

**Markham Economic Development Department**  
**2007 Marketing Calendar**

**Summary By Category**

**Events Hosted/Sponsored By Town:**

monthly	YTA luncheons
occasional	BACC meetings
Jan 11-14	Cdn University Technology Conference (Toronto)
Jan 14-15	MSBEC seminar "Effective Business Planning" (prt 1)
Jan 17	Markham Space Race ribbon cutting
Jan 18	MSBEC seminar "Raising Money for your New Business
Jan 19	Markham Sustainability Workshop
Jan 19	MBT luncheon
Jan 25	YTA luncheon
Jan 27	MSBEC seminar "Starting a Small Business"
Jan 31	MSBEC Advisory Board meeting
Feb 15	MSBEC seminar "Hong Kong Breakfast" event
Feb 9	MSBEC Presentation "Web Evaluation"
Feb 28	MSBEC seminar "Legal and Financial Issues"
Feb 16	MBT luncheon
Feb 28	YORKbiotech breakfast seminar
March 9	MSBEC event "International Women's Day Bus. Conference"
March 16	MBT luncheon
March 17	MSBEC seminar "Tax Tips for the Self-Employed"
March 6	MSBEC "Open House"
April 8	ACCE Chinese Canadian Entrepreneur Awards
April 5	MSBEC seminar "How to Maximize Your Marketing Dollars"
April 18	MSBEC seminar "Tax Benefits of SR+ED Program"
April 18	MSBEC Advisory Board meeting
April 20	MBT luncheon
May 13	MBT. 25 <sup>th</sup> Anniversary gala
May 18	MSBEC seminar "Networking for Business Success"
May 18	MBT luncheon
May 13	ACCE Business Forum
May	MSBEC seminar
June	MSBEC event "Summer Company Program Launch"
June 4	Rotary golf tournament
June 14	MBT Spring Golf networking event @ Meadowbrook GC
June 15	MBT luncheon
June 19	Launch of Yr 2 Markham Space Race
June 21	MSBEC seminar "Effective Costing & Pricing"
June 29	MBT Annual General Meeting @ Markham Civic Centre
July	Communities in Bloom Business Breakfast
July	MSBEC event "International Trade Business Conference"

July 28	Canadian Open Golf Tournament at Albus Glen GC
July 25	MBT Golf tournament @ Meadowbrook GC
August	MSBEC seminar "Starting a Small Business"
August 24	Smart Commute hangar event
Sept 12	YTA golf tournament event
Sept 21	MBT luncheon
Sept	York Biotech Day event
Sept 22	Buttonville Airport Open House
October	MSBEC event "Small Business Month Conference"
October	York Region Investment tour (Mkm, RH, Vaughan)
October 9	MBT. Business Excellence Awards
October 19	MBT luncheon
October	YORKBiotech Business Plan Contest
Oct 22-25	IBM Cascom Conference
October	MSBEC event "Young Entrepreneurs Award Presentation"
Nov	York Biotech Convergence Conference
Nov 13	Markham Space Race Awards dinner
Nov 16	MBT luncheon
Nov	MSBEC seminar
Dec 21	MBT Christmas Luncheon event
Dec	MSBEC Seminar

#### **Business Conferences and Industry/Trade Shows:**

Jan 31-Feb 2	EDCO Conference (Toronto)
Feb 7	Ontario Centres of Excellence. "Bridging the Innovation to Commercialization Gap" (Toronto)
April 23	Canada Hong Kong Business Forum (Toronto)
Late April	Competitiveness Strategy Symposium
May 6-9	BIO 2007 Conference (Boston)
May 26	MBT Small Business Trade Show at Markham Stampede
June	York Biotech AGM
June 6	GTA Global Vantage 2007 (Toronto)
Sept. 15-18	EDAC Conference & Marketing Canada Awards (Saskatoon)
Sept 15-17	Canadian Chamber of Commerce Convention (Markham)
Sept.	Real Leasing (Toronto)
Nov 27-29	Real Estate Forum conference & trade show (Toronto)

#### **International & Economic Alliance Program:**

June	Wuhan delegation in Markham
Tbd	Wuhan and Beijing video conferences
Sept.	Cary, NC business delegation to Markham
Oct.	Markham business delegation to Laval, QC

#### **Advertising and Promotion Materials:**

Jan-April	Rogers TV "Careers in York"
February	Markham Leader (winter edition)
February	Canadian Biotech directory (ad)

