

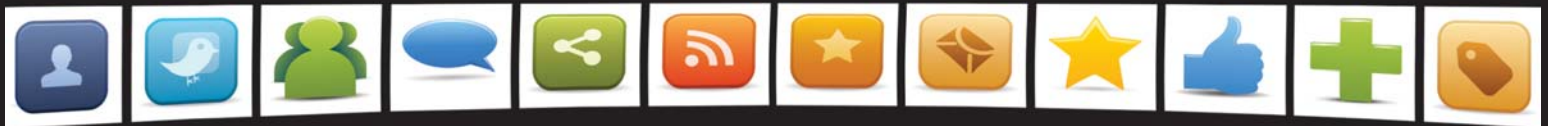
American Conference Institute's 24th National Advanced Forum on

Advertising Law

Practical strategies to enhance your company's advertising practices while overcoming new regulatory challenges



January 24 – 25, 2011 | New York Marriott Downtown | New York, NY



Spotlight on Social Media featuring:



Anthony Wang
Legal Counsel, Twitter, Inc. (San Francisco, CA)

Co-Chairs:



Theodore Lazarus
Senior Counsel
Google, Inc.
(New York, NY)



Kristin McQueen
Senior Vice President
Worldwide Business
and Legal Affairs
The Walt Disney
Company (Burbank, CA)

- **STAY ON TOP** of legal and regulatory trends in social networking and user generated content
- **THE INDUSTRY FORUM** for gaining practical take-aways and strategies from in-house counsel and advertising executives
- **AVOID** privacy risks when marketing tactics incorporate online behavioral tracking of customers

Enhance your conference experiences by attending one of the interactive master classes on Wednesday, January 26, 2011:

- A** Developing a Compliant Social Media Policy
- B** Creating Workable and Adaptable Procedures for Claim Substantiation

Hear Firsthand Industry Insights From:

- | | |
|--|---------------------------------------|
| AT&T | The Princeton Review, Inc. |
| Bunim-Murray Productions | The Procter & Gamble Company |
| Children's Advertising Review Unit | Reckitt Benckiser, Inc. |
| Del Monte Foods | T-Mobile USA, Inc. |
| DuPont | Turner Broadcasting Systems, Inc. |
| Endemol USA | Twitter, Inc. |
| The Estee Lauder Companies Inc. | The Walt Disney Company |
| Federal Trade Commission | Washington Redskins |
| General Motors Company | William Morris Endeavor Entertainment |
| Google, Inc. | Word of Mouth Marketing Association |
| Interactive Advertising Bureau | Wyndham Worldwide Corporation |
| National Advertising Division | YouTube |
| New York City Department of Consumer Affairs | |
| Octagon | |
| The Coca-Cola Company | |

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In an Era Where Everything is Moving Toward the Digital Sphere, Ensure Your Company Remains Competitive: Get the Information You Need as Companies Turn to Innovative and Complex New Marketing Strategies



Just 1% of your online fan base on Facebook and Twitter drives 20% of traffic to your website

Today's advertisers look to social media technologies as innovative and effective ways to reach their targeted audience while also achieving branding and marketing communication goals. However, these mediums present a unique set of legal challenges for advertising lawyers. At American Conference Institute's 24th National Advanced Forum on Advertising Law, you will have the opportunity to hear from leading executives, such as Anthony Wang, Legal Counsel for Twitter, who have successfully implemented a social media program as part of their advertising strategy.

Advertising Regulations are Constantly Changing – Stay Abreast of the Newest Developments

The FTC, FCC, and state Attorney Generals have shown a reinvigorated interest in investigating advertising claims and practices. At this conference, equip yourself with the necessary tools to advise your company on how to be compliant and competitive in the face of new modes of advertising. Hear directly from the FTC attorneys responsible for drafting the Green Guides, Endorsement Guidelines, the Online Behavioral Advertising Principles, and COPPA.

