Canada was proud to participate in Disney's celebration of the year 2000. Staff greeted guests as they entered the pavilion that at the request of the show were dressed as construction workers. Hors d'oeuvres and drinks were passed as Disney welcomed their guests and provided a short presentation. Once this portion of the evening was over, the staff returned to their standard uniforms and continued with regular service. Overall, the evening was a success.

Servo Canada limited their operations to The National Trade Centre and the Automotive Building during the CNE. Along with our operations of permanent stands in The National Trade Centre, we also operated the Thirsty Cactus on the south west corner patio, the Agri Beer Garden in the Lower East Annex, a coffee and cappuccino cart at the Piazza in Hall B and the Flight Deck Restaurant in the Automotive Building.

The other area of service offered by Servo Canada was the Volunteer's Lounge for six evenings in the Fountain Dining Room in the Queen Elizabeth Building.

### **HUMAN RESOURCES**

Joel Gelwarg joined the Servo Canada team during the month of August as General Manager. We wish to thank Punit Tailor for doing a fine job in the interim. We commend Punit for keeping things together and focused during the busy summer months. Fernando Brasil, Executive Sous Chef, left the Servo Canada team in August to accept a position as Executive Chef with another facility. We wish him all the best and will be replacing his position in the near future. Juan de dios Lopez was promoted from Accounting Manager of Servo Canada to Controller.

## CATERING SALES/MARKETING

Catering was busy during the CNE with the Volunteer's Lounge taking place in the Fountain Dining Room during the course of the show.

A fax advertising our holiday availability for corporate functions was sent out this month to over 30,000 companies. We have received approximately 15 calls so far, including one person who saw the fax and called to inquire about her wedding. She will be getting married this November in the Fountain Dining Room.

## NEW BUSINESS

### DEFINITE

Group	Date	Function	# People	Location
Cosmair Canada	September 30/99	Breakfast/ Meeting	125	Fountain Dining Room
Kua/Tongco Wedding	November 19/99	Dinner and Dance	100	Fountain Dining Room
Activities Inc.	December 11/99	Holiday Dinner and Dance	140	Fountain Dining Room

### TENTATIVE

Group	Date	Function	# People	Location
Harbord Collegiate	June 8/00	Graduation Dinner and Dance	200	Fountain Dining Room



# N ETWORK INTERNATIONAL

## ACTIVITY FOR THE MONTH OF AUGUST

The final draft of the Telecommunications RFP will be completed by September 24. The issue date for tender is expected for the first week in October. Additional meetings were scheduled with Bell Canada, AT&T and 1<sup>st</sup> Canadian Telecom/Qolus Financial Corporation for clarification on the intent of the RFP.

Daewoo Auto Canada declined to offer on the automotive manufacturer sponsorship proposal. Kia Motors were presented with a proposal that included two options. The first option consists of vehicle display and signage for \$50,000 and the second option includes promotional booth displays in the main Galleria lobby and the right to host an event, additional to the first option, for \$125,000. Kia is presently evaluating the proposal and Subaru declined the sponsorship by letter.

A revised renewal agreement for Molson Breweries that excludes the CNE as part of the sponsorship was prepared. Molson have agreed to \$110,000/year for another two-year term, expect to finalize the agreement by October 6.

## ACTIVITY FOR NEXT MONTH

Network has been contacting banks and investigating official paint/light bulb suppliers. There has been continued discussions regarding parking ticket receipt advertising for Exhibition Place. Continue to pursue Information Board Advertisers.

## YEAR TO-DATE

The Advertising sales revenue budget for 1999 is \$475,860. Confirmed advertising sales for this year are \$297,185, 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, Chrysler Canada Ltd. 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		\$25,000		Molson Indy Advertising only
<b>TOTALS</b>				\$298,702			
<b>Network Budget</b>				\$475,860			
<b>% of Budget</b>				63%			

FORWARD

cc: Jeff Gay  
Laura Purdy

**ANTIQUES ROADSHOW**  
DISCOVERING AMERICA'S HIDDEN TREASURES

APPENDIX "A"

August 11, 1999

Mr. Brian Smith, Event Coordinator  
National Trade Centre at Exhibition Place  
100 Princes' Boulevard  
Toronto, Ontario, Canada M6K 3C3

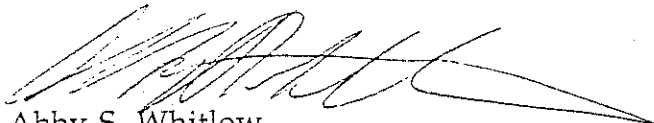
Dear Brian:

What can I say but thank you, thank you, thank you! The Chubb's *Antiques Roadshow* production in Toronto went very well. We taped fifty appraisals and found many wonderful items. But we could not have had such a productive day without the support of the National Trade Centre staff. Everyone was so helpful and responsive to our concerns which made a hectic day go very smoothly.

Chas Norton, our Lighting Director, was particularly aware of the good services of the electricians and the stage hands in Toronto. Both were up to speed and on track very quickly. Even with the misunderstanding about the truck position, we got everything we required on time and in the quantities and locations\*that we needed. The contouring of the overhead lights was done exactly to our wishes and in a very timely manner.

We would like to thank you especially Brian for coordinating all of the elements we needed from the Convention Centre. You went above and beyond the call of duty and for that we are grateful. It was a pleasure to work with you, Larry, IATSE Local #58 and all the staff at the National Trade Centre. I hope you will tune in when the Toronto production airs during our new season beginning in January 2000.

Best Regards,



Abby S. Whitlow  
Production Supervisor  
*Antiques Roadshow*

cc: Earnest Vincent



FORWARD  
cc Jeff Gay  
Laura Purdy

**ANTIQUES ROADSHOW**  
DISCOVERING AMERICA'S HIDDEN TREASURES

August 11, 1999

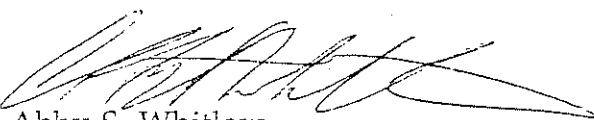
Mr. Bill Hamilton  
5 Lower Sherbourne St., Suite 210  
Toronto, Ontario, Canada, M5A 2P3

Dear Mr. Hamilton:

*Antiques Roadshow* would like to express how pleased we were with the IATSE Local #58 who worked with us on August 6-7, 1999. We had eight of the most talented people we have ever worked with. The crew was professional, efficient and knowledgeable, we could not have asked for better.

