

## **TORONTO CHOSEN AGAIN FOR MAJOR MEETINGS CONVENTION**

### **ASAE & The Center returns to Toronto in 2017**

TORONTO (March 11, 2010) – Hot on the heels of its successful event in Toronto in August 2009, the American Society of Association Executives & The Center for Association Leadership (ASAE & The Center) has decided to bring its Annual Meeting & Exposition back to Toronto in 2017. ASAE & The Center's annual conference attracts thousands of association executives and hundreds of exhibitors each year.

"Toronto was a huge success with our members when we held our Annual Meeting & Exposition there in 2009," said ASAE & The Center President and CEO John H. Graham IV, CAE. "Its close proximity to many of the larger U.S. cities and major association hubs is definitely a big advantage for Toronto as a key destination for association conventions. And it has so much to offer. Modern facilities and an impressive hotel base make Toronto an attractive location for our meeting and we're looking forward to going back in 2017."

The significance of the event for the host city is that among the association executives who attend are those who select destinations for their own organizations' meetings and events. It is estimated that 20 per cent of the delegates who attend ASAE & The Center's Annual Meeting & Exposition book their own conventions in the host city within five years. Toronto has already experienced that benefit as the American Health Information Management Association chose the city for its 2016 conference that brings with it over 6,000 attendees.

"Having ASAE & The Center choose Toronto again so soon after being here speaks volumes about our abilities to host memorable events," said David Whitaker, President and CEO of Tourism Toronto. "When we over-deliver on expectations, as we did for ASAE & The Center, the result is repeat business that means sustaining jobs in the hospitality and tourism sectors."

#### **About Tourism Toronto**

Tourism Toronto, Toronto's Convention and Visitors Association, is an industry association of more than 1,200 members established to sell and market the greater Toronto region as a remarkable destination for tourists, convention delegates and business travellers around the globe. For more information please visit [www.SeeTorontoNow.com](http://www.SeeTorontoNow.com).

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