

Here is information to help you plan your attendance at the 2018 Annual Conference of the American Academy of Advertising.

## **TIME AND LOCATION**

The 2018 Annual conference will be held March 22-25 in New York City NY the Marriott Downtown Hotel.

## **OUR CONFERENCE HOTEL**

The Marriott Downtown Hotel is in the Battery Park area at 85 West Street at Albany Street, New York, NY, World Trade Center (One World Observatory). The Downtown Marriott is. The hotel features a fitness center, free Internet in the guest rooms and lobby, gift/newsstand, front desk safe deposit boxes.

Cutoff date for reservations at our arranged rate is February 20, 2018, at noon. Our guest room rate is \$229 (single or double occupancy), plus 14.75 % + \$3.50 occupancy taxes. Reservations can be made by accessing the hotel's link <https://aws.passkey.com/e/49075061>. If you want to make your reservation by phone, call our dedicated Group Reservations toll free phone [1-877-303-0104](tel:1-877-303-0104). Your reservation must be guaranteed by a first night room deposit with a major credit card. Remember that our room block is limited and if all rooms are taken, our conference rates will not apply, so don't wait until the February 20th deadline! After that date the unused portion of our room block will be returned to the hotel's inventory and you will be charged the standard rack rate.

## **EXCITING OFF-SITE SOCIAL EVENT**

Each year we provide attendees with a social event that is relevant to the local area. On Saturday, we are meeting in the second floor lobby for a champagne send-off. You will, at that time, get your ticket and then walk in small groups to OWO (One World Observatory, World Trade Center) where you will view NYC from the top of the world in daylight and watch as the lights come on for the glamorous night scene. For more information check out their website <http://www.panynj.gov/wtcprogress/index.html>

## **CONFERENCE REGISTRATION FEES**

We have continued to keep conference fees affordable: \$365 for members: \$245 for students. Register before February 26 to avoid a \$50 late fee. Registration includes admission to all professional sessions, the opening reception, 2 lunches (including a top level professional panel at our Friday lunch as well as our Awards Lunch on Saturday), morning and afternoon breaks, and two social events. You are welcome and encouraged to invite family and guests to the lunch and evening events as well as the OWO. However, it is essential that you order your guest tickets when you make your own registration. It is possible that we will not be able offer these tickets at the conference so don't delay in signing up.

## PRE-CONFERENCE EVENTS

### Thursday Pre-Conference

This year we will have a three pre-conference sessions

Half day session: The impact of “New Retailing” on Advertising Education and Research (on site)

Half day session: IMC in Transmedia Era: Voices from industry (off site)

All day session with lunch: Digital Advertising & Ethics: Research Teaching, & Practice

## CONFERENCE EVENTS

**Thursday Evening** Welcome Reception: Financial Ballroom, second floor.

**Friday Industry Luncheon** with **Tara DeVeaus**, Chief Marketing Officer at BBDO. **Brian Fetherstonhaugh** Worldwide Chief Talent Officer, Global Leader Customer Engagement & Commerce and CEO of OgilvyOne Worldwide, and others.

**Friday Evening** AAA President’s Reception in the Financial Ballroom, second floor.

**Saturday Awards Luncheon**, Financial Ballroom, second floor.

**Saturday Evening**, Champagne Toast to AAA’s 60<sup>th</sup> Anniversary and walk to the OWO, One World Observatory (World Trade Center): meet in the Financial Ballroom Lobby, Second Floor.

## TRANSFERS BETWEEN THE AIRPORT AND THE HOTEL

**Newark Liberty International Airport (EWR)** Phone: [+1-973-961-6000](tel:+1-973-961-6000)

Hotel direction: 11 miles E

- • Alternate transportation: Olympia Bus; fee: 15 USD (one way)
- • Estimated taxi fare: \$60 (one way)

**John F Kennedy International Airport (JFK)** Phone: [+1-718-244-4444](tel:+1-718-244-4444)

Hotel direction: 22 miles NW

- • Flat Rate Yellow Cab service: \$52.50 (one way, not including tolls)

**LaGuardia Airport (LGA)** Phone: [+1-718-533-3400](tel:+1-718-533-3400)

Hotel direction: 13.5 miles SW

- • Flat Rate Yellow Cab service: \$52.50 (one way, not including tolls)

The hotel does not provide shuttle service. We have made arrangements with SuperShuttle for discounted service from each airport to the hotel. SuperShuttle is a popular, affordable and eco-friendly, shared-ride service. Go to our dedicated webpage <http://www.supershuttle.com/default.aspx?GC=FBDBQ> to book a reservation. Payment is by credit card and you can print two copies (coming and going) before you leave home. Specific instructions are attached.

#### **NOTES:**

Preregister for the conference NOW. A late fee will apply after February 26, 2018. You must be a member to register and attend.

Make your reservations at the Marriott Downtown Hotel now to assure availability of your preferred room type and discounted rate. Deadline February 20, 2018 for our special conference rate.

The final printed version of the conference program will be posted on the AAA web site ([www.aaasite.org](http://www.aaasite.org)). It will also be included in the registration packet at the conference and available on Sched.com.

