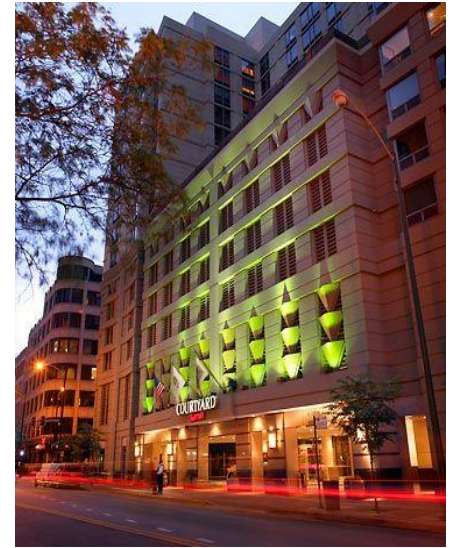




***See Inside
for Details***

Chicago Courtyard by Marriott

The 2014 Conference will take place at the Courtyard by Marriott in Chicago's River North Neighborhood.



What does River North have to offer during your stay?

Rooftop Bars

Zed 451 – 739 N. Clark Street
Citizen Bar – 364 W. Erie Street.
Vertigo Sky Lounge – 2 W. Erie Street
Rock Bottom brew pub – 1 W. Grand Avenue
Epic – 112 W. Hubbard
Terrace at Trump – 401 N.Wabash
Paris Club – 59 W. Hubbard

Underground Bars

Watershed – 601 N. State Street
Prohibit – 116 E. Hubbard
Charcoal Bar – 702 N. Wells
Double A – 108 W. Kinzie
Library at Gilt Bar – 230 W. Kinzie
Three Dots and a Dash – 435 N. Clark
(back alley entrance)

River North Patios

Bridge House Tavern on the River – 321 N. Clark
Clark Street Ale House – 742 N. Clark
The Kerryman – 661 N. Clark
Tavernita – 151 W. Erie
The Purple Pig – 500 N. Michigan Avenue
Coco Pazzo Café – 636 N. St. Clair St.
Bull & Bear – 431 N. Wells

Trendy Restaurants with Star Chefs!

Frontera Grill/Topolobampo – 445 N. Clark Street
Sable Kitchen & Bar – 505 N. State Street
Brindile – 534 N. Clark Street
Siena Tavern – 51 W. Kinzie
Chicago Cut – 300 N. LaSalle
Shaw's Crab House – 21 E. Hubbard
Joe's Seafood & Prime Steak – 60 E. Grand

Shopping and other sites

North Bridge Mall
Water Tower Place
John Hancock Building
Contemporary Museum of Art
Theatre District



With over 63,000 feet and several floors, Eataly offers more than 20 restaurants, bars and counter dining areas.

Registration

The registration fee for members for the 2014 Conference will be \$350.00 per person. The vendor registration fee, if displaying products and services, is \$450.00. Each additional individual attending from the vendor company is \$350.00. Registration will take place at the Courtyard by Marriott just outside the doors of the Michigan/Illinois Ballroom on Wednesday, August 27, 2014 from 2:00 p.m. to 5:00 p.m. and Thursday, August 28, 2014 from 7:30 a.m. to 8:30 a.m.. You may pick up your packets at that time, which will have your name badge, conference agenda, etc.

Hotel Accommodations

We have secured a room rate of \$169.00 per night. The cut-off date to reserve your room will be **August 5, 2014**. Any reservations past that date will be accepted on a space-available basis. If rooms are no longer available in our block, the standard room rate may apply. You can reach reservations by calling 312-329-2500. When making room reservations, please let them know you are with the "OAAI/Outdoor Advertising Association of Illinois". If for any reason you are told the room block is full, please call the OAAI office at 217-522-6224 before making other arrangements.

Location Courtyard by Marriott – Downtown River North

Address: 30 E. Hubbard Street, Chicago 60611

IMPORTANT: There are two Courtyard by Marriott's that are downtown and not far from one another. Please make sure you arrive-and-park at the correct location as listed above.

Parking: Valet parking is available at the hotel or you can self-park at various parking facilities in close proximity to the Courtyard by Marriott.

