



Question:

Work in Asian marketing or advertising and want to keep up to date on the news, trends and information in the industry? Know clients who want to tap into the significant buying power of Asian Americans? Want to better understand today's Asian American consumer?

Answer:

Join the *Asian American Advertising Federation*



The Asian American Advertising Federation (3AF) is a national trade organization comprised of Asian American advertising agencies, Asian market advertisers, Asian media companies, and other industry specialists. Our mission is to grow the Asian American advertising and marketing industry, raise public awareness of the importance of the Asian American community and further professionalism within the industry. No trade organization connects you closer or better to Asian marketing and communications than the 3AF!

Membership benefits include:

- Discount to the 3AF's Asian marketing conference, the only national conference dedicated solely to the Asian American consumer.
- First to get access to latest update/news/insights about Asian American consumers/the Asian American market.
- Discounts at all 3AF events, i.e., seminars and membership mixers.
- Listing in the 3AF's online membership roster—the “*who's who*” of Asian American advertising and marketing.
- Targeted, focused exposure for your business/agency.
- Be the first to hear about 3AF events and special projects.
- Eligibility to enter the 3AF's annual creative awards event recognizing the best and brightest work in the industry.
- Join a great group of people who are committed to the Asian American community.
- Periodic discounts to other important industry conferences and multicultural events, i.e., *ANA Multicultural Marketing & Diversity Conference, Geoscape, etc.*
- Access to student interns (coming soon).

2012 3AF Annual Membership Dues

1) All corporations/advertisers: \$5,000

Includes basic sponsorship package:

- One complimentary registration to the 3AF's annual Asian marketing conference.
- Corporate logo on the 3AF website for one year.
- Verbal acknowledgement at all 3AF events during the year.
- Mention in 3AF news releases for one year.
- Complimentary access to marketing research reports/data currently on the 3AF website.

Additional corporate sponsorship benefits are available and negotiable.

2) All advertising agencies, public relations firms and special events companies: \$2,000.

3) Newspapers, marketing research firms, television stations, television programmers, media buyers, radio stations, radio programmers and other industry partners and vendors: \$800.

4) Student: \$50 (must show proof of full-time enrollment).

For more information or questions about membership in the 3AF, please contact Genny Hom-Franzen, 3AF Executive Director, via email at ghomfranz@3af.org. An online membership form is also available at www.3af.org.

Asian American Advertising Federation
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