

# OAAI Annual Conference Program

October 12-13, 2022

Naperville, IL



Register online at:

[www.oaai.net](http://www.oaai.net)

For information on hotel reservations and how to register, please see page 2 of this program.

For questions, please contact Rose Trader @ 217-522-6224

## Wednesday, October 12

- 2:00 pm                   **Welcome – Elements Ballroom**  
Todd Sanders – Chicago Billboards/OAAI President
- 2:15 – 3:00 pm           **QR Codes & Beyond: Driving Measurable OOH Results**  
Jen Faber – Director, Client and Agency Partnerships - Wilkins Media  
Jerry Gondek – Director, Client Partnerships - Wilkins Media
- 3:00 – 3:45 pm           **Evolving OOH Audience Measurements**  
Dylan Mabin – President - Geopath
- 3:45 – 4:45 pm           **Visit with Vendors – Open Bar/Appetizers**
- 6:00 pm                   **Meet Up and Networking**  
Empire Burger Bar  
48 W. Chicago Ave., Naperville, IL 60540

## Thursday, October 13

- 7:30 – 8:45 am           **Buffet Breakfast – Elements Ballroom**
- 8:45 am                   **Welcome**  
Todd Sanders
- 9:00 am – 9:45 am       **OAAA Update – Kerry Yoakum – Senior VP of Governmental Affairs - OAAA**
- 10:00 – 10:45 am       **IDOT Regulation Update**  
Tim Hoesli – Manager of the Outdoor Advertising Program
- 11:00 am                   **OOH Today**  
Brent Baer - Publisher
- 12:00 – 12:45 pm       **Lunch – Elements Ballroom**

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Thursday, October 13<sup>th</sup> continued.....

- 12:45 – 1:15 pm      **OAA of Illinois Legislative Affairs 2021-2023**  
Bill Velazquez – Lobbyist  
Strategic Government Consulting
- 1:15 – 1:45 pm      **Successful State Legislative Programs - OAA of Tennessee**  
Holly Salmons Kirby – Lobbyist  
JohnsonPossKirby Government Relations
- 2:00 pm.              Adjourn.

## HOTEL INFORMATION

Our conference will be held at the Hotel Indigo on the Riverwalk in downtown Naperville. It is located at 123 Water Street along the Riverwalk. OAAI has reserved a block of rooms for our group under the name “OAI”. Our group rate is \$175.00 a night. You can reserve a room two ways:

- 1) Reserve a room online at OAAI’s website @ [www.oaai.net](http://www.oaai.net) . On the home page on the top menu bar, click on the “Annual Conference” tab and then the sub tab for “General Information.” The general information page will provide all conference details as well as a direct link for our group (OAI) to the hotel’s online booking. This link is tied to our group and will automatically give you our hotel rate after filling in your dates or,
- 2) Call the hotel direct at 630-778-9677. If you call the hotel direct, you must provide them our group name of “OAI”. Please note, the hotel offers free onsite parking. If you have any problems please contact Rose Trader @ 217-522-6224.

## Registration

There are two ways to register. You can register by mail or online if you are an OAAI member. Go to the home page of [www.oaai.net](http://www.oaai.net). At the top of the page is a menu bar. Click the “Annual Conference” tab and then the sub tab “General Information” or “Registration”. At the bottom of the page there are two links. 1) Online registration, or 2) A link to print the registration form and mail it to the Association office. If you choose to register online, once you submit your registration the website will automatically route you to PayPal. If you do not want to use PayPal, then do not finish the PayPal step. Instead, you can mail a check to: OAAI @ P.O. Box 7224, Springfield, IL 62791-7224. For non-members you will need to use the mail-in registration form.