

MC&IT Sales Activities						
Date	Market Segment	Location	Event / Sales Activity / Organizer/ or Marketing Program	Strategy	Member Participation / Cost	
January 6 - 7, 2011	CORPORATE/ASSOCIATION (US)	Washington, DC	HelmsBriscoe Annual Conference	Client Relationship Development	Tourism Toronto Team Representation	
January 9 - 12, 2011	ASSOCIATION (US)	Las Vegas, NV	PCMA Annual Conference - TT & MTCC to co-host an "Imagination" 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	Build the business pipeline and deliver new opportunities to our members.	15 Members at \$500 Participation Fee	
January 17 - 21, 2011	CORPORATE (CANADIAN)	Ottawa and Montreal	Ottawa and Montreal Sales Trip	New Business Discovery	Tourism Toronto Team Representation	
January 25-28, 2011	ASSOCIATION (US)	Tampa, FL	RCMA Marketplace	Build pipeline and delivery of leads to members.	2 members @ \$500 participation fee	
January 27, 2011	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	New Business Discovery / Client Relationship Development	12 Members at \$800 Participation Fee	
January 2011 TBD	ASSOCIATION (US)	Washington, DC	DC Sales Calls	New business discovery	Tourism Toronto Team Representation	
February 6, 2011	ASSOCIATION (US)	Chicago, IL	MidwestWest in market initiative - SUPER BOWL party	Build the pipeline and deliver new business opportunities to our members	10 Members at \$500 Participation Fee	
February 10, 2011	CORPORATE (US)	San Francisco, CA	MPI Northern California Educational Forum	New Business Development	0	
February 8-11, 2011	INTERNATIONAL (CORPORATE)	Manchester, UK	Sales Mission	Client development in Northern UK	up to 2 members	
February 8-9, 2011	ASSOCIATION (US)	Washington, DC	Washington, DC Sales Mission: Key client event plus two days of sales calls with High Value Association clients and third party management companies	Build the pipeline and deliver new business opportunities to our members	10 Members at \$500 Participation Fee	
February 12, 2011	INTERNATIONAL (ASSOCIATION)	Quebec City, PQ	CTC IAPCO Client Event	HVI Relationship Development	Tourism Toronto Team Representation	
February 12-15, 2011	INTERNATIONAL (ASSOC / CORP)	Dusseldorf, Germany	MPI-EMEC (European Meetings & Education Annual Conference)	Build the business pipeline through MPI European members	Tourism Toronto Team Representation	
February 24, 2011	ASSOCIATION (US)	Washington, DC	DMAI Destinations Showcase	Build the pipeline and deliver new business opportunities to our members	Tourism Toronto Team Representation	
February 27- March 2, 2011	ASSOCIATION (US)	Fort Myers, FL	CESSE CEO Mid-Winter	Client relationship development. Build the business pipeline and deliver leads to our members	Tourism Toronto Team Representation	
February, 2011 TBD	INTERNATIONAL (ASSOC / CORP)	Paris, France	CTC Client Event - TBC	HVI Relationship Development and build the business pipeline	Tourism Toronto Team Representation	
February, 2011 TBD	INTERNATIONAL (ASSOCIATION)	Paris, France	Europe Sales Mission	Build the business pipeline	Tourism Toronto Team Representation	
February, 2011	SPORT	Toronto, ON	Sports Game Build relationships with PSO's	Increase awareness, build pipeline, targeting PSO's	4 Members at \$150 Participation Fee	
February 2011 TBD	ASSOCIATION (US)	Toronto, ON	Black History FAM	Client relationship development. Build the business pipeline and deliver leads to our members	Member Sponsorship Opportunity	
