

Tourism Toronto 2012 Business Activities Calendar

MC&IT, International Leisure Trade and Member Care

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 8 - 11, 2012	MC&IT	San Diego, CA	PCMA Annual Meeting - Strategic partnership with PCMA - TT and MTCC to co-host IMAGINARIUM Hospitality Suite, sponsor General Session Speaker and host VIP client event with that speaker	ASSOCIATION (US)	15 Members at \$500 Participation Fee		
January 17 - 21, 2012	MC&IT	Montreal	Montreal Sales Trip	CORPORATE (CANADIAN)	Tourism Toronto Team Representation		
January 24-27, 2012	MC&IT	Tampa, FL	RCMA Marketplace	ASSOCIATION (US)	2 Members at \$500 Participation Fee		
January 29 - 31, 2012	MC&IT	Budapest, Hungary	MPI-EMEC (European Meetings & Education Annual Conference)	INTERNATIONAL (ASSOC / CORP)	Tourism Toronto Team Representation		
February 1-3, 2012	MC&IT	Budapest, Hungary	Post MPI/EMEC Sales Mission	CORPORATE (International)	TBD		
February 8-10, 2012	MC&IT	Rancho Mirage, CA	AMC Institute Annual Meeting	ASSOCIATION (US)	Tourism Toronto Team Representative		
February 9 - 12, 2014	MC&IT	Toronto, ON	Fall In Love With Toronto FAM	ASSOCIATION (US)	Host Hotel Sponsorship		
February 9, 2012	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	ASSOCIATION (CANADIAN)	12 Members at \$800 Participation Fee		
February 16, 2012	MC&IT	San Francisco, CA	MPINCC Annual Expo	CORPORATE (US)	5 Members at \$500 Participation Fee		
February 27- March 2, 2012	MC&IT	Fort Myers, FL	CESSE CEO Mid-Winter	ASSOCIATION (US)	Tourism Toronto Team Representation		
February 28-29, 2012	MC&IT	Washington, DC	DC Sales Calls	ASSOCIATION (US)	Tourism Toronto Team Representation		
February, 2012	MC&IT	Toronto, ON	Provincial Sport Organizers In Market Initiative - Build relationships with Sport Clients	SPORT	4 Members at \$150 Participation Fee		
March 7 - 9, 2012	MC&IT	Denver, CO	MIC of Colorado - Conference & Tradeshow - Conduct sales calls around this one-day educational conference and tradeshow	ASSOCIATION (US)	2 Members at \$500 Participation Fee		
March 21-22, 2012	MC&IT	Montreal, PQ	Montreal Sales Trip	CORPORATE (CANADIAN)	15 Members at \$500.00 Participation Fee		
March 26 - 29, 2012	MC&IT	Orlando, FL	ConferenceDirect Annual Partner Fair	Association (US) & Corporate (US)	Tourism Toronto Team Representation		
March 28-30, 2012	MC&IT	California	CalSAE Develop one-on-one relationships with senior executives.	ASSOCIATION (US)	Tourism Toronto Team Representation		
March, 2012	MC&IT	Toronto, ON	Toronto Sports Council AGM/ Summit in conjunction with Toronto Sports Council - Education Sessions and Speakers (LSO's, PSO's)	SPORT	Tourism Toronto Team Representation		
March 2012 TBD	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	ASSOCIATION (CANADIAN)	6 Members at \$500 Participation Fee		
MARCH/APRIL XX, 2012	MC&IT	Paris / UK	CTC Client Event - TBC / Europe Sales Mission	INTERNATIONAL (ASSOCIATION)	Tourism Toronto Team Representation		
April 17 - 20 , 2012	MC&IT	Richmond, BC	CSTA - Marketplace/ Exhibit, Networking and Seminars. Secure sponsorship at event to maximize exposure & presence	SPORT	Member Sponsorship Opportunity		
