

**ACTION REQUIRED**

October 26, 2007

To: The Board of Governors of Exhibition Place

From: Dianne Young
Chief Executive Officer

Subject: **Multi-Year Rental Agreement with dmg world media (Canada) Inc.
& Greater Toronto Home Builder's Association**

Summary:

This report recommends a three-year agreement with dmg world media (Canada) Inc. & the Greater Toronto Home Builder's Association (collectively "dmg") for production of The Fall Home Shows for 2008 to 2010 inclusive, within the Better Living Centre at Exhibition Place.

Recommendation:

It is recommended that the Board approve the execution of three rental agreements with dmg for the Fall Home Shows 2008 to 2010 inclusive, on the terms and conditions outlined in this report and within the Board's standard licence agreement.

Financial Impact:

A three-year agreement with dmg secures the Fall Home Shows within the Better Living Centre at Exhibition Place. Financial information is contained on Attachment 1 – Confidential Information.

Decision History:

Often large trade and consumer show clients prefer to have their dates confirmed well in advance in order to ensure a consistent date and space pattern, to secure exhibitors, sponsorships, and block out competitive tradeshows. Sales staff entered into discussions with dmg, a prestigious client of Exhibition Place, to ensure the Fall Home Shows would be able to secure their dates and space patterns for 2008, 2009 and 2010, occupying 145,258 square ft of the Better Living Centre. Sales staff proposed the 3-year agreement, and dmg has accepted the offer, subject to Board approval.

Issue Background:

It has been the Board's practice to offer clients that enter into three-year agreements, a lagging of their rental rates by one year. With the anticipated construction of the Automotive Building for the Conference Centre project dmg will need to be relocated to the Better Living Centre. Pursuant to the By-Law No. 2-07 agreements for the duration of over one year require approval of the Board.

Comments:

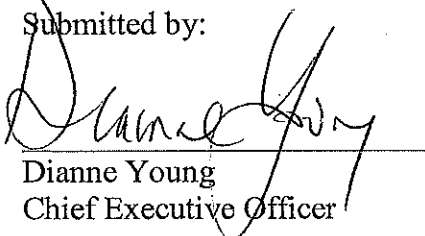
The Board listed rates are \$0.105 for 2007, \$0.105 for 2008, and \$0.108 for 2009. Multiple year agreements will be issued for 2008, 2009 and 2010 for the Better Living Centre, and the rates reflected in each agreement are equivalent to the previous year's rate (that is, the 2008 agreement will be based on the 2007 rental rate, the 2009 agreement will be based on the 2008 rental rate, and the 2010 agreement will be based on the 2009 rental rate) similar to previously approved Board 3-year agreements. A 25% deposit is required for the 2008 Agreement, and a 3% deposit for the 2009 and 2010 Agreements, delivered by the specified deadline date, in order to confirm this agreement.

Please see Attachment 1 – Confidential Information for comments.

Contact:

Arlene Campbell
General Manager, Sales & Events
Tel: (416) 263-3030
Fax: (416) 263-3019
Email: ACampbell@directenergycentre.com

Submitted by:



Dianne Young
Chief Executive Officer