



ADVERTISING
EDUCATIONAL
FOUNDATION

HONORS NIGHT



Tuesday, June 14, 2016

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Communications
University of Colorado, Boulder

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Paula Alex, President & CEO
Janice Spector, EVP, Managing Director
Nikki Lewis, Office Manager

Event Management: Projects Plus, Inc.

Invitations: HA Roth Consulting LLC

ABOUT HONORS NIGHT

AEF Honors Night recognizes one outstanding representative company from each of the foundation's constituencies — advertisers, agencies and media—for its accomplishments in the industry and for its support of the AEF. A Lifetime Achievement Award is presented to an individual for outstanding contributions to the industry and society. A Student Award is presented for an original paper that focuses on the role of advertising in culture and society. Dinner proceeds support AEF operations and help fulfill AEF's educational initiatives for professors and students.

ADVERTISING EDUCATIONAL FOUNDATION (AEF)

The AEF is a nonprofit foundation that provides and distributes educational content to enrich the understanding of advertising and marketing in society, culture and the economy. AEF programs and materials stimulate a balanced dialogue at top colleges and universities. As a result, the foundation helps attract the highest level of talent to the industry. AEF's main priorities and resources are:

Inside Advertising Speakers Program

AEF partners with faculty and staff at colleges and universities in the U.S. to coordinate mini "executive-in-residence" programs on issues surrounding advertising's role in society and business. The goal is to establish a dialogue about such topics as ethics, gender, ethnicity, global communications and public service.

Visiting Professor Program

Offers two-week fellowships hosted by agency, advertiser and media companies to give qualified professors an appreciation for the advertising process and confidence to teach with more authority.

www.aef.com

Provides comprehensive educational information and materials on advertising. Updated regularly, the site offers extensive exhibits on current and historical advertising. The site includes two AEF publications distributed globally by the Johns Hopkins University Press Project MUSE to libraries and academic institutions:

Advertising & Society Review (A&SR)

Published by the AEF, this peer-reviewed online academic journal represents the full spectrum of views about advertising and its role in society.

ADText Online Curriculum

ADText is the first online textbook about advertising and society. Its 30 units offer a broad cultural perspective on advertising as a social force and creative form.

Annual Symposium

Leaders from academia and the industry come together to exchange ideas on current advertising-related issues.

Race & Ethnicity in Advertising—America: 1890 - Today

A unique online exhibit and archives that will trace the portrayal of key ethnic groups since 1890.

You are cordially invited to the 16th Annual

HONORS NIGHT DINNER

ADVERTISER AWARD

IBM
Jon Iwata
SVP, Marketing & Communications

AGENCY AWARD

DDB Worldwide
Keith Reinhard
Chairman Emeritus

LIFETIME ACHIEVEMENT AWARD

David Bell
Chairman
gyro

MEDIA AWARD

Xaxis
David J. Moore, Chairman
President, WPP Digital

THE ALFRED J. SEAMAN AWARD FOR BEST UNDERGRADUATE ESSAY ON ADVERTISING AND SOCIETY

THE PIERRE
2 EAST 61ST STREET
NEW YORK CITY

6:00pm: Cocktails
7:00pm: Dinner and Presentations

BUSINESS ATTIRE:

Jackets and ties, please.

Tuesday, June 14, 2016

HONORS NIGHT

Tuesday, June 14, 2016

DINNER CHAIRS

Nancy Rabstejnek Nichols

SVP, External Affairs
Weber Shandwick/
Interpublic Group

Jim Norton

Global Head of Media Sales
AOL

AEF

Paula Alex

President & CEO
AEF

Gordon McLean

AEF Chair
Global Managing Partner
Young & Rubicam Group

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Ogilvy & Mather New York

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Leo Burnett

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Hearst

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iHeartMedia

Peggy Conlon

The Advertising
Council - Retired

James Edmund Datri

American Advertising
Federation

Daisy Expósito-Ulla

d expósito & Partners, LLC

Irwin Gotlieb

GroupM

Nancy Hill

4A's

Shelly Lazarus

Ogilvy & Mather

Bob Liodice

Association of National
Advertisers

Chris Macdonald

McCann New York

Wenda Harris Millard

MediaLink

David J. Moore

Xaxis & WPP Digital

John Osborn

BBDO New York

Bob Pittman

iHeartMedia, Inc.

Susan Popper

Hewlett Packard Enterprises

Keith Reinhard

DDB Worldwide

Joe Ripp

Time Inc.

Michael I. Roth

Interpublic Group

Ann Rubin

IBM Corporation

Sir Martin Sorrell

WPP plc

Mark Truss

J. Walter Thompson Company

Keith Turco

gyro

Barry Wacksman

R/GA

(List in formation)



HONORS NIGHT DINNER

TUESDAY, JUNE 14, 2016

PLEASE RESERVE THE FOLLOWING (All tables seat 10)

- \$100,000 Dinner Underwriter Table(s)
- \$50,000 Sponsor Table(s)
- \$25,000 Leadership Table(s)
- \$15,000 Benefactor Table(s)
- \$10,000 Patron Table(s)

INDIVIDUAL TICKETS ARE AVAILABLE FOR (Indicate number needed)

- \$5,000 Sponsor
- \$2,500 Leadership
- \$1,500 Benefactor
- \$1,000 Patron

I AM UNABLE TO ATTEND

Enclosed is my tax-deductible contribution
in the amount of:

The Advertising Educational Foundation has been granted tax-exempt status as a charitable organization under the provisions of section 501(c)(3) of the Internal Revenue Code.

A financial report on the Advertising Educational Foundation may be obtained by writing to the New York Department of State, Office of Charitable Registration, 162 Washington Avenue, Albany, NY 12231.

Contributions are fully tax-deductible to the extent allowed by law; the non-deductible portion of each dinner ticket is \$185 (TAX ID# 13-3228986).

Projects Plus Inc.[®], under the direction of Penny Stoil, has been retained by the Advertising Educational Foundation to manage Honors Night 2016.

THE PIERRE
2 EAST 61ST STREET
NEW YORK CITY



ADVERTISING
EDUCATIONAL
FOUNDATION

**HONORS
NIGHT**

PLEASE PRINT YOUR LISTING INFORMATION:

I prefer a Business Listing

I prefer a Personal Listing

Name

Title

Company

Address

City

Phone

Fax

Email

My check is enclosed

Please bill me

For additional information, please contact
Patrice Collins at Honors Night Headquarters:

Phone: (212) 204-8950

Fax: (212) 997-0188

Email: pcollins@projectsplusinc.com

Please make checks payable to:

Advertising Educational Foundation (AEF)

Mail to:

AEF Honors Night Headquarters
254 West 29th Street, 5th Floor
New York, NY 10001