



# CREATING ONE VOICE FOR ADVERTISING

Club Membership Guide

The **ERIE AD CLUB** is an integral cog in the American Advertising Federation, the oldest and largest advertising trade association on earth. We've been bringing advertisers, agencies, the media and their service providers together to protect and promote the advertising industry for over 100 years.

**200**

**COLLEGE  
CHAPTERS**

5,000 STUDENT  
MEMBERS

**100**

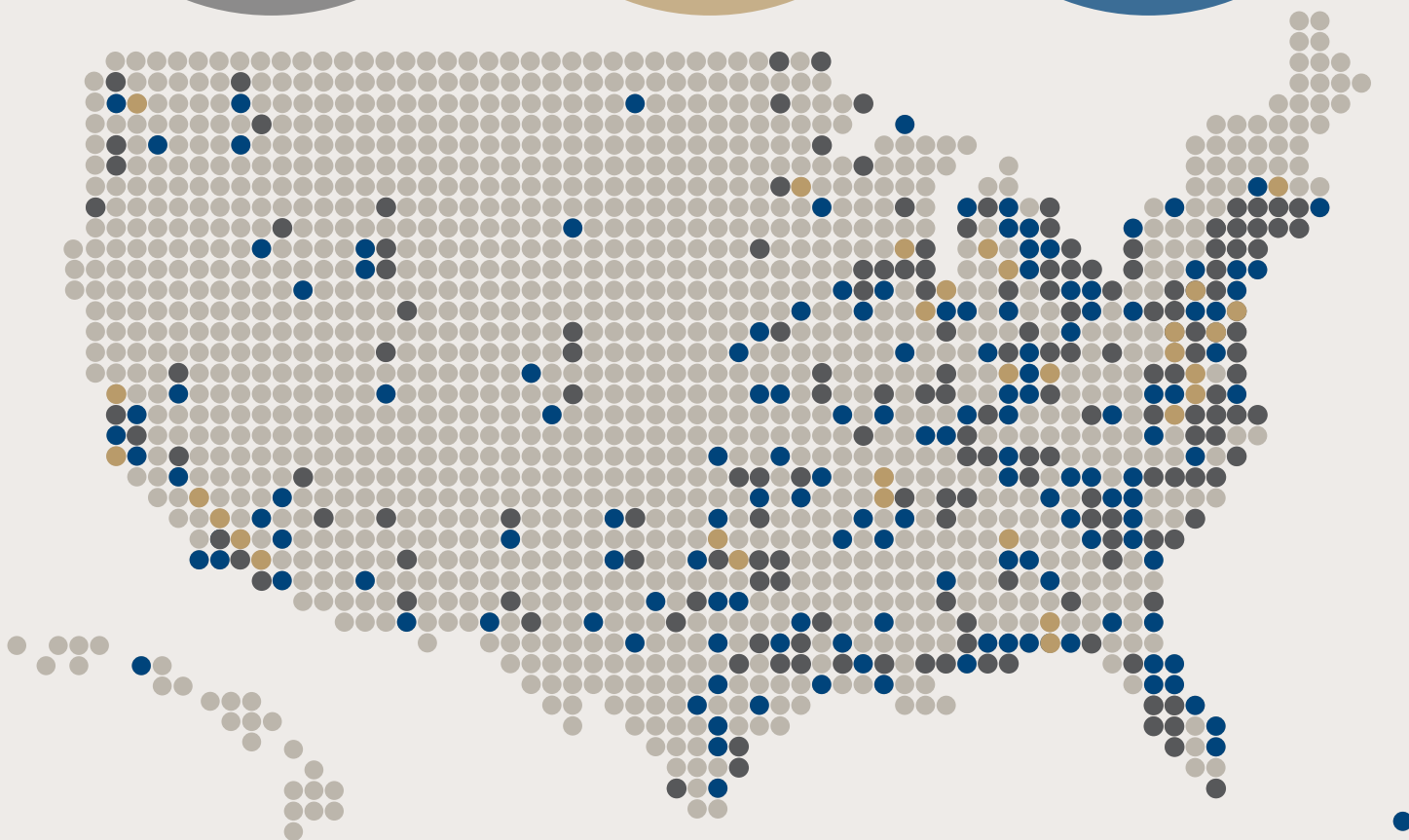
**CORPORATE  
MEMBERS**

LEADING BRANDS  
& COMPANIES

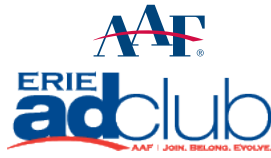
**200**

**LOCAL  
FEDERATIONS**

40,000 ADVERTISING  
PROFESSIONALS



● PROFESSIONAL AD CLUBS  
● COLLEGE CHAPTERS  
● CORPORATE MEMBERS



# Developing, Empowering and Celebrating the Advertising Industry

The **ERIE AD CLUB** provides unique opportunities for members to share ideas, engage with experts and give back to the community.

## Networking

By joining the **ERIE AD CLUB** you also become a member of the American Advertising Federation's nationwide network of advertising professionals. That means you are a part of something bigger than just your local industry. You are a part of a national organization that is making a difference in the overall image and viability of our industry.

AAF's broad and diverse membership represents the totality of the advertising industry. We are 40,000 members strong nationwide, which means somebody always knows somebody who knows somebody. AAF is a networker's paradise, whether you are looking to connect locally, regionally or nationally. Comforting, indeed, when you're looking for anything from a job to new business.

Additional benefits from the national organization include everything from free whitepapers and webinars to discounts on office supplies and shipping services.

When you join the **ERIE AD CLUB** you will become part of a huge network of advertising agency professionals, freelancers, corporate marketers, media representatives and vendors in our local market.

You will enjoy discounts on your Professional Development event fee's & American Advertising Awards entry fees... just to name a few.

The **ERIE AD CLUB** events are the best in town if you're looking to rub elbows with other advertising professionals. Whether it's **20 Minutes & A Beer, Luncheon Events, American Advertising Awards** you will always have an opportunity to make new friends with clients, vendors and employers as well as keep up with the old ones.

