

Official Guide
Advertising Week in New York City
 Sept. 20-24, 2004



OFFICIAL GUIDE: There's a lot going on during Advertising Week 2005. There are conferences, keynotes and panels on virtually every topic related to advertising and media; plus a few concerts, lots of comedy, cocktail hours and a "battle of the bands" to break things up. This guide will help you decide which events deserve your undivided attention. So come listen. Come learn. Come celebrate. **ADVERTISINGWEEK2005SEPT.26-30**

ADVERTISING WEEK 2006
 SEPT. 25-29
Official Guide



SEPTEMBER 22-26, 2008 FIFTH ANNIVERSARY
ADVERTISING WEEK



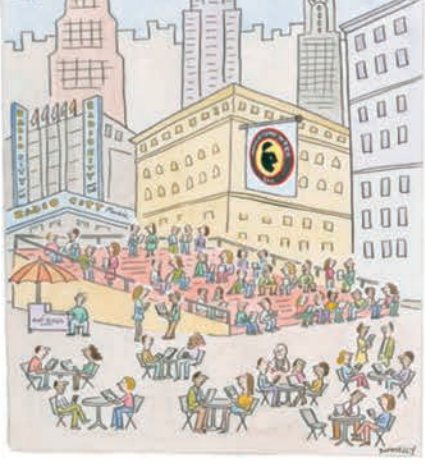
SEPTEMBER 21-25, 2009 SIXTH ANNIVERSARY
ADVERTISING WEEK



SEPTEMBER 27 - OCTOBER 1, 2010 SEVENTH ANNIVERSARY
ADVERTISING WEEK



OCTOBER 3-7, 2011 EIGHTH ANNIVERSARY
ADVERTISING WEEK

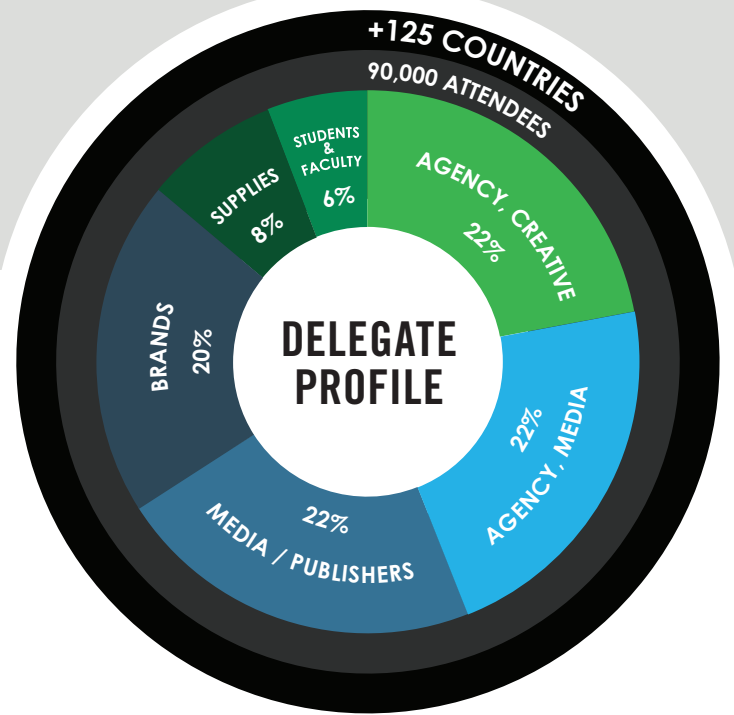


OCTOBER 1 - 6, 2012 NINTH ANNIVERSARY
ADVERTISING WEEK





ADVERTISING WEEK 10TH ANNIVERSARY



THE WORLD'S PREMIER GATHERING OF MARKETING AND COMMUNICATIONS LEADERS.

With over 200 events, The Week is a hybrid of inspiring thought leadership featuring the world's best and brightest with engaging special events which galvanize targeted constituencies. Advertising Week draws from the client, media and broader cultural communities with a laser focus on key business drivers which shape and influence the global industry.

Measured by breadth, scope and impact, Advertising Week transcends standard industry conferences and moves the needle on key industry challenges like talent and diversity via GeneratioNext and Advertising Futures.



