

ADVERTISING WEEK IN NEW YORK CITY

OVERVIEW OF COMMITTED TRADE ASSOCIATION ACTIVITIES

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

The American Association of Advertising Agencies is the national trade association of the advertising agency business. The 1,245 member agency offices it serves in the United States employ 65,000 people, offer a wide range of marketing communications services, and place 75 percent of all national advertising. The management-oriented association helps its members build their businesses, and acts as the industry's spokesman with government, media, and the public sector.

Advertising Week in New York City Participation:

Advertising Week in New York City was conceived by AAAA Chairman Ken Kaess—who also serves as the Week's Chairman, AAAA Vice Chair Ron Berger, and AAAA President and CEO O. Burtch Drake. The AAAA will host a number of events during the Week, as well as present its annual Creative Conference September 22–23.

Web Site: www.aaaa.org

THE ADVERTISING CLUB OF NEW YORK

The Advertising Club is the premier organization for all communications professionals in New York. The Club, founded in 1896, offers its members a forum to exchange ideas, make connections, and honor excellence. The Club's Foundation offers students numerous educational outreach programs that give back to build a stronger and more diverse advertising and marketing community. The Club is the facilitating sponsor of the International ANDY Awards, which acknowledge outstanding creative achievement around the world in the field of advertising.

Advertising Week in New York City Participation:

The Advertising Club of New York will host a gala luncheon reception celebrating the inaugural inductees into the Madison Avenue Walk of Fame on Monday, September 20. The celebration will also include many of the great advertising icons that will parade up Madison Avenue marking the kickoff of Advertising Week in New York City.

Web Site: www.theadvertisingclub.org



THE ADVERTISING COUNCIL

The Ad Council has endeavored to improve the lives of all Americans since first defining the category of public service advertising in 1942. From the earliest efforts including "Loose Lips Sink Ships" to the more recent "I am an American," Ad Council PSAs have been raising awareness, inspiring action and saving lives for more than 60 years. Ad Council icons and slogans are woven into the very fabric of American culture—from Smokey Bear's "Only You Can Prevent Forest Fires," and McGruff the Crime Dog's "Take A Bite Out of Crime," to the United Negro College Fund's "A Mind Is a Terrible Thing to Waste," and the Department of Transportation's "Friends Don't Let Friends Drive Drunk." Under the leadership of President and CEO Peggy Conlon, the Ad Council has dramatically increased donated media support, having secured more than \$1 billion in donated media for its campaigns each year since 1998.

Advertising Week in New York City Participation:

One of the marquee public exhibits to be held at Grand Central Station's historic Vanderbilt Hall during Advertising Week will feature the historic body of work of the Ad Council.

Web Site: www.adcouncil.org

THE ADVERTISING EDUCATIONAL FOUNDATION

The Advertising Educational Foundation is a nonprofit organization created and supported by agencies, advertisers, and the media. Established in 1983 by a group of industry leaders, AEF is the industry's voice and distribution force for educational information and materials about the social, historical, cultural, and economic roles of advertising. AEF seeks to improve the perception and understanding of advertising among students and faculty at liberal arts colleges and universities. AEF supports advertising education in any academic context through its Inside Advertising Speakers Program of on-campus visits; the Visiting Professor Program, which gives professors an appreciation for the advertising process and offers host companies an opportunity for closer ties to academia and via its Web site, aef.com.

Advertising Week in New York City Participation:

The AEF will be playing a key role in the development and execution of industry thought leadership seminars—with a particular focus on multicultural issues—to be held at the Museum of Television & Radio during Advertising Week in New York City.

Web Site: www.aef.com



ADVERTISING RESEARCH FOUNDATION

Founded in 1936 by the Association of National Advertisers and the American Association of Advertising Agencies, the Advertising Research Foundation (ARF) is a nonprofit corporate-membership association that is today the preeminent professional organization in the field of advertising, marketing, and media research. Its combined membership represents more than 400 advertisers, advertising agencies, research firms, media companies, educational institutions, and international organizations. The principal mission of the ARF is to improve the practice of advertising, marketing, and media research in pursuit of more effective marketing and advertising communications.