Engage in Behavioral Advertising While Adhering to Privacy Laws

Behavioral targeting has been hotly debated in Washington, and lawmakers are considering various proposals to regulate it. The FTC is considering a "Do Not Track" registry akin to the "Do Not Call Registry" used for telecommunications. As behavioral advertising becomes more pervasive, consumers are increasingly concerned that their privacy is being compromised. Learn how to develop highly targeted marketing while adhering to stringent privacy laws.

Network With the Top U.S. Advertisers and the Attorneys Who Counsel Them

Last year, 75% of our attendees were in-house counsel and marketing executives from leading advertisers. Networking breakfasts, lunches, and a cocktail reception provide several opportunities throughout the conference to interact with other attendees. At this conference, you will not sit idly in your chair. You will have the opportunity to meet the movers and shakers in the advertising industry. Our speaker faculty is comprised of **more than 20 in-house counsel**, giving you a tremendous opportunity to benchmark your practices. Featured companies at this year's conference include: AT&T, Estee Lauder, General Motors, Google, Procter & Gamble, Turner Broadcasting, Twitter, Walt Disney, YouTube and many more!

Post Conference Workshops Give You the Opportunity to Gain Valuable, Real World Experience

The learning does not end at the conclusion of the main conference. ACI has developed two workshops to give you the opportunity to go hands-on with industry leaders.

- Developing a Compliant Social Media Policy
- Creating Workable and Adaptable Procedures for Claim Substantiation

Register now to ensure your place at this industry-leading event. Call 1-888-224-2480, fax your registration form to 1-877-927-1563, or register online at www.americanconference.com/advertisinglaw.

I look forward to seeing you in New York in January.

Sincerely,

Stacey B. Evans, J.D.
Conference Director

DAY 1 Monday, January 24, 2011

8:00 Registration and Continental Breakfast

8:45 Co-Chairs' Opening Remarks



Theodore Lazarus
Senior Counsel
Google, Inc. (New York, NY)



Kristin McQueen
Senior Vice President
Worldwide Business and Legal Affairs
The Walt Disney Company (Burbank, CA)

9:00 Spotlight on Social Media



Anthony Wang
Legal Counsel
Twitter, Inc. (San Francisco, CA)

9:40 Avoiding Legal Landmines When Tapping into the Exploding Popularity of Social Media

Sharon M. Glenn
Senior Corporate Counsel, Marketing
T-Mobile USA, Inc. (Bellevue, WA)



Catherine M. Karol
Chief Privacy Officer
General Motors Company (Detroit, MI)



Shripal Shah
Senior Vice President, Digital Strategy
Washington Redskins (Ashburn, VA)



Linda A. Goldstein
Partner and Chair, Advertising
Marketing & Media Division
Manatt, Phelps & Phillips, LP (New York, NY)

- Benefiting from the exploding popularity of social media sites without ceding too much control over IP assets
- Mitigating liability when engaging in online practices that might lure underage users
 - ensuring COPPA and CARU compliance for social networking sites
- Responding to negative consumer commentary on social networking sites
 - determining when a posting rises to an actionable level
 - taking down inflammatory postings
 - protecting against claims of defamation and libel
 - granting users the right to free speech
- Determining a company's liability when a consumer posts comments or video online
- Tailoring your company's practices to platform-specific guidelines
 - Facebook developer guidelines
 - Facebook promotional guidelines
 - Twitter character counts
- Ensuring bloggers disclose their identity and affiliation with your company pursuant to government and FTC guidelines
- Managing privacy concerns when your organization is becoming more engaged in social media
 - protecting against a data breach
- Implementing a social media strategy that governs sweepstakes, contests, and promotions
- Tracking the effectiveness of your internet sweepstakes or promotion

10:55 Morning Coffee Break

11:05 You Are What You Eat: Exploring the FTC's New Requirements for Substantiating a Food-Related Claim



Timothy S. Ernst
Vice President and Associate General Counsel
Del Monte Foods (San Francisco, CA)



Thomas Jirgal
Partner
Loeb & Loeb LLP (Chicago, IL)



Leslie T. Krasny
Partner
Keller & Heckman LLP (San Francisco, CA)



Lewis Rose
Partner
Chair, Advertising and Marketing Practice Group
Kelley Drye & Warren LLP (Washington, DC)

