tourism Toronto
Toronto Convention & Visitors Association

Tourism Toronto 2014 Business Activities Calendar
Meeting Convention & Incentive Travel and Member Care

Please note: Details are subject to change.
For contact info please see last page.

Date	Market Segment	Location	Tactic (Name of Event & Description)	Members Expected (Num & Cost)
MC&IT Sales Activities				
January 12 - 15, 2014	US Association	Boston, MA	PCMA Convening Leaders - Execute against strategic partnership with the MTCC. Co-host the IMAGINARIUM, sponsor a General Session speaker and hold a VIP event with that speaker.	8 @ $500 each
February 4-6, 2014	CORPORATE (CANADIAN)	Montreal	Montreal Sales Trip	Tourism Toronto Team Representation
February 4-6, 2014	US Association	Sacramento, CA	RCMA EMERGE Annual Meeting Developing Relationships with Clients and new leads.	2 Members @t $500 Participation Fee
February 6, 2014	ASSOCIATION (CANADIAN)	Ottawa, ON	CSAE Tete a Tete Trade Show, CSAE/MPI Auction and Dinner - Build the business and showcase Toronto at one of the top trade shows in Canada for the Cdn Association/ Government Markets.	15 Members @ $1000 Participation Fee
February 23-26, 2014	US Association	Phoenix, AZ	CESSE CEO Mid-Winter meeting developing client relationship.	Tourism Toronto Team Representation + 3 members
February TBA, 2014	US Corp	Florida	Florida Sales Mission	2-3/$500 each
March 1, 2014	SPORT	Toronto, ON	Toronto Sports Council Summit - in conjunction with Toronto Sports Council. Education Sessions and Speakers (LSO's, PSO's)	15 members (all member fees go back to TSC directly)
March 9-11, 2014	US Association	Orlando, FL	ASAE Great Ideas Conference	Tourism Toronto Representation-Dawn
March 11-13, 2014	US Association	Denver, CO	MIC Colorado Educational Conference & Tradeshow	2 Members @ 1,000 each
March 16-18, 2014	US Association	Washington, DC	Annual DC Sales Mission w/ Signature Client Event, NHL-Toronto Maple Leafs vs. Washington Wizard's Hockey Game	Tourism Toronto Representation-Dawn, Lina & 5 members @ $1,500.00 Participation Fee.
March 16-19, 2014	US Association	Washington, DC	Tourism Toronto Sales Mission -	4 members @ $1500 each

March 19-21, 2014	CORPORATE (CANADIAN)	Montreal, PQ	Montreal Signature Event and Sales Calls	20 Members at $750.00 Participation Fee
March 24-26, 2014	US Association	Aneheim, CA	Conference Direct APM - Aneheim CA	3 members @ $1000 each
March 25-27, 2014	US Association	Indian Wells, CA	CalSAE Annual Meeting - Develop one-on-one relationships with senior executives.	Tourism Toronto Team Representation
April 1 - 3, 2014	SPORT	Edmonton, AB	CSTA Sport Events Congress Marketplace/Exhibit, Networking and Seminars. Secure premiere sponsorship at event to maximize exposure & presence.	Tourism Toronto Team Representation
April 9-11, 2014	US Association	Atlanta & Augusta, GA	Georgia Sales Mission w/ Signature Client Event, The Master's Golf Tournament. Joint Mission with Corporate-Aaron Missner.	Tourism Toronto Representation-Dawn & Aaron & 5 members @ $1,500.00 Participation Fee.
March 30-April 1, 2014	CDN Associations, CDN Corporate	Niagara Falls, ON	Hosted Buyers Show, (First Show) organizd by MPI and CTC	0 members to participate
April 16-17, 2014	ASSOCIATION (CANADIAN)	Ottawa, ON	Canadian Association April Sales Mission and HVA Client Event - Conduct Sales calls over 2 days and an HVA client event to go after new tentative business in the Cdn Association/ Government and Union Markets	8 Members at 6500 Participation Fee
April TBA, 2014	SPORT	Toronto, ON	Big Ticket Event: In Market Initiative - Toronto Blue Jays Home Opener Client Event - Build relationships with Sport Clients	6 Members at $200 Participation Fee
April TBA 2014	US Corp	Atlanta/Alabama	Atlanta & Alabama Sales Mission	2-3/$500 each
April TBA 2014	US Association	Washington, DC	In market calls/attend PCMA/ASAE events	0 members to participate
May 1, 2014	ASSOCIATION (CANADIAN)	Ottawa, ON	MPI Prix Prestige Awards Gala - Showcase Toronto at one of the top attended MPI events in Canada hosting over 250 planners	3 Members at $200 Participation Fee
May 13 - 15, 2014	US Association	Washington, DC	ASAE Springtime and PCMA Foundation Dinner	6 members @ 1200
May 14, 2014	US Association	Washington, DC	PCMA Annual Foundation Dinner	MTCC Partnership
May 15, 2014	Canada Corporate/Association	Toronto	Host Third Party Planners for FAM	5 members
May 20-21, 2014	US Association	TBC	HSMAI Affordable Meetings	Tourism Toronto Team Representation
May 21, 2014	CORPORATE (CANADIAN)/Association	Cambridge	South Western Ontario Signature Event	20 Members at $750 Participation Fee
June 12 - 14, 2014	US Corp	Portland, OR	Collaborate Marketplace	0 members to participate
June 18-19, 2014	CDN CORPORATE	Toronto, ON	Ignite Tradeshow	Tourism Toronto Team Representation

