

BUSINESS OPPORTUNITY NOTIFICATION

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

Who: **Society for Adolescent Medicine, The**
What: **2010 Annual Meeting**
When: **April 7-10, 2010**
Attendance: **700 delegates**
Location: **Westin Harbour Castle Hotel**

ORGANIZATION PROFILE:

SAM is a multi-disciplinary organization of health professionals who are committed to advancing the health and well-being of adolescents. Through education, research, clinical services, and advocacy activities, members of the Society for Adolescent Medicine strive to enhance public and professional awareness of adolescent health issues among families, educators, policy makers, youth-serving organizations, students who are considering a health career as well as other health professionals.

SAM members come from many different professional disciplines but share the common goal of better understanding the unique health needs and concerns of adolescents.

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 **SAM** 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 75 coupons Tourism Toronto office prior to March 26, 2010:

Indira Murli, Account Coordinator, Client Services **(please mark for: SAM)**

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: Indira Murli, Account Coordinator, Client Services, 416-203-3822, murli@torcvb.com

Queen's Quay Terminal at Harbourfront

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