

September 7, 2021

Robert J. Hunter
Senior Vice-President, Venue Development
OverActive Media

Dear Bob,

On behalf of the National Home Show and BILD (Building Industry and Land Development Association) we wish to congratulate OAM on the new venture. It is an exciting opportunity for our city and will bring multiple new events onto the grounds of Ex Place. I am truly amazed at how fast e-sports has grown and am delighted that our city is embracing this industry. The new facility will target a new generation and keep our city vibrant and relevant in the current and future global economy.

As a Show Producer, we have concerns regarding the disruption during the construction and adequate parking. The National Home Show is a 10 day event where almost all attendees and exhibitors drive to the show and require parking. We know from past experience during the construction of Hotel X and BMO Field that the vast majority of our audience will not take public transit.

We will need to work closely with Ex Place and OAM to minimize the impact the construction will have on our attendance numbers.

We wish you much success and look forward to working with you

Sincerely,
Denise

Denise Hayward

Show Director

National Home Show March 11 - 20, 2022 Enercare Centre, Exhibition Place

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Building Industry and Land Development Association

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