

BUSINESS OPPORTUNITY NOTIFICATION

ATTENTION: Attraction, Restaurant, Retail, Theatre, Tour and Transportation Members

Who: **Shakespeare Association of America**
What: **41st Annual Meeting**
When: **March 28-30, 2013**
Attendance: **800 delegates**
Location: **Fairmont Royal York**

ORGANIZATION PROFILE

The Shakespeare Association of America (SAA) is a non-profit, academic organization devoted to the study of William Shakespeare and his plays and poems, the cultural and theatrical milieu in which he lived and worked, and the various roles he has played in both Anglo-American and world culture ever since. The Association holds annual meetings in different North American cities so that its members can exchange ideas and discuss strategies for reading, teaching, researching, and writing about Shakespeare's works and their many contexts. Sessions at these conferences include formal papers, seminars, workshops, film screenings, and theatrical performances.

DINING PATTERN

We expect heavy traffic at restaurants, bars, pubs, etc., for lunch & dinners throughout the conference dates. This group will run the full price-range but the majority will enjoy mid to high-range outlets.

DIRECT PROMOTION

You may promote your organization to attendees by providing a value offer i.e. (two for one, 10-20% off, free non-alcoholic drink, free appetizer, theatre tickets, merchandise, etc.) to all SAA delegates. Please clearly outline your offers. Some of these attendees may arrive early and stay on a few extra days.

Send up to 75 value offers on Mar 26, 2013 directly to:

Catherine Wallace, Conference Service Manager
Fairmont Royal York
100 Front Street West

Please mark on package: FOR: **SAA 41st Annual Meeting/Bailey Yeager**

**If value offers can be produced on recyclable paper that would be most appreciated, in partnership with Tourism Toronto's Green Initiative.*

For additional information, please contact:

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Queen's Quay Terminal at Harbourfront

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