Advertising Week in New York City Participation:

At press time, the ARF and Advertising Week organizers are evaluating a “three-pronged” program including an Ogilvy Award Retrospective and Best Practices Exhibition, an Advertising Week in New York City half-day “How Advertising Works” workshop for young marketing and advertising executives and a career guidance evening at the ARF for college students interested in research careers.

Web Site: www.thearf.org

ADVERTISING WOMEN OF NEW YORK

Advertising Women of New York is a professional organization for women in the advertising/communications industry. It was founded in 1912 and throughout its history, the mission has remained constant: To provide a forum for personal and professional growth; to serve as a catalyst for the advancement of women in the communications field and to promote and support philanthropic endeavors through the AWNY Foundation. AWNY holds more than 40 events per year. Each program seeks to enhance career skills and illuminate current industry trends and strategies. Many events attract top-ranking media personalities as keynote speakers. Barbara Walters, Phil Guarascio, Michael Bloomberg, Jay Chiat, Ted Turner, Cathie Black, Keith Reinhard, Leslie Stahl, Andrea Alstrup, Abby Kohnstamm, Anne Fudge, and Shelly Lazarus have all spoken at AWNY events.

Advertising Week in New York City Participation:

At press time, AWNY is developing a “Best of New York” showcase, which will feature the best work of New York’s advertising community.

Web Site: www.awny.org



AMERICAN ADVERTISING FEDERATION

The American Advertising Federation protects and promotes the well being of advertising. We accomplish this through a unique, nationally coordinated grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters. As the "Unifying Voice for Advertising," the AAF, headquartered in Washington, D.C., with a Western Region office in Newport Beach, Calif., is the trade association that represents 50,000 professionals in the advertising industry. AAF's 130 corporate members are advertisers, agencies and media companies that comprise the nation's leading brands and corporations. AAF has a national network of 210 ad clubs and connects the industry with an academic base through its 210 college chapters.

Advertising Week in New York City Participation:

The AAF will play the lead role in developing and executing the multicultural component of Advertising Week by staging the annual Mosaic Awards during Advertising Week on Wednesday, September 22. The Mosaic Awards celebrate extraordinary achievements in diversity and multicultural marketing.

Web Site: www.aaf.org

AMERICAN BUSINESS MEDIA

Founded in 1906, American Business Media is the nonprofit global association for business-to-business information providers. Members include producers of print and online magazines, newsletters and data-bases, as well as trade shows, conferences, seminars and other ancillary media. ABM exists to advance the common interests of business-to-business media organizations and focuses on governmental affairs, promotion of the industry, best practices, and ethical standards—areas that are of equal concern to all members, regardless of size or ownership. ABM has more than 200 member companies, which represent upwards of 1,200 print publications, 1,350 Web sites and 850 trade shows. ABM members serve 181 industries and reach 90 million readers.

Advertising Week in New York City Participation:

The Creative Excellence in Business Advertising (CEBA) Awards, established by American Business Media in 1996 to honor the best b-to-b advertising campaigns, will shift to Advertising Week in New York City and will take place on Tuesday, September 21.

Web Site: www.americanbusinessmedia.com



THE ART DIRECTORS CLUB

The Art Directors Club, founded in New York in 1920, is an international not-for-profit organization of leading creatives in advertising, graphic design, interactive media, broadcast design, typography, packaging, environmental design, photography, illustration, and related disciplines. The mission of the Art Directors Club is to promote the highest standards of excellence and integrity in visual communications, and to encourage students and young professionals entering the field. In short, "Visual Fuel." The Art Directors Club Gallery presents monthly exhibitions featuring a wide range of work from all over the world in advertising, graphic design, new media, publication design, illustration, photography, packaging, and other subjects of interest to creative professionals students, and the general public.

Advertising Week in New York City Participation:

At press time, the Art Directors Club and Advertising Week organizers are developing a new "Coffee Table" book highlighting the history of humor and advertising and the ADC's "Young Guns" exhibit will be featured during Advertising Week.

