



January 10, 2011

TO: Attendees to Annual Conference

FROM: Betty Djerf, Conference Planner,
Pat Rose, Executive Director
e-mail: conference@aaasite.org

SUBJECT: AAA 2011 Annual Conference

Use this handy guide to plan your attendance at the 2011 Annual Conference of the American Academy of Advertising.

Time and Location

The 2011 Annual conference will be held April 7-10 in Mesa, Arizona. Mesa is conveniently located just 12 miles east of Phoenix Sky Harbor International Airport. As the third largest city in Arizona, Mesa shines as a modern-day desert urban retreat where landscapes are legendary and tradition and heritage still shine. Mesa is a vibrant city offering an eclectic mix of museums, culture and heritage set in a Sonoran desert oasis and has a collection of 36 plus outdoor sculptures on its main street. Located within one of the fastest-growing metropolitan areas in the United States, Mesa offers a unique blend of urban excitement set in natural surroundings.

The Conference Schedule

As you will see in the Preliminary Conference Schedule, the 2011 program is filled with outstanding professional events. Arrive on Wednesday evening (April 6, 2011) to be ready for either the Junior Faculty and Doctoral Student Consortium (full day with lunch, sponsored by Villanova University)) or the half day Integrated Marketing Communication in Segmented Schools Thursday pre-conferences (separate registration required). Attend the Thursday evening opening reception, hosted by the Phoenix Marriott Mesa for attendees who are registered at the hotel. On Friday morning (April 8), the 2011 Conference begins at 8:30 a.m. continuing through 11:30 am on Sunday (April 10). All registrants are invited to attend the pre-dinner reception on Friday sponsored by Alburn University and Michigan State University.

Social Event

Each year we provide attendees with a social event which is relevant to the local area. This year we are excited to have you join us for an exciting evening of eating and talk at Pinnacle Peak, high above the city of Phoenix. When Pinnacle Peak first opened in 1957, it was a general store and a rest stop for travelers heading to nearby lakes. To boost sales, the owner decided to serve dinner on weekends. It was a great success and the rest, as they say, is restaurant history. A weekend cookout turned into the world's largest western steakhouse, renowned for delicious mesquite broiled steaks, casual western atmosphere and a "NO NECKTIE POLICY." A Phoenix executive arrived wearing a tie, and the original owner warned him to "either take that tie off, or I'll cut it off." The executive did not and the owner pulled out a butcher knife and cut off the offending cravat. When the executive demanded his tie be prominently displayed as recognition of an absurd policy, it was stapled to the rafters along with his business card. Over the past 48 years, over a million ties have been cut from unsuspecting customers!

We will board a chartered bus at 4:00 pm, at the front entrance of the hotel, for the restaurant. Conference registration fees cover all costs of this event.

Travel to Mesa

Most attendees will fly to the conference. Note that there are two airports in Phoenix: Sky Harbor and Phoenix Mesa Airport. The hotel is easily accessible to both. Make your air reservations early in order to get your preferred schedule, a good airfare and seat selection.

Transfers between the airports and the hotel

"SuperShuttle" operates between the airports and the hotels. At time of writing, the one-way fair is \$16 from SkyHarbor with a small discount for round-trip tickets. Cab fare is approximately \$35 and may be shared with one or two other persons going to the same destination. The trip should take about 20 minutes.

While the Phoenix Mesa Airport is closer to the hotel, Super Shuttle fares are more expensive. The least expensive alternative is Arizona Value Shuttle: one-way fare is \$28.00 (Reservations: 1-800-548-6541).

Our conference Hotel

The Phoenix Marriott Mesa Hotel, located at 200 South Centennial Way, Mesa AZ 85201, is Arizona's premier choice for travelers seeking comfort, quality, and exceptional value. This 12-story hotel is located in the heart of the East Valley, only a few miles from Phoenix Sky Harbor Airport or Phoenix Mesa Gateway Airport, features a 24-hour fitness center, heated pool & spa, free parking, **free in-room high-speed Internet**, guest laundry, restaurant & bar, a state-of-the art business center, a fitness center, a beautifully designed pool and spa, and gift shop.

Cutoff date for reservations is March 16, 2011, at noon. Our guestroom rate is **\$119** (single or double occupancy), plus taxes. Make your reservations by calling the toll free number 888-236-2427 or 480-898-8300. You must identify yourself as members of **2011 Annual Convention**. Better yet, make your guestroom reservation now by clicking onto the hotel's link:

<http://www.marriott.com/hotels/travel/phxmm?groupCode=aadaada&app=resvlink&fromDate=04/06/11&toDate=04/10/11>

enter your desired dates and then click on the red "find" button on the left, under reservations.

Your reservation must be guaranteed and accompanied by a first night room deposit or guarantee with a major credit card. Complimentary internet service is available in all guest rooms. Remember that our room block is limited and if all rooms are taken, our conference rates will not apply. Don't wait until the March 16 deadline! After that date the unused portion of our room block will be returned to the hotel's inventory.

You are welcome and encouraged to invite family and guests to the lunch and dinner events, including the special Saturday visit to Pinnacle Peak. However, it is essential that you order your guest tickets when you make your own registration. It is unlikely that we can offer these tickets at the conference. We look forward to seeing you in Mesa 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 Saturday visit to Pinnacle Peak and order your guest tickets now to assure their availability. (Deadline: March 30).
- 3) Make your reservations at the Phoenix Marriott Mesa Hotel now to assure availability of your preferred room type and discounted rate. (Deadline March 16, 2011)
- 4) Make your airline reservations now to assure availability of your preferred schedule, aircraft type and the best discounted fare.