

**DMC Ottawa Helps Launch The “Dawn of a New Era” and the  
Introduction of Eugene Melnyk  
Ottawa Senators Hockey Club**

**August – October, 2003**

*“Hats off to all of you for doing an outstanding job with such a high degree of professionalism”*

*Ken Villazor, National Manager, Government Relations and External Affairs  
Biovail Pharmaceuticals Canada*

DMC Ottawa and Intertask Conferences have been the recommended suppliers for special event management services to both the Ottawa Senators and Scotiabank Place for the past eleven years starting with the opening events for the former Corel Centre. Since then, we have worked with the Senators, the Senators Foundation and the Alumni on events and projects that include the Esso 3 on 3 Hockey Classic, High Tech Career Fairs, Sens at Your Service and other fan-based events.

As a result, the Senators asked us to assist them with a number of prestigious events in 2003 as they introduced owner Eugene Melnyk and a new era for the team.

***News Conference and VIP Reception, August 26, 2003***

Approximately 250 of the community's top leaders and decision-makers were invited to attend a news conference and VIP Reception. This was the first opportunity the Ottawa area had to meet and hear from Mr. Melnyk. We played a large role managing the registration, VIP reception and the overall scenario for this important event.

***The 1<sup>st</sup> Annual Ottawa Senators FanFest, September 13-14, 2003***

The second phase of the launch was a 2-day FanFest geared for the fans and the community on September 13-14 attracting over 10,000 fans and their families. This included the 1<sup>st</sup> Annual Walk, Roll and Run for Roger (the late Senators Assistant Coach, Roger Neilson), interactive games, a classic car show, petting zoo and pony rides, Inflatable Game World, entertainment and hospitality tents and a Pancake Breakfast. We managed the Run and overall logistics for the FanFest.

***Eagles Concert and Season Opener VIP Events, October 8-9, 2003***

The last phase of the launch included a private concert by The Eagles for season ticket holders and 500 VIP guests of new owner Eugene Melnyk. We transformed the Corel Centre parking lot into a tented gala function room to host Mr. Melnyk's guests for an elegant dinner and post-concert reception and re-set it for a game-night themed VIP dinner the next evening. While Mr. Melnyk's guests were in Ottawa, we coordinated their arrivals and departures at the Canada Reception Centre at the Ottawa International Airport, managed all of their ground transportation requirements and business meetings and organized a VIP tour and lunch in the Gatineau Hills.