



ACI

American Conference Institute
Business Information in a Global Context

This year marks 30 years since the inception of C5 Group.
It is time to match our brand with the dynamic strides we have made.
See inside for details...

October 17–18, 2016 | Park Lane Hotel | New York, NY

EARN CLE CREDITS

5th Annual Summit on

Digital Advertising Compliance:

Social Media, Sweepstakes & Promotions

NEW
Live polling this year!



Practical tools for maintaining legal and regulatory compliance for all your social media and promotional practices

CONFERENCE CO-CHAIRS:



Jim Dudukovich
Former Senior Marketing,
Digital & Social Media Counsel
The Coca-Cola Company



Ryan Garcia
Legal Director
Dell Inc.

GAIN VALUABLE INDUSTRY INSIGHTS FROM:

360i
American Express Company
Children's Advertising Review Unit ("CARU")
Creative Zing Promotion Group
Dell Inc.
Dentsu Aegis Network
DIRECTV/AT&T
Guthy-Renker LLC
HBO
Interpublic Group
KAYAK
Marden-Kane Digital Promotions
Mastercard
National Advertising Division ("NAD")
PrizeLogic
Unilever United States, Inc.

Based on industry demand, we have added several **NEW** topics to help you develop compelling promotional and digital advertising campaigns for your brand. Led by a distinguished faculty, highlights of this year's program include:

- DELVING** into the provisions to include in agreements with influencers and bloggers to ensure that material connections are adequately disclosed
- COMPARING** the rights of a company and an individual on online review sites, including what brands can and cannot do
- WORKING** through privacy considerations and implications of data collection via sweepstakes and contests
- SPOTLIGHT** on emerging forms of social media, such as Snapchat, and understanding how to use them for successful promotions

Don't forget to attend the popular workshop in order to design a successful sweepstakes, promotion, or contest by drafting clear and enforceable rules:

"Many Will Enter, Few Will Win:" Developing Best Practices for Sweepstakes and Promotions Rule Drafting

Register Now | 888 224 2480 | AmericanConference.com/DigitalAdvertising

a C5 Group Company
Business Information in a Global Context



WHO YOU WILL MEET:

In-house counsel and business executives responsible for:

- Social Media
- Digital Marketing/ Communications
- Sweepstakes, Contests, Promotions
- Corporate Communications
- Interactive Marketing
- Entertainment/Sports/ Media
- Emerging Technologies
- Brand Management and Development
- Crisis Communications
- Public Relations
- Intellectual Property
- Privacy

Outside counsel who specialize in:

- Advertising
- Marketing
- Retail Law
- Entertainment/Sports/ Media
- Privacy
- Intellectual Property
- Technology and Digital Media



This year marks 30 years since the inception of C5 Group.



- 30 years hosting more than 6,000 conferences
- 30 years building a network of industry leaders
- 30 years expanding across the globe

It is time for a brand, logo and language in keeping with the dynamic strides we have made as a company. It is time for a brand that will take us forward for the next 30 years.

C5 Group, comprising American Conference Institute, The Canadian Institute and C5 in Europe, will unite under one central brand image, appropriately a globe. See how bringing together the power of people and the power of information can accelerate your growth and success.

Our new brand look and language will be fully revealed soon. Stay tuned for more exciting changes.

TOP 10 REASONS

Why Anyone Involved in Sweepstakes, Promotions, or Social Media Advertising Must Attend:

- 1 MAKE CONNECTIONS AND NETWORK** with senior representatives from the most innovative brands in the nation and the top law firms and ad agencies representing them.
- 2 GAIN** best practices at updated sessions on international social media, sweepstakes guidance, right of publicity, and copyrights for social media advertising.
- 3 NEW** focused sessions on privacy considerations, mitigating negative and viral publicity, user reviews, as well as a tutorial on using the newest and emerging forms of social media for marketing.
- 4 FIND OUT** how to navigate the murky social media waters by learning from the top brands on what you can and cannot do on social media.
- 5 RECEIVE** practical guidance and develop hands-on training on how you can minimize the risk of PR crises and what you can do to manage a crisis when it occurs.
- 6 MAINTAIN** the integrity of the sweepstakes, promotion, or contest by ensuring the rules are clearly drafted.
- 7 OBTAIN** ideas on innovative and creative options to develop brand loyalty while you adhere to the terms of use of the various social media platforms.
- 8 UNDERSTAND** how live video streaming is transforming the social media and mobile marketing landscape.
- 9 PARTICIPATE** in live polling throughout the conference to help you engage more closely with the distinguished faculty and benchmark your practices against your peers — bring your smart phones!
- 10 EXPLORE** how to comply with COPPA to launch kid-friendly promotions.

