



Program Outline as of 5/12/09 – Subject to change

Wednesday, May 27

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| A.M. | Visit area attractions, local sites, area shopping |
| 11:00 a.m. - 3:00 p.m. | Trade Show Exhibitor Set Up Silent Auction Preview Set Up |
| 12:00 - 1:00 p.m. | Statesmen Luncheon (by invitation only) [Sponsored by Welcome Guide-Map/CJ Publishers] <i>An opportunity for current and past leadership to catch up on Association news and activities</i> |
| 1:00-6:00 p.m. | FAA Conference Registration Open [Sponsored by Welcome Guide-Map/CJ Publishers] |
| 2:30-3:00 p.m. | Chairman's Reception [Sponsored by Florida Vacation Auction] <i>Formal welcome to new members & first time attendees by Chairman of the Board and Board of Directors</i> |
| 3:00-4:30 p.m. | Attraction Members Forum <i>[Sponsorship opportunity available]</i> <i>Small group discussion on topics of interest affecting primary attractions, affiliate attractions, partner attractions, and state park members</i> |
| 3:00-4:30 p.m. | Associate Members Forum <i>Small group discussion on topics of interest affecting supplier associates, tourism associates, and DMO members</i> |

Wednesday, May 27 cont'd

- 5:00-5:45 p.m. **Conference Launch**
All conference attendees preview the highlights of this year's 60th Anniversary Celebration. Opening remarks and special introductions.
- 5:45-7:45 p.m. **Welcome Reception in the Trade Show**
[Co-Sponsored by Florida Suncoast Tourism Promotions]
*Official opening of the Trade Show. Exhibitors compete for the "Best Of Show" award.
Silent Auction preview*
- 8:00-10:00 p.m. **Wednesday Night FUNdraising After Party**
*[Sponsorship opportunity available]
Casual dinner & entertainment at this optional add-on event held at the Sarasota Garden Club*

Thursday, May 28

- 7:30 a.m. **FAA Conference Registration Open**
[Sponsored by Welcome Guide-Map/CJ Publishers]
- All Day **Ask the Web Marketing Expert** – schedule a complimentary appointment with Chris Adams, Director of Research and Online Marketing, Miles Media Group, *Appointments scheduled on a first-come, first-served basis*
- 7:30-8:30 a.m. **Light Buffet Breakfast in Trade Show**
*[Sponsored opportunity available]
Visit trade show exhibitors and bid on Silent Auction one-of-a kind items*
- 8:30-10:00 a.m. **Industry Outlook**
[Sponsored by FPIS, Inc]
Best of Show award announcement
Speakers: Dr. Suzanne Cook, United States Travel Association (USTA);
Will Seccombe, VISIT FLORIDA
- Break 10:00-10:30 a.m. **Coffee Break (in Trade Show)**
[Sponsored by Florida Vacation Auction]
Visit Trade Show exhibitors and Silent Auction bidding continues

Thursday, May 28 cont'd

- 10:30 a.m.-12:00 p.m. **Government Relations**
[Sponsorship opportunity available]
Speakers/Panelists:
Candace Rodatz Barnes, Universal Orlando
Mark Brisson, Fun Spot Attractions;
Jacob DiPietre, Walt Disney World;
Jay Galbraith, Busch Entertainment;
William Large, Florida Judicial Reform Institute.
- 12:00 -12:45 p.m. **Trade Show/Silent Auction Visitation**
Browse the products & services of our member suppliers. More Silent Auction items unveiled!
- 12:45-2:15 p.m. **Anniversary Luncheon & Annual Meeting**
[Lunch sponsored by Kenney Communications]
Keynote Speaker: Charlie Bray, IAAPA
Arrival of the Historic Gavel
[Gavel Arrival Sponsorship available]
- 2:15-3:00 p.m. **Trade Show Visitation**
[Sponsorship opportunity available]
Visit Trade Show exhibitors.
Silent Auction bidding heats up!
- 3:00-4:30 p.m. **Social Media – A Strategic Approach to On-Line Marketing**
[Sponsorship opportunity available]
Presenter: C.A. Clark, Miles Media Group
Learn the Social Media skills - How to utilize today's latest technology options to market & advance your company.
- 6:00 p.m. Transportation departs Hyatt Regency Sarasota for On-stage event
- 6:30-9:00 p.m. **“On-Stage” Event**
Dinner & tour of Sarasota Bay aboard the Marina Jack II
- 9:15 p.m. Conference attendees return to the Hyatt Regency Sarasota via chartered transportation

Friday, May 29

- 7:30 a.m. **FAA Conference Registration Open**
[Sponsored by Welcome Guide-Map/CJ Publishers]
- 8:00 – 9:45 a.m. **Breakfast**
[Sponsorship opportunity available]
Announcement of Outstanding Associate Member & Outstanding Attraction Member.
Speaker: Nicole Lauria, Disney Institute.
Guest Services – Meeting and Exceeding Expectations
- 9:45 – 10:30 a.m. **Silent Auction/Trade Show ends**
*Your **FINAL** opportunity to bid on your favorite items at the Silent Auction – Going, Going, Gone!*
- 10:30 - 11:45 a.m. **Projections – The Future of Florida’s Attractions**
[Sponsorship opportunity available]
Chris Belland, Historic Tours of America;
Arthur Hertz, Wometco Enterprises;
Daniel LeBlanc, Cape Leisure Corporation.
An informal discussion hosted by Industry leaders to recall our accomplishments and envision the future of the attractions industry
- 11:45 a.m. **Conference Finale**
Passing of the Gavel, Chairman’s Remarks, Wine Basket Drawing
- 12:00 p.m. **Conference Adjourns**
- 12:00-1:00 p.m. **Trade Show Area Available for Exhibit Breakdown**
- 12:00-2:00 p.m. **Silent Auction Check Out**
- [Friday Audio-Visual Equipment Sponsored by Sarasota and Her Islands Convention & Visitors Bureau]