February - March 2011	ASSOCIATION (PROVINCIAL)	Toronto, ON	Mowat Bldg Mini Trade Show	Increase awareness, build pipeline & leads to members	15 Members at \$150 Participation Fee	
March 2, 2011	ASSOCIATION (US)	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 (lie in the NYSAE) & Philadelphia	Build the business pipeline and deliver leads to our members.	2 Members at \$500 participation fee	
March 2 - 4, 2011	ASSOCIATION (US)	Cincinnati, OH	Experient Envision Conference	CTC Partnership - develop business pipeline with this important third party provider.	Tourism Toronto Team Representation	
March 4-5, 2011	INTERNATIONAL (CORPORATE)	London, UK	Toronto Raptors in London Event	Client development through in-market event	Tourism Toronto Team Representation	
March 5, 2011	SPORT	Toronto, ON	Toronto Sports Council AGM/ Summit in conjunction with Toronto Sports Council - C/B - Education Sessions and Luncheon (LSO's, PSO's)	Increase awareness, build pipeline & target LSO's, deliver clients to the community	10 Members @ \$25 donation to the Ontario Summer Games	
March 7, 2011	ASSOCIATION (US)	Chicago, IL	GMC - PCMA March Educational Conference - With "Team Canada" sponsor luncheon at GMC Quarterly Education event	PCMA Sponsorship	Tourism Toronto Team Representation	
March 13-15, 2011	ASSOCIATION (US)	Colorado Springs, CO	ASAE- Great Ideas Conference - (The GI Conference is being held in conjunction with the ASAE & Center's Section Council Meetings.) Co-Host the Canada VIP Client Dinner.	Industry Partnership / Client Relationship Development. Partner with CTC to target association executives, CEO's, VP, Meeting Directors and create awareness for Toronto.	Tourism Toronto Team Representation	
March 15 - 17, 2011	ASSOCIATION (US)	Denver, CO	MIC of Colorado - Conference & Tradeshow - Conduct sales calls around this one-day educational conference and tradeshow	Build the pipeline and deliver new business opportunities to our members	2 @ \$500	

March 17-18, 2011	CORPORATE (US)	Atlanta, Georgia	FICP Southeast Regional Meeting	New Business Development	Tourism Toronto team representation		
March 23 - 24, 2011	CORPORATE (CANADIAN)	Montreal, PQ	Montreal Signature Event	New Business Discovery - Sales calls & 2 client events	15 Members at \$500.00 Participation Fee		
March 27-29, 2011	CORPORATE (US)	Philadelphia, PA	7th Annual Pharmaceutical Meeting Management Forum	New Business Development	Tourism Toronto Team Representation		
March 28-30, 2011	ASSOCIATION (US) CORPORATE (US)	Washington, DC	Conference Direct Partner Fair - TT to participate in this annual event on a joint basis with the Association and Corporate teams representing.	Build the business pipeline and deliver new opportunities to our members.	Tourism Toronto Team Representation		
Mar 28-30, 2011	ASSOCIATION (US)	California	CalSAE Develop one-on-one relationships with senior executives.	Build the business pipeline and deliver leads to our members.	Tourism Toronto Team Representation		
March 25 - 28 2011	ASSOCIATION (CANADIAN)	Toronto, ON	FAM All Canadian Market - In conjunction with Juno Awards	New Business Discovery. Develop tentative pipeline.	Member Participation in kind - Meals/Accommodation/transportation		
March 2011, TBA	ASSOCIATION (PROVINCIAL)	Toronto, ON	Aboriginal event or fam	New Business Discovery	TBA		
March 2011, TBA	CORPORATE (US)	Toronto, ON	Niche Market Fam Tour - Confidential Client	New Business Development	Tourism Toronto Team Representation		
April 3 - 8, 2011	SPORT	London UK	SportAccord - Attend tradeshow and networking events - in conjunction with CSTA and CTC	Increase Awareness & Bookings	Tourism Toronto Team Representative		
