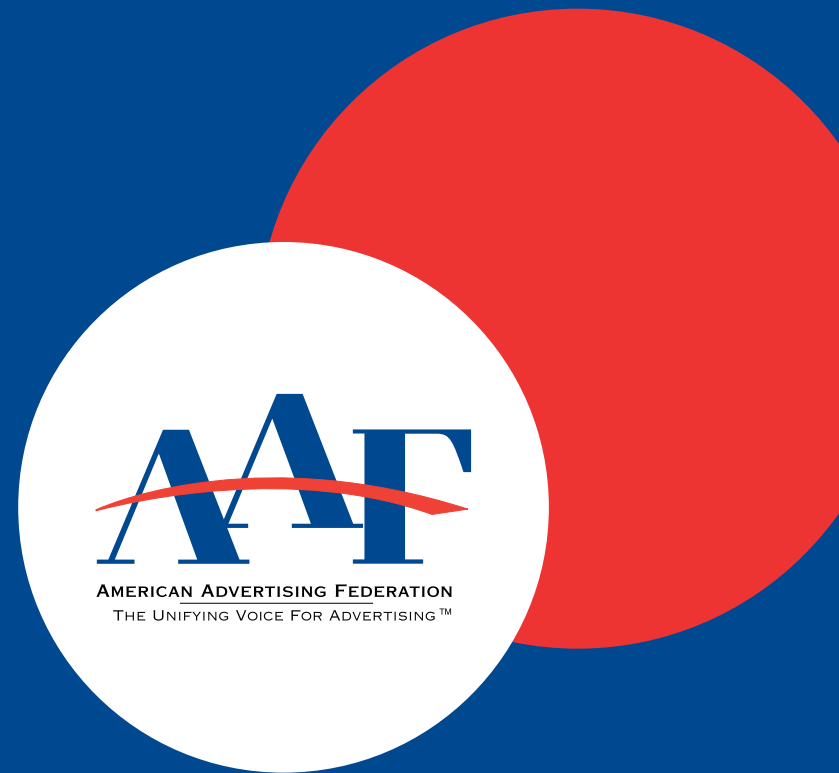


# AN INDUSTRY UNIFIED



# ABOUT THE AAF

The American Advertising Federation is the leading trade association representing 40,000 industry professionals in advertising, marketing, media and communications. Its nearly 100 blue-chip corporate members represent the nation's leading brands and corporations. As the "Unifying Voice for Advertising," the AAF also maintains a national network of 200 ad clubs and 225 college chapters.



**W**e've created this brochure to serve as a guide to all of the programs, initiatives and services the American Advertising Federation provides to its members and the industry. As the only advertising trade association that brings together advertisers, agencies and media companies, the AAF is in a unique position to unite the advertising business and promote its value to the public. The AAF works in four specific ways to provide measurable benefits to our members:

**Industry Recognition and Promotion:**

The AAF honors advertising excellence through our programs recognizing the best and brightest the industry has to offer, including individuals and companies honored by the Advertising Hall of Fame®, the Advertising Hall of Achievement® and the Diversity Achievement and Mosaic Awards & Forum. The National ADDY® Awards and Student ADDY Awards celebrate the best creative work from every region of the country, a testament that great ideas can come from anywhere. These programs, as well as our efforts in promoting the business of advertising, help show the nation and the world that the advertising industry brings tremendous value to the economy.

**Industry Strength:**

The AAF has long advocated that an inclusive advertising industry is a more successful advertising industry. We continue to champion this mission through programs that recognize diversity and encourage new talent to choose advertising as a career. Annual AAF programs such as the Most Promising

Minority Students Program, Mosaic Career Fairs, Mosaic Vendor Fair, National Student Advertising Competition, National Student Advertising Competition Recruiters Expo and Student Conference are at the forefront of meeting the evolving needs of corporate organizations and the government, including education, strategic recommendations on developing an inclusive workforce and access to business and human resources.

**Industry Influence:**

The AAF's heritage is in our Washington, D.C. headquarters, and our ability to protect and promote advertising through government relations at all levels: federal, state and local. The AAF is the only advertising trade association with a grassroots network of professionals who can mobilize to protect the business of advertising. Events such as the Government Affairs Conference and publications such as our weekly Government Report educate our members on the pressing issues affecting our industry.

**Industry Network:**

The AAF is a multilevel organization representing 40,000 advertising professionals. The AAF prides itself on its national coalition of 200 ad clubs located in large and small markets across the country. The AAF also has a presence on 225 college campuses nationwide through a college chapter network overseen by a committee of university professors who produce academic research for the industry. Each June, all of our constituents—corporate members, club leaders and college students—come together for our AAF National Conference, where we offer top-level programming on the most relevant topics facing advertising today.

We invite you to learn more about our programs and to participate in all that the AAF has to offer—as a member, sponsor, honoree, recruiter or mentor.

