



**2009 Annual Meeting**  
**Monday, May 18**  
**8:00 AM – 4:30 PM**

**Daytona International Speedway**  
**1801 W. International Speedway Blvd**  
**Daytona Beach, FL 32114**

**Join us for the third annual meeting of the Florida Association of Ticketing!** The purpose of FLOAT is to promote the common interests of persons and entities that are a part of the ticketing industry in the state of Florida, through supporting each other with shared knowledge, experience, information and ideas. FLOAT is a regional ticketing group associated with INTIX – the International Ticketing Association.

**Registration – Due by Friday, May 8.** Registration includes all activities listed on the schedule, plus lunch on Monday. *Registrations received after Friday, May 8 will be charged a \$5 late fee.*

**Members\***  
**\$25**

**Non-Members**  
**\$40**

\* For more information on membership, contact Cleff Smith at [clsmith@daytonainternationalspeedway.com](mailto:clsmith@daytonainternationalspeedway.com)

**Accommodations – \$99/night, available May 15 -18.** Includes free parking and Wi-Fi. All rooms are ocean view!

**The Plaza Resort & Spa**  
[www.plazaresortandspa.com](http://www.plazaresortandspa.com)  
600 North Atlantic Ave  
Daytona Beach, FL 32118

**Reservations:** (800) 874-7420, mention “FLOAT group” to receive room discount.

**Thank You to Our Sponsors! Please visit their displays during the meeting!**

**Shubert**  
**TICKETING**



## Directions to the Plaza Resort & Spa:

### From I-95 and points south:

Take Dunlawton Ave, Exit 256 and go east approximately 4 miles to Atlantic Avenue. Turn left on Atlantic Avenue. Go approximately 9.3 miles. Plaza Resort & Spa is on the right hand side.

### From the Daytona Airport:

When leaving the airport, follow the signs that direct you to International Speedway Blvd. Turn right on International Speedway Blvd. Go approximately 4 miles to Atlantic Avenue. Turn left on Atlantic Avenue and go approximately 1.0 miles. Plaza Resort & Spa is on your right.

### From Orlando:

Take Interstate 4 east toward Daytona Beach. Take the US-92 exit- exit 261- toward Deland / Daytona Beach. Merge onto US-92 E toward Daytona Beach / Airport. Cross the bridge to A1A, turn left on A1A and go north approximately 1.0 miles and Plaza resort & Spa is on your right side.

### From Jacksonville and points north:

Go South on I-95. Take the US-1 exit- exit 273- toward Ormond Beach / Bunnell. Take the ramp toward Ormond Bch. / Holly Hill / Daytona Bch. Turn left onto US-1 S / FL-5 S. Turn left onto W Granada Blvd / FL-40. Cross the bridge to A1A, turn right on A1A and go south approximately 4.2 miles. Plaza resort & Spa is on your left side.

## Directions to the Daytona International Speedway:

### From the North on I-95

Travel South on I-95 to exit 261A, International Speedway Blvd., US 92

Turn East onto International Speedway Blvd., US 92

Travel approximately one mile and DAYTONA 500 EXPERIENCE's entrance will be on your right at NASCAR Drive.

### From the West on I-4

Travel East on I-4 to Exit 129, US 92 (International Speedway Blvd)

Continue East on International Speedway Blvd., US 92

Travel approximately one mile and DAYTONA 500 EXPERIENCE's entrance will be on your right at NASCAR Drive.

### From the South on I-95

Travel North on I-95 to exit 261, International Speedway Blvd., US 92

Turn East onto International Speedway Blvd., US 92

Travel approximately one mile and DAYTONA 500 EXPERIENCE's entrance will be on your right at NASCAR Drive.

### From the West on US 92 (International Speedway Blvd.)

Travel East on US 92, International Speedway Blvd.

After driving under I-95, travel approximately one mile DAYTONA 500 EXPERIENCE's entrance will be on your right at NASCAR Drive.



## Meeting Schedule:

### Sunday, May 17

**All Day – Visit the Daytona 500 Experience (Open daily 10AM – 6PM.)**

**Location: Daytona International Speedway – 1801 W. International Speedway Blvd.**

**Included with your registration is one complimentary ticket to the Daytona 500 Experience. Your ticket will be waiting for you at the Daytona International Speedway Ticket Office Will Call window (inside lobby.) Additional Daytona 500 Experience tickets are available for \$24 plus tax.** Over the past 10 years, Daytona 500 Experience, "The Official Attraction of NASCAR," has been delivering magical motorsports memories to both hard-core race fans and casual observers through hands-on activities, challenging thrills and one-of-a-kind sights. See the facility on the unique tram tour that takes you around the track and on the infield.