April 5-11, 2011	INTERNATIONAL (CORPORATE)	Brazil, Argentina	Latin America Sales Mission	Client development in South America	No		
April 6 - 9, 2011	CORPORATE (CANADIAN)	Calgary/Vancouver	West Coast Sales Trip - Vancouver & Calgary	New Business Discovery & Client Relationship Development	Tourism Toronto Team Representation		
April 12 - 14, 2011	SPORT	Greensboro, NC	NASC Attend marketplace and educational /networking events	Increase Awareness & Bookings	Tourism Toronto Team Representative		
April 27-29, 2011	SPORT	Toronto, ON	CSTA - Marketplace/ Exhibit, Networking and Seminars. Secure sponsorship at event to maximize exposure & presence	Increase awareness, build pipeline & target NSO's	Member Sponsorship Opportunity		
April 27, 2011	ASSOCIATION (US)	Washington, DC	PCMA Foundation Dinner Invite 4 clients to attend	Client relationship development. Build the business pipeline and deliver leads to our members	MTCC partnership		
April 27, 2011	US (Corporate)	New York, US	NYMIX (NY MPI Industry Exchange)	Client development through MPI NY	1 member		
April 28, 2011	ASSOCIATION (US)	Washington, DC	ASAE & The Center-Springtime Expo	Build the pipeline and deliver new business opportunities to our members	4 Members at \$2500 Participation Fee & MTCC partnership		
April 29, 2011	ASSOCIATION (US)	Washington, DC	ASAE & The Center- DC Invitational Golf Tournament- Sponsor breakfast, sponsor a hole and purchase a dsmoe to play with 3 clients.	Build the pipeline and deliver new business opportunities to our members	1 Member at \$500 for hole sponsorship		
April 2011 TBD	ASSOCIATION (CANADIAN)	West Coast	West Coast Sales Calls. Travel to Vancouver and Calgary to meet with and solicit future year business from 3rd party planners and National Association clients	New Business Discovery	Tourism Toronto Team Representation		
May 3 - 6, 2011	CORPORATE (US)	Houston, TX	Collaborate Marketplace	New Business Development	Tourism Toronto Team Representation		
May 5, 2011	ASSOCIATION (CANADIAN)	Ottawa Marriott Hotel	MPI Prix Prestige Awards Gala - Showcase Toronto at one of the top attended MPI events in Canada hosting over 250 planners	New Business Discovery / Client Relationship Development	3 Members at \$200 Participation Fee		
May 17-20, 2011	INTERNATIONAL (CORPORATE)	Germany, Switzerland	Sales Mission	Client development in Europe	up to 2 members		
May 18-20, 2011	INTERNATIONAL (ASSOCIATION)	Dusseldorf, Germany	Europe Sales Mission	Build the business pipeline	Tourism Toronto Team Representation		
May 19, 2011	INTERNATIONAL (ASSOC / CORP)	Paris, France	CTC Client Event - TBC	HVI Relationship Development and build the business pipeline	Tourism Toronto Team Representation		
May 21-22, 2011	INTERNATIONAL (ASSOCIATION)	Frankfurt, Germany	ICCA Association Expert Seminar	Build the business pipeline	TT Representation		
May 24 - 26, 2011	INTERNATIONAL (ASSOC / CORP)	Frankfurt, Germany	IMEX Frankfurt Tradeshow - 3-day show	Exhibit / Network & Build the business pipeline and deliver leads to our members	3-4 Members at \$5,000 Participation Fee & MTCC		
May 26 - 27, 2011	CORPORATE (CANADIAN)/Association	London and Cambridge, ON	South Western Ontario Signature Event	New Business Discovery - Two Client Events	20 Members at \$500 Participation Fee		
May TDB	US Corp	Chicago, IL	Sales Mission	New Business Development & Client Relationship Building	10 @ \$500		
