

**For Immediate Release  
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## **Tourism Toronto and Metro Toronto Convention Centre suit up for the “Super Bowl of Conventions”**

**Toronto, ON** - The much-anticipated ASAE & The Center’s 2009 Annual Meeting & Exposition convenes in Toronto, August 15-18, bringing an estimated \$7 million in revenue for the city. More than 4,300 association executives and industry partners will arrive in Toronto this week to share their association industry knowledge, network with colleagues and explore Toronto as a future event destination for their organizations.

“Thousands of association professionals and industry partners will converge in Toronto this week for our flagship event,” said John H. Graham IV, CAE, president and CEO of ASAE & The Center for Association Leadership. “This is our second time in this beautiful city and we couldn’t be more excited about this year’s event. Toronto is a great destination, conveniently located in close proximity to major U.S. cities, and I know our members will be impressed with all that Toronto has to offer. The primary purpose of our meeting is to invigorate and expand our knowledge of association issues, in combination with networking events to connect with fellow association professionals. Attendees are also scouting new meeting destinations for their organizations and we estimate that about 20 per cent of our members will come back to Toronto for their own events.”

“We are pleased to welcome the return of ASAE & The Center to Toronto and applaud their commitment to hosting a sustainable event,” said Barry Smith, President & CEO of the Metro Toronto Convention Centre (MTCC). “By choosing the MTCC once again, and having a Zero Waste Event, ASAE & The Center has demonstrated an appreciation of our reputation as an environmentally responsible venue.”

“This is essentially a live audition for Toronto,” said David Whitaker, President & CEO of Tourism Toronto. “With so many key decision makers here, experiencing everything that Toronto has to offer visitors and meeting delegates, this is our chance to shine.”

### **About ASAE**

The American Society of Association Executives (ASAE) represents more than 22,000 association executives and industry partners and more than 11,000 organizations. Its members manage leading trade associations, individual membership societies and voluntary organizations across the United States and in 50 countries around the world. The Center for Association Leadership is the premier provider of learning, knowledge and future-oriented research for the association profession. Together, ASAE & The Center for Association Leadership provides resources, education, ideas and advocacy to enhance the

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207 Queens Quay West, Suite 590, Toronto, ON, CANADA M5J 1A7  
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Website: [www.torontotourism.com](http://www.torontotourism.com)

power and performance of the association community. For more information about ASAE & The Center, please visit [www.asaecenter.org/annualmeeting](http://www.asaecenter.org/annualmeeting).

### **About Tourism Toronto**

Tourism Toronto, Toronto's Convention and Visitors Association, is an industry association of more than 1,200 members established to sell and market the Greater Toronto Region as a remarkable destination for tourists around the globe. For further information, please visit [www.seeTorontonow.com](http://www.seeTorontonow.com).

### **About the Metro Toronto Convention Centre**

The Metro Toronto Convention Centre is Canada's #1 convention and trade show facility. Since its opening in 1984, the MTCC has hosted approximately 12,000 events and entertained nearly 40 million guests. For further information, please visit [www.mtccc.com](http://www.mtccc.com).

### **For further information please contact:**

Cathy Riches  
Tourism Toronto  
416-987-9077  
[criches@torcvb.com](mailto:criches@torcvb.com)

Christine Chiu  
MTCC  
416-585-8106  
[cchiu@mtccc.com](mailto:cchiu@mtccc.com)