

Date: September 2, 2009

To: Our Valued Members

From: Jonathon Hixon, Account Director, US Association
Chicago, Midwest/Western United States

Katie Bender, Regional Director, US Association
Citywide Sector, Chicago, Midwest/Western United States

cc: Catherine Dawson, Client Experience Architect, MC& IT

RE: [**Chicago Bears vs. Green Bay Packers – Dec. 13, 2009 – Chicago, IL – Soldier Field**](#)

[**2009 Association Forum of Chicagoland Holiday Showcase on December 15, 2009 in Chicago, IL at the Hyatt Regency Chicago Hotel**](#)

Dear Members,

Tourism Toronto is pleased to invite you to join us for 2 exciting Chicago signature events. You are welcome to choose one or both of the events (please see agreement form for combined cost). Maximum member companies will vary with each event. Participation will be determined on a first come first served basis. The participation fees are listed under the event description.

1.) Chicago Bears vs. Green Bay Packers Sunday Night Football Game on Sunday, December 13, 2009 in Chicago, IL at Soldier Field, located at 1410 S Museum Campus Dr., in Chicago. Maximum participation for this event is 2 partners. Member participation fee is \$1000

Chicago holds the 2nd largest population of Associations in the U.S., and is the #1 largest medical association market. As a premiere city with a high concentration of association meeting planners, the guest list for this event will put you front and center among meeting planners for an exclusive evening and leave you free to coordinate necessary meetings with your existing and prospective clientele in the Chicago market during the days you are in town.

Queen's Quay Terminal at Harbourfront

207 Queens Quay West, Suite 590, Toronto, ON, CANADA M5J 1A7

Tel: 416-203-2600 • Fax: 416-203-6753

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

Website: www.torontotourism.com

Benefits of participation are:

- ✓ Increased exposure in this #2, key association market, #1 U.S. medical association market
- ✓ Participation in our exclusive client event
- ✓ Shared access to all leads generated

DATE OF EVENT: Sunday, December 13, 2009

DATE OF SALES CALLS At your discretion

EVENT DESCRIPTION: On Sunday, December 13th we will entertain key Association clients in a luxury super suite at Soldier Field Stadium in a game of the Chicago Bears vs. Green Bay Packers for a true Chicago experience. We have 20 tickets available, for which up to six will be used on Tourism Toronto personnel and participating members. The remaining 14 tickets will go to planners. Meet & Greet for cocktails is at 9:30am, kick-off is at 12:00PM, TT members arrive at 10:45AM. Doors open to guests at 11:00AM.

2.) 2009 Association Forum of Chicagoland Holiday Showcase on December 15, 2009 in Chicago, IL at the Hyatt Regency Chicago Hotel, located at 151 East Wacker Drive, Chicago, IL.. Maximum participation for this event is 3 partners. Member participation fee is \$1000

The Association Forum's Annual Holiday Showcase is Chicagoland's #1 business services and meeting sites exhibition. In 2008, more than 2,200 qualified buyers were on the show floor that featured over 450 booths.

Benefits of participation are:

- ✓ Increased exposure in this #2, key association market, #1 U.S. medical association market
- ✓ A strong corporate presence within our state of the art booth
- ✓ Shared access to all leads generated

DATE OF TRADESHOW: December 15, 2009

We invite you to participate in these events which will convene a robust number of clientele representing both citywide and self-contained business across a mix of definite, tentative and prospective bookings. These events can serve as an anchor to gain valuable time with a broad number of clients in a relaxed environment. We encourage you to take full advantage of your Chicago visit to schedule meetings with your clients and prospects in the Chicagoland area. Based on your needs and our availability, we are more than happy to join you in client meetings you arrange during your stay in Chicago.

Thank you.

Jonathon Hixon, CMP
Regional Director, US Association Citywide Sector
Chicago, Midwest and Western United State

Katie Bender
Account Director, Associations
Chicago / Midwest & Western
United States

PARTICIPATION AGREEMENT FORM
The undersigned agrees to participate in the following:

We understand that:

1. Our representative must be present for the main event
2. As a team member, we will be representing the destination first and foremost.
3. All leads and data generated will be pooled and shared with all participants.
4. Our representative will be at the event venue 30 minutes prior to event start.

Members please note:

1. This participation form is your invoice. No other invoice will be issued.
2. Payment via cheque **MUST** be received prior to September 30th
3. If payment is made by credit card, a receipt will be forwarded to you for your records by our accounting team

Participation fee is **non-refundable** and does not include personal expenses, airfare, accommodation, meals, ground transportation, rental cars, team uniforms, etc. Only one representative per company is allowed.

To register one or both events, please complete the participation form along with credit card information and return to Catherine Dawson by **Friday, September 18, 2009.**

- I will participate in the Chicago Bears vs. Green Bay Packers Sunday Night Football Game on Sunday, December 13, 2009 for \$1000 CDN
- I will participate in the 2009 Association Forum of Chicagoland Holiday Showcase on December 15, 2009 in Chicago, IL at the Hyatt Regency Chicago Hotel for \$1000 CDN
- I will participate in both events listed for \$1500.00 CDN.

Name of Company: _____

Participant's Name: _____

Telephone: _____ Email: _____

Total Amount	Name on Card	Authorizing Signature
---------------------	---------------------	------------------------------

Credit Card Type	Credit Card Number	Expiry Date
-------------------------	---------------------------	--------------------

Please send signed participation form to Catherine Dawson via fax only to cdawson@torcvb.com by: Friday, September 18, 2009.