

Date	Tourism Toronto Business Group	Location	Event / Sales Activity / Organizer/ or Marketing Program	Target Audience	Member Participation / Presence	Booth Requirement / est. Cost	Assoc. Rep Cost
MC&IT Sales Activities							
January 6-7, 2010	MC&IT	Minneapolis, MN	CTC Annual Event	US Corporate	Tourism Toronto Team Representation	n/a	n/a
January 8 - 10, 2010	MC&IT	Dallas, TX	ACOM – Association for Convention Operations Management Annual Conference	Client Services	Tourism Toronto Team Representation	n/a	n/a
January 10 - 13, 2010	MC&IT	Dallas, TX	PCMA Annual Conference - TT & MTCC to co-host an "Imaginarium" throughout the event at the centre, sponsor closing general session speaker, host VIP book signing with closing session speaker, partner with CTC on Canada Night	US Association	15 Members	\$500.00	n/a
January 18-20, 2010	MC&IT	New York, NY	NYC Sales Trip - Meetings with clients to promote Toronto as meeting and incentive destination.	International - Corporate	2 Members	\$500.00	n/a
January 20 - 23, 2010	MC&IT	Las Vegas, NV	HelmsBriscoe Annual Conference	US Corporate	Tourism Toronto Team Representation	n/a	n/a
January 26-29, 2010	MC&IT	Fort Worth, TX	RCMA -Marketplace	SMERF	2 Members	\$500.00	n/a
January 28, 2010	MC&IT	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	Canadian Association	5 Members	\$800.00	n/a
February 2-5, 2010	MC&IT	Washington, DC	GM Sales Mission: Key client event plus two days of sales calls with High Value Association clients and third party management companies	US Association	10 Members	\$500.00	n/a
February 7, 2010	MC&IT	Chicago, IL	Midwest/West in market initiative - SUPER BOWL party	US Association	10 Members	\$500.00	n/a
February 22 - 26, 2010	MC&IT	Zurich & Paris	Europe Sales Mission	International - Association	Tourism Toronto Team Representative	n/a	n/a
February 25 - 27, 2010	MC&IT	Toronto, ON	Black History FAM Familiarization Tour for 8 clients	Canadian Corporate	Member Sponsorship Opportunity	n/a	n/a
February 27 - March 3, 2010	MC&IT	Malaga, Spain	MPI - Europe & Sales trip	International - Corporate	Tourism Toronto Team Representation	n/a	n/a
February 28 - March 2, 2010	MC&IT	Malaga, Spain	MPI-EMEC (European Meetings & Education Annual Conference)	International - Association	Tourism Toronto Team Representative	n/a	n/a
March 6, 2010	MC&IT	Toronto, ON	Toronto Sports Council AGM/ Summit C/B - Education Sessions and Luncheon	SMERF	12 Members	\$150.00	n/a
March 10, 2010	MC&IT	New York / Philadelphia	NYSAE We Love NY Day Tradeshow & client entertainment. Details TBA Northeast in-Market Initiatives - Meet with key self-contained & citywide partners, New York City (tie in the NYSAE) & Philadelphia	US Association	2 Members	\$500.00	n/a
March 22-27, 2010	MC&IT	UK	CTC UK Sales Mission	International - Corporate	Tourism Toronto Team Representative	n/a	n/a
March 25 - 26, 2010	MC&IT	Montreal, QC	Montreal Signature Event - Multiple client appreciation lunches in two areas of Greater Montreal	Canadian Corporate	15 Members	\$500.00	n/a
March TBA, 2010	MC&IT	Ottawa, ON	Canadian Association March 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	Canadian Association	5 Members	\$500.00	n/a
April 7-10, 2010	MC&IT	Chicago, IL	GM Sales Mission	US Association	8 Members	\$500.00	n/a
April 20 - 22, 2010	MC&IT	Toronto, ON	CSTA - Marketplace/ Exhibit, Networking and Seminars. Secure sponsorship at event to maximize exposure & presence	SMERF	Tourism Toronto Team Representative	n/a	n/a
April TBA, 2010	MC&IT	Toronto, ON	Explore Toronto Client Event	Provincial Association	10 Members	\$500.00	n/a

May 6, 2010	MC&IT	Ottawa, ON	MPI Prix Prestige Awards Gala - Showcase Toronto at one of the top attended MPI events in Canada hosting over 250 planners	Canadian Association	Tourism Toronto Team Representative	n/a	n/a
