

8 NATIONS COMPETE FOR THE WORLD LACROSSE CHAMPIONSHIP IN HALIFAX



WARRIOR
2007 ILF WORLD INDOOR LACROSSE
CHAMPIONSHIP
May 14 - 20, 2007 Halifax, Nova Scotia

Excitement continues to build as Halifax prepares to host the Warrior 2007 ILF World Indoor Lacrosse Championship. Australia, Canada, Czech Republic, England, Ireland, Iroquois Nationals, Scotland and USA have officially registered for the tournament to be held at the Halifax Metro Centre May 14-20, 2007.

The players from these national teams are the very best in the world and many are regularly seen playing for their professional teams in the National Lacrosse League, Major Lacrosse League and elsewhere.

Lacrosse is North America's oldest sport and is played by 750,000 around the world in 36 nations, and is a game of speed, courage, precision and endurance.

Canada is a favourite to win, having just taken the coveted 2006 World

Championship title away from the USA for the first time in 28 years. The championship will feature 20 games in two divisions. The gold medal game is expected to be broadcast live in countries around the world.

Full tournament tickets for all 20 games are now on sale for \$197 for Adults and \$127 for youth (under 12). Packages are available at www.ticketatlantic.com, by phone at (902) 451-1221, or at the Ticket Atlantic Box Office located at the Halifax Metro Centre.

Giddy Up and Go to the MARITIME FALL FAIR

Professional Bull Riding, Kubota Cup, Little Moe's Paws for Fun Dog Show, the Midway - the Maritime Fall Fair has it all!

The Fair returns to Exhibition Park, October 6th to 15th and this year the "toughest sport on dirt" is coming to Halifax! On October 6th and 7th, Professional Bull Riding (PBR) will bring one of its 12 Cup Series events - the Rocky Cup to Maritime Fall Fair. Top qualified riders from the Canadian and World PBR standings will take on top ranking Canadian bucking bulls to determine the best of the best. Be sure to purchase your ticket early! Tickets can be purchased online at www.ticketatlantic.com, charge by phone (902) 451-1221, at select Atlantic Superstore outlets or

the Ticket Atlantic Box Office at Halifax Metro Centre.

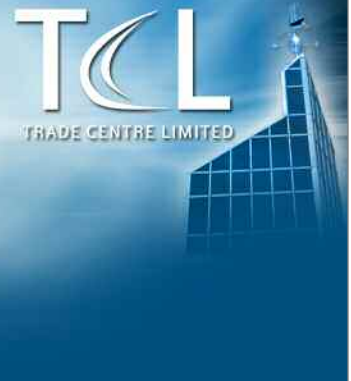
Also returning this year is Kubota Cup - the best in Canadian horse show jumping. This year an additional \$30,000 in awards and prizes has been added to the competition. On October 14th, riders from all over Eastern Canada will compete to determine the Eastern Series Champion. Don't miss this exciting event.

Maritime Fall Fair family favourites are also returning, including the Midway, AgCot Discovery Centre, Taste of

Nova Scotia, horse and cattle competitions, home-making and craft displays, just to name a few. And, new this year, Little Moe's Paws for Fun Dog Show. There's something for everyone.

For complete information on admission prices and scheduling, please visit www.maritimefallfair.com or call (902) 876-1811.

**Mark your calendar!
The Maritime Fall Fair
is a must see!**



Feature Articles

- 8 Nations Compete for the World Lacrosse Championship in Halifax
- Giddy Up and Go to the Maritime Fall Fair
- Economic Impact Highlights
- Trade Centre Limited Changes Its Image
- What's Happening
- Full Event Listings

Don't forget to sign up for our free online version of the Link for all the latest news and updates.

