

18B

# M

## ANAGEMENT REPORT

**FOR THE MONTH ENDING  
SEPTEMBER 30, 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.

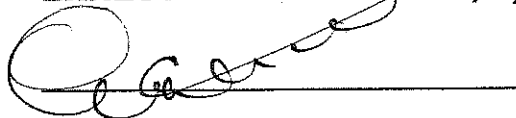
**SUBMITTED TO: THE BOARD OF GOVERNORS OF EXHIBITION PLACE**

**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 ..... | 7  |
| Operations Report .....     | 9  |
| Financial Report .....      | 11 |

## **EXCLUSIVE SUPPLIERS REPORTS**

|                            |    |
|----------------------------|----|
| Servo-Canada Summary.....  | 14 |
| Network International..... | 16 |

## **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 SEPTEMBER

|                           |                                                                                                                                                                                                            |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1999 Sales                | 76 Licenses issued<br>50 New business<br>27 Renewals                                                                                                                                                       |
| 1999 Net Operating Profit | \$ 1,145,665 Net operating profit to September<br>\$ 997,364 Budget for 1999 to September<br>115% Achieved<br>The forecast to year- end is that the 1999 Budget for net operating profit will be achieved. |
| 1999 Rental Income        | \$ 4,633,106 Earned to September<br>\$ 6,601,008 Budgeted for 1999                                                                                                                                         |
| Annual New Business       | \$1,679,784 New business,<br>\$1,500,000 Projected in '99<br>112% Achieved                                                                                                                                 |

## SEPTEMBER SHOW SUMMARY

September financial results indicate a positive net operating profit, correcting the timing lag, which occurred over the summer months.

September was a very busy month at The National Trade Centre, with 10 trade and consumer show events in the facility and in other Exhibition Place buildings. Show activity began two days after the close of the CNE with the move-in of the highly successful, biennial *Canadian Tire* corporate tradeshow, and culminated in 4 events occurring simultaneously in Halls A, B, C, D, G, Automotive Building, QE Theatre, and Better Living Centre, during the third week of September.

Of particular importance this month were the first time tradeshow, *Ildex/Neocon* (an exhibition with international potential that is growing fast and which could occupy all 4 halls of the National Trade Centre by 2001) and the *Canadian Sporting Goods Association*, which ran concurrently in The National Trade Centre during the third week of September. Both shows exceeded their projected attendance numbers. We are pleased to note that Mr. Christopher Kennedy, President of Chicago-based Merchandise Mart Properties (owner of *Ildex/Neocon*) was present for the show at The National Trade Centre.

*Titanic: The Exhibition* commenced its 5-month run in The Better Living Centre on September 23, 1999. The consumer show opened to rave reviews, and substantial electronic media coverage was achieved, promoting the event and the location at Exhibition Place. (Original copies of the paid advertising (client) insert and full page colour advertisement will be circulated at the Board of Governors of Exhibition Place meeting.)

# S ALES & MARKETING REPORT

## SEPTEMBER 1999 ACTIVITIES

September sales efforts have resulted in the year to date issuance of 76 license agreements with a breakdown of 49 new business and 27 renewals for existing clients. This month the sales & marketing staff conducted 16 site inspections for potential clients.

On September 20, 1999, CityTV aired a segment on the Daimler Chrysler event, held in the Automotive Building, as part of the 6pm evening newscast.

As covered in last months report, O&Y/SMG Canada secured a 5 month contract with U.S. based SFX Family Entertainment for the consumer show Titanic: The Exhibition. The gala opening was held on September 23, 1999 at the Better Living Centre. Over 400 industry VIP's, members of the Board of Governors of Exhibition Place and City of Toronto Councillors attended the opening event. Within the first 10 days of the exhibit, extensive media coverage appeared promoting the Better Living Centre at Exhibition Place including over 35 minutes of coverage on electronic media CTV, Global Television Network, City TV, CBC Radio, CFTO, CBC TV, CBLT and CHUM Radio. Additional paid advertising (client) featured a special 4 colour, 8-page newspaper insert in The Toronto Sun and full page colour advertisements in The Toronto Star. A 30-second television spot is currently running on CFTO and CTV.

As part of our International Sales initiative, O&Y/SMG Canada has met with representatives of three German Messes and discussions are underway with tradeshow organizers in the U.K. and Europe with a view to developing European tradeshow at The National Trade Centre. Additional meetings are scheduled over the 4<sup>th</sup> quarter of 1999 and into 2000.

The Director of Sales will be attending a European Sales Conference (ICCA) in early November and will be meeting with key industry tradeshow and association tradeshow organizers in London and Lisbon to introduce The National Trade Centre facility. The National Trade Centre is working in conjunction with our industry partner, GES worldwide in the U.K. market.

## THIRD QUARTER SALES SUMMARY

To date, the Sales & Marketing Team has exceeded the 1999 budget and secured fifty events representing \$1,679,784 in new business revenue for 1999. Of the 50 pieces of new business contracted for 1999, 12 are tradeshow, 7 are consumer shows, 7 are corporate bookings and 24 are special events/film shoots.

|                                        | NEW BUSINESS REVENUE<br>OCCURRING<br>IN 1999 |
|----------------------------------------|----------------------------------------------|
| <b>ANNUAL 1999 NEW BUSINESS BUDGET</b> | \$1,500,000                                  |
| Booked in 1997                         | \$ 390,888                                   |
| Booked in 1998                         | \$ 692,547                                   |
| Booked in 1999                         | \$ 552,232                                   |
| Deemed Sales                           | \$ 44,117                                    |
| Cumulative total                       | <b>\$1,679,784</b>                           |

### 1999 NEW SALES ACTIVITY

The Sales & Marketing Department is currently working with 7 new clients to secure additional business for 1999.

| BOOKING STATUS        | SEPTEMBER ACTIVITY | CONTRACTED 1999 BUSINESS |
|-----------------------|--------------------|--------------------------|
| Tentative             | 7                  |                          |
| Definite              | 4                  |                          |
| Contracted this month | 3                  |                          |
| Contracted in 1999    | 37                 | Sub-Total: 53            |
| Contracted in 1998    | 15                 | Less cancellation: 3     |
| Contracted in 1997    | 1                  | Total: 50                |

| NEW BUSINESS<br>CONTRACTED THIS MONTH |
|---------------------------------------|
| Daimler Chrysler                      |
| Trek Bicycle Demo                     |
| New Ad Media Photo Shoot              |
|                                       |
|                                       |

### 1999 RENEWALS OF EXISTING SHOWS

| STATUS (1999) | SEPTEMBER/99 | YEAR TO DATE |
|---------------|--------------|--------------|
|               |              |              |
| Definite      | 1            |              |
| Contracted    | 0            | Total: 40    |

## 2000 RENEWALS OF EXISTING SHOWS

| STATUS (1999) | SEPTEMBER/99 | YEAR TO DATE |
|---------------|--------------|--------------|
| Definite      | 7            | Total: 11    |
| Contracted    | 1            |              |

## 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        | SEPTEMBER ACTIVITY | CONTRACTED 2000 BUSINESS |
|-----------------------|--------------------|--------------------------|
| Tentative             | 17                 |                          |
| Definite              | 6                  |                          |
| Contracted this month | 0                  |                          |
| Contracted in 1999    | 3                  | Total: 4                 |
| Contracted in 1998    | 1                  |                          |

| NEW BUSINESS CONTRACTED IN SEPTEMBER (YEAR BOOKED) | NEW BUSINESS CONTRACTED YEAR TO DATE                     |
|----------------------------------------------------|----------------------------------------------------------|
|                                                    | Canadian Truck Show                                      |
|                                                    | Christian Expo 2000                                      |
|                                                    | Kubota Dealer Meeting                                    |
|                                                    | 11 <sup>th</sup> Latvian Song & Dance Festival in Canada |

## PUBLICITY

September media coverage for Titanic: The Exhibition:

### September 22

CFTO/CTV – Newsbeat  
Global News  
CFTO/CTV - World Beat News  
CBLT-TV/CBC – Late Night News

### September 23

CBL FM/CBC Radio – Metro Morning  
CBC – Ontario Today (National)  
City TV – Before Breakfast Television  
CHUM Radio  
City TV – Breakfast Television  
Global TV – Global News

The October 1, 1999 issue of *The Globe & Mail* newspaper contained an article on the IIDEX/NeoCon Canada trade show which occurred at The National Trade Centre for the first time September 23 & 24, 1999.

# EVENT FACILITY SERVICES

## EVENT FACILITY SERVICES

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

| Consumer                | Trade                                           | Other                                  |
|-------------------------|-------------------------------------------------|----------------------------------------|
| TITANIC-The Exhibition  | Canadian Tire Product Parade                    | W.E.A.O Seminar Luncheon               |
| ComputerFest & Mac Expo | Aromatherapy International Conference of Canada | Emotional Intelligence Seminar         |
| Toronto Fall Home Show  | IIDEX/Neocon Canada                             | Daimler Chrysler Event                 |
|                         | Canada's Sports Retailer Show                   | A.R.I.D.O. Awards Night                |
|                         |                                                 | City of Toronto Urban Planning Seminar |
|                         |                                                 |                                        |

## EVALUATION OF SEPTEMBER EVENTS

Canadian Tire Product Parade (CTC) move-in was conducted at the same time as the CNE move out. This was in order to accommodate the extensive amount of set up required for CTC store shelving that was assembled for the first time by The National Trade Centre/Exhibition Place labour staff. Organisers were very happy with the attendance and services provided.

Titanic-The Exhibition also moved in during the CNE move out into the Better Living Centre. This travelling exhibit is housed in a section of the building that is created to accommodate the event. Facility & Event Co-ordinators have worked with SFX Entertainment, who recently purchased the rights to the show and are putting it together for the first time. Many of the procedures used for this venue will be used as the exhibit travels through out the world. The exhibit will be at Exhibition Place from September 1999 through to February 2000.

ComputerFest & Mac Expo had a 40% increase in attendance from the same show last year.