May or June, 2011	SPORT	Toronto, ON	Toronto FC - Client Event	Client Relationship Development	4 members x \$150 Participation Fee		
June 1 - 3, 2011	ASSOCIATION (US)	Toronto, ON	Thought Leaders Forum	Support the Strategic Partnership with PCMA	Tourism Toronto Team Representation		
June 2, 2011	SPORT	Mississauga, ON	Mississauga Sport Council Sport Award Dinner Networking with Local Sport Clubs	Client Relationship/Industry Partnership	Tourism Toronto Team Representative		
June 2 - 3, 2011	CORPORATE (CANADIAN)	Muskoka, ON	MPI TEC Conference	New Business Discovery & Client Relationship Development	Tourism Toronto Team Representation		
June 7 - 12, 2011	ASSOCIATION (US)	Toronto, ON	ASAE Invitational Forum	Client relationship development. Build the business pipeline and deliver leads to our members	CTC Strategic Partnership		

June 8-11, 2011	INTERNATIONAL (CORPORATE)	Toronto	TFI Group Fam	Fam	yes 1-5		
June 12-14, 2011	ASSOCIATION (CANADIAN)	London, ON	CAEM Annual Conference - Build the business and support CAEM at its annual conference and support the members of this organization who bring consistent business to Toronto every year	New Business Discovery / Client Relationship Development	Tourism Toronto Team Representation		
June 15-16, 2011	ASSOCIATION (US)	California	HSMAI Affordable Meetings	Build the business pipeline and deliver leads to our members	Tourism Toronto Team Representation		
June 21 - 23, 2011	ASSOCIATION (US)	Baltimore, MD	PCMA Education Conference	Client relationship development. Build the business pipeline and deliver leads to our members	MTCC partnership with PCMA		
June 21 - 23, 2011	ASSOCIATION (US)/CORPORATE US	Baltimore, MD	AIBTM	New Business Development	8 @ \$1500 each		
June 2011, TBA	ASSOCIATION (CANADIAN)	Montreal, QC	Montreal Sales Calls -Travel to Montreal and meet with Association Clients	New Business Discovery	Tourism Toronto Team Representation		
June 2011, TBA	ASSOCIATION (CANADIAN)	Ottawa, ON	CSAE Ottawa Annual Golf Tournament - Attend CSAE golf Tournament and build the business through promotion to clients attending	New Business Discovery / Client Relationship Development	Tourism Toronto Team Representation		
June 5-7, 2011	CORPORATE (US)	Miami, FL	Direct Selling Association Annual Conference	New Business Development	Tourism Toronto Team Representation		
June 15-17, 2011	CORPORATE (US)	San Diego, CA	FICP Educational Forum	New Business Development	Tourism Toronto Team Representation		
June 23-26, 2011	CORPORATE (CANADIAN)	Toronto, ON	IIFA Fam	Luxury business discovery	N/A		
June 26-28, 2011	INTERNATIONAL (CORPORATE)	Cardiff, UK	CTC Summer Eventia Annual Conference	Client development through Eventia membership	Tourism Toronto Team Representation		
June/July, 2011	INTERNATIONAL (CORPORATE)	UK	Europe Sales Mission	Client development through sales calls	up to 2 members		
June 28-29, 2011	INTERNATIONAL (ASSOCIATION)	London, UK	Europe Sales Mission	New business development	TI Representation		
June 30 July 2, 2011	INTERNATIONAL (ASSOCIATION)	Madeira, Portugal	ICCA International Destination Client Supplier Workshop	HVI Relationship Development	Tourism Toronto Team Representation		
July 7-10, 2011	ALL	Toronto, ON	SUPER FAM	New Business Discovery	Member Sponsorship Opportunity		
July 8-10, 2011	SPORT	Toronto, ON	Big Ticket - Honda Indy	Increase awareness and bookings.	Tourism Toronto Team Representative		
July 18 - 20, 2011	CORPORATE (CANADIAN)	Montreal, QC	Montreal Sales Trip	New Business Development	Tourism Toronto Team Representation		
