

**Appendix D**  
**Travel, Meetings, and Convention 2022 Sales Budget**

The budgeted value of \$176,544 represents registration, travel, and accommodation fees.

<b>ASSOCIATION</b>				
<b>DATE</b>	<b>TT BUSINESS GROUP</b>	<b>LOCATION</b>	<b>EVENT/SALES ACTIVITY/ORGANIZERS MARKETING PROGRAM</b>	<b>TARGET AUDIENCE</b>
January 9 – 12	MC&IT	Las Vegas, NV	PCMA Convening Leaders	Association
April	MC&IT	Ottawa	CSAE Tete a Tete MPI - Silent Auction and Dinner	Association
TBD - April	MC&IT	Toronto	The EVENT	Association
February	MC&IT	TBD	CSAE Trillium - Winter Summit	Association
May	MC&IT	TBD	MPI Prix Prestige Awards Gala	Association
June	MC&IT	Toronto	Tourism Toronto - Toronto Takeover	Association
TBD - Spring	MC&IT	Ottawa	Association Ottawa Client Event - Summer	Association
July	MC&IT	TBD	CSAE Annual Summer Summit	Association
TBD - Summer	MC&IT	Destination Toronto	Chicago Sales Mission Tourism Toronto Takeover	Association
August	MC&IT	MTCC - Toronto	MPI CME Expo Opening Night/Conference	Association
TBD - August	MC&IT	Washington , DC	Washington Sales Mission Toronto Takeover	Association
October	MC&IT	Toronto	CSAE Trillium Awards Gala	Association
October	MC&IT	TBD	CSAE Annual Conference and Showcase	Association
TBD - Fall	MC&IT	Ottawa	Destination Toronto - Canadian Association Sales Mission and HVA Client Event	Association
November 19- 22	MC&IT	St. John, NB	PCMA Canadian Innovation Conference	Association

**Appendix D**  
**Travel, Meetings, and Convention 2022 Sales Budget**

<b>ASSOCIATION</b>				
<b>DATE</b>	<b>TT BUSINESS GROUP</b>	<b>LOCATION</b>	<b>EVENT/SALES ACTIVITY/ORGANIZERS MARKETING PROGRAM</b>	<b>TARGET AUDIENCE</b>
Q3/Q4	MC&IT	Ottawa	Association Team Ottawa Client Dinner	Association
December	MC&IT	Toronto	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 / Sales Calls	Association
Q4	MC&IT	Ottawa	CSAE Ottawa Lunch & Learn Kickoff event	Association
TBD	MC&IT	Toronto	CSAE Trillium PDX Meetings (6 per year)	Association
November	MC&IT	Ottawa	CSAE Kick- Off Reception & AGM	Association
July	MC&IT	Ottawa	MPI - Volunteer Appreciation & Summer Bash	Association
TBD	MC&IT	Toronto	PCMA Bi-Monthly Meetings/ Socials	Association
<b>CORPORATE</b>				
<b>DATE</b>	<b>TT BUSINESS GROUP</b>	<b>LOCATION</b>	<b>EVENT/SALES ACTIVITY/ORGANIZERS MARKETING PROGRAM</b>	<b>TARGET AUDIENCE</b>
January 1	MC&IT	Virtual or Toronto	MPI Just Networking	Corporate
Q1	MC&IT	Toronto	Top Client Sales Calls – Corporate Market	Corporate
March 1	MC&IT	Virtual or Toronto	MPI Just Networking	Corporate
April	MC&IT	Virtual or Toronto	MPI GMID 2022	Corporate
Q2	MC&IT	Montreal	Montreal - Event / sales calls	Corporate
April 27-28	MC&IT	Virtual or Toronto	MPI The EVENT	Corporate

**Appendix D**  
**Travel, Meetings, and Convention 2022 Sales Budget**

<b>CORPORATE</b>				
<b>DATE</b>	<b>TT BUSINESS GROUP</b>	<b>LOCATION</b>	<b>EVENT/SALES ACTIVITY/ORGANIZERS MARKETING PROGRAM</b>	<b>TARGET AUDIENCE</b>
May 1	MC&IT	Virtual or Toronto	Just Networking	Corporate
August 1	MC&IT	Toronto	Canadian Meeting and Events Expo (booth on separate budget line)	Corporate
August 1	MC&IT	Toronto	MPI Rendez Vous Opening Night	Corporate
October 1	MC&IT	Las Vegas	IMEX America	Corporate
October 1	MC&IT	Virtual or Toronto	MPI Just Networking	Corporate
November 1	MC&IT	Virtual or Toronto	MPI Just Networking	Corporate
Q3/Q4	MC&IT	Montreal	Montreal - Event / sales calls	Corporate
Q3/Q4	MC&IT	Western Canada	West Coast Canada	Corporate
Q3/Q4	MC&IT	SW Ontario	South West Ontario Sales Calls	Corporate
TBD	MC&IT	USA	Destination Toronto US Market Take Over In Market Mission	Corporate
Q1	MC&IT	Toronto	CRFA Breakfast	Corporate
March 1	MC&IT	Virtual	Possible Virtual MPI Awards Gala	Corporate
February	MC&IT	Toronto	MPI PD Session	Corporate
May 1	MC&IT	Toronto	MPI PD Session	Corporate
June	MC&IT	Toronto	MPI PD Session	Corporate
June 1	MC&IT	Toronto	MPI Golf Tournament Toronto Chapter	Corporate
September	MC&IT	Toronto	MPI AGM & Volunteer Recognition	Corporate
September	MC&IT	Toronto	MPI PD Session	Corporate

**Appendix D**  
**Travel, Meetings, and Convention 2022 Sales Budget**

<b>CORPORATE</b>				
<b>DATE</b>	<b>TT BUSINESS GROUP</b>	<b>LOCATION</b>	<b>EVENT/SALES ACTIVITY/ORGANIZERS MARKETING PROGRAM</b>	<b>TARGET AUDIENCE</b>
October	MC&IT	Toronto	MPI PD Session & Signature Series Luncheon	Corporate
Q4	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
<b>TRADESHOW &amp; SPORTS ASSOCIATION</b>				
<b>DATE</b>	<b>TT BUSINESS GROUP</b>	<b>LOCATION</b>	<b>EVENT/SALES ACTIVITY/ORGANIZERS MARKETING PROGRAM</b>	<b>TARGET AUDIENCE</b>
TBD - February	MC&IT	Toronto - TBD	CAEM Awards Gala	Tradeshows
April	MC&IT	St. Petersburg, Florida	SISO CEO Summit	All
TBD - June	MC&IT	TBD	CAEM Conference	Tradeshows
TBD - October	MC&IT	TBD	E-Sport Summit	Tradeshows
TBD - October	MC&IT	Ottawa	TIAO/MMBC Board Meeting/CCC	Tradeshows
November 1	MC&IT	Toronto - TBD	CAEM Holiday Luncheon	e-Sports
November	MC&IT	Toronto - TBD	Web Summit	All
November	MC&IT	Muscat, Oman	UFI	All
December 1	MC&IT	Los Angeles	IAEE	All
TBD	MC&IT	TBD	Convention Centres of Canada	Tradeshows