

**MAIL-IN REGISTRATION FORM**  
**AMERICAN ACADEMY OF ADVERTISING 2008 ANNUAL CONFERENCE**  
March 27-30 San Mateo Marriott Hotel San Mateo, California

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

Univ./Firm Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Telephone: \_( \_\_\_\_\_ ) \_\_\_\_\_ Email: \_\_\_\_\_

Registration fee if paid not later than February 28, 2007 (first, verify that your 2008 AAA membership has been paid by checking "www.aaasite.org"; then mark only one registration category below by circling the fee you are paying):

Member Category	Only Basic Conference	Basic + Emerging Scholar Symposium
Regular	\$195	\$255
Student	\$145	\$170

Add Late Fee of \$50 (only for payments received after Feb. 28). Total Payment Due (enclosed) - \$ \_\_\_\_\_

All categories of registration include the opening reception, 2 lunches, 2 dinners including the "Stanford-Half Moon Bay - Pacifica" tour, and coffee breaks, as well as attendance at conference sessions.)

NOTE: Use this form ONLY for the traditional ("mail-in") registration process. If you prefer to register on-line and pay by credit card, go to <http://www.aaasite.org> and follow the instructions. When registering on-line you may also order guest tickets there and pay for them by credit card, if you wish.

When registering by post please return this completed form along with your check payable to: "American Academy of Advertising" to:

Dr. Robert King, Director of Conference Services  
American Academy of Advertising, School of Business,  
University of Richmond, VA 23173  
USA

Your receipt for conference fees will be included in your registration packet in Burlington. You are welcome to bring your spouse and/or other family members and guests to the conference's social events, but to assure availability of tickets you must order spouse/guest tickets in advance, using the enclosed separate order form. You may make payment for your registration fee and for spouse/guest ticket(s) on the same or separate checks as you prefer. Payment by credit card is available only on-line, not by mail or at the conference desk in San Mateo.

Your answers to the following questions will greatly assist the conference planners in ordering food and bus accommodations:

If this is your first AAA conference attendance please check here: \_\_\_\_\_

I plan to arrive in San Mateo on (day/date): \_\_\_\_\_ at (hour): \_\_\_\_\_.

I \_\_\_ do / \_\_\_ do not plan to attend the Saturday afternoon/evening tour and dinner event.

I plan to leave San Mateo on (day/date): \_\_\_\_\_ at (hour): \_\_\_\_\_.

I \_\_\_ will / \_\_\_ will not stay at the Marriott Hotel. Reminder: make reservations directly with the hotel by use of their mail-in form; web site ([www.sanmateomarriott.com](http://www.sanmateomarriott.com)); FAX (650/653-6084); or phone (800/556-8972 – but be sure to mention AAA's "Group Code" (ADSADSA) to get our preferred rate) before March 5 to assure availability of space and of our discounted room rate.

REQUESTS FOR REFUNDS will be honored if received not later than March 7. Later requests cannot be accepted because of financial guarantees we must make to suppliers based upon expected attendance. Please notify Bob King immediately at [rking@richmond.edu](mailto:rking@richmond.edu) if your plans for attending change after you make payment.