April 23 - 24, 2012	MC&IT	UK	Eventia & Sales Mission	CORPORATE (International)	TBD		
April 23-27, 2012	MC&IT	Brazil/ Argentina	TT Sales Mission - South America	CORPORATE (International)	TBD		
April 24 - 28, 2012	MC&IT	LasVegas, NV	Collaborate Marketplace	CORPORATE (US)	Tourism Toronto Team Representation		
May 3, 2012	MC&IT	Washington, DC	ASAE Springtime Expo-The Springtime Expo is the largest one-day show in the meetings industry.	ASSOCIATION (US)	4 Members at \$2500 Participation Fee & MTCC partnership		
May 2-3, 2012	MC&IT	Washington, DC	DC Sales Calls/Springtime in the Park	CORPORATE (CANADIAN)	Tourism Toronto Team Representation		
May 22 - 24, 2012	MC&IT	Frankfurt, Germany	IMEX Frankfurt Tradeshow - 3-day show	INTERNATIONAL (ASSOC / CORP)	3-4 Members at \$5,000 Participation Fee & MTCC		
May 23-24, 2012	MC&IT	London and Cambridge, ON	South Western Ontario Signature Client Event (Cambridge /London)	CANADIAN Corporate & Association	20 Members at \$500 Participation Fee		
May 31- June 1, 2012	MC&IT	TBD - Ontario	MPI TEC	CORPORATE (CANADIAN)	Tourism Toronto Team Representation		
May 2012 TBD	MC&IT	Toronto, ON	All Market FAM	ALL MARKETS	Host Hotel Sponsorship; Activity Sponsorship; Meal sponsorship		
May 2012 TBD	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	ASSOCIATION (CANADIAN)	3 Members at \$200 Participation Fee		
May XX, 2012	MC&IT	Brussels	Europe Sales Mission	INTERNATIONAL (ASSOCIATION)	Tourism Toronto Team Representation		
May XX, 2012	MC&IT	Europe TBC	CTC Sales Mission / Client Event	INTERNATIONAL (ASSOC / CORP)	Tourism Toronto Team Representation		
May or June 2012	MC&IT	Toronto, ON	Big Ticket Event - Toronto FC - Client Event	SPORT	4 members at \$150 Participation Fee		
June 1, 2012	MC&IT	Chicago, IL	Signature Client Event - Client Family Night at Wrigley Field	ASSOCIATION (US)	6 Members at \$1000 Participation Fee		

June 3 - 5, 2012	MC&IT	Grapevine, TX	DSA Annual Meeting	CORPORATE (US)	5 Members at \$500 Participation Fee		
June 10 - 13, 2012	MC&IT	San Antonio, TX	PCMA Education Conference - TT and MTCC to co-host IMAGINARIUM Hospitality Suite, sponsor General Session Speaker	ASSOCIATION (US)	3 Members at \$500 Participation Fee		
June 15-16, 2012	MC&IT	California	HSMAI Affordable Meetings	ASSOCIATION (US)	Tourism Toronto Team Representation		
June 19 - 21, 2012	MC&IT	Baltimore, MD	AIBTM Americas Meetings & Events Exhibition	ASSOCIATION (US)	3 Members at \$1000 Participation Fee		
June 20 - 22, 2012	MC&IT	Charleston, SC	FICP Educational Forum	CORPORATE (US)	Tourism Toronto Team Representation		
June 26, 2012	MC&IT	Toronto, ON	Toronto Signature Event	CORPORATE (CANADIAN)	15 members at \$500 Participation Fee		
June 27, 2012	MC&IT	Mississauga, ON	Toronto West Signature Event	CORPORATE (CANADIAN)	15 members at \$500 Participation Fee		
July 7-11, 2012	MC&IT	Palm Springs, CA	Fraternal Executives Association- Annual Meeting Exhibit at Annual Tradeshow and raise Toronto's Profile within the Fraternal Community	ASSOCIATION (US)	1 Member at \$500 Participation Fee		