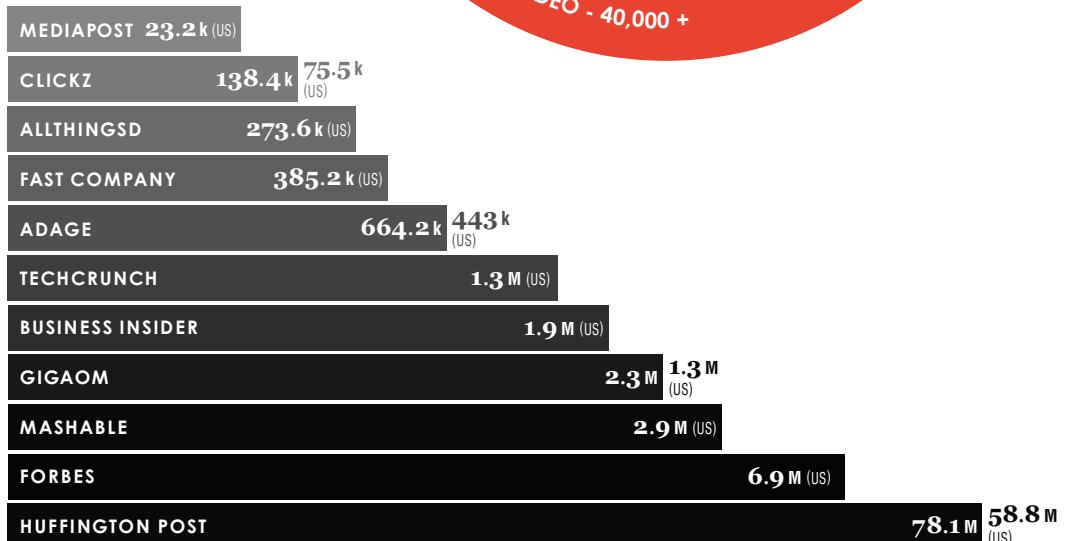
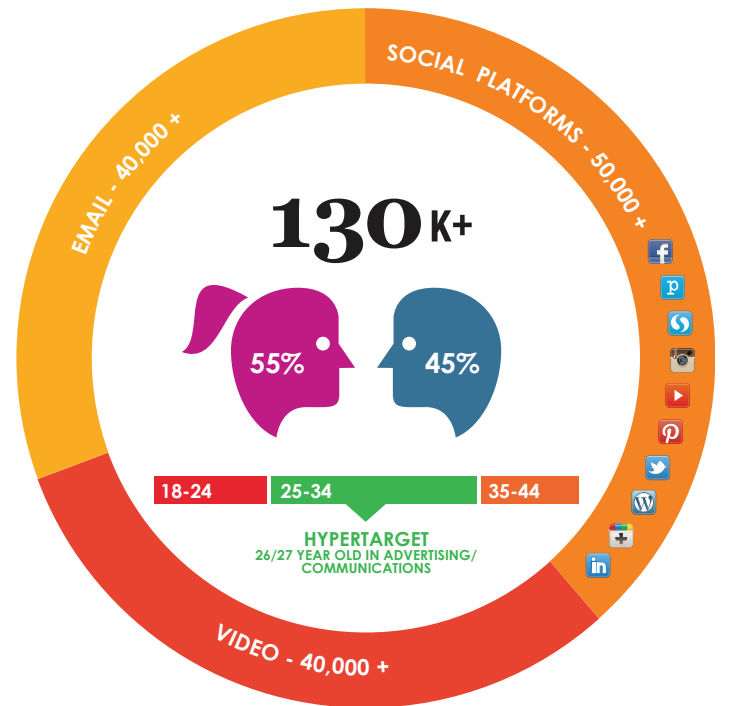
LIVE FROM
ADVERTISING WEEK



NATIONAL FEATURES



MONTHLY REPORTING
FROM BUSINESS AND
TRADE PRESS



*GLOBAL NUMBERS, IF NOT INDICATED



ADVERTISING WEEK
10TH ANNIVERSARY

2013 MARKETING OPPORTUNITIES

PARTNERSHIPS

Reach Advertising and Media's most influential decision-makers with a custom corporate partnership package.