July 19-22, 2011	ASSOCIATION (US)	Vancouver, BC	Council of Engineering and Scientific Society Executives (CESSE) - Annual Meeting Network at annual events that attracts the engineering and scientific societies to build the tentative pipeline and co-host along with the CTC a Canadian Breakfast. (Royal Pacific Resort, Orlando)	Client relationship development. Build the business pipeline and deliver leads to our members	Tourism Toronto Team Representation 2 members @ 1500.00		
July 23 - 26, 2011	CORPORATE (US)	Orlando, FL	MPI WEC	Client Relationship Development	5 Members at \$500 Participation Fee		
July or Aug, 2011	SPORT	Toronto, ON	Sportalliance Annual BBQ Client Appreciation Event	Increase awareness & Bookings	Tourism Toronto Team Representative		
July, or Aug, 2011	ASSOCIATION (PROVINCIAL)	Cristina	CSAE Trillium Summer Summit	increase awareness/sponsorship	Tourism Toronto Team Representative		
August 6 - 9, 2011	ASSOCIATION (US)	St. Louis, MO	ASAE & The Center Annual Meeting	Strategic partnership both with the CTC and the MTCC. Build the pipeline and deliver business opportunities to the community.	12 Members at \$3,500 US Participation Fee		
August 14-17, 2011	ASSOCIATION (US)	Indianapolis, IN	Experient E4 Conference	Client relationship development. Build the business pipeline and deliver leads to our members	Tourism Toronto Team Representation		
August 23 - 24, 2011	CORPORATE (CANADIAN)	Toronto, ON	Incentive Works	Client Relationship Development & New Business Discovery	Tourism Toronto Team Representation		

August 25 - 26, 2011	CORPORATE [CANADIAN]	Toronto, ON	FICP Canada - Attend Tradeshow & Sponsor dinner	Client Relationship Development & New Business Discovery	Tourism Toronto Team Representation		
August 25-28, 2011	ASSOCIATION [US]	Chicago, IL	Connect Marketplace - Association Meeting Planners	Client relationship development, build the business pipeline and deliver leads to our members.	Tourism Toronto Team Representative		
August 2011, TBA	ASSOCIATION [CANADIAN]	Ottawa, ON	MPI Ottawa Golf Tournament - Attend MPI Ottawa Golf Tournament and build the business through promotion and sponsorship to clients attending	New Business Discovery/ Client Relationship Development	Tourism Toronto Team Representation		
August 2011, TBA	CORPORATE [US]	Minneapolis, MN	Sales Mission	New Business Development & Client Relationship Building	3 @ \$500		
August 2011, TBA	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	New Business Discovery	6 Members at \$500 Participation Fee		
September 1, 2011	ASSOCIATION [US]	New York	New York City Sales Calls & Client Event (Tickets to US Open/Theatre/TBD)	Client relationship development. Build the business pipeline and deliver leads to our members	3 Members at \$1000 Participation Fee		
September 8 - 11, 2011	SPORT	Ottawa, ON	Ottawa Sports Sales Calls/Golf Tournament 2 days of National Sport Organization Sales Calls and attending Golf Tournament with clients. Possible sponsorship opportunity with CSTA	Client Relationship/Industry Partnership	Tourism Toronto Team Representative		
September 14, 2011	ASSOCIATION [US]	Philadelphia	GPPCA Chapter Meeting Sponsorship & Sales Calls	Client relationship development	3 members @ \$500 Participation Fee		
September 15-17, 2011	ASSOCIATION [CANADIAN]	Saskatoon, Saskatchewan	CSAE Annual Conference and Showcase - Attend Annual conference and showcase to promote Toronto as a leading destination for Cdn Association business in Canada	New Business Discovery / Client Relationship Development	12 Members at \$1,000 Participation Fee		