Web Site: www.adcglobal.org

THE ASSOCIATION OF INDEPENDENT COMMERCIAL PRODUCERS

Founded in 1972, by a small group of television commercial production companies, today's AICP has grown to represent, exclusively, the interests of United States companies that specialize in producing commercials on various media—film, video, computer—for advertisers and agencies. AICP members account for 85 percent of all domestic commercials aired nationally, whether produced for traditional broadcast channels or nontraditional use. AICP members are commercial production companies and suppliers that the industry depends on for state of the art equipment; sophisticated information; and services focused on production needs.

Advertising Week in New York City Participation:

AICP, in conjunction with the Association of National Advertisers (ANA) and Advertising Week organizers are developing a dedicated program to honor work done in the area of Brand Integrated Content. AICP will also be holding its semi-annual Executive Committee Meeting during this week.

Web Site: www.aicp.com



ASSOCIATION OF NATIONAL ADVERTISERS, INC.

One of the earliest supporters of Advertising Week in New York City, the Association of National Advertisers is the industry's premier trade association dedicated exclusively to marketing and brand building. Representing more than 300 companies with 8,000 brands that collectively spend over \$100 billion in marketing communications and advertising. ANA's mission is to be the Center of Excellence for Marketing—to provide industry leadership and proprietary resources that enable members to build brands improve marketing productivity and drive business results. Access to ANA's best practices, peer-to-peer network, and industry leadership enable corporate marketers to: strengthen brand management, strategic planning and execution; control costs, streamline processes, and create efficiencies; optimize media management and integrated marketing communications; develop professional marketing talent; shape industry platforms that advance the practice of marketing and promote free markets, free speech, and free choice; and champion the value and power of marketing.

Advertising Week in New York City Participation:

ANA President Bob Liodice embraced Advertising Week in New York City early on in the planning, and the ANA has committed to shift its 2004 Sponsorship & Event Marketing Conference to New York City during Advertising Week. Additionally, the ANA is partnering with the AICP to develop a new seminar to assess impacts of technology on the industry.

Web Site: www.ana.net

CABLETELEVISION ADVERTISING BUREAU (CAB)

The CAB represents virtually all ad-supported cable networks and most ad-insertable cable systems. Since its founding in 1981, total cable advertising revenues have soared from \$122 million to almost \$17 billion in 2003. A primary mission of the Cabletelevision Advertising Bureau is to provide information and resources to the advertising community to support their marketing and media planning. CAB assists its industry members in maximizing advertising revenues and to promote the use of cable as an advertising medium locally, regionally and nationally. To achieve this mission, CAB is committed to educating and informing advertisers and advertising agencies about the value of cable; serving as a key sales and management resource for cable networks (national and regional), MSO headquarters, local systems, interconnects, spot representatives and related suppliers; identifying and resolving cable industry issues which hinder cable advertising growth; and promoting a positive image for cable advertising through the consumer and business press.

Advertising Week in New York City Participation:

At press time, the CAB and Advertising Week organizers were still evaluating options and opportunities.

Web Site: www.cabletvadbureau.com



THE DIRECT MARKETING ASSOCIATION

The DMA is the leading trade association for businesses interested in interactive and database marketing, with nearly 4,700 member companies from the United States and 53 other nations. Founded in 1917, its members include direct marketers from every business segment as well as the nonprofit and electronic marketing sectors. Included are catalogers, Internet retailers and service providers, financial services providers, book and magazine publishers, book and music clubs, retail stores, industrial manufacturers and a host of other vertical segments, including the service industries that support them. According to a DMA-commissioned study, direct and interactive marketing sales in the United States are projected to surpassed \$1.7 trillion in 2003, including \$133 billion in catalog sales and \$41 billion in sales generated by the Internet. The DMA's Web site is www.the-dma.org, and its consumer Web site is www.shopthenet.org.

Advertising Week in New York City Participation:

At press time, the Direct Marketing Association and Advertising Week organizers were still evaluating options and opportunities.