- Reviewing recent FTC settlements with advertisers regarding food and health related claims
- Bringing or defending food-related claims at the NAD
- Analyzing the specific claims that have led to investigations and private actions
 - advertising to children
 - health and nutrition claims
 - continuing life of the Jelly Bean rule
- Examining the enforcement triggers of the FTC, FDA and state Attorney Generals
- Identifying targets for class actions and private causes of action
- Dissecting the new standards for substantiating a food-related claim
 - study requirements
 - criteria used
- Determining what companies need to do for front of package advertising
- Extrapolating the implication of these new enforcement priorities on other industries' advertising practices

12:20 Networking Lunch

1:25 Establishing Parameters for Utilizing Information in Behavioral Advertising: Balancing Consumer Privacy Concerns With A Company's Desire to Collect and Use Data

Christopher N. Olsen
Assistant Director
Division of Privacy and Identity Protection
Federal Trade Commission (Washington, DC)

Kenneth Rubenstein
Senior Corporate Counsel
Google, Inc. (New York, NY)

Alison Pepper
Director, Public Policy
Interactive Advertising Bureau (Washington, DC)



Ronald R. Urbach
Partner and Co-Chair of the Advertising
Marketing & Promotions Practice Group
Davis & Gilbert LLP (New York, NY)

- Analyzing the FTC's proposed Do Not Track guidelines
 - simplifying privacy controls for consumers
 - creating a comprehensive opt-out system
- Drafting clear opt in and opt out provisions and the necessary elements of an effective disclosure
- Determining what kind of consent is required
- Developing compliant methods of providing consumers with the ability to unsubscribe from lists
- Revisiting CAN-SPAM enforcement and its impact on behavioral advertising
- Minimizing internet abuse through the use of e-mail, pop-ups, spam, spyware and tracking cookies
- Regulating online profiling and targeting capabilities
 - status of H.R. 5777
- Articulating to consumers what data will be used and what it will be used for, and who it may be shared with

2:35 Developing Clear Policies for Compliant Use of Mobile Marketing

Bruce Byrd

Vice President and General Counsel
AT&T (San Antonio, TX)



Theodore Lazarus

Senior Counsel
Google, Inc. (New York, NY)



Barry M. Benjamin

Partner
Kilpatrick Stockton LLP (New York, NY)



Jeffrey D. Neuberger

Partner
Proskauer Rose LLP (New York, NY)

- Understanding the interplay between the FTC and the FCC
 - discerning which agency to turn to when questions arise
- Minimizing liability concerns with location-based services
- Meeting requirements for pre-recorded messages on cell phones
- Developing rules for SMS and wireless email
- Obtaining sufficient legal consent to text someone
- Monitoring your company's use of cell satellite data to work out where the customer is and target specific marketing to them
- Learning from the *Simon & Schuster* and *Deal or No Deal* text messaging cases
- Creating a regulatory schematic that does not stymie the ability to market to consumers through SMS

3:30 Afternoon Coffee Break

3:40 Brand Wars: Analyzing Cases That Have Impacted Advertising Dispute Resolution in the Last Twelve Months



Andrea Lewis Allan

Vice President & Assistant General Counsel
The Princeton Review, Inc. (New York, NY)



Ken K. Patel

Vice President & Associate General Counsel - Legal
The Procter & Gamble Company (Cincinnati, OH)



Martin S. Zwerling

Assistant Director
National Advertising Division (New York, NY)



Christopher A. Cole

Partner
Manatt, Phelps & Phillips, LP (Washington, DC)

- Integrating lessons from recent NAD positions and FTC court substantiation cases into your advertising campaigns
- Understanding how implied claims and consumer interpretations can affect your substantiation arguments
- Outlining the possible courses of action when you believe a competitor's claim cannot be substantiated
 - establishing a good relationship with competitors
- Working with the networks to remove a false or misleading television campaign
- Managing expectations as to what you can expect from litigation
- Timing your challenge to achieve the best outcome
 - is there a downside to trying to resolve the dispute early on through a cease and desist letter?
 - how does the timing affect your ability to get a temporary restraining order?
- Determining whether a referral to federal or state regulators will give you a desired outcome