IIDEX/Neocon Canada was held for the first time at The National Trade Centre. This show required extensive services from the facility including electrical, theatrical lighting installation and speciality food services. Overall, the organisers have been pleased with attendance and expect the show to grow in size over the next two years. Due to the amount and quality of services required by this high quality show, the Director of Event Facility Services and the Director of Food and Beverage will be taking an active role in the planning of the future IIDEX/Neocon Canada event.

Canada's Sports Retailer Show was another first time event at the National Trade Centre that was held during the same time as IIDEX/Neocon Canada. The event experienced good attendance however it may have been less than expected. The Bandshell Restaurant booked a company that was exhibiting sporting goods during this show and ran a shuttle to the front doors of the NTC. This was addressed and with the assistance of Exhibition Place Management an agreement was reached with the show that required this exhibitor to purchase space in Canada's Sports Retailer Show.

### **CUSTOMER SERVICE ASSURANCE PROGRAM UPDATE**

The new Client Service Evaluation Survey was distributed for use by show management in September. This input and economic impact information is being compiled.

The new Back Rub service was tested in the NTC for the IIDEX/Neocon Canada event and Canada's Sports Retailer Show in September. It was very well received. The service will be extended to events for the rest of 1999.

A labour relations workshop will be held in early October 1999 for both NTC and Exhibition Place management staff by the City of Toronto Labour Relations. Items to be covered include corrective discipline, conducting an investigation, disciplinary meetings and a case study exercise. Further SMG courses are planned for December.

### **FACILITY SERVICES**

Facility Services are presently planning the relocation of our warehouse in the North Extension to the Better Living Centre to accommodate the Royal Agricultural Winter Fair. The storage will be inventoried and returned to the North Extension after the RAWF. There was 36,000-sq. ft. of carpet scrubbed and cleaned for GES Canada in Hall B. This on-going revenue generating activity is conducted in unused areas of The National Trade Centre between shows.

# PERATIONS REPORT

## **PHYSICAL PLANT/FACILITY SERVICES**

Scheduled and unscheduled building and equipment maintenance continued throughout the month of September. The following is a list of projects that are ongoing and/or completed:

- Universal Doors are proceeding with inspections and repairs to the mechanical doors. A major deficiency was detected within the interior roll-up door across from Door 20. Staff will ascertain if the deficiency will be repaired under warranty.
- Minor paint repairs were completed to the Automotive building ceiling at the conclusion of the CNE
- The Automotive roof membrane is scheduled for replacement during October and November. Fifty percent of the project is to be completed this year and will be charged to the 1999 capital budget. The remainder of the work to be completed in the year 2000
- The Galleria skylight leaks are being repaired under warranty, and a new two year warranty will be instituted
- A preventative maintenance inspection was completed to the Genie lifts, forklifts, Tennant cleaning equipment and the Nissan forklifts after use at Exhibition Place summer events.
- To accommodate the RAWF work is in progress to relocate The National Trade Centre storage warehouse to the Better Living Centre
- Solar Roofing Contractor is scheduled in October to inspect and correct minor membrane and flashing damage. Roof inspections will be included in the ANGUS Maintenance Program.
- The boardroom chairs located in the Queen Elizabeth Executive Offices have been re-upholstered
- In late September construction commenced in the new Milk Room, formerly the East Can Wash/Utility room, and will be completed prior to the 1999 Royal Agricultural Winter Fair
- Plans are in progress to construct The National Trade Centre Electrical Store room in the old Milk Room, and will be completed by the end of October
- New recycling containers have been placed throughout the Galleria
- The Fountain Dining Room ceiling and trim is scheduled for painting October 1<sup>st</sup>
- At the conclusion of the CNE, all building deficiencies were noted, and repairs will be completed in the month of October
- A wash down of the Galleria was completed as part of the scheduled maintenance program
- 36,000-sq. ft. of carpet was cleaned for GES, and will be part of a revenue-generated activity.

- Carpets in all the Salons have been steamed cleaned. Repairs were made to carpets that had apparent seam damage
- The East loading dock was painted at the conclusion of the CNE
- Mechanical rooms have been cleaned as part of the PMP
- Exterior and interior man doors have been repaired and/or adjusted as part of the PMP
- Repairs to the two stationary compactors have been completed as part of the PMP.

## UTILITY SERVICES

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

|                               |                         |                          |
|-------------------------------|-------------------------|--------------------------|
| Canadian Tire Products Parade | Hall A & Heritage Court | Sept. 12 – 13, 1999      |
| Aromatherapy Int'l Conference | Queen Elizabeth Bldg.   | Sept. 18, 1999           |
| IIDEX/NeoCon Canada           | Halls A & B             | Sept. 23 – 24, 1999      |
| Canada's Sport Retailer Show  | Halls C,D & G           | Sept. 23 – 26, 1999      |
| Titanic – The Exhibit         | Better Living Centre    | Sept. 24 – Feb. 10, 2000 |
| Computer Fest & Mac Expo      | Automotive Bldg.        | Sept. 24 – 26, 1999      |
| Toronto Fall Home Show        | Hall A & Heritage Court | Sept. 30 – Oct. 3, 1999  |

The Utility Services Department is progressing with the electrical requirements for the upcoming trade & consumer shows for the month of October.

One of our high profile shows, Canadian Machine Tool is a unique show in itself, as it will showcase the largest forum for domestic and international manufacturers of plant floor automation technology. The Utility Services Department is working co-operatively with Kerry Technical and Reed Exhibitions Inc. to ensure that the diversified electrical requirements are met. The Canadian Machine Tool Show poses a challenge to the Utility Services Department due to the large electrical demand and enormous amount of equipment required in showcasing machinery for plant floor automation technology.

# FINANCIAL REPORT

Net Operating income for the nine months ended September 30, 1999 was \$1,145,665 compared to a budget of \$997,364, a favourable variance of \$148,300. An estimate of Parking revenue related to The National Trade Centre events is provided for information purposes, however the total actual Parking for the entire grounds is reported in The Exhibition Place financial reports.

Direct event income, consisting of rent and show services is unfavourable to budget by (\$176,295). Rental income has been achieved, but the 10% efficiency improvement in the delivery of show services has not been achieved.

Ancillary income, consisting of commissions from food and beverage, electrical, telecommunications revenue and interest, was \$2,042,989 unfavourable to budget by (\$92,519). Food and beverage commission is \$988,507 an unfavourable variance of (\$162,154) resulting mainly from the fact that few 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 Computertest impacted attendance results. Gross revenues for Servo Canada at September 30, 1999 were \$3,454,464. 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 \$686,369, a favourable variance of \$7,892. Electrical income compared to the prior year at September 30th is higher by \$165,844.

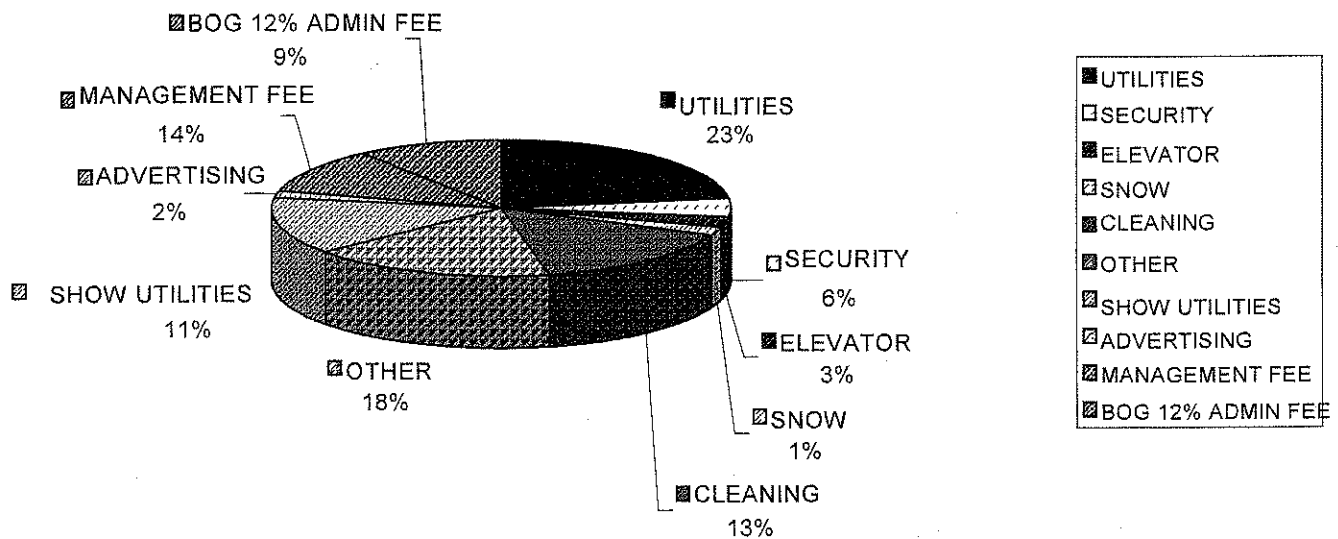
Advertising income, net of cost is \$129,655 compared to a budget of \$197,038. This performance is mainly due to the fact that bank sponsor and year round car sponsor have not yet been secured.

Direct and indirect expenses are favourable to budget by \$518,655. 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 September 30, 1999 were \$1,624,716, consisting mainly of recovery of costs from Exhibition Place events \$484,687, which includes the CNE cost recovery of \$400,842. Deposits outstanding for future events totalled \$679,240, including \$219,143 due from the Royal Agricultural Winter Fair. Payments totalling \$116,690 were received in October against these future events. City Legal continues to assist in collection efforts with East Meets West.

During the month of September the Finance department completed final billings and estimates for 10 shows. The first draft of the 2000 budget was completed.

### COMPONENTS OF DIRECT EXPENSE



## **TELECOMMUNICATIONS**

Telecommunications has prepared a requisition for additional hardware for the grounds, Nortel Meridian 61 C PBX. The new equipment will provide additional capacity necessary to accommodate the increased demand by our permanent client base as well as allowing the provisioning of show clientel. The Telecommunications department serviced IIDEX/Neocom and Canada's Sports Retailers shows with a variety of telephony services including substantial videoconferencing connectivity as well as utilization of the wireless internet access. As wireless technology matures a greater number of customers are looking for portable data solutions to their booths as well as higher bandwidth. With convergent (voice and data over a common medium) technology becoming more cost effective, wireless data based solutions will provide an enhanced solution that will generate more revenue at a lower labour cost.