September 16-18	CORPORATE [CANADIAN]	Toronto	Glam TIFF	Luxury business discovery	N/A		
September 19 - 22, 2011	CORPORATE [CANADIAN]	Calgary/Vancouver	West Coast Sales Mission	New Business Discovery & Client Relationship Development	8 Members at \$500 Participation Fee		
September 2011, TBA	SPORT	Toronto, ON	Sportalliance Conference - Member opportunity to be in front of the Provincial Sports Organizations	Deliver members to our clients & build pipeline	# of members TBD Members at \$150 Participation Fee (approx 15 members)		
September 2011, TBA	ASSOCIATION [PROVINCIAL]	Toronto, ON	Mowat Bldg Mini Trade Show	Deliver members to our clients & build pipeline	15 Members at \$150 Participation Fee		
September 2011, TBA	CORPORATE [CANADIAN]	Montreal, PQ	Sales Call - 3 DAYS	New Business Discovery Sales Trip	Tourism Toronto Team Representation		
September 2011, TBA	INTERNATIONAL [ASSOC / CORP]	Brussels, London	CTC LIVE Event - TBC	Build the business pipeline	Tourism Toronto Team Representation		
September 2011 TBA	ASSOCIATION [CANADIAN]	Ottawa, ON	MPI Ottawa September Kick Off - Build the business and promote Toronto as destination at Ottawa's annual MPI September Kick off with over 150 planners	New Business Discovery / Client Relationship Development	Tourism Toronto Team Representation		
September 2011, TBA	ASSOCIATION [US]	Washington, DC	Dallas Cowboys/Washington Redskins Football game (1 tent)	Build the business pipeline and deliver leads to our members.	5 Members @ \$1000 Participation Fee		
October 3-6, 2011	SPORT	Las Vegas, NV	TEAMS Tradeshow-Team GTA Appointments/Education/Client Entertainment + bring 2 clients to show to leverage relationships with AAU	Build Pipeline and deliver leads to our members	2 Members at \$1,000 Participation Fee		
October 5, 2011	Association-US	Washington, DC	ASAE 12th Annual Summit Awards Dinner	Client relationship development. Build the business pipeline.	None		
October 11 - 13, 2011	CORPORATE [US]	Las Vegas, NV	IMEX America	Client Relationship Development	8 Members at \$1500 Participation Fee		
October 22 - 26, 2011	INTERNATIONAL [ASSOCIATION]	Leipzig, Germany	ICCA 50th Congress & Exhibition	Industry Partnerships & Business Exchange - Network & business exchange with International Bureaus and develop competitive bid information / Study Int'l business trends.	Tourism Toronto Team Representation		
October 2011, TBA	ASSOCIATION [CANADIAN]	Montreal, PQ	Montreal Sales Calls -Travel to Montreal and meet with Association Clients	New Business Discovery / Client Relationship Development	n/a		
October 2011, TBA	ASSOCIATION [US]	GA & FL	Georgia and Florida	Client relationship development. Build the business pipeline and deliver leads to our members	Tourism Toronto Team Representation		
October 2011, TBA	INTERNATIONAL [ASSOCIATION]	Switzerland & The Netherlands	Europe Sales Mission	HVI Relationship Development and build the business pipeline	Tourism Toronto Team Representation		
Nov 4-6, 2011	CORPORATE [CANADIAN]	Toronto, ON	Pre-Christmas Shopping Fam	Luxury business discovery	N/A		
November 7-10, 2011	ASSOCIATION [US]	San Jose, CA	Rejuvenate Marketplace - Faith Based Meeting Planners	Client relationship development, build the business pipeline and deliver leads to our members.	Tourism Toronto Team Representative		
November 10-13, 2011	SPORT	Toronto, ON	Petro Canada Leadership Conference - CAC	Increase awareness & Bookings	Tourism Toronto Team Representative		