July 9 - 13, 2012	MC&IT	Toronto, ON	MTO Signature Series - Microsoft Worldwid Partner Conference Behind the Scenes	CORPORATE (US)	Tourism Toronto Team Representation		
July 19-22, 2012	MC&IT	Louisville, KY	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)	ASSOCIATION (US)	2 Members at \$1,500 Participation Fee		
July 28 -31, 2012	MC&IT	St. Louis, MO	MPI WEC & Client Event	CORPORATE (US)	5 Members at \$500 Participation Fee		
July TBA	MC&IT	TBA	Corporate Events Management Conference	CORPORATE (US)	Tourism Toronto Team Representation		
August 7-10, 2012	MC&IT	Calgary & Vancouver	Host Two Signature Events in Calgary & Vancouver	ASSN-COR Canada	10 members at \$600 Participation Fee		
August 11 - 14, 2012	MC&IT	Dallas, TX	ASAE Annual Meeting - TT to host the IMAGINARIUM Hospitality Suite	ASSOCIATION (US)	15 Members at \$3,500 Participation Fee		
August 16-18, 2012	MC&IT	New Orleans, LA	Connect Marketplace - Association Meeting Planners	ASSOCIATION (US)	Tourism Toronto Team Representative		
August 21-22, 2012	MC&IT	Toronto, ON	Incentive Works	CORPORATE (CANADIAN)	Tourism Toronto Team Representation		
August 23-24, 2012	MC&IT	Montreal, PQ	FICP Canada - Attend conferece & Sponsor key component	CORPORATE (CANADIAN)	Tourism Toronto Team Representation		
August TBA	MC&IT	Seattle, WA	CTC - Baseball Game	CORPORATE (US)	Tourism Toronto Team Representation		
August 2012, TBD	MC&IT	Ottawa, ON	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	ASSOCIATION (CANADIAN)	6 Members at \$500 Participation Fee		
September 14-17, 2012	MC&IT	China	Site International Conference	CORPORATE (International)	TBD		
Sept 25, 2012	MC&IT	Toronto, ON	Sportalliance Tradeshow - Marketplace/Education - Member opportunity to be in front of the Provincial Sports Organizations	SPORT	18 members at \$150 Participation Fee		
September TBA	MC&IT	Southern CA	CTC - SOCal Roadshow	CORPORATE (US)	Tourism Toronto Team Representative		
September XX, 2012	MC&IT	Brussels, London	CTC Sales Mission & LIVE Event - TBC	INTERNATIONAL (ASSOC / CORP)	Tourism Toronto Team Representation		
October 9-11, 2012	MC&IT	Las Vegas, NV	IMEX America	CORPORATE (US)	3 Members at \$1,500 Participation Fee		
October 20 - 24, 2012	MC&IT	San Juan, Puerto Rico	ICCA 51st Congress & Exhibition	INTERNATIONAL (ASSOCIATION)	Tourism Toronto Team Representation		
October, 2012	MC&IT	Las Vegas, NV	TEAMS 2012 Tradeshow-Team GTA Appointments/Education/Client Entertainment + bring 2 clients to show to leverage relationships with AAU	SPORT	2 Members at \$1,000 Participation Fee		
October TBA	MC&IT	Toronto, ON	CMM Training Program	CORPORATE (US)	Tourism Toronto Team Representative		
October 2012 TBD	MC&IT	TBD	ASAE 5 Star Weekend	ASSOCIATION (US)	Tourism Toronto Team Representative		
October XXX, 2012	MC&IT	Switzerland & The Netherlands	Europe Sales Mission	INTERNATIONAL (ASSOCIATION)	Tourism Toronto Team Representation		
November 1-3, 2012	MC&IT	Ottawa, ON	CSAE Annual Conference and Showcase - Attend Annual conference and showcase to promote Toronto as a leading destination for Cdn Association business in Canada	ASSOCIATION (CANADIAN)	16 Members at \$1,000 Participation Fee		
