

BUSINESS OPPORTUNITY NOTIFICATION

Attention: Attraction, Restaurant, Retail, Theatre
and Transportation Members
Who: National Society of Black Engineers
What: Annual Convention
When: March 31 – April 4, 2010
Attendance: 6000 delegates
Location: Metro Toronto Convention Centre, Intercontinental Toronto
Centre, Fairmont Royal York, Westin Harbour Castle, Hilton
Toronto and Sheraton Centre

ORGANIZATION PROFILE:

NSBE's mission is " to increase the number of culturally responsible Black Engineers who excel academically, succeed professionally and positively impact the community. "

The National Society of Black Engineers (NSBE) with more than 30,000 members, is one of the largest student-managed organization in the country. NSBE is comprised of more than 233 chapters on college and university campuses, 65 Alumni Extension chapters nationwide and 89 Pre-College chapters. These chapters are geographically divided into six regions.

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 low range outlets as 90% of the delegates are University/College students.

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 **NSBE** 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 500 coupons Tourism Toronto office prior to March 25th, 2010:

Kristin Burgess, Client Services Manager, Client Services **(please mark for: NSBE)**
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: Kristin Burgess, Client Services
Manager, 416-203-3843, kburgess@torcvb.com**

Queen's Quay Terminal at Harbourfront

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