Web Site: www.the-dma.org

INTERACTIVE ADVERTISING BUREAU (IAB)

Founded in 1996, the Interactive Advertising Bureau represents leading interactive companies that are actively engaged in, and support the sale of interactive advertising. IAB member companies include: AOL, CNET Networks, DoubleClick, MSN, Google, The Wall Street Journal Online, The Walt Disney Internet Group, Yahoo! and over 150 others. On behalf of its members, the IAB evaluates and recommends standards and practices, fields interactive effectiveness research, and educates the advertising industry regarding the use of interactive advertising.

Advertising Week in New York City Participation:

The IAB and Advertising Week organizers are proud to add the annual IAB Advertisers Forum to the Advertising Week roster. The Forum highlights "What's New in Interactive Advertising," and is rich with never-before-seen research, case studies and discussions that shape the way advertisers incorporate interactive into media and marketing plans. It will be held on September 20-21, 2004.

Web Site: www.iab.net



MAGAZINE PUBLISHERS OF AMERICA

Magazine Publishers of America (MPA) is the industry association for the consumer magazine business. Established in 1919, the MPA represents more than 240 domestic publishing companies with approximately 1,400 titles, more than 80 international companies and more than 100 associate members. MPA works to support and promote the editorial and economic vitality and integrity of MPA member publications; serves as an advocate on behalf of the industry; defends the freedom to write and publish under the First Amendment; acts as a marketing force to increase the share that magazines capture of advertising dollars and of reader time and money; and serves as the primary source of information and expertise about the publishing industry for both its members and the community at large.

Advertising Week in New York City Participation:

Magazine Publishers of America and Advertising Week organizers are developing a dedicated showcase featuring outstanding magazine advertising in a gallery setting at a major retail location (to be announced) in New York City.

Web Site: www.magazine.org

NATIONAL ADVERTISING REVIEW COUNCIL

The National Advertising Review Council was established in 1971 to provide guidance and set standards of truth and accuracy for national advertisers, NARC sets the policies for the National Advertising Division (NAD) and Children's Advertising Review Unit (CARU) of the CBBB. In today's increasingly competitive environment, national advertisers, ad agencies, consumers and regulators alike rely on NARC to establish NAD and CARU guidelines that help maintain the highest standards of honesty in advertising. The result is responsible self-regulation that insures the public trust.

Advertising Week in New York City Participation:

NARC and Advertising Week organizers are working together to stage a conference on the all-important subject of advertising self-regulation during Advertising Week in New York City.

WebSite: www.narcpartners.org



NEWSPAPER ASSOCIATION OF AMERICA

NAA is a nonprofit organization representing the \$55 billion newspaper industry. NAA members account for nearly 90 percent of the daily circulation in the United States and a wide range of non-daily U.S. newspapers. NAA also has many Canadian and International members. Educators, university newspapers, press associations and suppliers/vendors are also members. The Association focuses on six key strategic priorities that collectively affect the newspaper industry: marketing, public policy, diversity, industry development, newspaper operations and readership. NAA was formed on June 1, 1992, by the merger of seven associations serving the newspaper industry.

Advertising Week in New York City Participation:

NAA is working with Advertising Week organizers to create a gallery of historical award-winning newspaper advertisements.

Web Site: www.naa.org

THE ONE CLUB

The One Club, founded in 1975, is a nonprofit organization dedicated to promoting creative excellence in advertising. Its 900 members include the industry's most respected art directors, copywriters, and designers, as well as students of advertising. The One Club sponsors lectures, exhibitions, and scholarships as well as the annual One Show and One Show Interactive awards ceremonies. As part of its mission to recognize and promote creative excellence in advertising, the One Club also sponsors a wide array of programs dedicated to training the next generation of advertising professionals. The One Club established an Education Department in 1995 to build liaisons with schools teaching advertising across the country.

Advertising Week in New York City Participation:

The One Club annual collegiate competition brief for 2003-04 is to develop creative concepts for the advertising campaign for Advertising Week in New York City. Some of the student work may be used and the best work will be displayed at the One Club during Advertising Week.