# SERVO CANADA

## SEPTEMBER 1999 FOOD AND BEVERAGE REPORT

### BUSINESS ACTIVITY

The month of September started with the end of the CNE and its move-out, which took the better part of the first two weeks of the month. Overall, the CNE met our revenue projections.

Canadian Tire Product Parade was a successful show, concentrating on catering and retail outlets. Catering consisted of a breakfast and two lunches for 1,100 guests. The show manager in reference to the food received positive comments, but she was a little disturbed at the amount of show attendees that attended the breakfast. The count was down some 400 guests. Leftover food was donated to the local food shelter with a letter of thanks going to Canadian Tire. The show manager seemed very pleased that they could get the recognition from the food shelter.

Aromatherapy did not perform as we anticipated, opening numbers were down fifty percent and there was poor attendance that did not help our retail outlets.

The Sports Retailer's Show did very well and met our expectations with reference to revenue generation. Retail operations again led the way, including a very successful four days of operations in Café Soleil. Total meals for the four-day period were in excess of 850.

Event catering and booth catering were the highlight at the IIDEX/NeoCon Show that coincided with the Sports Retailer's Show. The awards presentation and reception was held at the Queen Elizabeth Building, the presentation took place in the theatre and the reception in the Queen Elizabeth Theatre Foyer and additional space that was tented outside. This event was attended by over 500 guests and met the client's expectations. Booth catering for the IIDEX/NeoCon was extremely heavy with breakfasts, lunches and breaks in excess of 40 per day.

In the middle of the two previously mentioned shows, we had an opening night reception for the Titanic Exhibit. This reception took place in the lobby of the exhibit in the Better Living Centre. It was a food station reception for 375 guests that featured foods that were from the period of the Titanic. Menu design and station layouts were planned and implemented by our Director of Catering and Executive Chef. Comments on the food and service ranged from "fantastic" to simply "great", all in all it was a very successful night.

Titanic gives Servo Canada an opportunity to sell catered events for the 1999 holiday season in addition to Heritage Court. This space works much better for smaller groups than Heritage Court with its wide-open expanses. We have begun a marketing blitz for the holiday season, which includes the marketing of the Titanic Exhibit.

The Fall Home Show, which took place at the end of the month, was slightly below forecast. This may be due to a decrease in show attendance or strong sales by Pizza Pizza. The show management and staff seemed to be very pleased with the outcome of the show.

## **PERSONNEL**

Robert Johnston, Assistant Banquet Manager resigned this month his resignation preceded with the hiring of our new Banquet Manager, John Gerum. John joins us with an extensive background in catering. He has experience in the Toronto and Vancouver markets. The addition of John to the Servo Canada team will enable us to get ready for a busy holiday period.

## **CATERING SALES/MARKETING**

'Tis the season to push for holiday parties. Heritage Court and the Better Living Centre are our main focus as previously stated.

On September 28<sup>th</sup>, we hosted a continental breakfast to members of MPI (Meeting Professionals International) in the Better Living Centre to promote "TITANIC - The Exhibition". It is our hope to sell the Titanic Exhibit to the corporate market, which would include a gala reception.

A fax blitz to promote holiday parties was sent to over 30,000 designated businesses. So far, this fax has produced two definite and one tentative booking.

## **NEW BUSINESS**

### **DEFINITE**

| <b>Group</b>       | <b>Date</b>     | <b>Function</b>       | <b># People</b> | <b>Location</b>         |
|--------------------|-----------------|-----------------------|-----------------|-------------------------|
| Cosmair Canada     | September 30/99 | Breakfast/<br>Meeting | 125             | Fountain<br>Dining Room |
| Molson's Breweries | November 27/99  | Holiday<br>Party      | 350             | Heritage<br>Court       |
| Activities Inc.    | December 10/99  | Holiday<br>Party      | 400             | Heritage<br>Court       |

### **TENTATIVE**

| <b>Group</b>        | <b>Date</b>   | <b>Function</b>   | <b># People</b> | <b>Location</b>         |
|---------------------|---------------|-------------------|-----------------|-------------------------|
| Panalpina           | December 4/99 | Holiday<br>Party  | 250             | Fountain<br>Dining Room |
| Deloitte Consulting | December 5/99 | Holiday<br>Party  | 250             | Fountain<br>Dining Room |
| Spina Bifida        | June 30/00    | Lunch/Meeti<br>ng | 60              | Salon 102               |

# N ETWORK INTERNATIONAL

## **ACTIVITY FOR THE MONTH OF SEPTEMBER**

The final draft of the Telecommunications RFP is being reviewed and will be completed for the end of October.

Kia Motors were presented with a proposal consists of vehicle display and signage to be displayed in the main Galleria lobby. Kia is presently reviewing the proposal, a follow-up next month will be provided.

A revised renewal agreement for Molson Breweries that excludes the CNE as part of the sponsorship is being finalized.

## **ACTIVITY FOR NEXT MONTH**

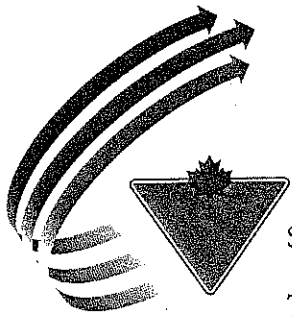
Please see Board Report: Current and Future Scope of Advertising and Promotion Revenue in Respect of The National Trade Centre, dated October 14, 1999.

## **YEAR TO-DATE**

The Advertising sales revenue budget for 1999 is \$475,860. Confirmed advertising sales for this year are \$299,052 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<br>CONTRACT<br>VALUE | SPONSORSHIP<br>REVENUE<br>1999 | ADVERTISING<br>REVENUE<br>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<br>\$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                    | \$14,000                       |                                |          |                                               |
| 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>              |          |          |                             | \$299,052                      |                                |          |                                               |
| <b>Network Budget</b>      |          |          |                             | \$475,860                      |                                |          |                                               |
| <b>% of Budget</b>         |          |          |                             | 63%                            |                                |          |                                               |



September 28, 1999

The National Trade Centre  
Exhibition Place  
100 Princes' Blvd.  
Toronto, ON, M6K 3C3

Attention: Ernest Vincent, General Manager

Dear Ernest:

Re: Ron Mills, Peter Jeffries and the A/V Team

You must be proud of your employees. Let me explain.

Our foundation program at Canadian Tire University teaches our stores the principles of Customer Care – the essential ingredients for great customer service.

Ron Mills and his team demonstrated excellent customer care with their assistance on our booth at the Canadian Tire Products Parade, (September 11<sup>th</sup> & 12<sup>th</sup>). This was our first time working with A/V in our booth and we had lots of questions. Leading up to the weekend, Ron patiently explained the options and helped us determine an excellent and cost-effective solution. Ron provided his cell phone number and was always positive, cheerful and calming.

Peter Jeffries and the team exemplified Ron's attitude to his customers. During the set up and tear down, with inevitable challenges under pressure, the team was professional, doing their utmost to make the experience as pain free as possible and in fact, made it fun for us!

Thank you and congratulations – from a team of people who really can recognize what great service is all about.

Sincerely,

Eileen Kirk  
Competitive Operations Manager  
Canadian Tire Dealers' Association

C: Ron Mills, The National Trade Centre  
Cindy Rushton, Canadian Tire Corporation

Canadian Tire  
Dealers'  
Association

l'Association  
des marchands  
Canadian Tire

2200 Yonge Street, Suite 1707, Toronto, Ontario, M4S 2C6  
Tel: 416 .480.3657 Fax: 416 .484.6902

# Meet me at the IDEX fair

KAREN BURSHTSTEIN  
Special to The Globe and Mail, Toronto

Anyone who has a computer — which is pretty much everyone — has become interested in office, or "task," furniture, as it is called in interiordesignese. That's why the IDEX/NeoCon Canada furniture show, which showcases trends in office spaces and workplace furniture, is a much-anticipated event. This year's edition — which took place last weekend at the National Trade Centre at Exhibition Place in Toronto — spotlighted the increasingly blurred line between home and office. For the first time, the show featured a new component on residential furniture called LivingSpaces, and ran seminars on such feel-good factors as feng shui.

IDEX/NeoCon Canada, owned by the Association of Registered Interior Designers of Ontario, is considered the comeback kid of trade

## Multitasking furniture takes centre stage.

shows. It's been around since 1984, but exhibitors began dropping out during the recession years, and the show never rebounded from the loss. Two years ago ARIDO brought in the trade-market powerhouse Merchandise Mart Enterprises, which produces the huge American design fair, NeoCon, in Chicago. Until recently, MME was owned by the Kennedy family, and Robert Kennedy's son Christopher continues to manage the business (he was on hand at one of the IDEX/NeoCon Canada receptions). MME has shaped the IDEX/NeoCon Canada into a slick package of high-concept booths and seminars and has drawn back such exhibitors as Knoll and SMED, restoring the show's lustre.

With a 30-per-cent increase in size over last year, this year's show was speaking to its largest audience

yet. "We're really enjoying a design and construction boom. Everyone in the industry wanted to be reassured that it was good and continuing," said Trevor Kruze, a senior interior designer at Brian Gluckstein in Toronto. "They're not just in work tray and foot rest."

One of the most prominent themes at this year's fair was the softening, both visually and physically, of office environments. Innovative products included new ideas in lighting from Flos USA, such as "Archimoon Soft," which will bring soft light to work surfaces. New York design firm Humanscale showed a task chair called "Performance" — designed for total freedom of movement. "It was absolutely the most remarkable chair. It sort of sensed everything you

did," said Kruze. "If you moved back, the headrest came forward to support your head." A carpet line from Lee's Carpet of Ontario featured looped carpeting that was woven with a technology that gave it the optical illusion of being six different levels. SMED featured a much-ogled task chair with a built-in work tray and foot rest.

One of the most talked-about new lines was Global Contract's new "vice-versa" collection, a series of mobile, amorphous, height-adjustable tables with power outlets and mobile storage, which were accessorized with Macintosh's new iMac computers. "It stretched everyone's notion of what office furniture is, melding the highly visual with the technological," said Kruze.