4:50 Developing Legally Compliant Integrated Promotions Utilizing Reality Television as a More-Cost Effective Platform to Showcase Your Product



Jerry Kowal

Senior Vice President, Digital Media
Endemol USA (West Hollywood, CA)

Andrea Porrello

Attorney
Bunim-Murray Productions (Van Nuys, CA)



Miriam C. Beezy

Partner
Foley & Lardner LLP (Los Angeles, CA)

- Managing a potential image crisis when a cast member behaves raucously while using one of your branded products
- Responding to lawsuits and other legal pitfalls when your "reality" stars are minor children
 - child labor laws
 - assessing the impact of negative public relations on your brand or network
- Going on location to protect your brand
 - mitigating on-set crises
- Identifying third-party rights that require authorization
- Partnering with a network or production company to develop a branded concept
- Pinpointing the potential legal ramifications for putting your brand on "reality" television
- Weaving a product into an episode of a reality show
- Trending of reality programs becoming showcases for brands
- Convincing marketers to use product placement as a supplement to the deteriorating effectiveness of the 30-second spot
- Exchanging free airline tickets or resort stays for on-air exposure

5:45 Conference Adjourns to Day 2



Cocktail Reception
Hosted by **manatt**

7:45 Registration and Continental Breakfast

8:30 Co-Chairs' Opening Remarks

8:45 Adapting to Changing Government and Self-Regulating Enforcement Priorities: An Update From the FTC, NAD and Government Regulators



Leonard L. Gordon

Director, Northeast Region
Federal Trade Commission (New York, NY)



Marla Tepper

General Counsel
New York City Department of Consumer Affairs
(New York, NY)



Annie M. Ugurlayan

Senior Attorney
National Advertising Division (New York, NY)



Anthony E. DiResta

Partner
Manatt, Phelps & Phillips, LP (Washington, DC)
(former Director, Southeast Region,
Federal Trade Commission)

- How regulators investigate advertising claims
- Preparing for the FTC's coming enforcement priorities
- Guiding your company through government investigations and settlement negotiations
- Integrating lessons from recent FTC, NAD and court cases into advertising campaigns
- How are companies dealing with the obligations under the FTC Endorsement guidelines?
- Discussing the interplay between the FCC and the FTC that will directly affect marketing and advertising

10:00 Morning Coffee Break

10:10 Amending Company Practices to Meet the FTC's Proposed Green Marketing Guidelines

Federal Trade Commission

Division of Enforcement
Bureau of Consumer Protection (Washington, DC)



Faith Taylor

Vice President Sustainability and Innovation
Wyndham Worldwide Corporation (Parsippany, NJ)



Joseph J. Lewczak

Partner
Davis & Gilbert LLP (New York, NY)

- Incorporating the proposed Green Guides into your advertising and marketing practices and developing a checklist to ensure that the company avoids claims that will trigger regulatory scrutiny
 - detailing repercussions for violating the Green Guides
- Ensuring full knowledge of specific state laws and their environmental claims requirements
- Reviewing claim substantiation for green-related claims
- Challenging competitors' green claims
- Requiring television shows to deliver a green message

11:25 Engaging Consumers in User Generated Content While Protecting Intellectual Property

John Flippen

Senior Corporate Counsel
YouTube/Google (New York, NY)



Kristin McQueen

Senior Vice President
Worldwide Business and Legal Affairs
The Walt Disney Company (Burbank, CA)



Rachel Ruskin

Assistant General Counsel
Turner Broadcasting System, Inc. (Atlanta, GA)

- Connecting with consumers by enabling them to physically explore and engage with a brand through voice and gesture
- Obtaining proper intellectual property clearances
- Implementing effective DMCA notices, Terms of Use, and disclaimers to shield the company from liability
- Assessing potential liability rising from peer-to-peer and viral distribution of your advertising
- What legal rights does a sponsor have to images submitted through a contest?
- Altering standard contest rules to conform with YouTube's submission guidelines
 - removing ownership language
- Developing proper disclosures, especially when the prize to be awarded for a video submission includes a celebrity
- Determining how much control the company should have over reviewing submissions