Chas Norton, our Lighting Director, mentioned that Harry Shearer was a good ALD and lighting crew chief who deserves special mention for his care to detail and attention to our needs. He and his men were the best crew we have had in a long time- by far the best this year- in attitude and aptitude. Please note that our eight IATSE crew members will be credited in our Toronto show. Thank you again for providing such outstanding people.

Best Regards,



Abby S. Whitlow  
Production Supervisor  
*Antiques Roadshow*

cc: Earnest Vincent, Brian Smith, Chas Norton





4006 BELT LINE RD  
SUITE 220  
DALLAS, TX 75244  
PHONE 972.392.5700  
FAX 972.991.1135

August 10, 1999

Peter Jeffrey  
National Trade Center  
100 Princess Blvd  
Toronto, Ontario M6K-3C3

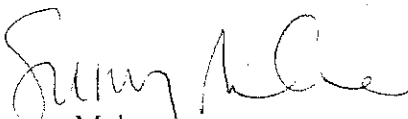
Dear Peter,

I would like to thank you for supporting the 1999 Toronto Nestle Ice Cream NBA Hoop-It-Up on August 7-8<sup>th</sup>, 1999. We had a great event and it wouldn't have been possible without your support!

The event had over 2400 players and approximately 10,000 spectators. Everyone enjoyed a NBA-themed basketball festival with over sixty 3-on-3 courts and five special events. Everyone present at noon Saturday even had a chance to meet Alvin Williams of the Toronto Raptors.

Thanks again for your support this year and we look forward to working with you again next year!

Sincerely,

  
Sunny Malone  
Event Director





COCKTAIL HOUR — Jeff Gay, left, National Trade Centre, Toronto, celebrates at a reception with Catherine Wong, Vancouver (B.C.) Convention and Exhibition Centre, following a Canadian Town Hall meeting at the IAAM Conference in Toronto. (AB Photo)

# Technology Watch

Facilities & Destinations Magazine  
July/August 1999

## At Press Time

### National Trade Centre—

#### Electronic Signage in Toronto

The National Trade Centre at Exhibition Place in Toronto, Canada, has installed 12 new LED signs along the full length of its Galleria lobby. The signs are suspended from the ceiling at each exhibit hall entry and assist trade and consumer show delegates and attendees with helpful directions from show names to registration areas.

Details: National Trade Centre at Exhibition Place, Marketing Department; phone (416) 263-3026 for rates and other information.

# Your TORONTO

The world within a city.™



FALL 1999

Check out our website!  
www.torontotourism.com

## EVENTS

### September

- 4-6: Canadian International Air Show 50th anniversary
- to Sept. 6: Canadian National Exhibition
- to Sept. 6: Ashkenaz Yiddish Festival
- 10-12: Vegetarian Food Fair
- 30-Oct. 3: Toronto Fall Home Show

### October

- 1: Cindy Sherman photo retrospective opens
- 8-11: International Home Show
- 14-17: Toronto Ski & Snowboard Show
- 20-30: International Festival of Authors
- 28-31: Creative Sewing and Needlework Festival

### November

- 4-13: Royal Agricultural Winter Fair
  - 21: 94th Santa Claus Parade
  - 19-21: Hockey Hall of Fame induction weekend
  - 25-Dec. 5: One of a Kind Craft Show and Sale
- And much more!  
Call 1-800-499-2554

# Titanic Treasures

Artifacts from the legendary ship are on display at Exhibition Place

For 87 years, the wreckage of the *Titanic*—the infamous cruise ship that sank on its maiden voyage from London to New

York—lay four kilometres (two and a half miles) under the surface of the Atlantic Ocean. This fall, more than 200 artifacts from the luxury liner, plus interactive exhibits, take up residence at the Better Living Centre at Exhibition Place in *Titanic*, “The Exhibition.”

After decades of legend and the recent Hollywood blockbuster, the story of the *Titanic* is familiar but moving as ever: the largest and most luxurious cruise ship of its time, thought unsinkable,

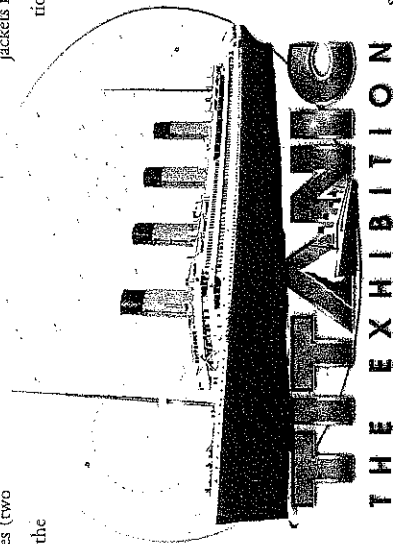
sank in 1912, taking the lives

of two-thirds of its 2,200 passengers. Using interactive displays and exclusive artifacts such as one of the three remaining life

jackets from *Titanic*, this exhibition takes visitors along the ship’s whole story line, from its construction in a Belfast shipyard to its unforgettable first and last voyage. Making its Canadian debut, *Titanic*, “The Exhibition” also explores Canada’s link to the *Titanic* saga: the ship sank off

the coast of Newfoundland, and many of the victims of the disaster are buried in Halifax, Nova Scotia.

*Titanic*, “The Exhibition” runs from late September 1999 to February 2000. For tickets, call (416) 870-8000 or visit [www.ticketmaster.ca](http://www.ticketmaster.ca); for group tickets, call (416) 597-0965. □



## THE EXHIBITION

Salvaged from the ocean floor, more than 200 *Titanic* artifacts are on display

**Tourism Toronto:**  
1-800-499-2554

... PAIR UP GREAT ACCOMMODATION AND HOT ENTERTAINMENT ...  
... WITH TORONTO VALUE PACKAGES (SEE PAGES 4 TO 7) ...

