

OAAI Annual Conference Program

October 11-12, 2023

Chicago/Hilton Resort - Oak Brook, IL



Register online at:
www.oaai.net

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

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

Wednesday, October 11 – DuPage Amphitheatre

- 2:00 pm **Welcome**
Todd Sanders –Community Digital Displays
OAAI President
- 2:15 – 3:00 pm **OOH Trends and Research**
Steve Nicklin - OAAA
SVP Marketing and Analytics
- 3:00 – 3:45 pm **PerView OOH Measurement Solution**
David Kirshensteyn -Place Exchange
Commercial Lead for PerView
Becky Smith- IBO
Enterprise Manager
- 4:00 – 6:00 pm **Meet and Greet – B. Lounge** (*inside the hotel/lobby level*)

Thursday, October 12 – DuPage Amphitheatre

- 7:30 – 8:45 am **Buffet Breakfast**
- 8:45 am **Welcome**
Todd Sanders - Community Digital Displays
OAAI President
- 9:00 am – 9:45 am **OOH Federal Update**
Kerry Yoakum – OAAA
Senior VP of Governmental Affairs
- 10:00 – 10:45 am **Mergers & Acquisitions – What's new?**
Mike Morrill – Williamson & Associates
Senior Advisor

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Agenda Continued

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| 11:00 am | Emerging Technology in OOH - Panel Discussion
<i>Moderator: Tony Mariani – DDI Media</i>
<i>Sr. VP of Operations/Real Estate/Gov. Affairs</i> |
| 12:00 – 12:45 pm | Lunch |
| 12:45 – 1:30 pm | OAAI and Regional Regulatory/Legislative Affairs 2023-2024
<i>Todd Sanders/Rose Trader – OAAI</i> |
| 1:30 pm | <i>Adjourn</i> |

HOTEL INFORMATION

Our conference will be held at the Hilton Chicago/Oak Brook Hills Resort and Conference Center. It is located at 3500 Midwest Road, Oak Brook, Illinois 60523. OAAI has reserved a block of rooms for our group under the name “*Outdoor Advertising Association of IL*”. Our group rate is \$139.00 a night. You can reserve a room two ways:

- 1) Reserve a room online at OAAI’s website @ 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 (Event name: *Outdoor Advertising Association of IL*) 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 630-850-5555. If you call the hotel direct, you must provide them our group name to get the room rate. 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. 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.