At the same time, IDEX/NeoCon Canada hinted at future interior-design trends such as preoccupation with health-care environments. "When it comes time for

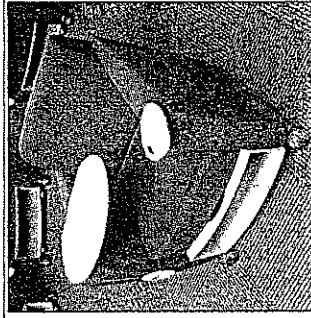
## AWARDS FOR DESIGN EXCELLENCE

**Designer of the Year** — Toronto interior-design firm **ILBY IV Design Associates Inc.**, for its design of the CN Tower public-circulation space, plus eight other awards: a silver in the category of restaurant and bars for Toronto's Indian Motorcycle Café; a silver in the general offices category for Toronto ad agency Generator Ideasworks' converted warehouse space; a silver for the Platinum Club, the luxury VIP space at the new Air Canada Centre.

**Gold: retailing** — **West 49th Parallel Design Inc.** of Toronto, for the Skinmarket, a store for teenage girls in Los Angeles. With its clublike façade, the store was designed to be uncorporate and unimimidating. "It looks more like a girl's bedroom. A magical project," the judges said.

**Silver: retailing** — **The International Design Group**, for La Maison Simons in Montreal, which "transformed a historic building into a platform for contemporary fashion," said the judges.

**Bronze: retailing** — **Figure 3**, for Nike Canada's Toronto store.



The much-ogled SMED chair with built-in work tray and foot rest.

DAVID LEE/courtesy IDEX

baby boomers to enter rest homes, they sure aren't going to settle for institutional-looking living spaces after a lifetime of high-concept living. Rest-care design is going to be an important thing for designers to think about in the coming years," said Joanna Mannino, a spokesperson for the show. Three seminars were devoted to the subject, including Health Care Design in 2020 and Sensory Environment for the Quality of Life for Seniors.

STERN

# CRITICISM

## *The Exhibition*



SEE ARTIFACTS  
RECOVERED FROM



# 2 MILES BELOW THE ATLANTIC



IN 1912  
THEY SAW HER  
FOR THE LAST TIME  
NOW,  
YOU CAN SEE HER  
FOR THE FIRST TIME

OPEN DAILY 10AM TO 8PM

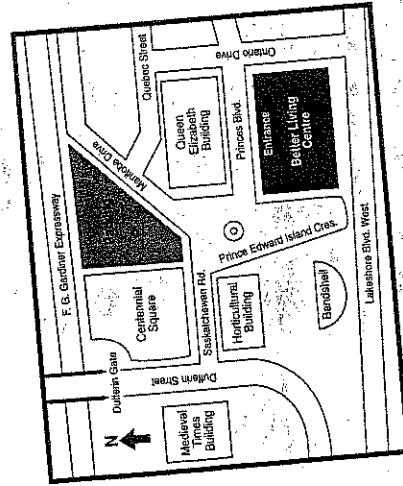
**THE BETTER LIVING CENTRE  
AT EXHIBITION PLACE**



## THE SHIP'S LOG

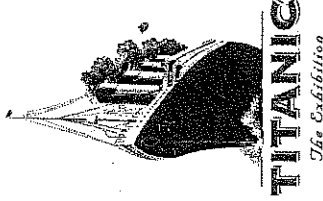
|                        |                                                                                                                                                        |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Dates</b>           | Sept. 24, 1999 through Feb. 10, 2000                                                                                                                   |
| <b>Hours</b>           | 10 a.m. until 8 p.m. (Last entry 7 p.m.)                                                                                                               |
| <b>Location</b>        | Better Living Centre at Exhibition Place                                                                                                               |
| <b>Tickets</b>         | Adults: \$19.95 plus tax<br>Children (six to 11 years) and seniors (65 and older): \$14.95 plus tax<br>Children five and under: Free                   |
| <b>Charge By Phone</b> | (416) 870-8000                                                                                                                                         |
| <b>Tickets</b>         | Better Living Centre at Exhibition Place Box Office and all Ticketmaster outlets including all Sunrise Records                                         |
| <b>Online</b>          | www.ticketmaster.ca                                                                                                                                    |
| <b>School Groups</b>   | \$9.95 plus tax. Ask about our exciting classroom education packages                                                                                   |
| <b>Groups</b>          | Groups of 15 or more save \$5 weekdays; \$3 weekends<br>To order group tickets or for group information call: Group Sales International (416) 597-0965 |
| <b>Parking</b>         | Convenient parking available adjacent to The Better Living Centre                                                                                      |
| <b>Transit</b>         | Take GO and TTC to the Exhibition Place stop                                                                                                           |
| <b>Shopping</b>        | Unique Titanic merchandise available during show hours                                                                                                 |
| <b>Handicapped</b>     | Parking, accessible facility                                                                                                                           |
| <b>Food</b>            | On-site cafe, expert catering available for groups and corporate functions                                                                             |
| <b>Restrictions</b>    | Cameras, cellular phones and recording devices are not allowed in the exhibition                                                                       |

## Better Living Centre Exhibition Place



"THIS MARVELLOUS SHIP, THE PERFECTION OF ALL VESSELS HITHERTO CONCEIVED BY THE BRAIN OF A MAN."

## WORLD'S LARGEST EXHIBITION OF AUTHENTIC TITANIC ARTIFACTS TO MAKE ITS CANADIAN DEBUT IN TORONTO



**TITANIC**  
The Exhibition

Toronto, August 10, 1999 — SFX Entertainment, Inc. and RMS Titanic, Inc. announced today that the world's largest exhibition of authentic Titanic artifacts will be presented exclusively at Toronto's Exhibition Place in the Better Living Centre for a limited engagement beginning September 23, 1999. *Titanic: The Exhibition* is the only exhibition in North America to feature authentic artifacts recovered from the depths of Titanic's wreck site, 2 miles below the surface of the North Atlantic. It is the first time the artifacts will have ever been seen in Canada.

"Bringing *Titanic: The Exhibition* to major cities such as Toronto provides visitors with a rare opportunity to experience an important piece of history," said Lee Marshall, president of SFX Entertainment, Inc. "We are pleased to be able to bring this truly unique cultural and educational exhibit to Canada."

*Titanic: The Exhibition* embodies both the respect for Titanic's passengers and embraces the advances in science and technology that have permitted the memory of Titanic to be preserved for current and future generations.

Throughout the exhibition, artifacts recovered from the Titanic will be interspersed with multimedia displays that place them as they would have been seen and used by those aboard Titanic.

*Titanic: The Exhibition* brings back to life the unforgettable tale of the world's most famous maritime disaster, from the grandeur and spectacle of her design, to the personal stories of her passengers, to the tragic night of April 14, 1912, and her subsequent discovery and recovery of her artifacts on the ocean floor.

At the centre of the exhibition, visitors will have the opportunity to view the Titanic as if they were part of the expedition team as they examine a 39-ft.-long model of the Titanic wreck. The exhibition also includes an 18-ft.-long model of the Titanic prior to her maiden voyage, and a display of the state-of-the-art technology and deep-sea equipment used in the recovery of the artifacts.

Featured in the exhibition will be many items recovered from the Titanic including the bronze chertub from the ship's grand staircase, the ship's main whistle, a porthole with glass intact from Titanic's First-Class dining room, the ship's navigational bridge telegraph used to communicate the ship's speed, a 1,000-lb. davit from which life boats were lowered, a gift chandelier, an unknown passenger's suit of clothes, eyeglasses in their case, a corked champagne bottle, an unopened bottle of olives, sheet music with its stand, a ship's purser's valise, a steward's jacket, silver dinnerware, fine china, gold coins, jewelry, and delicate

paper objects such as a stock certificate and personal letters. "The story of Titanic has a captivating and emotional effect on all of us," said George Tulloch, president of RMS Titanic, Inc. "Through viewing these objects recovered from the wreck of the Titanic, together with the sights and sounds of the multimedia displays, abstract thoughts about Titanic become concrete. The viewer is able to feel and experience a sense of reality of this profound tragedy in a very personal and individual way."

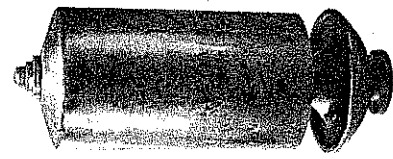
The efforts of RMS Titanic, Inc. in its capacity as exclusive salvor of the wreck of the Titanic, prevents plundering of the wreck site for personal gain. In a June 1998 ruling, the United States Federal Court commended the company for maximizing the wreck's historical value and returning the wreck's artifacts to society for the general use and education of all mankind. During the years 1998, 1996, 1994, 1993 and 1987, research and recovery expeditions conducted by RMS Titanic, Inc. recovered approximately 3,000 authentic artifacts from the Titanic wreck site.

More than four million people have attended exhibitions of the company's Titanic artifacts throughout the world in venues such as Zurich, Tokyo, Hamburg, St. Petersburg, Florida and at the National Maritime Museum in Greenwich, England. More information about RMS Titanic, Inc. is available on its website at [www.titanic-online.com](http://www.titanic-online.com).

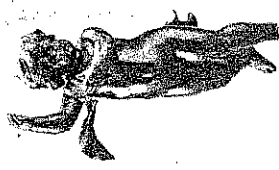
*Titanic: The Exhibition* hours will be daily from 10 a.m. to 8 p.m. (last entry 7 p.m.). Tickets, not including tax, are \$19.95 for adults, \$14.95 for seniors (65 years and older) and \$14.95 for children aged six to 11. Children five years and under are free with an adult. Tickets are available from Ticketmaster at (416) 870-8000 or online at [www.ticketmaster.ca](http://www.ticketmaster.ca). For group information, call (416) 597-0965. Discounts are available for groups of 15 or more.

SFX Entertainment, Inc. is one of the premier entertainment companies in the world. SFX owns and operates the largest network of live event venues in the United States, and develops and manages touring Broadway shows, among other aspects of its significant enterprises.

