

MAIL-IN REGISTRATION FORM
AMERICAN ACADEMY OF ADVERTISING 2010 ANNUAL CONFERENCE
March 18-21 Minneapolis Marriott City Center Hotel Minneapolis, Minnesota

Name: _____

Univ./Firm Address: _____

Telephone: (_____) _____ Email: _____

Registration fee if received not later than February 19, 2010 (Note: first, verify that your 2010 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 + Theories of Advtng. & Link with Advtng. Indy. Prac. Preconf. |
|-----------------|-----------------------|--|
| Regular | \$225 | \$285 |
| Student | \$165 | \$205 |

Add Late Fee of \$50 (only for payments received after Feb. 19)
Total Payment Due (enclosed) - \$ _____

All categories of registration include 3 receptions, 2 lunches, 2 dinners including the special Saturday evening Mall of America event, 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 online and pay by credit card, go to www.aaasite.org and follow instructions, using the registration form presented there. When registering online, 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 Minneapolis. 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 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 online, not by mail or at the conference desk in Minneapolis.

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

If this is your first AAA conference attendance, please check here: _____

I plan to arrive in Minneapolis on (day/date): _____ at (hour): _____.

I ___ do / ___do not plan to attend the Saturday Mall of America dinner event.

I plan to leave Minneapolis on (day/date): _____ at (hour): _____.

I ___ will/ ___ will not stay at the Marriott City Center Hotel. Reminder: make reservations by February 24 directly with the hotel by use of their web link (<https://resweb.passkey.com/go/americanacademyofadvertising>).

REQUESTS FOR REFUNDS will be honored if received not later than March 1. 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.