

## Conference Sales Travel Schedule



Date	Initiative	Segment	Location	Contact	Comments
<b>US West - Meeting and Incentive</b>					
27 March	Meetings Industry Council (MIC) Trade Show	Mix	Denver, CO	Sharla Wasilinchuk	<ul style="list-style-type: none"> <li>• Largest M&amp;I tradeshow hosted in Colorado.</li> <li>• Sales calls in conjunction with the Tradeshow.</li> </ul>
17 -19 April	Helms Briscoe Conference	Third Party	Orlando, FL	Sharla Wasilinchuk	<ul style="list-style-type: none"> <li>• Annual Helms Briscoe Associate meeting with approximately 500 associates in attendance.</li> <li>• TW has been a strategic partner with the CTC with HB for 2 years but will not continue the partnership for 2013.</li> <li>• Canada was voted Destination partner of the year last year by HB Associates</li> <li>• Total room nights booked for Whistler in 2011 just over 800</li> <li>• Buy-in only for those registered as individual attendees</li> </ul>
8 - 10 June	Certified Meeting Planner (CMP) Conclave	Mix	Spokane, WA	Sharla Wasilinchuk	<ul style="list-style-type: none"> <li>• Approximately 100 CMP attendees from across the US.</li> <li>• All educational type sessions for networking.</li> </ul>
27 - 30 October	SITE Classic Golf Tournament	Corporate & Incentive	Pelican Hill, CA	Sharla Wasilinchuk	<ul style="list-style-type: none"> <li>• Over 100 Incentive Industry Decision maker's in attendance of the 2 day golf event.</li> </ul>
11 - 12 December	SITE Southern California Holiday Event	Corporate & Incentive	Santa Barbara, CA	Sharla Wasilinchuk	<ul style="list-style-type: none"> <li>• Shared Platinum partnership with CTC, Tourism Vancouver &amp; Tourism Victoria.</li> <li>• Partners are welcome to attend with their own brand or on their own for networking opportunities with over 300 Southern California planners. Platinum sponsorship includes logo on website, silent and live auction presence, golf hole sponsorship, signage at the event and destination video</li> </ul>
<b>US Mid West &amp; East Coast - Meeting and Incentive</b>					
5 - 7 June	SPINCon 2013	Third party	Atlantic City, NJ	Marianne Corak	<ul style="list-style-type: none"> <li>• SPIN (Senior Planners Industry Network) is 100% planners. With nearly 2,500 members, it is the only industry organization comprised strictly of senior-level meeting professionals with 10 or more years of full-time experience. The members average 18 years of experience, and typically manage departments, associations, or run their own companies.</li> <li>• Suppliers are not allowed to join SPIN directly; the only option to access the network is to become a Preferred Supplier. Participation in SPIN's Preferred Suppliers Program is limited to one-third of total planner member participation.</li> <li>• Tourism Whistler has enrolled as a Silver Preferred Supplier for 2013. Benefits include: <ul style="list-style-type: none"> <li>- Preferred Supplier listing with 75-word description</li> <li>- Eight (8) one-on-one appointments in Virtual Hosted Buyer (VHB) events (held several times per year)</li> <li>- Upgraded sponsorship (valued at \$3,000) at SPINCon, which includes 12 SPINCon VHB appointments, trade show and two (2) registrations to the conference</li> <li>- One (1) email blast to all members</li> <li>- One (1) member newsletter article</li> <li>- Access to industry related webinars throughout 2013 – which include topics such as “Truly Differentiating Yourself in the Planners' Eyes”</li> </ul> </li> </ul>