12:40 Networking Lunch

1:45 Maintaining Control, Bargaining Power, and Sanity When Negotiating Athlete and Celebrity Endorsement Deals

William Jelinek

Vice President and Legal Counsel
The Estee Lauder Companies Inc. (New York, NY)



David Schwab

Vice President and Managing Director
Octagon First Call (McLean, VA)

Debra Shuwarger

Lead Marketing Attorney
William Morris Endeavor Entertainment
(Beverly Hills, CA)



Brian R. Socolow

Partner and Chair, Sports Practice Group
Loeb & Loeb LLP (New York, NY)

- Understanding the nuts and bolts of talent and endorsement contracts
- Structuring a morals clause that protects both parties
- Getting approvals when the talent is a major star
- Allocating union services in a multi-service contract
- Negotiating with a union (i.e. Actor's Guild, NFL Players' Association)
 - anticipating what will happen in the event of a dispute with the union
 - resolving disputes with the union
- Complying with the FTC endorsement guidelines

- effectuating a clearer division between advertising and editorial content
- Knowing when an athlete or celebrity is bad for your brand
 - using sales figures
 - legally dismissing the athlete or celebrity
 - what criteria is used?
 - legal arguments for getting out of an endorsement deal

3:00 Afternoon Coffee Break

3:10 Creating a Multinational Advertising Campaign that Complies With Divergent Advertising Standards and Product Placement Guidelines

Thomas Adams
Senior Counsel
The Procter & Gamble Company (Cincinnati, OH)



Bill Mordan
General Counsel
Reckitt Benckiser, Inc. (Slough, United Kingdom)



Ángel de León Zamora
Director and Associate General Counsel
Global Beauty and Grooming
The Procter & Gamble Company (Cincinnati, OH)



Nick Johnson
Partner
Osborne Clarke (London, England)

- Creating a global review program for a multinational company
- Identifying differences in countries that advertisers should be wary of and avoiding a multinational regulatory nightmare
 - reviewing ads being viewed overseas
 - determining which forum to bring a global advertising dispute
 - levels of influence between each
- Determining the implications of motion and performance capture in the age of computer generated imaging
 - highly customized multinational campaigns
- Protecting your brand from an ambush when global events (i.e. the World Cup, the Olympics) take place
 - the UK's legislation for the 2012 Olympic games
- Analyzing how other countries view paid product placements and testimonials
- Mitigating the privacy risks associated with behavioral advertising abroad
 - EU privacy directive
- Navigating the world wide web when dealing with users in various countries
 - Google loosening online ad rules in Europe

4:30 Staying in Line With Industry Standards and Guidelines When Advertising to Children



Wayne J. Keeley
Vice President and Director
Children's Advertising Review Unit (Arlington, VA)



Liisa M. Thomas
Partner
Winston & Strawn LLP (Chicago, IL)

- Educating your marketing department about the dos and don'ts of advertising to children
- Examining the proposed expansion of COPPA
 - reviewing the commentary and proposed revisions
- Developing clear parental approval systems and the implementation of effective monitoring processes
- Understanding the unique issues regarding product placements and sponsorships in children's programming
- Being mindful when integrating brands into video games
 - when does the integration become advertising that draws regulatory attention?
- Ensuring protection of 14 to 18 year old children who are not covered by COPPA
- Utilizing children in your television and print advertisements

5:20 Conference Concludes



American Conference Institute:

The leading networking and information resource for counsel and senior executives.

Each year more than 21,000 in-house counsel, attorneys in private practice and other senior executives participate in ACI events – and the numbers keep growing.

Guaranteed Value Based on Comprehensive Research

ACI's highly trained team of attorney-producers are dedicated, full-time, to developing the content and scope of our conferences based on comprehensive research with you and others facing similar challenges. We speak your language, ensuring that our programs provide strategic, cutting edge guidance on practical issues.

Unparalleled Learning and Networking

ACI understands that gaining perspectives from – and building relationships with – your fellow delegates during the breaks can be just as valuable as the structured conference sessions. ACI strives to make both the formal and informal aspects of your conference as productive as possible.

