

**MDA/DIVISION OF TOURISM**  
**MEETING AND CONVENTION DEVELOPMENT**  
**PROGRAM CALENDAR FY 2010**

**Tradeshow Participation/Trade Promotions & Co-ops**

<b>Date</b>	<b>Event/Promotion</b>	<b>Site</b>	<b>Co-op/Cost</b>
Aug. 15-18, 2009	American Society of Association Executives Annual Meeting & Exposition	Toronto, Canada	Booth @ \$4,100 / Registration @ \$495 One Co-op @ \$1,500 Tradeshow Floor Lunch Sponsorship by State / One Co-op @ \$1,000 Contact ASAE at 202-626-2805 asaecenter.org
Sept. 9-10, 2009	Hospitality Sales and Marketing Association International/ Affordable Meetings Expo	Washington, D.C.	Booth @ \$3,275 One Co-op @ \$1,000 Contact HSMIAI at 703-610-9024 hsmia.org
Oct. 4-6, 2009	Joint Conference and Tradeshow of Mississippi Society of Association Executives and Louisiana Society of Association Executives	Sandestin, FL	Booth @ \$550 (Includes Registration) Sponsorships @ \$150-3000 Contact the Associations for information on sponsorships: LSAE 504-866-3855 MSAE 601-366-7400 No Co-ops
Oct. 14-16, 2009	Alabama Council of Association Executives Annual Conference	Biloxi, MS	Registration TBA
Oct. 27-30, 2009	Rejuvenate Marketplace	Birmingham, AL	Registration @ \$1,500 (includes marketplace appointments) Contact Matt Johnson, Collinson Publishing 1-800-241-9461 Sponsorships @\$1,000 up/No co-ops

Jan. 21, 2010	Meeting Professionals International Gulf States Chapter, MS Regional Meeting	Jackson, MS	Contact MPI Gulf States Chapter 504-733-8632 mpigulfstates.org
Feb. 28 - Mar 2, 2009	Governor's Conference on Tourism	Tupelo, MS	Contact MS Tourism Association at 1-888-812-6738 mstourism.com
Apr. 15, 2010	Meeting Professionals International Gulf States Chapter, Professional Development Day	Biloxi, MS	Contact MPI Gulf States Chapter 504-733-8632 mpigulfstates.org
May or June 2010	Mississippi Society of Executives, Mid-Year Conference	TBA	Contact MSAE 601-366-7400 No Co-ops
May 9-15, 2010	National Tourism Week	Media Activities State-wide Welcome Centers	No participation fee

- *Please see the FY 2010 Co-op Calendar to sign up for co-ops.*
- *All co-op arrangements must be made through the Mississippi Development Authority/ Tourism Division office unless otherwise specified.*

#### Memberships

Alabama Council of Association Executives  
American Society of Association Executives  
Arkansas Society of Association Executives  
Georgia Society of Association Executives  
Hospitality Sales & Marketing Assoc Intl

Louisiana Society of Association Executives  
Meeting Professionals International  
Mississippi Society of Association Executives  
National Coalition of Black Meeting Planners  
Tennessee Society of Association Executives