



Dear Colleagues,

The American Academy of Advertising (AAA) will award at least EIGHT travel grants to graduate students attending the 2020 AAA Annual Conference in San Diego. Each grant of \$500 will be provided to cover travel and/or lodging for graduate students participating in the conference. Please encourage your graduate students who are submitting papers to the conference to apply!

**GRANT CRITERIA:**

Graduate students who submitted paper(s) to the 2020 AAA Annual Conference and plan to present the paper(s) if accepted.

- Applicants who received funding from this program in previous years will not be funded again and should not apply.
- Applicants must be current AAA student members as of the date of the application submission.
- Applicants must have submitted an original research paper.
- Applicants must agree to attend the conference to receive the grant and present paper(s) cited in the application proposal and accepted for presentation.

**PRIORITY CONSIDERATION**—in order of weight:

1. Applicant who won the best student paper award.
2. Applicant who is presenting research paper(s) as a solo author, then first author, and second author status on multiple-author papers.

**APPLICATION REQUIREMENTS:**

Applications should contain ALL of the following in a MS Word or PDF file:

1. Your name, university, address, phone number, email, expected graduation date
2. List all papers submitted, with full author information for each paper (all authors should be listed in the correct order).
3. Applications must be submitted via email to Eric Haley, AAA President-Elect at [haley@utk.edu](mailto:haley@utk.edu) by 5 p.m. Eastern time on *December 16, 2019*. No incomplete or late applications will be considered.

Award recipients will be notified in February 2020.

Best regards,

Eric Haley  
AAA President-Elect  
[haley@utk.edu](mailto:haley@utk.edu)