

# THE NATIONAL TRADE CENTRE MANAGEMENT REPORT

FOR THE MONTH ENDING  
OCTOBER 31, 2001

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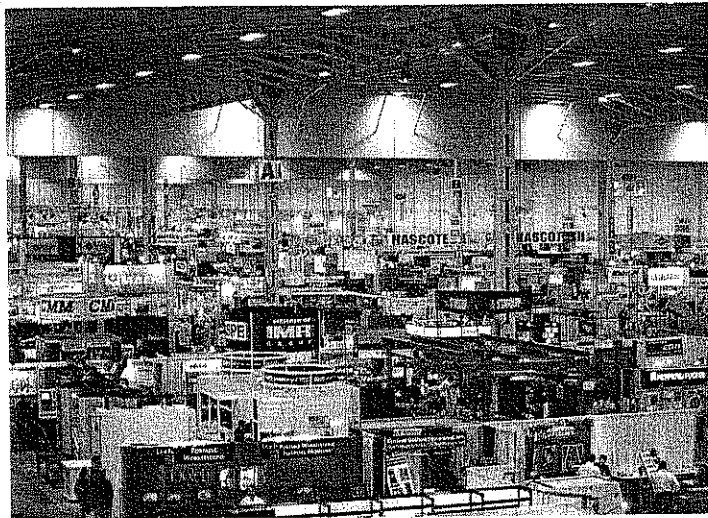
SUBMITTED BY:

**RON TAYLOR**  
MANAGING DIRECTOR/O&Y/SMG CANADA

**ERNEST VINCENT**  
GENERAL MANAGER/NTC

## MARKETING

On October 15, 2001 the O&Y/SMG Canada Sales & Marketing team issued a media release announcing the return of the Canadian Manufacturing Technology Show (CMTS). This mega event ran from October 15 – 18 and incorporated over 600 exhibitors and was attended by over 13,000 industry professionals. The release was issued to key local, national and international industry media as well as local television and radio



Canadian Manufacturing Technology Show

### OCTOBER SALES ACTIVITY

During the month of October, the O&Y/SMG Canada Sales team continued follow-up to previously stated sales blitzes targeting contacts within the automotive (local, national & U.S.A.), retail (local), association/meeting planner (national & U.S.A.) and Canadian trading industries including initiation of an email to the Exposition Operations Society members. We are currently preparing additional sales blitz's to key US contacts, Toronto based financial industry prospects, the top 300 private companies in Ontario as well as initiating an approach to Canadian trade and consumer show organizers to promote the NTC.

- 1 new 2001 event was contracted this month therefore increasing our total to 53 new events for this year. The events are categorized as follows:
  - 10 consumer shows
  - 6 trade shows
  - 16 special events/film/photo shoots
  - 21 corporate bookings/meetings/misc

The O&Y/SMG Canada Sales & Marketing team has been aggressively working to secure new events for 2002. Results of these sales efforts are as follows:

- 4 new 2002 events were contracted this month increasing our total to 7 new events for 2002. The events are categorized as follows:
  - 4 consumer shows
  - 2 trade shows
  - 1 special events/film/photo shoots
- Contracts have been issued for an additional 6 new events for 2002

## UPCOMING BUSINESS TRAVEL

In December, Barbara Outschoorn will attend the International Association for Exhibition Management (I.A.E.M.) annual meeting and Expo! Expo! in Chicago. This annual meeting is attended by international industry professionals and is expected to draw over 300 U.S. and international trade and consumer show managers from various associations and show management companies. The National Trade Centre will participate in a Toronto tradeshow booth organized by Tourism Toronto. A follow-up report will be included in our year-end summary.

## PUBLICITY

Following is the media coverage for the month of October:

- October 18, 2001 issue of the Toronto Star - article - Everything to do with Sex Show
- October 20, 2001 issue of the Globe & Mail - article - Hadassah Wizo Bazaar
- Local television and radio stations including CITY TV, CP24, Global, CTV, 680 news, 102.1FM and CFRB, broadcasted coverage of several events including the Toronto Ski, Snowboard & Travel Show, the Canadian Antique Dealers Association, The Clothing Show, Everything to do with Sex Show and the Canadian International Jazz Festival.

