

MAIL-IN REGISTRATION FORM
AMERICAN ACADEMY OF ADVERTISING 2010 EUROPEAN CONFERENCE
June 4-6 Università Cattolica del Sacro Cuore Milan, Italy

Name: _____

Univ./Firm Address: _____

Telephone: _____ E-mail: _____

REGISTRATION FEE if paid not later than April 6, 2010 (select only one registration category below by circling the fee you are paying):

<u>Membership Category</u>	<u>Registration Status</u>	
	<u>Regular</u>	<u>Student</u>
AAA member	\$225	\$165
Non-member	\$260	\$175

ADD LATE FEE of \$50 (only for payments received after April 6)

Total Payment Due for Registration (enclosed) - \$ _____

(All categories of registration include attendance in all sessions, 3 lunches, 1 dinner, coffee/tea breaks, and a walking tour in Milan. Before selecting one of the "member rates" above check www.aaasite.org to be sure that your membership is current for 2010. You may elect to join or renew membership in AAA first, then immediately proceed to register at the member rate.)

TO ORDER ADDITIONAL DINNER TICKETS FOR YOUR UNREGISTERED GUESTS indicate how many tickets you wish to buy. Remember: as a registrant your dinner ticket is already included in the registration fee.

___ tickets for dinner on Thursday, June 3 at \$50 each = \$ _____

TO ORDER TICKETS FOR YOURSELF AND YOUR GUESTS FOR THE OPTIONAL TOURS (not included in the registration fee) indicate how many tickets you need, and send payment along with your registration fee:

___ tickets for Swiss-Italian lakes tour and lunch on Monday, June 7 @ \$120 each = \$ _____

When registering by mail 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 Milan. (Persons who register on-line will receive on-line receipts.) You are welcome to bring your spouse and/or other family members and guests to the conference's dinner and tours, but to assure availability of tickets you must order spouse/guest tickets in advance, using the indicated spaces above. You may make payment for your registration fee and for spouse/guest tickets 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 Milan.

REQUESTS FOR REFUNDS will be honored if received not later than April 6. 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 if your plans for attending change after you make payment.