

EP11.11 Appendix D

Appendix D 2020 Sales Missions & Travel Schedule

The budgeted value of \$184,000 represents registration, travel and accommodation fees.

2020 Sales Mission				
ASSOCIATION				
DATE	TT BUSINESS GROUP	LOCATION	EVENT/SALES ACTIVITY/ORGANIZERS MARKETING PROGRAM	TARGET AUDIENCE
January 5-9, 2020	MC&IT	San Francisco	PCMA Convening Leaders	Association
January 29 -30, 2020	MC&IT	EY Centre, Ottawa	CSAE Tete a Tete MPI - Silent Auction and Dinner	Association
Feb 4-6, 2020	MC&IT	Irving, TX	RCMA Emerge Conference	Association
Feb 6-7, 2020	MC&IT	Notawasaga Inn	CSAE Trillium - Winter Summit	Association
April 4-6, 2020	MC&IT	Montreal	MPI The Event	Association
April 23 - 25, 2020	MC&IT	Victoria, BC	Canspep - National Conference	Association
May, 2020	MC&IT	Ottawa	Association Ottawa Client Event - Spring	Association
May, 2020	MC&IT	Ottawa, Ontario	MPI Prix Prestige Awards Gala	Association
May, 2020	MC&IT	Toronto	Tourism Toronto - Toronto Takeover	Association
June 28 - July 1, 2020	MC&IT	Montreal	PCMA Educon Conference	Association
July, 2020	MC&IT	Ontario	CSAE Annual Summer Summit	Association
July/ August	MC&IT	Philadelphia	Tourism Toronto Takeover	Association
1-Aug-2020	MC&IT	MTCC Toronto, Ontario	MPI Rendezvous	Association
August 8-11, 2020	MC&IT	Las Vegas, NV	ASAE 2020	Association
October, 2020	MC&IT	Toronto, ON	CSAE Awards Gala	Association
October, 2020	MC&IT	Washington, DC	Tourism Toronto Takeover	Association
October, 2020	MC&IT	Halifax, NS	CSAE Annual Conference and Showcase	Association
Fall, 2020	MC&IT	Ottawa, Ontario	Tourism Toronto - Canadian Association Sales Mission and HVA Client Event	Association
November 17-19, 2020	MC&IT	Edmonton	PCMA Canadian Innovation Conference	Association
December, 2020	MC&IT	Toronto	CSAE Trillium Chapter - Holiday Season Reception & Dinner	Association
December, 2020	MC&IT	Ottawa, Ontario	CSAE - Gatineau Chapter Holiday Gala	Association
December, 2020	MC&IT	Ottawa, Ontario	MPI Ottawa Chapter - Festive Holiday Dinner	Association
Winter, 2020	MC&IT	Ottawa	Lunch & Learn Seminar	Association
Spring, 2020	MC&IT	Ottawa	Lunch & Learn Seminar	Association
Fall, 2020	MC&IT	Ottawa	Lunch & Learn Seminar / sales calls	Association
September, 2020	MC&IT	Ottawa	CSAE Ottawa Lunch & Learn Kickoff event	Association
Bi-Monthly	MC&IT	Toronto	CSAE Trillium PDX Meetings (6 per year)	Association
September, 2020	MC&IT	Ottawa	CSAE Kick- Off Reception & AGM	Association
Summer, 2020	MC&IT	Ottawa	MPI - Volunteer Appreciation & Summer Bash	Association
Bi-Monthly	MC&IT	Toronto	PCMA Bi-Monthly Meetings/ Socials	Association