Global Sponsorship Opportunities

With more than 500 conferences in the United States, Europe, Asia Pacific, and Latin America, American Conference Institute (ACI) provides a diverse portfolio devoted to providing business intelligence to senior decision makers who need to respond to challenges spanning various industries in the US and around the world.

As a member of our sponsorship faculty, your organization will be deemed as a partner. We will work closely with your organization to create the perfect business development solution catered exclusively to the needs of your practice group, business line or corporation.

For more information about this program or our global portfolio of events, please contact:

Wendy Tyler
Head of Sales, American Conference Institute
Tel: 212-352-3220 x242 | Fax: 212-220-4281
w.tyler@AmericanConference.com

Media Partner



WORKSHOP A | 9:00am – 12:00pm

Developing a Compliant Social Media Policy



James Dudukovich
Marketing Counsel, The Coca-Cola Company
(Atlanta, GA)



Gary Spangler
Corporate eMarketing Manager, DuPont
(Wilmington, DE)



Anthony E. DiResta
Partner, Manatt, Phelps & Phillips, LP (Washington, DC)
(former Director, Southeast Region
Federal Trade Commission)



Paul Rand
Board of Directors, Word of Mouth Marketing Association
President and CEO, Zócalo Group (Chicago, IL)

Embracing social media provides tremendous opportunities for organizations to extend their reach, and connect with their customers and stakeholders on an exciting new level. Still, companies must be cognizant of the potential dangers. Businesses have become increasingly aware of the power of interactive social media such as Facebook, Twitter, YouTube, online community forums, blogs, vblogs and wikis. A host of legal pitfalls, however, comes with employees' use of these powerful tools. Unless businesses are conscious of the legal implications associated with social media use, they may be vulnerable to liability for claims arising from the unlawful or otherwise wrongful conduct of their employees. It is more important than ever for you to develop a social media policy for your company and employees.

- Preventing vicariously liability for the publication of defamatory statements by its employees through social media
- Communicating effectively with employees to ensure they understand the policy
- Strengthening your brand through the effective use of social media
- Using Twitter to interact with current and prospective customers
- Defining who will respond to praise, complaints, and queries that appear in social media
- Keeping confidential and proprietary information private
- Creating a system for monitoring the social media sphere
- Distinguishing between different technology criteria
 - how do the different technologies work?
 - learning specific technology aspects needed to best represent your client

Who You Will Meet

- In-house counsel for any company involved in advertising or marketing its products or services
- Marketing & advertising directors
- Brand managers
- Attorneys who specialize in the following practice areas:
 - Advertising
 - Marketing
 - Promotions
 - Entertainment/media
 - Consumer protection
 - E-commerce/internet
 - Copyright and trademarks
 - Privacy
 - Intellectual property
 - Licensing

WORKSHOP B | 1:00pm – 4:00pm

Creating Workable and Adaptable Procedures for Claim Substantiation



Martin S. Zwerling
Assistant Director
National Advertising Division (New York, NY)



Pamela M. Deese
Partner
Arent Fox LLP (Washington, DC)



Nancy J. Felsten
Partner
Davis Wright Tremaine LLP (New York, NY)

This workshop will equip you with critical skills to assist you in overcoming complex issues within implied claims, comparative claims, consumer data collection, and scientific testing. Whether you are a seasoned practitioner and need to enhance your skills, or if you are new to the industry, this workshop provides an unparalleled opportunity to be hands-on with industry leaders. Our faculty of speakers will discuss:

- What does the reasonable basis standard really require?
 - level of substantiation experts deem sufficient to support a claim
 - how the FTC is redefining substantiation requirements
- Identifying all claims that require substantiation
- Updating the types of support you need if you are going to be making different type of claims
- Educating scientists on the proper legal standards and understanding the scientific principles behind the analyses
- Developing internal substantiation standards for often-scrutinized advertising techniques
- Understanding the role of consumer interpretations and expectations in substantiation
- Fighting claim substantiation battles with various regulatory bodies
 - FTC
 - NAD
 - class action suits
- Case Study on the recent mobile phone network speed disputes

Continuing Legal Education Credits



Accreditation will be sought in those jurisdictions requested by the registrants which have continuing education requirements. This course is identified as nontransitional for the purposes of CLE accreditation.

