

63RD ANNUAL

# ADVERTISING HALL OF FAME

INDUCTION CEREMONIES & GALA DINNER

MARCH 27, 2012 • THE WALDORF=ASTORIA • NEW YORK CITY

## CALL FOR NOMINATIONS

*THE ADVERTISING HALL OF FAME® IS THE MOST PRESTIGIOUS AWARD BESTOWED IN THE ADVERTISING INDUSTRY HONORING INDIVIDUALS AND CORPORATIONS WHO HAVE RAISED THE STANDARD FOR ADVERTISING EXCELLENCE.*

### CRITERIA FOR ELECTION

Eligible candidates are those men and women who have completed their primary careers, who have distinguished themselves in those careers, who have contributed to the betterment of advertising and its reputation, and who have made volunteer efforts outside the workplace.

The Council of Judges considers the election of either living or deceased persons whose record of advertising and service must have been accomplished in the advertising industry in the United States or with an American company abroad.

### NOMINATION REQUIREMENTS

Complete nominations must include:

- The nomination form (see next page).
- A description of the significant contributions the nominee has made to the advertising process. In what ways was this contribution innovative? How has it impacted the advertising process over time?
- A description of the nominee's contribution to the betterment of society outside his/her business career.
- Supporting recommendation letters are encouraged.
- No illustrations, speeches, books or samples may be included.

### NOMINATION DEADLINE: NOVEMBER 7, 2011

Nominations can be mailed to Lisa Rubin, American Advertising Federation, Advertising Hall of Fame, 1101 Vermont Avenue NW, Suite 500, Washington, DC 20005; or via fax to (202) 898-0159; or via e-mail to [events@aaf.org](mailto:events@aaf.org).

### COUNCIL OF JUDGES

The Council of Judges is chosen annually by the president of the American Advertising Federation and chairman of the Advertising Hall of Fame. Judges are selected for their knowledge of the history and personnel of the advertising industry.

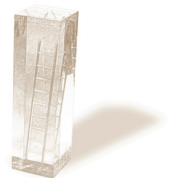
All nominations are presented to the Council of Judges, who make their selection, by secret ballot. The election of candidates is made at the discretion of the Council of Judges, who may choose not to make a selection in any given year.

Candidates not elected will be considered automatically for selection for two additional years. However, additional nominations or supporting data on behalf of these nominees may be submitted in any year.

### ADVERTISING HALL OF FAME INDUCTION CEREMONY & DINNER

This year's induction ceremony and dinner honoring the newly elected candidates will be held at the Waldorf=Astoria in New York City on March 27, 2012.

Upon induction, each honoree receives a "Golden Ladder" trophy signifying membership in the Advertising Hall of Fame. This trophy, designed by the late Bill Bernbach, carries an inscription created by the late Tom Dillon, both of whom are members of the Hall of Fame. The inscription reads: "If we can see further, it is because we stand on the rungs of a ladder built by those who came before us."



**AAF** For questions, contact American Advertising Federation at (202) 898-0089 or e-mail [events@aaf.org](mailto:events@aaf.org).

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NOMINATION FORM

Candidate's Name: \_\_\_\_\_

Title and Business Affiliation: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Years of Activity in Advertising Business: \_\_\_\_\_

Nomination Submitted By: \_\_\_\_\_

Title: \_\_\_\_\_

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_

**NOMINATION DEADLINE: NOVEMBER 7, 2011**

**Nominations may be submitted using one of the following methods:**

- Via mail to:  
American Advertising Federation  
Attn: Lisa Rubin/Advertising Hall of Fame  
1101 Vermont Avenue NW, Suite 500  
Washington, DC 20005
- Via fax to (202)898-0159
- Via e-mail to [events@aaf.org](mailto:events@aaf.org)

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