

BUSINESS OPPORTUNITY NOTIFICATION

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

Who: **International Continence Society / International Urogynecological Association**
What: **ICS/IUGA Annual Joint Meeting**
When: **August 23-27, 2010**
Attendance: **3000 delegates (estimated)**
Location: **Metro Toronto Convention Centre, South Building**
Hotels: **Fairmont Royal York, Hilton Toronto, Hilton Garden Inn, InterContinental Toronto Centre, Renaissance Toronto Hotel Downtown, Sheraton Centre Toronto Hotel, The Westin Harbour Castle, Radisson Admiral, Strathcona, 89 Chestnut Residence, Holiday Inn Express, Metropolitan, Novotel Toronto Centre**

ORGANIZATION PROFILE - The International Continence Society

The aims of the International Continence Society are the advancement of basic and clinical sciences concerned with the function and dysfunction of the urinary tract, bowel and pelvic floor:

- to raise public awareness of both urinary and anal incontinence, and other functional abnormalities including obstruction and pain and the fact that it can be corrected, improved or at least better managed and to enhance the knowledge and skills of health professionals involved in prevention and management of incontinence and thereby to improve the standard of healthcare delivery
- to initiate, co-ordinate and give advice on research projects undertaken for the benefit of the public
- to carry on and to stimulate medical education and raise awareness on the subject of incontinence and its prevention, treatment and care
- to act as a consultative body for public organizations and individuals undertaking research for public benefit on the medical aspects of incontinence

DINING PATTERN - We expect heavy traffic at restaurants, bars, pubs, etc., for lunch & dinners throughout the meeting 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, 20-30% off, free drink, free appetizer, discounted theatre tickets, discounted merchandise, etc.) to all ICS/IUGA delegates. Your coupons must clearly outline your offer. This meeting will take place in the south building. Please send up to 200 coupons directly to the south building at the address below.

Send up to 200 coupons directly to:

c/o Show Management (Fang Yuan/Elianne/Michal)
600 Level: Info Desk, South Building
Metro Toronto Convention Centre,
222 Bremner Blvd. Toronto, Ontario

Coupons will be received on **Friday August 20thth, 2010**

Please mark on box: HOLD FOR: **ICS/IUGA Info Desk**

(If these coupons can be produced on recyclable paper that would be most appreciated, in partnership with Toronto's Green Initiative). For more information contact: **Meghan Bowness, Client Services Manager, Citywide Accounts, 416-203-3814, mbowness@torcvb.com**

Queen's Quay Terminal at Harbourfront

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