



74th Annual Summer
CONVENTION

VIRGINIA ASSOCIATION OF BROADCASTERS

“Leading the New Wave”





ACCOMMODATIONS

The VAB 74th 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 22, Thursday, June 23, Friday, June 24 and



Saturday, June 25. In order to receive the convention rate of \$214/night, please call the Hilton Virginia Beach Oceanfront directly today at 757-213-3000 or 1-800-Hiltons to make your reservations.

Please note, there are a limited amount of rooms in the block for Wednesday, June 22 and Saturday, June 25. The number of rooms in the block for Thursday and Friday nights is significantly higher. If you try to reserve a room arriving on Wednesday, June 22 and are told the block is full, simply change your arrival to the next day, which would be Thursday, June 23.

The VAB Room Block will be available until Monday, May 23, 2011 or until the group block is sold-out, whichever comes first.

QUESTIONS? Contact Amy Shaw at 434/977-3716 or amy.shaw@easterassociates.com

AREA ATTRACTIONS

After sinking your feet into the soft sands and rolling waves, be sure to dive into these activities.



OCEAN BREEZE WATER PARK
www.oceanbreezewaterpark.com

Offering 16 waterslides, a 1 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!



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.

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!




Program Highlights

Thursday, June 23rd • 2 p.m.

So What's Going On Out There???

Tom Conway, Senior Consultant, Jim Doyle & Associates




Growing revenue and getting results for businesses by developing and communicating a clear vision, strategy, and execution is Tom Conway's expertise. Jim Doyle & Associates work with over 5,000 advertisers and hundreds of Sales Manager's and Account Executives every year. *So What's Going On Out There???* focuses on practices that sales people are doing to help their efforts, cause them to lose business, as well as provide skills needed to effectively deal with advertisers in the future. In addition Tom will share his insights on advertiser's perception of legacy media, new media opportunities, new products, emerging technology and their expectations of your station. This interactive session will also provide you with 10 specific areas to improve your business now and for the future.

Friday, June 24th • 9 a.m.

Benchmarking Online Media: 2010 Revenue Survey

Gordon Borrell, CEO, Borrell Associates




Gordon Borrell is one of the media industry's leading analysts and is ranked in the top 2% among Gerson Lehrman Group's 150,000 consultants worldwide. He is quoted frequently in *The Wall Street Journal*, *The New York Times*, *Ad Age*, *Forbes* and other publications and has appeared on CNN and other TV and radio programs discussing trends in local media.

How much money does a local online business typically generate? As the latest benchmarking report shows, it depends on the size of the market and the type of online operation it is. The *Benchmarking Local Online Media: 2010 Survey* examines online revenues from nearly 4,600 local media websites in the U.S. and Canada and offers insights into the money made at local newspaper, TV, radio and pure-play Internet operations. Gordon will give an overview of the survey and how it relates to radio and television broadcasters.

Friday, June 24th • 10 a.m.

Social Networking Best Practices: Building Genuine Customer Relationships

Graeme Newell, President, 602 Communications



A compelling and sought-after speaker, Graeme is known as the "Example King" for his use of numerous TV commercials in his high-impact presentations and trainings. Drawing from thousands of best-in-class TV spots, Graeme

demonstrates the powerful effect of emotional branding, and shows clients how to use these dynamic techniques to evoke deep-seated connections within their customers, and establish a more meaningful role in their lives. A big problem with a lot of social media marketing is too much "marketing" and not enough "social." How can you inform customers about your shows, yet still make them feel like valued friends, and not just sales prospects? Emotional marketing specialist Graeme Newell takes us through best practices for creating social marketing systems that invite participation, foster approachability, and build genuine bonds with viewers. Learn the best ways to drive audiences to your shows and how the world's best marketers use these powerful new social media tools.

Tentative Agenda

Thursday, June 23rd

- 11 a.m. VAB Board of Directors Meeting & Luncheon
- 2 p.m. **So What's Going On Out There???**
Tom Conway, Jim Doyle & Associates
- 4 p.m. **State of the Industry Address** - Learn the Keys to Success from Executives in both radio and television during our panel discussion.
- 6 p.m. Welcome Reception
- 7 p.m. Dinner on your own

Friday, June 24th

- 8 a.m. Past President's Breakfast - Registration required.
- 8 a.m. Family Breakfast
- 9 a.m. **Benchmarking Online Media: 2010 Revenue Survey**
Gordon Borrell, Borrell Associates
- 10 a.m. **Social Networking Best Practices: Building Genuine Customer Relationships**
Graeme Newell, 602 Communications
- 11 a.m. **CapsLock Communications Presents: The Rebranding of Broadcasting**
- 12 Noon Small Market Radio Luncheon & Roundtable Discussion - Registration required.
- 6 p.m. Awards Reception
- 7 p.m. Awards Dinner

Saturday, June 25th

- 9 a.m. Family Breakfast



CONVENTION REGISTRATION

For the 4th year in a row, 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 WEDNESDAY, JUNE 15TH!

FULL REGISTRATION	# GUESTS
Member Registration <i>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>	
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 Small Market Radio Luncheon on Friday <input type="checkbox"/> Yes <input type="checkbox"/> No	
I will attend the Reception and Dinner on Friday Night <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>I do not wish to register for the convention, but would like to attend the Reception and Dinner.</i>	

Name(s): _____

Company: _____

Station Call Letters: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

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 74th Annual Summer Convention.

	Presenting Convention	Friday Awards Banquet	Friday Awards Reception	Friday Seminar (Speakers)	Small Market Radio Lunch	Friday Family Breakfast	Friday Refreshment Break	Saturday Family Breakfast	Logo in Program Only
Logo in program and verbal recognition of support	x	x	x	x	x	x	x	x	x
Written recognition and logo in VAB Newsletter	x	x	x	x	x	x	x	x	x
Ad on VAB Website	x	x	x	x	x	x	x		
Booth to display products and services	x	x	x	x	x	x	x		
"Sponsored by" sign at entrance to sponsored event	x	x	x	x	x	x	x		
Hotel nights included	2	1							
1/8 page ad in VAB Newsletter	x	x							
"Presented by" sign displayed during entire convention	x								

Sponsorship Level Investment

- \$4,000** Presenting Convention Sponsor
- \$3,000** Friday Awards Banquet Dinner
- \$2,500** Friday Awards Reception & Host Bar
- \$1,000** Friday Morning Seminar
- \$1,000** Friday Small Market Radio Lunch
- \$1,000** Friday Family Breakfast
- \$1,000** Friday Refreshment Break
- \$1,000** Saturday Family Breakfast
- \$500** Logo in Program Only

Register online at www.vabonline.com or mail completed form to **VAB 74th Annual Summer Convention**, 250 West Main Street, Suite 100, Charlottesville, VA 22902. For cancellations or late registration, please call Amy Shaw at 434/977-3716 or email amy.shaw@easterassociates.com.