

January 1, 2008

TO: Fellow Members and Friends of the Academy  
FROM: Bob King  
SUBJECT: AAA's 2008 Annual Conference

Here is the information you need to plan your attendance at the 2008 Annual Conference of the American Academy of Advertising. **Suggestion: keep this letter handy for future reference in making your travel plans.**

**Time and Location.** The 2008 Annual Conference will be held **March 27-30 in San Mateo, California.** San Mateo ...in the San Francisco Bay Area in the "Golden State," midway between the City by the Golden Gate and Silicon Valley, adjacent to traditional coastal towns (e.g., Half Moon Bay, Miramar, Pescadero, and Princeton-by-the-Sea), and site of the best surfing waves east of Hawaii! And now a new attraction...site of the 2008 Annual Conference of the American Academy of Advertising! And a special note: the Academy will celebrate its **50<sup>th</sup> Anniversary** during this conference.

**The Conference Schedule.** As you will see in the enclosed copy of the Preliminary Conference Schedule the 2008 program is packed with even more outstanding professional events than usual. Arrive Wednesday evening (March 26) to be "in place" for attending one of the optional day-long Thursday **preconference programs: "Nation Branding: By Us or By Others"** and **"Emerging Scholar Symposium"** (both by separate registrations; see program details on the enclosed sheet). Then attend the Thursday evening **opening reception**, hosted by the Marriott Hotel for attendees who are registered at the hotel. On Friday morning (March 28) the **2008 Conference** begins at 8:30 A.M., continuing through 11:30 A.M. on Sunday (March 30). Your greatest difficulty will be deciding which of the four concurrent sessions you prefer to attend during most time blocks. If this is your first AAA Conference you are invited to attend the **First Timers' Breakfast** on Friday morning, where you can meet the Academy's officers and learn more about opportunities to participate in various AAA activities and programs. And all registrants are invited to attend the pre-dinner reception on Friday sponsored by the Department of Advertising of the University of Texas at Austin.

**Special Social Event.** Each year we attempt to provide attendees with a social event which "speaks" to the local area. And for the 2008 Conference, we have a real winner: **on Saturday afternoon and evening we will enjoy a private coach tour of selected delights in the San Mateo area (a drive through the Stanford University campus and a stop at the fabulous Stanford Mall), followed by a buffet dinner and entertainment at a restaurant in Pacifica with a window-wall facing directly into the Pacific Ocean and those championship surfing waves!** Your conference registration fee covers costs of the dinner, professional entertainment, and chartered coach transportation. You are welcome to order extra tickets for your spouse, kids and guests, but you must do so before February 28 to allow time for us to arrange adequate dining and bus accommodations. Extra guest tickets will probably **not** be available at the conference.

**Travel to San Mateo.** Most attendees will probably fly to the conference. Suggestion: fly into San Francisco International Airport (SFO), which is served by most American and many international airlines. For the economy-minded: several low-cost carriers serve SFO. It would be wise to pay attention to a news item in USA Today: "The incredible shrinking skies: The airlines cut almost 4 million seats in the past year. Result: Higher fares, fewer choices, fuller flights." What to do? Make your flight reservations early in order to avoid disappointment. Given the current turmoil in the airline industry we have not selected a preferred carrier this year. Good deals pop up unexpectedly, and disappear just as quickly. Again, make your airline reservations early in order to get your preferred schedule and a good airfare.

**Transfers between San Francisco International Airport and the Hotel.** The distance between SFO airport and the San Mateo Marriott Hotel is eight miles (about 15-20 minutes). And the good news is that the hotel provides a complimentary shuttle service from outside the terminal's baggage pick-up areas. You do not need to call the hotel to confirm the shuttle's operation which operates on a scheduled basis. Theoretically, the shuttle leaves SFO at about 15 or 20 minutes past the hour, with the final run scheduled for 9:15 or 9:20PM. Later arrivals will need to take a taxi. **ALERT: there are two Marriott hotels in the area with confusingly similar names. Our hotel is the San Mateo Marriott Hotel which occasionally adds the words San Francisco Airport to its name. Before boarding the shuttle, ask the driver whether he is going to the San Mateo Marriott. Do NOT take the shuttle to the Marriott San Francisco Airport Hotel.** It is also a lovely hotel, but it will provide you with neither our group room rate nor easy access to the conference. Taxi service is available at a humongous charge, if that is your preference.

