

Appendix D

Travel, Meetings, and Convention 2021 Sales Budget

The budgeted value of \$126,534 represents registration, travel, and accommodation fees.

ASSOCIATION				
DATE	TT BUSINESS GROUP	LOCATION	EVENT/SALES ACTIVITY/ORGANIZERS MARKETING PROGRAM	TARGET AUDIENCE
January 5-7	MC&IT	Charlotte, NC	Possible Virtual RCMA Emerge Conference	Association
January 11-14	MC&IT	Virtual	Virtual PCMA Convening Leaders	Association
January 31	MC&IT	Virtual	Virtual CSAE Tete a Tete MPI - Silent Auction and Dinner	Association
February 6-7	MC&IT	Virtual	CSAE Trillium - Winter Summit	Association
May	MC&IT	TBD	MPI Prix Prestige Awards Gala	Association
June	MC&IT	Toronto	Tourism Toronto - Toronto Takeover	Association
July	MC&IT	Ottawa	Association Ottawa Client Event - Summer	Association
July	MC&IT	TBD	CSAE Annual Summer Summit	Association
July / August	MC&IT	Chicago, IL	Chicago Sales Mission Tourism Toronto Takeover	Association
August	MC&IT	Toronto	MPI CME Expo Opening Night/Conference	Association
August	MC&IT	Washington, DC	Washington Sales Mission Toronto Takeover	Association
Fall	MC&IT	Ottawa	Destination Toronto - Canadian Association Sales Mission and HVA Client Event	Association
October	MC&IT	Toronto	CSAE Trillium Awards Gala	Association
October	MC&IT	Halifax	CSAE Annual Conference and Showcase	Association
November 21-23	MC&IT	Edmonton	PCMA Canadian Innovation Conference	Association
Q3/4	MC&IT	Ottawa	Association Ottawa Sales Calls	Association
December	MC&IT	Toronto	CSAE - Trillium Chapter Holiday Season Reception & Dinner	Association
TBD	MC&IT	Ottawa	Lunch & Learn Seminar	Association
TBD	MC&IT	Ottawa	Lunch & Learn Seminar	Association
TBD	MC&IT	Ottawa	Lunch & Learn Seminar / Sales Calls	Association
TBD	MC&IT	Ottawa	CSAE Ottawa Lunch & Learn Kickoff event	Association
TBD	MC&IT	Toronto	CSAE Trillium PDX Meetings (6 per year)	Association
TBD	MC&IT	Ottawa	CSAE Kick-Off Reception & AGM	Association

Appendix D
Travel, Meetings, and Convention 2021 Sales Budget

ASSOCIATION				
DATE	TT BUSINESS GROUP	LOCATION	EVENT/SALES ACTIVITY/ORGANIZERS MARKETING PROGRAM	TARGET AUDIENCE
TBD	MC&IT	Ottawa	MPI - Volunteer Appreciation & Summer Bash	Association
TBD	MC&IT	Toronto	PCMA Bi-Monthly Meetings/ Socials	Association
CORPORATE				
January 12	MC&IT	Virtual	MPI Just Networking	Corporate
Q1	MC&IT	Toronto	Top Client Sales Calls - Corporate Market	Corporate
Q1	MC&IT	Toronto	Possible Virtual MPI Awards Gala	Corporate
February 10	MC&IT	Toronto	Possible Virtual MPI PD Session	Corporate
March 4	MC&IT	Virtual	Possible Virtual MPI PD Session	Corporate
March 18	MC&IT	Virtual	Possible Virtual MPI Just Networking	Corporate
April 8	MC&IT	Virtual or Toronto	Possible Virtual MPI GMID 2021	Corporate
April 15-17	MC&IT	Virtual or Toronto	Possible Virtual MPI The EVENT	Corporate
May 4	MC&IT	Toronto	Possible Virtual MPI PD Session	Corporate
May 18	MC&IT	Virtual	Possible Virtual MPI Just Networking	Corporate
June 9	MC&IT	Toronto	MPI Golf Tournament Toronto Chapter	Corporate
June 15	MC&IT	Toronto	MPI AGM & Volunteer Recognition	Corporate
August 17-18	MC&IT	Toronto	Canadian Meeting and Events Expo (booth on separate budget line)	Corporate
August 17-18	MC&IT	Toronto	Montreal - Event / sales calls (partner with Hotel X or other industry partner)	Corporate
Q3	MC&IT	Toronto	MPI PD Session	Corporate
Q3/4	MC&IT	Cambridge	South West Ontario Sales Calls With a hotel partner	Corporate
Q3/4	MC&IT	Cambridge	South West Ontario Sales Calls With a hotel partner	Corporate
Q3/4	MC&IT	SW Ontario	Destination Toronto US Market Take Over In Market Mission	Corporate
Q4	MC&IT	Toronto	MPI PD Session & Signature Series Luncheon	Corporate

Appendix D
Travel, Meetings, and Convention 2021 Sales Budget

CORPORATE				
DATE	TT BUSINESS GROUP	LOCATION	EVENT/SALES ACTIVITY/ORGANIZERS MARKETING PROGRAM	TARGET AUDIENCE
Q4	MC&IT	Toronto	SITE Canada Education Day	Corporate
Q4	MC&IT	Toronto	MPI PD Session & Signature Series Dinner	Corporate
Q4	MC&IT	Toronto	MPI Holiday Gala	Corporate
TBD	MC&IT	USA	CRFA Breakfast	Corporate
TRADESHOW & SPORTS ASSOCIATION				
February	MC&IT	Toronto/Virtual	CAEM Awards Gala	Tradeshows
April	MC&IT	Amelia Island, Florida, USA	SISO CEO Summit	All
June	MC&IT	Virtual, TBD	CAEM Conference	Tradeshows
November	MC&IT	GTA	CAEM Holiday Luncheon	e-Sports
November	MC&IT	Lisbon	Web Summit	All
November	MC&IT	Rotterdam, Netherlands	UFI	All
November	MC&IT	Ottawa	TIAO/MMBC/CCC	Tradeshows
December 7-9	MC&IT	Philadelphia	IAEE	All
TBD	MC&IT	Virtual	E-Sport Summit	Tradeshows
TBD	MC&IT	TBD	Convention Centres of Canada	Tradeshows