November 11 - 14, 2012	MC&IT	Los Angeles, CA	FICP Annual Conference	CORPORATE (US)	Tourism Toronto Team Representative		
November 27 - 29, 2012	MC&IT	Barcelona, Spain	EIBTM Tradeshow - 3-day show	INTERNATIONAL (ASSOC / CORP)	4 Members at \$5,000 Participation Fee & MTCC		
November, 2012	MC&IT	Toronto, ON	Toronto Sport Tourism Education Session - Member education	SPORT	Tourism Toronto Team Representation		
November TBA	MC&IT	St. Paul, MN	CTC Hockey Game	CORPORATE (US)	Tourism Toronto Team Representative		
November XX, 2012	MC&IT	Belgium	ICCA International Client Supplier Workshop - TBC	INTERNATIONAL (ASSOCIATION)	Tourism Toronto Team Representation		
November 2012 TBD	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	ASSOCIATION (CANADIAN)	20 Members at \$800 Participation Fee		
December 4 - 6, 2012	MC&IT	Orlando, FL	IAEE Expo! Expo! - TT to exhibit in stand alone booth	ASSOCIATION (US)	2 Members at \$1,000 participation fee		
December, 2012	MC&IT	Chicago, IL	Association Forum of Chicagoland Holiday Showcase	ASSOCIATION (US)	3 Members at \$1000 Participation Fee		
December TBA	MC&IT	Chicago, IL	Experient Holiday Party	CORPORATE (US)	Tourism Toronto Team Representative		
December TBA	MC&IT	Chicago, IL	Tiffany's Client Event	CORPORATE (US)	10 Members at \$500 Participation Fee		
December TBA	MC&IT	TBA	DSA Connected Conference	CORPORATE (US)	Tourism Toronto Team Representative		
December 2012 TBD	MC&IT	Ottawa, ON	MPI Ottawa Holiday Luncheon	ASSOCIATION (CANADIAN)	Tourism Toronto Team Representation		

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International Leisure Trade							
North America							
January 6th - 10th, 2012	Leisure Trade	Grapevine, TX	American Bus Assn.Convention (ABA) www.buses.org ,	320 Tour Operators,	ABAMembers,	\$1,195 USD	\$125 CAD
February 6th - 11th, 2012	Leisure Trade	San Antonio, TX	Texas MEA and Sales Mission	US Tour Operators	Tourism Toronto Members	200 CAD	N/A
February 20th - 25th, 2012	Leisure Trade	Los Angeles/San Francisco	Leisure Trade Sales Mission	US Tour Operators	Tourism Toronto Members	200 CAD	N/A
April 9th - 13th, 2012	Leisure Trade	Chicago/Midwest	Leisure Trade Sales Mission	US Tour Operators	Tourism Toronto Members	\$200 CAD	N/A
May 13th-16th, 2012	Leisure Trade	Edmonton, AB	Rendez-vous Canada Convention www.rendezvouscanada.ca	Int'l TourOperators	By Invitation via OTMPC	\$3000 CAD	N/A
June 11th - 15th, 2012	Leisure Trade	New York City/ New Jersey	Leisure Trade Sales Mission	US Tour Operators	Tourism Toronto Members	\$375 CAD	N/A
July 9th- 13th, 2012	Leisure Trade	Boston, MA	Leisure Trade Sales Mission	US Tour Operators	Tourism Toronto Members	\$200 CAD	N/A
August 13th - 17th, 2012	Leisure Trade	Quebec City / Montreal	Leisure Trade Sales Mission	Quebec Tour Operators	Tourism Toronto Members	\$200.00 CAD	N/A
August 24th - 27th, 2012	Leisure Trade	Nashville, TN	Student & Youth Travel Association (SYTA) Marketplace www.syta.com	Student Tour Operators	SYTA Members	\$800 USD	\$125 CAD
October 20th - 24th, 2012	Leisure Trade	Buffalo, NY	Ontario Motorcoach Assn.Convention Marketplace (OMCA) www.omca.com	75 TourOperators	OMCAMembers	\$1,300 CAD	\$125 CAD
