

Advertising @



ADVERTISINGWEEK

OCTOBER 1-4 2018

**THE WORLD'S LARGEST CONFERENCE FOR ADVERTISING,
MARKETING AND TECHNOLOGY CELEBRATES 15 YEARS.**

What is advertising week?



4,000

ATTENDEES



4

DAYS



100+

EVENTS



200+

SPEAKERS



A GLOBAL GATHERING OF MARKETING & COMMUNICATIONS LEADERS

Advertising Week is a worldwide gathering of marketing, advertising, technology and brand professionals. From daytime seminars and workshops featuring some of the industry's brightest minds to organized networking and world-class entertainment, Advertising Week is a one-of-a-kind experience.

Who should attend advertising week?

Professionals Working In:

- Marketing
- Advertising
- Media
- Technology
- Design



Choice for ticket

	PLATINUM	SUPER	DELEGATE	NEWGEN
Access to AW livestream during the event	✓	✓	✓	✓
30-day access to AW Replay	✓	✓	✓	✓
Seminars & Workshops	✓	✓	✓	✓
AW TechX Access	✓	✓	✓	✓
AW Connects Networking Cocktails	✓	✓	✓	✓













About NewGen

Young professionals who are 30-years-old and under are eligible to purchase the NewGen Delegate Pass, which includes all Delegate Pass level benefits offered at a 50% discount. Proof of date of birth will be required at event.

Seminars & Workshops

Featuring top industry leaders, stars of the entertainment world and inspiring entrepreneurs, Advertising Week's thought leadership program is designed to give professionals at any level career enhancing insights, deep-dives into the industry's most important topics and actionable learnings to bring back to the office.



 <p>Tamika Mallory Civil Rights Activist, Co-Fou... WOMEN'S MARCH</p>	 <p>Mona Patel Author, Founder & CEO MOTIVATE DESIGN</p>	 <p>Kathy Thornton President / COO VERLO MATTRESS FRAN...</p>	 <p>Lauren Snyder CMO ATLANTIS</p>	 <p>Tara Walpert Levy Vice President, Agency & M... GOOGLE</p>
 <p>Sophie Kelly Sr. Vice President NA, Whis... DIAGEO</p>	 <p>Melissa Waters Vice President, Marketing LYFT</p>	 <p>Gayle Troberman CMO IHEARTMEDIA</p>	 <p>Arianna Huffington Founder and CEO of Thrive... THRIVE GLOBAL</p>	 <p>Kim Kelleher Chief Brand Officer GO, GO STYLE, WIRED ME...</p>

TechX Showcase

Open to all Delegates, AW TechX will feature a remarkable hands-on journey through interactive installations, innovations, and bleeding edge tech advancements, which include haptics, holograms, AI, VR, and AR. Curated by VentureFuel — a mix of startups, corporate and university research labs, and global networks create a unique experience, exclusively for Advertising Week. Throughout Advertising Week, principals from VentureFuel will take delegates on contextualized tours of TechX, bringing them insights about what these technologies represent and how to use this innovative technology to reach today's hard-to-reach consumers for your business.

Read more at <http://newyork.advertisingweek.com/why-attend/#dPJGJbhQ1Pa8mWIK.99>



CONNECT ON OUR APP

During Advertising Week, there are numerous opportunities to connect with other like-minded industry professionals. Our app is designed to help you match profiles with other delegates that have similar experiences or interests that you're looking for in a business contact.

PLAN TO MEET UP

Take advantage of our app to make plans with your profile matches and attend our happy hour events, also known as AW Connects, where you can talk to other delegates in an open and safe environment. Open to all delegates, gain high-quality referrals, build profile visibility, and acquire increased confidence knowing that you're creating lasting connections to help grow your career and business.



AW Connects

End each day with a cocktail at AW Connects. Open to all delegates, this happy hour allows attendees to meet and discuss the topics of the day in a casual, fun environment.



UFM at AW

AGENDA

30 SEP	1 OCT	2 OCT	3 OCT	4 OCT	5 OCT	6 OCT
	AW	AW	AW	AW	visita	Free time
Llegada	AW	AW	AW	AW	Free time	Regreso

PREPARATION IN SEPTEMBER PRIOR TO THE TRIP

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
HISTORY	AGENCIES	WHAT TO LOOK FOR- topics	WHAT TO LOOK FOR- topics	LOGISICS AND FEEDBACK EXPECTED

The course is made of 6 hours that could be set in 3 seccions of two hours each. Still pending dates.

Who?

- Named and invited to Grey NY 100 year party as part of the 200 top leaders, Natalia Cereser, is Director in Lafabrica&Jotabequ/Grey Guatemala. With more than 20 years in advertising has managed many of the leader multinational brands and local brands, also part of the UFM teachers.

Prices

Hotel+advertising for UFM students: \$1600 + 1.5 UMAS.

Hotel+ advertising ex UFM students that are less than 30 years old: \$1800.

Hotel+advertising ex students that are more than 30 : \$2400.

Hotel+advertising external people that are less than 30 years old: \$1900.

Hotel+advertising external people that are more than: \$2500.

- The trip includes 6 nights (The Pod39 or Gavilant) in NY and the AW ticket.
- Each participant will book and pay their airticket. The date to be there is important.
- Each participant will be in charge of their expenses.