

May 26, 2016

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TO: Toronto East York Community Council  
100 Queen Street West  
2<sup>nd</sup> Floor, West Tower, City Hall  
Toronto, ON M5H 2N2

2016 MAY 27 PM 12:57

From : Les Murray

CC: Settimio Coscarella

Re: **The Gentlemen's Expo 2016**

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Dear Councilors,

We are writing to you with a request to designate the 2016 Gentlemen's Expo as an Event of Municipal Significance in the City of Toronto. The event is scheduled to take place on Thursday November 10, Friday November 11, and Saturday November 12, 2016 at the Metro Toronto Convention Centre.

The third annual Gentlemen's Expo was a great success in 2015. The event has grown to be the go-to event for all things "gentleman". The Expo continues to make bold strides in supporting a variety of brand categories for men.. With clothing, food, travel, automotive, sports, music, technology and grooming exhibitors all in attendance, it's a one-stop event for the modern man to learn and experience the finer things. This ensures that attendees have the most well-rounded consumer experience.

The Gentlemen's Expo has also featured standout celebrity guests, chefs, speakers and entertainers. From rap legend DMC, to Toronto Blue Jays starting pitcher Marcus Stroman, there's something for everyone to enjoy throughout the event. Alongside entertainers and athletes, we've booked notable guests such as sexologist Dr. Jess, sports analyst Gregg Zaun, Chef Chuck Hughes, UFC champions Jon Jones and Georges St-Pierre, as well as Dragon's Den dragons Jim Treiving, Brett Wilson, Bruce Croxon, and Vikram Vij. Although the 2016 guest lineup has yet to be finalized, it is guaranteed to be an exciting and crowd-pleasing weekend of live entertainment throughout the event.

Beverage and food enthusiasts will also have the opportunity to learn over the weekend at our cooking seminars and education sessions. Distillers, brewers, beverage industry experts, world-renowned chefs and food critics will be engaging attendees all weekend.



The anticipated attendance for 2016 is 20,000 people from across the Greater Toronto Area. Our attendees are motivated to attend for various reasons, but are united in the appreciation of modern fashion, technology, music, and all other aspects of the Gentleman.

We feel that The Gentlemen's Expos is significant to the City of Toronto. We look forward to organizing a sophisticated event that highlights the modern man. We hope you agree with our plans for the 2016 Gentlemen's Expo and see fit to designate us an Event of Municipal Significance in the City of Toronto.

Sincerely,

Les Murray  
President, Intelivents

Setti Coscarella  
VP Sales, Intelivents

**2016 Expo Dates & Times\***

November 10<sup>th</sup>, 4:00PM – 11:00PM  
November 11<sup>th</sup>, 4:00PM – 11:00PM  
November 12<sup>th</sup>, 12:00PM – 11:00PM

*\*Final dates/times subject to change*

