



FOAA

Florida Outdoor Advertising Association



2014 FOAA ANNUAL CONVENTION

October 1-3, 2014
Seagate Hotel and Spa
Delray Beach, Florida

Tentative Convention Agenda

Wednesday, October 1, 2014

- 8:30am – Noon Registration
- 9:00am – 10:30am Board of Directors Meeting (Closed)
- 10:30am- Noon General Business Meeting (Members Only)
- 1:00pm – 5:00pm Golf Tournament
- 4:00pm – 5:00pm Registration
- 6:00pm – 7:30pm Welcome Reception

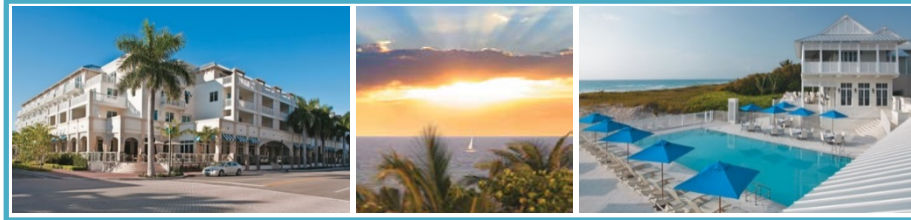
Thursday, October 2, 2014

- 9:00am – 5:00pm Registration
- 9:30am – 10:30am Continental Breakfast
- 10:30am – 11:30am General Session
- 11:45am – 1:30pm Keynote Luncheon
- 1:45pm – 2:45pm Afternoon Session 1
- 2:45pm – 3:45pm Afternoon Session 2
- 3:45pm – 4:00pm Break
- 4:00pm- 5:00pm Afternoon Session 3
- 5:30pm – 7:00pm Gala Reception/Fundraiser

Hotel Information

Seagate Hotel & Spa

Born from the distinguished Seagate heritage of hospitality, experience the luxury of a resort with the intimacy of a retreat, where island ease meets urban chic and the ocean soothes you as the city stirs you. Beyond the charming, beach-chic façade, relax in contemporary comfort surrounded by 7,000 gallon aquariums, a 2,500-gallon shark tank and sea-inspired fixtures evoking tropical serenity. Enjoy luxuriously appointed guest rooms with the finest features, our full-service spa and fitness center, a poolside paradise, six signature dining venues, and endless amenities that capture the tranquility of the sea – all in Seagate style.



1000 East Atlantic Avenue, Delray Beach, Florida 33483

Phone: 1-877-57-SEAGATE

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

Optional Activities

- **Golfing** – The Seagate Country Club features one of the top championship golf courses in Palm Beach County. An impressive practice facility offers a fully outfitted driving range, putting green, pitching and bunker areas, as well as an additional staff of PGA professionals
<http://www.theseagatehotel.com/golf-and-tennis/> Phone: 561-665-4990
- **Spa** – Escape to the 8,000 square-foot destination spa for a complete range of massage, skin care and body treatments, all exclusively featuring Elemis products. The Seagate Spa features seven private treatment rooms, Vichy shower and a Hot Yoga studio. For the ultimate in comfort and the utmost indulgence, reserve the Spa Suite and relax in your very own retreat. **Convention attendees receive a 10% discount on Spa Services.** To make an appointment email appointments@theseagatespa.com or call 561-665-4950
<http://www.theseagatehotel.com/spa/>
- **Seagate Beach Club** —The Seagate Beach Club offers a fabled heritage of distinguished charm and history. This exclusive private oceanfront club is located directly on the beach in downtown Delray. A British Colonial style with a Bahamian influence, casual elegance is reflected in the soft, contemporary interior. A relaxing destination for hotel guests – the beach belongs to you at your castle in the sand.
<http://www.theseagatehotel.com/beachclub/>
- **Shopping**— Steps away, Atlantic Avenue entices with stylish boutiques and eclectic specialty stores offering the trendy to the traditional and the luxury to the laid-back in apparel, home décor, jewelry, gifts and essentials.

M.A. Chip LaBorde Memorial Golf Tournament

FOAA will host the third annual M.A. “Chip” Laborde Memorial Golf Tournament in tribute to former FOAA Board Chair and Southeastern Region Manager of Lamar Advertising, Chip LaBorde. This year’s tournament will take place at the Seagate Country Club, the 18-hole Joe Lee golf course winds through 300 private acres and features Celebration Bermuda grass tee boxes, plush tree-lined fairways, and more.

