



January 1, 2010

TO: Fellow Members and Friends of the Academy
FROM: Bob King
SUBJECT: AAA's 2010 Annual Conference

Here is the information you need to plan your attendance at the 2010 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 2010 Annual Conference will be held March 18-21 in Minneapolis, Minnesota: In the Land of 10,000 Lakes, the larger "twin" of the Twin Cities, headquarters of Target, Best Buy, 3M and General Mills, home of the NFL Vikings (football), the Twins (baseball), NBA Timber-Wolves (basketball), and the NHL Wild (hockey), seat of the University of Minnesota, enough theaters and museums to keep one busy for months, and in the neighborhood of the Mall of America and the Fitzgerald Theater (Garrison Keillor's "A Prairie Home Companion"), famous for its senatorial and gubernatorial elections, and so much more! And now a new attraction ... site of the 2010 Annual Conference of the American Academy of Advertising! But come prepared: it is said that "Minnesota has two seasons: Winter and Road Construction." In mid-March long-johns will be in style!!!

The Conference Schedule.

As you will see in the enclosed copy of the Preliminary Conference Schedule, the 2010 program is packed with outstanding professional events. Arrive on Wednesday evening (March 17) to be "in place" for attending the optional day-long Thursday preconference program: "Theories of Advertising and Their Link with the Advertising Industry and Its Practices" (separate registration required; see program details on the enclosed sheet). Then attend the Thursday evening opening reception, hosted by the Minneapolis Marriott City Center Hotel for attendees who are registered at the hotel. On Friday morning (March 19) the 2010 Conference begins at 8:30 A.M., continuing through 11:30 A.M. on Sunday (March 21). Your greatest difficulty will be deciding which of the several concurrent sessions you prefer to attend. And all registrants are invited to attend the pre-dinner reception on Friday sponsored by the University of Missouri.

Special Social Event.

Each year we attempt to provide attendees with a social event which "speaks" to the local area. And for the 2010 Conference, we have a real winner. Our focus will be on the Mall of America, perhaps the best known address in the Minneapolis area. MOA is the nation's largest enclosed mall, attracting far more than 40 million visitors annually to more than 500 stores (including Nordstrom and Bloomingdale's). While shopping is #1 for many visitors (yes, we will have

ample time for shopping, and there was no sales tax on clothing at last reading), others go for the “fun and games” in its recently opened Nickelodeon Universe theme park (a favorite of kids of all ages!). And with a bit of luck we will have a formal presentation by one of MOA’s promotion executives regarding how MOA attained and retains its prominent position among shoppers well beyond Minnesota’s borders. As an added feature, we will “go green” by using Minneapolis’s efficient light rail service rather than chartered coaches. Conference registration fees cover all costs of this event. In addition, the Creative Circus will host a reception before dinner in our private dining room. You are welcome and encouraged to order extra event tickets for your spouse, kids and guests, but you must do so before February 19 to allow time for us to arrange adequate dining accommodations. Extra guest tickets will probably **not** be available at the conference.

Travel to Minneapolis.

Most attendees will probably fly to the conference. 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 is the dominant carrier into the Minneapolis-Saint Paul Airport. 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 Minneapolis Airport and the Hotel.

“Super Shuttle” (a bit “rag-tag” and moderately expensive for what you get, in my opinion) operates between the airport and downtown hotels. At time of writing, the one-way fare is \$17, with a small discount for round-trip tickets. Cab fare is expensive, but it may be shared with one or two other persons going to the same destination. Possibly the best bet: use the excellent light-rail service directly from the airport terminal to quite near the hotel. Trains run every 7.5 to 15 minutes, and the fare is either \$2.25 or \$1.75, depending upon the day and hour. Just follow signs in the airport indicating “Ground Transportation” on the lower level. From there, take the free tram to the airport’s Transit Station where you buy a ticket from a vending machine before boarding the train (still one level lower). Take a train inbound to the city (not toward Mall of America). Get off the train at Nicollet Mall (all stations are very well marked) and walk two short blocks along Nicollet Mall on the left away from the rail tracks to 7th Street, turn right, and with a few hundred feet you are at the hotel entrance. The trip should take about 25 minutes, as good as – and maybe better than – Super Shuttle.

Our Conference Hotel.

The Minneapolis Marriot City Center Hotel is an ideal meeting place – more than 600 very attractive, comfortable guest rooms and suites located in the heart of downtown, a restaurant and lobby bar, and fitness center. But be forewarned: reception and the lobby are located on the 5th



floor!! The hotel's conference rooms, mostly on the 4th floor, are well designed for our conference needs. And what a bargain: our guestroom rate is only \$119 (single or double occupancy), plus taxes, an almost unbelievably low rate for the downtown area.

The standard caveats apply: reserve your room early. Remember: our room "block" is limited, and when that space is taken, the rates will probably be higher, IF any rooms remain available. Assure availability of your room by making reservations now. **DO NOT WAIT UNTIL THE FEBRUARY 24 DEADLINE** when any unused portion of our room block will be returned to the hotel's inventory. You can make your guestroom reservation easily now by clicking onto the hotel's link: <https://resweb.passkey.com/go/americanacademyofadvertising>

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 preregistration procedure in three significant ways:

- 1) You must have paid your 2010 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 making your payment of registration fees by credit card, or using the traditional "mail-in" registration form accompanied by your check in payment of fees. Note: 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, but not later than February 19 in order to avoid the late registration fee. If you prefer to use the online registration procedure, go to AAA's website (www.aaasite.org) and follow the instructions given there. By preregistering online or by mail by February 19, you will save money, will avoid delays in receiving your registration packets in Minneapolis, 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 Minneapolis can accommodate only a few late “walk-ons.” Avoid disappointment by pre-registering 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 well 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 Mall of America 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 Minneapolis, 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). 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 Mall of America event, and order your guest tickets now to assure their availability. **(Deadline: February 19)**
- 3) Make your reservations at the Minneapolis Marriott City Center Hotel now to assure availability of your preferred room type and discounted rate. **(Deadline: February 24)**
- 4) Make your airline reservations now to assure availability of your preferred schedule, aircraft type and the best discounted fare.