## EVENT SERVICES

During the month of October 2001, Event & Facility Co-ordinators at The National Trade Centre were involved in the following events:

October	
Trade	Exhibition Place Events
<ul style="list-style-type: none"><li>• Canadian Manufacturing Technology/National Factory Automation Show</li></ul>	<ul style="list-style-type: none"><li>• Screemers Haunted House</li></ul>
Consumer	
<ul style="list-style-type: none"><li>• Toronto Ski Snowboard &amp; Travel Show</li><li>• National Postage Stamp Fall Show</li><li>• Bicycle Fall Blow-out Sale</li><li>• Canadian Pet Expo</li><li>• The Clothing Show</li><li>• Navaratri Samuh Garba Raas</li><li>• TSO Canadian Antique Dealers Association</li><li>• Hadassah WIZO Bazaar</li><li>• Everything To Do With Sex Show</li></ul>	

Other	
<ul style="list-style-type: none"> <li>• City of Toronto Meeting</li> <li>• Canadian Payroll Association</li> </ul>	

## EVENTS

The Canadian Manufacturing Technology Show/ National Factory Automation Show was held at the NTC for it's second time. Extensive preparation for this show included:

- Telemarketing of exhibitor services
- A NTC Event/ Operations Task force to lead the planning & co-ordinate with all other internal and external services providers.
- A cooperative environment created on the floor during move in ensured all services including electrical, carpeting, telecom, machine installation and sign hanging were phased properly to allow exhibitors an efficient set up.
- The logistics of setting up this event are comparable to building a 400,000-sq. ft. manufacturing plant in 6 days.
- Show management and exhibitors were very pleased with our organization and services delivered by the NTC & other suppliers.
- Concerns were expressed regarding the condition of the Gore Lot used as a truck marshalling area as it became muddy during move-in. This caused mud to be tracked elsewhere on the streets and onto the show floor resulting in higher cleanup costs. We have been advised that Exhibition Place is working towards making the Gore Lot usable for events.
- The Toronto Ski Snowboard & Travel show experienced another successful event. Staff made extensive preparations to facilitate for the display of a static helicopter during the show, and attendance was higher than in previous years.
- The Annual Hadassah WIZO Bazaar had a lower attendance than usual. Extra security precautions were taken as the facility and show organizers worked closely with Toronto Police. Show management had concerns because some of the adjacent parking lots contained vehicles being stored for a future event.
- Everything to do with Sex Show was held again at the Automotive Building. Attendance continued to be strong. NTC management continued to work with Toronto Police Morality Squad but there were no recorded concerns or complaints.

## TELECOMMUNICATIONS

Telecommunications activated and configured a new ADSL circuit, which will be used by Exhibition Place staff for Internet access. This circuit should provide Exhibition Place users with much quicker access from their desktops to the Internet.

# BUILDING OPERATIONS

## ELECTRICAL/HVAC

- During the month of October installations by HVAC, Plumbing and Electrical commenced to retrofit the permanent concession in Hall A to accommodate Servo's new sub-contractor, Tiny Tom Donuts. The new concession is to be completed for the upcoming Royal Agricultural Winter Fair.
- Electrical preparation work has commenced for the lighting panels on columns in Halls A, B, & C. Prefab work for panels and ceiling mounted receptacles.
- Compressor repairs for walk-in coolers and freezers in preparation for the Royal Agriculture Winter Fair. East and West annex locations, southwest walk-in coolers required replacement of compressor in preparation for the Royal
- Electrical and Plumbing was successfully completed to the CMTS show for delivery of services to the exhibitors.
- Repairs have been initiated to the variable speed drive for Supply Fan #17
- The Contractor replaced the motor in the handicap elevator in the West Annex.

## FACILITY SERVICES

Building and equipment maintenance was ongoing throughout October. Numerous repairs were completed due to damages caused by various shows. The following work is either on going or completed.

