

Provision of Show Display Services Agreement - GES

Date: August 30, 2024

To: Board of Governors of Exhibition Place

From: Don Boyle, Chief Executive Officer

Wards: Ward 10 Spadina-Fort York

REASON FOR CONFIDENTIAL INFORMATION

This report involves the security of the property belonging to the Board.

SUMMARY

This report recommends approving an agreement with GES Canada Limited ("GES") for the non-exclusive provision of show display services for a four-year term commencing January 1, 2024 with the substantial terms and conditions outlined in this report.

This recommendation follows the competitive Request for Proposal process undertaken by Exhibition Place. Four companies experienced in the provision of these specialized services were invited to submit proposals.

RECOMMENDATIONS

The Chief Executive Officer recommends that:

1. The Board of Governors approve an agreement with GES Canada Limited ("GES") for the non-exclusive provision of show display services for a four-year period commencing January 1, 2024 and expiring on December 31, 2027 on the terms and conditions set out in this report, and such other terms and conditions required by the Chief Executive Officer and City Solicitor.
2. The Board of Governors direct that Confidential Attachment 1 to the report from the Chief Executive Officer, Exhibition Place remain confidential in its entirety and not be released publicly as it involves the security of the property belonging to the Board.

FINANCIAL IMPACT

Approval of the agreement between the Board and GES will result in a positive income stream to Exhibition Place as outlined in the Confidential Attachment 1 to this report.

DECISION HISTORY

The Exhibition Place Strategic Plan 2022 – 2026 has a Strategic Goal to Solidify Position as a Leading Convention and Event Space. We will engage with industry stakeholders including clients and suppliers to identify new ideas and opportunities that would enhance the convention and event experience.

At its meeting of October 24, 2019, the Board approved of an agreement with GES as the official supplier of show display services. The current agreement with GES expired on December 31, 2023.

<https://secure.toronto.ca/council/agenda-item.do?item=2019.EP7.2>

At its meeting of December 2015, the Board approved of an agreement with GES as the official supplier of show display services. The current agreement with GES expires on December 31, 2019.

<https://www.explace.on.ca/files/file/58bd8567d1f81/Item-7-GES-Agreement.pdf>

At its meeting of December 16, 2011, the Board approved an agreement with GES as the Official supplier of display show services within the Enercare Centre (Formerly Direct Energy Centre) under the same terms and condition as the previous agreement. The term of that extension expires on December 31, 2015.

[https://www.explace.on.ca/files/file/58c6e5d4e62db/Item-34-GES\(1\).pdf](https://www.explace.on.ca/files/file/58c6e5d4e62db/Item-34-GES(1).pdf)

COMMENTS

The Request for Proposal for the non-exclusive provision of show display services was issued by Exhibition Place on May 24, 2024 and three (3) proposals were received. Two (2) of the proposals did not qualify and one (1) was received from GES which met specifications.

The RFP detailed the Board's specific requirements which included provision of modular exhibit rentals, floor plans, exhibitor order forms, booth and aisle carpet, meeting room equipment, event consulting, planning and design services, plants and flowers, pre- and post-show reports, furnishings, and customs and logistics services.

GES Canada Limited commenced operations in 1966 as Panex Show Services and is a Canadian company wholly owned by Viad Corp. ("Viad") headquartered in the United States with operations in Banff, Calgary, Edmonton, Toronto, Montreal, and Quebec City, and across the United States of America.

Viad is an S&P SmallCap 600 international experiential services company with operations in the United States, Canada, the United Kingdom, continental Europe, and the United Arab Emirates. Viad generates revenue and shareholder value through two business units: GES and Pursuit.

GES is a global, full-service live events company offering a comprehensive range of services to the world's leading brands and event organizers. Pursuit is a collection of inspiring and unforgettable travel experiences in Alaska, Glacier National Park, Banff, Jasper, and Vancouver that includes attractions, lodges and hotels, and sightseeing tours that connect guests with iconic places.

Viad strategy for GES is to be the preferred global full-service provider for live events, with further reach to corporate and consumer events, exhibitions, congresses, and conferences. We expect to do this through the acquisition of businesses that compete in industry sectors with higher profit margins, add new value-added services for our customers that complement and enhance our existing businesses, and further leverage our global capabilities.

GES Canada Limited / GES Canada Limited is a Canadian Company owned by Viad Corp. Viad Corp is a publicly traded company listed on the New York Stock Exchange. For the year end December 31, 2023, VIAD Corp had revenues over \$1.2 billion USD. As of May 2024, the market capitalization of the company is \$720 Million USD. Uniquely, all GES Canada profits are retained in Canada for future growth.

Terms and Conditions:

The substantial terms and conditions of the agreement with GES are as follows:

- Term: Four years from January 1, 2024, on an as required non-exclusive basis.
- Rights: To be the Official Supplier-Non-Exclusive of show display services in the Enercare and Beanfield Centres including provision of modular exhibit rentals, floor plans, exhibitor order forms, booth and aisle carpet, meeting room equipment, event consulting, planning and design services, plants and flowers, pre and post-show reports, furnishings, and customs and logistics services.
- Fees: Per the submitted RFP response.
- Insurance: Proof of insurance shall be provided in a form and amount satisfactory to the Board and containing provisions including the Board and the City of Toronto as additional insured with a cross liability/severability of interest clause of standard wording.
- Taxes: GES shall be responsible for payment of all taxes, rates, and assessments levied with respect to its activities and presence on the grounds.
- Union Obligations: GES shall comply with all trade union/association agreements affecting work done on the grounds.

CONTACT

Hardat Persaud, Chief Financial Officer & Corporate Secretary, 416-263-3031,
hpersaud@explace.on.ca

Laura Purdy, General Manager, 416-263-3020, lpurdy@explace.on.ca

SIGNATURE

Don Boyle
Chief Executive Officer

ATTACHMENTS

Confidential Attachment 1 - Financial Terms and Analysis