

JUNE 21 ~ 23, 2018 HILTON VIRGINIA BEACH OCEANFRONT



## **THE PERFECT CONVENTION DESTINATION!** *Hilton Virginia Beach Oceanfront*



**MARK YOUR CALENDARS TO MEET US UNDER THE BIG TOP!** The VAB 81<sup>st</sup> 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.

A block of rooms has been reserved for the nights of Wednesday, June 20, Thursday, June 21, Friday, June 22, and Saturday, June 23. In order to receive the convention rate of \$229/night, please call the Hilton Virginia Beach Oceanfront directly today at (757) 213-3455 or 1-800-Hiltons to make your reservations.

Please note, there are a limited number of rooms in the block for Wednesday, June 20 and Saturday, June 23. The number of rooms in the block for Thursday and Friday nights is significantly higher. If you try to reserve a room for Wednesday, June 20 and are told the block is full, simply change your reservation to the next day, Thursday, June 21 or ask about the availability of your room type.

The VAB Room Block will be available until *Monday, May 21, 2018* or until the group block is sold-out, whichever comes first.

## THINGS TO DO

From 2nd Street through 40th Street, the boardwalk offers souvenir shops, surf shops, boutiques, art galleries, craft shops and more. After sinking your feet into the soft sands and rolling waves, be sure to dive into these activities loaded with fun and quaranteed to provide lasting memories.

### Ocean Breeze Water Park

www.oceanbreezewaterpark.com

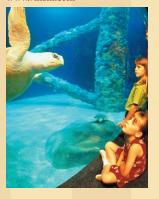


Offering 16 waterslides, one million-gallon Runaway Bay wave pool, the Buccaneer Bay water playground and other fantastic attractions. Enjoy private poolside cabanas, Island Trader gift shop or their daily activities! (757) 425-124I

First Landing State Park www.dcr.virginia.gov



In 1607, some 100 English settlers landed at First Landing and established the first elective government in English America before pushing up the James River to establish Jamestown. Now Virginia's most visited state park, First Landing features 19 miles of hiking trails, a bike trail, boat ramp and picnic areas. (757) 412-2300 Virginia Aquarium & Marine Science Center www.msm.com 76936935



Come explore 800,000 gallons of aquariums, live animal habitats, hands-on exhibits, nature trail and IMAX<sup>®</sup> movie theater. Visit the new Restless Planet exhibit, a journey across the planet that includes komodo dragons, exotic cobras and adorable hedgehogs and over 367 new species! (757) 425-FISH

#### Motor World

www.vbmotorworld.com "The place to race" in Virginia Beach... Go-karts, mini golf, bumper cars, paintball, arcades and various other rides and amusements! (757) 422-6419

# TENTATIVE SCHEDULE

# THERE

## **THURSDAY, JUNE 21**

- II:00 AM Registration Opens
- II:00 AM Best of the Best Class Meeting &
- II:30 AM VAB Board of Directors Meeting & Luncheon

3:00-4:30 PM Small Message, Big Impact: Building Your Persuasive Case & The Scrappy Advantage Terri Sjodin, Principal & Founder of Sjodin Communications

5:15 PM VAB Best of the Best Class Reception

6:00 PM Welcome Reception (open to all attendees)

## **FRIDAY, JUNE 22**

7:00 AM	Registration	Opens		
7:30 AM	Past Presiden Required)	ıt's Breal	xfast (Registra	ition
7:30 AM	Family Break	fast		
8:15 AM	NAB Legisla April Carty-Sipp sion, NAB	<b>tive Upc</b> , Senior V	<b>late</b> ice President '	Televi-
8:35 AM	Brooks Pierc Charles Marsha	<b>e Legal</b> ill, Brooks	Update S PIERCE	
9:00 AM	VAB Best of t Presentations	he Best	Class Case	Study
10:30 AM	Membership	Meetin	g/Board Ele	ection
1-12:00 PM	On Fire at W	ork: Ho	w Great Le	eaders With-

10:45 AM-12:00 PM On Fire at Work: How Great Leaders Ignite Passion in Their People Without Burning Them Out Eric Chester, Hall of Fame Speaker & Author

#### -AFTERNOON FREE-

6:00 PM 81st Annual VAB Awards Reception

7:00 PM Awards Gala & Dinner

## **SATURDAY, JUNE 23**

8:30 AM Family Breakfast



Again this year, the VAB is happy to announce that the registration fee to attend the Summer Convention will be **\$0** (that's zero!). In addition, the VAB would like to offer all convention attendees staying at the Hilton a total of \$200 in "VAB Bucks" that can be used towards your overnight accommodations and redeemed upon check out from the Hilton. (VAB Bucks = \$100 credit per room per night at the Hilton.) In order to properly plan for all meals at the hotel, please register by **Monday, June 18**.

FULL REGISTRATION									# GU	ESTS	
Registr		<b>tion</b> e convention fast buffet or								6 6 6 6 6 6 6 6	
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I will a	ttend the Pa	ast President	Breakfast o	n Friday Mo	rning		Yes 📮 No	•••••••	•••••••••••	• • • • • • • • • • • • • •	
I will a	ttend the Fa	amily Breakfa	ast on Frida	y Morning			Yes 📮 No				
I will a	ttend the R	eception on l	Friday Night	t			les 📮 No				
I will a	ttend the D	inner on Fric	lay Night				Yes 📮 No				
I will a	ttend the Fa	amily Breakfa	ast on Satur	day Morning	ş		Yes 📮 No			• • • • • • • • • • • • •	

#### **RECEPTION & DINNER ONLY REGISTRATION**

Reception and Dinner Only Registration

I do not wish to register for the convention, but would like to attend the Reception and Dinner.

Compa	ny:		 		 		 
Station	Call Letter	rs:			 		 
Addres	s:						
City: _			 	 State:	Zij	p:	 

Register online at www.vabonline.com or mail completed form to VAB 81st Annual Summer Convention, 250 West Main Street, Suite 100, Charlottesville, VA 22902. For cancellations or late registration, please call Christina Sandridge at (434) 326-9815 or email christina.sandridge@ easterassociates.com.

### 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 81st Annual Summer Convention.

- \$4,000 Presenting Convention Sponsor
  \$3,000 Friday Awards Banquet Dinner
- □ \$2,500 Friday Evening Photo Booth
- □ *\$2,000* Friday Awards Reception
- □ *\$2,000* Registration Bags
- \$2,000 Thursday Sky Bar Welcome Reception
- □ *\$1,000* Friday Keynote Speaker
- **\$1,000** Friday Morning Seminar

- **\$1,000** Friday Family Breakfast
- □ \$1,000 Friday Refreshment Break

**# GUESTS** 

- **\$1,000** Saturday Family Breakfast
- **\$575** Exhibit Booth
- S250 Logo in Convention Email Blast
- **\$400** Logo in Program Only (full page)
- **\$250** Logo in Program Only (half page)