Miscellaneous Information

Special Diets

Persons with special dietary needs and those who cannot eat meat may make special arrangements by calling Rose Trader, Conference Manager at 217-522-6224.

A.D.A. & Services for the Hearing Impaired

In compliance with the Americans with Disabilities Act, the OAAI will make all reasonable efforts to accommodate persons with disabilities. If you have special needs, please contact Rose Trader, Conference Manager at 217-522-6224.

August 27, 2014

Navy Pier - Evening Boat Cruise

Pre-cruise meet up: 5:30 p.m. – 6:30 p.m.
Boarding: 6:30 p.m.
Cruising: 7:00 p.m. - 10:00 p.m.
Ship: Mystic Blue



On the evening of August 27, 2014, we will be boarding the cruise ship Mystic Blue off Navy Pier for a dinner cruise/reception on Lake Michigan!

Arrive early at Navy Pier and you can spend the day at this landmark, which extends nearly a mile into Lake Michigan. Explore theatres, The Chicago Children's Museum, amusement rides, restaurants, shops, dining, gardens, waterfalls and exhibitions.

We also invite you to join us at Riva's Restaurant and Bar on the Pier, from 5:30 p.m. – 6:30 p.m. for a meet-and-greet prior to boarding the Mystic Blue. The restaurant is located directly across from where we will board the cruise ship.



Our cruise will take three hours to complete and will include dinner, open bar and entertainment. Rain or shine!

What to wear? Comfortable, casual clothing will work just fine.

Tickets: No worries about obtaining your ticket ahead of time. We will have your ticket waiting for you at the dock.

However, tickets are limited for this event, so please get your registration in as soon as possible!

Navy Pier runs a shuttle every fifteen minutes, which stops in front of our hotel. The shuttle is available to take us to and from Navy Pier. If you prefer not to take the shuttle, cabs are available outside the Pier for those that don't wish to wait.

Outdoor Advertising Conference Schedule

Wednesday, August 27

11:00 a.m.	BOARD MEETING – Michigan/Illinois Room
2:00 p.m – 5:00 p.m.	REGISTRATION OPEN – Conference Center – Michigan/Illinois Room
2:00 p.m. – 5:00 p.m	VENDOR DISPLAY SET UP – Michigan/Illinois Room
5:30 p.m. – 6:30 p.m.	MEET AND GREET – Riva’s Restaurant & Bar – Navy Pier
6:30 p.m.	BOARD – MYSTIC CRUISE – Navy Pier
7:00 p.m. – 10:00 p.m.	CRUISE RECEPTION – DINNER, DRINKS, ENTERTAINMENT

Thursday, August 28

7:30 a.m. – 8:30 a.m.	REGISTRATION OPEN – Outside Michigan/Illinois Room
7:30 a.m. - 8:30 a.m.	CONTINENTAL BREAKFAST – Michigan/Illinois Room
8:30 a.m. – 12:00 a.m.	GENERAL SESSION – Michigan/Illinois Room
8:30 a.m.	Welcome – Jon Terpstra , OAAI President – Lamar Outdoor
8:45 a.m.	OAAA National OOH Update – Speaker: Kerry Yoakum – VP of Governmental Affairs
10:00 a.m.	Break
10:15 a.m.	Bruce Rauner – Candidate for Governor of Illinois
11:00 a.m.	Midwest State Legislation & Regulatory Update – Open Forum
12:00 p.m. – 1:30 p.m.	LUNCH - Buffet and Networking – Michigan/Illinois Room DESSERT RECEPTION/VENDOR DISPLAYS – Michigan/Illinois Room
1:30 p.m. – 4:00 p.m.	AFTERNOON SESSIONS – Michigan/Illinois Room
1:30 p.m.	OOH and Social Media Speaker: Stephen Freitas - OAAA
2:30 p.m.	Billboard Valuation – What’s it worth? Speaker: Chris Stark – Stark Capital Solutions, Inc.
3:30 p.m.	CLOSING REMARKS - President Jon Terpstra ADJOURN

Tentative Program



Bruce Rauner's first job was flipping burgers, his second job was parking cars. A dedicated and good student, Bruce worked while he attended Dartmouth College, where he graduated with top honors, and then earned an M.B.A. from Harvard.