Appendix D

2020 Sales Missions & Travel Schedule (Continued)

CORPORATE				
DATE	TT BUSINESS GROUP	LOCATION	EVENT/SALES ACTIVITY/ORGANIZERS MARKETING PROGRAM	TARGET AUDIENCE
March 24, 2020	MC&IT	San Francisco	MPI North California Chapter Annual Conference & Expo	Corporate
Spring, Summer 2020	MC&IT	Calgary, Vancouver	West Coast Sales Calls	Corporate
April 4, 2020	MC&IT	Toronto	MPI The Event	Corporate
May, 2020	MC&IT	Montreal	Montreal - in Market mission	Corporate
May, 2020	MC&IT	Cambridge	South Western Ontario Event	Corporate
June 21-24, 2020	MC&IT	Blue Mountain, ON	DSA CANADA	Corporate
July 26-28, 2020	MC&IT	Nashville, USA	Corporate Events Marketing Association (CEMA) Summit	Corporate
August 17, 2020	MC&IT	Toronto	MPI Rendezvous Opening Night	Corporate
August 18-19, 2020	MC&IT	Toronto	Canadian Meeting and Events Expo	Corporate
August 17-19, 2020	MC&IT	New Orleans	Connect 2020 w/ SMG	Corporate
September 15-18, 2020	MC&IT	Las Vegas, Nevada, USA	IMEX (Tourism Toronto Participation)	Corporate
Fall, 2020	MC&IT	Montreal	Montreal In-Market Sales Calls/Client Event	Corporate
Fall, 2020	MC&IT	Southwest Ontario	South West Ontario Sales Calls	Corporate
November 1, 2020	MC&IT	Edmonton	PCMA Innovation Conference	Corporate
Summer, 2020	MC&IT	San Francisco	Tourism TorontoTakeover	Corporate
Fall, 2020	MC&IT	Chicago, USA	Tourism TorontoTakeover	Corporate
January 14, 2020	MC&IT	Toronto	MPI Signature Series - January	Corporate
February 5, 2020	MC&IT	Toronto	MPI PD Session & Signature Series Event	Corporate
March 3, 2020	MC&IT	Toronto	CRFA Breakfast	Corporate
Spring, 2020	MC&IT	Toronto	MPAHT Presents	Corporate
March 5, 2020	MC&IT	Toronto	MPI Awards Gala	Corporate
April 14, 2020	MC&IT	Toronto	MPI Global Meetings Industry Day	Corporate
May 13, 2020	MC&IT	Toronto	MPI PD Session	Corporate
June, 2020	MC&IT	Toronto	SITE Canada Summer Social	Corporate
June 23, 2020	MC&IT	Toronto	MPI Golf Tournament Toronto Chapter	Corporate
September, 2020	MC&IT	Toronto	MPI AGM & Volunteer Recognition	Corporate
Fall 2020	MC&IT	Toronto	MPAHT Presents	Corporate
October, 2020	MC&IT	Toronto	MPI PD Session & Signature Series Luncheon	Corporate
November, 2020	MC&IT	Toronto	SITE Canada Education Day	Corporate
November, 2020	MC&IT	Toronto	MPI PD Session & Signature Series Dinner	Corporate
December, 2020	MC&IT	Toronto	MPI Holiday Gala	Corporate
Throughout the year	MC&IT	Toronto	PCMA Meetings	Corporate

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2020 Sales Missions & Travel Schedule (Continued)

TRADESHOW & SPORTS ASSOCIATION				
DATE	TT BUSINESS GROUP	LOCATION	EVENT/SALES ACTIVITY/ORGANIZERS MARKETING PROGRAM	TARGET AUDIENCE
February 1, 2020	MC&IT	Toronto	CAEMAwards Gala□	Tradeshows
April, 2020	MC&IT	Dallas, Texas	SISO	Tradeshows
June, 2020	MC&IT	Ottawa	CAEM Conference□	Tradeshows
Summer, 2020	MC&IT	Las Vegas	Esport Summit w/ SMG	e-Sports
September, 2020	MC&IT	Edmonton	Convention Centres of Canada	All
September, 2020	MC&IT	Edmonton	CCC Sales Meeting	All
November, 2020	MC&IT	Ottawa	TIAC/ MMBC/ CCC	All
November, 2020	MC&IT	Lisbon	Web Summit	All
December, 2020	MC&IT	Kentucky, KY	IAEE	Tradeshows
December, 2020	MC&IT	GTA	CAEM Holiday Luncheon	Tradeshows