May 10-13, 2010	MC&IT	Atlanta, GA	ConferenceDirect Partner Fair	US Corporate	Tourism Toronto Team Representative	n/a	n/a
May 12, 2010	MC&IT	Washington, DC	DC In-market Sales Initiative - AMPS Golf Tournament. 4-some & hole sponsorship	US Association	1 Member - Hole sponsorship	\$500.00	n/a
May 25 - 27, 2010	MC&IT	Frankfurt, Germany	IMEX Frankfurt Tradeshow - 3-day show	International - Association	4 Members	\$5,000.00	n/a
May 26, 2010	MC&IT	Washington, DC	PCMA Foundation Dinner Invite 4 clients to attend	US Association	Tourism Toronto Team Representative	n/a	n/a
May 26 - 27, 2010	MC&IT	London & Cambridge, ON	South Western Ontario Signature Event - Two Client events. One in London and one in Cambridge	Canadian Corporate	15 Members	\$500.00	n/a
May 27, 2010	MC&IT	Washington, DC	ASAE & The Center-Springtime Expo	US Association	5 Members	\$2,500.00	n/a
May 28, 2010	MC&IT	Washington, DC	ASAE & The Center- DC Invitational Golf Tournament- Sponsor breakfast, sponsor a hole and purchase a 4some to play with 3 clients.	US Association	1 Member - Hole sponsorship	\$500.00	n/a
May or June, 2010	MC&IT	Toronto, ON	Toronto FC - Client Event	SMERF	4 Members	\$150.00	n/a
June 6-9, 2010	MC&IT	San Francisco, CA	Direct Selling Association Annual Meeting	US Corporate	Tourism Toronto Team Representative	n/a	n/a
June 7-11, 2010	MC&IT	Mexico	Meeting Place Mexico and two days of sales calls in Mexico City	International - Corporate	Tourism Toronto Team Representative	n/a	n/a
June 16-18, 2010	MC&IT	TBA	FICP Educational Forum	US Corporate	Tourism Toronto Team Representative	n/a	n/a
June, 2010	MC&IT	Toronto, ON	Toronto Sport Tourism Education Session - Member education	SMERF	Tourism Toronto Team Representative	n/a	n/a
June TBA, 2010	MC&IT	Toronto, ON	FAM - Big Ticket - Luminato	Julie Holmen	Member Sponsorship Opportunity	n/a	n/a
July 24 - 27, 2010	MC&IT	Vancouver, BC	MPI WEC	US Corporate	5 Members	\$500.00	n/a
July TBA, 2010	MC&IT	Texas	Self-contained TX sales blitz - three days of client appointments in TX	US Association	2 Members	\$500.00	n/a
August 17-18, 2010	MC&IT	Toronto, ON	IncentiveWorks Tradeshow & Participate in hosted buyers Program and deliver clients to community	Canadian Corporate	10 Members	\$150.00	n/a
August 21 - 24, 2010	MC&IT	Los Angeles, CA	ASAE & The Center Annual Meeting	US Association	12 Members	\$3,500.00	n/a
August TBA, 2010	MC&IT	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	Canadian Association	5 Members	\$200.00	n/a
August TBA, 2010	MC&IT	TBD	FICP Canada - Attend Tradeshow & Sponsor dinner	Canadian Corporate	Tourism Toronto Team Representative	n/a	n/a
September 23-25, 2010	MC&IT	Regina, SK	CSAE Annual Conference and Showcase - Attend Annual conference and showcase to promote Toronto as a leading destination for Cdn Association business in Canada	Canadian Association	16 Members	\$1,000.00	n/a
September TBA, 2010	MC&IT	New York	New York City Sales Calls & Client Event (Tickets to US Open/Theatre/TBD)	US Association	3 Members	\$1,000.00	n/a
September TBA, 2010	MC&IT	London, UK	CTC UK Client Event - TBC	International - Association	Tourism Toronto Team Representative	n/a	n/a
September TBA, 2010	MC&IT	Geneva, Paris	Europe Sales Mission	International - Association	2 Members	\$500.00	n/a
September TBA, 2010	MC&IT	Toronto, ON	Sportalliance Tradeshow/Marketplace -Member opportunity to be in front of the Provincial Sports Organizations	SMERF	15 Members	\$150.00	n/a
September TBA, 2010	MC&IT	Halifax, NS	East Coast Sales Trip	Canadian Corporate	5 Members	\$500.00	n/a
September TBA, 2010	MC&IT	Washington, DC	Coalition Sales Calls (Lunch Client Event) Evening event with DC team	Canadian Corporate	Tourism Toronto Team Representative	n/a	n/a