RMS Titanic, Inc. was granted salvage-in-possession rights to the wreck of the Titanic by the United States Federal Court order in 1994, reconfirmed in 1996. The court award includes the exclusive rights to own objects recovered from the Titanic wreck site. The United States Federal Court recognized that RMS Titanic, Inc. has taken responsibility for the historical preservation of the wreck through its conservation of recovered artifacts and its commitment to keeping the artifacts together as a public exhibition, without sale to private collectors.



Titanic possessed four funnels, each of which bore triple steam whistles, the largest installed on any ship at that time. This whistle here was originally attached to the Titanic's forward funnel, which collapsed moments before Titanic went down.



This bronze cherub is the actual piece that adorned the mast post of the Grand Staircase.



This porcelain sink would have been found in either a first- or second-class public bathroom on Titanic.

## WHISTLE STOP

Here are some fascinating information about Titanic's whistles.

At the time of their manufacture, Titanic's whistles were the largest ever constructed.

RMS Titanic, Inc.'s expedition co-historian John P. Eaton has calculated that Titanic's whistles were sounded just 15 times during the ship's brief life. These included sounding a whistle at each port upon departure, and one sounding at noon each day.

Titanic actually had two types of whistles, a fact made known only through the recovery of these artifacts. On her two forward funnels were the working whistles, made of heavy-duty bronze. On the two after funnels were mounted "false" whistles for appearance's sake only. Instead of durable bronze, they were made of a lower-grade zinc steel. Samples of both whistle types were recovered during RMST's 1993 Research and Recovery Expedition.

When the whistles were first found, they were wedged under considerable debris and ocean floor "concretion" that threatened their future existence. Their recovery in 1993 has permitted millions of people to see them, and now, to hear them.

The three whistle chambers, also called "bell domes," are attached to a piece called a "branch plate" or

"manifold," which distributed steam to all three whistle chambers simultaneously. At the point where the chambers are attached to the branch plate, engraved numbers (still visible) permitted workers to match the correct chamber to the correct platform easily.

The three chambers of Titanic's whistles measure 9 in., 15 in., and 12 in. in diameter. The height from the base of the branch plate to the top of the centre chamber is 4 ft. 2 in. The total weight of the assembly is 6.75 hundredweight, or 756 lbs.

Titanic's whistles were controlled from the bridge by electrical switches, rather than an overhead rope lanyard. Presumably, several switches were placed around the bridge so the whistles could be sounded quickly in an emergency. The Willett-Bruce company also supplied a device which automatically sounded the whistles for eight to 10 seconds, once every minute, during foggy weather, but this feature apparently was never required during Titanic's first and only voyage.

In 1996 and again 1998, RMST's Research and Recovery Expeditions examined a pair of circular controls on the ship's starboard bridge wing, which was flattened when Titanic sank. The controls, electrical in nature, bear the words "speed" and "time," and the expedition's co-historians have tentatively identified

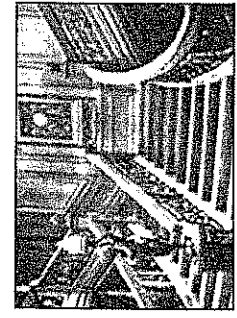
their function as relating to operation of the ship's whistles during fog.

Commodore Sir James Bisset, in 1912 the second officer aboard Carpathia when she rescued Titanic's passengers, later wrote in his book, *Ship Alog*: "The primary use of the steam whistle is to let other vessels know our whereabouts in fog. The whistle is also used to clear weather for indicating to any other vessel in sight if you propose altering your course. It is used as follows: One short blast -- I am altering my course to starboard; Two short blasts -- I altering my course to port; Three short blasts -- my engines are going full astern. One thing passengers can be certain of is that how annoying the sound may be, the whistle is never blown without good reason."

There is no evidence supporting some movies' depictions of Titanic's whistles sounding during the evacuation of the ship. Voices of the crew and knocks on the door were all that roused passengers from their berths. Today, evacuation of any passenger ship is denoted by six or seven short blasts and one long blast on the vessel's whistle and alarm bells -- a change in regulations caused by Titanic's loss.

Compiled by John P. Eaton and Charles A. Hous, the only historians to have dined to Titanic's wreck.

## THE EXHIBITION



The Titanic's hull lies rusting on the sea floor. In a generation, possibly two, corrosion and bacterial activity shall take their toll. The wreck will no longer exist, and myth and legend could replace fact and reality. But because of the dreams and perseverance of those in our own time, we shall know and always have before us, preserved for future generations, the history, beauty and integrity of Titanic.

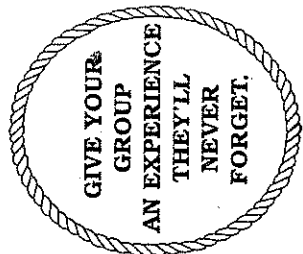
RMS Titanic, Inc. has sought, and intends to continue to seek, to preserve and promote the memory of the Titanic with dignity and respect, and with due regard to the Titanic's historical and maritime significance.

Proudly presented by SFX Family Entertainment and RMS Titanic, Inc.

"YOU WOULD NEVER IMAGINE THAT YOU WERE ON BOARD A SHIP."

## TITANIC

The Exhibition



### Ask About

- Titanic Educational Field Trip Program
- Special Group Rates for Seniors
- Corporate Functions
- Holiday Entertaining
- Fund Raising Events

Better Living Centre  
Exhibition Place  
TORONTO  
September 24, 1999  
to  
February 10, 2000

GROUPS  
of 15 or more  
416.597.0965

GROUP SALES  
INTERACTIVE

# HISTORY IS BROUGHT TO LIFE

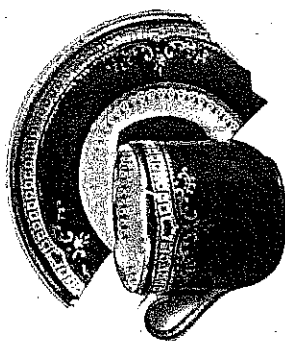
Feel the impact as you view — and even touch — some of these wonderful treasures. Learn the stories wrapped around these relics and the legacies of those who left them behind. They are compelling, personal, sad, lovely and completely unforgettable.

## DISCOVERY AND RECOVERY

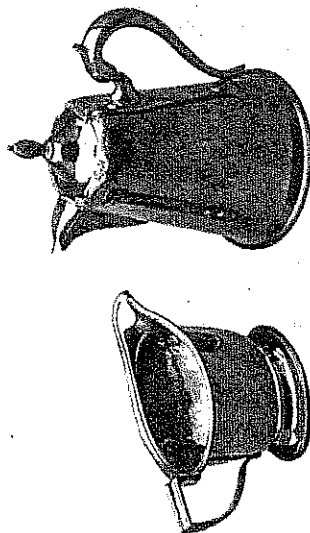
The discovery of the Titanic in 1985 not only revived legends of the Titanic as she was, but also became substance for new stories. Hear tales of the exploration that found her and the space-age Nautilus that made it possible to investigate her legacy at the bottom of the sea. Discover how technology has allowed us to preserve these pieces of history for generations to come.

## KEEPING THE WATCH

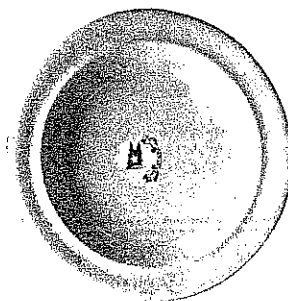
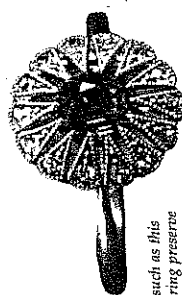
Embark on your own adventure into the intriguing world of the Titanic. Hear the personal stories of loss, and see why the world mourned. For a limited time, you can be part of the drama. Make your plans to see Titanic for the first time — and don't be surprised when you want to see her again.



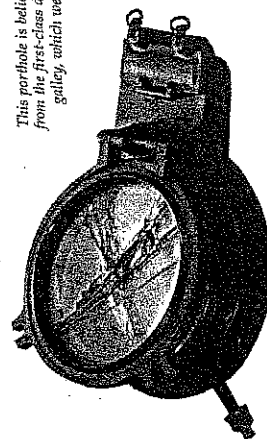
First-class passengers paid extra in the A La Carte Restaurant to drink tea from this Spode China demitasse cup and saucer which, in addition to pieces such as the silver chocolate pot below, made the Titanic the new standard of seafaring luxury.



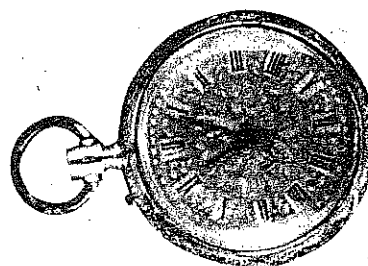
Personal possessions such as this diamond and sapphire ring preserve unknown personal histories that are a part of the legacy of the ship.



*These dishes still bear the White Star Line logo.*



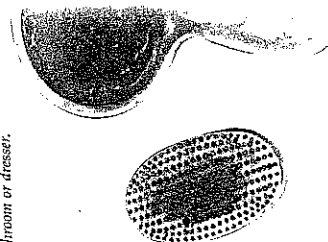
This porthole is believed to have come from the first-class dining room or the galley, which were on Deck D.



