



We Look Forward to Seeing You in Orlando!

The leadership and staff of SNPA, Inland and the Local Media Association look forward to seeing you at the 2017 Key Executives Mega-Conference in Orlando, Feb. 23-25. Here is information to help you plan your trip.

ORLANDO WORLD CENTER MARRIOTT

The Mega-Conference will be held at [Orlando World Center Marriott](#). The address is 8701 World Center Drive. The hotel's telephone number is 407.239.4200.

For information on reserving a hotel room, [click here](#).

The conference registration desk, meetings and tradeshow are in the Main Convention Center in the Palms and Crystal ballrooms.

GETTING THERE

The hotel is 17 miles southwest of the [Orlando International Airport](#) and 10 northeast of the [Kissimmee Gateway Airport](#). The hotel does not provide shuttle service.

A taxi from Orlando International costs about \$55, one way, and \$40 from Kissimmee.

Mears Transportation offers shuttle service from Orlando International. Rates are \$23 per person one way or \$37 round trip. Mears offers car service from Kissimmee. Advance reservations are required. Call 855.463.2776 or [reserve online](#). [Download a discount coupon](#).

Valet parking at the Marriott is \$30.89. Self-parking is \$23.43. Self-parking is complimentary for guests who drive plug-in hybrid or plug-in electric cars.

Click here to get [door-to-door driving directions](#).

Here is an [area map](#). Here is a [map of the resort](#).

THURSDAY MORNING BONUS SESSION

If you arrive before 10 am on Thursday, Feb. 23, plan to join our lively, interactive discussion on native advertising. Ryan Stephens of Deseret Digital Media shares key learning from the past three years' of growing this important revenue source.

GREAT PROGRAM, 70 EXHIBITORS, A NETWORK OF COLLEAGUES

The conference registration desk opens at 9 am on Thursday, Feb. 23.

**Please wear your conference badge at all times.
Badges are required to enter the trade show, receptions, lunch, and meetings.**

The trade show is open from 10 am to 7 pm on Thursday, Feb. 23; from 7:30 am to 5 pm on Friday, Feb. 24; and from 7:30 to 10 am on Saturday, Feb. 25. Refreshments are available in the trade show throughout the day.

The program begins at 1 pm on Thursday, Feb. 23, and concludes at 10:30 am on Saturday, Feb. 25.

[Here is the complete program.](#)

[Here is a list of attendees.](#)

[Here is a list of sponsors and exhibitors.](#)

VISIT OUR SPONSORS AND EXHIBITORS

The 70 R&D partners who are exhibiting at the Mega-Conference are prepared to share a wealth of knowledge about what is working at local media companies all over the U.S. Please make it your mission to visit with them. The right solution or suggestion can pay for your trip to Orlando many times over – and often, the experts behind the exhibit tables are your best source of information!

WEATHER AND ATTIRE

The 10-day forecast calls for partly cloudy to sunny skies, daytime highs around 80 degrees and evening lows in the mid-50s. [You can check here for an update as you pack.](#)

Dress is business casual. Ties are not necessary. This attire is suitable at almost any restaurant you may choose for dinner and for the Mega-Conference functions.

WELCOME RECEPTION

The welcome reception on Thursday evening, Feb. 23, will be held in the trade show from 5:30 - 7 pm.

Reception sponsors include [AMG Parade](#); [OwnLocal](#); [Southern Lithoplate](#); [Cribb Greene & Cope](#); [Dirks, Van Essen & Murray](#); [Guarantee Digital](#); [Mather Economics](#), [Olive Software](#) and [Tru Measure](#) (Look for [PressReader](#)'s special craft beer-tasting!)

FRIDAY LUNCH

A buffet lunch will be held in the trade show on Friday, Feb. 24, from noon to 1:30 pm – a perfect time to visit with colleagues and talk with our exhibitors.

MEGA-INNOVATION AWARD

The Mega-Innovation Award is now in its second year – and the entries were spectacular! The four finalists in the competition will speak on Friday afternoon, and the winner will be announced.

DINING

You will find a restaurant in Orlando to suit every palate.

[Orlando Sentinel Entertainment and Restaurant Guide](#)

[Restaurants Near the Marriott \(Open Table\)](#)

[Suggestions from the Marriott Concierge](#)

THINGS TO DO

Here are guides to nightlife, theme parks, music, arts and events in Orlando:

[Visit Orlando Official Travel Guide](#)

[Visit Orlando Destination App](#)

Safe travels! See you in Orlando!