The world's best way to travel. [www.visa.com](http://www.visa.com)





# Antiques sleuths on the road again

Toronto Star - Aug 6, 1999

Thousands hope to turn junk into treasure

BY STEVEN THEOBALD  
BUSINESS REPORTER

Is that dusty knick-knack in the attic money in your pocket?

The experts at the *Antiques Roadshow* know for sure.

Host Chris Jussel has brought more than 70 experts from the world's leading auction houses and galleries to town to tape the TV program's first Toronto visit tomorrow. They will offer free appraisals to people hoping to unmask a Fabergé brooch or a priceless Picasso.

The odds of hitting it big are slim, but expect Toronto's Exhibition Place to be packed with attic-raiding hopefuls.

Only the first 6,500 people

will get in, and it's first come, first served.

Thousands have been turned back at previous U.S. shows, where people have been known to drive hours for a crack at fame and riches.

"It's like a Cecil B. DeMille movie with a cast of thousands," said Jussel, the face of PBS's top-rated show.

**'There is occasionally the joy we take in popping someone's balloon.'**

— CHRIS JUSSSEL  
Host, *Antiques Roadshow*

"For some reason we have touched a nerve that encourages people to come out on a beautiful Saturday and stand in line for hours on end."

The U.S. show is only entering its third season yet boasts an audience of 10 million.

The original BBC version,

which has been going strong for 22 years, is CBC Newsworld's most watched program.

The accents may differ, but the formula for both shows is identical: unearth treasures and film the owner's reaction.

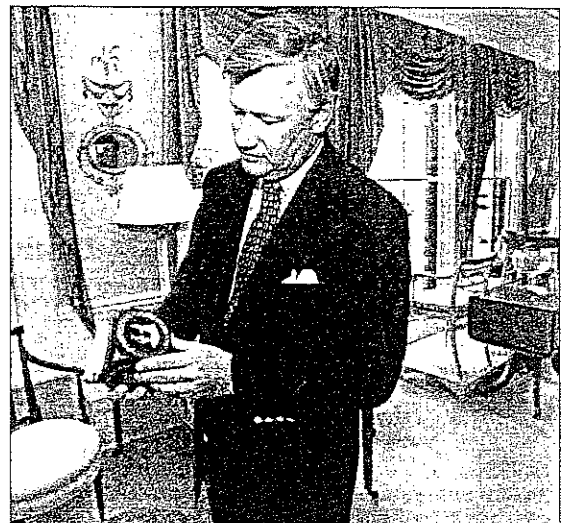
The lucky few to make the cut are ushered into a makeshift studio at the site, Jussel said.

"The experts bring them to the producer and try to talk her into putting them on television."

The two top pieces to date are a table that eventually sold for \$800,000 and a bracelet worth \$375,000 that the owner believed was worthless costume jewelry, Jussel said. "It was pretty ugly."

Tiffany lamps, worth upward of \$150,000, surface quite regularly, he added.

Each year, the show visits



LOGAN WALLACE/TORONTO STAR

**PBS ROADIE:** Chris Jussel of *Antiques Roadshow* inspects tea caddy at The Paisley Shop in Toronto. The show is at Exhibition Place tomorrow.

Please see Junk, B4

Toronto Star - Aug 6, 1991

# Junk, camera, action! Roadshow rolling in

Continued from B1

eight cities — Toronto being the first Canadian site — to produce 16 one-hour segments.

The junk usually doesn't make it on camera, but once in a while a clever forgery is highlighted to discuss its maker's ingenuity.

The unwitting, and often cocky, victim must keep a stiff upper lip while cameras roll, to the delight of TV viewers enjoying the guilty pleasures of *Schindler's List*.

"There is occasionally the joy we take in popping someone's balloon," Jussel admitted.

But it's the thrill of discovering treasure that drives the experts, who aren't even paid for their expenses, said Donald Ellis, the show's only resident expert from Canada.

At one show, Ellis, a specialist on North American native art, could hardly control his excitement.

In the line-up at his table was a person holding a shopping bag with some beads poking out. That glimpse was enough to get his heart thumping.

"I was trying to stay focused

and give the woman in front of me my attention," said Ellis, who runs a gallery near Dundas, Ont.

Sure enough, in the bag was rare circa 1870s native beadwork worth about \$70,000.

Then there's the \$18,000 ivory harpoon rest from Alaska that the owners had mistaken for a bootjack.

But the most exciting find so far for Ellis, one that landed its owners on Oprah Winfrey's show, was an Eskimo hunting helmet worth about \$125,000.

**'Our crowds are enormous compared with the British show.'**

Chris Jussel,  
Host, Antiques Roadshow

The item was brought in by an unsuspecting mother and daughter team during a show filmed two years ago.

"When they first pulled it out of the shopping bag I almost had a heart attack," Ellis said. "It came at a time where there were only 19 known to exist."

Strangely, Ellis was extremely familiar with the wood and

ivory helmet because he had tried twice, once successfully, to buy two of those 19.

The women had no clue what it was that their late husband and father had packed away.

"They weren't even going to bring it to the show because they thought they were going to be made fun of," said Ellis.

For Roadshow purists, those raised on the more reserved BBC version, its U.S. counterpart may seem a bit rougher. For instance, the show flashes the appraiser's price across the screen, something the Brits simply can't bring themselves to do.

But it attracts as many as three to four times more people to appraisal events, Jussel said. "Our crowds are enormous compared with the British show."

Tomorrow's event will be held in the National Trade Centre at Exhibition Place. Admission is free and gets you verbal appraisal of up to two items, but you must have an entry ticket.

These will be handed out to 6,500 people starting at 7:30 a.m. the day of the show.

# How a \$2 trinket became a \$225,000 antique treasure

BY NICOLE MACADAM  
SPECIAL TO THE STAR

A pair of art experts turned a Toronto woman's \$2 trinket into a \$225,000 work of art yesterday — without even looking at the actual statue.

A photograph of the elegant art deco sculpture was all Sandra, who asked that her last name not be used, gave to appraisers with the *Antiques Roadshow* TV series, which rolled into Toronto yesterday.

