THURSDAY, March 22

4:00-6:30pm  Conference Registration

6:30 – 8:00pm
Opening Reception

FRIDAY, March 23

8:30 – 10:00 am

Session 1.1: Information Processing  
Location: TBD

Consumer Responses to Time-Restriction: Role of Construal Level and Advertising Appeal
Hyuksoo Kim, Ball State University
Yunjae Cheong, Hankuk University of Foreign Studies
Kihan Kim, Seoul National University

Understanding the Interplay between Control and Regulatory Focus on Advertising Effectiveness
Naa Amponsah Dodoo, Emerson College
Linwan Wu, University of South Carolina

Effects of Construal Level and Need for Cognition on Consumers’ Responses to Temporally Framed Benefits
Seounmi Youn, Emerson College
Hyuksoo Kim, Ball State University
Exploring the Influence of Future Time Perspective on the Effectiveness of Process- and Outcome-Focus Mental Simulation in Advertisements
  Linwan Wu, University of South Carolina
  Sun-Young Park, University of Massachusetts Boston
  Ilyoung Ju, Bowling Green State University

Moderator:

Session 1.2:
WOM and Viral Advertising
TBD

A Network Approach to Viral Advertising: The role of traditional influencers, new influencers and low-influencers
  Itai Himelboim, University of Georgia
  Guy Golan, University of South Florida

Brand Feedback’s Effects on Purchase Intentions and Word-Of-Mouth Recommendations: Mediating Roles of Justice Perception and Satisfaction
  Manu Bhandari, Arkansas State University
  Shelly Rodgers, University of Missouri
  Viet Nguyen,

Discourse Analysis of Online Product Reviews in Online Shopping Websites in the Aspect of Digital Consumerism and Culture
  Haseon Park, University of North Dakota
  Joonghwa Lee, University of North Dakota

Offline advertising as a driver of consumers’ online brand engagement on social media
  Hilde Voorveld, University of Amsterdam
  Theo Araujo,
  Stefan Bernritter ,
  Edwin Rietberg ,
  Rens Vliegenthart ,

Moderator:

Session 1.3:
Gender Issues in Advertising
TBD

“I Owe My Life to the Kind Individual Who Called the Helpline, Else, I wouldn’t Be Here Telling My Story”: Exploring the Interplay of Self-Views and Social Distance in Narrative Advertising on Domestic Violence Prevention in India and the United States
  Sidharth Muralidharan, Southern Methodist University
Eunjin Kim, Southern Methodist University

Gender Differences in Arousal Prime Effects on Humor Advertising
    Hye Jin Yoon, Southern Methodist University
    Yoon-Joo Lee, Washington State University

Female Power Portrayals in Ads, Underlying Dimensions
    Melika Kordrostami, California State University, San Bernardino
    Russell Laczniak, Iowa State University

The Role of LGBTQ Images on Brand Resonance: Comparing LGBTQ+ and Non-LGBTQ+ Video Game Consumers
    Sindy Chapa, College of Communication, FSU
    Samantha Sumler

Moderator:

Session 1.4:
Special Topic: Preparing Undergraduate Students for Industry by Enhancing Research and Communication Skills

TBD
    Anna R. McAlister, Endicott College
    Elizabeth Quilliam
    Patricia Huddleston, Michigan State University
    Dawn Pysarchik
    Juan Mundel, DePaul University
    Ken Walker

10:00 – 10:30 am
Coffee Break
Sponsored by

10:30 – 12:00 pm

Session 2.1:
The Creative Mystique

TBD

Creative Thinking: Insights from Advertising Educators and Practitioners
    Sabrina Habib, Winthrop University
    Thomas Vogel, Emerson College
    Jorge Villegas, University of Illinois at Springfield
Five Years and Little Change: Tracking Advertising Creative Women in the United States
Jean Grow, Marquette University
Tao Deng,

The Role of Consumer Insight in Creative Advertising Development: Essential Aid or Cognitive Bias?
John Parker ,
Scott Koslow, Macquarie University
Lawrence Ang, Macquarie University
Alex Tevi ,

Implicit Theories of Creatives
Katharine Hubbard, State University of New York College at Buffalo

Moderator:

Session 2.2:
Social Media

TBD

Social Media Advertising Research during 2006-2016: Literature Review through the Lens of Communication Process Model
Jing Yang, Michigan State University

