Corporate Events Seek New Heights
CN Tower Provides Ultimate Venue for All Occasions

Approval ratings have been high in recent surveys from companies that hosted events at its facilities last year and the CN Tower’s Sales Department wants to make them even better.

“We use the survey results to learn more about what companies want from venues which host their events, to fine tune our operations, or in many cases, to simply let people know our strengths in those areas,” says Jack Robinson, General Manager for the CN Tower.

“Unique venue” was rated the top corporate criteria in event venue decision-making along with food and ambiance. The CN Tower has recently won its eighth DiRoNA Award (Distinguished Restaurants of North America) for excellence in food and ambiance and held a Wine Spectator Award for its wine collection since 1999 and Robinson indicates that many corporate clients are pleased to find that the food and wine selection at the CN Tower is in a class with a select few.

“We have experience hosting over 300 events a year from theatre launches to corporate parties, political announcements to film screenings. And we have a diversity of venues within the Tower to meet the needs of groups of 2 to 2000 with environments that are sophisticated, eclectic or everything in between,” says Robinson.

“One of our most important selling features is the ability to combine spectacular unique settings not found anywhere in the world with award-winning cuisine and ambiance,” says Robinson. “Plus, our versatility allows for all manner of creative and innovative events which can be easily customized. Our process ensures that all aspects of an event are considered, all creativity applied to the look, feel and taste of the event, all operational issues addressed. And it’s all delivered with superior customer service,” says Robinson.

Expanded Meeting and Event Space

In 2006 the CN Tower added new meeting and event space at the base to meet the growing demand for at this unique Toronto event venue, presenting 1,100 sq. ft. of flexible space adjacent to the CN Tower’s 144-seat Maple Leaf Cinema. The Aspen, Birch and Cedar meeting rooms are fully equipped for audiovisual presentations and a variety of room layouts can accommodate up to 90 people for meetings, breakout sessions, working lunches, and more. Full food and beverage services is available in-room, or guests can head skyward where pre- and post-meeting meals and receptions can be enjoyed in Horizons Café or the award-winning 360 The Restaurant at the CN Tower.
Creating a Gold Mine atop The CN Tower

One night, the entire Lookout Level of the CN Tower glittered in gold as the venue was transformed into a giant goldmine for a reception by the North American gold mining company, Goldcorp.

The CN Tower team of staff recreated a goldmine and the largesse it produces as well as managed food and beverages for 400 guests. The CN Tower’s professional security team was much in evidence to protect the authentic displays of gold that were intermingled with the golden props.

Guests entered through a golden hallway with golden papier mache ceiling lamps and an array of treasure chests, gold coins, chains and crowns specially arranged by Chef Peter George. Tables were laden with golden trinkets as well as food for the enjoyment of guests while a golden miner with a pick stood watch over the festivities.

Goldcorp had supplied a gold ingot, which guests held while they had their photograph taken. There was also a huge rock with streaks of gold throughout it to provide some authentic displays of the mineral.

“It was truly a gold-plated occasion,” remarked one of the guests “with a spectacular ambiance created atop the CN Tower.”

Minding our Ps and Qs

When it comes to greeting royalty, displaying national flags, determining who travels the elevators first or any other issues of protocol, the Sales staff of the CN Tower can handle it as well as the security issues associated with having special guests at Canada’s National Tower.

Every year, the CN Tower hosts many events for national and international celebrities, diplomats and politicians including tours, receptions and media announcements. In these cases, protocol and security are a priority. Guests are made to feel comfortable and all details are mapped out in advance, including greetings and security requirements.

At a reception for NATO Defense Ministers, there were 600 international guests to be greeted and protected. Whenever international guests are at the CN Tower, staff like to showcase the “Canadian Experience.” The CN Tower’s Sales team meticulously selected food and paired wines and other beverages to ensure that guests would have a real sense of Canadian cuisine.

The world came to the CN Tower and was shown a true Canadian experience and it was done safely, smoothly and with panache.
For the Glitter Season

When it comes to holiday events, Toronto’s CN Tower tops the list of unique, unexpected and unforgettable locations providing a variety of event options to mark the season. Nothing matches the glitter of a Christmas gala at the CN Tower and one of the most special parties was the George Weston Holiday Gala for 400 staff and their spouses.

From the colourful decorations to the sumptuous sit-down dinner in 360 Restaurant and the dessert buffet and dancing in Horizons, guests were treated to an elegant celebration with the added glamour of the city lights twinkling around them.