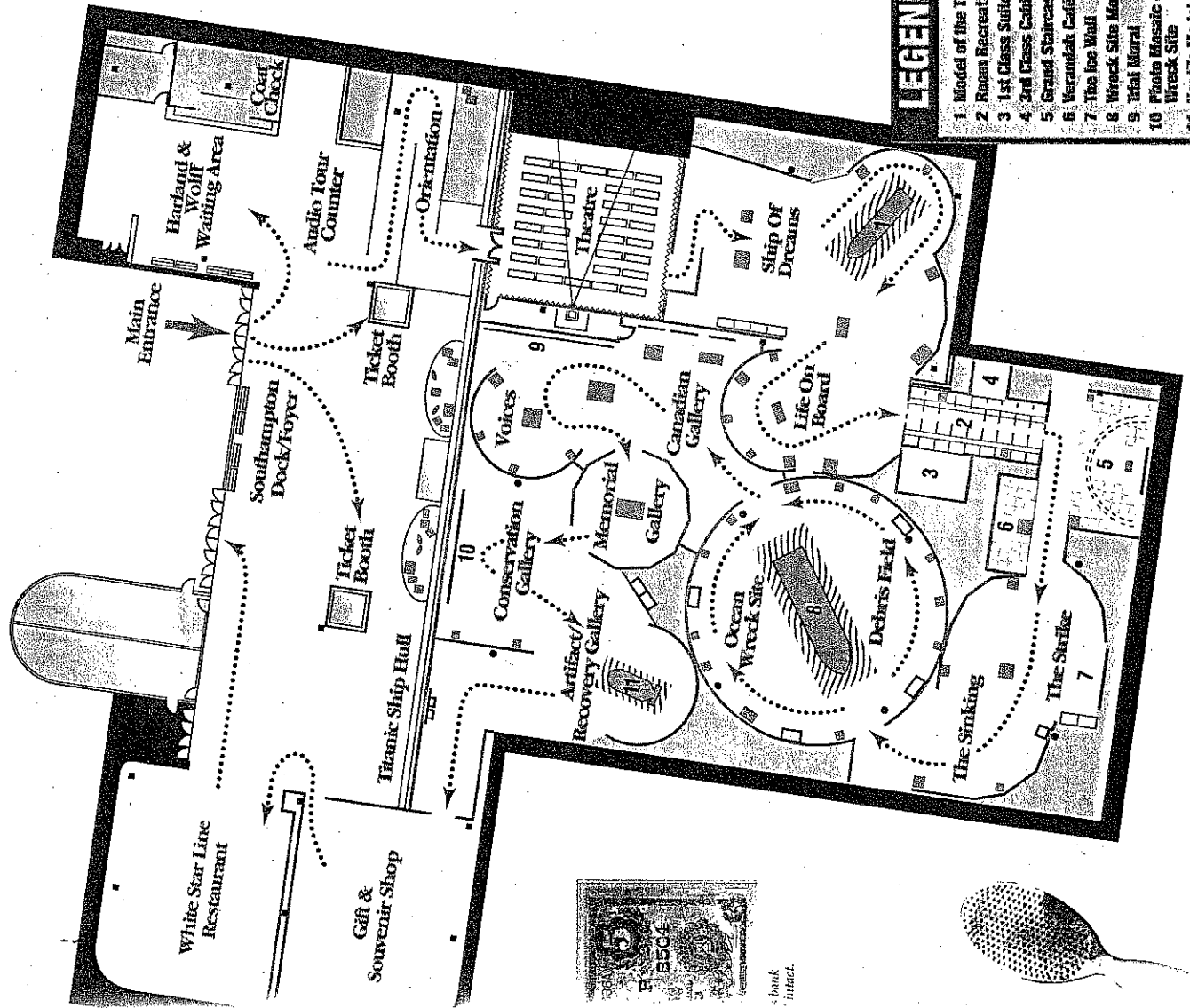
This pocketwatch was worn by Titanic passenger Thomas Brown, who lost his life in the tragedy. The watch was returned to his daughter, Edith Haisman, herself a Titanic survivor, upon his recovery in 1987, then returned to this collection upon her death.



Several papers (10,11) note, surprisingly, in



Toiletry items, such as this brush and mirror set, would have graced a passenger's bathroom or dresser.



# LEGEND

- 1 Model of the Titanic
- 2 Room Recreations
- 3 1st Class Suite
- 4 2nd Class Cabin
- 5 Grand Staircase
- 6 Verandah Cafe
- 7 Tea Ice Wall
- 8 Wreck Site Model
- 9 Trail Map
- 10 Photo Mosaic of Wreck Site
- 11 Banfile Model

US DANCING OF THE MATTRESS ON WHICH I SAT...NO JAR THAT I FELT LIKE ONE BODY MEETING ANOTHER."

## T I T A N I C

# RMS TITANIC: THE CANADIAN CONNECTION

A clarinet recovered from the wreck of the Titanic that goes on display at Toronto's Better Living Centre on Sept. 24 will be of particular interest to Mrs. Helen Lumney of Lindsay, Ont. It belonged to her uncle, Howard Irwin. He had a ticket to sail on the ill-fated liner which hit an iceberg and sank on April 15, 1912. Luckily, Irwin didn't make it aboard, but his luggage did. The night before Titanic left Southampton, Irwin got into a fight, was knocked unconscious, and missed the boat.

"I always knew my uncle's trunks went down with the Titanic. He used to tell me about it when I was a little girl. I think possibly he had more than one trunk," said Mrs. Lumney. "I am really looking forward to seeing his clarinet after all these years. They called me to let me know they found it, but I have never seen it."

The instrument is one of 200 Titanic artifacts brought up by the ship's salvor, RMS Titanic Inc., since research and recovery expeditions began in 1987. More than 4-million people around the world have seen the artifacts since they were first put on display in the National Museum in Greenwich, England five years ago. Toronto is the first city in Canada to have the exhibition.

George H. Tulloch, who, with commander Paul Henri Nargeolet led the research and recovery expeditions to the wreckage site, said Toronto was chosen to recognize Canada's link to the disaster which claimed 1,500 lives. "Canada is a major part of Titanic's story, and most people don't

acknowledge that," he told a recent news conference in Toronto.

Of the 1,320 passengers aboard, about 130 were bound for Canada, and of those, 20 had Ontario destinations. Three of the most prominent from Ontario were Major Arthur Penchen and George Graham of Toronto and Dr. Alfred Pain from Hamilton. Major Penchen, a millionaire who made his fortune in chemicals, survived. In 1987 his wallet was recovered from the Titanic debris field, and there was still a Toronto transit ticket inside. George Graham was a buyer with Eaton's when Eaton's could still afford to send its salesmen to Europe first class to shop for china and crockery.

Graham lost his life in the disaster. Dr. Pain, at 23, was the youngest surgeon to ever graduate from the University of Toronto's school of medicine. He was returning from post graduate studies in Europe, and drowned in the sinking.

The complete story of all the Canadians is told in two recent books, *Titanic: The Canadian Story*, Montreal Author Alan Husiak, (Vehicul Press) and *Titanic Remembered*, by Halifax author Alan Ruffman, (Pomac Publishing.)

The exhibition is being brought to Canada by SFX Entertainment, and RMS Titanic Incorporated.

## TITANIC FACTS

At a couple of hours later, Dutch liner Noordam reports ice in much the same position as noted by Caronia.

At 1:40 p.m., an incoming message from White Star steamer Baltic reports clear weather amidst passing icebergs and large quantities of field ice in a location close to Titanic's course.

Capt. Edward J. Smith gives message to Ismay, who pockets it without comment. It says in his pocket for 5½ hours before being posted with other ice warnings on the bridge.

Two large icebergs in the same area reported by Amerika at 1:45 p.m.

Driven indoors by cold weather, passengers talk about the extreme speed of the vessel.

Capt. Smith turns the due-west "corner" — a navigational reference point 42 degrees north, 47 degrees west — towards New York 50 minutes later and 16 miles farther south-west than scheduled, at 5:50 p.m.

An iceberg watch is ordered. Ship lights to the fore are extinguished at 7:15 p.m., so icebergs will be easier to see. The temperature is 43 degrees.

At 7:30 p.m., an ice warning from Californian is intercepted, reporting three large bergs about 19 miles north of Titanic's location. The temperature drops to a frigid 38 degrees, with calm water and clear skies.

At 9:30 p.m., Capt. Smith checks with his first officer on conditions, then retires.

At 9:40 p.m., the steamer Mesaba messages: "Much heavy pack ice and great number large icebergs" in a 78-mile-wide rectangular field ahead Titanic. Wireless operator neglects to forward message to bridge, assuming previous five messages are enough.

The ship maintains a 22½-knot speed.

Shift changes occur at 10 p.m. Titanic is approaching a large field of ice and begs some 400 miles off the coast of Newfoundland.

Temperature dips to 31 degrees.

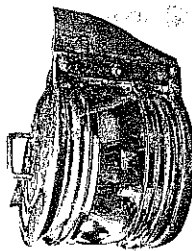
At 11 p.m., Californian messages that it is stopped and surrounded by ice. Titanic wireless operator chastises Californian for jamming his signal. Californian is cut off before position is transmitted, its wireless room shut down.

Crow's nest lookout begins to make out a black object in their path at 11:40 p.m. and reports "iceberg right ahead" to wheelhouse.

"Hard a-starboard!" order comes from chief officer, along with order to engine room for full-speed reverse.

Plans begin to close the ship's much-lauded watertight doors.

Titanic is unable to stop in time to avoid the iceberg, later found to be less than 500 yards away.



This navigational lamp was located on the forward mast of the Titanic and marked the middle of the ship to approaching vessels.



This black silk bow tie would have been standard attire for sophisticated Edwardian men in the first class dining room.

# TITANIC

send distress call.

Vessel collides with iceberg on its starboard side at 11:40 p.m. Berg scrapes along hull below the waterline.

Most passengers are unaware of any danger. Forward-cabin, third-class passengers are awakened by the bump and begin to collect belongings and head for the boat deck.

Capt. Smith returns to the bridge.

Water begins to pour into two boiler rooms and the mail room.

At 11:50, water is already 14 ft. above the level in the first five compartments.

Titanic is doomed and will go down within two hours, reports ship's designer Thomas Andrews to Capt. Smith shortly after midnight.

Curious passengers, investigating the silence that ensues when ship's engines stop and its wake dies away, scoop up ice hunks from the deck, unalarmed.

Forward compartments continue to flood in succession, similar to compartments in icecube tray.

Captain gives order to prepare lifeboats for evacuation at 12:05 p.m.

Capt. Smith orders wireless operator to

Lifeboats continue to be lowered half-full, in spite of the distress rockets which have convinced most passengers of the gravity of their position. Crew intend to fill boats to capacity at the gangway doors in the side of Titanic, but the doors are never opened.

Third-class passengers, some barred from leaving their own level on the way to the boat deck, watch the lifeboats pull away.