"Then it became a matter of

**'Do you know how much this is worth? It's a wonderful piece of early 20th century statuary.'**

— DAVID McCARRON  
Appraiser

how far away did she live," David McCarron, who works at a Detroit-area art gallery, said. "She said it wasn't far, so we asked her to bring it in."

The figurine, a ballet dancer in bronze with delicate ivory face and hands,

stared imperiously as spectators and curious onlookers stopped to have a peek.

"It's been in my family for as long as I've been alive," Sandra said shortly before cameras began to roll.

"Do you know how much this is worth?" McCarron asked, as spectators and volunteers gathered to watch.

Sandra had no idea. "Oh my God," she exclaimed after McCarron and colleague Usha Subramaniam told her of the treasure's worth.

McCarron explained that the statue was the product of Romanian sculptor Demetre Chiparus. The signature on the marble base of the work, plus the intricate bronze and ivory work is



TONY BOCK/TORONTO STAR

**'OH MY': Sandra struck gold at the Antiques Roadshow when her art deco statue was appraised at \$225,000.**

## Dreams of riches, E3

what convinced McCarron of its authenticity.

It is one of the largest versions of that particular statue he had seen.

After conferring with Subramaniam, McCarron determined that it was worth between \$100,000 and \$150,000 (U.S.). "It's a wonderful piece of early 20th century statuary."

Overwhelmed, Sandra refused to say what she will do with the statue.

Not all of the 3,000 people who attended the *Antiques Roadshow* — often waiting in line at the National Convention Centre for more than six hours

— were so lucky.

Peter Rabin, an antique car parts dealer, brought in a toy dump truck he bought for \$600 (U.S.) but was told by appraiser Noel Barrett. "You probably paid a little too much."

Barrett said the toy's scratched black paint made it worth \$400 to \$500 (U.S.).

The hand-carved antique bed William Tobin brought in was purchased from a friend who "needed the money," he said.

Leslie Keno, an *Antiques Roadshow* regular who works for Sotheby's, estimated the bed could fetch up to \$20,000 (U.S.).

Replied Tobin: "I think I'll get a good bottle of wine and have a sleep in it."

Toronto Star - Aug 8, 1999

THE TORONTO STAR Sunday, August 8

■ COLLECTING



**WAITING THEIR TURNS:** With their treasures in hand, dozens of hopeful fans of the Antiques Roadshow patiently wait at the National Convention Centre yesterday to have items appraised by more than 70 experts from the popular TV show.

# What's old is gold — or not

Thousands wait for hours to have treasures judged by experts from Antiques Roadshow

BY NICOLE MACADAM  
SPECIAL TO THE STAR

They came carrying personal treasures — books, bikes, toys and trinkets — in garbage bags and cardboard boxes.

More than 3,000 people converged on the National Convention Centre as PBS's *Antiques Roadshow* rolled into Toronto yesterday. They waited in line for up to six hours, hoping that Grandma's tea kettle or a toy truck from childhood might be worth its weight in gold.

Some were disappointed, others delighted. No one was unsatisfied.

Retired professor Matthew Hill of Kitchener unfurled a cedar mat, painted with native American symbols in bold red, white and black. He bought it for \$50 more than 40 years ago and hung it above his fireplace.

"It's difficult to appraise," Donald Ellis, a Canadian expert in Indian, American and ethnic art, told him. But appraise it he did, estimating its worth at about \$4,000.

Not all were so fortunate.

Toronto resident Gladys Mairs, who was chosen to appear on camera, knew little about the dark green drinking glasses she discovered in a relative's attic and brought to decorative art appraiser Nicholas Dawes.

It turned out they were copies of extremely rare and valuable Roemer goblets, used by upper- and middle-class Germans at important functions. But Mairs wasn't disappointed.

"I'm not interested in the dollar value of the things we have in our home," she said. "I value their personal attachments."

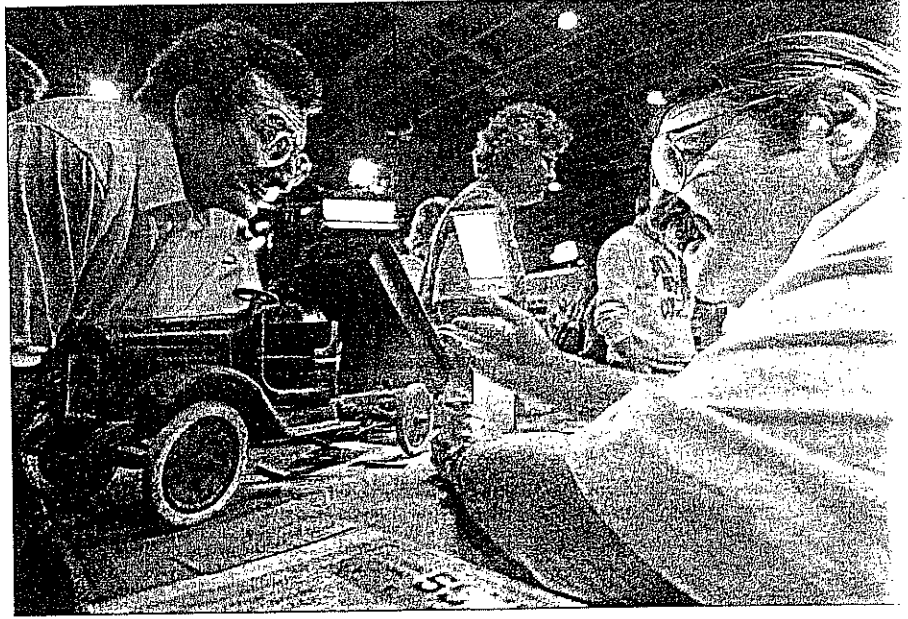
More than 70 appraisers — four of them Canadian — poked, prodded and peered at thousands of objects. Each ticket holder was allowed to bring two items for appraisal. Only those that were valuable — or very clever fakes — made it on camera.

But some fakes were valuable.

An ornately carved and painted violin owned by Warren Fewster was valued at between \$5,000 and \$7,000, even though expert Charles Rudig believed it was a copy of an instrument that a French violin maker claimed was the world's oldest violin.

"It wasn't true, of course," Rudig said. But the story gave it value.