September/October TBD 2010	MC&IT	Washington, DC	Washington DC Signature Client Event - Big Name Concert	US Association	5 Members	\$500.00	n/a
October 10, 2010	MC&IT	London	Participate in CTC 10.10.10 Event in London and then several days of sales calls	Julie Holmen & US Association	Tourism Toronto Team Representative	n/a	n/a
October 11-15, 2010	MC&IT	UK & Germany	UK & Germany Sales Mission	International - Corporate	2 Members	\$1,000.00	n/a
October 19-23, 2010	MC&IT	TBA	TEAMS Tradeshow-Team GTA Appointments/Education/Client Entertainment + bring 2 clients to show to leverage relationships with AAU	SMERF	2 Members	\$1,000.00	n/a
October 23 - 27, 2010	MC&IT	Hyderabad, India	ICCA 48th Congress & Exhibition	International - Association	Tourism Toronto Team Representative	n/a	n/a

October TBA, 2010	MC&IT	Philadelphia	Philadelphia Sales Calls & Chapter Sponsorship (PCMA)	US Association	3 Members	\$500.00	n/a
October TBA, 2010	MC&IT	Calgary/ Vancouver	West Coast Sales Mission	Canadian Corporate	15 Members	\$500.00	n/a
November 17-20, 2010	MC&IT	Miami, FL	FICP Annual	US Corporate	Tourism Toronto Team Representation	n/a	n/a
November 18, 2010	MC&IT	Washington, DC	PCMA Capital Chapter Annual Meeting - secure Platinum Sponsorship for TT and MTCC to secure Co- Sponsorship under Gold level. NOTE: event is now an evening reception as opposed to a luncheon	US Association	Tourism Toronto DC Team Representation. Members can register directly with PCMA Capital Chapter to attend.	n/a	n/a
November TBA, 2010	MC&IT	Minnesota	Self-contained MN sales blitz - two to three days of client appointments	US Association	2 Members	\$500.00	n/a
November TBA, 2010	MC&IT	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	Canadian Association	20 Members	\$800.00	n/a
November 30 - December 2, 2010	MC&IT	Barcelona, Spain	EIBTM Tradeshow - 3-day show	International - Association	5 Members	\$5,000.00	n/a
December 1 - 5, 2010	MC&IT	Toronto, ON (possibly)	Host NCBMP 2010 Annual Conference	Canadian Corporate	20 Members	\$500.00	n/a
October 25 - November 3, 2010	MC&IT	Cape Town, South Africa	SITE International Conference and sales trip	International - Corporate	Tourism Toronto Team Representation	n/a	n/a
December 7 - 10, 2010	MC&IT	New Orleans, LA	Expo! Expo! IAEE's Annual Meeting & Exhibition , targeting US trade show exhibit managers and us consumer show producers and managers. TT will participate in partnership with the MTCC within the CTC Canada Pavilion.	US Association	3 Members	\$1,000.00	n/a
December 13 - 15, 2010	MC&IT	Chicago, IL	Association Forum of Chicagoland Holiday Showcase	US Association	3 Members	\$1,000.00	n/a
December TBA, 2010	MC&IT	Ottawa, ON	MPI Ottawa Holiday Luncheon	Canadian Association	Tourism Toronto Team Representation	n/a	n/a
TBA, 2010	MC&IT	Midwest	FICP Greatlakes Chapter Regional Meeting & Sales Calls	US Corporate	Tourism Toronto Team Representation	n/a	n/a
TBA, 2010	MC&IT	West Coast	FICP West Coast Chapter Regional Meeting & Sales Calls	US Corporate	Tourism Toronto Team Representation	n/a	n/a
			Member Care - Member Networking Events & Workshops				
March 9, 2010	Member Care	Tourism Toronto Office	New Member Orientation- morning & afternoon session	Members	YES	n/a	n/a
April, 2010	Member Care	TBA	Earth Day Activity	Members	YES	n/a	n/a
April, 2010	Member Care	Tourism Toronto Office	Member Workshop/ Orientation	Members	YES	n/a	n/a
May 18, 2010	Member Care	Allstream Centre	Tourism Toronto Annual General Meeting	Members	YES	TBC	n/a
July 8, 2010	Member Care	Lionhead Golf & Country Club	56th Annual GTHA Golf Tournament co-hosted with Tourism Toronto	Members	YES	TBC	n/a
September, 2010	Member Care	Tourism Toronto Office	Member Orientation	Members	YES	n/a	n/a
