

Appendix D
Travel, Meetings, and Convention 2024 Sales Budget

The budgeted value of \$170,000 represents registration, travel, and accommodation fees.

ASSOCIATION				
DATE	TT BUSINESS GROUP	LOCATION	EVENT/SALES ACTIVITY/ORGANIZERS MARKETING PROGRAM	TARGET AUDIENCE
January 7 – 10	MC&IT	San Diego, California	PCMA Convening Leaders	Association
January	MC&IT	EY Centre	CSAE Tete a Tete MPI - Silent Auction and Dinner	Association
May	MC&IT	TBD	The EVENT	Association
May/June	MC&IT	Ottawa / Toronto / Vancouver	Tourism Toronto Takeover	Association
June	MC&IT	TBD - US	PCMA - Educon (USA)	Association
July	MC&IT	Ottawa	MPI - Volunteer Appreciation & Summer Bash	Association
July	MC&IT	TBD	CSAE Annual Summer Summit	Association
August 10 - 14	MC&IT	Cleveland, OH	2024 ASAE Annual Meeting & Expo	Association
August 13 - 14	MC&IT	Toronto	CMEExpo (Canadian Meetings + Events Expo)	Association
August	MC&IT	Washington, DC	Washington Sales Mission Toronto Takeover	Association
September	MC&IT	Ottawa	MPI Prix Prestige Awards Gala	Association
October	MC&IT	TBD	CSAE Annual Conference and Showcase	Association
October	MC&IT	Toronto, Ontario	CSAE Trillium Awards Gala	Association
November 17- 19	MC&IT	Saskatoon	PCMA Canadian Innovation Conference	Association
November	MC&IT	Ottawa	CSAE Kick-Off Reception & AGM	Association
December	MC&IT	Toronto, Ontario	CSAE - Trillium Chapter Holiday Season Reception & Dinner	Association
Q1	MC&IT	Ottawa	Lunch & Learn Seminar	Association
Q2	MC&IT	Ottawa	Lunch & Learn Seminar	Association
Q3	MC&IT	Ottawa	Lunch & Learn Seminar	Association
Q3/4	MC&IT	Ottawa	Association Team Ottawa Client Dinner	Association

Appendix D
Travel, Meetings, and Convention 2024 Sales Budget

Q4	MC&IT	Ottawa	CSAE Ottawa Lunch & Learn Kickoff event	Association
Fall, 2024	MC&IT	Ottawa	Destination Toronto - Canadian Association Sales Mission and HVA Client Event	Association
Spring 2024	MC&IT	Ottawa	Association Team Ottawa Client Event	Association
Summer, 2024	MC&IT	Destination Toronto Takeover	Chicago Sales Mission Tourism Toronto Takeover	Association
TBD	MC&IT	Toronto	CSAE Trillium PDX Meetings	Association
TBD	MC&IT	Toronto	PCMA Bi-Monthly Meetings/ Socials	Association
CORPORATE				
DATE	TT BUSINESS GROUP	LOCATION	EVENT/SALES ACTIVITY/ORGANIZERS MARKETING PROGRAM	TARGET AUDIENCE
January	MC&IT	Toronto	MPI Just Networking/Fundraiser	Corporate
February	MC&IT	Toronto	Third Party Client Lunch	Corporate
February	MC&IT	Toronto	MPI PD Session	Corporate
February	MC&IT	Toronto	MPI Just Networking	Corporate
March	MC&IT	Montreal	Montreal - Event (partner with Destination Toronto)	Corporate
March	MC&IT	Toronto	MPI Awards Gala	Corporate
April	MC&IT	Montreal	MPI The EVENT	Corporate
April	MC&IT	Toronto	MPI GMID 2024	Corporate
May	MC&IT	Toronto	MPI Just Networking	Corporate
May	MC&IT	California	MPI ACE Conference 2023	Corporate
May	MC&IT	Toronto	MPI PD Session	Corporate
June	MC&IT	St. Louis, Missouri	World Education Congress (WEC)	Corporate
May	MC&IT	Quebec	Rendez-vous Canada	Corporate
June	MC&IT	USA	Destination Canada Sales calls	Corporate
June	MC&IT	Toronto	MPI PD Session	Corporate
June	MC&IT	Toronto	MPI Golf Tournament Toronto Chapter	Corporate
July	MC&IT	TBD	Corporate Events Marketing Association (CEMA) Summit	Corporate
August 17-18	MC&IT	Toronto	Canadian Meeting and Events Expo	Corporate

Appendix D
Travel, Meetings, and Convention 2024 Sales Budget

September	MC&IT	Montreal	Montreal - Event / Sales calls	Corporate
September	MC&IT	SW Ontario	Southwest Ontario Sales Calls	Corporate
September	MC&IT	Toronto	MPI AGM & Volunteer Recognition	Corporate
September	MC&IT	Toronto	MPI PD Session	Corporate
October 7-10	MC&IT	Las Vegas	IMEX America	Corporate
October	MC&IT	Toronto	Third Party Client Lunch	Corporate
October	MC&IT	California	Destination Toronto US Market - In Market Mission/Sales calls	Corporate
October	MC&IT	Toronto	MPI Just Networking	Corporate
October	MC&IT	Toronto	MPI PD Session & Signature Series Luncheon	Corporate
November 17-19	MC&IT	Saskatoon	PCMA Canada East Canadian Innovation Conference	Corporate
November	MC&IT	Toronto	MPI Just Networking	Corporate
November	MC&IT	Toronto	SITE Canada Education Day	Corporate
November	MC&IT	Toronto	MPI PD Session & Signature Series Dinner	Corporate
December	MC&IT	Toronto	MPI Holiday Gala	Corporate
Q1	MC&IT	New York	Destination Canada Sales Mission/ NYSAE /Financial & Tech	Corporate
TRADESHOW & SPORTS ASSOCIATION				
DATE	TT BUSINESS GROUP	LOCATION	EVENT/SALES ACTIVITY/ORGANIZERS MARKETING PROGRAM	TARGET AUDIENCE
January 31 - February 3	MC&IT	Amsterdam	UFI Global CEO Summit	All
February	MC&IT	Toronto	CAEM Awards Gala	All
March	MC&IT	TBD	SISO CEO Summit 2024	All
June 5	MC&IT	Calgary	Convention Centres of Canada	All
June	MC&IT	TBD	CAEM Annual Conference	All
June	MC&IT	Zurich, SW	UFI European Congress	All
August	MC&IT	Toronto	Canadian Meeting and Events Expo	All
July	MC&IT	TBD	E-Sport Travel Summit	All

Appendix D
Travel, Meetings, and Convention 2024 Sales Budget

September 5	MC&IT	Paris, France	UFI Executive Committee Meeting	All
September 10-12	MC&IT	Monterrey, Mex	UFI American Congress	All
November / December	MC&IT	Toronto	CAEM Holiday Luncheon	All
November / December	MC&IT	Colone, Germany	UFI Global Congress	All
December 17-19	MC&IT	Los Angeles, CA	IAEE Expo Expo	All
TBD	MC&IT	TBD	Convention Centres of Canada Director of Sales Conference	All