"I've been waiting for three years for one of these," Rudig said. "It's a very fanciful instrument."



**TRUTH HURTS:** Antique car parts dealer Peter Rabin, above left, hears from toy expert Noel Barrett of Caryersville, Penn., that the toy dump truck he paid \$600 (U.S.) for is worth \$500. Left, a detail from a 19th century bed turned some heads.



PHOTOGRAPHY BY TONY BOCK/TORONTO STAR



**EYE OF BEHOLDER:** Gladys Mairs, above, admires her fake Roemer goblets, while Cincinnati appraiser Riley Humler, below, examines a plate.



**TOY MOUNTIE:** Nine-year-old Jarrett Potter-Therriault, above, is thrilled that the Mountie doll he bought for \$10 was appraised at \$75 by toy expert Leila Dunbar. At left, Leslie Keno of Sotheby's and his twin brother Leigh, left, assess the headboard of an 1800s French bed owned by William Tobin of Scarborough at \$20,000 (U.S.).

Toronto Star  
Aug 8, 1989



Natl Post  
Aug 11/99

## Titanic exhibit to open in fall

By MARK GOLLUM

Recovered relics and personal possessions from passengers of the ill-fated Titanic will make their Canadian debut this fall in Toronto.

Titanic "The Exhibition" which features close to 200 artifacts recovered from the ship's wreck will be on display from late September to February at Exhibition Place in the Better Living Centre.

George H. Tulloch, who, with commander Paul Henri Nargeolet led the research and recovery expeditions to the wreckage site, said it was important to bring the exhibition to Canada and recognize its link to the disaster. The ship rests off the coast of Nova Scotia. Canada took part in the disaster's aftermath helping to recover bodies.

"Canada is a major part of Titanic's story, and most people don't acknowledge that," he said. "Canada gets overshadowed by what the U.S. does and we felt we had to do Canada right."

The exhibit will feature a 30-foot model replica of the ship that went down in 1912 after hitting an iceberg. Artifacts such as a bronze cherub from the central staircase, a port hole with its broken glass still intact and various personal artifacts of passengers will be on display.

Organizers will be showing about a dozen artifacts recovered from a 1998 dive that have never been seen in public. They hope to bring in "the big piece" — a 20-tonne section of the hull which is in a museum in Atlantic City, N.J.

The exhibition has travelled throughout the world.

*National Post*

# We've got a horse with a clock in its stomach

## ANTIQUES ROAD SHOW

Bring a folding chair  
and wear a pair  
of comfortable shoes

BY JENNIFER PRITTIE

A television program brimming with vicarious delights will be on location in Toronto tomorrow morning, as *Chubb's Antiques Roadshow* touches down in Canada for the first time.

Antique-evaluating has become so popular with viewing audiences that if the show's recent U.S. tour stops are any indication, eager collectors could be lining up outside the Exhibition Place's National Trade Centre with everything from books to porcelain to furniture as early as this afternoon.

"Do I recommend this? No. Can I stop this? Obviously not," laments the show's executive producer, Aida Moreno.

Part lottery and part history lesson, each episode visits a different North American city to uncover potentially valuable antiques and collectibles. The cameras focus in on participants' elation and disappointment as experts evaluate their treasures.

As one of PBS's most popular shows, it attracts over 10 million viewers each week. It's the spinoff of a long-running BBC series of the same name that airs in Canada on CBC Newsworld.

So many people actually want to be on the show the 6,500 free tickets available as of 7:30 a.m. tomorrow will likely go easily.

"More people come than we have tickets for," says Ms. Moreno. "Sometimes we end up turning down as many people as we see."

Organizers insist those who happily endure hours of waiting do so not mainly for any potential jackpot, but for the explanations they'll receive.

"You sort of expect the kicker is always going to be the value," says Donald Ellis, a Dundas, Ont.-based

specialist in native American antiques who has been an appraiser with the program since its inception. He said one important item is usually found at each taping.

"But I'm constantly surprised by how many people are less interested in the value than they are in what the object is."

To help examine objects, the show has added about 10 local specialists to its roster of 85 for this weekend. The segment will air early next year on PBS.

For those who want to cart their possessions along on Saturday, Ms. Moreno recommends patience, folding chairs and comfortable shoes.

She also cautions people to be aware of lurking antique buyers. While the show's appraisers aren't allowed to solicit, she says, she can't stop suspicious types from hanging around.

"We've had people try to set up tents outside, and then try to buy the materials as they go in or they come out. And all I can say is, beware."

Mr. Ellis suggests that people while away their time in line by simply observing the buzz. "It's some of the most interesting theatre you'll ever see."

He explains that people who spend hours waiting together usually end up rooting for each other. "Frequently I'll be at my table and somebody will come up and say, 'Oh, did a guy with a long grey beard come here with a basket?'"

Spectators can also keep an eye out for excited appraisers who must do their best to maintain a poker face after spotting an unusual item.

Mr. Ellis recalls a mother and daughter in San Francisco who decided — after much last-minute arguing — to bring an item from their shed to the *Roadshow*.

He instantly recognized a very rare Inuit hunting helmet worth about \$75,000, but had to remain stoic while waiting to discuss the item on camera.

"I just about had a heart attack when they pulled it out of the bag."

National Post

Karen

Thank you very much for your  
kindness & support to 1st Am &  
our President's Reception. What a  
wonderful facility & service. The  
food & service were excellent.  
You are on your feet to your facility  
& to 1st Am.

Steve  
Allen

1st Am 2nd V.P.

Laura,

Thank you for your assistance  
in the President's Reception. I  
think it was a great success,  
I appreciate the use of your  
facility and the staff at the  
National Trade Centre.

Marilyn Wilcox



More than 4,000 Canadians bring their heirlooms and bric-a-brac, in the hopes that Aunt Sophie's old butter dish may be a priceless artifact

# Let's get this antique show on the road

Natl Post-Aug 9, 1989

BY CORI HOWARD

**B**y dawn, the lineup had swelled enough to round the corner of the Trade Centre in Toronto. By 7:30 a.m., the end of the line was invisible. Some people arrived the night before and had been waiting, sleepless, since the early hours of Saturday morning. Others, like Jim Miller of Milton, Ont., arrive just as the doors to the *Antique Roadshow* open at 8 a.m., with an 80-year-old horse bridle in one hand and a 100-year-old bridle in the other.

