

2017 Annual Meeting

Other Details

Reaching the Reader
in a Changing Marketplace



2017 Annual Meeting
Educational Book & Media Association

February 6-9, 2017

The Vinoy Renaissance St. Petersburg Resort & Golf Club | St. Petersburg, FL

Weather

The weather in St. Petersburg, Florida is a northerner's dream! In the month of February, the weather is comfortable with an average high temperature of 72° F and the average low temperature of 56° F.

Attire

The attire for the meeting varies by event. For the education sessions and one-on-one sessions the attire is Business Casual. The opening Monday dinner and the President's dinner on Wednesday are more formal. Jackets are recommended for men and we suggest not wearing jeans. The attire for the Tuesday evening offsite event is appropriate casual. Events may be outside in the evening so we recommend packing suitable clothes including sweaters and light jackets in case it is a cool desert weather. You may find this article interesting about attire definitions - [http://en.wikipedia.org/wiki/Dress_code_\(Western\)](http://en.wikipedia.org/wiki/Dress_code_(Western)).

Things to Do

St. Petersburg/Clearwater is one of those rare places that has both outstanding, and slightly quirky attractions.

First, the outstanding: visit only-in-St. Pete art attractions such as [The Dalí Museum](#) and [Chihuly Collection](#). Family-friendly places to visit include the tranquil [Sunken Gardens](#), [Florida Botanical Gardens](#), the popular [Clearwater Marine Aquarium](#), and [Great Explorations Children's Museum](#).

Get historical with a visit to pre-Columbian Indian shell mounds, called middens, which you'll find throughout the area. Ten thousand years of local history are on display at the [Safety Harbor Museum of Regional History](#). A moving afternoon awaits at the [Florida Holocaust Museum](#).

And now, the unusual: How about driving an authentic World War II M8 Greyhound vehicle (a.k.a. a giant tank) at the [Armed Forces History Museum](#)? Or ziplining 60-feet above a natural preserve, spotting wildlife along the way at [Empower Adventures Tampa Bay](#)? Party like a pirate on a pirate cruise out of Clearwater or [John's Pass](#). And at [Pier 60](#) in Clearwater, come say hello to our quirky street performers at sunset every single evening.

For more details about local attractions and opportunities visit the St. Petersburg Convention and Visitor's Bureau website at www.visitstpeteclearwater.com.