



FOAA 2018 ANNUAL CONVENTION

SEPTEMBER 12-14

THE VINOY RENAISSANCE
RESORT & GOLF CLUB
Saint Petersburg, Florida

Florida Outdoor Advertising Association
314 N. Gadsden St, Suite 1, Tallahassee, FL 32308
P: 850.224.5838 W: FOAA.org

CONVENTION AGENDA

Wednesday, September 12, 2018

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.	Golf Tournament
4:00 p.m. – 5:00 p.m.	Registration
6:30 p.m. – 8:00 p.m.	Welcome Reception

Thursday, September 13, 2018

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

Friday, September 14, 2018

8:00 a.m. – 10:00 a.m.	FOAA-FDOT Joint Meeting (tentative)
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HOTEL INFORMATION

The Vinoy Renaissance Resort & Golf Club



Treat yourself to an undeniably luxurious experience at The Vinoy Renaissance Resort & Golf Club. This upscale St. Petersburg hotel is near the area's most popular attractions, including the Salvador Dalí Museum, the Morean Arts Center, Tropicana Field and a variety of pristine Florida beaches. The hotel also offers easy access to Tampa International Airport (TPA), St. Petersburg-Clearwater International Airport (PIE) and a variety of shopping and restaurants. Guest rooms feature stylish decor, expansive marble bathrooms, plush bedding and LCD TVs. The Renaissance is also home to five celebrated restaurants, a full-service spa, beautiful 18-hole golf course, ultramodern fitness center, shimmering outdoor pool and more than 40,000 square feet of space for receptions, banquets and conferences. Enjoy a relaxing, refreshing and unforgettable retreat at The Vinoy Renaissance St. Petersburg Resort & Golf Club.

501 5th Avenue NE, Saint Petersburg, Florida 3370, Phone: (727) 894 – 1000

<http://www.marriott.com/hotels/travel/tpasr-the-vinoy-renaissance-st-petersburg-resort-and-golf-club/>

ROOM RATES

FOAA has negotiated a special room rate of **\$169 (plus 13% tax)**. Along with the discounted room rate, a 15% discount on spa services will be offered to all attendees and a 10% discount on resort dining. A reduced parking fee of \$12 per day for self-parking will also be provided to attendees. In-room internet is complimentary to all Marriott Reward Members.

RESERVATIONS

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

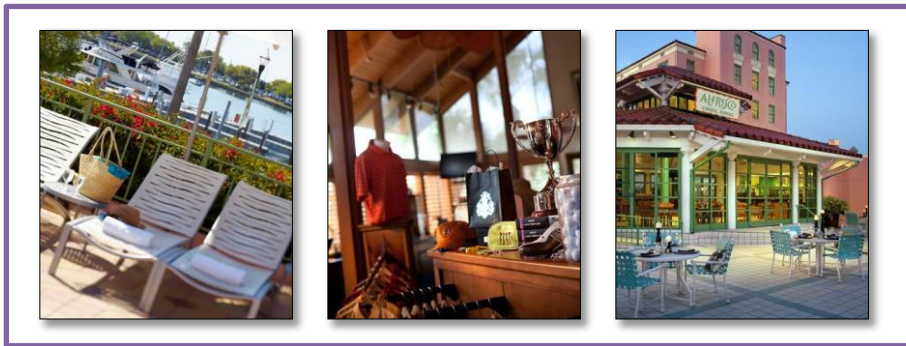
By Internet – Access the FOAA Hotel Online Reservation Page at: <https://book.passkey.com/go/FLOutdoors>

By Phone - Call Marriott reservations at **1-888-303-4430**.

Reservations received after the **group cut-off date of Tuesday, August 14, 2018** will be accepted on a "rate-available" basis only. Accommodations cannot be guaranteed after the cut-off date. Reference Florida Outdoor Advertising when making your reservations.

OPTIONAL ACTIVITIES

St. Petersburg has a wide variety of activities available for convention attendees from relaxing on the beach to exploring the city's most popular attractions. Here are some of the additional options you may want to consider during your stay:



