

VIAD CORP  
Form DEFA14A  
April 04, 2018

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the Securities

Exchange Act of 1934 (Amendment No. )

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to §240.14a-12

Viad Corp

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required.

Fee computed on table below per Exchange Act Rules 14a-6(i)(4) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

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(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

Fee paid previously with preliminary materials:

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:







See the reverse side of this notice to obtain proxy materials and voting instructions. \*\*\* Exercise Your Right to Vote  
\*\*\* Important Notice Regarding the Availability of Proxy Materials for the Shareholder Meeting to Be Held on  
<mtgdate>. You are receiving this communication because you hold shares in the above named company. This is not a  
ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more  
complete proxy materials that are available to you on the Internet. You may view the proxy materials online at  
www.proxyvote.com or easily request a paper copy (see reverse side). We encourage you to access and review all of  
the important information contained in the proxy materials before voting. Meeting Information Meeting Type:  
<mtgtype> For holders as of: <recdate> Date: Time: <mtgtime> Location: 0000369210\_1 R1.0.1.17 VIAD CORP  
VIAD CORP 1850 NORTH CENTRAL AVE., SUITE 1900 PHOENIX, AZ 85004-4565 Annual Meeting March 22,  
2018 May 17, 2018 May 17, 2018 8:00 AM MST Royal Palms Hotel 5200 East Camelback Road Phoenix, AZ  
85018 Please Choose One of the Following Voting Methods Vote In Person: Many shareholder meetings have  
attendance requirements including, but not limited to, the possession of an attendance ticket issued by the entity  
holding the meeting. Please check the meeting materials for any special requirements for meeting attendance. At the  
meeting, you will need to request a ballot to vote these shares. Vote By Internet: To vote now by Internet, go to  
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BY TELEPHONE: 1-800-579-1639 3) BY E-MAIL\*: sendmaterial@proxyvote.com \* If requesting materials by  
e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrow (located on the  
following page) in the subject line. . . 0000369210\_2 R1.0.1.17 1. Notice & Proxy Statement 2. Annual Report  
Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to your investment  
advisor. Please make the request as instructed above on or before May 03, 2018 to facilitate timely delivery. Voting  
items 0000369210\_3 R1.0.1.17 The Board of Directors recommends you vote FOR the following: 1. Election of  
Directors Nominees 1A Richard H. Dozer 1B Virginia L. Henkels 1C Robert E. Munzenrider The Board of Directors  
recommends you vote FOR proposals 2 and 3. 2. Ratification of the selection of Deloitte & Touche LLP as Viad's  
independent registered public accounting firm for 2018. 3. Advisory approval of named executive officer  
compensation. NOTE: Such other business as may properly come before the meeting or any adjournment  
thereof. 0000369210\_4 R1.0.1.17