Returning to Illinois in 1981, Bruce began working at then startup investment company Golder, Thoma, Cressey (later GTCR). As one of its earliest partners, Bruce helped build the firm into one of the most successful and respected businesses in Illinois.

In fact, GTCR has been trusted for decades to oversee the retirement investments of first responders, teachers and other Illinois workers and has created tremendous returns for them – far surpassing the stock market's performance – while providing exceptional value for taxpayers.

Bruce makes no apologies for his success. He is a self-made businessman who had no inheritance or family wealth. He is proud to show people how he has reinvested much of that success into the state he loves through supporting education, the YMCA, local hospitals and community organizations. His greatest passion is education. He and his wife, Diana, have spearheaded efforts to develop charter and choice schools.

Bruce has never let his success change him. He still drives a 20-year-old camper van, wears an \$18 watch, and stays in the cheapest hotel room he can find when he's on the road. He is the proud father of six children – two boys and four girls – and his wife Diana is the love of his life. He hunts birds, hikes, loves riding his Harley, and jumps at every opportunity to fish.

Bruce isn't interested in a political career. He is running for governor because he loves Illinois and refuses to stand by while career politicians drive it into the ground. He is willing to take the special interests controlling state government head on and reform the way Springfield does business.



Chris Stark is President of Stark Capital Solutions, Inc. Chris has been in banking and finance since 1991. Chris started his banking career as a Commercial Lender for Irwin Union Bank & Trust Company in Columbus, IN and later joined Union Federal Savings Bank in Indianapolis, IN.

In 1998, Chris joined Midwest Bankers Group, Inc. At Midwest Bankers, Chris created the outdoor advertising division. During his career at Midwest Bankers he expanded the services to include funding of communication tower transactions as well as buyer/seller representation in the billboard industry and venture capital investing. In 2003, Chris left Midwest Bankers Group to start Stark Capital.

Chris graduated from Hanover College, in Hanover, Indiana in 1991, with a BA in Business Administration. Chris has been a speaker and panelist at several of the prominent industry related trade shows and conventions. Chris is married to Ann and has three children.



Kerry Yoakum is Vice President of Government Affairs for the Outdoor Advertising Association of America, Inc. (OAAA). He has been with OAAA since February of 2008 and has extensive experience in advocacy, public affairs, and state activities

Prior to joining OAAA, Yoakum practiced as an attorney for the Ohio Department of Transportation for six years. As Administrator for the Office of Contracts, he was responsible for managing five major work areas of the Office of Contracts: Construction Contracts, Contractor Pre-qualification, External Civil Rights, Advertising Device Control, and ODOT's Purchasing program.

Yoakum earned a J.D. degree from Capital University Law School and a B.S. degree from the Ohio State University.

Stephen Freitas joined OAAA in 1999. He is the leading industry marketing spokesman and thought leader, helping to advance and unite the out of home advertising industry through education and marketing. Before joining OAAA, Freitas spent a decade developing high profile marketing programs for Clear Channel Communications and Eller Media Company. As senior vice president of marketing, Freitas was responsible for global branding, advertising, research, public relations, and corporate communications. Prior to joining the out of home advertising industry, Freitas worked as a media planner at two San Francisco agencies. He also worked at Chevron, USA for eight years.



Registration for Operators

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Member Company Operators Only

Please note: If you are an active member of a neighboring association, you may register at the "member rate". Please indicate below the state in which you are currently an active member:

___ Illinois ___ Missouri ___ Wisconsin ____ Iowa ____ Indiana
___ Kentucky ___ Ohio ____ Michigan

- A. **Member All Events** - Includes Wednesday Evening Reception/Cruise, Thursday Breakfast, Breaks, Industry Luncheon, Dessert Reception, and Business Sessions. \$350.00
- B. **Guest/Spouse All Events** - Includes all of the above except sessions. \$205.00
- C. **Non Member All Events** - Includes Wednesday Evening Reception/Cruise, Thursday Breakfast, Breaks, Industry Luncheon, Dessert Reception and Business Sessions. \$800.00
- D. **Additional Cruise Tickets Only** - \$105.00 (non-members may attend with full registration only)
- E. **Thursday Guest/Spouse Breakfast Only** - \$50.00
- F. **Thursday Industry Luncheon Ticket** - \$50.00.