October, 2010	Member Care	Tourism Toronto Office	Member Workshop	Members	YES	TBC	n/a
November, 2010	Member Care	Tourism Toronto Office	Member Orientation	Members	YES	n/a	n/a
December, 2010	Member Care	TBA	Tourism Toronto Holiday Celebration	Members	YES	TBC	n/a
			Leisure Trade Sales Activities - North America				
January 15 - 19, 2010	Leisure Trade	National Harbor, MD	American Bus Association	320 Tour Operators	ABA Members	\$1,195 USD	YES
TBA	Leisure Trade	Buffalo or Toronto	AAA Marketplace & Fam	100 AAA Councillors	By Invitation via AAA	N/A	N/A
May 8 - 12, 2010	Leisure Trade	Winnipeg, MB	Rendez-vous Canada Convention	International Tour Operators	By Invitation via OTMPC	\$2,085 CDN	N/A
August 27 - 31, 2010	Leisure Trade	Sacramento, CA	Student & Youth Travel Association (SYTA) Marketplace	Student Tour Operators	SYTA Members	\$800 USD	\$125
October 26 - 28, 2010	Leisure Trade	La Malbaie, QC	Quebec Bus Association "Bienvenue Quebec Marketplace	Tour Operators	QBA Members	\$1,500 CDN	\$125
November 13 - 17, 2010	Leisure Trade	Montreal, QC	National Tour Association (NTA) Convention	500 Tour Operators	NTA Members	\$1,200 USD	\$125
October 31 - November 3, 2010	Leisure Trade	Niagara Falls, ON	Ontario Motor Coach Association (OMCA) Convention & Marketplace	75 Tour Operators	OMCA Members	\$1,300 CDN	\$125
			Leisure Trade Sales Activities - Overseas & Latin America				
January 25 - 29, 2010	Leisure Trade	Mexico City, Mexico	OTMP Mexico Sales Mission	Mexican Tour Operators	YES	\$2,000 CDN	N/A
February 15 - 19, 2010	Leisure Trade	Japan/ Korea	OTMPC Sales Mission Japan / Korea	Travel Agents, Wholesalers	By Invitation via OTMPC	\$4,000 CDN	N/A
March 1 - 7, 2010	Leisure Trade	Delhi & Mumbai, India	CTC Showcase India	Tour Operators and Travel Agents	YES	TBA	N/A
March 10 - 14, 2010	Leisure Trade	Berlin, Germany	ITB Berlin	Tour Operators, Media, Retail Agents	YES	\$3,000 CDN	N/A
March 23 - 26, 2010	Leisure Trade	Sao Paulo, Brazil	Braztoa Tradeshow & CTC B2B	Brazilian Tour Operators	By Invitation via CTC	TBA	N/A

March 29 - 31, 2010	Leisure Trade	Buenos Aires, Argentina	TT Sales Mission Buenos Aires	Travel Trade, Media	YES	\$2,000.00	N/A
April 12 - 17, 2010	Leisure Trade	TBA	Showcase Canada China	Chinese Tour Operators, Travel Agents	By Invitation via CTC	TBA	N/A
May 4 - 7, 2010	Leisure Trade	Dubai, UAE	Arabian Travel Market (ATM)	Tour Operators, Retail Agents	TBA	\$3,000 CDN	N/A
May 8 - 12, 2010	Leisure Trade	Winnipeg, MB	Rendez-vous Canada Convention	International Tour Operators	By Invitation via OTMPC	\$2,085 CDN	N/A
June 21 - 26, 2010	Leisure Trade	United Kingdom	OTMPC UK Sales Mission	UK Tour Operators	By Invitation via OTMPC	\$3,500 CDN	N/A
July, 2010	Leisure Trade	TBA	CITAP Marketplace/ Workshop	Asian Receptive Tour Operators	YES	\$150 CDN	N/A
September 1 - 3, 2010	Leisure Trade	Mexico City, Mexico	CONOZCA Canada Marketplace	Tour Operators, Retail Agents, Travel Media	YES	\$1,500 CDN	N/A
September 8 - 10, 2010	Leisure Trade	Beijing, China	China Incentive Business Travel and Meetings Exhibition (CIBTM)	Tour Operators	YES	TBA	N/A
September 23 - 24, 2010	Leisure Trade	Brazil	Braztoa	Latin American Tour Operators	Braztoa Members	\$3,000 CDN	N/A
September, 2010	Leisure Trade	New York, NY	New York Sales Mission	Japanese Inbound Tour Operators	YES	\$1,500 CDN	N/A
October, 2010	Leisure Trade	TBC	Showcase Canada, Japan/ China/ Korea	Japanese, Korean & Chinese Tour Operators	YES	\$2,500 CDN	N/A
November 8 - 11, 2010	Leisure Trade	London, England	World Travel Market	Tour Operators, Retail Trade	YES	\$3,500 CDN	N/A
December, 2010	Leisure Trade	Vancouver, BC	CITAP Marketplace	Asian Receptive Tour Operators	CITAP Members	\$2,500 CDN	N/A

MC&IT

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