



Florida Outdoor Advertising Association

2015 FOAA ANNUAL CONVENTION

September 16-18, 2015

Casa Marina

A Waldorf Astoria Resort

Key West, Florida

Tentative Convention Agenda

Wednesday, September 16, 2015

- 8:30 a.m. – Noon Registration
- 9:00 a.m. – 10:30 a.m. Board of Directors Meeting (Closed)
- 10:30 a.m. - Noon General Business Meeting (Members Only)
- 1:00 p.m. – 5:00 p.m. Fishing Tournament
- 4:00 p.m. – 5:00 p.m. Registration
- 6:30 p.m. – 8:00 p.m. Welcome Reception

Thursday, September 17, 2015

- 9:00 a.m. – 5:00 p.m. Registration
- 9:30 a.m. – 10:30 a.m. Continental Breakfast
- 10:30 a.m. – 11:30 a.m. Morning Session
- 11:45 a.m. – 1:30 p.m. Keynote Luncheon
- 1:45 p.m. – 2:45 p.m. Afternoon Session 1
- 2:45 p.m. – 3:45 p.m. Afternoon Session 2
- 3:45 p.m. – 4:00 p.m. Break
- 4:00 p.m.- 5:00 p.m. Afternoon Session 3
- 5:30 p.m. – 7:00 p.m. Gala Reception/Fundraiser

Hotel Information

Casa Marina, A Waldorf Astoria Resort



The Casa Marina was built in 1920 and is a restful haven where emerald lawns meet a blue Atlantic – welcoming stunning sunrises each day. Nestled along the southern edge of the Key West Island – spanning more than 1,100 feet of the largest private beach – the Casa Marina has modern accommodations with wireless Internet access to provide a luxurious hideaway for travelers. Sample the renowned nightlife of nearby Duval Street, a large array of restaurant options, charming attractions of historic Old Town and so much more.

This resort has easy access to world-class water sports, including deep-sea fishing, wind surfing and diving in America's only living barrier reef. It's a short walk from Southernmost Point U.S.A, the Key West Aquarium, Ernest Hemingway's House and President Truman's House. Delight in a sophisticated stay in a cool atmosphere within this Key West hotel, featuring true Caribbean flavor in a vibrant location.

1500 Reynolds Street, Key West, Florida 33040

Phone: (888) 303 - 5717, Fax: (407) 390-6600

<http://www.casamarinaresort.com/>

Room Rates

FOAA has negotiated a special room rate (including the daily resort fee) of **\$179 (plus 12.5% tax)**. Room rate will be offered to attendees 3 days before and after convention dates, upon availability. The resort fee includes key lime welcome drink; in-room Nespresso coffee service, wireless high speed internet, long distance domestic US phone calls up to 30 minutes, pool & beach services including chairs, towels, umbrellas, beach hammocks, frozen eucalyptus towels, drink samples, frozen popsicles, and personalized beach attendant service. It also includes access to both Casa Marina and the Reach Resort amenities including fitness centers, beach volleyball, giant chess board, bocce court, outdoor pool table, pool toys, and fishing pier access. A reduced parking fee of \$10 per day for self-parking and \$15 per day for valet parking will be proved to attendees.

Reservations

Hotel Reservations for convention will be made by individual attendees directly with the hotel and must be secured with a credit card along with a first night's room rate and tax deposit.

Phone: Call the toll free number **1-888-303-5717** (be sure to mention reservation code **ZZFOAA**)

Internet: [Click Here for Reservations](#)

Reservations received after the **group cut-off date of Friday, August 21, 2015** will be accepted on a "rate-available" basis only. Accommodations cannot be guaranteed after the cut-off date.

Cancellation Policy: Reservations not canceled **7 days in advance of arrival** will be charged for one (1) night's room and tax at the Group Rate.

Optional Activities

Key West has a wide variety of activities available for convention attendees from relaxing on the beach to exploring the attractions of historic Old Town. Here are some of the additional options you may want to consider during your stay:



- **Golfing** – Located in the heart of Key West, the Key West Golf Club is the only Caribbean golf course in the United States. Designed by golf legend Rees Jones, the course features an 18-hole, 6,500 yard course and provides a challenge to players of any skill level. [website: http://keywestgolf.com/](http://keywestgolf.com/), phone: (305) 294-5232 (hotel shuttle not available to course)
- **Spa** – Escape to a tranquil oasis at Spa al Mare, Casa Marina Resort's on-site spa, which features aromatherapies, facials and spa packages. Contact the hotel concierge or the spa facility to make reservations.
- **Barefoot Billy's Adventures** – As Casa Marina Resort's sole vendor for rentals, Barefoot Billy's provides scooters, bikes, WaveRunners, and kayaks as well as snorkeling, sunset sails, parasailing, and more! [website: www.barefootbillys.com](http://www.barefootbillys.com), phone (305) 293-6236.