March	TREB Insight (ad)
March	MB Magazine (ad)
March-May	Corporate posters (series of 4: IBM, Motorola, ATI, Sun Micro)
April	Varley Collection books
April	Misc flag pins
April	Markham watches
April	Buttonville Airport backlit sign
April	Chinese Buyers Guide
April	Area Development magazine, Location Ontario issue (ad)
June	Markham Leader (spring edition)
June-Sept	New investment attraction DVD
October	Royal LePage Property market (ad)
Oct	Global Chinese Financial Forum (ad)
November	CCCA Annual Directory (ad)
November	MBT 2007 Business Directory (ad)
December	Ontario Magazine (ad)
December	MB Magazine (ad)

**Other Strategic Initiatives:**

Weekly	Markham Centre development team meetings
Bi-Weekly	Cornell development team meetings
Ongoing	Competitiveness Strategy
Ongoing	Pursuit of NCMDD
Ongoing	Municipal Cultural Planning Partnership
Monthly	YORKiotech (YRBC RIN) meetings
Monthly	Markham Space Race Team meetings
Bi-monthly	GTMA Indo-Pakistan co-ordinating cttee meetings
Quarterly	Tech support for U of T Extension program courses
Quarterly	EDAC Board meetings
Quarterly	ISCM Board meetings
Quarterly	GTAEDP meetings
Quarterly	YORKbiotech membership committee meetings
Occasional	Pickering Airport E.A. technical committee meetings
Summer 2007	Updating of business database (contract student through Region)

**ISCM Events 2007**

<b>February 20</b>	<b>YTA Breakfast Meeting – Sales and Marketing #2</b>
<b>February 21</b>	<b>R&amp;D Playlist Commercialization Event – OCE, IRAP, ITC</b>
<b>February 26</b>	<b>Markham Space Race Opening/Ribbon-Cutting</b>
<b>February 27</b>	<b>TMTA/HTX NHS Briefing YTA Full Board Meeting (evening)</b>
<b>February 28</b>	<b>YTA Luncheon – Google</b>
<b>March 7</b>	<b>“Business, Science, Technology and You” - Industry Canada</b>
<b>March 14</b>	<b>Seminar on EU RoHS Enforcement and Requirements of China RoHS (Restriction of Hazardous Substances) - DFAIT</b>
<b>March 21</b>	<b>Markham Economic Development Workshop</b>
<b>March 22</b>	<b>YTA Breakfast – Sales and Marketing #3</b>
<b>March 23</b>	<b>NRC-IMI Information Session for Ontario SMEs</b>
<b>March 28</b>	<b>YTA Luncheon</b>
<b>April 4 – 13</b>	<b>TMTA/IC-LSB China Medical Technology Mission</b>
<b>April TBD</b>	<b>TMTA Quarterly Meeting</b>
<b>April 19</b>	<b>YTA Breakfast</b>
<b>April 26</b>	<b>Border Green VTM (ISCM, DFAIT) YTA/Branham 300 Luncheon</b>
<b>May 15</b>	<b>Markham Space Race Contest Launch YTA Breakfast</b>
<b>May 16</b>	<b>“Selling Your Business Successfully” - Wilson Vukelich</b>
<b>May 31</b>	<b>YTA Luncheon (Toronto Tech Week)</b>
<b>June</b>	<b>Markham Space Race Launch 2006 Winner/Sponsor Luncheon</b>
<b>June 7</b>	<b>YTA Breakfast</b>

<b>June 12</b>	<b>York Export Alliance (YEA) – Export Fair &amp; Seminars 2007 (COEF &amp; York Region) TMTA Quarterly Meeting</b>
<b>June 12 – 17</b>	<b>TMTA Hospitalar Brazil Mission</b>
<b>June 19</b>	<b>YTA AGM/Luncheon</b>
<b>September 11</b>	<b>Markham Space Race Reception(contestants, sponsors, judges)</b>
<b>September 26</b>	<b>Angel Fair</b>
<b>October 4</b>	<b>YEA – U.S. Taxation &amp; Immigration Seminar</b>
<b>October 17</b>	<b>Business Series 2<sup>nd</sup> Event - Wilson Vukelich (tentative)</b>
<b>November 22</b>	<b>Markham Space Race Awards Dinner</b>
<b>December 6</b>	<b>R&amp;D Funding Seminar</b>
<b>December 12</b>	<b>YEA – Offsets &amp; U.S. Business Culture Seminar</b>

**LY – 05/24/07**