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EXHIBITION PLACE

May 24, 2000

To: The Board of Governors of Exhibition Place

From: Dianne Young
General Manager & CEO

Subject: Official Newspaper of The National Trade Centre

Recommendation:

It is recommended that the Board enter into an agreement with The Toronto Star to be the "Official Newspaper" of the NTC, for a term of two (2) years commencing June 1, 2000 with a renewal option for a third year on the terms and conditions outlined in this report and any other terms required by the City Solicitor.

Background:

In January 2000, O&Y SMG Canada approached all the national newspapers to be the "Official Newspaper Sponsor" of the NTC. At the January 28, 2000, Board meeting, Trillium-Wilkinson Group ("Trillium") was appointed the Sponsorship Consultant for Exhibition Place, including the NTC, and followed up and finalized this sponsorship proposal.

Discussion:

The Toronto Star as the "Official Newspaper Sponsor for the NTC" will have the following entitlements:

- (a) Category rights as the "Official" Newspaper of the NTC;
- (b) Business Development – rights to place 10 vending boxes in mutually agreed public spaces and booth space in the public space for promotional opportunities;
- (c) Exposure/Name Awareness through four signs within the NTC at locations mutually agreed to by the parties, exposure on the NTC website and logo integration;
- (d) Entertainment/Hospitality – use of an exhibit hall for one day subject to availability; and
- (e) Other promotional opportunities as mutually agreed to by the parties.

The term of the agreement shall be for two (2) years with a renewal option for a third year, commencing June 1, 2000 and expiring May 31, 2002.

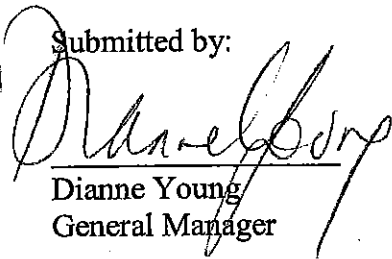
The Toronto Star's investment in this official association with the NTC shall be as follows:

- (a) Year 1 – \$35,000 cash payment for the first year of the term payable on signing of contract June 1, 2000;
- (b) Year 2 - \$37,500 cash payment for the second year of the term payable on June 1, 2001.
- (c) Year 3 renewal option – the fee payable in year 3 (to be a minimum of \$40,000) shall be reviewed by the parties during the period from December 1, 2001 to January 30, 2002, with regard to the benefits of this sponsorship to the parties and the level of the fee.

Conclusions:

This report recommends that the Board enter into an agreement with The Toronto Star to be the "Official Newspaper" of the NTC. Mr. Ernest Vincent has reviewed this report and is in agreement with its contents.

Submitted by:



Dianne Young
General Manager