

Implementation of Virtual Reality Technology at Beanfield Centre

Date: August 31, 2023

To: Board of Governors of Exhibition Place

From: Don Boyle, Chief Executive Officer

Wards: 10 - Spadina - Fort York

SUMMARY

The marketing team at Exhibition Place has been working on a new and exciting initiative to engage not only the meetings industry but our community and the media. Exhibition Place has implemented Virtual Reality leading edge technology into the business events industry. We wanted to be one of the first venues in Canada to feature this technology. Through this tour, meeting and event professionals will be able to immerse themselves in a "digital twin" of Beanfield Centre's state-of-the-art facilities. This virtual tour, which was created to cater to meeting planners' demand for digital connectivity. They can view various floor plan and room layouts to better envision how these versatile spaces can be used for events of all shapes and sizes. The technology was launched at an industry tradeshow, CMEE, on August 15 and 16, 2023 where it was well received.

RECOMMENDATIONS

The Chief Executive Officer recommends that:

1. The Board receive this report for information.

FINANCIAL IMPACT

There are no financial implications to this report.

DECISION HISTORY

The Exhibition Place 2022 - 2026 Strategic Plan has goal to Solidify our Position as Canada's Leading Convention and Event Space. To support the goal, we will make investments in technology enhancements in our convention venues that position Exhibition Place as a leader in the new digital environment.

There are no previous Decision History to this report as this is a new initiative.

COMMENTS

One of the sales and marketing's strategic goals for 2023, was to implement modern state of the art technology to enhance the sale of event space. We wanted to be the first event venue to implement new VR technology to enhance the site inspection process for our clients for Beanfield Centre.

This new technology was recently launched at the CMEE trade show and was a success.

Summary of media pick up from the launch:

Exhibitor Magazine – [Exhibition Place to Debut its VR Tour of Beanfield Centre at CMEEExpo 2023](#)

IAVM Blog & Newsletter – [Exhibition Place Set to Debut its VR Tour of Beanfield Centre at CME Expo 2023](#)

CAEM – [News Blog](#)

CMEE Conference – Promoted our booth on social media through Instagram Stories and LinkedIn Re-Post

UFI Newsletter – [Americas' Section](#)

BizBash – [Featured in "What's New in Meetings and Trade Show"](#)

Jason Koop – [Canadian Special Events \(Influencer\)](#)

Confirmed, to be Published later:

Exhibitor Mag – Roundup on digital tours

MPI Blog (Toronto Chapter) – Blog Post / Newsletter

IAEE Blog Post / Newsletter

Ignite Magazine

A presentation of this initiative will be done by staff at the Board meeting of September 15, 2023.

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SIGNATURE

Don Boyle
Chief Executive Officer