An Eye-Tracking Study to Examine the Visual Attention of Ads on Social media
Yongick Jeong, Louisiana State University
Gawon Kim, Louisiana State University

Consumers’ Engagement with TV Events: The Iterative Relationship Between Viewing Ratings and Engagement Behaviors on Twitter
Ewa Maslowska, Amsterdam School of Communication Research, University of Amsterdam
Claire Segijn, University of Minnesota - Twin Cities
Theo Araujo ,
Vijay Viswanathan, Northwestern University

Starring in Your Own Snapchat Advertisement: Influence of Self-Brand Congruity, Self-Referencing and Perceived Humor on Brand Attitude and Purchase Intention of Advertised Brands
Joe Phua, University of Georgia
Jihoon Jay Kim, The University of Georgia

Moderator:
Session 2.3:
Cause-Related Advertising

I'm Stigmatized and I Know it: Stigmatizing Appeals Effectiveness in Social Marketing
Iulia Nitu,
Jean Moulin, Lyon 3 University
Sonia Capelli, Lyon 3 University

The Positive Side of Guilt Appeals: When Effort Enhances Compliance Toward Negative Induced Emotions in Advertising
Sigal Segev, Florida International University
Juliana Fernandes, University of Miami

Can we find the right balance in cause-related marketing? Analyzing the boundaries of balance theory in evaluating brand-cause partnerships
Joseph Yun, University of Illinois at Urbana-Champaign
Brittany Duff, University of Illinois at Urbana-Champaign
Patrick Vargas, University of Illinois at Urbana-Champaign

The Effects of Cause Proximity and Message Strategy in Cause-related Marketing Advertising on Attitude toward the Ad: The Mediating Role of Advertising Believability
Taemin Kim, Fayetteville State University
Jhih-Syuan,
Elaine Lin,
Hyejin Kim, University of Minnesota-Twin Cities

Moderator:

Session 2.4:
Special Topic: Technology Innovation and Advertising: Implications for Education and Research

Jooyoung Kim, University of Georgia
Sharon Hudson, AEF

12:30 – 1:30pm

Lunch

Sponsored by
2:00 – 3:30 pm

Session 3.1: Practitioner-Oriented Research TBD

Explaining Turnover Intention in Advertising Agency: The Roles of Job Satisfaction and Organizational Commitment
Jun Heo, Louisiana State University
A-Reum Jung, Louisiana State University

Achieving Strategic Digital Integration: Views from Experienced New York City Advertising Agency Professionals
Courtney Carpenter Childers, University of Tennessee
Eric Haley, University of Tennessee
Sally McMillan, University of Tennessee

Advertising Primed: How Professional Identity Affects Moral Reasoning
Erin Schauster, University of Colorado Boulder
Patrick Ferrucci, University of Colorado Boulder
Edson Tandoc, Tara Walker, University of Colorado Boulder

The Relationship Between Persuasion Knowledge and Advertising Investment: What Drives What?
Martin Eisend, European University Viadrina
Farid Tarrahi,

Moderator:

Session 3.2: Big Data Methods in Advertising Research TBD

Reactance to Personalization: Understanding the Drivers Behind the Growth of Ad Blocking
Nancy Howell Brinson, University of Alabama
Matthew S. Eastin, The University of Texas at Austin

Two Decades of Scholarly Research in Advertising: Beyond the Leading Journals
Joe Bob Hester, University of North Carolina at Chapel Hill

You Reap Where You Sow and Trust Is the Key to Successful Seeding: Computational Research Applying the Trust Scores in Social Media, TSM Algorithm
Jisu Huh, University of Minnesota
Hyejin Kim, University of Minnesota
Bhavtosh Rath, Xinyu Lu, University of Minnesota
Jaideep Srivastava, University of Minnesota

Mining Influencer Marketing Messages: Investigating Consumer Responses to Brand- vs. Influencer-Generated ads
Chen Lou, Nanyang Technological University
Sang-Sang Tan, Xiaoyu Chen

