

MOSTER STEVEN W  
Form 3  
November 03, 2010

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

|   |         |   |   |  |
|---|---------|---|---|--|
| 1. Name and Address of Reporting Person * |         | 2. Date of Event Requiring Statement  | 3. Issuer Name and Ticker or Trading Symbol                           |  |
| MOSTER STEVEN W                           |         | (Month/Day/Year)  | VIAD CORP [VVI]   |  |
| (Last)                                    | (First) | (Middle)  | 11/01/2010  |  |
| 1850 N. CENTRAL AVE.,                     |         | 4. Relationship of Reporting Person(s) to Issuer  |   | 5. If Amendment, Date Original Filed(Month/Day/Year)                   |
| SUITE 800                                 |         | (Check all applicable)  |   |  |
| (Street)                                  |         | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner<br><input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other<br>(give title below)    (specify below) |   | 6. Individual or Joint/Group Filing(Check Applicable Line)             |
| PHOENIX, AZ 85004-4545                    |         | President of GES  |   | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
| (City)                                    | (State) | (Zip)   | <input type="checkbox"/> Form filed by More than One Reporting Person |  |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| Common Stock                    | 13,200 <sup>(1)</sup>                                 | D  | ∆   |
| Common Stock                    | 950 <sup>(2)</sup>                                    | I  | by Spouse   |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of | 5. Ownership Form of Derivative | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|------------------------------------|---------------------------------|---|
|--|--|---|------------------------------------|---------------------------------|---|

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| Date Exercisable | Expiration Date | Title | Amount or Number of Shares | Derivative Security | Security: Direct (D) or Indirect (I) (Instr. 5) |
|------------------|-----------------|-------|----------------------------|---------------------|---|
|------------------|-----------------|-------|----------------------------|---------------------|---|

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                  |       |
|--|---------------|-----------|------------------|-------|
|  | Director      | 10% Owner | Officer          | Other |
| MOSTER STEVEN W<br>1850 N. CENTRAL AVE., SUITE 800<br>PHOENIX, AZ 85004-4545 |               |           | President of GES |       |

## Signatures

By: Scott E. Sayre For: Steven W. Moster  
Date: 11/03/2010

Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 5(b)(v).
  - \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Includes 600 shares of Restricted Stock granted on 2/21/07 pursuant to the 1997 Viad Corp Omnibus Incentive Plan; and 1,000 shares of Restricted Stock granted on 2/25/08, 4,200 shares of Restricted Stock granted on 2/23/09 and 7,400 shares of Restricted Stock granted on 11/1/10, pursuant to the 2007 Viad Corp Omnibus Incentive Plan.
- (2) Includes 350 shares of Restricted Stock granted on 2/21/07 to Spouse pursuant to the 1997 Viad Corp Omnibus Incentive Plan; and 600 shares of Restricted Stock granted on 2/25/08 to Spouse pursuant to the 2007 Viad Corp Omnibus Incentive Plan.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, See Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.