

REPORT FOR ACTION

Participation at the American Society of Association Executives Annual Meeting and Exposition 2022

Date: August 30, 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 Association Senior Account Executive staff to join Destination Toronto Exhibit at the ASAE Annual Meeting & Exposition on August 20-23, 2022, in Nashville, Tennessee, USA.

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

Due to the cancellation of the July 18th Board meeting, in order to meet timelines for travel arrangements, the Chair of the Board on July 20, 2022 in consultation with the CEO of Exhibition Place, approved attendance at this event pursuant to the authority under the Financial By-law 2-18, Article X and seek concurrence of the Board.

RECOMMENDATIONS

The Chief Executive Officer recommends that:

1. The Board approve the travel and accommodation expenditure of \$3,000 for the Senior Account Executive staff who joined Destination Toronto at the American Society of Association Executives Annual Meeting and Exposition (ASAE) event on August 20-23, 2022 in Nashville, Tennessee, USA, as previously authorized by the Chair and the Chief Executive Officer.

FINANCIAL IMPACT

The approximate cost for travel and accommodation is \$3,000, which will be funded from the sales department 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 event free of registration and networking costs as we continue to position Toronto as a place to meet and do business as we recover from the global pandemic. This offer to Exhibition Place is available only for two (2) years, 2022 and 2023 to allow for recovery from the global pandemic.

The ASAE Annual Meeting is the Association sectors premier executive conference. This event allows us to connect with colleagues, create new partnerships, and learn how to prepare ourselves for the new normal. The ASAE Annual Meeting & Exposition is where thousands of association professionals and industry partners gather to exchange knowledge, resources, strategies, solutions, and more. Over several days of learning, growing, and finding inspiration, attendees are equipped with a year's worth of support in their daily responsibilities as leaders in the association industry.

Attending the conference will allow us to continue to drive exposure to Toronto and Exhibition Place.

CONTACT

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SIGNATURE

Don Boyle
Chief Executive Officer