Sincerely,

James Edmund Datri  
AAF President & CEO



# AAF EVENTS

Most Promising Minority Students Program  
February

Mosaic Career Fairs  
February and March

Advertising Hall of Fame®  
March

Government Affairs Conference  
April

AAF National Conference  
June

National Student Advertising Competition  
June



NSAC Recruiters Expo

June

National ADDY® Awards

June

Student ADDY® Awards

June

Diversity Achievement and Mosaic Awards  
& Forum

September



Mosaic Vendor Fair

September

Student Conference

October

Advertising Hall of Achievement®

November





# INDUSTRY RECOGNITION AND PROMOTION

HONORING ADVERTISING EXCELLENCE AND PROMOTING ADVERTISING TO THE PUBLIC

Each year, the American Advertising Federation recognizes advertising excellence at every level. Our two renowned Halls—the Advertising Hall of Fame and Advertising Hall of Achievement—honor professionals who have impacted the industry. The Diversity Achievement and Mosaic Awards celebrate the best in workforce diversity and multicultural advertising, and the National ADDY® Awards and Student ADDY Awards recognize terrific creative work at every level from around the country. Through each of these programs, the AAF strives to demonstrate the lasting impact advertising has on our society.







# Advertising Hall of Fame®

Held Annually in March in New York, N.Y.  
[www.advertisinghalloffame.org](http://www.advertisinghalloffame.org)

After more than 60 years, the Advertising Hall of Fame remains the most prestigious award bestowed in the advertising industry. This important industry program celebrates the extraordinary men and women who have made significant contributions to advertising and society. These advertising legends have raised the standard of excellence and level of professionalism in the industry, while inspiring and mentoring future generations. Each year, the AAF recruits industry leaders to serve on the elite council of judges, which is charged with reviewing and electing worthy candidates. Members of the Advertising Hall of Fame include industry giants such as Bill Bernbach, Marcel Bleustein-Blanchet, Leo Burnett, Robert L. Johnson, Katharine Graham, Henry R. Luce, David Ogilvy, Keith Reinhard, Allen Rosenshine, Ted Turner and Mary Wells Lawrence.







## Program Demographics

Top-level industry executives

## Benefits

Sponsors enjoy networking opportunities and access to distinguished honorees who have shaped the advertising industry.

## Sponsorship Levels & Packages

### Advertising Hall of Fame Platinum, \$50,000

Opportunity to co-present an Advertising Hall of Fame award at the luncheon

Premium position 4/C full-page ad or two-page spread 4/C program book ad

Two premium VIP event table at the Advertising Hall of Fame Luncheon

Ten invitations to the VIP cocktail reception the evening before the luncheon

Logo identification in promotional materials and signage

Logo inclusion in national publication print ads

Corporate Web site link from AAF event Web page

Recognition as a Legacy Scholarship contributor benefiting a deserving AAF college chapter student

### Advertising Hall of Fame Gold, \$25,000

Opportunity to co-present an Advertising Hall of Fame award at the luncheon (subject to availability)

Preferred position 4/C full-page program book ad

Preferred event table at the Advertising Hall of Fame Luncheon

Five invitations to the VIP cocktail reception the evening before the luncheon

Logo identification in promotional materials and signage

Logo inclusion in national publication print ads

Corporate Web site link from AAF event Web page

### Advertising Hall of Fame Silver, \$15,000

4/C full-page program book ad

Event table at the Advertising Hall of Fame Luncheon

Two invitations to the VIP cocktail reception the evening before the luncheon

Listing in promotional materials and signage

Listing in national publication print ads

Corporate Web site link from AAF event Web page

# Advertising Hall of Achievement®

Held Annually in November in New York, N.Y.  
[www.aaf.org/ahoa](http://www.aaf.org/ahoa)

The Advertising Hall of Achievement is the industry's premier award for outstanding advertising professionals age 40 and under. Established in 1993, this program recognizes young advertising stars who are making a significant impact on the industry through their leadership, career achievements and community outreach. Members of the Advertising Hall of Achievement include Donny Deutsch, Deutsch, Inc.; Tim Armstrong, AOL; Ed Erhardt, ESPN/ABC Sports; Alex Bogusky, Crispin Porter & Bogusky; Wenda Harris Millard, MediaLink; Stephen Stoute, Translation Consultation + Brand Imaging; Gilbert Davila, the Walt Disney Company; and Jon Gieselman, DIRECTV.





## Program Demographics

Top-level industry executives

## Benefits

Sponsors are given networking opportunities and access to the movers and shakers who lead our industry.

