

REPORT FOR ACTION

Participation at the PCMA Educon Event 2022

Date: March 22, 2022
To: The Board of Governors of Exhibition Place
From: Don Boyle, Chief Executive Officer
Wards: All

SUMMARY

This report recommends participation of Exhibition Place's US Association Account Executive staff to join Destination Toronto at the PCMA Educon Conference on June 5-8, 2022, in New Orleans.

Destination Toronto has a robust partnership with PCMA and will be part of the VIP Buyers Program at EduCon this year, whereby the destination will be matched with ideal buyers globally. During PCMA EduCon Destination Toronto team will host up to 400 Association Planners, Executives, and industry colleagues for a night of festivities at the annual Give Back Bash. As the headline sponsor of this event, Destination Toronto partners with PCMA to give back proceeds from the event ticket sales to a local charitable organization in the New Orleans area, which is yet to be identified ensuring that our presence while in New Orleans leaves behind a legacy of support for those in need.

Exhibition Place has been asked to join Destination Toronto in their booth free of registration costs in this high-profile Association Conference as a way to continue to build on the exposure of Exhibition Place to the US Association Market.

RECOMMENDATIONS

The Chief Executive Officer recommends that:

1. The Board approve the travel and accommodation expenditure of approximately \$3,000 for the Account Executive staff to join Destination Toronto at the PCMA EduCon Conference on June 5 - 8, 2022 in New Orleans, USA.

FINANCIAL IMPACT

The approximate cost for travel and accommodation is \$3,000 which will be funded from the sales division meetings convention and travel budget. For 2023, this cost will be provided for within the operating budget.

DECISION HISTORY

There is no previous decision history. Due to budget constraints, the travel and tradeshow budget has not allowed Exhibition Place to participate in this event previously and therefore had limited opportunity to network with the US market.

COMMENTS

Destination Toronto has offered Exhibition Place to join the conference free of registration and networking costs as we position Toronto as a place to meet and do business as we recover from the global pandemic. This offer is available only for two (2) years, 2022 and 2023 to allow for recovery from the global pandemic.

The PCMA Annual Meeting is the industry's premier executive conference. The event is tailored specifically for senior Pharmacy Benefit Managers, specialty pharmacy, pharmaceutical, and biotech executives. This event will optimize networking and private meeting time. This event allows us to connect with colleagues, create new partnerships, and learn how to prepare ourselves for the new normal.

Exhibition Place attended PCMA Convening Leaders in the US in January 2022 with Destination Toronto. Attending PCMA EduCon will allow us to continue to drive exposure to Toronto and Exhibition Place.

CONTACT

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SIGNATURE

Don Boyle
Chief Executive Officer