

BUSINESS OPPORTUNITY NOTIFICATION

Attention: Attraction, Restaurant, Retail, Theatre and Transportation Members

Who: **Canadian Psychiatric Association**
What: **60th Annual Conference**
When: **September 23-26, 2010**
Attendance: **1200 delegates**
Location: **Westin Harbour Castle**

ORGANIZATION PROFILE:

About Us - Founded in 1951, the Canadian Psychiatric Association (CPA) is the national voluntary professional association for Canada's 4,000 psychiatrists.

Our Mission - As the national voice of Canadian psychiatrists, the Canadian Psychiatric Association advocates for the professional needs of its members and promotes excellence in education, research, and clinical practice.

Our Vision - A strong profession for a healthy population.

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-high range outlets.

DIRECT PROMOTION:

You may promote your organization to attendees by offering coupons (two for one, 10-20% off, free non-alcoholic drink, free appetizer, discounted theatre tickets, discounted merchandise, etc.) to all **CPA** delegates. Your coupons must clearly outline your offer. Some of these attendees may arrive early and stay on a few extra days.

Send up to 100 coupons to Tourism Toronto office prior to September 13th, 2010:

Indira Murli, Account Coordinator, Client Services **(please mark for: CPA)**

Tourism Toronto, 207 Queens Quay West, Ste. 405, Toronto, ON M5J 1A7

(If these coupons can be produced on recyclable paper that would be most appreciated, in partnership with Toronto's Green Initiative)

For additional information please contact: Indira Murli, Account Coordinator, Client Services, 416-203-3822, murli@torcvb.com

Queen's Quay Terminal at Harbourfront

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Visitor Info: 416-203-2500 • Toll-Free Visitor Info: 1-800-363-1990

Website: www.torontotourism.com