Web Site: www.oneclub.com



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THE OUTDOOR ADVERTISING ASSOCIATION OF AMERICA

The Outdoor Advertising Association of America is the 112-year-old trade association representing the outdoor advertising industry. It is dedicated to serving the needs of member companies, advertisers, and consumers. The OAAA's nearly 1,100 member companies generate more than \$5 billion annually in ad revenues from billboards, transit, street furniture, and alternative outdoor media. The industry donates more than \$300 million each year in public service ad space.

Advertising Week in New York City Participation:

The Outdoor Advertising Association will be staging their annual Board of Directors meeting in New York City during Advertising Week in New York City.

Web Site: www.oaaa.org

PARTNERSHIP FOR A DRUG-FREE AMERICA

The Partnership for a Drug-Free America® is a private, non-profit coalition of professionals from the communications industry, best known for its national, drug-education advertising campaign. The Partnership exists to help kids and teens reject substance abuse by influencing attitudes through persuasive information. With primary funding from the Robert Wood Johnson Foundation, the Partnership has deep roots in the advertising industry and is supported through the generosity of hundreds of advertising agencies throughout the country.

Advertising Week in New York City Participation:

One of the marquee public exhibits to be held at Grand Central's historic Vanderbilt Hall during Advertising Week will feature the historic body of work of the Partnership For A Drug-Free America.

Web Site: www.drugfreeamerica.org

TELEVISION BUREAU OF ADVERTISING (TVB)

The Television Bureau of Advertising is the not-for-profit trade association of America's broadcast television industry. TVB provides a diverse variety of tools and resources, to support its members and to help advertisers and their agencies make the best use of local television. TVB's membership is composed of television broadcast groups, advertising sales rep firms, and over 500 individual television stations.

Advertising Week in New York City Participation:

At press time, the TVB and Advertising Week organizers were still evaluating options and opportunities.

Web Site: www.tvb.org



POINT OF PURCHASE ADVERTISING INTERNATIONAL (POPAI)

Point Of Purchase Advertising International (POPAI) is the only nonprofit, global trade association of the in-store and at-retail marketing industry. POPAI's groundbreaking research has made POP a measured medium, on a par with print and broadcast; serves members global needs; gives all members inclusive voice in their industry through a voluntary board, committees, task forces and leadership councils; and sets the standards for ethical business practices and expanded opportunities for the preservation of rights as a communication medium. Members in 14 countries enjoy the only industry comprehensive POP textbook soon to be in its second edition, a Code of Ethics and Standards of Practice manual, and a 7000-source online Library of information that can help grow a bottom line. POPAI's Outstanding Merchandising Achievement awards (OMA's) are the most respected recognition of excellence in the industry. Members represent all facets of our industry: producers of displays, retailers, brand marketers, ad agencies, those who research the industry, and more.

Advertising Week in New York City Participation:

For Advertising Week, POPAI will present a seminar on original new research in the POP industry that makes POP stand for proof of performance. The seminar will enable those who attend to predict with some precision their return on investment and the now-predictable performance of POP by signage, placement, and product category in supermarkets, convenience stores and other retail establishments. This winter POPAI launches comprehensive research in drug stores, the first time POP will be measured in that channel.

Web Site: www.popai.com

RADIO ADVERTISING BUREAU (RAB)

The Radio Advertising Bureau is the sales and marketing arm of the Radio industry, providing advertisers and agencies with research, information, and outreach programs that support their ability to best utilize radio in the media mix. Committed to enhancing the radio buying and selling process, RAB actively spearheads and participates in numerous initiatives designed to facilitate communications and maximize sales results for advertisers. With more than 5,700 member radio stations in the U.S., and over 900 additional members in networks, representative firms, sales, and international organizations, RAB's mission is to increase the awareness, credibility, and salability of radio. RAB is dedicated to designing, developing, and implementing solutions-based programs, research, tools, and activities for its radio members, as well as advertisers and agencies.

Advertising Week in New York City Participation:

For Advertising Week, the RAB and Radio industry will hold its fall Board of Directors meeting and Advertiser Day in New York City; facilitate a Radio Mercury Awards Creative Workshop, and is continuing to evaluate other options for how the radio industry can further promote Advertising Week in NYC.

Web Sites: www.rab.com (general and member site)
www.rabmarketing.com (advertiser and agency site)