360 The Restaurant at the CN Tower offers a sumptuous sit-down dinner or lunch with seasonal themed menu options and pricing. With its sophisticated ambience, gently revolving overlooking the city of Toronto more than 1,000 feet below, the restaurant can accommodate small intimate gatherings or groups of all sizes for up to 400. Cocktail receptions can be hosted in Horizons or throughout the Look Out Level with spectacular views of the city for groups of 50 to 600. The ultimate dinner party features dinner at 360 with pre-dinner cocktails and post-dinner dancing in Horizons, located adjacent to the restaurant. Horizons features a 150 person seating capacity and built in stage and sound system and is also the perfect choice for dinner dance parties.

The CN Tower books up early for Christmas events so call now to have your party at the top of the town.

Theatre Attracts Film and Design Celebs

Cameras. Action. Shoot. The CN Tower’s 144-seat theatre has had plenty of use for star-studded events.

Twentieth Century Fox launched its animated film “Ice Age” in the CN Tower’s theatre and Tommy Hilfiger launched cologne there called “T”. The theatre, which has its own reception area was packed with guests and media at both events.

Characteristically for the Hilfiger Cologne Launch, the theatre and reception area were decorated in the designer’s signature colours of Red, White and Blue while the Twentieth Century Fox Launch displayed banners and previewed trailers of the film on several TV monitors in the reception area.

Celebrities in attendance at the Ice Age Launch included Cheryl Pounder and Cherie Piper, members of Canada’s Gold medal winning Women’s Hockey Team and actors Tanya Lee Williams from TV’s The Young and the Restless and Kari Matchett, whose recent film credits include Men with Brooms.
Delivering Tech Solutions

Advanced communications and other technical requirements pose no challenge for the CN Tower. For Telus Mobility, the CN Tower laid cable through the roof and walls and transformed the buffet room into a communications centre to facilitate a product launch.

A huge podium looking like a working cell phone was the focal point for the day’s announcement and the announcement was provided to Vancouver and Calgary through simultaneous webcasting.

TV monitors throughout the area broadcast the company’s commercials. A translucent map of Telus locations was attached to the windows providing a dramatic backdrop which highlighted the company’s presence as well as the city beyond.

The CN Tower’s Technical Services team works hard to meet the unique needs of many clients throughout the year such as putting gel on windows to reduce the glare but not the view, by installing special lighting, backdrops, audio-visual screens, and special amplifying equipment.

Making Planners Look Good

The CN Tower venue is like no other, and the CN Tower’s Sales Team believes the attention to detail and operational issues guarantees a defining service, the difference between a good event and a memorable event.

At the CN Tower, every opportunity is uncovered to ensure guests attending events receive a warm welcome. Customized messages with logos are programmed onto television monitors throughout the facility. Internal staff communications and frequent briefings ensure that visiting groups are top of mind with all CN Tower staff. Guests are quickly and efficiently directed to board glass fronted elevators to the top of the Tower, often thrilled to hear customized greetings during the ride up.

The Corporate Team readily admits that all this work serves two purposes, ensures superior guest service and ensures the planner looks good at the same time!

About the CN Tower

Defining the Toronto skyline, at a height of 553.33m (1,815 ft., 5 inches), the CN Tower is Canada’s National Tower, the World’s Tallest Building, a Wonder of the Modern World, an important telecommunications hub, and a “must see” Toronto attraction. Visited by approximately 2 million people each year who enjoy the breathtaking views and all the CN Tower has to offer: three observation levels including the famous Glass Floor and the Sky Pod, the highest of them all, theatre, rides, arcade, shopping and three restaurants including 360 The Restaurant at the CN Tower. 360 provides award-winning cuisine and ambiance, a revolving view overlooking Toronto over 1000 feet below and a selection of over 550 international labels from its wine “cellar in the sky”. The CN
Tower is Toronto's ultimate event venue hosting over 300 events each year for 20 to 2000 people.

<table>
<thead>
<tr>
<th>Corporate Sales (416) 601-4718</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Sales (Leisure) (416) 601-4707</td>
</tr>
<tr>
<td>CN Tower ticket information, call (416) 868-6937</td>
</tr>
<tr>
<td>360 Restaurant reservations, call (416) 362-5411</td>
</tr>
<tr>
<td>or, visit the CN Tower website at <a href="http://www.cntower.ca">www.cntower.ca</a></td>
</tr>
<tr>
<td>for online tickets or for more information about the CN Tower</td>
</tr>
</tbody>
</table>

Media inquiries: Irene Knight, Manager of Public Relations, (416) 601-4729, iknight@cntower.ca