- Exit doors continued to be repaired throughout the NTC complex. Door hardware was ordered and will be installed during November, mechanical doors underwent repairs due to show damages
- Exterior brick repairs were completed on the North Coliseum Arena exterior. All Halls including Salons underwent minor paint touch-ups
- Roof drains were cleared above Halls A to D and Automotive building. The Coliseum Complex underwent approximately 15 roof repairs
- All NTC managed fleet underwent scheduled maintenance and necessary repairs
- Mechanical rooms were washed down where necessary
- Inventory warehouse in the North Extension was re-organized to accommodate electrical inventories. All chairs were wrapped in plastic prior to RAWF to avoid cattle odour and dust
- A minor renovation was completed in the Upper East Annex restaurant for the RAWF
- A sealer was applied to the floors in Halls C and B prior to the RAWF. This should prevent staining of the floor and assist in providing a temporary repair to small cracks throughout floor
- The Angus Maintenance Program was updated with more scheduled maintenance items. This project is ongoing

# FINANCIALS

Net Operating Income for the ten months ending October 31, 2001 was \$1,164,900 compared to a budget of \$1,481,597 a variance of (\$316,697).

- Rental income is unfavourable to budget by (\$1,069,222) at \$4,720,275 due to show shrinkage and softness in new corporate events.
- Catering and concession commissions at \$991,724 fell short by (\$292,663), due to reduced new catered events and scheduling of new business.
- Electrical service at \$628,322 is unfavourable to budget by (\$240,098) mainly due to reduction of new business and reduced electrical services for the Hardware and Spring Gift show.
- Direct and indirect expenses are favourable to budget by \$1,119,860 partly as a result of positive efforts to further control expenditures.

Accounts receivables at October 31, 2001 were \$1,332,470 consisting mainly of:

- \$653,607 of inter-program settlements, \$393,984 for CNE operational overhead which is now finalized, \$97,659 for event support services to Exhibition Place, \$162,000 for sponsorship monies billed by Exhibition Place for the NTC
- \$419,562 for services on completed events of which \$37,223 has been received in November.
- \$165,896 of Food & Beverage Concessions is owed by Servo Canada contractually due on the 25<sup>th</sup> of the following month.
- \$93,406 owed as deposits for future events of which \$9,967 has been received in October

## SERVO-CANADA

### RETAIL DEPARTMENT

- Retail sales for the month were strong on most shows. Improvements over previous years were seen at the Ski and Snowboard Show, The Machine Tool Show and the Everything to do with Sex Show.

### CATERING DEPARTMENT

- Spurred by the Canadian Machine and Tool Show catering saw an increase in business this year over last. Exhibitors took advantage of our booth-catering program and, in addition, we hosted numerous hospitality events.
- Our restaurant, Café Soleil, also took advantage of the CMTS and saw its revenues increase substantially over last year.

# APPENDIX "A"

## THE NATIONAL TRADE CENTRE FINANCIAL STATEMENT HIGHLIGHTS OCTOBER 2001 and YEAR TO DATE

	MONTH ACTUAL	MONTH BUDGET	VARIANCE	YTD ACTUAL	YTD BUDGET	VARIANCE
Number of Events	13	8	5	86	86	
Direct Event Income	775,507.26	912,319.00	(136,811.74)	5,322,232.85	6,143,280.00	(821,047.15)
Ancillary Income	322,167.52	363,759.00	(41,591.48)	2,131,799.04	2,692,331.00	(560,531.96)
Advertising Income	16,811.00	30,213.00	(13,402.00)	191,366.05	230,292.00	(38,925.95)
CNE Recovery	8,948.00	-	8,948.00	393,948.00	410,000.00	(16,052.00)
<b>Total Event Income</b>	<b>1,123,433.78</b>	<b>1,306,291.00</b>	<b>(182,857.22)</b>	<b>8,039,345.94</b>	<b>9,475,903.00</b>	<b>(1,436,557.06)</b>
Direct Expenses	389,539.80	455,162.00	65,622.20	3,827,764.66	4,567,337.00	739,572.34
Indirect Expenses	325,600.79	369,045.00	43,444.21	3,046,681.76	3,426,969.00	380,287.24
<b>Total Event Expenses</b>	<b>715,140.59</b>	<b>824,207.00</b>	<b>109,066.41</b>	<b>6,874,446.42</b>	<b>7,994,306.00</b>	<b>1,119,859.58</b>
<b>NET INCOME (LOSS)</b>	<b>408,293.19</b>	<b>482,084.00</b>	<b>(73,790.81)</b>	<b>1,164,899.52</b>	<b>1,481,597.00</b>	<b>(316,697.48)</b>
<b>EX PLACE PARKING ESTIMATE</b>						
PARKING INCOME	79,354.30	274,519.59	(195,165.29)	1,939,367.09	2,401,378.59	(462,011.50)
PARKING EXPENSE	16,664.40	57,649.11	40,984.72	407,267.09	504,289.50	97,022.42
<b>NET PARKING</b>	<b>62,689.90</b>	<b>216,870.48</b>	<b>(154,180.58)</b>	<b>1,532,100.00</b>	<b>1,897,089.09</b>	<b>(364,989.09)</b>