Session 3.3:
Augmented and Virtual Reality

Does Device Matter in VR Advertising? Perception and Memory of Virtual Reality Branded Content
Yanyun Wang, The University of Illinois at Urbana Champaign
Jie Shen, University of Illinois at Urbana-Champaign
Rachel Yang, University of Illinois at Urbana Champaign
Chen Chen, Mike Yao, University of Illinois at Urbana-Champaign
Michelle Nelson, University of Illinois at Urbana-Champaign

Corporate Social Responsibility in Virtual Reality: A Walk in Their Shoes
Kwangho Park, Troy University
Lee Jaejin, Kim Minkil, Kim Sanghoon

Using Augmented Reality to Overlay Branded Content on the Face: To What Extent do Type of Augmentation (Self/Other) and Use Experience (Active/Passive) Affect brand responses?
Anne Roos Smink, University of Amsterdam

Enhancing Destination Image through Virtual Tours: The Mediating Role of Spatial Presence
Jihoon (Jay) Kim, The University of Georgia

Moderator:

Session 3.4:
Special Topic: Creativity, Data, and Artificial Intelligence: The New Team
Jorge Villegas, University of Illinois at Springfield
Thomas Vogel, Emerson College
Sabrina Habib, Winthrop University
Jeff Williams,

3:30 – 3:45 pm
Coffee Break
Room TBD
Sponsored by.

3:45 – 5:15 pm
Session 4.1:
Social Media Part Deux
TBD

A Consumer Socialization Approach to Understanding Advertising Avoidance on Social Media
Federico de Gregorio, University of Akron
Sydney Chinchanchokchai, University of Akron
Karen Lancendorfer, Western Michigan University

A Trip Down Memory Lane: Antecedents and Outcomes of Ad-Evoked Nostalgia on Facebook
Seounmi Youn, Emerson College

The Effects of Personality Traits and Tailored Messages on Advertising Avoidance on Social Networking Sites
Naa Amponsah Dodoo, Emerson College
Jing ,Taylor Wen, University of South Carolina

#Authenticity In Ads: Exploring Effects of Perceived Authenticity Of Instagram Models on Aad, Buying Intentions
Heather Shoenberger, University of Oregon
Eunjin ,Anna Kim, Southern Methodist University
Erika Johnson ,

Moderator:

Session 4.2:
Brand Placements
TBD

Examining the Influence of Media Usage on Product Placement Effectiveness
Kazuhiro Kishiya, Kansai-University
Brand placement in fiction: the role of stylistic devices in place effects on attitude towards familiar and unfamiliar brands  
   Nathalie Dens, University of Antwerp  
   Yana Avramova,  
   Patrick De Pelsmacker,  

The Impact of Prosocial Advergames on Consumer Response  
   Yoon Hi Sung, University of Texas at Austin  
   Wei-Na Lee, University of Texas at Austin  

360-Degree Videos and Immersive Brand Storytelling: The Role of Perceived Ease-of-Navigation  
   Yang Feng, San Diego State University  

Moderator:  

Session 4.3:  
Green Advertising  

TBD  

Subtle Green Advertising: How Downplaying Product Greenness Impacts on Performance Evaluations  
   Aris Theotokis, University of Leeds  
   Bryan Usrey, University of East Anglia  
   Charalampos Saridakis,  
   Dayananda Palihawadana,  

So Cute it Hurts!: The Interplay Between Animal Cuteness and Message Framing in Environmental Advertising  
   Daniel Pimentel, University of Florida  
   Sri Kalyanaraman, University of Florida  
   Shiva Halan,  

Signalling Sustainability: Approaches to on-pack advertising and consumer responses  
   Panayiota Alevizou, The University of Sheffield  
   Caroline Oates, The University of Sheffield  
   Seonaidh McDonald, Robert Gordon University  
   Claudia Henninger,  

I Am a Green Consumer “Do a Good” Vs. “I Am Good”: The Interplay Between Pride Appeals and Regulatory-Focused Messages in Green Advertising  
   Ji Mi Hong, University of Texas at Austin  
   Rachel Lim, University of Texas at Austin  
   Lucy Atkinson, University of Texas at Austin
Moderator:

Session 4.4:
Online Video and Mobile Advertising

Forced Exposure to Online Video Ads: The Role of Perceived Control and Desire for Control
Dongwon Choi, University of Georgia
Jooyoung Kim, University of Georgia

