

The Greater Toronto Airports Authority ("GTAA"), would like to advise interested parties in the following Expression of Interest (EOI) for *Media Sales & Operations* at Toronto - Lester B. Pearson International Airport ("Toronto Pearson").

Toronto Pearson is Canada's largest airport in terms of total passenger traffic and North America's second largest in terms of international traffic. With daily non-stop flights to many of the world's economies, we move people and goods across the country, the continent and around the globe.

Currently, Toronto Pearson delivers one of the largest media and advertising venues in North America. Through its over 44 million passengers and over 50,000 employees, we are able deliver one of the most influential and desirable target audiences in the country. Our passengers are affluent, captive and receptive to experiences that will enhance their travel experience.

Our goal is to ensure that our advertising capabilities are aligned with our overall strategic vision to *put the joy back into travel*. We want to enable brands to deliver against their marketing objectives in unique and innovative ways that will also positively enhance the overall passenger experience at Toronto Pearson. Through the EOI process, the GTAA is seeking a media sales & operations concessionaire to work collaboratively with us to re-envision this exciting opportunity for advertisers and passengers. We are seeking proposals from interested parties that are creative, innovative, dynamic and clearly demonstrate the necessary experience, structure and financial capability in delivering a world-class solution to Toronto Pearson, aligned with its overall strategic vision.

If you are interested in participating in this Expression of Interest process, please contact brandexperience@gtaa.com to request a copy of the Expression of Interest package.