NOTE: 1 Actuals include 12% markup paid to Exhibition Place on labour and materials. At October 31, 2001 the markup paid to Exhibition Place was a total of \$ 310,336.50 (\$ 262,196.45 expensed against direct event income and the balance of \$ 48,140.05 in direct expense)

**THE NATIONAL TRADE CENTRE  
FINANCIAL STATEMENT HIGHLIGHTS  
AS AT OCTOBER 31, 2001 with COMPARISON TO OCTOBER 2000**

	2000 YTD OCTOBER ACTUAL	2001 YTD ACTUAL	2001 YTD BUDGET	2001 VARIANCE	VARIANCE TO YTD OCT. 2000 ACTUAL	%
Number of Events	83	86			3	3.6%
Direct Event Income	6,149,125.36	5,322,232.85	6,143,280.00	(821,047.15)	(826,892.51)	(13.4%)
Ancillary Income	2,536,841.00	2,131,799.04	2,692,331.00	(560,531.96)	(404,841.96)	(16.0%)
Advertising Income	212,788.39	191,366.05	230,292.00	(38,925.95)	(21,422.34)	(10.1%)
CNE Recovery	395,000.00	393,948.00	410,000.00	(16,052.00)	(1,052.00)	0.0%
<b>Total Event Income</b>	<b>9,293,554.75</b>	<b>8,039,345.94</b>	<b>9,475,903.00</b>	<b>(1,436,557.06)</b>	<b>(1,254,208.81)</b>	<b>(13.5%)</b>
Direct Expenses (Note 2)	4,308,449.89	3,827,764.66	4,567,337.00	739,572.34	480,685.23	11.2%
Indirect Expenses	3,300,038.95	3,046,681.76	3,426,969.00	380,287.24	253,357.19	7.7%
<b>Total Event Expenses</b>	<b>7,608,488.84</b>	<b>6,874,446.42</b>	<b>7,994,306.00</b>	<b>1,119,859.58</b>	<b>734,042.42</b>	<b>9.6%</b>
<b>NET INCOME (LOSS)</b>	<b>1,685,065.91</b>	<b>1,164,899.52</b>	<b>1,481,597.00</b>	<b>(316,697.48)</b>	<b>(520,166.39)</b>	<b>(30.9%)</b>
<b>EX PLACE PARKING ESTIMATE</b>						
PARKING INCOME	2,220,495.43	1,939,367.09	2,401,378.59	(462,011.50)	(281,128.34)	(12.7%)
PARKING EXPENSE	466,304.04	407,267.09	504,289.50	97,022.42	59,036.95	12.7%
<b>NET PARKING</b>	<b>1,754,191.39</b>	<b>1,532,100.00</b>	<b>1,897,089.09</b>	<b>(364,989.09)</b>	<b>(222,091.39)</b>	<b>(12.7%)</b>

Note: 1 Actuals include 12% markup paid to Exhibition Place on labour & materials. At October 31, 2001 the markup paid to Exhibition Place was a total of \$ 310,336.50 (\$ 262,196.45 expensed against direct event income and the balance of \$ 48,140.05 in direct expense)

Note: 2 Retroactive salary increase of \$51,250 resulting from increases of 2% for 1999, 2.17% for 2000, and increases as a result of the interim compensation plan which were not reflected in the 2000 numbers until November 2000.



