

VIAD CORP  
Form SC 13G  
February 01, 2019  
**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

**SCHEDULE 13G**

**Under the Securities Exchange Act of 1934**  
**( Amendment No. )\***

Viad Corp

(Name of Issuer)

Common Stock

(Title of Class of Securities)

92552R406

(CUSIP Number)

December 31, 2018

(Date of Event which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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NAMES OF REPORTING PERSONS

1. Victory Capital Management Inc.

I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

13-2700161

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

2. (see instructions)

(a) ..

(b) ..

3. SEC USE ONLY

CITIZENSHIP OR PLACE OF ORGANIZATION

4. New York

|  |    |                                |
|--|----|--------------------------------|
|  | 5. | SOLE VOTING<br>POWER           |
|  |    | 1,066,103                      |
|  | 6. | SHARED<br>VOTING POWER         |
|  |    | 0                              |
| NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING<br>PERSON WITH | 7. | SOLE<br>DISPOSITIVE<br>POWER   |
|  |    | 1,086,953                      |
|  | 8. | SHARED<br>DISPOSITIVE<br>POWER |
|  |    | 0                              |

AGGREGATE  
AMOUNT  
BENEFICIALLY  
OWNED BY

9. EACH  
REPORTING  
PERSON

1,086,953

CHECK IF THE  
AGGREGATE  
AMOUNT IN  
ROW (9)

10. EXCLUDES  
CERTAIN  
SHARES

(see  
instructions) ..

PERCENT OF  
CLASS  
REPRESENTED

11. BY AMOUNT IN  
ROW (9)

5.34%

TYPE OF  
REPORTING

12. PERSON (see  
instructions)

IA

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**Item 1.**

- (a) Name of Issuer  
Viad Corp

Address of Issuer's Principal Executive Offices

- (b) 1850 North Central Ave, Suite 1900

Phoenix AZ 85004-4565

**Item 2.**

- (a) Name of Persons Filing  
Victory Capital Management Inc.

Address of the Principal Office or, if none, residence

- (b) 4900 Tiedeman Rd. 4<sup>th</sup> Floor

Brooklyn, OH 44144

- (c) Citizenship  
New York

- (d) Title of Class of Securities  
Common Stock

- (e) CUSIP Number  
92552R406

**Item 3. If this statement is filed pursuant to §§240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:**

- (a)  Broker or dealer registered under section 15 of the Act (15 U.S.C. 78o).
- (b)  Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c).
- (c)  Insurance company as defined in section 3(a)(19) of the Act (15 U.S.C. 78c).
- (d)  Investment company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8).
- (e)  An investment adviser in accordance with §240.13d-1(b)(1)(ii)(E);
- (f)  An employee benefit plan or endowment fund in accordance with §240.13d-1(b)(1)(ii)(F);

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- (g) " A parent holding company or control person in accordance with §240.13d-1(b)(1)(ii)(G);
- (h) " A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
- (i) .. A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);
- (j) " Group, in accordance with §240.13d-1(b)(1)(ii)(J).

**Item 4. Ownership.**

Provide the following information regarding the aggregate number and percentage of the class of securities of the issuer identified in Item 1.

- (a) Amount beneficially owned: 1,086,953
- (b) Percent of class: 5.34%
- (c) Number of shares as to which the person has:
  - (i) Sole power to vote or to direct the vote: 1,066,103
  - (ii) Shared power to vote or to direct the vote: 0
  - (iii) Sole power to dispose or to direct the disposition of: 1,086,953
  - Shared power to dispose or to direct the disposition of: 0
- (iv) *Instruction.* For computations regarding securities which represent a right to acquire an underlying security see §240.13d-3(d)(1).

**Item 5. Ownership of Five Percent or Less of a Class.**

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following "

**Item 6. Ownership of More than Five Percent on Behalf of Another Person.**

The clients of Victory Capital Management Inc., including investment companies registered under the Investment Company Act of 1940 and separately managed accounts, have the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, the class of securities reported herein. No client has the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, more than 5% of such class.

**Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company.**

Not applicable

**Item 8. Identification and Classification of Members of the Group.**

Not applicable.

**Item 9. Notice of Dissolution of Group.**

Not applicable.

**Item 10. Certification.**

(a) The following certification shall be included if the statement is filed pursuant to §240.13d-1(b):

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

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After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

2/1/2019

Date

/s/ Colin S. Kinney

Signature

Colin S. Kinney / Chief Compliance Officer

Name/Title