

JUNE
22-24TH
2017

Journey
THROUGH

HILTON VIRGINIA BEACH OCEANFRONT | VIRGINIA BEACH, VA

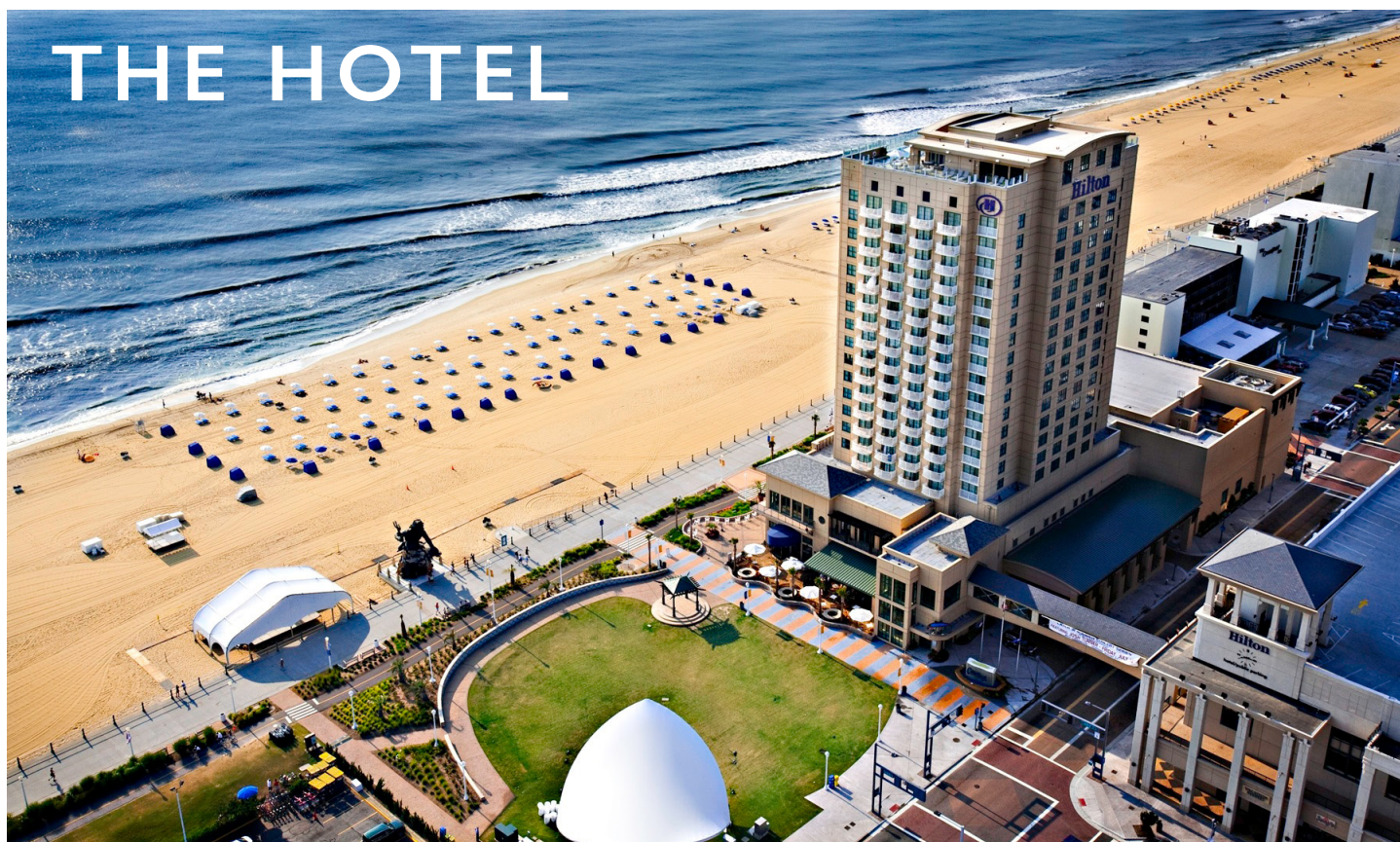
80
YEARS



2017 SUMMER CONVENTION



THE HILTON VIRGINIA BEACH OCEANFRONT OFFERS THE PERFECT CONVENTION DESTINATION!



Mark Your Calendars for this Very Important Date!

The VAB 80th 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 21, Thursday, June 22, Friday, June 23, and Saturday, June 24. In order to receive the convention rate of \$229/night (ocean view), 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 21 and Saturday, June 24. 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 21 and are told the block is full, simply change your reservation to the next day, Thursday, June 22 or ask about the availability of your room type.

The VAB Room Block will be available until Monday, May 22, 2017 or until the group block is sold-out, whichever comes first.