# THE NATIONAL TRADE CENTRE EVENT STATISTICS

FOR THE MONTH OF OCTOBER 2001

	MONTH ACTUAL	YTD ACTUAL	PRIOR YEAR ACTUAL
Attendance [Note: 1]	90,000	986,203	1,208,616

EVENT	ACTUAL # OF PERFORMANCES		(IN THOUSANDS)		REFRESHMENT PER CAP'S ACTUAL [Note: 2]
	2001	2000	1999	NET EVENT INCOME [Note: 3] ACTUAL BUDGET	
Consumers Show	34	39	33	3,671 4,583	3.01
Trade Show	10	13	16	1,872 2,588	15.41
Concert	2	3	3	79 6	1.05
Photo/Film Shoot	5	6	3	69 -	40.55
Meeting/Corporate	35	22	16	487 96	19.26
	86	83	71	6,177 7,273	

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.

**THE NATIONAL TRADE CENTRE  
BALANCE SHEET  
AS AT OCTOBER 31, 2001**

**ASSETS**

	2001	2000
<b>CURRENT ASSETS</b>		
CASH	874,653.34	1,489,780.70
ADVANCE TO EX PLACE	250,000.00	250,000.00
TERM INVESTMENTS	3,800,000.00	3,500,000.00
AMERICAN EXPRESS	3,608.36	3,320.49
TRADE ACCOUNTS RECEIVABLE		
ALLOWANCE FOR DOUBTFUL ACCOUNTS	1,332,469.87	
	(37,234.14)	
NET ACCOUNTS RECEIVABLE	1,295,235.73	1,038,525.51
RECEIVABLE FROM EX PLACE	65.18	630.00
OTHER RECEIVABLE	90,200.37	177,687.32
PREPAID EXPENSES	122,234.96	358,715.87
<b>TOTAL CURRENT ASSETS</b>	<b>6,435,997.94</b>	<b>6,818,659.89</b>
<b>FIXED ASSETS</b>		
EQUIPMENT - NET	132,511.11	59,281.52
<b>TOTAL ASSETS</b>	<b>6,568,509.05</b>	<b>6,877,941.41</b>

**LIABILITIES & EQUITY**

<b>CURRENT LIABILITIES</b>		
ACCRUED LIABILITIES	1,358,173.58	
PROVINCIAL & FEDERAL SALES TAX PAYABLE	149,044.15	
DEFERRED REVENUE	3,840,685.86	5,192,875.50
<b>EQUITY</b>		
NET INCOME (LOSS) CURRENT	1,164,899.52	1,685,065.91
PRIOR YEAR PSAB ADJUSTMENT	55,705.94	
PRIOR YEAR SURPLUS		-
DISTRIBUTION TO EXHIBITION PLACE	-	
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>6,568,509.05</b>	<b>6,877,941.41</b>



**THE NATIONAL TRADE CENTRE  
FINANCIAL STATEMENT HIGHLIGHTS  
STATEMENT OF CASH FLOW  
FOR THE PERIOD ENDED OCTOBER 30, 2001**

	<u>MONTH</u>	<u>YTD</u>
<b>CASH FLOW FROM OPERATIONS</b>		
NET INCOME (LOSS)	408,293.19	1,164,899.52
ADD: EMPLOYEE BENEFITS - VACATION/SICK	-	257,773.49
<b>SOURCES (USES) OF CASH</b>		
TERM INVESTMENTS	(800,000.00)	600,000.00
ACCOUNTS RECEIVABLE - TRADE	10,336.43	978,031.06
RECEIVABLE FROM EX PLACE B.O.G	(65.18)	(65.18)
ACCOUNTS RECEIVABLE - OTHER	(11,718.24)	128,308.13
PREPAID EXPENSES	60,222.67	10,579.10
DEPOSITS AND OTHER ASSETS	48,641.06	37,658.98
ACCOUNTS PAYABLE & ACCRUED EXPENSES	(64,691.89)	(944,383.43)
OTHER PAYABLES	55,258.33	(2,238.58)
DEFERRED INCOME	358,513.41	474,385.62
ADVANCE DEPOSITS - Exhibition Place B.O.G	-	-
<b>NET CASH FROM OPERATIONS</b>	<b>64,789.78</b>	<b>2,704,948.71</b>
<b>OTHER SOURCES (USES) OF CASH</b>		
CAPITAL EXPENDITURES	-	-
PAYMENTS OF DEBT	-	-
DISTRIBUTION TO OWNERSHIP - Exhibition Place B.O.G.	-	(2,209,850.24)
<b>NET CASH FROM OTHER SOURCES</b>	<b>-</b>	<b>(2,209,850.24)</b>
<b>NET INCREASE (DECREASE) IN CASH</b>	<b>64,789.78</b>	<b>495,098.47</b>
<b>BEGINNING CASH BALANCE</b>	<b>809,863.56</b>	<b>379,554.87</b>
<b>ENDING CASH BALANCE</b>	<b>874,653.34</b>	<b>874,653.34</b>