## Sponsorship Levels & Packages

### Advertising Hall of Achievement Platinum, \$50,000

Opportunity to co-present an Advertising Hall of Achievement award at the luncheon

Premium position 4/C full-page or two-page spread 4/C program book ad

Two premium VIP event table at the Advertising Hall of Achievement Luncheon

Ten invitations to the VIP cocktail reception the evening before the luncheon

Logo identification in promotional materials and signage

Logo inclusion in national publication print ads

Corporate Web site link from AAF event Web page

Recognition as a contributor to scholarships benefiting Most Promising Minority Students (subject to availability)

### Advertising Hall of Achievement Gold, \$25,000

Opportunity to co-present an Advertising Hall of Achievement award at the luncheon (subject to availability)

Preferred position 4/C full-page program book ad

Preferred event table at the Advertising Hall of Achievement Luncheon

Five invitations to the VIP cocktail reception the evening before the luncheon

Logo identification in promotional materials and signage

Logo inclusion in national publication print ads

Corporate Web site link from AAF event Web page

### Advertising Hall of Achievement Silver, \$15,000

4/C full-page program book ad

Event table at the Advertising Hall of Achievement Luncheon

Two invitations to the VIP cocktail reception the evening before the luncheon

Listing in promotional materials and signage

Listing in national publication print ads

Corporate Web site link from AAF event Web page



# Diversity Achievement and Mosaic Awards & Forum

Held Annually in September in New York, N.Y.  
[www.aaf.org/mosaicawards](http://www.aaf.org/mosaicawards)

The Diversity Achievement and Mosaic Awards & Forum recognize successful integrated multicultural marketing and diversity efforts that demonstrate the spirit of AAF's Mosaic Principles and Practical Guidelines, which promote diversity and inclusion. The Mosaic Forum provides a platform for advertising industry professionals to openly discuss the issues related to creating a diverse advertising industry workforce, successful partnerships with minority suppliers and vendors, and the return on investment from the inclusion of multiculturalism in corporate marketing and business strategies.

The AAF hosted its first Mosaic Awards & Forum in 2001 to recognize successful multicultural marketing and workforce diversity efforts. In 2004, the AAF and its District Two joined forces to host the Diversity Achievement and Mosaic Awards & Forum, which has become the central diversity and multicultural event held during Advertising Week New York.





## Program Demographics

Advertising agencies, media companies, advertisers

## Benefits

Sponsors are able to support and celebrate successful industry leaders, as well as recognize successful integrated multicultural marketing and workforce efforts that demonstrate the spirit of AAF's Mosaic Principles and Practical Guidelines.

## Sponsorship Levels & Packages

### Diversity Platinum, \$50,000

- Chair of the Mosaic Awards Luncheon & Forum
- Premium position 4/C full-page program book ad
- One premium VIP event table at the Mosaic Awards Luncheon
- Logo identification in promotional materials and signage
- Logo inclusion in national publication print ads
- Corporate Web site link from AAF event Web page
- AAF Scholarship Program participation

### Diversity Gold, \$25,000

- Co-chair of the Mosaic Awards Luncheon
- Preferred position 4/C full-page program book ad
- Preferred event table at the Mosaic Awards Luncheon
- Logo identification in promotional materials and signage
- Logo inclusion in national publication print ads
- Corporate Web site link from AAF event Web page

### Diversity Silver, \$15,000

- 4/C full-page program book ad
- Event table at the Mosaic Awards Luncheon
- Listing in promotional materials and signage
- Listing in national publication print ads
- Corporate Web site link from AAF event Web page

### Diversity Bronze, \$7,500

- B/W full-page program book ad
- Event table at the Mosaic Awards Luncheon
- Listing in promotional materials and signage
- Corporate Web site link from AAF event Web page

### Diversity Crystal, \$5,000

- B/W full-page program book ad
- Event table at the Mosaic Awards Luncheon
- Listing in promotional materials and signage



# National ADDY® Awards

Held Annually During the AAF National Conference in June  
[www.addycompetition.org](http://www.addycompetition.org)

These awards honor excellence in advertising and promote the highest creative standards in the industry. The ADDY Awards are the world's largest advertising competition, with more than 55,000 entries and three separate judging stages.



## Program Demographics

AAF corporate and ad club members, participating advertising agencies and clients from across the country, college students

## Benefits

Sponsors have the opportunity to help celebrate the best in advertising and receive recognition throughout the year. Attendance at the awards gala allows sponsors access to award winners.

## Sponsorship Package

**ADDY, \$20,000**

Presentation of an ADDY award at the awards show

4/C full-page ad in conference program book and ADDY program book

VIP seating at conference events

Logo identification in promotional materials and signage

Sponsor recognition in national publication print ads

Corporate Web site link from AAF event Web page

Two full-conference registrations

Booth at Ad Expo, the advertising industry's premier trade show

Logo in ADDY Awards program book

Logo in video presentation at awards ceremony

Logo in video presentation given to ADDY winners and ad club leaders

Inclusion of promotional literature or items in conference attendees' registration packets (1,000 bags)





# Student ADDY® Awards

Held Annually During the AAF National Conference in June  
[www.studentaddys.com](http://www.studentaddys.com)

These awards honor excellence in student advertising and promote the highest creative standards in the industry.