Five Seconds to the Ad: How Program-Induced Mood Affects Ad Countdown Effects
Tiffany Venmahavong, Sukki Yoon, Bryant University
Kacy Kim, Elon University
Chan Yoo, Saint Joseph's University

Understanding the Influence of Customization on Brand Evaluation among Consumers with Different Levels of Uncertainty and Uncertainty Avoidance
Linwan Wu, University of South Carolina
Nanlan Zhang, Chris Noland, University of South Carolina
Anan Wan,

Advertising in a Mobile App? The Moderating Role of Brand Attitude and Location
Mototaka Sakashita, Keio University
Khadija Ali Vakeel, Northwestern University
Vijay Viswanathan, Northwestern University

Moderator:

5:30 – 7:00 pm

Presidential Reception

SATURDAY, March 24

8:30 – 10:00 am

Session 5.1:
Issues Related to Privacy and Regulation

The Legal Status of Commodity Promotion Programs
Ronald Taylor, University of Tennessee

Green Consumers Are More Vulnerable to Greenwashing: The Role of Green Knowledge and Environmental Consciousness
    DongJae (Jay) Lim, University of Georgia
    Taeyeon Kim, University of Georgia

Blocking Ads and Deleting Cookies: A Longitudinal Study Examining Online Privacy Protection Behavior
    Sophie Boerman, University of Amsterdam
    Sanne Kruikemeier ,
    Frederik Zuiderveen Borgesius ,

“Do I have a reason to worry?”: Knowledge-based affective elements of attitude towards personalized marketing communication
    Joanna Strycharz, University of Amsterdam

Moderator:

Session 5.2: Health Communication

TBD

Narratives and Public Service Advertising ,PSA in Cancer Organizations' Social Media
    Shelly Rodgers, University of Missouri
    Jon Stemmle, University of Missouri
    Maddie Stanze, University of Missouri

Persuasion and Resisting Counter Persuasion: Impact of Narratives and Trait Reactance in Health Public Service Advertising
    Yan Huang, Southern Methodist University

Advertising that Comforts: The Effects of Person-centeredness and Motivation to Process in Health Promotion Advertising
    Giang Pham, University of Illinois at Urbana Champaign
    John Wirtz, University of Illinois at Urbana-Champaign

Celebrity Endorsement in OTC Drug Advertising in Japan: The Relationship between Congruency and Perceived Endorser Credibility
    Mariko Morimoto, Waseda University

Moderator:
Session 5.3:
Special Topics: Disclosing Paid Influencers: Self-Regulatory and Industry Perspectives
TBD

Mariea Hoy, University of Tennessee
Courtney Carpenter Childers, University of Tennessee

10:00 -10:30 am

Coffee Break
Sponsored by

10:30 – 12:00 pm

Session 6.1:
Special Topics: Consumer Anti-Brand Activism and Advertising Implications
TBD

Jisu Huh, University of Minnesota
Joon Soo Lim,

Session 6.2:
Food and Drugs
TBD

How Consumers Process Information in Menu Books:
Food Marketing Communications in Food Retail Contexts
Mark Y. Yim, University of Massachusetts Lowell

Impact of Preceding Anti-Obesity PSAs on Processing of Food Commercials and Desire for High-Calorie Foods
Yongwoog Jeon, University of Texas at Austin

Effects of Endorser Type and Testimonials in Direct-to-Consumer Prescription Drug Advertising ,DTCA
Jisu Huh, University of Minnesota
Nilesh Bhutada
Brent Rollins, Philadelphia College of Osteopathic Medicine
Matthew Perri

The Intermingling of Narrative and Expository Styles within Direct-to-Consumer Prescription Drug Commercials
Jennifer Ball, Temple University
Janelle Applequist, University of South Florida

Moderator:
Session 6.3:
Media Planning  

The Effect of Program-Induced Engagement on Media Multitasking and the Moderating Role of Brand Familiarity  
Hyejin Bang, University of Kansas  
Karen King, University of Georgia  

Double Jeopardy In The Long Tail: Audience Behavior In the Age of Media Fragmentation  
Harsh Taneja, University of Illinois at Urbana Champaign  

Weather and Television Advertising Effectiveness: A Field Study  
Felix Weißmüller, Ludwig-Maximilians-Universität München  
Sebastian Fetz,  