PARTNERSHIP BENEFITS MAY INCLUDE:

- Advertising Week Special Events
- Custom Content
- Advertising Week Experience
- Credential & Delegate Packages
- Technology Integration
- GeneratioNext
- Content Tracks Sponsorship (*including Mobile, Technology, Social, Women, and more*)

CONTACT

Danny Wright

Director of Partnerships

danny@stillwellpartners.com

ADVERTISE

PRINT

Advertising Week Official Guide

- Full page, four color ad — \$10,000 before April 15; \$11,000 after April 15
- Guide closes July 31st
- Enhanced Tablet Version featuring hyperlinks, opportunities for video & audio
- Distribution in Ad Age, Adweek and more
- Circulation over 100,000
- Distribution at all Advertising Week Events
- Guide Drops Monday, September 9th

DIGITAL

Advertising Week Social Club

Unique sponsorships available on new theAWSC.com Social content site, including sponsorships of content preview tracks.

Email

Our AW Insider Newsletter reaches over 60,000 industry professionals and growing. Custom email opportunities also available.

Audio

AW Podcasts feature the industry's best and brightest. Pre-roll and custom audio content available.

Mobile

Custom opportunities available in Official Advertising Week App and WAP Site

Advertising Week Video

Opportunities around live streaming and on-demand video content of Advertising Week seminars.



THE ADVERTISING WEEK EXPERIENCE

BREAKTHROUGH TECHNOLOGIES AND THE MARKETING OPPORTUNITIES THEY PROVIDE

In celebration of Advertising Week's 10th anniversary we've been traveling the world, curating the most "AWESome" new marketing solutions. And we're bringing them to New York so you can experience them first-hand.

Come meet the world's coolest emerging companies. They'll be presenting new technologies and opportunities to help you better engage with and serve your customers.

AWE...it will make you a better marketer.

TO BE CONSIDERED FOR EXHIBITION CONTACT

Bob Greenberg

Executive Director

Advertising Week Experience – AWE

bob@advertisingweek.com

FOUR TRACKS. LIMITLESS POSSIBILITIES!

Come learn what's next and meet the people who are making it all happen.

For our 10th Anniversary we're combining our state-of-the-art thought leadership presentations with state-of-the-art technology demonstrations right in the Times Center.

- **MONDAY Mobile** Where to now?
- **TUESDAY Social** New ways to engage
- **WEDNESDAY Research/Data/Analytics**
How to unlock the gold
- **THURSDAY Content** Breakthroughs in the next big thing

SPECIAL PRIVATE TECH-TOURS CATERING TO:

- Brand marketing executives
- Agency executives
- Press
- Investment community

For tour arrangements contact:

Louise DiLulio — Louise@Stillwellpartners.com

ADDITIONAL BENEFITS FOR AWE EXHIBITORS:

- Interviews on the live-streaming Huffington Post stage
- Teaching presentations and demos in the Times Center Hall
- Print feature in the Advertising Week Official Guide
- Company profile on the Advertising Week app and website
- Inclusion in Advertising Week social media and newsletter
- Video content previewing company technology and solution
- Technology guides on hand to help explain "how it works"



ADVERTISING WEEK SOCIAL CLUB

The Advertising Week Social Club (AWSC) is a global industry content and social collective featuring thought-leadership, opinion and inspiration. With 50+ contributors, ranging from junior to C-level executives, the AWSC sits at the intersection of advertising, marketing, branding, technology and culture.

Focused on opinion, advice, wisdom and first-person narrative, AWSC topics, blog posts and content offer a fresh, independent perspective. Featuring interesting, unique and compelling stories that shape the industry and its people.

The AWSC also works with Advertising Week, Advertising Week Europe and other partners to create content that is relevant to the issues and topics germane to the industry. Our goal is to create engaging content in collaboration with our partners.

CONTACT

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Advertising Week Social Club – AWSC

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MAIN DESTINATIONS



theawsc.com



[@advertisingweek](https://twitter.com/advertisingweek)



[/advertisingweek](https://facebook.com/advertisingweek)



<http://po.st/AWCompanyPage>

AUDIENCE PROFILE

| | |
|---------------------------|--|
| theAWSC.com | 500,000+ visits per month 35% mobile |
| Social Audience | 60,000+ (Twitter/Facebook/LinkedIn) |
| Social Impressions | 25,000,000 per month |
| Demographics | 50% Male / 50% Female Average age of 28 |