

Appendix D
Travel, Meetings, and Convention 2025 Sales Budget

The budgeted value of \$213,500 represents registration, travel, and accommodation fees.

ASSOCIATION				
DATE	TT BUSINESS GROUP	LOCATION	EVENT/SALES ACTIVITY/ORGANIZERS MARKETING PROGRAM	TARGET AUDIENCE
January 12-15	MC&IT	Houston, TX	PCMA Convening Leaders	Association
February 26	MC&IT	Ottawa, ON	Reveal Social	Association
February 26	MC&IT	Ottawa, ON	CSAE Tete a Tete	Association
February 27	MC&IT	Ottawa, ON	MPI Silent Auction and Dinner	Association
February, 2025	MC&IT	Ottawa, ON	PCMA Canada East Lunch n' Learn	Association
Q1	MC&IT	Ottawa, ON	Association Team Ottawa Client Event (Winter)	Association
May, 2025	MC&IT	Ottawa, ON	Tourism Toronto Takeover (Spring)	Association
June 1-5, 2025	MC&IT	Louisville, KY	PCMA - Educon (USA)	Association
Q2	MC&IT	Ottawa, ON	CSAE Lunch & Learn Seminar	Association
July 9-11, 2025	MC&IT	TBD	CSAE Annual Summer Summit	Association
July, 2025	MC&IT	Chicago, IL	Chicago Sales Mission Tourism Toronto Takeover	Association
August 9-12	MC&IT	Los Angeles, CA	ASAE Annual meeting & Exposition	Association
August 12-13	MC&IT	Toronto, ON (MTCC)	MPI CMEEexpo Opening Night/Conference	Association
August, 2025	MC&IT	Washington, DC	Washington Sales Mission Toronto Takeover	Association
September 6-10	MC&IT	Fredericton, NB	MPI The EVENT	Association
September, 2025	MC&IT	Ottawa, ON	MPI Prix Prestige Awards Gala	Association
September, 2025	MC&IT	Toronto, ON	CSAE Trillium Awards Gala	Association
Q3	MC&IT	Ottawa, ON	CSAE Lunch & Learn Seminar	Association
October 21-24	MC&IT	Ottawa, ON	CSAE Annual Conference and Showcase	Association
November 16-18	MC&IT	Mississauga, ON	PCMA Canadian Innovation Conference	Association
December, 2025	MC&IT	Toronto, ON	PCMA Holiday Luncheon	Association
December, 2025	MC&IT	Toronto, ON	CSAE Trillium Chapter Holiday Season Reception & Dinner	Association
Q4	MC&IT	Ottawa, ON	CSAE Lunch & Learn Seminar	Association
TBD	MC&IT	Toronto, ON	PCMA Bi-Monthly Meetings/ Socials	Association

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CORPORATE				
DATE	TT BUSINESS GROUP	LOCATION	EVENT/SALES ACTIVITY/ORGANIZERS MARKETING PROGRAM	TARGET AUDIENCE
February, 2025	MC&IT	Toronto, ON	MPI Just Networking/Fundraiser	Corporate
February, 2025	MC&IT	Toronto, ON	MPI PD Session	Corporate
March, 2025	MC&IT	Toronto, ON	Third Party Client Lunch	Corporate
March, 2025	MC&IT	Toronto, ON	MPI Awards Gala	Corporate
Q1	MC&IT	TBD	PCMA Canada East Canadian Innovation Conference	Corporate
April, 2025	MC&IT	Toronto, ON	MPI Just Networking/Fundraiser	Corporate
April, 2025	MC&IT	Toronto, ON	MPI GMID 2024	Corporate
May, 2025	MC&IT	Toronto, ON	MPI Just Networking	Corporate
May, 2025	MC&IT	Toronto, ON	MPI PD Session	Corporate
June 18–20	MC&IT	Toronto, ON	World Education Congress (WEC)	Corporate
June, 2025	MC&IT	Toronto, ON	Third Party Client Lunch	Corporate
June, 2025	MC&IT	Toronto, ON	MPI PD Session	Corporate
July 27-29	MC&IT	Austin, TX	Corporate Events Marketing Association (CEMA) Summit	Corporate
August 12-13	MC&IT	Toronto, ON	Canadian Meeting and Events Expo	Corporate
September 6-10	MC&IT	Fredericton, NB	MPI The EVENT	Corporate
September, 2025	MC&IT	Montreal, QC	Third Party Client Lunch	Corporate
September, 2025	MC&IT	Toronto, ON	MPI AGM & Volunteer Recognition	Corporate
September, 2025	MC&IT	Toronto, ON	MPI PD Session	Corporate
October 7-9	MC&IT	Las Vegas, NV	IMEX America	Corporate
October, 2025	MC&IT	Toronto, ON	MPI Just Networking	Corporate
October, 2025	MC&IT	Toronto, ON	MPI PD Session & Signature Series Luncheon	Corporate
November, 2025	MC&IT	Washington, D.C.	Connect Meetings	Corporate
November, 2025	MC&IT	Toronto, ON	MPI Just Networking	Corporate
November, 2025	MC&IT	Toronto, ON	SITE Canada Education Day	Corporate
November, 2025	MC&IT	Toronto, ON	MPI PD Session & Signature Series Dinner	Corporate
November, 2025	MC&IT	Toronto, ON	MPI PD Session & Signature Series Dinner	Corporate

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TRADESHOW & SPORTS ASSOCIATION				
DATE	TT BUSINESS GROUP	LOCATION	EVENT/SALES ACTIVITY/ORGANIZERS MARKETING PROGRAM	TARGET AUDIENCE
February 5–7	MC&IT	Principe de Savoia Milan, Italy	UFI Global CEO Summit	All
February, 2025	MC&IT	Toronto, ON	CAEM Awards Gala	All
March 31 - April 3	MC&IT	Omni Barton Creek Resort & Spa Austin, TX	SISO CEO Summit 2024	All
April, 2025	MC&IT	TBD	Convention Centres of Canada	All
June 2–4	MC&IT	Thessaloniki, Greece	UFI European Conference	All
June 16–18	MC&IT	Bloomington, MN	Esport Travel Summit	All
June, 2025	MC&IT	TBD	Convention Centres of Canada Director of Sales Conference	All
June, 2025	MC&IT	TBD	CAEM Annual Conference	All
August 12-13	MC&IT	Toronto, ON	Canadian Meeting and Events Expo	All
August 20-24	MC&IT	Cologne, Germany	GamesCom 2025	All
Sept 23-25	MC&IT	Toronto, ON	Future Festival	All
September 30- October 2, 2025	MC&IT	Toronto, ON	Elevate Festival	All
September, 2025	MC&IT	Paris, France	UFI Executive Committee Meeting	All
November, 2025	MC&IT	Hong Kong	UFI Global Congress	All
December 9-11	MC&IT	Houston, TX	IAEE EXPO EXPO	All
December, 2025	MC&IT	Toronto, ON	CAEM Holiday Luncheon	All
TBD	MC&IT	TBD	Convention Centres of Canada Director of Sales Conference	All