THINGS TO DO

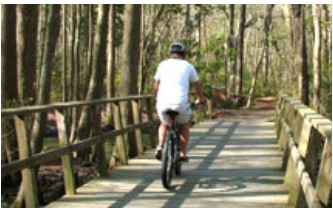
From 2nd Street through 40th Street, the boardwalk offers souvenir shops, surf shops, boutiques, art galleries, craft shops and more. After sinking your feet into the soft sands and rolling waves, be sure to dive into these activities loaded with fun and guaranteed to provide lasting memories.

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) 425-1241

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.vmsm.com



Come explore 800,000 gallons of aquariums, live animal habitats, hands-on exhibits, nature trail and IMAX® 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



CONVENTION TENTATIVE SCHEDULE

THURSDAY, JUNE 22

11:00 am	Registration Opens
11:00 am	Best of the Best Class Meeting & Luncheon
11:30 am	VAB Board of Directors Meeting & Luncheon
3:00 - 4:00 pm	The Transformation from Media Sales Rep to Business Development Specialist, Michael Guld, President, The Guld Resource Group
5:15 pm	VAB Best of the Best Class Reception at Sky Bar
6:00 pm	Welcome Reception at Sky Bar (open to all attendees)

FRIDAY, JUNE 23

7:00 am	Registration Opens
7:30 am	Past President's Breakfast (Registration Required)
7:30 am	Family Breakfast
8:15 am	NAB Legislative Update Chris Ornelas, Chief Operating & Strategy Officer, NAB
8:40 am	The Most Important Hour of Every Single Sales Day! Brad Ramsey, VP of Business Strategy, The Center for Sales Strategy
9:00 am	VAB Best of the Best Class Case Study Presentations
10:30 am	Membership Meeting/Board Election
10:45 am - 12:00 pm	Nice Bike: Making Connections That Move People, Mark Scharenbroich, CSP, CPAE
- AFTERNOON FREE -	
6:00 pm	80th Annual VAB Awards Reception
7:00 pm	Awards Gala & Dinner
9:00 pm	After Awards Party In The Park!

SATURDAY, JUNE 24

8:30 am	Family Breakfast
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Registration

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 19.

FULL REGISTRATION	# GUESTS
Member Registration Registration for the convention includes a welcome reception with hors d'oeuvres and host bar on Thursday evening, full breakfast buffet on both Friday and Saturday mornings and the Awards Reception & Dinner on Friday night!	
I will attend the Thursday Night Welcome Reception <input type="checkbox"/> Yes <input type="checkbox"/> No	
I will attend the Past President Breakfast on Friday Morning <input type="checkbox"/> Yes <input type="checkbox"/> No	
I will attend the Family Breakfast on Friday Morning <input type="checkbox"/> Yes <input type="checkbox"/> No	
I will attend the Reception on Friday Night <input type="checkbox"/> Yes <input type="checkbox"/> No	
I will attend the Dinner on Friday Night <input type="checkbox"/> Yes <input type="checkbox"/> No	
I will attend the After Awards Party In The Park <input type="checkbox"/> Yes <input type="checkbox"/> No	
I will attend the Family Breakfast on Saturday Morning <input type="checkbox"/> Yes <input type="checkbox"/> No	
RECEPTION AND DINNER ONLY REGISTRATION	# GUESTS
Reception and Dinner Only Registration I do not wish to register for the convention, but would like to attend the Reception and Dinner.	

Name(s): _____

Company: _____

Station Call Letters: _____

Address: _____

City: _____ State: _____ Zip: _____

Register online at **www.vabonline.com** or mail completed form to **VAB 80th 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 80th Annual Summer Convention.

Sponsorship Level Investment

- | | |
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| <input type="checkbox"/> \$4,000 Presenting Convention Sponsor | <input type="checkbox"/> \$1,000 Friday Family Breakfast |
| <input type="checkbox"/> \$3,000 Friday Awards Banquet Dinner | <input type="checkbox"/> \$1,000 Friday Refreshment Break |
| <input type="checkbox"/> \$2,500 Friday Evening Photo Booth | <input type="checkbox"/> \$1,000 Saturday Family Breakfast |
| <input type="checkbox"/> \$2,000 Friday Awards Reception | <input type="checkbox"/> \$575 Exhibit Booth |
| <input type="checkbox"/> \$2,000 Registration Bags | <input type="checkbox"/> \$250 Logo in Convention Email Blast |
| <input type="checkbox"/> \$2,000 Thursday Sky Bar Welcome Reception | <input type="checkbox"/> \$400 Logo in Program Only (full page) |
| <input type="checkbox"/> \$1,500 Friday Keynote Speaker | <input type="checkbox"/> \$250 Logo in Program Only (half page) |
| <input type="checkbox"/> \$1,000 Friday Morning Seminar | |