FOAA Fishing Tournament



In lieu of the annual M.A. "Chip" LaBorde Memorial Golf Tournament, FOAA will host a Fishing Tournament in tribute to former FOAA Board Chair and Southeastern Region Manager of Lamar Advertising, Chip LaBorde. Captain Richard Gomez (aka "Captain Conch") and his experienced crew of guides will lead the search for the elusive Marlin, Sailfish, Dolphin, Tuna, and Wahoo in the deep blue waters of the Gulf Stream. **(Limited space availability so be sure to register early!)**



Name(s) _____

Company _____

Company Address _____

City/State/Zip _____

Phone _____ Email Address _____

Spouse/Guest Name _____

FOAA Member Registration

- Early Registration \$395 X _____ \$ _____
 Late Registration (after August 21) \$450 X _____ \$ _____

FOAA Non-Member Registration

- Early Registration \$495 X _____ \$ _____
 Late Registration (after August 21) \$550 X _____ \$ _____

- Spouse/Guest \$150 X _____ \$ _____
 Fishing Tournament (incl. lunch & beverages) \$150 X _____ \$ _____

[Registration Deadline for Fishing Tournament is August 21. After deadline based on space available.]

- Sponsorship Fee (attach sponsorship form) \$ _____

TOTAL DUE: \$ _____

Please make checks payable to FOAA or complete information below to pay by credit card.

[A 3% PROCESSING FEE WILL BE ADDED TO PAYMENTS MADE BY CREDIT CARD.]

Mail this form with payment to:

Florida Outdoor Advertising Association, 314 North Gadsden Street, Suite 1, Tallahassee, Florida 32301.

PAYMENT BY CREDIT CARD: Visa MasterCard American Express

Name of Account Holder: _____

Billing Address: _____

City _____ State _____ Zip Code _____

Card Number: _____ Expiration Date _____ Security Code _____

Cardholder Signature: _____

Cancellation Policy: Cancellations must be received in writing before 5:00 p.m. on Monday, September 7, 2015 to receive a refund, less a \$25 processing fee. Fees cannot be refunded for registrations cancelled after September 7, 2015 or for no-shows.

CONVENTION SPONSORSHIPS: Our sponsorship opportunities guarantee you maximum exposure to

members of the outdoor advertising industry in Florida. It's a chance to stand out above the rest and show your support. All sponsors receive the following benefits: company name and logo in the convention program & logo on sponsor banner (deadline applies), acknowledgement during the annual meeting and on FOAA website and newsletter. Additional benefits are given to individual sponsorship levels (see list below). Please return with your registration form and payment.

COMPANY NAME: _____ **CONTACT:** _____

SPONSORSHIP LEVELS	FEE	CHOICE
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<p>FISHING TOURNAMENT (Exclusive) Sponsor the FOAA Fishing Tournament and be recognized with your company logo displayed on the lunch provided to tournament participants (Deadline: 8/17/15); Signage and recognition at tournament awards presentation, and table to display your company's product information in the meeting area throughout the conference.</p>	\$1,000	_____
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<p>WELCOME RECEPTION (Exclusive) Officially start convention as the reception sponsor and let everyone see your company logo displayed on tabletop centerpieces during the reception (Deadline: 8/17/15); Exclusive signage and recognition at the reception, and a table provided to display your company's product information in the meeting area throughout the conference.</p>	\$1,000	_____
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<p>GALA RECEPTION/FUNDRAISER (Exclusive) Close a memorable convention as this event's sponsor and show off your company logo displayed on tabletop centerpieces during the reception (Deadline: 8/17/15); Exclusive signage and recognition at the reception, and a table provided to display your company's production information in the meeting area throughout the conference.</p>	\$1,000	_____
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<p>CONVENTION BADGE HOLDER (Exclusive) This sponsor has their company logo featured prominently on all attendee name badges and is seen during all convention activities along with a table provided to display your company's product information in the meeting area throughout the conference. (Deadline: 8/17/15)</p>	\$1,000	_____
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<p>WELCOME AMENITY (Exclusive) Make the first impression by sponsoring a welcome amenity provided to attendees upon checking in at the hotel front desk; your logo will be displayed on the amenity along with a welcome message. (Deadline: 8/17/15)</p>	\$750	_____
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<p>GENERAL SESSIONS (4 Available) Be one of four sponsors of our General Sessions on Wednesday and have your company logo prominently displayed on tabletops in meeting room (Deadline: 8/17/15); Exclusive signage and recognition at the General Sessions.</p>	\$750	_____
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<p>CONVENTION PROGRAM (Exclusive) Sponsor the convention program and be seen every time attendees look for information about the event; your company logo printed on the front cover of the convention program along with a full page ad in the program. (Deadline: 8/17/15)</p>	\$750	_____
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<p>KEYNOTE LUNCHEON (2 Available) Be one of two sponsors available for this special luncheon and have your company logo displayed on tabletop centerpieces during the luncheon (Deadline: 8/17/15); receive signage and recognition at the luncheon, and table provided to display your company's product/service information during the luncheon.</p>	\$750	_____
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<p>CONTINENTAL BREAKFAST & MORNING COFFEE BREAK (Exclusive) Sponsor a light breakfast prior to the General Sessions and the morning's coffee break. Get exclusive signage displayed at breakfast and coffee breaks along with recognition during the General Business Meeting.</p>	\$500	_____
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<p>SWEET TREATS AFTERNOON BREAK (Exclusive) Treat attendees to ice cream, cookies and beverages during the General Session afternoon break and receive exclusive signage displayed during this break and recognition during the General Sessions.</p>	\$500	_____
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<p>FISHING TOURNAMENT PRIZES (Exclusive) Help us reward the winners of the fishing tournament by sponsoring prizes; Exclusive signage and recognition during the tournament awards presentation.</p>	\$500	_____
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PROGRAM ADS		
Support convention and get noticed with an ad in the convention program (placement determined by FOAA).		
1/4 page ad	\$300	_____
1/2 page ad	\$450	_____
3/4 page ad	\$600	_____