



Leaders in Conference & Event Management

January 25, 2016

Attention: Chair and Members,
Corporate Services Committee
City of London

RE: Women's Lifestyle Show - request for designation as a municipally significant event

What:

14th Annual Women's Lifestyle Show (women oriented consumer trade show).

<http://womenslifestyle.ca/>

The event is produced by The Bayley Group, a conference and event management company located in Hensall, Ontario.

Where:

The London Convention Centre, London, ON.

When:

March 19 & 20, 2016.

Purpose of the event:

This is an annual event for women in Southwestern Ontario with entertainment, demonstrations, speakers and more than 160 vendors. The event activities feature cooking, fitness, fashions, healthy lifestyles, authors and much more.

The event has been partnering for many years with the Make-a-Wish Foundation, promoting this charity and helping raise funds throughout the duration of the event.

As part of the program, there is sometimes a winery that participates to provide product sampling. Every year we have an SOP and this year we have been instructed that we may need to apply for a designation as a municipally significant event. Please consider this as the request for designation.

A handwritten signature in black ink that reads "Cass Bayley". The signature is written in a cursive, flowing style.

Cass Bayley, Principal

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