



We Look Forward to Seeing You in San Diego!

The leadership and staff of Inland, Local Media Association, SNPA and the News Media Alliance look forward to seeing you at the 2018 Key Executives Mega-Conference in San Diego, Feb. 26-28. Here is information to help you plan your trip.

MANCHESTER GRAND HYATT

The Mega-Conference will be held at [Manchester Grand Hyatt in San Diego](#). The address is 1 Market Place. The hotel's telephone number is 619.232.1234.

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

GETTING THERE

The Manchester Hyatt is 2.9 miles from the San Diego International Airport. Ride-share services, like Uber and Lyft, cost \$10-\$12. Taxis are also available.

Valet parking at the Hyatt is \$49 for overnight guests, or \$10 per hour (\$55 daily maximum) for day guests. Self-parking is \$35 for overnight guests, or \$8 per hour (\$35 daily maximum) for day guests.

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

Here is a [downtown map](#).

CONFERENCE REGISTRATION DESK

The Mega-Conference Registration Desk is in the Harbor Ballroom Foyer. The registration desk is open from 8 am to 7 pm on Monday, Feb. 26, and Tuesday, Feb. 27.

**Always wear your conference badge.
Badges are required to enter the trade show, receptions, lunch and meetings.**

MONDAY MORNING BONUS SESSION

If you arrive before 8:30 am on Monday, Feb. 26, plan to join our lively session on growing customer engagement. This meeting will be held in the Mission Beach room.

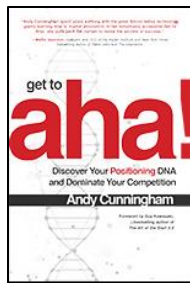
A WIDE-RANGING PROGRAM TO SUIT EVERY NEED

This year's program features a Monday morning bonus session, 10 general session programs, a branding workshop and 23 breakout sessions.

The breakout sessions are arranged in four tracks:

- Track 1: Building Value in Our Core Brands Now
- Track 2: Transformation – Creating New Opportunities from Disruption
- Track 3: Diversification and Entrepreneurship
- Track 4: Themed case studies from Our Technology Partners

The main program begins at 1 pm on Monday, Feb. 26, and concludes at noon on Wednesday, Feb. 28.



Marketing guru Andy Cunningham will be giving away 150 copies of her book – “Get to Aha!” – during the closing session on Wednesday. This session is all about repositioning your brand for success!

[Here is the complete program.](#)

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

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

VISIT OUR SPONSORS AND EXHIBITORS

More than 90 R&D partners are in San Diego 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 San Diego many times over – and often, the experts behind the exhibit tables are your best source of information!

The trade show is open:

- 11 am to 7 pm on Monday, Feb. 26
- 7 am to 5 pm on Tuesday, Feb. 27 (breakfast from 7-8 am)
- 7 to 10:30 am on Wednesday, Feb. 28 (breakfast from 7-8 am)

Refreshments are available in the trade show throughout the day.

WEATHER AND ATTIRE

The 10-day forecast calls for partly cloudy to sunny skies, daytime highs around 60 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 Monday evening, Feb. 26, will be held in the trade show from 5:30 - 7 pm.

Reception sponsors include: [AdCellerant](#); [Cribb, Greene & Cope](#); [Data-Dynamix](#); [DEV/CON Detect](#) (*bourbon and tequila tasting*); [Dirks, Van Essen & Murray](#); [Fake Brains](#); [Google](#); [Guarantee Digital](#); [Monster](#) (*craft beer tasting*); [Ntooitive](#); [Relevnt](#) (*wine tasting*); [Software Consulting Services](#); [Seyfarth Shaw LLP](#); [Smart 1 Marketing](#); [Southern Lithoplate](#) and [Tru Measure](#).

TUESDAY LUNCH

A buffet lunch will be held in the trade show on Tuesday, Feb. 27, from 12:15 to 1:30 pm – a perfect time to visit with colleagues and talk with our exhibitors.

The lunch is sponsored by [Alliance for Audited Media](#).



MEGA-INNOVATION AWARD

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

JOIN THE CONVERSATION ON TWITTER

Engage with your fellow attendees on Twitter using the conference hashtag: [#2018MegaConf](#). And, follow us at [@megaconference](#), [@inlandpress](#), [@LocalMediaAssoc](#), [@SNPAatlanta](#) and [@newsalliance](#)

DINING

You will find a restaurant in San Diego to suit every palate.

[San Diego Union Tribune Entertainment: Dining & Drinking](#)

[Restaurants Near the Hyatt Manchester \(Open Table\)](#)

THINGS TO DO

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

[Things to Do in San Diego](#) sandiego.org

[Things to Do in San Diego](#) tripadvisor.com

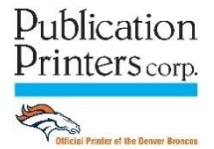
[Tourist Map](#)

Safe travels! See you in San Diego!

A PARTNERSHIP OF:



Special thanks to:



[Preview all of our sponsors and exhibitors at this link!](#)