Enter names AND TITLE as they are to appear on badge.

Attendees:

1. _____	A	B	C	D	E	F	\$ _____
2. _____	A	B	C	D	E	F	\$ _____
3. _____	A	B	C	D	E	F	\$ _____
4. _____	A	B	C	D	E	F	\$ _____

Please send registration and check to: **Total Registration** \$ _____

Outdoor Advertising Association of Illinois

P.O. Box 7224

Springfield, IL 62791-7224

217-522-6224 (Phone)

217-522-6225 (Fax)

rtrader@oai.net - Please have your registration in by August 15, 2014.

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

INFORMATION YOU NEED TO KNOW:

Table top displays will be available this year for a fee to help defray Conference expenses and give vendors the opportunity to showcase their products and services. Set up for table tops will be from 2:00 p.m. - 5:30 p.m on August 27, or 6:30 am on August 28, 2014. To make arrangements to ship display materials ahead of time, please call the OAAI office at 217-522-6224. Please contact the OAAI office with any specific needs you have, such as electrical.

Please note: In order to participate and display products and services, you must be an active member OAAI or a neighboring state. Please indicate below the state in which you are currently an active member:

___Illinois ___Iowa ___Wisconsin ___Missouri ___Indiana ___Kentucky
___Michigan ___Ohio

- A. **Vendor All Events** - Includes Wednesday Reception/Cruise, Thursday Breakfast, Breaks, Industry Luncheon, Dessert Reception and Business Sessions. \$350.00
- B. **Vendor All Events w/Table Top** - Includes all of the above w/table top. \$450.00
(Note: each additional employee of vendor attending should purchase package A above)
- C. **Vendor Guest/Spouse All Events** - Includes all of the functions in A. \$205.00
- D. **Wednesday Reception Only** - \$105.00
- E. **Thursday Guest/Spouse Breakfast Only** - \$50.00
- F. **Thursday Industry Luncheon Ticket Only** - \$50.00.

Enter names and TITLE as they are to appear on badge.

Attendees:

1. _____	A	B	C	D	E	F	\$ _____
2. _____	A	B	C	D	E	F	\$ _____
3. _____	A	B	C	D	E	F	\$ _____
4. _____	A	B	C	D	E	F	\$ _____

Please send registration and check to: **Total Registration** \$ _____

Outdoor Advertising Association of Illinois
P.O. Box 7224
Springfield, IL 62791-7224
217-522-6224 (Phone)
217-522-6225 (Fax)

rtrader@oaa.net - Please have your registration in by August 15, 2014

Registration for Vendors

Design Contest Entry Form

Did you know that long-term memory has almost unlimited capacity for the storage of visuals? Statistics show that photos and images are noticed 20-25% more than no visuals or line art. The Outdoor Advertising Industry has a unique medium which sets itself apart from radio and television. Outstanding creative through outdoor advertising conveys a strong message through visuals that is key to driving effective results for marketers. By placing an emphasis on the creation of effective ads within your own outdoor advertising company, it will keep your clients coming back for more and will help to ensure a long-term business relationship.

On August 28, 2014 during the annual conference, OAAI will be recognizing two winners in the following categories:

“Best Outdoor Creative Advertisement” (BOCA) design award.

The winner will receive industry recognition, a cash prize and a trophy to display.

“Best Humorous Design” award.

The winner will receive recognition, a cash prize and a trophy to display.

Design Entry Instructions:

Only two entries per graphic artist/ per category.

Each entry must have its own design entry form.

Include one quality print of each entry.

Please make sure that all digital files are at least 300 dpi and emailed as a jpeg.

All entries should be emailed to rtrader@oaii.net *Deadline is August 15, 2014*

ENTRY FORM

Category:

Best Outdoor Creative Advertisement (BOCA Award)

Best Humorous Design (please check one)

Company Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Is this an in-house design? **Yes** **No** **Date Installed:** _____

Designer Name: _____

Brief Description of Design and Advertiser: _____

