



2013 SPONSORSHIP OVERVIEW & OPPORTUNITIES



ABOUT THE ANA

Founded in 1910, the ANA (Association of National Advertisers) leads the marketing community by providing its members with insights, collaboration, and advocacy. ANA's membership includes 450 companies with 10,000 brands that collectively spend over \$250 billion in marketing and advertising. The ANA strives to communicate marketing best practices, lead industry initiatives, influence industry practices, manage industry affairs, and advance, promote, and protect all advertisers and marketers. For more information, visit www.ana.net, follow us on [Twitter](#), join us on [Facebook](#), or visit our [YouTube channel](#).

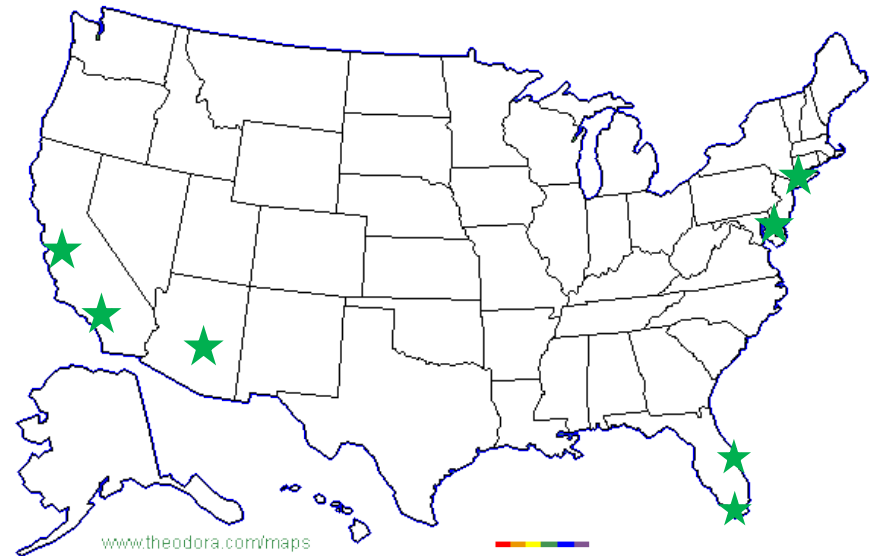
ABOUT SPONSORING WITH THE ANA

Sponsorship with the ANA allows companies to have exposure and engage with senior level client side marketers – our members. Conference sponsorships at our national industry conferences throughout the year provide opportunities for organizations to have access to ANA members through exhibit spaces, coffee breaks, dinners, breakfasts, receptions and so much more. There are 2 types of sponsorship levels offered at ANA for conferences as well as 2 annual partnership programs which provide a comprehensive package of unique touch points to connect with ANA members and other conference attendees:

Conference Sponsors have the ability to choose specific sponsor assets at ANA national industry conferences and include exclusive sponsorship of breakfast, lunch, coffee breaks, Wi-Fi, live streaming, receptions or dinner (where available). National industry conferences are open to members and non-members and registration fees apply.

Exhibitors achieve presence at ANA national industry conferences with a dedicated tabletop exhibit located outside the general session room.

Strategic Partner and Thought Leader Program allows for the ultimate year-round partnership for a limited number of sponsors. More details on these elite partnership offerings may be found on page 2.



2013 CONFERENCE PORTFOLIO

Media Leadership Conference, February 24-26, 2013

*JW Marriott, Miami, FL

Advertising Law & Public Policy Conference, March 19-20, 2013

*Four Seasons, Washington, DC

Brand Masters, April 17-19, 2013

*Four Seasons, Palm Beach, FL

Advertising Financial Management Conference, May 5-8, 2013

*The Phoenician, Phoenix, AZ

Digital & Social Media Conference, July 14-16, 2013

*Ritz Carlton, Laguna Niguel, CA

Masters of Marketing Annual Conference, October 3-6, 2013

*JW Marriott Desert Ridge, Phoenix, AZ

Multicultural Marketing & Diversity Conference, November 3-5, 2013

*JW Marriott, Los Angeles, CA

Real-Time Marketing Conference, December 4, 2013

*583 Park Avenue, NYC