

Sports/Leisure Activities

Racquetball
Golf
Watching Sports on TV
Walking For Health
Bowling
Physical Fitness/Exercise
Running/Jogging
Boating/Sailing
Tennis Frequently
Snow Skiing Frequently
Bicycling Frequently

Product Development Potential in Territory

This territory is the second largest in terms of national and international associations. Of the four major cities the numbers are as follows:

Chicago Metropolitan	1,200
St. Louis	100
Kansas City	120
Milwaukee	140

Due to bylaws or other regulations not all associations are able to conduct an event in Canada. The Consulate continues to qualify these clients as to their potential for Canada.

There are a majority of medical associations located in this territory including American Medical Association, American Dental Association, and American Hospital Association.

This territory contains the headquarters for several multi-association management firms. These companies provide a myriad of services for all types of associations including meeting planning and site selection. One of the largest is Smith Bucklin and Associates based in Chicago. This company, with excess of 600 employees, represents over 155 associations.