November 13 - 17, 2011	CORPORATE [US]	San Antonio, TX	FICP Annual	Client Relationship Development	Tourism Toronto Team Representation		
November 30 - Dec 4, 2011	CORPORATE [CANADIAN]	TBD	NCBMP Fall Conference	New Business /Client Relationship Development	Tourism Toronto Team Representation		
November 30 - December 2, 2011	INTERNATIONAL [ASSOC / CORP]	Barcelona, Spain	EIBTM Tradeshow - 3-day show	Exhibit / Network & Build the business pipeline and deliver leads to our members	4 Members at \$5,000 Participation Fee & MITCC		

November 2011, TBD	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	New Business Discovery / Client Relationship Development	20 Members at \$800 Participation Fee		
November 2011, TBD	ASSOCIATION (US)	Toronto, ON	FANCATION FAM - two days of FAM activities around the NFL Buffalo Bills football game	New Business Discovery / Client Relationship Development	Member Sponsorship Opportunity		
November 2011, TBA	SPORT	Toronto, ON	Toronto Sport Tourism Education Session - Member education	Educate all members the value of sport tourism, explain booking notice procedures, and efficient methods to maximize membership value	Tourism Toronto Team Representation		
December 1, 2011	ASSOCIATION (US)	New York / Philadelphia	Client Gifts & Sales Calls	Client relationship development. Build the business pipeline and deliver leads to our members	Tourism Toronto Team Representation		
December 6 - 8, 2011	ASSOCIATION (US)	Las Vegas, NV	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.	Build the business pipeline and deliver leads to our members	3 Members at \$1000 Participation Fee		
December 7, 2011	ASSOCIATION (US)	Sacramento, California	CalSAE Seasonal Spectacular (tradeshow)	Client relationship development. Build the business pipeline and deliver leads to our members	Tourism Toronto Team Representation		
December 12 - 14, 2011	ASSOCIATION (US)	Chicago, IL	Association Forum of Chicagoland Holiday Showcase	Client relationship development. Build the business pipeline and deliver leads to our members	3 Members at \$1000 Participation Fee		
December 2011, TBA	ASSOCIATION (PROVINCIAL)	Toronto, ON	MPI or CSAE Festive event	Build Pipeline/increase awareness	Tourism Toronto Team Representation		
December 2011 TBA	ASSOCIATION (CANADIAN)	Ottawa, ON	MPI Ottawa Holiday Luncheon	New Business Discovery/ Client Relationship Development	Tourism Toronto Team Representation		
December 2011 TBA	SPORT	Toronto, ON	Sportalliance Annual Festive Luncheon Client Appreciation Event/Festive Luncheon	Increase awareness & Bookings	Tourism Toronto Team Representative		
TBD, 2011	SPORT	Mississauga / Brampton, ON	Sports Council Event - Education Sessions with (LSO's, PSO's)	Increase awareness, build pipeline & target LSO's, deliver clients to the community	Tourism Toronto Team Representation		
TBD 2011	ASSOCIATION (PROVINCIAL)	Toronto, ON	Toronto Tourism Education Session - Member education	Follow up training session on the Aboriginal Market / next steps in culture business awareness	30 members /no cost		
TBD 2011	ASSOCIATION (PROVINCIAL)	Mississauga/Brampton, ON	Prov Assoc Event - with new TT members BRAMPTON	Increase awareness, build pipeline	Tourism Toronto Team Representation		
December, 2011 TBD	CORPORATE (CANADIAN)	Toronto, ON	MPI Holiday Gala	New Business Discovery & Client Relationship Development	Tourism Toronto Team Representation		
December 2011 TBD	ASSOCIATION (US)	Washington, DC	Toronto Maple Leafs / Washington Capitals hockey game (box)	Build the business pipeline and deliver leads to our members.	3 Members @ 500 Participation Fee		