## Program Demographics

AAF corporate and club members, participating students from across the country, college students

## Benefits

Sponsors help celebrate the best work by students from across the country and receive recognition throughout the year. Sponsors also have the opportunity to meet the advertising industry's future talent. The sponsor of the National Student Advertising Competition (NSAC) is also the primary sponsor of the Student ADDYs. For more information, see page 22.

## Sponsorship Package

### Student ADDY, \$15,000

Presentation of Student ADDY at the awards show

4/C full-page ad in conference program book and ADDY program book

Two full-conference registrations

VIP seating at conference events

Logo identification in promotional materials and signage

Sponsor recognition in national publication print ads

Corporate Web site link from AAF event Web page





# INDUSTRY STRENGTH

CREATING A COHESIVE AND INCLUSIVE ADVERTISING COMMUNITY

The AAF works constantly to strengthen the advertising industry by promoting diversity and inclusion in advertising and by investing in its future through educational programs.

The AAF Mosaic Center on Multiculturalism houses all of the AAF's multicultural and diversity initiatives and is the only national ad industry resource of its kind. The center was formed to expand AAF's well-established leadership capabilities on multicultural marketing/advertising and diversity issues. The center's mission includes the development of new programs and services to meet evolving corporate and governmental needs for education, strategic recommendations and access to business and human resources. The AAF Mosaic Council, which serves as the advisory board to the center, is the industry's premier think tank on diversity and multiculturalism. The council identifies best practices for achieving greater industry diversity and multiculturalism, including the Mosaic Principles and Practical Guidelines. The AAF also hosts the Mosaic Awards & Forum to recognize successful multicultural marketing (see page 12). Other Mosaic programs include the Most Promising Minority Students Program, Mosaic Vendor Fair and Mosaic Career Fairs.



The AAF is also the only advertising association that services the industry by preparing young people to enter the advertising profession. We accomplish this by hosting programs on 225 college and university campuses. The AAF provides its college chapter members with hundreds of internships, scholarships, career guides, industry mentors and networking opportunities with top agency and corporate recruiters and hosts annual events such as the National Student Advertising Competition, National Student Advertising Competition Recruiters Expo and the Student Conference.





# Most Promising Minority Students Program

Held Annually in February in New York, N.Y.  
[www.aaf.org/mpms](http://www.aaf.org/mpms)

The Most Promising Minority Students Program acknowledges those minority advertising students who have been deemed exceptional by their college professors and advisers. The program was created in response to the advertising industry's concerns regarding identifying top minority talent for entry-level positions. Since its inception in 1997, the AAF and its sponsoring partners have assisted in connecting the ad industry with hundreds of outstanding minority candidates. This annual three-day program brings students from colleges and universities across the country to New York for the opportunity to network, interview, visit some of the top ad agencies, client companies and media organizations in the nation and be honored for their accomplishments at the Building Bridges for Our Future Awards Luncheon.



## Program Demographics

Corporate recruiters, chief diversity officers, advertising students and professors

## Benefits

Sponsors have direct access to talented advertising students whose diversity of thought enable the industry to become more creative and innovative as it communicates with today's multicultural consumer market.

## Sponsorship Levels & Packages

### Most Promising Platinum, \$50,000

Chair of the Building Bridges for Our Future Awards Luncheon  
Premium position 4/C full-page program book ad  
One premium VIP event table at the Building Bridges for Our Future Awards Luncheon (includes two Most Promising Program participants)  
Logo identification in promotional materials and signage  
Logo inclusion in national publication print ads  
Corporate Web site link from AAF event Web page  
AAF Scholarship Program participation  
Participation in Industry Immersion  
Exhibit at Recruiters Expo  
On-site interviewing opportunities

### Most Promising Gold, \$25,000

Co-chair of the Building Bridges for Our Future Awards Luncheon  
Preferred position 4/C full-page program book ad  
Preferred event table at the Building Bridges for Our Future Awards Luncheon (includes two Most Promising Program participants)  
Logo identification in promotional materials and signage  
Logo inclusion in national publication print ads  
Corporate Web site link from AAF event Web page  
Host of a professional development seminar  
Participation in Industry Immersion  
Exhibit at Recruiters Expo  
On-site interviewing opportunities

### Most Promising Silver, \$15,000

4/C full-page program book ad  
Event table at the Building Bridges for Our Future Awards Luncheon (includes two Most Promising Program participants)  
Logo identification in promotional materials and signage  
Logo identification in national publication print ads  
Corporate Web site link from AAF event Web page  
Participation in Industry Immersion  
Exhibit at Recruiters Expo  
On-site interviewing opportunities

### Most Promising Bronze, \$7,500

B/W full-page program book ad  
Event table at the Building Bridges for Our Future Awards Luncheon (includes two Most Promising Program participants)  
Corporate Web site link from AAF event Web page  
Company listing in promotional materials and signage  
Exhibit at Recruiters Expo  
On-site interviewing opportunities

