

AAF's Signature Programs and Events

These programs are the central contributions the AAF makes to this great industry. You can be assured that each of them will be expanded and leveraged in the year ahead for your benefit.

MOSAIC AWARDS AND FORUM: *September 23, 2009, New York Athletic Club, New York City* The Mosaic Awards and Forum will take place in conjunction with District Two Diversity Achievement Awards. It is the only multicultural event during Advertising Week. The AAF Mosaic Center leads the industry in the area of multicultural marketing.

AAF STUDENT ADVERTISING CONFERENCE: *October 15-16, 2009, St. Louis, MO* The Student Conference offers collegiate participants the opportunity to interact with some of the ad industry's foremost leaders during numerous panel discussions and workshops. Recruiters who participate will have the opportunity to reach out to this outstanding group of young talent.

ADVERTISING HALL OF ACHIEVEMENT LUNCHEON: *November 17, 2009, Cipriani 42nd Street, New York City*

ADVERTISING HALL OF FAME LUNCHEON: *March, 2010, the Waldorf=Astoria, New York City* The Advertising Hall of Fame and the Advertising Hall of Achievement are two of AAF's greatest celebrations of advertising. The industry has come to rely on these programs to bring the advertising community together, to recognize the contributions of our top players and to raise the standards that continue to define our business.

MOST PROMISING MINORITY STUDENTS PROGRAM: *February 2-4, 2010, New York Athletic Club, New York City* This premier event provides opportunities to recruit fresh talent, prepare advertising's best young prospects and help the industry's workforce better reflect the multiculturalism of today's society. The program not only honors the students but enhances their knowledge by offering networking, interviewing and industry immersion opportunities with advertising industry professionals.

MOSAIC CAREER FAIRS: *February, 2010, New York City, Los Angeles, CA and Chicago, Ill; March, 2010, McLean, VA* The Mosaic Career Fairs connect talented minority advertising, marketing and communications students with industry professionals who are seeking entry-level candidates. These regional events also focus on professional development for university students who anticipate entering the competitive field of advertising.

JOINT GOVERNMENT AFFAIRS CONFERENCE: *Washington, D.C.* This program brings together the leadership from the Administration, Capitol Hill and federal regulating agencies to discuss challenges facing advertising.

AAF NATIONAL CONFERENCE: *June 10-12, 2010, Hilton Orlando Bonnet Creek & Waldorf=Astoria Orlando, Orlando, Fla.* The AAF National Conference, with nearly 1,000 participants, has become the largest advertising conference for the industry. The 2010 National Conference will be relevant to corporate, club and academic members.

NATIONAL ADDY® AWARDS: *June 12, 2010, Hilton Orlando Bonnet Creek & Waldorf=Astoria Orlando, Orlando, Fla.* The ADDY Awards honor excellence in advertising and cultivate the highest creative standards in the industry. With 60,000 entries and three separate judging's, the ADDY Awards are the world's largest advertising competition and the toughest.

NATIONAL STUDENT ADVERTISING COMPETITION: *June 10-12, 2010, Hilton Orlando Bonnet Creek & Waldorf=Astoria Orlando, Orlando, Fla.* AAF college chapters around the country are hard at work on a case study for State Farm Insurance.