<b>12 - 14 June</b>	FICP Educational Forum	Mix	Park City, UT	Marianne Corak	<ul style="list-style-type: none"> <li>• The Educational Forum is a great opportunity to network with Meeting Planners and hospitality partners. Since registration numbers are limited, the group is more intimate and allows you to meet with everyone.</li> <li>• CTC was on the Educational Committee in 2012 – to elevate Canada’s presence at FICP we sponsored a professional development session led by Canada’s Rotman School on Management and Leadership</li> <li>• Approximate attendance in 2012 – 155 ppl – 67 Meeting planners/88 Hospitality partners.</li> </ul>
<b>11 - 12 July</b>	FICP Regional West/Mid West Meeting	Mix	Schaumburg, IL	Marianne Corak	<ul style="list-style-type: none"> <li>• Geared to education, collaboration; open discussions &amp; workshops on how to build strong working relationships with FICP Meeting Planners.</li> </ul>
<b>17 - 20 November</b>	FICP Annual Conference	Third party	Boston, MA	Marianne Corak	<ul style="list-style-type: none"> <li>• Theme of the 2013 conference is Revolutionize the future (Make it happen)</li> <li>• Highlights from 2012 Annual Conference: <ul style="list-style-type: none"> <li>- FICP Conference was attended by 680 Financial Insurance meeting planners and Hospitality partners. Technology was the educational theme “Connect. Learn. Evolve”.</li> <li>- Tourism Whistler along with Whistler resort partners donated a 6-night adventure package at this years’ FICP Annual Conference. The amazing Whistler package went towards a fundraising Silent Auction for Junior Achievement. FICP is committed to the Junior Achievement organization and this years’ conference raised a record breaking \$74,000.00 which goes towards JA students educational programs focusing on entrepreneurship, financial literacy, and work readiness. Our Whistler 6-night adventure package was valued at \$6,000.00 and was purchased by an Insurance Meeting Planner for \$2,900.00.</li> </ul> </li> </ul>
<b>US (ALL)</b>					
<b>24 - 26 June</b>	Incentive Travel Exchange	Corporate & Incentive	Las Vegas, NV	Marianne Corak & Sharla Wasilinchuk	<ul style="list-style-type: none"> <li>• Tourism Whistler’s first participation</li> <li>• 30 x one on one appointments with top incentive buyers from all over the US.</li> </ul>
<b>16 - 19 August</b>	Incentive Canada	Corporate & Incentive	Vernon, BC	Marianne Corak & Sharla Wasilinchuk	<ul style="list-style-type: none"> <li>• Held at the Sparkling Hill Resort in the Okanagan Valley, this event is Incentive Canada’s inaugural tradeshow</li> <li>• In partnership with the CTC &amp; Tourism Vancouver.</li> <li>• Over 45 clients are seen in the Dallas and Houston area.</li> </ul>
<b>15 - 17 October</b>	IMEX America 2013	Mix	Las Vegas, NV	Marianne Corak & Sharla Wasilinchuk	<ul style="list-style-type: none"> <li>• In 2012, Tourism Whistler hosted over 55 one on one appointments during the Tradeshow.</li> </ul>
<b>Regional BC &amp; SMERF</b>					
<b>28 February</b>	Canadian Tourism Commission Live Canada	Mix	Seattle, WA	Liana Duff	<ul style="list-style-type: none"> <li>• CTC lead initiative held every 2 years</li> <li>• 80 clients &amp; guests invited (corporate, association and third parties).</li> </ul>
<b>TBD April</b>	Vancouver Roadshow	Corporate & Association	Vancouver	Liana Duff, Suzanne Muscat & Katie Rusert	<ul style="list-style-type: none"> <li>• Target audience is corporate and association meeting planners from Vancouver and the Lower Mainland</li> </ul>
<b>5 September</b>	Travel Trade Canada Show (Formally Howard Silver Tradeshow)	Mix	Vancouver	Liana Duff & Katie Rusert	<ul style="list-style-type: none"> <li>• Four Seasons Hotel Vancouver. Annual tradeshow and luncheon for corporate meeting planners, Association executives and Third party planners from Vancouver/ Lower Mainland.</li> </ul>
<b>9 October</b>	University of Calgary Tradeshow	Third party	Edmonton, AB	Liana Duff	<ul style="list-style-type: none"> <li>• 1 day Tradeshow featuring regional hotels and CVB’s.</li> <li>• Target audience are on-site &amp; University meeting planners</li> </ul>