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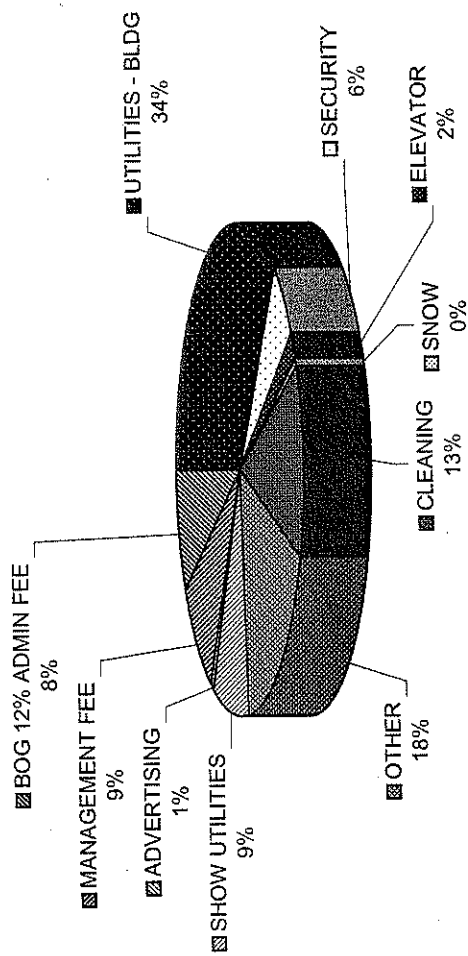
Category	Percentage
100%	68%
24%	2%
5%	5%

**THE NATIONAL TRADE CENTRE  
CHEQUE DISBURSEMENTS - OCTOBER 2001  
GREATER THAN \$50,000**

Check No	Date		Amount	DESCRIPTION
11854	10/26/01	CITY OF TORONTO	500,000.00	TERM INVESTMENT
11831	10/11/01	THE BOARD OF GOVERNORS OF EXHIBI	323,154.50	PAYROLL DISBURSEMENT
11853	10/26/01	THE BOARD OF GOVERNORS OF EXHIBI	308,736.52	PAYROLL DISBURSEMENT
11834	10/15/01	CITY OF TORONTO	300,000.00	TERM INVESTMENT
11904	10/31/01	THE BOARD OF GOVERNORS OF EXHIBI	268,778.45	PAYROLL DISBURSEMENT
11839	10/18/01	RECEIVER GENERAL FOR CANADA	70,395.39	G.S.T. REMITTANCE
11849	10/25/01	THE BOARD OF GOVERNORS OF EXHIBI	65,924.40	PAYROLL DISBURSEMENT
11901	10/30/01	O&Y SMG CANADA	57,382.60	PAYROLL DISBURSEMENT
11829	10/11/01	THE BOARD OF GOVERNORS OF EXHIBI	54,249.59	PAYROLL DISBURSEMENT
<b>DISBURSEMENTS OVER \$50,000</b>				<b>1,948,621.45</b>
<b>OTHER DISBURSEMENTS LESS THAN \$50,000</b>				<b>372,111.65</b>
<b>TOTAL DISBURSEMENTS FOR OCT. 2001</b>				<b>2,320,733.10</b>



# COMPONENTS OF DIRECT EXPENSE



■ UTILITIES - BLDG
□ SECURITY
■ ELEVATOR
■ SNOW
■ CLEANING
■ OTHER
■ SHOW UTILITIES
■ ADVERTISING
■ MANAGEMENT FEE
■ BOG 12% ADMIN FEE