June 18-20, 2014	US Corp	New Orleans, LA	FICP June Education Conference	0 members to participate
June 22 - 25, 2014	US Association	Toronto, ON	Host 2014 PCMA Education Conference	
June TBA, 2014	US Corp	Pittsburgh/Ohio	Pittsburgh & Ohio Sales Mission	2-3 members @ $500 each
June TBA, 2014	US Association	Florida	Sales calls in Flordia and customer event	2 members @ $750 each
July 9-11, 2014	US Association	Chicago, IL	Q3 Chicago Client Event/Concert & Sales Appointments	3 members @ $1000.00 each
July 15, 2014	Canada Corporate/Association	Totonto	Host Third Party Planners for FAM	5 members
July 15-17, 2014	US Association	Spokane, WA	CESSE-Council of Engineering and Scientific Society Executives- Annual Meeting & Tourism Toronto Sponsored Reception.	Tourism Toronto Representation-Sophia & Dawn 3 members @ $1,500 Participation Fee
July TBA, 2014	US Corp	TBD	CMP Conclave	0 members to participate
August 1, 2014	US Association	Washington, DC	CVB Reps event and in market Activities	0 members to participate
Aug 2 - 5, 2014	US Corp	Minneapolis, MN	MPI World Education Conference	3 members to participate
August 9 - 12, 2014	US Association	Nashville, KY	ASAE Annual Meeting & EXPO	6 members @ $3,500
August 15, 2014	Canada Corporate/Association	Toronto	Host Third Party Planners for FAM	3 members to participate
August 19-20, 2014	CORPORATE (CANADIAN)	Toronto, ON	Incentive Works	Tourism Toronto Team Representation
August 21-23, 2014	CORPORATE (CANADIAN)	Toronto, ON	FICP Canada Regional Meeting	Tourism Toronto Team Representation
August TBA, 2014	US Association	Philadelphia, PA	GPPCMA Chapter Retreat	Tourism Toronto Team Representation
September 3, 2014	CORPORATE (CANADIAN)	Montreal, PQ	HMI Client Event	Tourism Toronto Team Representation
September 24-25, 2014	ASSOCIATION (CANADIAN)	Ottawa, ON	Canadian Association August Sales Mission and HVA Client Event - Conduct Sales calls over 2 days and an HVA client event to go after new tentative business in the Cdn Association/ Government and Union Markets	8 Members @ $600 Participation Fee
September TBA, 2014	US Association	Washington, DC	In market calls/attend PCMA/ASAE events	0 members to participate
September TBA, 2014	US Corp	DC & Virginia	Mid-Atlantic Sales Trip	2-3/$500 each
October 29-31, 2014	ASSOCIATION (CANADIAN)	Niagara Falls, ON	CSAE Annual Conference and Showcase - Attend Annual conference and showcase to promote Toronto as a leading destination for Cdn Association business in Canada	16 Members at $1,000 Participation Fee