He looks for his wife, who is somewhere in line, and as he scans the hordes, he tells me the older bridle was made by prisoners in Wyoming. He bought it in Toronto 12 years ago for \$300, but later learned it was worth \$1,800. Today, when he finally gets inside, he's hoping one of the *Antique Roadshow's* appraisers will tell him it's worth \$3,500. "That's what I'd like to hear," he said. "They're getting more and more rare."

Other people in line are holding their own antiques — necklaces handed down from a grandmother, violins that once belonged to an uncle, paintings found in the attic, dolls that are family heirlooms, Indian carvings bought at garage sales. The smartest people have brought antique chairs and use them for sitting while waiting for hours in line. A Scarborough man has brought a 180-kilogram organ and is shuffling along with it on a dolly. Another man from Oshawa, who has been waiting since 10:30 on Friday night, has an old wooden slot machine.

Everyone in line, all 4,000 of them, will eventually get into the Trade Centre and become part of the *Antique Roadshow*, a television program that Canadians are crazy about. The program, filmed during trade fairs like this, features people with unusual or interesting antiques as appraisers help them discover the history and value behind them. The fairs take place in several different cities across the U.S. but today is the first time the American program has ever been to Canada. There are no immediate plans for a second appearance in this country.

In Canada, the show airs on the local PBS affiliates and receives more than 10 million viewers a week across North America. Judging by the lineup, there are a significant number who are Canadian. Canadians also tune in to the original British version, called the *Antiques Roadshow*, on CBC Newsworld. It's Newsworld's highest rated program and

when it is interrupted for live news specials, angry callers flood the telephone lines, alarming producers who are shocked by the success of the show.

Pat Collins of St. Catharines watches the American program. He's pushing a wheelchair with a porcelain Buddha sitting in it. He's one of the first people in line. I follow him into the appraisal area, past the tables set up for Indian art, textiles, furniture, pottery and porcelain, jewellery, memorabilia, paintings, musical instruments. In the middle, the TV cameras are rolling as an appraiser discusses a table with the owner. "Isn't it amazing that they look just the way they do on TV?" he says and heads over to the table for Asian art.

As he waits in line, he hands me an article written about the Buddha in a 1929 edition of the *Toronto Star*. "Fear Stolen Burmese God Has Cursed Owner's Family," reads the headline. The story is one of intrigue and mystery — the Buddha was allegedly stolen from American soldiers and found its way into the hands of the U.S. consul-general

## 'I SAW SOMETHING I'D HANG MY HAT ON AND IT WAS WORTH \$30,000'

in India, who was Collins' neighbour's grandfather. The family tried unsuccessfully to sell the Buddha because they believed it caused them bad luck. Perhaps that's why Collins' neighbour gave it to him as a gift.

The appraiser, dapper in a suit and eyepiece, scans the Buddha carefully and tells Collins it's not that old, from the late 1800s, and is worth between \$2,000 and \$4,000. (All figures are in U.S. dollars; as the show is American, so are their appraisals.) "I was hoping to find out it was much older," Collins said later. "I thought it would be at least 300 years old. But it's nice to know, instead of wondering."

David Pequegnat, a retired professor of art history from Toronto, doesn't expect he'll find out much about his painting he doesn't already know. A bohemian with white curly hair, a beard and bright blue eyes that blink frantically with excitement, Pequegnat says he knows his painting dates back to the 1690s. It's half as big as he is, and he staggers under its weight as he lifts it up to show me the breasts, the bodice and the hairdo that helped him determine the date.

"I think the painter is Nicolas de Largilliere," he says. "A portrait painter for Louis XIV. I have all the research in my backpack." He puts the painting down and takes a folder from his bag. Inside there are colour photocopies of many of Largilliere's paintings and scribbled notes, which he reads to me. His enthusiasm is infectious and when it's his turn, we both stumble up to the appraiser with great anticipation.

He tells her he bought the painting in an antique furniture store in Paris that normally doesn't sell paintings. "That's where to buy them," she says. As soon as he saw it, he tells her, he knew, gasped and handed over \$4,250. "I thought I was buying a reproduction in an old frame and it turns out I got an old painting in a new frame."

But the appraiser isn't convinced it's a Largilliere and can only say it's worth somewhere in the realm of \$10,000. Pequegnat gets out his folder and tries to show her the painstaking details of his research, but she kindly tells him to move aside, people are waiting. He's disappointed.

"She didn't know what she was talking about," he says. "I knew more than she did." But Pequegnat admits the experience was "more fun than a circus" and says he regularly watches the show and tries to guess the prices. He walks over to the case he made to transport his painting and begins to put it away. "There's been some ugly stuff. I saw something I'd hang my hat on and it was worth \$30,000."

There's no doubt a lot of the stuff here is junk, but then there's the woman whose father bought a porcelain and bronze ballerina at a Toronto garage sale 40 years ago that appraisers tell her is worth \$125,000, or close to \$225,000 in Canadian dollars. And there are the smaller victories: a family who discovers their tiny Inuit carvings are worth hundreds of dollars each; a man whose wooden bed frame is worth \$10,000; a woman who thought her doll was worth \$1,000 but is valued at \$6,000.

And besides, say the show's producers and appraisers, it's not the financial value that matters. It's the story behind the object. Jeffrey Holmes, one of the musical instrument appraisers who has a store in Toronto, tells me one of the men at the show told him how he had traded his house for a violin. "It turned out to be a copy worth only \$500, but the guy had such a great story. He credited everything good in his life to the study of music and his violin."

