



SAMPLE SCHEDULE OF EVENTS

DATES	MAIN RESPONSIBILITY	ACTIVITY	DESCRIPTION	ESTIMATED # OF PARTICIPANTS	BUDGET PER DELEGATE (\$) (MINIMUM)	TOTAL BUDGET (\$)	BUDGET PER DELEGATE (\$) MAXIMUM	TOTAL BUDGET (\$)
TOURS								
Pre-tours take place for two to three nights before conference ending mid afternoon on Day 1 of conference (Wednesday); post-tours take place for two to three nights starting the morning after conference ends (Sunday).	HOST	Pre- and post-tours	<ul style="list-style-type: none"> Tours are meant to promote the host destination and surrounding regions. Host destination partners with local regions and tour operators to host these tours. The number of tours is entirely up to the host, as well as the number of participants. Typically, there are 6-10 tour options with group sizes of 6-12. Host must provide a minimum of one tour per media member who requested a tour. Tours are based on "best fit" with the final decision being made by the TMAC committee and host destination. 	75	\$400.00	\$30,000.00	\$600.00	\$45,000.00
HOSTED EVENTS								
Wednesday evening • 7:00 p.m.-9:00 p.m.	HOST	Casual Welcome Reception	<ul style="list-style-type: none"> Casual, simple, an opportunity for delegates to socialize, catch up and have a meeting place upon arrival. Evening should be "heavy" with appetizers but does not have to be a full meal. Typical time length is two hours (7:00 p.m.-9:00 p.m.) 	175	\$75.00	\$13,125.00	\$100.00	\$17,500.00
Thursday afternoon • 12:30 p.m. - 4:30 p.m.	HOST	Local Tours (including lunch)	<ul style="list-style-type: none"> Local tours promote the city's attractions and activities. Local tours are open to all attending delegates (both media and industry). Local tours are to include lunch. Lunch can be a boxed lunch, or dining, depending on the tour activity and location. Suggest 8-12 tours, varying in capacity to accommodate all delegates. 	150	\$50.00	\$7,500.00	\$75.00	\$11,250.00
Thursday evening • 7:00 p.m. - 10:00 p.m.	HOST	Opening Reception & Dinner	<ul style="list-style-type: none"> This is the official conference opening event. This is the host's opportunity to showcase a key venue, activity, festival, cuisine, experience, entertainment, etc. The venue, catering, activities, entertainment, etc. are sometimes provided in kind by partners. 	175	\$125.00	\$21,875.00	\$150.00	\$26,250.00
Friday evening • 7:00 p.m. - 10:00 p.m.	HOST	Dine Around (as an example)	<ul style="list-style-type: none"> Typically this evening is an opportunity for delegates to experience local dining of the host destination. Meal typically includes: starter, main, dessert and one alcoholic beverage. Additional drinks or courses can be at the cost of the individual. Restaurants can vary in cuisine but each dine around experience should be the same for all guests. If a restaurant isn't as "five star" as another, TMAC suggests adding entertainment at the restaurant, like a local band, or local celebrity to increase the evening experience. 	175	\$125.00	\$21,875.00	\$150.00	\$26,250.00
Saturday evening • 6:00 p.m. - 7:00 p.m.	HOST	Awards Reception	<ul style="list-style-type: none"> This can take place in hotel or at the evening venue as long as it will accommodate stage, microphone and AV. This event usually takes between 60-90 minutes. The official conference closing event should sum up the conference activities and feature the TMAC experience in the host destination. 	175	\$25.00	\$4,375.00	\$50.00	\$8,750.00
Saturday evening • 7:00 p.m. - 10:00 p.m.	HOST	Closing Dinner	<ul style="list-style-type: none"> This is the host's opportunity to showcase a key venue, activity, festival, cuisine, experience, entertainment, etc. This can be a sit down or stand up event, depending on activities planned for the evening. The venue, catering, activities, entertainment, etc. are sometimes provided in kind by partners. 	175	\$125.00	\$21,875.00	\$150.00	\$26,250.00
TRANSPORTATION								
Arrival for pre-tours; arrival for Day 1 only of conference (Wednesday); departure for post-tours; and departure after conference (Sunday)	HOST	Airport Transfers	<ul style="list-style-type: none"> Shuttle transfers from the airport or discounts on existing shuttle service to be provided by host. This includes media arriving early for pre-tours and/or leaving after for post-tours. A fixed schedule or times of pick-up can be pre-determined to minimize cost. Delegates travelling outside this schedule will be responsible for his/her own transportation. 	175	\$25.00	\$4,375.00	\$50.00	\$8,750.00
All transportation for events not on hotel site.	HOST	Offsite Transportation	<ul style="list-style-type: none"> Delegates will require shuttle service to/from offsite venues that are not within walking distance of the host hotel. Even if an offsite venue is within walking distance, transportation due to weather and disabilities should be provided. 	175	\$25.00	\$4,375.00	\$50.00	\$8,750.00
TRAVEL GRANT								
	HOST & TMAC	Media Travel Grant	<ul style="list-style-type: none"> The host is to provide additional travel support for media attendees. This contribution is \$10,000 and is paid directly to TMAC. These funds are in addition to the funds that TMAC provides. The travel grant process is managed by TMAC based on an application and determined by location of travel. 			\$10,000.00		\$10,000.00
HOST LUNCH								
Previous year Saturday of conference • 12:00 p.m. - 1:00 p.m.	HOST	Official Host Announcement	<ul style="list-style-type: none"> This is the official announcement as the host for the 2020 conference and is typically held on the last day of the 2019 conference (Saturday, June 22, 2019 in Sault Ste. Marie). The host may choose to coordinate the lunch directly with the venue, or can work with TMAC in these details. Previous hosts have arranged for entertainment, special meals, a video presentation, giveaways - any promotional idea for creating excitement about the upcoming conference destination. TMAC will bill host for this amount, plus any costs incurred over and above \$10,000.00. 			\$10,000.00	\$50.00	\$10,000.00
TOTAL					\$975.00	\$149,375.00	\$1,425.00	\$198,750.00

* For budget purposes only. Costs vary based on destination and proximity to host city. These estimates include a two alcoholic drink limit per person per evening but do not include décor, AV and entertainment.