

The Board of Governors on July 10, 2009 approved the recommendations embodied in this report.

October 1, 2009

To: The Board of Governors of Exhibition Place
From: Dianne Young,
Chief Executive Officer

ACTION REQUIRED

Subject: **IAEE Annual Meeting & Exhibition**

Summary:

This report seeks the Board's approve for Arlene Campbell, General Manager, Sales & Event Management to attend the IAEE (International Association of Exhibitions and Events) Annual Meeting and Exhibition being held in Atlanta, Georgia on December 8 to 10, 2009, at a cost not expected to \$2,500.

Recommendation:

It is recommended that approval be granted for Ms. Arlene Campbell, General Manager, Sales & Events to attend the IAFE Annual Meeting at a cost not expected to exceed \$2,500.

Financial Impact:

Funding for this conference is contained in the Board's 2009 Operating Budget.

Decision History:

The Board's Travel and Business Expenditure Policy stipulates that any travel expense over \$2,500 per year per employee requires approval by the Board.

Issue Background:

The IAEE Annual Meeting and Exhibition is a crucial industry event which provides educational programming and beneficial networking opportunities. The event provides a prime opportunity for sharing best practices and discussing challenges with industry peers, and understanding trends and statistics in the marketing, meeting and technology areas. Attendance at this event will encourage new strategic relationships and help to maximize market share.

In addition to attending educational and networking sessions Ms. Campbell will also attend a meeting of the IAEE Committee for Environmentally Responsible Exhibitions and Events, for which she is Chair.