

January 1, 2009

TO: Fellow Members and Friends of the Academy
FROM: Bob King
SUBJECT: AAA's 2009 Annual Conference

Here is the information you need to plan your attendance at the 2009 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 2009 Annual Conference will be held March 26-29 in Cincinnati, Ohio: "Queen City" on the Ohio River; a city of ethnic festivals; great museums (Cincinnati Art Museum, Taft Museum, and Museum Center at Union Terminal, to name three of them); the National Underground Railroad Freedom Center; home of the Bengals and the Reds (think Pete Rose!); Cincinnati chili (America's earliest form of nuclear energy!); one of the nation's most highly-ranked airports; and according to Newsweek magazine, the sexiest zoo in America (a leader in successfully breeding wild animals), not to be confused with the University of Cincinnati!! And now a new attraction ... site of the 2009 Annual Conference of the American Academy of Advertising!

The Conference Schedule.

As you will see in the Preliminary Conference Schedule, the 2009 program is packed with outstanding professional events. Arrive Wednesday evening (March 25) to be "in place" for attending the optional day-long Thursday preconference program: "The Future of Advertising Education" (separate registration required; see program details below). Then attend the Thursday evening opening reception, hosted by the Hyatt Regency Hotel for attendees who are registered at the hotel. On Friday morning (March 27) the conference begins at 8:30 A.M., continuing through 11:30 A.M. on Sunday (March 29). Your greatest difficulty will be deciding which of the several concurrent sessions you prefer to attend. And if this is your first AAA conference, you are invited to attend the First Timers' Breakfast on Friday morning, where you can meet Academy 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 and Public Relations, Grady College, University of Georgia.

Special Social Event.

Each year we attempt to provide attendees with a social event which "speaks" to the local area. And for the 2009 conference, we have a real winner. It is said that at least 50% of Cincinnati's population claims German heritage, and the city is rich in German influence. So bitte kommen Sie mit mir: on Saturday evening we will enjoy a special "Oktoberfest in March" dinner, accompanied by appropriate German music, aboard the specially chartered river-boat era "River Queen" on the Ohio. Lots of fun and laughter; maybe even some dancing! Your conference registration fee covers all costs of

this event except for the cash bar. You are welcome and encouraged to order extra tickets for your spouse, kids and guests, but you must do so before February 27 to allow time for us to arrange adequate dining accommodations. Extra guest tickets will probably **not** be available at the conference.

Travel to Cincinnati.

Most attendees will probably fly to the conference.

Suggestion: fly into Cincinnati/Northern Kentucky International Airport (CVG), which is served by most American airlines.

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, although Delta maintains a major hub here and is the dominant carrier. Good deals pop up unexpectedly, and disappear just as quickly. Again, make your airline reservations early in order to get your preferred schedule, a good airfare, and seat selection.

Transfers between Cincinnati Airport and the Hotel.

“Executive Shuttle” operates a reasonable service between the airport and downtown hotels. At the time of this writing, the one-way fare is \$17, with a discount for round-trip tickets. Cab fare is about \$30, and may be shared with one or two other persons going to the same destination.

Driving to Cincinnati.

For those who plan to drive to Cincinnati, please, remember that the Hyatt Regency Hotel is located in the center of downtown (151 West Fifth Street). Parking charges at the hotel are \$20 (valet) or \$14 (self-parking) per day. In the area there are commercial parking lots charging from \$3 to \$14 depending upon the lot and the day (weekend days are cheapest). Ask the hotel doorman for suggestions and directions.

Our Conference Hotel.

The Hyatt Regency Cincinnati Hotel is an ideal meeting place: 488 very attractive, comfortable guest rooms located in the heart of downtown, a restaurant, coffee bar and lounge, exercise room, heated indoor pool, whirl-pool, sundeck and saunas. The hotel’s conference rooms, mostly on the third floor, are well designed for our conference needs. And what a bargain: our guestroom rate is only \$99 (single or double occupancy), plus taxes, an almost unbelievably low rate for the downtown area.

The standard caveats apply: reserve your room early, and identify yourself as attending the AAA conference. Mention AAA’s Group Code: G-CADV. 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 1 DEADLINE** when our room block will be returned to the hotel’s inventory.

Telephone the hotel’s toll-free reservation number 1-800-233-1234 or use the hotel’s website www.cincinnati.hyatt.com.

Always refer to AAA's group code (G-CADV) to assure that you are offered our greatly reduced room rates.

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 Pre-registration.

IMPORTANT: note that AAA's Executive Committee has changed the conference pre-registration procedure in three significant ways:

- 1) You must have paid your 2009 membership dues BEFORE registering for the conference;
- 2) It is no longer possible to pay membership dues on the conference registration form;
- 3) You now have the option of pre-registering for the conference online and to make your payment of registration fees by credit card, or using the traditional "mail-in" registration accompanied by your check in payment of fees (credit card payment cannot be accepted for "mail-in" or on-site registrations).

AAA's pre-registration 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 27 in order to avoid the late registration fee. If you prefer to use the new online registration procedure, go to AAA's website (www.aaasite.org) and follow instructions given there. By preregistering on-line or by mail by February 27, you will save money, avoid delays in receiving your registration packets in Cincinnati, 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 Cincinnati 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 evening since we are required by suppliers to guarantee our dinner attendance several days in advance of the event. Additional accommodations probably will be unavailable at the last minute.

You are welcome and encouraged to invite family and guests to the lunch and dinner events, including the special Saturday Oktoberfest event. 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 our suppliers. I look forward to seeing you in Cincinnati, 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 website (www.aaasite.org) and the printed version will be included in registration packets at the conference.
- 2) Pre-register for the conference now to establish your priority for attending the special Oktoberfest event, and order your guest tickets now to assure their availability. (**Deadline: February 27**)
- 3) Make your reservations at the Hyatt Regency Cincinnati Hotel now to assure availability of your preferred room type and discounted rate. (**Deadline: March 1**)
- 4) Make your airline reservations now to assure availability of your preferred schedule, aircraft type and the best discounted fare.