We look forward to seeing you New York City. The Registration Area will be on the Third floor, Grand Ballroom Lobby Area

**Words of advice:** New York in March can be chilly, rainy (or snowy), with highs about 50° and lows 40°, so be ready with a warm coat, hat and gloves. Bring comfortable walking shoes. Be prepared to be jostled, rushed and probably yelled at if you don't move quickly. New Yorkers are always in a hurry. It is wise to pick an area to visit and explore that area. Don't try to see everything in one day or one visit.

#### **ADDITIONAL INFORMATION**

##### **WELCOME TO NEW YORK!**

New York, New York. It's a wonderful town. The Bronx is up but the Battery's down. Yes, it is the town that never sleeps.

And the AAA Annual Conference will be in the Battery area and all the iconic NYC attractions are just a short subway ride away. Getting around sounds complicated, but is really pretty easy. Aside from walking, buses, subways, ferries and bikes are available. If you are brave and want to bike around the area, Bike-share or CitiBike program has pick-up/drop-off stations all over the city

**Within walking distance of the Marriott Downtown Hotel** is the World Trade Center (One World Observatory (OWO) where we will visit on Saturday evening, the new spread-winged Oculus (transportation hub of NYC), 9/11 Memorial, Trinity Church, The Museum of American Indian, Wall Street, Statue of Liberty, Ellis Island, Stock Exchange, Charging Bull and Fearless Girl, South Street Seaport, Fraunces Tavern, Brooklyn Bridge, and shopping, shopping, shopping at Brookfield Place.

**Use a MTA MetroCard.** While exact change works on buses, a MetroCard is required to enter the subway system. Purchase them at any subway station from machines or booth attendants using cash or credit cards. MetroCards cost \$1 and \$3 for a single ride. Discounted multiple ride cards can also be purchased in various denominations. Cards are refillable, so be sure you don't toss them. Subway transfers are available as many times as you need as long as you don't exit the subway system (through the turnstile). Subway to Bus transfers are free within two hours using your MetroCard.

**UBER** Another quick and easy way to get around the city is by calling Uber. If you do not have an Uber account, use this code [PROSE333](#) to sign up. Download the smart phone app, enter your credit card, and each ride will be charged to this card and your receipt will be sent to your email address. You can choose UberX or Uber Pool. You enter your intended address and your current location will be automatic. You'll see where there are UBER drivers in the area. When one responds, you will get the estimated cost, estimated time of UBER arrival, estimated time to destination, driver's name (and phone number) and car make and license plate number.

### **The Borough highlights:**

**Manhattan** The Theater District and Times Square, Macy's and Herald Square, Union Square, Harlem, Fifth Avenue, Central Park, Empire State Building, Rockefeller Center and Radio City, Grand Central Terminal, St John Cathedral, St Patrick's Cathedral, Metropolitan Museum of NY, Museum of Modern Art (MoMA), Lincoln Center, more museums and parks everywhere.

**The Bronx** The NY Botanical Gardens, Yankee Stadium

**Brooklyn** BAM (Brooklyn Academy of Music-a performing arts center), Coney Island

**Staten Island** The iconic Ferry ride that goes past the Statue of Liberty and Ellis Island

**Queens** CitiField (Mets Stadium), Billie Jean King USTA Tennis Center

NYC is the theater capital of the world, but you don't have to pay exorbitant prices for theater tickets – try some of the Off-Broadway shows, or go to for the discount tickets <https://www.headout.com/category/24/broadway>

And Visit Katz' Deli on Houston Street – You remember that famous scene "I'll have what she's having!" from the movie "When Harry met Sally"? Be a typical New Yorker – get a pizza or bagel available on nearly every corner or to find one those little unadvertised hide-away restaurants or bars you can sign up for new places to check out at <https://www.timeout.com/newyork/things-to-do/secret-new-york>

For more information on what to see, where to go, places to eat, how to get there, check out these websites.

<https://www.nycgo.com/>

<http://www.nycgo.com/tv-show-tapings/>

<http://www.nycgo.com/must-see-nyc/>

<http://www.nycgo.com/arts-culture/>

<http://www.nycgo.com/dining>

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SUPERSHUTTLE NEW YORK

Shared-Ride Van Service

Reservations are to be booked online.

Your group code is **FBDBQ**.

**To book your reservation:**

Go to [www.supershuttle.com](http://www.supershuttle.com). Print two copies for your round trip reservation.

- On the Welcome page, enter “**FBDBQ**” in the Group/Discount code box.
- On the Itinerary tab, add your round-trip itinerary.
- On the Address tab, enter “the address ”
- On the Service tab, select “Shared Ride Van Service”
- On the Pick-Up Times tab, select the first time offered for fastest service
- On the Payment tab, select Credit Card under payment type; enter desired gratuity.
- On the Review tab, check your entries for correctness
- On the Confirmation tab, please print **TWO** copies, if you will be using SuperShuttle for a round-trip transfer.

**Upon ARRIVAL into** LaGuardia, JFK or Newark Airport:

1. Claim your luggage.
2. Follow signs to the Ground Transportation Information desk in baggage claim, (lower level).
3. Guests should locate the courtesy phone next to Ground Transportation Desk. Press the appropriate button marked “SuperShuttle” to be connected with dispatch. Identify yourself and give your confirmation number.

**RETURNING\* to LaGuardia, JFK or Newark Airport:**

Pick-up time and instructions will be sent after your booking is complete via email.

*\*If you did not make a round-trip reservation, follow the instructions above to book your reservation. **You are strongly encouraged to make your reservation at least 48 hours in advance.***