

BUSINESS OPPORTUNITY NOTIFICATION

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

Who: **Latin American Studies Association (LASA)**
What: **International Congress 2010**
When: **October 6-9, 2010**
Attendance: **4,000**
Location: **Sheraton Centre Toronto & Hilton Toronto**

ORGANIZATION PROFILE

The Latin American Studies Association (LASA) is the largest professional Association in the world for individuals and institutions engaged in the study of Latin America. With over 6,000 members, forty-five percent of whom reside outside the United States, LASA is the one Association that brings together experts on Latin America from all disciplines and diverse occupational endeavors, across the globe.

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 to high-range outlets.

DIRECT PROMOTION

Your Tourism Toronto membership gives you exclusive access to these business opportunities. You may promote your organization to attendees by offering coupons (two for one, 10% off, free non-alcoholic drink, free appetizer, discounted theatre tickets, discounted merchandise, etc.) to all delegates. Your coupons must clearly outline your offer.

Send up to 400 coupons by September 6th, 2010 directly to:

Stephanie Uy, Client Services Manager

Tourism Toronto, 207 Queen's Quay West, Suite 405, Toronto, ON M5J 1A7

Please mark on box: HOLD FOR: **LASA 2010 International Congress**

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

Be sure to post signs at your front entrance welcoming congress delegates!

For additional information, please contact:

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Queen's Quay Terminal at Harbourfront

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