October TBA, 2014	US Association	Washington, DC	ASAE Annual Summit Awards Dinner -2 seats as part of the ASAE Partnership	Tourism Toronto Representation-Dawn & Lina
October TBA, 2014	US Association	Washington, DC	In market calls/attend PCMA/ASAE events	0 members to participate
October TBA, 2014	US Corp	Las Vegas, NV	IMEX America	5 members @ $1500.00
November TBA, 2014	US Association	Dallas, TX	Q4Texas "In-Market" Sales Mission/Event - Conduct Sales calls over 1 Day and hosted client event for prospective/tentative business in the US Association Market	3 Members @ $750 each
October or November TBA, 2014	SPORT	TBD (not announced until Jan 2014	TEAMS Tradeshow. Team GTA appointments/Education/ Client Entertainment.	2 Members @ $1,000 Participation Fee
November TBA, 2014	US Corp	Hawaii	FICP Annual	0 members to participate
November TBA, 2014	US Association	Washington, DC	In market calls/attend PCMA/ASAE events	0 members to participate
November TBA, 2014	ASSOCIATION (CANADIAN)	Ottawa, ON	Tourism Toronto Annual HVA Signature Event - Build the business and promote Toronto as a leading destination for Cdn Association, Government and Union business	20 Members at $1000 Participation Fee
December TBA, 2014	ASSOCIATION (CANADIAN)	Ottawa, ON	MPI Ottawa Holiday Luncheon	Tourism Toronto Team Representation
December TBA, 2014	US Association	Chicago, IL	Association Forum of Chicagoland Holiday Showcase	3 Members @ $1000 Participation Fee
TBA	ASSOCIATION (US)	TBA	NCBMP Conference and Tradeshow	Tourism Toronto Team Representation
TBA	CORPORATE (CANADIAN)	Toronto, ON	Toronto Signature Event	20 Members @ $750.00 Participation Fee
Date	**Target Audience**	**Location**	**Event / Session / Workshop**	**Cost to Attend**
Member Care - Member Networking Events & Workshops				
January 21, 2014	Attraction, Festival and Events members exclusively	Tourism Toronto Office	Guest Presentation: 2nd Annual Toronto Entertainment Survey conducted by Field Day Inc.	N/A
January TBA, 2014	Member companies and staff new to the association	Tourism Toronto Office	New Member Orientation	N/A

February TBA, 2014	Brampton member companies and industry guests	Brampton- TBA	Brampton Member Mixer	N/A
February TBA, 2014	Mississauga and Airport Area member companies and industry guests	Mississauga- TBA	Mississauga Member Mixer	N/A
February TBA, 2014	Restaurants and Nightlife exclusively	Tourism Toronto Office	Information Session - 2014 IncentiveWorks: Tradeshow Participation	N/A
March TBA, 2014	All members	Tourism Toronto Office	ECO TO - Basics for Green Meetings 101	N/A
March TBA, 2014	All members	Tourism Toronto Office	ECO TO - Certification	N/A
April TBA, 2014	All members	TBA	Member Networking Mixer	N/A
May TBA, 2014	Front line staff of hospitality and tourism businesses	Tourism Toronto Office	We've Been Expecting You Training	N/A
May TBA, 2014	All members	Tourism Toronto Office	Information Session - Accessibility for Ontarians with Disabilities Act (AODA) – Do you Comply?	N/A
June 26, 2014	All members	LIONHEAD Golf & Country Club	GTHA/Tourism Toronto Annual Golf Tournament	$367.25 each player
July TBA, 2014	All members	Tourism Toronto Office	Member Orientation Session	N/A
August TBA, 2014	All members	Tourism Toronto Office	Member Orientation Session	N/A
September TBA, 2014	Festival and Events Members exclusively	Tourism Toronto Office	2015 Celebrate Ontario - Application Workshop featuring Caroline Polgrabia, Ministry of Tourism, Sport and Culture	N/A
October TBA, 2014	Front line staff of hospitality and tourism businesses	Tourism Toronto Office	We've Been Expecting You Training	N/A
November TBA, 2014	Member companies and staff new to the association	Tourism Toronto Office	New Member Orientation Session	N/A
TBA	All members	TBA	Tourism Toronto Annual General Meeting - *Signature Event*	TBA

MC&IT

Association - Jon Hixon, Director of Sales, US Association - jhixon@torcvb.com
Regional (SMERF) - Robert Kawamoto, Director of Sales, Regional - rkawamoto@torcvb.com
Corporate - Julie Holmen, Director of Sales, Corporate - jholmen@torcvb.com
International - Alice Au, Director of Sales, International - aau@torcvb.com

Member Care

Member Networking Events and Orientation Sessions - Lisa Thompson, Member Engagement Specialist - lthompson@torcvb.com