

AD

expo

2009

JUNE 4-5



MAKE  
NEW\* IT  
AAE



# MAKE

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**AAF NATIONAL CONFERENCE / 2009**  
**JUNE 4-6 / CRYSTAL GATEWAY MARRIOTT**  
**WASHINGTON D.C.**

- THE AMERICAN ADVERTISING FEDERATION urges you to participate in the AAF National Conference 2009 June 4-6, in Washington, D.C. As the oldest and largest national advertising trade association, the AAF believes its role as “the unifying voice for advertising” has never been more important. Nearly 1,000 advertising executives—representing all industry segments—advertisers, agencies, media companies and service providers/suppliers—will gather at this must-attend event.

- The Ad Expo allows you to showcase your products and services to a national audience of advertising industry decision makers. As indicated by the chart below, almost half of the conference attendee base is composed of top management and marketing/communications directors and managers. In addition, AAF’s conference program will deliver outstanding speakers, highly effective networking sessions, enthusiastic crowds and indispensable take-away value.

## AD EXPO 2009

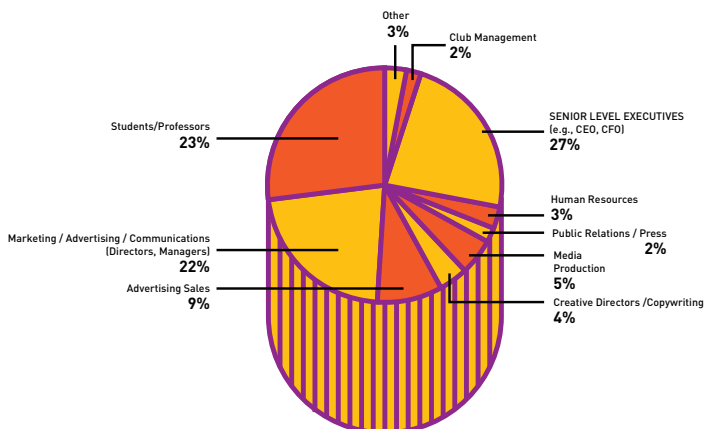
**CRYSTAL GATEWAY MARRIOTT  
IN CRYSTAL CITY, VIRGINIA  
(OVERLOOKING WASHINGTON, D.C.)**

## EXHIBITOR BENEFITS

- Increased exposure through prime booth placement in the conference’s main foyer and a pre-lunch reception held Thursday, June 4, which will precede the opening ceremonies of the conference.
- Additional exposure during AAF coffee breaks, afternoon refreshment breaks and cocktail receptions in the exhibit space. In addition, the AAF literature rack, which offers complimentary publications, will be located in the exhibit area.
- One AAF National Conference 2009 full registration (valued up to \$1,445).
- Additional AAF National Conference registrations are discounted to \$675 each.
- Networking with conference attendees and other exhibitors at workshops and events taking place during off-peak exhibit hours.
- Complete listing in the commemorative conference program.
- Post-conference list containing conference attendees and their contact information.

## AD EXPO ATTENDEES 2008

\*SORTED BY JOB DESCRIPTION, IF GIVEN



# MAKE IT

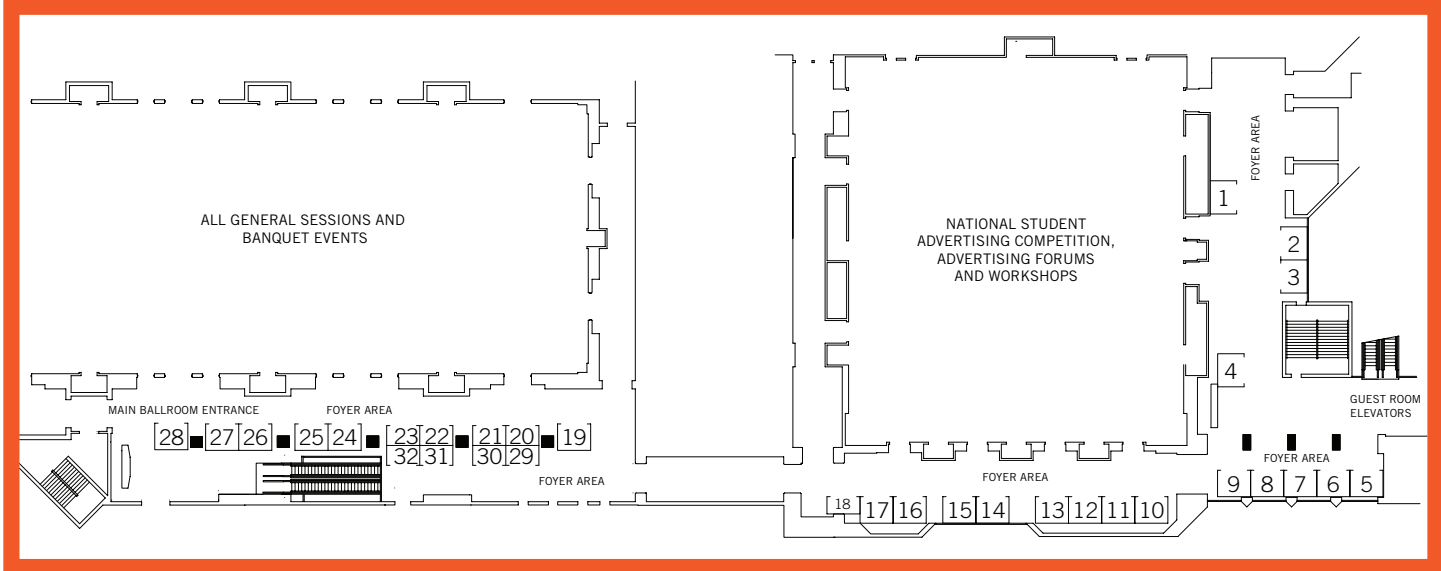
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## RESERVE YOUR EXHIBIT SPACE