BC & Ottawa Association/ Government					
31 January	Tete a Tete Tradeshow	Ottawa Association	Ottawa, ON	Heather Doucette	<ul style="list-style-type: none"> <li>• Hosted by the Ottawa-Gatineau Chapter of the Canadian Society of Association Executives (CSAE)</li> <li>• Open to all not-for-profit executive directors, employees, professional meeting planners and government procurers.</li> <li>• Tradeshow component is 1 day and a 10 x 10 booth is usually purchased by Tourism Whistler.</li> <li>• Usually offer a Grand Prize trip to Whistler in booth with 2 nights at each property, transfers, an activity and dinner at a Whistler restaurant.</li> </ul>
8 - 10 April	Sport Event Congress	Ottawa Association	Ottawa, ON	Heather Doucette	<ul style="list-style-type: none"> <li>• Led by Conference Sales Team with some support from Partnerships &amp; Events.</li> <li>• Attracts over 300 delegates each year.</li> <li>• Canada's largest annual gathering of sport, tourism professionals and event management firms.</li> <li>• Flagship element is the Sport Events Exchange, a business-to-business events marketplace.</li> <li>• Very small tradeshow component</li> <li>• Tourism Whistler has sponsored the Prestige Luncheon for the last 2 years which provides lots of benefits and great exposure for Whistler.</li> </ul>
TBD June	CSAE BC Annual Golf Tournament & Gala Dinner	BC Association	Richmond, BC	Heather Doucette & Suzanne Muscat	<ul style="list-style-type: none"> <li>• Held at the Country Meadows Golf Club</li> <li>• TW &amp; Partners Gold Sponsorship</li> <li>Open to association executives, business members, directors, companies associated with the association sector.</li> <li>• Sponsor multiple holes, refreshment breaks, represented by participating hotel partners, prize giveaways, keeping Whistler top of mind at this well attended full day followed by gala dinner that's open to corporate and government officials in addition to Association membership</li> </ul>
Eastern Canada Corporate					
7 - 8 February	Winter CSAE Summit	Mix	Niagara Falls, ON	Christine Taylor	<ul style="list-style-type: none"> <li>• CSAE annual winter conference in Niagara</li> <li>• Attended by the Trillium chapter CSAE members</li> <li>• Registration on own - Must be a CSAE member.</li> </ul>
16 - 18 June	Meeting Planners International (MPI) Education Conference	Mix	Toronto, ON	Christine Taylor	<ul style="list-style-type: none"> <li>• Same week at Ignite Tradeshow and Site Summer Social.</li> <li>• Own registration is required</li> </ul>
19 - 20 June	Ignite Business Expo	Mix	Toronto, ON	Christine Taylor	<ul style="list-style-type: none"> <li>• Ignite Magazines, 2nd Annual Business Event Expo</li> <li>• This two- day tradeshow is attended by over 1000 planners representing a mix of corporate, association and incentive meeting planners.</li> <li>• Buy-in opportunity at TW booth.</li> </ul>
12 - 13 July	CSAE Annual Summer Summit	Mix	Collingwood, ON	Christine Taylor	<ul style="list-style-type: none"> <li>• 7th Annual Summer Summit at the Blue Mountain Resort</li> <li>• Attended by the Trillium chapter CSAE members</li> <li>• Opportunity to network with association clients and for professional development</li> <li>• Own registration is required - Must be a CSAE member</li> </ul>

<b>20 - 21 August</b>	Incentiveworks	Mix	Toronto, ON	Christine Taylor	<ul style="list-style-type: none"> <li>• IncentiveWorks is Canada's largest event for professionals who plan, organize or influence meetings and events. This two-day event is specifically tailored for meeting planners to connect with suppliers, engage the industry and learn how to plan better events.</li> <li>• Held at the Metro Toronto Convention Centre</li> <li>• Buy-in opportunity to TW booth</li> </ul>
<b>22 - 24 August</b>	Financial & Insurance Conference Planners (FICP) Annual Canadian Conference	Mix	Toronto, ON	Christine Taylor	<ul style="list-style-type: none"> <li>• FICP's Canadian Regional meeting attended by insurance and finance meeting planners</li> <li>• No buy-in opportunity</li> <li>• Contact FICP direct to become a member and apply to attend.</li> </ul>