TBC	INTERNATIONAL (CORPORATE)	Mexico City	Sales Mission	Client development in Mexico	up to 2 members		

LEISURE TRADE SALES ACTIVITIES - NORTH AMERICA							
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
January 8 – 12	Leisure Trade	Philadelphia, PA	American Bus Assn.Convention (ABA) www.buses.org ,	320 Tour Operators,	ABAMembers,	\$1,195 USD,	125
May 15 - 18	Leisure Trade	Quebec, QC	Rendez-vous Canada Convention www.rendezvouscanada.ca	Int'l TourOperators	By Invitation via OTMPC	\$2,085 CDN(1 apt. schedule)	N/A
August 19- 23	Leisure Trade	New York City, NY	Student & Youth Travel Association (SYTA) Marketplace www.syta.com	Student Tour Operators	SYTA Members	\$800 USD	125
October 25 - 27	Leisure Trade	Outaouais, QC	Quebec Bus Assn."Bienvenue Quebec"Marketplace (QBA) www.apaq.qc.ca	Tour Operators	QBAMembers	\$1,500 CDN	125
November 6 – 9	Leisure Trade	Windsor, ON	Ontario Motorcoach Assn.Convention Marketplace (OMCA) www.omca.com	75 TourOperators	OMCAMembers	\$1,300 CDN	125
December 5 - 9	Leisure Trade	Las Vegas, NV	National Tour Association Convention (NTA) www.ntaonline.com	500 TourOperators	NTAMembers	\$1,200US	125
OVERSEAS & LATIN AMERICAN MARKETS							
January TBA	Leisure Trade	Mexico City	OTMP Mexico Sales Mission	Mexican Tour Operators	Yes	\$2,000	N/A
February TBA	Leisure Trade	Sao Paolo, Brazil	CTC Showcase Brazil	Tour Operators	Yes	TBA	N/A
March (TBA)	Leisure Trade	Japan / Korea	OTMPC Sales Mission Japan /Korea	Travel Agents, Wholesalers	By Invitation via OTMPC	\$4,000	N/A
March (TBA)	Leisure Trade	Tokyo & Osaka Japan	CTC Japan Agents Training Seminar	Travel Agents	By Invitation via OTMPC	TBA	N/A
March (TBA)	Leisure Trade	Seoul & Pusan Korea	CTC Korea Agents Training Seminar	Travel Agents	By Invitation via OTMPC	TBA	N/A
March 15 - 19	Leisure Trade	Goa,India	CTC Showcase India	Tour Operators & Travel Agents	YES	TBA	NA
March 9 - 14	Leisure Trade	Berlin,Germany	ITB Berlin www.itb-berlin.com	Tour Operators,Media, Retail Agents	Yes	\$3,000	N/A
March TBA	Leisure Trade	Sao Paolo, Brazil	Braztoa Tradeshow & CTC B2B	Brazilian Tour Operators	Yes via CTC	TBA	N/A
March TBA	Leisure Trade	Buenos Aires	TT Sales Mission Buenos Aires, Argentina	Travel Trade, Media	Yes	\$1000-\$2000	N/A
May 15-18	Leisure Trade	Quebec City, QC	Rendez-vous CanadaConvention www.rendezvouscanada.ca	Int'l TourOperators	By Invitation via OTMPC	\$2085(1 apt. schedule)	N/A
June TBA	Leisure Trade	Germany	OTMPC Germany Sales Mission	German Tour Operators	By Invitation via OTMPC	\$4,000.00	N/A
JulyTBC	Leisure Trade	TBC	CITAP Marketplace/ Workshop	Asian Receptive Operators	CITAP Members	\$150.00	N/A
September TBA	Leisure Trade	Mexico City, Mexico	CONOZCA Canada Marketplace www.conozcacanada.com	Tour Operators, Retail Agents, Trade Media	Yes	\$1,500.00	N/A
September TBC	Leisure Trade	New York, NY	New York Sales Mission	Japanese Inbound Tour Operators	Yes	\$1,500.00	150
October TBC	Leisure Trade	Japan	Showcase Canada Asia- Japan/China/Korea/India	Japanese,Korean & Chinese Tour Operators	Yes	\$2,500.00	N/A
October/November TBC	Leisure Trade	Guangzhou, China	Guangdong International Travel Fair, China	Tour operators and public		\$15,000.00	
November 7 - 10	Leisure Trade	London,England	World Travel Market www.wtmlondon.com	Tour Operators,Retail Trade	Yes	\$3,500.00	N/A
December TBC	Leisure Trade	Vancouver, B.C.	CITAP Marketplace	Asian Receptive Operators	CITAP Members	\$2,500.00	N/A

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