- ❖ Salvador Dalí Museum - Discover the life and legend of Salvador Dali, and get to know the people, places and events that transformed this Spanish son into a surrealist sensation. *Website: <http://thedali.org/>*
- ❖ Vinoy Salon & Day Spa – Experience an oasis of pampering within a nurturing, tranquil environment. This serene haven presents a menu of rejuvenating spa treatments as well as a wide variety of modern salon and enhancement services.
- ❖ Renowned Dining – Choose from a variety of culinary options just steps away...
 - Marchand's Bar & Grill – Savor American classics crafted with locally-sourced ingredients whenever possible and a creative flair at our award-winning restaurant. We also offer a Sushi Bar, a private dining room and St. Pete's favorite spot for Sunday Brunch. *Open for breakfast, lunch and dinner. Dress code: Shirt/Slacks required*
 - Paul's Landing - Delivers views of Vinoy Marina. Featuring locally sourced seafood & globally-inspired ingredients the menu is packed with traditional Florida flavors and touches of the land's history playing off the original smokehouse and fishing pier. *Open for lunch and dinner. Dress code: Casual*
 - Lobby Bar and Veranda Patio - Sip on a perfectly-mixed cocktail while enjoying entertainment at our elegantly casual restaurant and bar. Share small plates with friends or finesse a deal with colleagues over sushi. Our relaxing setting attracts both hotel guests and St. Pete locals.. *Open for lunch and dinner. Dress code: Casual*
 - The Veranda Café - Stop by to fuel up for a day of meetings, sightseeing around downtown St. Petersburg or relaxing at our resort's pools. The Veranda Café serves specialty coffee beverages, freshly baked pastries, satisfying sandwiches and grab-and-go snacks. *Open for breakfast and lunch Dress code: Casual*
 - The Vinoy Club Grill – Take in expansive views of the greens from our newly designed club. The expanded restaurant and outdoor patio offer even more seating options for our hotel guests and members. Enjoy weekend breakfast, daily lunch or dinner Tuesday through Sunday. *Dress code: Casual*

FOAA M.A. "CHIP" LABORDE MEMORIAL GOLF TOURNAMENT



FOAA will host the sixth annual Memorial Golf Tournament in tribute to former FOAA Board Chair and Southeastern Region Manager of Lamar Advertising, Chip LaBorde. The tournament will take place at the championship Vinoy Golf Club, one of the premier golf courses in St. Petersburg, Florida. An Audubon Certified Sanctuary, this Ron Garl-designed golf course is beautiful and challenging. As a private golf course exclusively for resort guests and club members, they offer rentals, lessons and more. Prizes are awarded for First Place Team, Second Place Team, Closest to the Pin and Longest Drive winners.

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 17) \$450 X _____ \$ _____

FOAA Non-Member Registration

Early Registration \$495 X _____ \$ _____
 Late Registration (after August 17) \$550 X _____ \$ _____

Spouse/Guest \$150 X _____ \$ _____
 Golf Tournament (incl. lunch & beverages) \$125 X _____ \$ _____
 Golf Handicap _____

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 Friday, August 24, 2018 to receive a refund, less a \$25 processing fee. Fees cannot be refunded for registrations cancelled after August 24, 2018 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
GOLF TOURNAMENT (Exclusive) Sponsor the FOAA Golf Tournament and be recognized with your company logo displayed on the lunch provided to tournament participants (Deadline: 8/24/18) ; Signage and recognition at tournament awards presentation, and table to display your company's product information in the meeting area throughout the conference.	\$1,000	_____
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: 8/24/18) ; Exclusive signage and recognition at the reception, and a table provided to display your company's product information at the reception or in the meeting area throughout the conference.	\$1,000	_____
GALA RECEPTION (Exclusive) Close a memorable convention as this event's sponsor and show off your company logo displayed on tabletop centerpieces during the reception (Deadline: 8/24/18) ; Exclusive signage and recognition at the reception, and a table provided to display your company's product information at the reception or in the meeting area throughout the conference.	\$1,000	_____
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: 8/24/18)	\$1,000	_____
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: 8/24/18)	\$750	_____
GENERAL SESSIONS (4 Available) Be one of four sponsors of our General Sessions on Wednesday and have your company logo prominently displayed on tabletops during the sponsored session and recognition at the General Sessions. (Deadline: 8/24/18)	\$750	_____
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 back cover of the convention program along with a full page ad in the program. (Deadline: 8/24/18)	\$750	_____
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: 8/24/18) ; receive signage and recognition at the luncheon, and table provided to display your company's product/service information during the luncheon.	\$750	_____
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 break along with recognition during the General Business Meeting.	\$500	_____
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.	\$500	_____
GOLF TOURNAMENT PRIZES (Exclusive) Help us reward the winners of the golf tournament by sponsoring prizes; exclusive signage and recognition during the tournament awards presentation.	\$500	_____
PROGRAM ADS Support convention and get noticed with an ad in the convention program (placement determined by FOAA).		
¼ page ad	\$300	_____
½ page ad	\$450	_____

¾ page ad

\$600