ACI certifies that the activity has been approved for CLE credit by the New York State Continuing Legal Education Board in the amount of 16.5 hours. An additional 3.5 credit hours will apply to workshop participation.

ACI certifies that this activity has been approved for CLE credit by the State Bar of California in the amount of 13.75 hours. An additional 3.0 credit hours will apply to workshop participation.

You are required to bring your state bar number to complete the appropriate state forms during the conference. CLE credits are processed in 4-8 weeks after a conference is held.

ACI has a dedicated team which processes requests for state approval. Please note that event accreditation varies by state and ACI will make every effort to process your request.

Questions about CLE credits for your state? Visit our online CLE Help Center at www.americanconference.com/CLE

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Practical strategies to enhance your company's advertising practices while overcoming new regulatory challenges

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POST-CONFERENCE WORKSHOPS

Wednesday, January 26, 2011

- A** Developing a Compliant Social Media Policy
9:00 am – 12:00 pm
- B** Creating Workable and Adaptable Procedures for Claim Substantiation
1:00 pm – 4:00 pm

REGISTRATION FORM

On behalf of **Manatt, Phelps & Phillips LLP**, you will receive **\$300** off registration for this event. Please mention "**MANATT-300**" at the time of registration to utilize this discount.

ATTENTION MAILROOM: If undeliverable to addressee, please forward to:
Advertising/Marketing Counsel, General Counsel, Brand Manager, Director of Advertising/Marketing,
Manager of Advertising/Marketing



CONFERENCE CODE: **736L11-NYC**
 YES! Please register the following delegate for **Advertising Law**

CONTACT DETAILS

NAME _____ POSITION _____

APPROVING MANAGER _____ POSITION _____

ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

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I would like to receive CLE accreditation for the following states: _____ . See CLE details inside.

FEE PER DELEGATE	Register & Pay by Dec 3, 2010	Register & Pay by Jan 7, 2011	Register after Jan 7, 2011
<input type="checkbox"/> ELITEPASS* : Conference & Both Workshops	\$2995	\$3095	\$3295
<input type="checkbox"/> Conference & 1 Workshop <input type="checkbox"/> A or <input type="checkbox"/> B	\$2595	\$2695	\$2895
<input type="checkbox"/> Conference Only	\$1995	\$2095	\$2295

I cannot attend but would like information on accessing the ACI publication library and archive

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Please charge my VISA MasterCard AMEX Please invoice me
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I have enclosed my check for \$ _____ made payable to
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Registration Fee

The fee includes the conference, all program materials, continental breakfasts, lunches, refreshments and complimentary membership of the ACI Alumni program.

Payment Policy

Payment must be received in full by the conference date. All discounts will be applied to the Conference Only fee (excluding add-ons), cannot be combined with any other offer, and must be paid in full at time of order. Group discounts available to individuals employed by the same organization.

Cancellation and Refund Policy

You must notify us by email at least 48 hrs in advance if you wish to send a substitute participant. Delegates may not "share" a pass between multiple attendees without prior authorization. If you are unable to find a substitute, please notify **American Conference Institute (ACI)** in writing up to 10 days prior to the conference date and a credit voucher valid for 1 year will be issued to you for the full amount paid, redeemable against any other **ACI** conference. If you prefer, you may request a refund of fees paid less a 25% service charge. No credits or refunds will be given for cancellations received after 10 days prior to the conference date. **ACI reserves the right to cancel any conference it deems necessary or remove/restrict access to the ACI Alumni program and will not be responsible for airfare, hotel or other costs incurred by registrants. No liability is assumed by ACI for changes in program date, content, speakers, venue or arising from the use or unavailability of the ACI Alumni program.**

Hotel Information

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Venue: New York Marriott Downtown
Address: 85 West Street at Albany Street, New York, NY 10006
Reservations: (212) 385-4900

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