National Post

# APPENDIX "B"

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

	MONTH ACTUAL	MONTH BUDGET	VARIANCE	YTD ACTUAL	YTD BUDGET	VARIANCE
Number of Events	2	-	2	52	33	19
Direct Event Income [Note 2]	31,332.20	7,000.46	24,331.74	4,522,982.33	4,931,629.46	(408,667.13)
Ancillary Income	55,952.97	22,260.00	33,692.97	1,834,334.02	2,007,900.00	(173,565.98)
Advertising Income	21,441.00	44,959.00	(23,518.00)	115,321.65	167,107.00	(51,785.35)
CNE Recovery	415,000.00	400,000.00	15,000.00	415,787.38	435,000.00	(19,212.62)
<b>Total Event Income</b>	<b>523,726.17</b>	<b>474,219.46</b>	<b>49,506.71</b>	<b>6,888,405.38</b>	<b>7,541,636.46</b>	<b>(653,231.08)</b>
Direct Expenses	361,822.80	366,670.02	4,847.22	2,906,944.95	3,110,213.02	203,268.07
Indirect Expenses	314,973.93	373,024.16	58,050.23	2,690,667.56	3,086,441.16	395,773.60
<b>Total Event Expenses</b>	<b>676,796.73</b>	<b>739,694.18</b>	<b>62,897.45</b>	<b>5,597,612.51</b>	<b>6,196,654.18</b>	<b>599,041.67</b>
<b>NET INCOME (LOSS)</b>	<b>(153,070.56)</b>	<b>(265,474.72)</b>	<b>112,404.16</b>	<b>1,290,792.87</b>	<b>1,344,982.28</b>	<b>(54,189.41)</b>
<b>EX PLACE PARKING ESTIMATE</b>						
PARKING INCOME	38,810.48	-	38,810.48	1,948,899.18	2,260,130.00	(311,230.82)
PARKING EXPENSE	8,150.20	-	(8,150.20)	409,268.83	474,627.30	65,358.47
<b>NET PARKING</b>	<b>30,660.28</b>	<b>-</b>	<b>30,660.28</b>	<b>1,539,630.35</b>	<b>1,785,502.70</b>	<b>(245,872.35)</b>

NOTE: 1 Actuals include 12% markup paid to Exhibition Place on labour and materials. At August 31, 1999 the markup paid to Exhibition Place was a total of \$ 277,162.81 (\$227,960.76 expensed against direct event income and the balance of \$49,202.05 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.

NOTE: 3 For proper comparison purposes, budget figures include the Toronto Fall Gift Show originally budgeted in September 1999, because the actual event took place in July 1999.

# THE NATIONAL TRADE CENTRE EVENT STATISTICS

FOR THE MONTH OF AUGUST 1999

	MONTH ACTUAL	YTD ACTUAL
Attendance [Note: 1]	5,830	938,757

EVENT	# OF PERFORMANCES		(IN THOUSANDS)		REFRESHMENT PER CAP'S ACTUAL [Note: 2]
	ACTUAL	BUDGET	ACTUAL	BUDGET	
Consumers Show	25	22	3,383	3,974	3.33
Trade Show	11	7	1,661	1,930	8.15
Concert	2	0	8	-	2.75
Photo/Film Shoot	3	0	25	-	16.82
Meeting/Corporate	11	4	256	176	11.71
	52	33	5,333	6,079	

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 AUGUST 31, 1999

**ASSETS**

**CURRENT ASSETS**

		<u>1999</u>	<u>1998</u>
CASH		305,176.90	290,603.58
ADVANCE TO EX PLACE		250,000.00	250,000.00
TERM INVESTMENTS		3,150,000.00	2,150,000.00
AMERICAN EXPRESS		(1,984.42)	-
TRADE ACCOUNTS RECEIVABLE	911,651.96		
ALLOWANCE FOR DOUBTFUL ACCOUNTS	<u>(47,319.40)</u>		
NET ACCOUNTS RECEIVABLE		864,332.56	753,924.90
RECEIVABLE FROM EX PLACE		418,328.95	197,987.45
OTHER RECEIVABLE		170,407.22	557,655.95
PREPAID EXPENSES		<u>275,291.10</u>	<u>111,418.86</u>
		<u><b>5,431,552.31</b></u>	<u><b>4,311,590.74</b></u>

**LIABILITIES & EQUITY**

**CURRENT LIABILITIES**

ACCRUED LIABILITIES	1,306,069.33		
PROVINCIAL & FEDERAL SALES TAX PAYABLE	53,514.64		
DEFERRED REVENUE	<u>2,781,175.47</u>	4,140,759.44	3,906,868.60

**EQUITY**

NET INCOME (LOSS) CURRENT		1,290,792.87	404,722.14
PRIOR YEAR SURPLUS	1,006,922.06	-	-
DISTRIBUTION TO EXHIBITION PLACE	<u>(1,006,922.06)</u>	-	-
		<u><b>5,431,552.31</b></u>	<u><b>4,311,590.74</b></u>

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

	<u>MONTH</u>	<u>YTD</u>
<b>CASH FLOW FROM OPERATIONS</b>		
NET INCOME (LOSS)	(153,070.56)	1,290,792.87
ADD: DEPRECIATION & AMORTIZATION	-	-
<b>SOURCES (USES) OF CASH</b>		
TERM INVESTMENTS	(200,000.00)	(300,000.00)
ACCOUNTS RECEIVABLE - TRADE	142,673.41	958,152.78
RECEIVABLE FROM EX PLACE B.O.G	(380,640.75)	(325,804.43)
ACCOUNTS RECEIVABLE - OTHER	20,505.86	45,957.43
PREPAID EXPENSES	(90,869.42)	(217,137.58)
DEPOSITS AND OTHER ASSETS	8,555.20	7,520.60
ACCOUNTS PAYABLE & ACCRUED EXPENSES	108,850.14	(119,719.40)
OTHER PAYABLES	1,160.28	(52,905.54)
DEFERRED INCOME	528,168.50	(220,926.32)
ADVANCE DEPOSITS - Exhibition Place B.O.G	-	-
<b>NET CASH FROM OPERATIONS</b>	<u>(14,667.34)</u>	<u>1,065,930.41</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>-</u>	<u>(1,006,922.06)</u>
<b>NET INCREASE (DECREASE) IN CASH</b>	(14,667.34)	2,072,852.47
<b>BEGINNING CASH BALANCE</b>	319,844.24	4,326,112.69
<b>ENDING CASH BALANCE</b>	<u>305,176.90</u>	<u>6,398,965.16</u>