The Positive Effect of Related Tweeting During a Live Television Show on Advertising Effectiveness  
Claire Segijn, University of Minnesota  
Theo Araujo ,  
Hilde Voorveld, University of Amsterdam  
Edith Smit, University of Amsterdam  

Moderator:  

12:30 pm – 2:00 pm  
Awards Lunch  
Sponsored by  

2:00 – 3:30 pm  
Session 7.1:  
Special Topics: The Unintended Consequences of the Digital Revolution  

TBD  

Cynthia Morton, University of Florida  
Jon Morris, University of Florida  
Jef Richards, Michigan State University  
Marla Royné Stafford, University of Memphis  
Caryl Cooper ,
Session 7.2:
Native Advertising  
TBD

Exploring readers’ evaluations of native advertisements in a mobile news app.
Simone Krouwer, University of Antwerp
Karolien Poels, University of Antwerp
Steve Paulussen, University of Antwerp

Information or Deception? Effects of Disclosure Language and Prominence on Consumers’ Vigilance about Native Advertising Disclosure
Ilwoo Ju, Saint Louis University
Hyunmin Lee

Native Advertising: How Attitude Toward Online News Media and Content Relevance are linked to the Brand Evaluation and Behavioral Intentions
Rahnuma Ahmed, University of Oklahoma
Doyle Yoon, University of Oklahoma
Nazmul Rony, University of Oklahoma
Seunghyun Kim, University of Oklahoma

Can advertising students recognize an ad in editorial’s clothing? Scores from the Stanford “Evaluating Information” test
Alice Kendrick, Southern Methodist University
Jami Fullerton, Oklahoma State University

Moderator:

Session 7.3:  
Children and Advertising  
TBD

Healthy, Sweet, Brightly Colored, and Full of Vitamins: Affective and Cognitive Persuasive Strategies of Food Placements and Children’s Healthy Eating Behavior
Brigitte Naderer, University of Vienna
Joerg Matthes
Alice Binder
Mira Mayrhofer, University of Vienna

This Video is Sponsored! An Eye Tracking Study on the Effects of Disclosure Timing on Children’s Persuasion Knowledge
Eva A. Van Reijmersdal, University of Amsterdam
Esther Rozendaal, Radboud University
Liselot Hudders, University of Ghent
Verolien Cauberghe
Zeph van Berlo
Unboxing Parents’ Understanding of Sponsored Child Influencer Videos
Mariea Hoy, University of Tennessee
Courtney Carpenter Childers, University of Tennessee
Nathaniel Evans, University of Georgia

Chinese Parents’ Mediation of Children’s Responses to Advertising
Sangruo Huang, Zhejiang University
Jijin Lu, University of Warwick

Moderator:

**3:30 – 7:00pm: Off Site Events**

*Sponsored by*

**SUNDAY, March 25**

**8:30 – 10:00am**

**Session 8.1: Religion, Morality, and Mortality**

Iconic and Symbolic Religious Cues in Print Advertising: Impact on Brand Evaluation and Purchase Intention
Ridhi Agarwala, Indian Institute of Management Calcutta

How do Ultra-Orthodox Shop Online? Advertising and Purchase Behavior among Religious Communities
Sabina Lissitsa, Ariel University
Osnat Roth-Cohen, Ariel University

When and Why Do Consumers Liberate Brand Transgressions?: From the Moral Licensing Perspective
Yuhosua Ryoo, University of Texas at Austin

Virtual Near-Death Experiences: The Impact of Mortality Salience on Brand Preferences
Sun Joo (Grace) Ahn, University of Georgia
Jung Min Hahm, University of Georgia

Moderator:
Session 8.2:  
The Power of the Celebrity

TBD

Do Celebrity Endorsements Benefit for Luxury Branding?  
Sun-Young Park, University of Massachusetts Boston  
Mark Y. Yim, University of Massachusetts Lowell  
Paul Sauer, Canisius College

When Social Media Influencers Endorse Brands: The Effects of Self-Influencer Congruence, Parasocial Identification, and Perceived Endorser Motives  
Yan Shan, California Polytechnic State University  
Kuan-Ju Chen,  
Jhih-Syuan,  
Elaine Lin,  

Understanding Social Media Influencer Marketing and Its Influence on Consumer Behavior: A Theoretical Framework and Empirical Evidence  
Chen Lou, Nanyang Technological University  
Shupei Yuan, Northern Illinois University