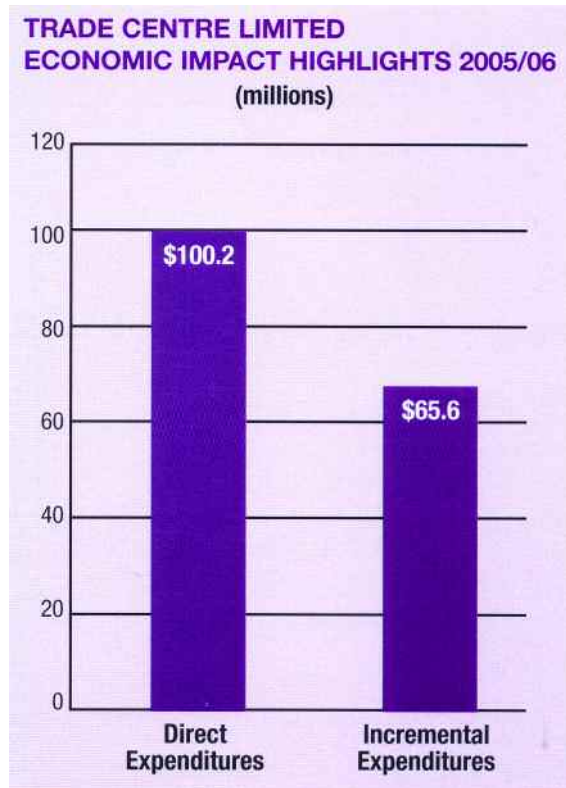
www.TradeCentreLimited.com

Economic Impact Highlights

Based on client surveys conducted by Trade Centre Limited, the graph below depicts attendance spending highlights in the World Trade and Convention Centre, Halifax Metro Centre and

Exhibition Park. The 2005/06 Direct Expenditures amounted to \$100.2 million with a spin-off of \$65.6 million in Incremental Expenditures.

Since 1995, Trade Centre Limited has hosted 8.5 million people whose user spending has amounted to \$900.5 million and generated \$815.9 million in spin-off expenditures.



TRADE CENTRE LIMITED – ATTENDANCE AND ECONOMIC IMPACTS

Since 1995

Attendance

World Trade & Convention Centre	1,497,396
Halifax Metro Centre	6,014,625
Exhibition Park	1,000,295
Total Attendance	8,512,316

Direct Expenditures

	(millions)
World Trade & Convention Centre	\$ 465.2
Halifax Metro Centre	\$ 340.4
Exhibition Park	\$ 94.9
Total Users Expenditures	\$ 900.5

Incremental Expenditures

	(millions)
World Trade & Convention Centre	\$ 415.2
Halifax Metro Centre	\$ 313.5
Exhibition Park	\$ 87.2
Total Value of Spin-off Expenditures	\$ 815.9

Total Economic Impacts

Employment (PY's)	14,285
Additions to Household Income (millions)	\$ 308.8
Government Revenue (millions)	\$ 33.2

Trade Centre Limited Changes Its Image

Over the past couple of months, Trade Centre Limited has changed. The most visible evidence has been the extensive renovations throughout WTCC and the corporate offices. The renovations include modernization of the sound and lighting systems; new ceiling tiles; and new wall vinyl, carpets and paint.

This modernization was necessary in order to remain competitive

with other national facilities. Having proper technological supports in place ensures maximum efficiency in the continued delivery of exceptional service to the client.

Not only has Trade Centre Limited changed its look on the inside, but it has also changed significantly in the 22 years since it was incorporated – adding new business units, including Exhibition Park, Events Halifax and most recently

Ticket Atlantic. Therefore, it was also necessary to adapt the logo to reflect Trade Centre Limited's unified approach to events-hosting through its various business units.

The new Trade Centre Limited logo captures the energy, experience and pride which is at the core of the work and the events Trade Centre Limited delivers.

The blue and gold colours remain the same, as does the continuity of the elements from the past design – the idea of the sails which suggest the strong symbol of Nova Scotian trade and competitive spirit – the fishing schooner.

We think the new logo also captures the idea of Trade Centre Limited acting as a team of business units whose various areas of expertise all contribute to the strength of the overall team.

Watch for our new look and tell us what you think! E-mail your comments to info@wtchmc.com.



What's Happening

Great Fall Concerts at HMC!

Fall is happening at Halifax Metro Centre! Don't miss the following great concerts: Randy Travis – October 24th; George Canyon – October 26th; Guns N' Roses – November 20th; The Goo Goo Dolls – November 21st and Kris Kristofferson – December 15th.

Details and ticket information for these great concerts, as well as Halifax Mooseheads hockey games, can be found at www.ticketatlantic.com; the Ticket Atlantic Box Office at Halifax Metro Centre; charge by phone (902) 451-1221; and at participating Atlantic Superstore outlets



21st Annual Atlantic Christmas Fair October 20 – 22

With the Holiday Season just around the corner, what better way to kick start the season than to attend the 21st Annual Atlantic Christmas Fair at Exhibition Park, October 20 – 22.