**6:00 – 7:00 PM – Meet & Greet Dinner**

**Location: Oyster Pub - 555 Seabreeze Blvd. (Two blocks from The Plaza Resort & Spa.)**

Join us at a local favorite, the Oyster Pub, for dinner and then our first session! *This meal is not included in the registration cost.*

**7:00 – 8:30 PM – I've Got A Question!**

**Location: Oyster Pub**

Have a question you'd like to ask other ticketing professionals? Drop your question in the box and join us for this casual Q&A session where everyone helps provide the answers!

### Monday, May 18

**8:00 AM – 9:00 AM – Registration, visit our Sponsors' Booths**

**Location: Daytona International Speedway Bill France Room (Above Daytona 500 Experience.)  
1801 W. International Speedway Blvd.**

**9:00 AM – 9:30 AM – FLOAT Business Meeting**

**Location: Bill France Room**

**Speaker: FLOAT Executive Committee**

Review the last year with the FLOAT Executive Committee and discuss plans for the future of the association!

**9:30 AM – 11:30 AM – Visit the International Speedway Corporation Contact Center**

**Location: Bill France Room & Contact Center – 525 Fentress Blvd. Building #2**

**Speaker: Tom Canello, Sr. Director of Marketing Services at the Contact Center**

Daytona Beach is home to the call center for all twelve Speedways across the country. Speaker Tom Canello, Sr. Director of Marketing Services will give a brief overview and demonstration of the technology used to manage thousands of calls on a daily basis and the incentives they use to up-sell events and keep information accurate for each venue. Meeting attendees will then have an opportunity to tour the Contact Center and see these processes in action.

**11:30 AM – 12:45 PM - Buffet Lunch - Sponsored by Shubert Ticketing**

**Location: Bill France Room**

**Speaker: Vince Rieger, Director of Business Development and Client Services, Shubert Ticketing**

Join us for a complimentary buffet lunch sponsored by Shubert Ticketing. Guest speaker, Vince Rieger, will spend some time talking about Shubert Ticketing and the varied roles they play in the ticketing industry.

**1:00 PM – 1:30 PM – *The Box Office/Marketing Partnership: Building Successful Audience Strategies in a Challenging Economic Climate-* Sponsored by Choice Ticketing**

**Location: Bill France Room**

**Speaker: Robert Friend, Vice-President of Sales & Marketing, Choice Ticketing**

The synergy of Box Office and Marketing in developing and implementing new ways to reach audiences and maximize ticket sales can have a powerful impact on the survival of your entertainment operation. This session will focus on the integration of sales, new technology, data-mining and audience development strategies as a key component to ensuring success at the box office and in the community during these tough economic times.

**1:45 PM – 3:00 PM - *Customer Service & the Economy Group Panel Discussion***

**Location: Bill France Room**

**Speaker: Select Members of FLOAT**

Have you ever found yourself compromising your regular policies and procedures in hope of maintaining your client base? Has the downturn in the economy affected your level of customer service? Has your “No refunds, No exchanges” policy been morphing into something you barely recognize? How does your staff react when you make a decision regarding customer service that they may not like? This panel of ticketing professionals will share their stories and tips for keeping the customers, venue and staff in balance.

**3:15 PM – 4:15 PM – *The Next Generation of INTIX***

**Location: Bill France Room**

**Speaker: TBA from the International Ticketing Association (INTIX)**

As INTIX welcomes their new president, Jena Hoffman, many great plans for the future are in the works, including a focus on communication and connection in local areas. Join us while we learn what’s new with our guest speaker from the INTIX Headquarters in New York.

**4:15 – 5:00 PM – *Wrap Up /Meeting Evaluation, final opportunity to visit sponsor booths.***

**Location: Bill France Room**

**4:15 PM – *Daytona 500 Experience (Open until 6PM)***

**Location: Daytona International Speedway**

Didn’t have time to see the Daytona 500 Experience over the weekend? This time is available for you to check out the facility before heading home.