## Education and Professional Development

The **ERIE AD CLUB** offers multiple educational and professional development programs and seminars to educate members on the latest trends in leadership, technology, creativity and marketing. We bring in the advertising industry's thought leaders from top agencies and brands to keep our members current on what's new—and what's next—in the advertising industry. We also feature local speakers to present advertising and marketing topics that are impactful to our community.

## Government Relations

Together, the **ERIE AD CLUB** and AAF effectively protect your ability to work in our industry on a daily basis free from government intrusion or excessive taxation. AAF knows that lawmakers listen most closely to the voters in their own states and districts. As advertisers and marketers, nobody can speak for us better than we speak for ourselves. The American Advertising Federation gives us the tools, the resources, the opportunity and the ability to most effectively represent advertising.

# Upcoming Events

## October

20th - Annual Membership Event - Arriba's

6:00-8:00PM

## November

19th - Lindenmeyr Munroe Paper Event

Sponsored by The Erie Times-News

## December

15th - Christmas Party - Bourbon Barrel

## January

19th - 20 Minutes and a Beer - JET/TV Station

22nd - American Advertising Award Submissions Due - Altman-Hall Associates

## February

5-7th - American Advertising Awards Judging Weekend

## March

22nd - 20 Minutes and a Beer - TBD

## April

1st - American Advertising Awards Dinner - Ambassador

The American Advertising Federation and the **ERIE AD CLUB** fosters professional growth that yields stronger leaders and better ideas for our industry. We recognize excellence that promotes positive awareness of the advertising industry. Because of these efforts and successes, we have built a membership that will continue to fuel the industry into the future. Be a part of it.



*Member of the National American Advertising Federation*

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[WWW.ERIEADCLUB.ORG](http://WWW.ERIEADCLUB.ORG)

**JOIN. BELONG. EXPAND YOUR MIND.**