There are more than 1,700 people left on the Titanic.

White Star director Ismay climbs aboard collapsible boat C, then two-thirds full.

Titanic's huge propellers rear out of the water. It is well after 1:30 a.m.

Boat number 4, loaded with wealthy women, is forgotten in the confusion. It is finally lowered around 2 a.m. Astor has been denied permission to board it to assist his pregnant wife.

The mystery ship is no longer visible.

Lifeboats do not respond to Capt. Smith's orders, through a megaphone, to return for more passengers.

More than 1,500 people remain on board. Collapsible D, with 42 women and children, is the last boat lowered. The first off-

cer has drawn his revolver to keep the men from rushing the boat. Two male passengers make a jump into collapsible boat D, becoming numbers 43 and 44 aboard the 47-place boat.

Capt. Smith dismisses remaining crew members. "It's every man for himself."

The last wireless signal is sent at 2:17 a.m.

Crewmen struggle to release collapsible B from the roof of the officers' quarters. Twenty-eight men are saved, clinging to its overturned hull in the icy water.

Capt. Smith dives into the water as the bow begins to plunge into the Atlantic.

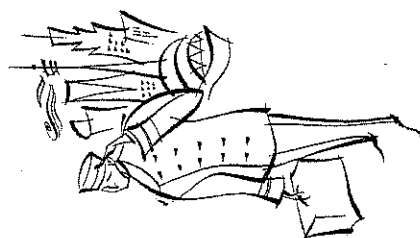
The Titanic is now fully submerged.

More than a dozen people clamber into collapsible A as its floats, swamped, off the roof of the officers' quarters.

At 2:18 a.m., Titanic's lights finally go out.

The ship splits between its third and fourth funnels. The bow sinks immediately. The stern rights itself, standing vertical, before following the bow 2½ miles to the bottom.

By 2:20 a.m., the Titanic is gone.



## IT WAS THE LARGEST PASSENGER SHIP OF ITS DAY WE'RE THE LARGEST HOTEL IN CANADA GUESS WHO'S THE OFFICIAL HOTEL OF TITANIC: THE EXHIBITION?



We know entertainment. That's the best way to top off a visit to Titanic: The Exhibition is a night to remember at the Delta Chelsea. Book your package now. After all, it's not every day you

have a chance to get tickets for the Titanic. For more information or reservations call 1-800-CHELSEA (243-5732) or visit our web site at [www.toronto.com/deltacheelsea](http://www.toronto.com/deltacheelsea).



From  
**\$155**

Includes your room, hotel parking and 2 VIP tickets to Titanic The Exhibition. (Additional VIP tickets available for purchase at the hotel.) Package valid from September 23, 1999 to February 10, 2000.

Don't miss the boat!  
Book now and receive a special coupon book for tremendous savings at the Bay, Queen Street store.

# The Ship of Dreams

INVESTORS GROUP

*proudly presents*

# TITANIC

## The Exhibition

Investors Group brings you the world's largest exhibition of authentic Titanic artifacts. Titanic, The Exhibition makes its Canadian debut at

The Better Living Centre at  
Exhibition Place

SEPTEMBER 24, 1999 - FEBRUARY 10, 2000

The haunting story of Titanic's maiden voyage is one of the great tragedies of the 20th Century. Investors Group is proud to play a part in making this exhibition possible, so that future generations will know the stories of the people who were lost, and those who survived.



SHARING CULTURE WITH CANADIANS

\*Trade-mark owned by Investors Group Inc. and licensed to its affiliated corporations.

Limited Toronto Engagement  
**CANADIAN DEBUT**

# APPENDIX "B"

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

|                                  | MONTH<br>ACTUAL     | MONTH<br>BUDGET     | VARIANCE           | YTD<br>ACTUAL       | YTD<br>BUDGET       | VARIANCE            |
|----------------------------------|---------------------|---------------------|--------------------|---------------------|---------------------|---------------------|
| Number of Events                 | 9                   | 2                   | 7                  | 61                  | 37                  | 24                  |
| Direct Event Income [Note 2]     | 460,895.73          | 228,523.66          | 232,372.07         | 4,983,858.06        | 5,160,152.66        | (176,294.60)        |
| Ancillary Income                 | 208,655.51          | 127,609.00          | 81,046.51          | 2,042,989.53        | 2,135,509.00        | (92,519.47)         |
| Advertising Income               | 21,508.00           | 47,042.00           | (25,534.00)        | 129,655.45          | 197,038.00          | (67,382.55)         |
| CNE Recovery                     | (14,945.00)         | -                   | (14,945.00)        | 400,842.38          | 435,000.00          | (34,157.62)         |
| <b>Total Event Income</b>        | <b>676,114.24</b>   | <b>403,174.66</b>   | <b>272,939.58</b>  | <b>7,557,345.42</b> | <b>7,927,699.66</b> | <b>(370,354.24)</b> |
| Direct Expenses                  | 509,375.29          | 375,645.02          | (133,730.27)       | 3,409,146.04        | 3,468,747.02        | 59,600.98           |
| Indirect Expenses                | 311,866.83          | 375,147.18          | 63,280.35          | 3,002,534.39        | 3,461,588.18        | 459,053.79          |
| <b>Total Event Expenses</b>      | <b>821,242.12</b>   | <b>750,792.20</b>   | <b>(70,449.92)</b> | <b>6,411,680.43</b> | <b>6,930,335.20</b> | <b>518,654.77</b>   |
| <b>NET INCOME (LOSS)</b>         | <b>(145,127.88)</b> | <b>(347,617.54)</b> | <b>202,489.66</b>  | <b>1,145,664.99</b> | <b>997,364.46</b>   | <b>148,300.53</b>   |
| <b>EX PLACE PARKING ESTIMATE</b> |                     |                     |                    |                     |                     |                     |
| PARKING INCOME                   | 139,596.66          | 88,681.00           | 50,915.66          | 2,064,538.87        | 2,348,811.00        | (284,272.13)        |
| PARKING EXPENSE                  | 29,315.30           | 18,623.01           | (10,692.29)        | 433,553.16          | 493,250.31          | 59,697.15           |
| <b>NET PARKING</b>               | <b>110,281.36</b>   | <b>70,057.99</b>    | <b>40,223.37</b>   | <b>1,630,985.71</b> | <b>1,855,560.69</b> | <b>(224,574.98)</b> |

NOTE: 1 Actuals include 12% markup paid to Exhibition Place on labour and materials. At September 30, 1999 the markup paid to Exhibition Place was a total of \$ 307,779.83 (\$257,369.93 expensed against direct event income and the balance of \$50,409.90 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 AUGUST 1999

|                      | MONTH<br>ACTUAL | YTD<br>ACTUAL |
|----------------------|-----------------|---------------|
| Attendance [Note: 1] | 58,395          | 997,152       |

| EVENT             | # OF PERFORMANCES |        | (IN THOUSANDS) |        | REFRESHMENT<br>PER CAP'S<br>ACTUAL [Note: 2] |
|-------------------|-------------------|--------|----------------|--------|----------------------------------------------|
|                   | ACTUAL            | BUDGET | ACTUAL         | BUDGET |                                              |
| Consumers Show    | 26                | 24     | 3,375          | 4,088  | 3.24                                         |
| Trade Show        | 15                | 9      | 2,163          | 2,120  | 8.03                                         |
| Concert           | 2                 | 0      | 18             | -      | 2.75                                         |
| Photo/Film Shoot  | 3                 | 0      | 26             | -      | 16.82                                        |
| Meeting/Corporate | 15                | 4      | 283            | 176    | 12.31                                        |
|                   | 61                | 37     | 5,864          | 6,384  |                                              |

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 SEPTEMBER 30, 1999

**ASSETS**

**CURRENT ASSETS**

|                                 |                    | <u>1999</u>                | <u>1998</u>                |
|---------------------------------|--------------------|----------------------------|----------------------------|
| CASH                            |                    | 644,032.42                 | 563,311.94                 |
| ADVANCE TO EX PLACE             |                    | 250,000.00                 | 250,000.00                 |
| TERM INVESTMENTS                |                    | 3,150,000.00               | 2,150,000.00               |
| AMERICAN EXPRESS                |                    | 26,584.90                  | 48,749.60                  |
| TRADE ACCOUNTS RECEIVABLE       | 1,624,715.56       |                            |                            |
| ALLOWANCE FOR DOUBTFUL ACCOUNTS | <u>(47,319.40)</u> |                            |                            |
| NET ACCOUNTS RECEIVABLE         |                    | 1,577,396.16               | 1,875,076.86               |
| RECEIVABLE FROM EX PLACE        |                    | 2,771.91                   | 197,987.45                 |
| OTHER RECEIVABLE                |                    | 149,739.94                 | 585,643.28                 |
| PREPAID EXPENSES                |                    | <u>203,414.89</u>          | <u>59,829.02</u>           |
|                                 |                    | <u><b>6,003,940.22</b></u> | <u><b>5,730,598.15</b></u> |

**LIABILITIES & EQUITY**

**CURRENT LIABILITIES**

|                                        |                     |              |              |
|----------------------------------------|---------------------|--------------|--------------|
| ACCRUED LIABILITIES                    | 2,005,486.11        |              |              |
| PROVINCIAL & FEDERAL SALES TAX PAYABLE | 91,875.36           |              |              |
| DEFERRED REVENUE                       | <u>2,760,913.76</u> | 4,858,275.23 | 5,243,804.40 |

**EQUITY**

|                                  |                       |                            |                            |
|----------------------------------|-----------------------|----------------------------|----------------------------|
| NET INCOME (LOSS) CURRENT        |                       | 1,145,664.99               | 486,793.75                 |
| PRIOR YEAR SURPLUS               | 1,006,922.06          | -                          | -                          |
| DISTRIBUTION TO EXHIBITION PLACE | <u>(1,006,922.06)</u> | -                          | -                          |
|                                  |                       | <u><b>6,003,940.22</b></u> | <u><b>5,730,598.15</b></u> |