THE NATIONAL TRADE CENTRE  
ACCOUNTS RECEIVABLE AGING

AS AT AUGUST 31, 1999

CUSTOMER NAME	AMOUNT OUTSTANDING	CURRENT	30 - 60 DAYS	61 - 90 DAYS	OVER 90 DAYS	COMMENTS
<b>COMPLETED EVENTS</b>						
BOARD OF GOVERNORS	84,039.98	36,729.53	47,310.45			EVENT FACILITY SERVICES, MOLSON INDY SPONSORSHIP RIGHTS, TELECOM & EXHIBITOR SERVICES
SOUTHEX EXHIBITIONS INC.	64,511.55	64,511.55				EVENT SERVICES - FALL GIFT SHOW - EVENT SETTLEMENT FINALIZED
GES CANADA EXPOSITIONS	27,850.85	2,923.98	24,926.87			SERVICES FOR VARIOUS SHOWS - MAY / AUGUST '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
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
ROYAL AGRICULTURAL WINTER FAIR	10,802.07		5,659.32	5,142.75		TELECOM & UTILITIES CHARGES FOR JAN-JULY '99 - REC'D \$5,345.68 SEPT.13
CUSTOMER ACCOUNTS - LESS THAN \$10,000	140,077.80	90,601.73	26,743.82	22,732.25		
<b>SUB-TOTAL</b>	<b>363,626.03</b>	<b>194,766.79</b>	<b>104,640.46</b>	<b>39,197.79</b>	<b>25,020.99</b>	
<b>FUTURE EVENTS</b>						
CANADIAN CRAFT SHOWS - FALL 1999	141,039.43	70,519.71		70,519.72		BUILDING RENT - ONE OF A KIND - CHRISTMAS 1999 - LETTER OF CREDIT HELD
ONTARIO TRUCKING ASSOCIATION	75,369.58	75,369.58				BUILDING RENT - CANADIAN TRUCK SHOW - SEPT. 2000 - PAID IN FULL SEPT. 14
CANADIAN CRAFT SHOWS - SPRING 2000	34,074.97	29,147.34	4,927.63			BUILDING RENT - ONE OF A KIND - MARCH 2000
INTERNATIONAL SHOWCASE ASSOCIATES	33,635.69	16,817.85	16,817.84			BUILDING RENT - CREATIVE SEWING SHOW - OCT. '99
CANADIAN SPORTING GOODS ASSOCIATION	33,255.24	33,255.24				BUILDING RENT - CDN SPORTING GOODS - SEPT. '98 - PAID IN FULL ON SEPT. 13
CITY OF TORONTO ECONOMIC DEVELOPMENT	32,798.67	32,798.67				SECONDMENT OF J. KOPERWAS FOR EXHIBITION PLACE Y2K PROJECT
MERCHANDISE MART PROPERTIES	30,450.94		30,450.94			BUILDING RENT - NEOCON CANADA - SEPT. '99 - PAID IN FULL ON SEPT. 2
KELLY ALEXANDER COMMUNICATIONS	17,940.48	17,940.48				BUILDING RENT - SPEEDORAMA- JAN. 2000
SHOWFEST PRODUCTIONS INC.	16,234.58	16,234.58				BUILDING RENT - COMPUTER FEST - SEPT. '99
CANADIAN NATIONAL SPORTSMEN'S SHOWS	14,626.90	14,626.90				BUILDING RENT - TORONTO SKI SHOW - OCT. '99 - PAID IN FULL ON SEPT. 3
UMBRA LTD.	13,369.65	13,369.65				BUILDING RENT - UMBRA SALE - DEC. '99 - PAID IN FULL ON SEPT. 2
TORONTO AREA RUG TRADE EXPOSITION	12,096.35	12,096.35				BUILDING RENT - RUG EXPO - NOV. '99
<b>SUB-TOTAL</b>	<b>454,892.48</b>	<b>332,176.35</b>	<b>52,196.41</b>	<b>70,519.72</b>	-	
<b>SPONSORSHIP</b>						
INITIATIVE MEDIA o.b.o THE NATIONAL POST	21,400.00			21,400.00		YEAR 1 OF SPONSORSHIP - PAID IN FULL ON SEPT. 8
THE BUSINESS DEPOT LTD.	13,107.50	13,107.50				ADVERTISING FEE FOR THE PERIOD OF AUG. 1999-FEB. 2000
	<b>34,507.50</b>	<b>13,107.50</b>	-	<b>21,400.00</b>	-	
<b>SERVOMATION</b>						
SERVO CANADA	58,625.95	32,733.82	25,892.13	-	-	CATERING COMMISSIONS + VARIOUS SERVICES AND UTILITIES RECOVERY - REC'D \$12,290.74 ON SEPT. 10
	<b>911,651.96</b>	<b>572,784.46</b>	<b>182,729.00</b>	<b>131,117.51</b>	<b>25,020.99</b>	

100%      63%      20%      14%      3%

THE NATIONAL TRADE CENTRE  
**ACCOUNTS RECEIVABLE AGING**  
 ADDITIONAL INFORMATION ON A/R GREATER THAN 60 DAYS  
 AS AT AUGUST 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.
MACLAREN MOMENTUM GROUP	11,322.79	11,322.79		75% of Building rental fee due for the Cadillac Gala which was to be held on May 6, 1999. The event was cancelled and the organizer is to re-schedule in late 1999.
ROYAL AGRICULTURAL WINTER FAIR	5,142.75	5,142.75		Utilities charges for the R.A.W.F. permanent space for the months of March, April & May 1999.
CANADIAN CRAFT SHOWS - Fall 1999	70,519.72	70,519.72		25% of building rental fee due for the One of a Kind Christmas Craft Show on November 25-December 5, 1999. A letter of credit is held for this event.
INITIATIVE MEDIA o.b.o. THE NATIONAL POST	21,400.00	21,400.00		First year of sponsorship as the official newspaper sponsor of the National Trade Centre. Payment in full was received on September 8, 1999.
CUSTOMER ACCOUNTS - LESS THAN \$10,000	22,732.25	22,732.25	-	Services for various 1999 shows. Collection attempts are in progress.
	156,138.50	131,117.51	25,020.99	

