



EIGHT

Minnesota | North Dakota | South Dakota | Wisconsin

AAF - District 8 Spring Conference
Friday & Saturday April 30 – May 1, 2010
Holiday Inn Metrodome
1500 Washington Avenue S., Minneapolis MN

REGISTRATIONS AND PAYMENT DUE ON OR BEFORE THURSDAY, APRIL 15

Schedule at a Glance:

Friday, April 30	10am - 12n	AAF-District 8 Spring Meeting – Holiday Inn
	12n - 1:30pm	Luncheon (Speaker info below) – Holiday Inn
	2pm - 5pm	AAF – District 8 Club Sessions – Holiday Inn
	6pm - 7:30pm	District 8 ADDY® Reception - M/W Advertising
	7:30pm - ccl	District Dinner (not included in registration price)
Saturday, May 1	8am - 6pm	NSAC Presentations – Willey Hall, U of M Campus
	7:30pm - 9pm	NSAC Awards Dinner – Holiday Inn

Earn Extra Great 8 Points During This Event:

~**Donations** to NSAC or Foundation (1 point for each \$100 donated)

New Club Sponsorship Opportunity This Year: \$100 per award sponsored.
NSAC teams will receive awards and recognition for: Best Female Presenter; Best Male Presenter; Best Media Strategy & Execution; Best Plan Book; Best Creative Strategies; Best Integration of Communications Tools; Best Positioning, Targeting & Research

~**District Events** – Spring Conference (5 points plus 1 point for each additional person sent to the board meeting and full event) *Conference host city is limited to 7 points.

Each club that comes to the Spring Conference/NSAC **and** provides a volunteer(s) to help with NSAC that weekend will receive 1 extra point per volunteer.

~**Creative Excellence in Programming** – See separate guideline sheets for rules:
1st – 10 points, 2nd 5 points, 3rd – 3 points.

The club that gets the most points between **June 2009** and **May 2010** will receive a \$500.00 check to apply towards the 2010 National Conference and a trophy/plaque to display touting their **DISTRICT 8 GREATNESS!!**



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REGISTRATION FORM

AAF - District 8 Spring Conference

Friday & Saturday April 30 - May 1, 2010

Holiday Inn Metrodome, 1500 Washington Avenue S., Minneapolis MN

REGISTRATIONS AND PAYMENT DUE ON OR BEFORE THURSDAY, APRIL 15

- Option 1: AAF-District 8 Spring Conference Registration - \$70**
Includes: 4/30 Luncheon/Guest Speaker, All District Meetings/Sessions and ADDY® Reception

- Option 2: NSAC Plus AAF-District 8 Conference Registration - \$100**
Includes: 4/30 Luncheon/Guest Speaker, All District Meetings/Sessions and ADDY Reception, PLUS 5/1 NSAC Competition and NSAC Dinner/Awards Banquet
(Includes \$30 dinner fee versus \$50 fee with full District Registration)

_____ Chicken or _____ Vegetarian (Select 5/1 NSAC Dinner Choice)

- Ala Cart – District Guests:**
 - o 4/30 Luncheon Speaker Event Only \$40
 - o 4/30 ADDY Reception Only \$30
 - o 5/1 NSAC Dinner/Awards Banquet Only \$50

Name: _____ Club: _____
Title: _____ Company: _____
Address: _____
City / State / Zip: _____
Phone: _____ Email: _____

Please fill out a form for each person attending (photocopy as necessary).

**Make checks payable to AAF/8th District. Mail check and registration by April 15, 2010 to:
LuAnn Yattaw, 5915 Kirkwood Lane N., Plymouth MN 55442
612-419-7193 lillyluann@hotmail.com**

HOTEL ACCOMODATIONS – BOOK BEFORE APRIL 15

**Holiday Inn Minneapolis Metrodome
1500 Washington Avenue South
Minneapolis, MN 55454**

A special group rate of \$119.00 single-quad occupancy has been confirmed for Thursday, Friday and Saturday night at the Holiday Inn Metrodome. To get this rate, call the hotel directly at: 612-333-4646 (toll free: 1-800-448-3663) and tell them you are with AAF/NSAC. This rate is only good until **April 15, 2010 – no exceptions.**

SPRING CONFERENCE DETAILS

District Sessions:

We'll hold our Annual AAF-District 8 Spring Meeting on Friday morning. At this time we'll cover all district business. We will then break for our featured guest speakers and luncheon at Noon. The afternoon session will be roundtable discussions, as well as presentations from each club that entered the Programming Excellence Award program. Winner will be announced in the evening.