Room Rates

FOAA has negotiated a special room rate (including the daily resort fee) of **\$149 (plus 11% tax)**. Room rate will be offered to attendees 3 days before and after convention dates, upon availability. The waived resort fee includes membership privileges at The Seagate Beach Club and the Seagate Country Club, local transportation within a 3 mile radius, Hotel fitness facility, Hotel pool and Jacuzzi, newspaper delivery and in-room coffee and tea service and local calls. A reduced parking fee of \$10 will be provided to attendees for overnight valet parking and daily event parking.

Cancellation Policy: Reservations not canceled by 4:00 p.m., 48 hours prior to the day of arrival will be charged an amount equal to one (1) night's room and tax at the Group Rate.

Reservations

Hotel Reservations for convention will be made by individual attendees directly with the hotel.

Phone: Call the toll free number **1-877-577-3242** (be sure to mention you are with FOAA)

Internet: [Click Here for Reservations](#)

Reservations received after the **group cut-off date of 12:00 a.m. on August 29, 2014** will be accepted on a "rate-available" basis only. Accommodations cannot be guaranteed after the cut-off date.

Registration Form

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 29) \$450 X _____ \$ _____

FOAA Non-Member Registration

Early Registration \$495 X _____ \$ _____

Late Registration (after August 29) \$550 X _____ \$ _____

Spouse/Guest \$150 X _____ \$ _____

Golf Tournament (includes box lunch) \$100 X _____ \$ _____

Sponsorship Fee (attach sponsorship form) \$ _____

TOTAL DUE: \$ _____

*Registration cannot be processed without payment. Please make checks payable to FOAA. Mail this form with payment to: **Florida Outdoor Advertising Association, 314 North Gadsden Street, Suite 1, Tallahassee, Florida 32301.**

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
GOLF TOURNAMENT (Exclusive)	\$1,000	_____
Sponsor the second annual "M.A. "Chip" LaBorde Memorial Golf Tournament" and be recognized with your company logo displayed on the box lunch provided to tournament participants (Deadline: 8/30/13); Signage and recognition at tournament awards presentation, and table to display your company's product information in the registration area throughout the conference; Highlight your company's products/services with either a video infomercial or short presentation at the beginning of one of our general sessions.		
WELCOME RECEPTION (Exclusive)	\$1,000	_____
Officially start convention as the reception sponsor and let everyone see your company logo displayed on tabletop centerpieces during the reception (Deadline: 8/30/13); Exclusive signage and recognition at the reception, and a table provided to display your company's product information in the registration area throughout the conference.		
GALA RECEPTION/FUNDRAISER (Exclusive)	\$1,000	_____
Close a memorable convention as this event's sponsor and show off your company logo displayed on tabletop centerpieces during the reception (Deadline: 8/30/13); Exclusive signage and recognition at the reception, and a table provided to display your company's production information in the registration area throughout the conference.		
CONVENTION BADGE HOLDER (Exclusive)	\$1,000	_____
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 registration area throughout the conference.		
WELCOME AMENITY (Exclusive)	\$750	_____
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.		
GENERAL SESSIONS (2 Available)	\$750	_____
Be one of two sponsors of our General Sessions on Wednesday afternoon and have your company logo prominently displayed on tabletops in meeting room (Deadline: 8/30/13); Exclusive signage and recognition at the General Sessions.		
CONVENTION PROGRAM (Exclusive)	\$750	_____
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.		
KEYNOTE LUNCHEON (2 Available)	\$750	_____
Be one of two sponsors available for this special luncheon and have your company logo displayed on tabletop centerpieces during the luncheon (Deadline: 8/30/13); receive signage and recognition at the luncheon, and table provided to display your company's product/service information during the luncheon; Opportunity to address attendees about your company's products/services during the luncheon.		
CONTINENTAL BREAKFAST & MORNING COFFEE BREAK (Exclusive)	\$500	_____
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.		
SWEET TREATS AFTERNOON BREAK (Exclusive)	\$500	_____
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.		
GOLF TOURNAMENT PRIZES (Exclusive)	\$500	_____
Help us reward the winners of the golf tournament by sponsoring prizes; Exclusive signage and recognition during the tournament awards presentation.		
PROGRAM ADS	\$300	_____
Support convention and get noticed with a ¼ page ad in the convention program (placement determined by FOAA).		