### Most Promising Crystal, \$5,000

B/W full-page program book ad  
Event table at the Building Bridges for Our Future Awards Luncheon (includes two Most Promising Program participants)  
Company listing in promotional materials and signage  
Exhibit at Recruiters Expo  
On-site interviewing opportunities

### Most Promising Recruiter, \$2,000

Exhibit at Recruiters Expo  
Two tickets to Building Bridges for Our Future Awards Luncheon  
On-site interviewing opportunities



# Mosaic Career Fairs

Held Annually in February and March Across the Country  
[www.aaf.org/mosaicfair](http://www.aaf.org/mosaicfair)

The Mosaic Career Fairs connect talented minority advertising, marketing and communications students with industry professionals who are seeking entry-level candidates. Students and corporate recruiters are brought together for one day to discuss potential career opportunities. The students also participate in career development workshops, résumé reviews and portfolio critiques. Hosted in cities throughout the country, the Mosaic Career Fairs are open to all AAF college chapter members. Because of AAF's inclusion and diversity goals, a concerted effort is made to ensure participation by minority students.



## Program Demographics

Corporate recruiters, advertising students, graduate students

## Benefits

Sponsors provide students and recruiters with the opportunity to network and set up interviews while preparing them for their careers through professional development workshops, résumé reviews and portfolio critiques. Recruiters also attend the Recruiters Expo and meet with AAF college chapter members.

## Sponsorship & Packages

### Corporate Sponsorship Package, \$15,000

Mosaic Career Fair Host

Host of professional development seminar(s)

Logo identification in promotional materials, including quarter-page B/W USA TODAY ads, AAF Web site, student résumé package, etc.

Exhibit at Recruiters Expo

On-site interviewing opportunities

Access to the top advertising and marketing college graduates in the nation

### Mosaic Career Fair Recruiters Expo Package, Complimentary

Exhibit space at Recruiters Expo

Preregistered students' résumés

Company listing in program book

Lunch for two recruiters

Link to company Web site on AAF Mosaic Career Fairs Web page

On-site interviewing opportunities

Access to the top advertising and marketing graduates in the nation





# Student Conference

Hosted Annually by the Sponsor of the National Student Advertising Competition

[www.aaf.org/studentconference](http://www.aaf.org/studentconference)

The AAF Student Conference is an excellent opportunity for students to learn the tools necessary to enter today's advertising industry. This two-day conference includes panel discussions, renowned speakers, mock interviews and résumé/portfolio critiques.

## Program Demographics

Advertising students and professionals



# National Student Advertising Competition

Held Annually; Finals Take Place During the AAF National Conference in June  
[www.aaf.org/nsac](http://www.aaf.org/nsac)

For more than 10 months, thousands of advertising and communications majors conduct primary and secondary research to develop campaigns for the sponsor's product and/or service. The sponsor also receives exposure to AAF's 40,000 members through the district competitions and the AAF National Conference in June.

Since 1973, national corporate sponsors have challenged AAF's college chapter members to develop an integrated marketing plan for a specific product or service. Each year, over 150 colleges develop client pitches for the sponsor, and they present these ideas to industry professionals during the district competitions in AAF's 15 districts. The winning teams from each district and one wild card team then advance to compete on the national level at the AAF National Conference.



## Program Demographics

Advertising students and professors, recruiters, AAF members

## Benefits

Public relations exposure in national, regional and local publications, access to over 7,000 students on more than 225 college campuses and to 40,000 AAF members nationwide.

## Sponsorship Fee and Package, \$500,000

Thousands of primary and secondary research results, marketing strategies and promotional concepts from enthusiastic students across the nation. This typically includes (depending on your direction) promotional items, TV commercials, print ads, online marketing, sponsorship marketing and more. The package also includes sponsorship of the AAF Student Conference and the Student ADDYs®. Recent sponsors include Yahoo!, the Coca-Cola Company, AOL, the Century Council and State Farm.



# National Student Advertising Competition Recruiters Expo

Held Annually During the AAF National Conference in June  
[www.aaf.org/nsac](http://www.aaf.org/nsac)

The students at the Recruiters Expo have participated in AAF's National Student Advertising Competition and have been judged to be the best by the country's top advertising executives at their district competitions. Hosted during the AAF's National Conference, the NSAC Recruiters Expo offers companies the opportunity to meet with the country's top talent and explore career opportunities.

## Program Demographics

Advertising students and corporate recruiters

## Benefits

Recruiters get exclusive access to the best advertising students in the country and see firsthand the extraordinary work they produce for the National Student Advertising Competition.

