



VIRGINIA ASSOCIATION OF BROADCASTERS

# 73rd Annual Summer Convention

June 24-26, 2010

Hilton Virginia Beach Oceanfront  
Virginia Beach, Virginia





## ACCOMMODATIONS

The VAB 73rd Annual Summer Convention is taking place at the Hilton Virginia Beach Oceanfront Hotel. This 21-story hotel offers panoramic views that rank among the best on the mid-Atlantic coast. Recognized as one of the premier hotels on the Virginia Beach Oceanfront, the Hilton offers the most luxurious accommodations, superior first-class service and plays host to Virginia Beach's only roof top infinity pool. There are two award-winning restaurants within the hotel, Catch 31, which features a raw bar and fresh seafood selections and Salacia, Virginia's only AAA Four-Diamond Steakhouse.

### Captains Quarters Information

A block of rooms has been reserved for the nights of Wednesday, June 23, Thursday, June 24, Friday, June 25 and Saturday, June 26. In order to receive the convention rate of \$209/night, please call the Hilton Virginia Beach Oceanfront Hotel at 757-213-3000 or 1-800-Hiltons to make your reservations.

To reserve online, please visit [http://www.hilton.com/en/hi/groups/personalized/ORFVHHF-VAB-20100623/index.jhtml?WT.mc\\_id=POG](http://www.hilton.com/en/hi/groups/personalized/ORFVHHF-VAB-20100623/index.jhtml?WT.mc_id=POG)

**\*\*The VAB Room Block will be available until Monday, May 24, 2010 or until the group block is sold-out, whichever comes first.\*\***

Please note, there are a limited amount of rooms in the block for Wednesday, June 23 and Saturday, June 26. The number of rooms in the block for Thursday and Friday nights is significantly higher. If you try to reserve a room arriving on Wednesday, June 23 and are told the block is full, simply change your arrival to the next day, which would be Thursday, June 24.



# Ahoy Mateys!

Arrrrrrrr you prepared to join the crew of the Virginia Association of Broadcasters at the 73rd Annual Summer Convention? If you be adventuresome and lookin' to make port by the sea at the end of June, here be the keys you need to start ye on ye journey.....

## CONVENTION PROGRAM/AGENDA

### Thursday, June 24

12 Noon – 2 PM	VAB Board Meeting and Luncheon
2:30 – 4:30 PM	How to THRIVE, Not Just Survive in Today's Market <i>Michael Guld, Guld Resource Group</i>
6 PM	Welcome Reception
7 PM	Dinner on Your Own

### Friday, June 25

7:30 – 8:30 AM	Past President's Breakfast <b>(Registration Required)</b>
8 – 8:45 AM	Family Breakfast
8:45 – 9 AM	<i>Commissioner Robert M. McDowell, Federal Communications Commission (invited)</i>
9 – 10 AM	Broadcasting in the New Frontier – A Panel Discussion –
10 AM – 12 Noon	"No Bad Days" - a motivation presentation by <i>Bruce Hamilton</i>
12 Noon	Virginia Chamber of Commerce and their Free Enterprise Campaign <i>Randy Smith, WSET-TV, Lynchburg</i>
12:45 PM	<i>Dorcas Helfant Browning, The Virginia Chamber of Commerce</i>
	Small Market Radio Luncheon <b>(Registration Required)</b>
	The Most Productive Monday Meeting You Can Have <i>Mark Levy, Radio Advertising Bureau</i>
6 PM	Awards Reception
7 PM	Awards Dinner

### Saturday, June 26

9 AM Family Breakfast

# Convention Registration

During these tough economic times, the VAB is here to help. For the third year in a row, **the registration fee to attend the Summer Convention will be \$0.** In addition, the VAB would like to **give attendees \$200 each in VAB Bucks to be used towards your overnight accommodations and redeemed upon check-out at the Virginia Beach Hilton.**

Registration includes a welcome reception on Thursday, full breakfast buffet on both Friday and Saturday mornings and refreshment breaks as well as the Awards Reception and Banquet on Friday evening!

