

ANA

2014 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 more than 500 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, visit our YouTube channel or find us in LinkedIn.

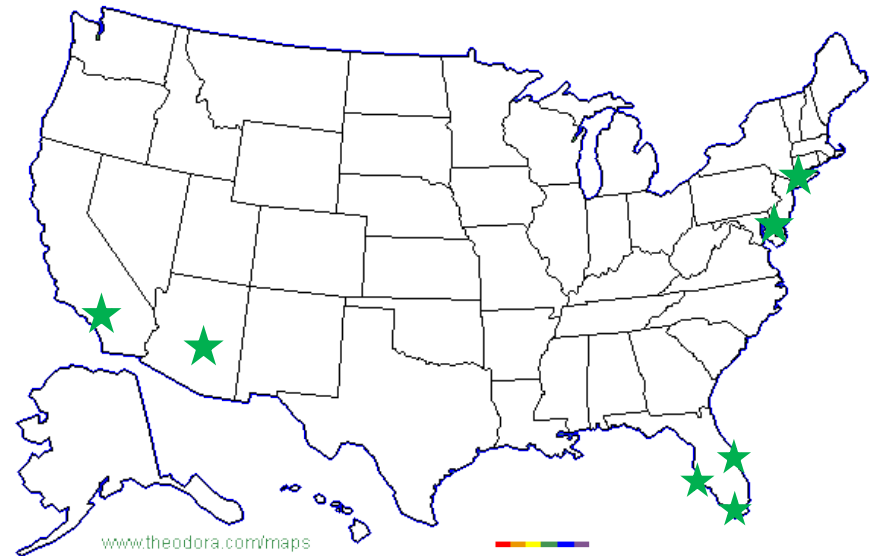
ABOUT SPONSORING WITH THE ANA

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 provide opportunities 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 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.



2014 CONFERENCE PORTFOLIO

Brand Masters, February 26-28

*The Westin Diplomat, Hollywood, FL

Media Leadership, March 30-April 1

*Boca Raton Resort & Club, Boca Raton, FL

Advertising Law & Public Policy, April 23-24

*The Ritz-Carlton, Washington, DC

Advertising Financial Management, May 4-7

*The Ritz-Carlton, Naples, FL

Digital & Social Media, July 13-15

*St. Regis Monarch Beach, Dana Point, CA

ROI/Measurement, September TBD

*NYC

Annual Masters of Marketing, October 15-18

*Rosen Shingle Creek, Orlando, FL

Multicultural Marketing & Diversity, November 9-11

*Fontainebleau, Miami Beach, FL

Real-Time Marketing, December TBD

*NYC