### NSAC Recruiters Expo Package, \$1,800

Recruiters Exhibit Space

Résumés of NSAC student presenters

Company listing in conference program book (if registered by posted deadline)

Link to company Web site on AAF Web page

Full AAF National Conference registration

### NSAC Recruiters Expo Package, \$700

Recruiters Exhibit Space

Résumés of NSAC student presenters

Company listing in conference program book

Link to company Web site on AAF Web page





# Mosaic Vendor Fair

Held Annually in September in New York, N.Y.  
[www.aaf.org/vendorfair](http://www.aaf.org/vendorfair)

The Mosaic Vendor Fair is designed to provide diverse vendors with the opportunity to connect with advertising agencies, advertisers and media companies and learn about the company's minority supplier programs.

Business development seminars include "Building a Winning Business Relationship" and "Agency Partnership Best Practices." C-suite executives will also have the opportunity to convene and discuss the challenges and opportunities they have faced on a day-to-day basis in this arena.



## Program Demographics

Minority-owned businesses, women-owned businesses, advertising agencies, media companies, advertisers

## Benefits

Sponsors are able to identify and support minority vendors. This resource is also used as a forum for minority suppliers and general market corporations to discuss expectations and develop stronger, more productive working relationships.

## Sponsorship, Exhibitor & Vendor Packages

### Mosaic Vendor Fair Crystal Sponsor, \$5,000

Opportunity to participate in C-Suite Summit

Exhibit Space: eight-foot skirted table and tabletop signage with two chairs

Premium position 4/C full-page program book ad

Logo identification in promotional materials and signage

Four vendor fair registrations

Continental breakfast and lunch

### Mosaic Vendor Fair Corporate Exhibitor and Workshop Host, \$2,500

Exhibit Space: eight-foot skirted table and tabletop signage with two chairs

B/W full-page program book ad

Listing in promotional materials and signage

Two vendor fair registrations

Continental breakfast and lunch

### Vendor Registration, \$95

Access to exhibitors

Workshop attendance

Continental breakfast and lunch



# INDUSTRY INFLUENCE

PROTECTING AND PROMOTING ADVERTISING THROUGH GOVERNMENT RELATIONS

The AAF actively counters any threat to advertising by reaching out to Capitol Hill, the White House, regulatory agencies, state and local legislatures, city councils and the courts. While the AAF is headquartered in Washington, D.C., our reach is extensive because we are the only association with a grassroots network of professionals across the country. In addition to holding regular meetings with members of Congress and monitoring legislation, the AAF produces a weekly Government Report and holds the Government Affairs Conference in Washington, D.C., to educate our members on the pressing issues affecting the industry.







# AAF Government Affairs

## U.S. Congress

- Conducts personal meetings with members of Congress to discuss the value of advertising to the economy and to dissuade any legislative attempts to restrict truthful advertising.
- Hosts “members only” meetings at AAF headquarters with congressional leaders who have jurisdiction over advertising.
- Provides local members with access to federal and state legislators by hosting meetings with lawmakers in various AAF local markets.

## U.S. Supreme Court

- Participates in U.S. Supreme Court cases involving First Amendment rights for advertisers.
- AAF comments have been successful in protecting freedom of commercial speech in cases such as *44 Liquormart v. Rhode Island* and *Bentsen v. Coors Brewing Company*.

## Federal Agencies

- Maintains ongoing relationships with the Federal Trade Commission, the Federal Communications Commission and the Food & Drug Administration.
- Advises all bodies on national advertising guidelines while promoting the industry’s self-regulatory program.
- Regularly testifies at FTC, FCC and FDA hearings.

## The White House

- Closely monitors White House activity to counter any legislative or regulatory proposals that may be harmful to advertising.

## State & Local Government Relations

- Directs a nationwide network of 40,000 advertising professionals, organized and enabled to respond to legislative activity.
- Provides persuasive economic data, talking points and testimony.
- Possesses a nationwide legislative alert network that can pinpoint and immediately mobilize targeted constituent response.
- Provides training on lobbying techniques and management of legislative issues impacting advertising.



## Legislative Activity

### State Advertising Taxes

The AAF government affairs team—working with AAF’s extensive grassroots network—has enjoyed significant success in combating advertising tax threats at the state and local level. Since Florida infamously enacted an advertising tax in 1987, only to repeal it six months later, tax threats have been successfully fought in more than 30 states.

### Federal Advertising Tax Deductibility

Limitations on the tax deductibility of advertising continue to be listed as a possible source of new revenue by the Congressional Joint Tax Committee.

The AAF government affairs team and grassroots members regularly work to educate lawmakers on the economic value of advertising and the negative consequences that would come from increasing its cost by limiting deductibility.

### Direct-to-Consumer Advertising of Pharmaceuticals

Numerous surveys have demonstrated that direct-to-consumer (DTC) advertising of pharmaceuticals educate consumers and benefits public health. Nevertheless, some lawmakers mistakenly believe that DTC advertising increases the costs of drugs.

The AAF has successfully supported giving the Food and Drug Administration new authority to penalize misleading and deceptive DTC ads.

