



Ad Fed Benefits ~ Have You Gotten Yours Yet?

- * Monthly Luncheon Programs with Leading Industry Professionals in Advertising, Marketing, Communications, Broadcast & Creative Fields
- * Monthly Luncheon Programs which Provide Valuable Networking Opportunities with Like-Minded Professionals
- * Volunteer Opportunities with Ad Fed Members and Industry Professionals to Conduct Work and Gain Valuable Experience Professionally and Personally
- * Annual ADDY Awards Competition on Local, Regional and National Levels for the Creative Community to Share, Highlight and Honor Creative Excellence Leading to National Recognition
- * National and Regional Seminars, Workshops and Conventions which provide Networking Opportunities and Access to Leading Industry Professionals
- * Partnership with the AAF as the advertising industry's "watchdog" which works to protect and preserve the rights of advertisers to practice their trade without prejudice or unfair restriction
- * The Ad Fed awards scholarships to deserving advertising and marketing students to encourage them to pursue the advertising profession
- * The Ad Fed Conducts Public Service Projects and Campaigns
- * Annually the AAF Conducts National Student Advertising Competition (NSAC) for college students to gain hands-on marketing and advertising experience in a local, regional and national marketing competition which provides employment opportunities with major companies

Post Office Box 14614
Las Vegas, Nevada 89114-4614
Tel: 702/AAF-9900 ~ Fax: 702/869-1871
www.lvadfed.org www.theadfed.org www.theadfed.com



When You Join, Join An Ad Fed Committee!

By joining an Ad Fed committee, you learn more about your industry and related fields of advertising, marketing and creativity. You also gain invaluable professional experience while you help the Ad Fed accomplish its mission.

What's more, you give something of yourself back to the community and make it a better place to live and work.

Volunteer opportunities are available in mentoring, providing scholarships, encouraging advertising creativity, and bringing outstanding creative and marketing/advertising talent to Las Vegas-there's something for everyone here. You contribute, participate and network.

Get the experience of a lifetime and join a committee- your involvement will pay off ten-fold!

Committees

- Programs/Education * ADDY Awards Competition
- Membership * Communications/Publicity
- Hospitality * Government Relations
- Public Service * Special Events
- Fund Raising/Ways & Means
- Student/NSAC

Annual Membership Categories

- Corporate Member \$250/3 members
(Additional Members \$50 each)
- Individual Member \$100
- Educator \$75
- Student \$50
- Non-Resident \$50
- Cost of Luncheons & Events Extra

Download Your Membership Application At:
www.lvadfed.org www.theadfed.org

Produced by Las Vegas Public Relations Co.



AAF Overview

As the "Unifying Voice for Advertising," the American Advertising Federation (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 200 college chapters.

AAF Mission

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.

Here's what the AAF does:

- * Brings members together to yield creative business solutions.
- * Protects and promotes advertising at all levels of government through grassroots activities.
- * Educates members on the latest trends in technology, creativity and marketing.
- * Provides programs to assist local association volunteer leadership.
- * Presents the industry with its future leaders.
- * Honors advertising excellence.
- * Promotes diversity in advertising by encouraging the recruitment of people of diverse cultures.
- * Applies the communication skills of its members to help solve community concerns.

To accomplish our objectives, AAF initiatives include the following:

- * Advertising Hall of Fame
- * Advertising Hall of Achievement
- * ADDY Awards
- * AAF National Conference
- * Government Affairs Conference
- * Great Brands Campaign
- * Most Promising Minority Students Program
- * Mosaic Awards & Multicultural Resources Expo
- * NSAC: College World Series of Advertising
- * Principles & Recommended Practices for Effective Advertising in the American Multicultural Marketplace



Ad Fed Membership ~ What's in it for You?

The Las Vegas Advertising Federation was founded in 1978 and is a member of the American Advertising Federation, based in Washington, D.C. which serves as "The Unifying Voice for Advertising" with over 50,000 members in 210 local advertising federations, 210 college chapters, 30 "Ad2" chapters and 130 corporate members.

For over 24 years, the Las Vegas Advertising Federation has served as the best local advocate for the advertising and communications industries through public education, public service, networking and recognition of excellence.

On the local level, leading advertising professionals are welcomed to address the Ad Fed membership to discuss current marketing and advertising trends, as well as legislative developments on a monthly basis. Networking and participating in locally-based activities, such as the annual creative awards competition and the public service projects are opportunities you can benefit from as a member of the Las Vegas Advertising Federation.

The Ad Fed works with local schools and universities to encourage students to consider advertising and communications as a career choice.

Through affiliation with the AAF, the Las Vegas Ad Fed provides scholarships, government relations/industry watchdog and lobbying efforts, diversity opportunities, nationally recognized advertising awards, public service campaigns, service discounts as well as regional and national educational seminars.

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National Representation Local Influence

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For more info, visit the award-winning AAF Web site at www.aaf.com.

~ AAF Benefits ~

AAF Magazine * Legislative "Watchdog" Lobbying * Student Scholarships * Mentoring * Exposure to Leading Industry Executives and Opinion Makers * Nationally accepted discounts on AT&T, Advertising Age, Adweek, Visa, Airborn Express, Alamo Rent-A-Car, Mutual of Omaha * Monthly Ad Fed Luncheon Programs * National Creative Advertising Competition * AAF-Sponsored National Student Advertising Competition * Diversity Projects * Public Service Campaigns * Networking * Volunteerism Opportunities

~ The Benefits of Advertising ~

1. Advertising raises capital, creates jobs and spurs production.
2. Advertising results in lower consumer prices by launching new products, providing consumer information and furthering competition.
3. Advertising increases government revenues since jobs produce taxable income, and greater sales increase sales taxes.

~ Value of Advertising ~

- * Lower consumer prices
- * Increased competition
- * Consumer information
- * Greater sales of existing products and services
- * New product introductions



Join the Las Vegas Advertising Federation

The Unifying Voice for Advertising

National Representation Local Influence

It's Where Professionals Belong!

The Ad Fed Advocates
Excellence in Advertising
and Education, and Acknowledges
Achievement in Both

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