



APRIL 2007

NEWSLETTER

MTCC Achieves First Large-scale Zero Waste Convention, Challenges Industry To Do Same

The Metro Toronto Convention Centre succeeded in mounting its first large-scale Zero Waste convention, representing an historic first within the convention and trade show industry. The achievement reaffirmed the Centre's tradition of leadership as an environmentally responsible facility and good corporate citizen.

The MTCC pioneered the concept of holding large "green" meetings and conventions that successfully avoid adding to the existing landfill burden by recycling everything it generates. To meet its self-imposed "Zero Waste Challenge", the MTCC partnered with the international Professional Convention Management Association (PCMA), whose 51st Annual Meeting was held January 7-10th at the MTCC, and long-time MTCC supplier Turtle Island Recycling, a highly respected Canadian recycling and waste management company.

The PCMA convention involved more than 3,100 top people from the meeting and convention industry from across North America and represented the MTCC's and Toronto's biggest opportunity to showcase itself as a convention destination of choice.

Waste diversion rate hits phenomenal 98.5%

Thanks to an easy-to use multi-level strategy put in place by the MTCC, Turtle Island and PCMA, the event won enthusiastic participation from all and was able to successfully divert from landfill a stunning 98.5% of all the waste materials generated during the event, making it an official Zero Waste event.

A total of 16,016 metric tonnes of waste materials produced by the convention were captured for recycling and composting, including organics, plastics, paper, metal, glass, textiles, wood and other materials. Turtle Island's official calculations indicate that this saved 57 trees, approximately 75,000 litres of water, 39,310 kWh of energy, 16,200 litres of oil, 77 kg of air pollutants, and 85 cubic metres of landfill space.

The MTCC has been evolving its innovative Zero Waste approach since late 2005. The PCMA event was the second of five successful Zero Waste Event hosted by the MTCC and Turtle Island. The MTCC is committed to being a leader within the meetings and convention industry, and this is just one of a number of industry-leading environmental initiatives implemented by the Centre, which is well recognized for being an environmentally friendly facility.



Bill Allen, President & CEO, Tourism Toronto, Ontario Tourism Minister Jim Bradley, Deborah Sexton, President & CEO, PCMA, Barry Smith, President & CEO, Metro Toronto Convention Centre

CEO Barry Smith receives Top Honours from the MPI Toronto Chapter

MTCC President and CEO, Barry Smith has been honoured for his contributions to the meetings and convention industry as the 2006 recipient of the President's Award by the Meeting Professionals International (MPI) Toronto Chapter.

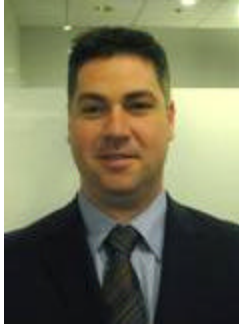


In bestowing the award, MPI cited a number of specific reasons Smith was selected for this prestigious recognition: As an active member of the Executive Committee of Tourism Toronto and past Vice Chair, Smith has been instrumental in creating the highly successful Convention Development Fund (CDF). The CDF has helped tip decisions in Toronto's favour for the past three years. He worked tirelessly with industry partners and the government in the initial concept and creation of the fund, as well as ensuring adequate funds were directed to the fund. The CDF is a critical marketing tool for Tourism Toronto, helping it to win new business for the city.

As an active member of the Executive Committee and a Vice Chair of the Tourism Industry Association of Canada (TIAC), Smith is currently involved in advocating on behalf of the tourism and hospitality industry across the country. The consummate industry professional, Smith is well recognized by his peers. He has served in leadership roles across Canada for more than 20 years and has been the MTCC's President and CEO since 1998.

Metro Toronto Convention Centre Announces a New Member of their Sales Team

Toronto, ON, April 17th, 2007 – The Metro Toronto Convention Centre (MTCC) is pleased to announce the appointment of Rob Livingston as Sales Manager, Eastern USA.



As an accomplished sales professional and entrepreneur, Livingston brings a wealth of business acumen and sales solution experience to this position. Having previously worked as the Director of International Accounts, for the International Data Group (IDG), the world's leading technology media, and event company, to running his own children's entertainment complex, to becoming one of the top sales managers with Frost & Sullivan, Livingston brings a wide breadth of both business experience and sales skills to the MTCC.

"Rob understands the complexity of sales, creative proposal writing, and basically what it takes to 'close the deal'. An experienced entrepreneur, salesman and graduate of Queen's University, Livingston will be a great asset to our existing sales team." said Vice President of Sales & Marketing, John Houghton.

Metro Toronto Convention Centre Recognized for Exceeding Expectations for Sixth Year in a Row

The Metro Toronto Convention Centre has been chosen for the sixth consecutive year as one of the top meeting facilities in the country by the readers of Canada's Meetings & Incentive Travel (M&IT) Magazine.

Close to 600 corporate, association, government and third party independent planners participated in this year's annual Reader's Choice survey. Each year, the readership survey reveals which meeting venues, hotels, resorts and conference facilities have exceeded readers' service expectations. The Readers Choice Award is one of the top awards given by the survey.

The MTCC is honoured to be chosen as one of the best facilities for its overall service excellence and is delighted to hear that its staff continues to go above and beyond the call of duty to service clients.

Constitution Hall Renovation

This summer the doors of the MTCC's Constitution Hall will close temporarily for a major renovation and face lift. In addition, a new triple escalator will be installed, along with an enlarged and renovated pre-function space. This renovation will completely modernize CON Hall with an elegant new face and a variety of enhanced features, including a new LED lighting system, which will enable the room's ambience and lighting to change with the flip of a switch.



This beautiful contemporary space will re-open for business in September, 2007. Constitution Hall is one of the MTCC's premier banquet, convention and trade show areas. Located in the Centre's North Building, it offers clients more than 28,000 sq. ft. of divisible, state-of-the-art space.