### Behavioral Marketing and Privacy

Congress and the Federal Trade Commission have sought policies designed to limit the use of behavioral marketing on the Internet, which uses anonymous tracking to serve targeted advertising to consumers. Proposals including mandated data deletion and opt-in requirements have been resisted by the AAF, arguing that consumers benefit from targeted ads that meet their interest and that help support free Internet content. The AAF is also working with the Federal Trade Commission, which has proposed self-regulation guidelines for companies who use behavioral advertising.

### Food Marketing

As policy makers increasingly focus on the public health problems associated with obesity, many activists have called for restrictions on food advertising. The AAF defends the right to responsibly advertise food products. We have supported the creation of the Children’s Food and Beverage Advertising Initiative, in which participating companies voluntarily set health-based standards for their advertising of food products to children.

### Defending the First Amendment

The AAF has repeatedly defended the First Amendment right to commercial speech by fighting federal and state attempts to ban or restrict truthful speech about legal products and services. We have filed amici briefs with the Supreme Court many times in commercial speech cases.

# Government Affairs Conference

Held in Washington, D.C.

[www.aaf.org/gac](http://www.aaf.org/gac)

This nationally recognized conference, held in conjunction with the Association of National Advertisers and the American Association of Advertising Agencies, is devoted to advertising issues before governmental policy makers and regulators. Speakers include leading members of Congress, federal agency heads and representatives of the current administration.



# INDUSTRY NETWORK

PROVIDING ACCESS TO A NATIONAL COALITION OF ADVERTISING PROFESSIONALS AND PROFESSORS

The AAF represents the advertising industry at every level. Our 200 ad clubs located in large and small markets across the country are the AAF’s lifeblood. They give the national organization roots in hundreds of geographic pulse points, a powerful voice in local business communities and state legislatures and myriad talent hotbeds. In return, the AAF provides resources to make local clubs stronger. The AAF is also on 225 college campuses nationwide, creating an academic network overseen by a committee of university professors who produce research for the industry.

Each June, all of the AAF—corporate members, club leaders and college students—come together for our AAF National Conference and Ad Expo. AAF’s premier annual conference features thought-provoking advertising seminars, keynote presentations by leading advertising professionals and recognition of the ad industry’s recent accomplishments. Also at the national conference, the AAF college chapters compete in the finals of the National Student Advertising Competition (see page 22) and exhibitors gather for the industry’s premier trade show, the Ad Expo.





# AAF Clubs

AAF's local ad clubs exist in many markets and range in size from 30 to over 3,000 members. These members are employed in all aspects and disciplines of the advertising industry. They represent agencies, corporate marketing departments, broadcast and print media companies and industry suppliers. Local ad clubs sponsor a variety of programs, including meetings featuring industry-related speakers, professional development workshops, educational seminars, scholarships, public service initiatives, social events and local award competitions recognizing excellence in advertising. Through their affiliation with the AAF, local ad clubs have an even more powerful voice and influence in their local business communities. Each of the local ad clubs is part of AAF's network comprising 40,000 professionals in all corners of the United States.



## Speakers' Directory

The AAF publishes an online Speakers' Directory ([www.aaf.org/speakers](http://www.aaf.org/speakers)), which contains listings by topic of expertise. The directory is designed to aid clubs with their programming needs. This valuable resource represents some of the best and brightest stars of the advertising industry.

## Club Achievement Awards

The AAF sponsors an annual competition among its 200 local advertising clubs to recognize the extraordinary contributions its members make to benefit advertising and their local communities. Competition categories include advertising education, multicultural and diversity initiatives, public service, communications, membership, club operations, government relations and programs.

## Club Resources

The AAF maintains a staff with expertise on the successful management of local clubs. This department has a current library of "how-to" books and periodicals on topics necessary to the operations of more than 200 local advertising clubs. In addition, this staff travels extensively to consult with individual member clubs.

## Discounts

AAF members receive discounts on numerous subscriptions, services and conferences. Visit [www.aaf.org/discounts](http://www.aaf.org/discounts) for a full list.

## Ad 2 Public Service Award

The annual Ad 2 Public Service competition gives Ad 2 clubs from around the country a chance to display their professional talent while giving something back in their local communities. As part of the competition, these clubs design and implement pro bono ad campaigns for local nonprofit organizations.

Those clubs conducting a public service campaign then present their research techniques, multitiered efforts and results achieved on behalf of the client at the annual AAF National Conference public service competition.

## ADDY® Awards, Public Service Categories

Each year, the prestigious ADDY Awards recognize creative excellence in advertising. Within the competition, AAF pays tribute to the best in public service advertising with seven categories dedicated solely to this field. The national winners are honored at the ADDY Awards at the AAF National Conference.