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

|                                                     | <u>MONTH</u>      | <u>YTD</u>            |
|-----------------------------------------------------|-------------------|-----------------------|
| <b>CASH FLOW FROM OPERATIONS</b>                    |                   |                       |
| NET INCOME (LOSS)                                   | (145,127.88)      | 1,145,664.99          |
| ADD: DEPRECIATION & AMORTIZATION                    | -                 | -                     |
| <b>SOURCES (USES) OF CASH</b>                       |                   |                       |
| TERM INVESTMENTS                                    | -                 | (300,000.00)          |
| ACCOUNTS RECEIVABLE - TRADE                         | (713,063.60)      | 245,089.18            |
| RECEIVABLE FROM EX PLACE B.O.G                      | 415,557.04        | 89,752.61             |
| ACCOUNTS RECEIVABLE - OTHER                         | 20,667.28         | 66,624.71             |
| PREPAID EXPENSES                                    | 71,876.21         | (145,261.37)          |
| DEPOSITS AND OTHER ASSETS                           | (28,569.32)       | (21,048.72)           |
| ACCOUNTS PAYABLE & ACCRUED EXPENSES                 | 699,416.78        | 579,697.38            |
| OTHER PAYABLES                                      | 38,360.72         | (14,544.82)           |
| DEFERRED INCOME                                     | (20,261.71)       | (241,188.03)          |
| ADVANCE DEPOSITS - Exhibition Place B.O.G           | -                 | -                     |
| <b>NET CASH FROM OPERATIONS</b>                     | <u>338,855.52</u> | <u>1,404,785.93</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>              | 338,855.52        | 397,863.87            |
| <b>BEGINNING CASH BALANCE</b>                       | 305,176.90        | 246,168.55            |
| <b>ENDING CASH BALANCE</b>                          | <u>644,032.42</u> | <u>644,032.42</u>     |

THE NATIONAL TRADE CENTRE  
ACCOUNTS RECEIVABLE AGING

AS AT SEPTEMBER 30, 1999

| CUSTOMER NAME                            | AMOUNT<br>OUTSTANDING | CURRENT             | 30 - 60<br>DAYS   | 61 - 90<br>DAYS  | OVER 90<br>DAYS  | COMMENTS                                                                                                                                                                                                                                                                    |
|------------------------------------------|-----------------------|---------------------|-------------------|------------------|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>COMPLETED EVENTS</b>                  |                       |                     |                   |                  |                  |                                                                                                                                                                                                                                                                             |
| AL MADON PRODUCTIONS                     | 11,322.97             | 11,322.97           | -                 |                  |                  | BUILDING RENTAL - SWING MAGIC - EVENT CANCELLED, LETTER SENT TO COMPLY                                                                                                                                                                                                      |
| BOARD OF GOVERNORS                       | 83,845.10             | 265.12              | 83,579.98         |                  | 25,020.99        | EVENT FACILITY SERVICES, MOLSON INDY SPONSORSHIP RIGHTS,<br>EVENT SERVICES - CTC PRODUCT PARADE - EVENT SETTLEMENT FINALIZED<br>ACCOUNT IN DISPUTE - FINAL LEGAL LETTER SENT APRIL BEFORE<br>COMMENCING LITIGATION IF NO RESPONSE RECEIVED - RESERVE FOR<br>BAD DEBT SET UP |
| CANADIAN TIRE CORPORATION                | 94,389.80             | 94,389.80           |                   |                  |                  | SERVICES FOR VARIOUS SHOWS - JULY / SEPT. '99                                                                                                                                                                                                                               |
| EAST MEETS WEST PRODUCTIONS              | 25,020.99             |                     |                   |                  |                  | EVENT SERVICES FOR TITANIC EXHIBITION + VARIOUS SEPT. EVENTS<br>75% OF BUILDING RENTAL FEE FOR CADILLAC GALA ON MAY 6/99 - EVENT<br>WAS CANCELLED, ORGANIZER TRYING TO RESCHEDULE IN 1999                                                                                   |
| GES CANADA EXPOSITIONS                   | 20,766.48             | 16,433.86           | 4,332.62          |                  | 11,322.79        | EVENT SERVICES - IDEXNEOCON SHOW- EVENT SETTLEMENT FINALIZED<br>EVENT SERVICES - IDEXNEOCON SHOW- EVENT SETTLEMENT FINALIZED<br>EVENT SERVICES - COMPUTERFESTIMAC EXPO- EVENT SETTLEMENT FINALIZED                                                                          |
| HOLMAN DESIGN LTD.                       | 24,640.64             | 24,640.64           |                   |                  |                  |                                                                                                                                                                                                                                                                             |
| MACLAREN MOMENTUM GROUP                  | 11,322.79             |                     |                   |                  |                  |                                                                                                                                                                                                                                                                             |
| MERCHANDISE MART ENTERPRISES (USA)       | 35,400.33             | 35,400.33           |                   |                  |                  |                                                                                                                                                                                                                                                                             |
| MERCHANDISE MART ENTERPRISES (CANADA)    | 10,137.41             | 10,137.41           |                   |                  |                  |                                                                                                                                                                                                                                                                             |
| SHOWFEST PRODUCTIONS INC.                | 16,050.80             | 16,050.80           |                   |                  |                  |                                                                                                                                                                                                                                                                             |
| CUSTOMER ACCOUNTS - LESS THAN \$10,000   | 94,471.20             | 53,766.50           | 20,422.82         | 20,281.88        |                  |                                                                                                                                                                                                                                                                             |
| <b>SUB-TOTAL</b>                         | <b>427,368.51</b>     | <b>262,407.43</b>   | <b>108,335.42</b> | <b>20,281.88</b> | <b>36,343.78</b> |                                                                                                                                                                                                                                                                             |
| <b>FUTURE EVENTS</b>                     |                       |                     |                   |                  |                  |                                                                                                                                                                                                                                                                             |
| CANADIAN CRAFT SHOWS - FALL 1999         | 211,559.14            | 70,519.71           | 70,519.71         | 70,519.72        |                  | BUILDING RENT - ONE OF A KIND - CHRISTMAS 1999 - LETTER OF CREDIT HELD<br>REC'D PAYMENT OF \$70,519.71 ON OCT. 4/99                                                                                                                                                         |
| CANADIAN CRAFT SHOWS - SPRING 2000       | 34,074.97             | -                   | 34,074.97         |                  |                  | BUILDING RENT - ONE OF A KIND SPRING SHOW - MARCH 2000 - PAID IN FULL OCT 6                                                                                                                                                                                                 |
| CANADIAN NATIONAL SPORTSMEN'S SHOWS      | 34,593.34             | 34,593.34           |                   |                  |                  | EVENT SERVICES ESTIMATE - TORONTO SKI SHOW - OCT. 14/17<br>SECONDMENT OF J. KOPERWAS FOR EXHIBITION PLACE Y2K PROJECT                                                                                                                                                       |
| CITY OF TORONTO ECONOMIC DEVELOPMENT     | 32,798.67             | 32,798.67           |                   |                  |                  | BUILDING RENT - SPEEDORAMA- JAN. 2000                                                                                                                                                                                                                                       |
| KELLY ALEXANDER COMMUNICATIONS           | 35,880.96             | 17,940.48           | 17,940.48         |                  |                  | BUILDING RENT - CFSM / WELD EXPO - OCTOBER 2000                                                                                                                                                                                                                             |
| REED EXHIBITION COMPANIES                | 73,875.42             | 73,875.42           |                   |                  |                  | BUILDING RENT - ROYAL WINTER FAIR - PLUS TELEPHONE & UTILITY CHARGES                                                                                                                                                                                                        |
| ROYAL AGRICULTURAL WINTER FAIR           | 219,142.75            | 214,000.00          | 5,142.75          |                  |                  | BUILDING RENT - METRO HOME SHOW - JAN. 2000                                                                                                                                                                                                                                 |
| SOUTHEX EXHIBITIONS INC.                 | 25,218.32             | 25,218.32           |                   |                  |                  | BUILDING RENT - RUG EXPO - NOV. '99 - PAID IN FULL ON OCT. 4/99                                                                                                                                                                                                             |
| TORONTO AREA RUG TRADE EXPOSITION        | 12,096.35             | -                   | 12,096.35         |                  |                  |                                                                                                                                                                                                                                                                             |
| <b>SUB-TOTAL</b>                         | <b>679,239.92</b>     | <b>436,147.27</b>   | <b>172,572.93</b> | <b>70,519.72</b> | -                |                                                                                                                                                                                                                                                                             |
| <b>SERVOMATION</b>                       |                       |                     |                   |                  |                  |                                                                                                                                                                                                                                                                             |
| SERVO CANADA                             | 117,265.13            | 84,006.79           | 33,258.34         | -                | -                | CATERING COMMISSIONS + VARIOUS SERVICES<br>AND UTILITIES RECOVERY - PAYMENT CONTRACTUALLY DUE OCT. 25/99                                                                                                                                                                    |
| <b>CNE</b>                               |                       |                     |                   |                  |                  |                                                                                                                                                                                                                                                                             |
| CANADIAN NATIONAL EXHIBITION ASSOCIATION | 400,842.00            | 400,842.00          |                   |                  |                  | CNE OPERATIONAL COSTS                                                                                                                                                                                                                                                       |
|                                          | <b>1,624,715.56</b>   | <b>1,183,403.49</b> | <b>314,166.69</b> | <b>90,801.60</b> | <b>36,343.78</b> |                                                                                                                                                                                                                                                                             |
|                                          | 100%                  | 73%                 | 19%               | 6%               | 2%               |                                                                                                                                                                                                                                                                             |

THE NATIONAL TRADE CENTRE  
**ACCOUNTS RECEIVABLE AGING**  
 ADDITIONAL INFORMATION ON A/R GREATER THAN 60 DAYS  
 AS AT SEPTEMBER 30, 1999

| CUSTOMER NAME                          | AMOUNT<br>OUTSTANDING | 61 - 90<br>DAYS | OVER 90<br>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.                      |
| 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.                                    |
| CUSTOMER ACCOUNTS - LESS THAN \$10,000 | 20,281.88             | 20,281.88       | -               | Services for various 1999 shows. Collection attempts are in progress.                                                                                                                    |
|                                        | 127,145.38            | 90,801.60       | 36,343.78       |                                                                                                                                                                                          |

