

BUSINESS OPPORTUNITY NOTIFICATION

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

Who: Independent Educational Consultants Association
What: Spring Conference
When: May 12-15, 2010
Attendance: 1200 delegates
Location: Fairmont Royal York Hotel

ORGANIZATION PROFILE:

The Independent Educational Consultants Association (IECA) is a not-for-profit, international professional Association representing full-time experienced independent educational advisors. Chartered in 1976, the Association's headquarters is located in the Washington, DC area. IECA sponsors professional training institutes, workshops and conferences, publishes a directory of qualified consultants, offers information to students and their families regarding school selection issues and works to ensure that those in the profession adhere to the highest ethical and business standards.

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 drink, free appetizer, discounted theatre tickets, discounted merchandise, etc.) to all **IECA** delegates. Your coupons must clearly outline your offer. Many of these attendees will arrive early and stay on a few extra days.

Send up to 150 coupons to arrive at hotel on Monday, May 10th:

Attention: Catherine Wallace, Conference Services Manager
Fairmont Royal York Hotel – Salon A
100 Front Street West

(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:

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