## G.D. Crain Jr. Memorial Awards for Public Service

To honor the chairman and founder of Crain Communications, Inc., the G.D. Crain Jr. Award was designed to encourage and stimulate high professional standards for public service advertising by AAF clubs. The G.D. Crain Foundation provides a grant to each first-place winner in the public service category and to the winners of the Ad 2 Public Service Competition.



# AAF and Academia

The Academic Division of the American Advertising Federation is responsible for advancing the interests of students in the study of advertising and promoting close ties and dialogue between teachers, students and advertising professionals. The National Academic Committee, a board comprised of advertising academics and professionals, assists in the development of meaningful education programs for students pursuing or potentially pursuing academic studies in advertising.

College chapter advisers are both renowned practitioners and researchers. As part of their involvement in the AAF, they often conduct research about a number of topics including diversity and industry trends. Recent surveys have included:

## Diversity & Human Resources Survey

This survey was designed to understand the perceptions, challenges and needs of the advertising industry regarding recruitment and retention of minority employees.

## Diversity Perceptions, Needs and Direction of Human Resources and Senior Leadership Survey

The survey's purpose is to understand how to best deliver resources and professional development to advertising industry companies in order to improve diversity within them. The research investigated human resources executives' perceptions of the industry, their use of diversity strategies and resources and their need for refined resources tailored to the advertising industry. Additionally, the research addressed the senior-level executives' perceptions and commitment to diversity. These two studies will complement the research on student perceptions of the industry collected from current and past Most Promising Minority Students.

Each year, academic committee members survey participants of the Most Promising Minority Students Program and the National Student Advertising Competition. The results of these surveys have been published in *Advertising Age* and *The New York Times*.



# AAF National Conference

Held Annually in June  
[www.aaf.org/conference](http://www.aaf.org/conference)

Nearly 1,000 advertising executives representing all industry segments—advertisers, agencies, media companies and service providers/suppliers convene at this premier industry event. The AAF's National Conference features high-profile speakers, sought-after networking sessions, the Ad Expo and star-studded events such as the National ADDY® Awards Show and the National Student Advertising Competition (NSAC).



## Program Demographics

AAF corporate members, club professionals and college chapter members, speakers, exhibitors, college advisers

## Benefits

Sponsors have the opportunity for exposure at the largest AAF event of the year, with 1,000 advertising executives, students and academics in attendance.

## Sponsorship Levels & Packages

### Conference Platinum, \$50,000

Premium position 4/C full-page or two-page spread 4/C program book ad  
VIP seating at conference events  
Invitations to VIP reception  
Logo identification in promotional materials, signage and on-stage audio visual  
Sponsor recognition in national publication print ads  
Corporate Web site link from AAF event Web page  
Booth at Ad Expo, the advertising industry's premier trade show  
Four full-conference registrations  
Inclusion of promotional literature in conference attendees' registration packets (1,000 bags)

### Conference Gold, \$25,000

Preferred position 4/C full-page program book ad  
VIP seating at conference events  
Invitations to VIP reception  
Logo identification in promotional materials, signage and on-stage audio visual  
Sponsor recognition in national publication print ads  
Corporate Web site link from AAF event Web page  
Booth at Ad Expo, the advertising industry's premier trade show  
Two full-conference registrations  
Inclusion of promotional literature in conference attendees' registration packets (1,000 bags)

### Conference Silver, \$15,000

4/C full-page program book ad  
VIP seating at conference events  
Invitations to VIP reception  
Logo identification in promotional materials, signage and on-stage audio visual  
Sponsor recognition in national publication print ads  
Corporate Web site link from AAF event Web page  
One full-conference registration  
Inclusion of promotional literature in conference attendees' registration packets (1,000 bags)

### Conference Bronze, \$7,500

B/W full-page program book ad  
Tickets to select conference events  
Listing in promotional materials and signage  
Sponsor recognition in national publication print ads  
Corporate Web site link from AAF event Web page  
Inclusion of promotional literature in conference attendees' registration packets (1,000 bags)





# Ad Expo

Held Annually in June at the AAF National Conference  
[www.aaf.org/adexpo](http://www.aaf.org/adexpo)

Nearly 1,000 advertising executives representing all industry segments—advertisers, agencies, media companies and service providers/suppliers—rally at this must-attend event.

The Ad Expo allows exhibitors to showcase products and services to a national audience of advertising industry decision makers. Almost half of the conference attendee base is composed of top management and marketing/communications directors and managers.

AAF's conference program delivers outstanding speakers, highly effective networking sessions, enthusiastic crowds and maximum of take-away value.

## Program Demographics

AAF corporate, club and college chapter members, speakers, exhibitors, college advisers

## Benefits

The Ad Expo at the AAF National Conference presents an ideal opportunity to interact one-on-one with national movers and shakers in the advertising field.

## Exhibitor Packages

Visit [www.aaf.org/adexpo](http://www.aaf.org/adexpo) for more informaton on booth specifications and rates.







# CONTACT US

For more information on any of the AAF's programs or initiatives, please contact us!



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