

Tenant Liaison Meeting Notes – Appendix A

December 11, 2025

Welcome and Introductions

Kelvin Seow, Chief People and Strategy Officer of Exhibition Place, welcomed the participants to the Tenant Liaison Meeting, and introduced Co-Host – Mr. Howard Lichtman and Exhibition Place Staff. Mr. Lichtman then greeted the Tenants and addressed them. The Land Acknowledgments followed.

City of Toronto FIFA Secretariat - Sharon Bollenbach, Alan Jazvac, Nadia Barey, and Dave Twaddle - City of Toronto FIFA Secretariat

FIFA 2026

- Meeting began with an overview of the Toronto FIFA Match Schedule and Fan Fest
 - The match schedule including times was shared.
 - Community Tool Kit was shared / presented – Tenants provided with a link from the presentation to find the kit online.
 - FIFA Brand protection overview – Tenants were provided with examples of types of events that would be permitted or not over the FIFA Exclusive use period.
 - FIFA Exclusive use period defined.
 - FIFA Secretariat noted they would work with Tenants on a case-by-case basis and do their best to guide / accommodate Tenant needs to allow them to operate their businesses.
 - FIFA official sponsors reviewed and shared – FIFA noted that only these brands were permitted to display signage at Exhibition Place during the exclusive period, all other brand signage would be labelled as gorilla marketing and would not be prohibited.
 - Timeline of site set up, event and dismantle reviewed – noted they would be working hard to turn over the site to the Toronto Caribbean Carnival and the CNE.
 - The transportation team from FIFA reviewed the match-day road closure plans.
 - Last Mile Road closure plans reviewed.
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- Noted that Tenants will require more clarity on parking and site access on match days.
- Noted that 855 would be available for parking on non-match days for Tenants.
- Tenants to use lot 856 for parking on match day or non-match day.
- Vehicle access passes will be required, but this has not been finalized.
- Access issues from the Go Station flagged.
- Uber drop off zones noted – flagged that Hotel X drop off and west end zone need to be reviewed.
- Hotel X flagged that they would like to know if they can sell rooms to the public who aren't attending FIFA, and if so, how they would get in and out of the site.
- Noted that multiple Tenants raised issues with parking and access concerns for their various venues.
- Exhibition Place suggested that we would schedule separate meetings with all Tenants to review individual business needs.
- PowerPoint was requested to be sent following the meeting.

Resolution Run: Andrew Landridan – Manager, Event Services, Exhibition Place

- Resolution run event was presented.
- Road closure plans shared – no major concerns.
- Events to work with Tenants directly to facilitate venue access for Tenants.
- Marketing noted they would be reaching out to Tenants with social media assets to collaborate and promote the run.

At the conclusion, Kelvin and Howard thanked all Tenants for participating and reminded them that we will keep them apprised of future discussions and meetings.