EXHIBIT FEES	BEFORE APRIL 1, 2009	AFTER APRIL 1, 2009
6' x 10' or 8' x 10' BOOTH SPACE	\$1,600	\$2,100
6' x 20' or 8' x 20' BOOTH SPACE	\$2,600	\$3,100
<b>EXHIBIT PACKAGE</b>		
<ul style="list-style-type: none"> <li>Each exhibit space includes: 8' high back wall, 3' high side rail, one 7" x 44" ID sign</li> <li>Complimentary "Exhibit Only" admission tickets to distribute to current and potential client base</li> </ul>		
<b>EXPO HOURS</b>		
Thursday, June 4 .....11:00 a.m. – 7:00 p.m.		
Friday, June 5 .....9:00 a.m. – 1:00 p.m.		
<b>CANCELLATION POLICY</b>		
All cancellations must be received in writing before May 1, 2009, for a 50 percent refund. No refunds will be made after May 1.		

## AD EXPO 2009 FLOOR PLAN



# THE CONFERENCE ALSO FEATURES THESE EXCITING EVENTS

## The National Student Advertising Competition

For more than 30 years, the National Student Advertising Competition (NSAC) has supplied the industry with many of its current leaders. Each year, the competition provides more than 3,000 college students with real-world experience by requiring a strategic advertising/marketing/media campaign for a corporate sponsor. At this year's conference, eighteen teams of student finalists will present campaigns to their client, a team of marketing executives from the Century Council. In addition, recruiters will have the opportunity to spend quality time with these bright future leaders of the industry at the NSAC Recruiters Expo.

## The ADDY® Awards

The world's largest advertising awards competition, the ADDY Awards will close the AAF National Conference 2009, on Saturday night, June 6. World-class judges, top agency talent and clients will celebrate creative excellence from the smallest and largest agencies nationwide.



## AD EXPO EXHIBIT SPACE RESERVATION FORM

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Type of business: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Exhibit space will be assigned on a first-come, first-served basis. Sign up early to receive preferential booth placement.

Reservations can be made online at [www.aaf.org/adexpo](http://www.aaf.org/adexpo) or by completing this form and mailing or faxing it to:

Ad Expo/Robert Kohlmeyer  
1101 Vermont Avenue NW,  
Suite 500  
Washington, DC 20005

Phone: (202) 898-0089

Fax: (202) 898-0159

E-mail: [rkohlmeyer@aaf.org](mailto:rkohlmeyer@aaf.org)

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

6' x 10'8' x 10' booth space

6' x 20'8' x 20' booth space

TOTAL AMOUNT DUE TO THE AAF: \$

METHOD OF PAYMENT:

Check (made payable to the AAF)

Credit Card:  Visa  MasterCard

Card number: \_\_\_\_\_ Exp. date: \_\_\_\_\_

Name on card: \_\_\_\_\_ CVV code: \_\_\_\_\_

Authorized signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Billing Phone: \_\_\_\_\_

Billing E-mail: \_\_\_\_\_

Summit Expo, the on-site service provider, will mail exhibitors an exhibitor service kit in April indicating booth number and other exhibit information. If you have not received an exhibitor kit by May 1, please call (202) 898-0089 to confirm your reservation.