

**Virginia Independent Automobile Dealers Association Convention & Expo**  
**Hilton Virginia Beach Oceanfront**  
**3001 Atlantic Avenue, Virginia Beach, Virginia 23451**  
**(757) 213-3000**

**EXHIBITOR INFORMATION**

**CONFERENCE SCHEDULE**

Friday, October 4, 2019

Begin setting up at 4:00 pm and complete by 6:00 pm. Your exhibit space will be marked in the **Peacock Foyer and Ballroom** situated on the second floor of the hotel. All breaks and meals are held in the same location with some exhibitors located at the foyer entrance and the rest around the perimeter of the room. The educational sessions on Saturday are held on the second floor also.

Dinner, Annual Business Meeting, and Association Awards is your first opportunity to meet convention attendees beginning at 7:00 pm. A reception is held prior to our dinner at 6:00 pm on the **Hilton Rooftop Sky Bar** (weather permitting).

Saturday, October 5, 2019

Convention registration begins at 7:00 am, and exhibitor set-up is from 7:00 to 8:00 am. A breakfast buffet will draw the dealers in from 7:30 to 9:00 am, and give them time to visit your booth before our keynote speaker starts at 9:00 am.

Our keynote speaker will start at 9:00 am and continue until 10:00 am. He will speak in the **Peacock Ballroom**, same place as your booths and breakfast, so sit tight and enjoy!

One-hour educational sessions are from 10:00-10:45 am; 11:00-11:45 am; 2:30-3:15 pm; and 3:30-4:30 pm. Your registration includes your ability to sit in on any of the educational sessions.

We have extended our lunch session for our dealers to get the most time to meet with everyone. Our lunch buffet is from 12:00 to 2:30 pm when we will recognize our Quality Dealer nominees and have prize giveaways. Our Ladies Auxiliary will auction the district and vendor baskets at 2:00pm while the expo is happening, so this will create excitement and will give everyone a chance to bid!

Exhibitors can tear down their exhibits from 3:00 to 4:30 pm.

Our Quality Dealer dinner begins at 7:00 pm in the **Peacock Ballroom**, with a reception starting at 6:00 pm in the **Peacock Foyer**.

**HOTEL RESERVATIONS**

Please make your hotel reservations on or before 5:00 pm on **Monday, September 9, 2019**. For online hotel reservations, go to <https://viada.org/convention-and-expo/> and click on the "Hotel Information" link. Reservations can also be made by calling (757) 213-3000. You must request "VIADA 2019 Conference" to receive the convention rate. Guests will be asked to place a one-night deposit at the time of booking. Cancellation policy is 72 hours prior to your arrival.

All guest room rates are subject to state tax and local taxes, currently 14% plus \$2 occupancy tax. Rate is available three days before and three days after the Convention from October 2 to October 8, 2019. The conference rate (plus applicable taxes) is \$149 for single/double City View; and \$169 for single/double Ocean View. Check-in time is 4:00 pm; check-out is 11:00 am.

Hotel room and all incidentals are the responsibility of the Exhibitor and are not included in the Exhibitor Fee.

#### **EXHIBIT SPACE**

“Table Top” unless approved otherwise. There are eight spaces available for banner displays at an additional cost. Table tops are 6 feet wide and 3 feet deep in size and floor space is 8 feet wide by 6 feet deep, and includes draped table and two chairs. Banner display exhibitors will have floor space that is 12 feet wide by 6 feet deep, which includes draped table, two chairs, and room for your banner inside the footprint. All exhibitors will be listed on our web page with a link to your company’s home page. Electricity is included in the exhibitor fee – please notify VIADA if you actually need it.

#### **INTERNET ACCESS**

Internet access is complimentary in all guest rooms, meeting space, and public spaces. The link will be provided to you when you check-in Friday afternoon. Any other equipment needs must be procured from the hotel and are not included in the Exhibitor Fee.

#### **SHIPPING/DELIVERIES**

The hotel requires that arrangements for delivery of packages be made through the hotel’s Sales & Catering Office. Exhibitors are responsible for the arrangements and all expenses of shipping materials, merchandise, exhibits, or any other items to and from the hotel. Hotel must be notified in advance of shipping to ensure proper acceptance of items at hotel. Ant alternative arrangements are to be approved by the hotel representative. Hotel is not able to receive COD packages. The hotel policies of safe handling are based on advice from the USPS and the Federal Center for Disease Control and Prevention (CDC). Any materials being sent to the hotel must include the following information:

Exhibitor assumes all fees for shipping/storage of material

- Hold for arrival – Attn: (Guest’s Name & Organization Name)
- Complete Return Address
- Hilton representative’s name – Ann-Marie Savage
- Number of packages (Example Box 1 of 2, Box 2 of 2)
- Date the function is being held (October 4-6, 2019)
- Address package to hotel as follows:
  - Hilton Virginia Beach Oceanfront  
3001 Atlantic Ave  
Virginia Beach, VA 23451

#### **PARKING**

Complimentary self-parking for group event is available in 1,000 space parking garage attached to the hotel. Valet parking for overnight guests is available at the rate of \$16 per car (subject to change)

#### **REGISTRATION**

Includes name tags for two (2) Exhibitors; company listing in conference program; food and beverages for Friday and Saturday dinners; all Saturday breaks including breakfast and lunch.

#### **QUESTIONS**

Contact Alvin Melendez at (800) 394-1960 [alvin@viada.org](mailto:alvin@viada.org)

**THANK YOU FOR BEING AN EXHIBITOR AT OUR 2019 CONVENTION & EXPO!**