## Station Information

Call Letters \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

## Attendees

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

## Small Market Radio Luncheon (Informal lunch for small market broadcasters)

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

## Past President's Breakfast (For Past Presidents of the VAB Only)

Name \_\_\_\_\_

\_\_\_\_\_ Number attending the entire conference

\_\_\_\_\_ Number attending the Awards Reception and Banquet

## PLEASE REGISTER BY WEDNESDAY, JUNE 16

Full payment must accompany registration form. Questions or concerns? Contact Amy Shaw in the association office at 434/977-3716 or email amy.shaw@easterassociates.com. Register online at [www.vaboline.com](http://www.vaboline.com) or mail/fax registration to: VAB, 600 Peter Jefferson Parkway, Suite 300, Charlottesville, VA 22911. Phone: 434/977-3716. Fax: 434/979-2439.

## PROGRAM HIGHLIGHTS

### HOW TO THRIVE, NOT JUST SURVIVE IN TODAY'S MARKET

#### Michael Guld

While there is no magic bullet to being a million dollar media rep, there are actionable tools, tips and systems that can immediately transform "positive potential" into "peak performance."



Regardless of economic conditions you can achieve breakthrough results by following success principles that have helped thousands across the country to grow their business.

### NO BAD DAYS

#### Bruce Hamilton

This fast-paced humorous presentation delivers a powerful but simple message. If you allow yourself to have a bad day, you LOSE! The NO BAD DAYS Program shows you simple strategies to help you avoid those bad days and take control of your life! It's not a matter of "if" things will go wrong, it's a matter of "when" things will go wrong. Bad stuff happens! The key is the way in which we deal with it!



### THE MOST PRODUCTIVE MONDAY MEETING YOU CAN HAVE

#### Mark Levy

Levy presents a pricing strategy that will help you determine the optimum price for your inventory and a way to present it to your salespeople that will give them confidence to get the rate. As the economy continues to recover, you MUST know what are the lowest percentages of sell-out and prices you can charge so you can still hit budget. This session will show you how to take the guess work out of that and much more!



# Sponsorship Opportunities

This is your opportunity to market your products and services to Virginia's television and radio station owners, general managers and sales force. The decision makers are together in one place for two days – you should be there too! Meet and Speak with attendees one-on-one. Reach new clients AND show your appreciation to your existing ones.

All Virginia television and radio executives will be made aware of your contributions to the success of the 73rd Annual Summer Convention.

	Presenting Convention *	Friday Awards Banquet	Friday Awards Reception	Friday Seminar (Speakers)	Friday Family Radio Lunch	Friday Refreshment Breakfast	Saturday Family Breakfast	Logo Only
Logo in program and verbal recognition of support	●	●	●	●	●	●	●	●
Written recognition and logo in VAB Newsletter	●	●	●	●	●	●	●	●
Ad on VAB Website	●	●	●	●	●	●	●	
Booth to display products and services	●	●	●	●	●	●	●	
"Sponsored by" sign at entrance to sponsored event	●	●	●	●	●	●	●	
Number of full convention registrations included:	4	2	1	1	1	1	1	
Hotel Nights included	2	1						
1/8 page ad in VAB Newsletter	●	●						
"Presented by" sign displayed during entire convention	●							

## SPONSORSHIP REGISTRATION

YES! I would like to take advantage of a sponsorship opportunity at the VAB Summer Convention.

Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Email \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_

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VAB, 600 Peter Jefferson Parkway  
 Suite 300  
 Charlottesville, VA 22911.  
 Phone: 434/977-3716 • Fax: 434/979-2439

Sponsorship Level	Investment
Presenting Convention Sponsor.....	\$4,000
Friday Awards Banquet Dinner.....	\$3,000
Friday Awards Reception & Host Bar.....	\$2,500
Friday Morning Seminar.....	\$1,000
Friday Small Market Radio Lunch.....	\$1,000
Friday Family Breakfast.....	\$1,000
Friday Refreshment Break.....	\$1,000
Saturday Family Breakfast.....	\$1,000
Logo in Program Only.....	\$500

Total Sponsorship Amount Enclosed

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