The Atlantic Christmas Fair is Atlantic Canada's largest festival of crafts, art, antiques and food featuring over 400 exhibitors from across Canada!

Hours of Operation:

Friday, October 20	1:00 pm – 10:00 pm
Saturday, October 21	10:00 am – 10:00 pm
Sunday, October 22	10:00 am – 5:00 pm

Ticket/Admission Charges:

Adults: \$7.00
Children Under 12: Free (must be accompanied by an adult)

Attend the fair and get your shopping done early! For more information, please visit atlanticchristmasfair.com or contact John MacKay at (902)463-2561



'Tis the Season! Festive Dinner & Dance at WTCC



Come one, come all, groups large and small to a Festive Dinner and Dance at the World Trade and Convention Centre, December 8th.

Enjoy the company of co-workers, friends and family, and start the Holiday Season off right with a delicious dinner, some dancing and great company. The evening starts at 7:00 pm with a reception, followed by dinner at 7:30 pm and dancing at 9:00 pm. Cost is \$50 per person (includes tax and gratuities).

Everyone is welcome!

For more information or to book your reservation, please contact Sonia Corra at (902) 421-1302 Ext 290.

TCL Annual Report

Watch for the Trade Centre Limited 2005/06 Annual Report – available online in October 2006. Visit our website at www.tradecentrelimited.com and download your copy of the Annual Report.



Wake Up Call for Halifax, A Breakfast in Support of the Prostate Cancer Research Foundation of Canada - November 9

Don't miss Wake Up Call for Halifax, A Breakfast in Support of the Prostate Cancer Research Foundation of Canada (formerly George Street Breakfast), at the World Trade and Convention Centre on November 9th.

The Wake Up Call for Halifax Breakfast is an opportunity to network with business leaders and hear about research innovations in the field of prostate cancer – a disease that will afflict one in seven Canadian men in their lifetime.

For more information or to order tickets, please contact Katherine Hampton at katherine.hampton@prostatecancer.ca, or toll free 1-888-255-0333 Ext.234 or visit the website at www.prostatecancer.ca



Upcoming Events at Trade Centre Limited

For more information on upcoming events link to us at TradeCentreLimited.com



October 3
Halifax Chamber of Commerce: Distinguished Speaker Luncheon, 90 attendees

October 3 – 5
Canadian Offshore Resources Exhibition & Conference "CORE", 400 attendees

October 14
2nd Annual Autism Golf Ball, 600 attendees

October 17
Gold Medal Plates, 550 attendees

October 18
Breast Cancer Awareness Day & Pink Ribbon Luncheon, 700 attendees

October 19
Halifax Chamber of Commerce - Business to Business Expo, 600 attendees

October 20
NS Sport Hall of Fame Induction Ceremony, 900 attendees

October 26
Parker Street Food & Furniture Bank Auction & Dinner, 300 attendees

November 1
Halifax Chamber of Commerce – Annual Fall Dinner, 1,000 attendees

November 6
APEC Outlook 2007 – Atlantic Canada's Business Outlook Conference, 200 attendees

November 8
Canadian Red Cross - 6th Annual Humanitarian Award, 700 attendees

November 7
DeGroote School of Business, McMaster University in partnership with Capital Health; Disney Institute "Keys to Excellence Seminar", 320 attendees

November 8
Junior Achievement of Nova Scotia - 9th Annual JA Titan Competition, 650 attendees

November 9
Greater Halifax Partnership – Building Our Future – ONE: The Art and Practice of Conscious Leadership, 350 attendees

November 9
Wake Up Call for Halifax, A Breakfast in Support of the Prostate Cancer Research Foundation of Canada, 250 attendees

November 9
Scotia Festival of Music Auction & Dinner, 400 attendees

November 12 – 15
Global Microcredit Summit 2006, 2,500 attendees

November 17
NSLC presents "Rum and Scotch Ceilidh"

November 22
Novaknowledge "Knowledge Economy Summit", 150 attendees

November 24 – 26
Mental Health Foundation of Nova Scotia – Festival of Trees

December 4 – 5
Tourism Industry Association of Nova Scotia, 500 attendees

December 12
Phoenix Youth/Symphony Nova Scotia "Nutcracker Luncheon", 600 attendees