Luncheon:

Social Media – What's Next? ([More details to follow](#))

ADDY® Reception:

Please join us at Martin/Williams Advertising, 60 South 6th Street to celebrate the District ADDY® Gold and Silver winners. There will be light hors d'oeuvres, wine and beer served; a showing of the winning entries; and representatives from each club will accept awards for their respective clubs. (We we likely coordinate car pooling for Friday evening).

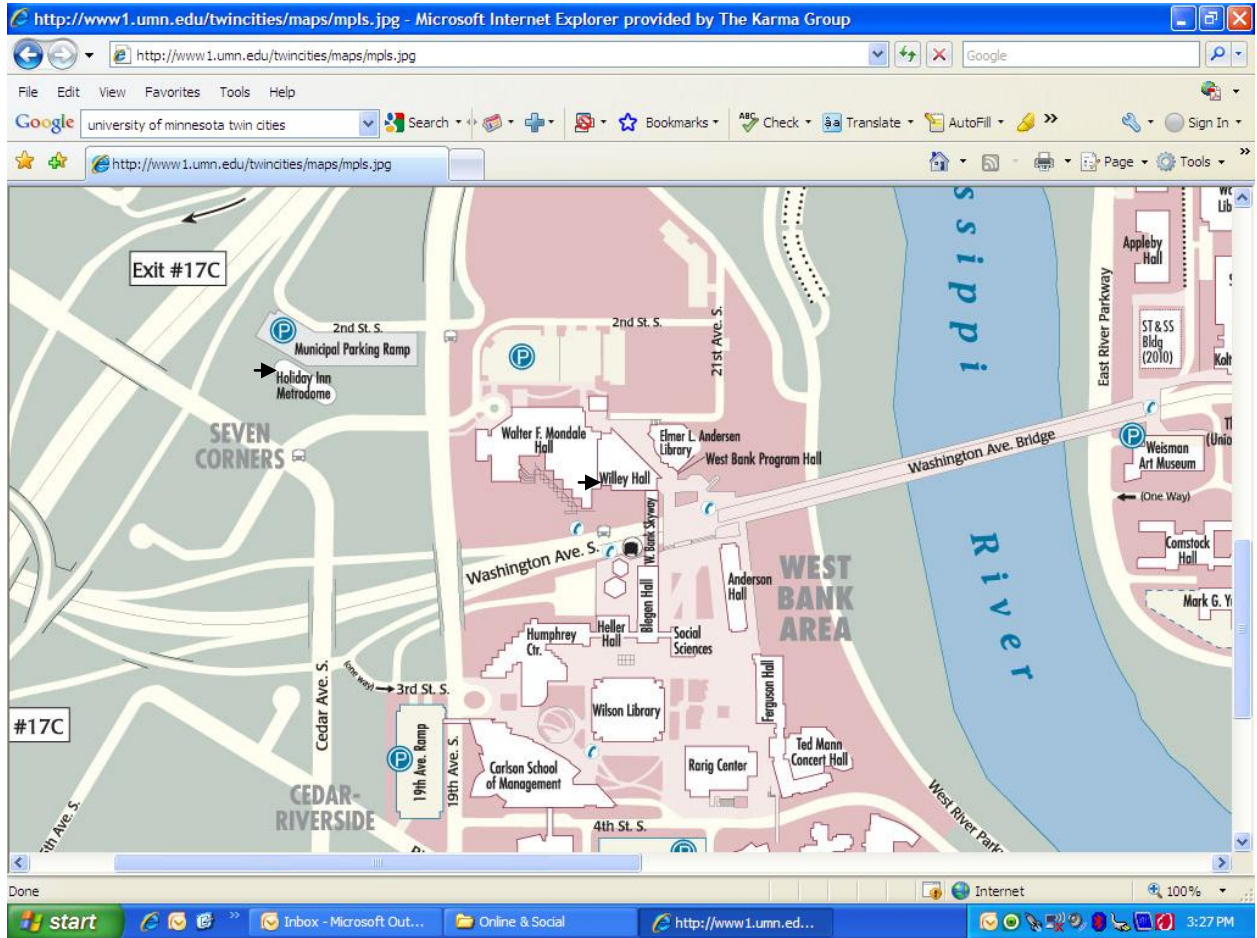
District Dinner:

At the conclusion of our ADDY celebration, we will head out to enjoy a group dinner to finish out the day. This is always a great time to get to know each other in a relaxed environment. In addition, the NSAC judges will be joining our group. Dinner is not included in registration fee. [Location TBD.](#)

National Student Advertising Competition (NSAC):

The NSAC will be held on the U of M Campus in Willey Hall, just a couple of short blocks from the hotel. Competition will begin at 8am on Saturday, May 1. This is an amazing project for the students – if you have the time – please stay and watch. We can also use help during the event. If you are able to help, please contact Sheryl Asman at sheryl.asman@etkg.com on or before April 15...you will earn extra points for the Great 8 Challenge. The NSAC Dinner/Awards Banquet will be held at the Holiday Inn on Saturday evening.

MAP OF HOLIDAY INN METRODOME & WILLEY HALL, U OF M CAMPUS



Directions from Holiday Inn Metrodome to Martin Williams

From: 1500 Washington Ave S, Minneapolis, MN 55454-1067 US

To: Martin/Williams, 60 S 6th St # 2800, Minneapolis, MN 55402 US

DRIVING DIRECTIONS

A) 1500 Washington Ave S, Minneapolis, MN 55454-1067 US

1. Start out going NORTH on WASHINGTON AVE S toward CEDAR AVE S/CR-152. (Go 0.0 miles)
2. Turn RIGHT onto WASHINGTON AVE S/CR-152 N. (Go 1.3 miles)
3. Turn LEFT onto 1ST AVE N. (Go 0.3 miles)
4. Turn LEFT onto N 6TH ST/6TH ST N. (Go 0.2 miles)
5. 60 S 6TH ST # 2800 is on the LEFT. (Go 0.0 miles)

B) Martin/Williams, 60 S 6th St # 2800, Minneapolis, MN 55402 US
SUITE 2800

>> TOTAL ESTIMATED TIME: 6 minutes | DISTANCE: 1.84 miles

MARTIN WILLIAMS PARKING: (Info to follow. We'll also line up car pooling).

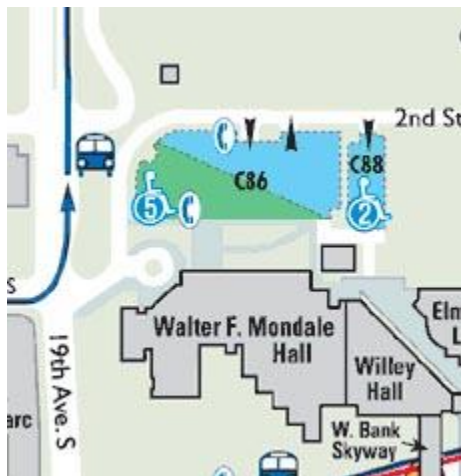
To view your map, click on the link below or copy and paste it to your browser:

<http://www.mapquest.com/mq/3-B3HdDfstBCe1>

PARKING INFO

HOTEL: Parking is available in the ramp adjacent to the Hotel. The current rate for overnight parking is \$14.00 for a 24-hour period. The adjacent parking ramp is the property of a private entity and not that of the Holiday Inn Minneapolis Metrodome.

U OF M: Lot C-86
1920 SOUTH 2ND ST
Minneapolis, MN 55403



AREA ATTRACTIONS

Guthrie Theatre

Downtown Minneapolis (Nicollet Mall)

Metrodome

Walker Art Center

Mall of America

The Hiawatha Light Rail line can take you from the airport to the Mall of America or Downtown East/Metrodome Station. Fares range from \$1.75 to \$2.25 per person.