October 29th - 31st, 2012	Leisure Trade	Laval, PQ	Quebec Bus Assn."Bienvenue Quebec"Marketplace (QBA) www.apaq.qc.ca	Tour Operators	QBAMembers	\$1,500 CAD	\$125 CAD
January 19-23rd, 2013 (moved from Nov '2012)	Leisure Trade	Orlando, Florida	National Tour Association Convention (NTA) www.ntaonline.com	500 TourOperators	NTAMembers	\$1,200 USD	\$125 CAD
Overseas & Latin America							
March (TBA)	Leisure Trade	Tokyo, Osaka, Nagoya, Fukuoka, Japan	Japan Agents Training Seminar/Sales Calls	Travel Agents	Yes	TBA	N/A
March (TBA)	Leisure Trade	Seoul, Korea	Korea Agents Training Seminar/Sales Calls	Travel Agents	Yes	TBA	N/A
March 14-16th, 2012	Leisure Trade	Jaiipur, India	CTC Showcase India	Tour Operators & Travel Agents	Yes	TBA	NA
March 7th-11th, 2012	Leisure Trade	Berlin,Germany	ITB Berlin www.itb-berlin.com	Tour Operators,Media, Retail Agents	Yes	\$6,500	N/A
April (TBC)	Leisure Trade	TBC	CTC Showcase Canada China	Chinese Tour Operators, Travel Agents	By Invitation via CTC	TBC	N/A
May 7th - 12th, 2012	Leisure Trade	Florianopolis, Brazil	IGLTA Convention	LGBT Tour Operators	IGLTA members	\$1,500	\$125 CAD
May 13th-16th, 2012	Leisure Trade	Edmonton, AB	Rendez-vous Canada Convention www.rendezvouscanada.ca	Int'l Tour Operators	Yes	\$3,000 CDN	N/A
June TBA	Leisure Trade	United Kingdom	OTMPC UK Sales Mission	UK Tour Operators	By Invitation via OTMPC	\$5,000	N/A
JulyTBC	Leisure Trade	Vancouver, B.C.	CITAP Marketplace/ Workshop	Asian Receptive Operators	CITAP Members	\$150	N/A
August TBC	Leisure Trade	Sao Paolo, Brazil	CTC Showcase Brazil	Brazilain tour operators & agents	Yes	\$2,500	NA
September TBA	Leisure Trade	Mexico City, Mexico	CONOZCA Canada Marketplace www.conozcacanada.com	Tour Operators, Retail Agents, Trade Media	Yes	TBA	N/A
October 15th, 2012	Leisure Trade	Osaka, Japan	CTC Showcase Canada Japan/China/Korea/India	Japanese,Korean, Indian & Chinese Tour Operators	Invitation by CTC	TBA	N/A
November 7th-11th, 2012	Leisure Trade	London,England	World Travel Market www.wtmlondon.com	Tour Operators,Retail Trade	Yes	TBA	N/A
December TBC	Leisure Trade	Vancouver, B.C.	CITAP Marketplace	Asian Receptive Operators	CITAP Members	TBA	N/A
Member Care - Member Networking Events & Workshops							
February, 2012	Member Care	Tourism Toronto Office	New Member Orientation session	Members	YES	n/a	n/a
April, 2012	Member Care	Tourism Toronto Office	Member Workshop/ Orientation	Members	YES	n/a	n/a
May, 2012	Member Care	TBA	Tourism Toronto Annual General Meeting	Members	YES	Donation/ Registration	n/a
July, 2012	Member Care	Lionhead Golf & Country Club	GTHA / Tourism Toronto Annual Golf Tournament	Members of GTHA and Tourism Toronto	YES	TBC	n/a
September, 2012	Member Care	Tourism Toronto Office	Member Orientation	Members	YES	n/a	n/a
October, 2012	Member Care	Tourism Toronto Office	Member Workshop	Members	YES	n/a	n/a
November, 2012	Member Care	Tourism Toronto Office	Member Orientation	Members	YES	n/a	n/a
December, 2012	Member Care	TBA	Tourism Toronto Holiday Celebration	Members	YES	Donation/ Registration	n/a

MC&IT

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Member Care

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