**Our Conference Hotel.** **The San Mateo Marriott Hotel is an ideal meeting place** – 476 very attractive, comfortable guest rooms, a restaurant, coffee bar and lounge, exercise room, heated outdoor pool, whirlpool, spa and sundeck. The hotel's conference rooms, mostly on the second floor, are well designed for our conference needs. And what a bargain: our

guestroom rate is only \$95 (single or double occupancy), plus taxes, an almost unbelievably low rate for the Bay Area.. **The standard caveats apply: reserve your room early, and identify yourself as attending the AAA conference. Mention AAA's Group Code: ADSADSA. Remember, our room "block" is limited, and when that space is taken the rates will probably be higher, IF any rooms remain available. You can assure availability of your room by making reservations now. DO NOT WAIT UNTIL THE MARCH 5 DEADLINE when our room block may be depleted.** There are no good alternative hotels located nearby. **Mail or FAX your completed form (enclosed) directly to the hotel NOW, or telephone the hotel's toll-free reservation number (1-800-556-8972), or use the hotel's web link noted on the form ([www.sanmateomarriott.com](http://www.sanmateomarriott.com)).** Again, always refer to AAA's Group Code (ADSADSA) to assure that you are offered our substantially reduced room rates. (See the hotel reservation form for details.) **Special note: please read the enclosed document titled "Why It Is Critically Important for You to Use Accommodations at Our Conference Hotel." Our ability to control conference costs and to assure superior hotel accommodations for our future conferences depends upon your cooperation.**

**Conference Preregistration. IMPORTANT: note that AAA's Executive Committee has recently changed the conference preregistration procedure in three significant ways: (1) you must have paid your 2008 membership dues BEFORE registering for the conference; (2) it is no longer possible to pay membership dues on the conference registration form; and (3) you now have the option of preregistering for the conference on-line and to make your payment of registration fees by credit card, or to continue the traditional "mail-in" registration accompanied by your check in payment of fees (note: credit card payment cannot be accepted for "mail-in" or on-site registrations). AAA's preregistration fees remain a bargain, and specially reduced rates are again available to AAA's student members. All attendees must be registered for the Conference. If you prefer to use the "mail-in" option complete and return the enclosed registration form and your payment of fees as early as possible, and not later than February 28 in order to avoid the late registration fee. If you prefer to use the new on-line registration procedure go to AAA's website ([www.aaasite.org](http://www.aaasite.org)) and follow instructions given there. By preregistering on-line or by mail by February 28 you will save money, avoid delays in receiving your registration kits in San Mateo, will have a more professionally prepared name badge, and you will be helping to spread out AAA's administrative workload in planning for the Conference. Finally, remember that our service providers in San Mateo can accommodate only a few late "walk-ons." Avoid disappointment by preregistering and establishing your priority NOW. It may be necessary to provide late registrants with alternative activities on Saturday afternoon and evening since we are required by suppliers to guarantee our dinner attendance several days in advance of the event, and additional coaches probably will be unavailable.**

You are welcome to **invite family and guests** to the lunch and dinner events, including the Saturday tour and off-site dinner. However, **it is essential that you order your guest tickets when you return your own pre-registration form. It is unlikely that we can offer these tickets at the conference** due to the lead-time and guarantee requirements imposed upon us by the bus company and catering services. I look forward to seeing you in San Mateo, and to enjoying another great AAA Conference!

#### **NOTES:**

- (1) The final printed version of the conference program will not be mailed to AAA members prior to the conference; rather, it will be posted on the AAA web site ([www.aaasite.org](http://www.aaasite.org)) and the printed version will be included in registration packets at the conference.**
- (2) Preregister for the conference now to establish your priority for attending the special tour and dinner event, and order your guest tickets now to assure their availability. (Deadline: February 28.)**
- (3) Make your reservations at the San Mateo Marriott Hotel now to assure availability of your preferred room type and discounted rate. (Deadline: March 5.)**
- (4) Make your airline reservations now to assure availability of your preferred schedule, aircraft type and the best discounted fare.**