January 13 – 14, 2007
Maritime Travel – Vacation Superstore, 5,000 attendees

January 22
Learning Disabilities Association of NS "Blind Date with a Star", 550 attendees

January 30
Saint Mary's University Athletics – Huskies Super Auction, 700 attendees

February 3 – 5
Atlantic Craft Trade Show, 500 attendees

February 15 – 18
East Coast Music Awards, 1,600 attendees

February 21
Unicef NS Chefs Dinner, 500 attendees

February 24 – 25
Brides '07

March 8
Canadian Paraplegic Association of NS - Charity Dinner, 400 attendees

March 14 – 18
AMMI-CACMID (Assn. of Medical Microbiology & Infectious Disease in Canada - Cdn Assn. of Clinical Microbiology in Infectious Disease), 500 attendees



October 6 – 15
Maritime Fall Fair

October 20 – 22
Atlantic Christmas Fair 2006

October 29 – December 17
Sunday Flea Markets

November 23 – 26
The Piano House – Public Trade Show

November 24 – 26
12th Annual Atlantic Woodworking Show

February 1 – 4, 2007
Halifax RV Show

February 10 – 11
Halifax Kennel Club

February 15 – 18
Halifax International Boat Show

March 10 – 11
National Franchise & Business Opportunities Show

March 15 – 18
Atlantic Outdoor Sports & R.V. Show

March 30 – April 1
Nova Scotia Spring Ideal Home Show



October 1
Mooseheads vs. St. John's Fog Devils

October 11
Mooseheads vs. Saint John Sea Dogs

October 13
Mooseheads vs. Victoriaville Tigres

October 14
Mooseheads vs. Acadie-Bathurst Titan

October 20
Mooseheads vs. PEI Rocket

October 21
Mooseheads vs. St. John's Fog Devils

October 24
Randy Travis in concert

October 26
George Canyon in concert

October 27
Mooseheads vs. Val-d'Or Foreurs

October 28
Mooseheads vs. Rouyn-Noranda Huskies

November 2
Mooseheads vs. Lewiston MAINEiacs

November 5
Mooseheads vs. Lewiston MAINEiacs

November 9
Mooseheads vs. Baie-Comeau Drakkar

November 10
Mooseheads vs. Chicoutimi Saguenéens

November 19
Mooseheads vs. St. John's Fog Devils

November 20
Guns'N'Roses in concert

November 21
The Goo Goo Dolls in concert

November 29
Mooseheads vs Moncton Wildcats

December 1
Mooseheads vs Gatineau Olympiques

December 3
Mooseheads vs PEI Rocket

December 15
Kris Kristofferson in concert

December 16
Mooseheads vs Cape Breton Screaming Eagles

December 17
Mooseheads vs Cape Breton Screaming Eagles

December 27
Mooseheads vs Saint John Sea Dogs

January 5, 2007
Mooseheads vs Cape Breton Screaming Eagles

January 7
Mooseheads vs Moncton Wildcats

January 9 – 10
Michael Flatley's Lord of the Dance

January 11
Mooseheads vs Acadie-Bathurst Titan

January 15 – 21
2007 BMO Financial Group Canadian Championships (Figure Skating)

January 25
Mooseheads vs Lewiston MAINEiacs

February 3
Mooseheads vs Drummondville Voltigeurs

February 4
Mooseheads vs Rimouski Océanic

February 8
Mooseheads vs St. John's Fog Devils

February 9
Mooseheads vs PEI Rocket

February 18
East Coast Music Awards Show

February 23
Mooseheads vs Moncton Wildcats

February 24
Barenaked Ladies in concert

February 25
Mooseheads vs PEI Rocket

March 2
Mooseheads vs Québec Remparts

March 3
Mooseheads vs. Shawinigan Cataractes

March 11
Mooseheads vs Acadie-Bathurst Titan

March 13
Mooseheads vs Cape Breton Screaming Eagles

For More Information Contact:
Communications Department
Tel: (902) 421-1302 ext. 183

World Trade Centre Atlantic Canada | Events Halifax! | Ticket Atlantic Exhibition Park | Halifax Metro Centre | World Trade and Convention Centre