Are the Influencers More Trustworthy than Mainstream Celebrities?: The Mediating Effect of Social Presence with Instagram Influencers on Consumers’ Attitude Towards Luxury Brands  
Abdulaziz A Muqaddam, Michigan State University  
Seunga Jin,

Moderator:

Session 8.3:  
Corporate Social Responsibility

TBD

A Double-Edged Sword? The Role of Corporate Social Responsibility in Corporate Crises: Applications of Assimilation-Contrast Effects and Attribution Theory  
Akua Nyarko, The University of Illinois at Urbana Champaign  
Chang Dae Ham, University of Illinois at Urbana-Champaign  
Joonghwa Lee, University of North Dakota  
Soojung Kim, University of North Dakota

Does the Congruence between Motivational Direction and Facial Expression in Ads Impact Fundraising Persuasion?  
Ji Mi Hong, University of Texas at Austin  
Hyunsang Son, The University of Texas at Austin  
So Young Lee, University of Texas at Austin
Wei-Na Lee, University of Texas at Austin

The Lonely Samaritan: Social Exclusion Influences on the Effectiveness of Self-Benefit versus Other-Benefit Appeals in Charitable Advertising

Yeonshin Kim, Tae Hyun Baek, University of Kentucky
Sukki Yoon, Bryant University
Seeun Kim, Yung Kyun Choi

Industry Credibility Matters in CSR Communication: Examining the Interplay of Industry Credibility and CSR Message Type
Rachel Lim, University of Texas at Austin
So Young Lee, University of Texas at Austin

Moderator:

10:15 – 11:45 am

Session 9.1: Message Effects

TBD

The Effects of Visual Hyperbole and Hyperbolic Headline: Examining the Mediating Role of Perceived Humor and Perceived Deception
Ying Huang, University of West Florida

The Power of Music in Advertisement: Exploring the Moderating Role of personality on The Effectiveness of Music-Evoked Nostalgia
Leila Leila, Old Dominion University
Elika Kordrostami

Emotional Transfer: How Ad Processing and Evaluations are Affected by Preceding Content
Kristen Lynch, Michigan State University
Tao Deng, Saleem Alhabash, Michigan State University
JuYoung, Olivia Lee, Syed Ali Hussain, Alexandra Torres, Emily Clark

Exploring the Distractor Devaluation Effect for both External, Advertisement and Internal, Mind Wandering Distractors, and Other Related Traits
Session 9.2: International and Cross-Cultural Issues

The Interplay Between Brand Globalness and Localness for Iconic Global and Local Brands
Yu Liu, Florida International University
Wanhsiu Sunny Tsai, University of Miami
Weiting Tao

Why are you avoiding me? A cross-cultural comparison of advertising avoidance in social media advertising
Sujin Kim, University of Texas at Austin
Lucy Atkinson, University of Texas at Austin

What to Click: Exploring Clicking Behavior of Students During Online Shopping from a Cross-Cultural Perspective
Zhao Peng, Michigan State University
Paphajree Vajrapana, Michigan State University
Xueyiting Li
Anastasia Kononova, Michigan State University

Attracting Foreign Direct Investment: Using Brand Signals to Overcome Information Asymmetry and Imperfect Information
Rick T. Wilson, Texas State University

Session 9.3: Fear, Sex, and Politics

Facing Anger Versus Fear: How Individuals Regulate Level of Control in Risk Communication
Jing (Taylor) Wen, University of South Carolina
Jon Morris, University of Florida

The Priming Effects of Sexual Editorial Content on Advertising
Nah Ray Han, University of Georgia
Hojoon Choi, University of Houston
Attention to Political Advertising During High-Salience Political News Events
   Esther Thorson, Michigan State University
   Samuel M. Tham, Michigan State University
   Weiyue Chen, Michigan State University

The Effect of Political Candidate Authenticity and Source Credibility on Voting Behavior in the 2016 U.S. Presidential Election: Message, Media, and Targeting Implications for Advertising Practice
   Kristen Cameron, The University of Georgia
   Joe Phua, University of Georgia
   Spencer Tinkham

Moderator:

AAA 2018 CONFERENCE ADJOURNS

MARK YOUR CALENDARS NOW!

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