Here are just some of the companies who have attended our past Digital Advertising Compliance conferences:

02 Media Inc.
360i
3M Company
ACORD
AimClear LLC
360i
3M Company
Altacor Inc.
American Eagle Outfitters Inc.
American Express
American Sweepstakes Co. Inc.
Arrowhead Promotion
Ashurst Australia
AT Cross
Atkins Nutritionals Inc.
Bayer Corporation
Becton Dickinson – CareFusion
Belk Inc.
BlitzLocal
Capital One
CBS Interactive
Chick-Fil-A Inc.
CARU
Choice Hotels International Inc.
The Coca-Cola Company
Colgate Palmolive Company
Creatia Promotion
Crown Imports LLC
CSE
Deckers Outdoor Corporation
Dell
Dicks Sporting Goods Inc.
DIRECTV
Ditto Labs Inc.
Dole Food Company Inc.
Dunkin' Brands Inc.
Enova Financial
Interactive Solutions Group Inc.

ES3
Estee Lauder Companies
Esurance
Facebook
FTC
Feld Entertainment Inc.
Ferrero USA Inc.
Fisher Price Inc.
Ford Motor Company
Frito-Lay Inc.
GAF Materials Corporation
Genentech
Gilt Groupe Inc.
GoDaddy.com Inc.
Google Inc.
Hilton Worldwide
Holiday Group Inc.
Home Depot Inc.
H&R Block
Hasbro Inc.
HCC Specialty Underwriters Inc.
Hilton Worldwide
Hofstra University
Horizon Media
Hotwire Inc.
I4C Innovations Inc.
Intel Corporation
InterContinental Hotels Group
International Dairy Queen
Interpublic Group of Companies
Intersections Inc.
Jackson Family Wines
JetBlue Airways
John Deere & Company
Kao Brands
LPGA
Lancaster Colony Corporation
LD Products Inc.

Liberty Mutual Group
LiquidThread
Luxottica Group
Mall of America
Manwin Canada
Marden-Kane
Mark Anthony Services Inc.
Marketing Arm
Mars Advertising
Marvel Entertainment Inc.
MasterCard Worldwide
McDonalds Corporation
Mediabrand Publishing
Mercedes-Benz
MLB Advanced Media
Moet Hennessy
Monsanto Company
MRY
NASCAR
NCAA
Nature Conservancy
NBCUniversal
Nestle Purina PetCare
Netflix Inc.
North American Breweries
Omnicom Group
Online Convergence
Orlando Magic
Palm Bay International
Pernod Ricard USA
Post Foods LLC
Procter & Gamble
RAI Services
Saatchi & Saatchi
Samsung Electronics America
SanDisk Corporation
Pep Promotions
Pernod Ricard

PMA Media Group Inc.
Post Foods LLC
PrizeLogic
Sapient Nitro
SCA Promotions
SharkNinja
Sony Computer Entertainment America
Starwood Hotels & Resorts Worldwide Inc.
Subaru
Sun Products Corporation
Sutter Home Winery
Takeda Pharmaceuticals USA Inc.
Talent Direct
Target
Taubman Company
Texas Instruments
theAudience
The Clorox Company
The Marketing Store LP
The Nature Conservancy
T-Mobile Inc.
Turner Broadcasting System
Twitter
Tyson Foods Inc.
Under Armour
United States Golf Association
Universal McCann
University of Ibadan
US Olympic Committee
Visit Florida
Wal-Mart Stores
Weber Shandwick
Western Digital Technologies
White Castle
Wildfire Interactive
Zynga

DAY 1

MONDAY, OCTOBER 17, 2016

7:30

Registration and Continental Breakfast

8:30

Co-Chairs' Opening Remarks

Jim Dudukovich

Former Senior Marketing, Digital & Social Media Counsel
[The Coca-Cola Company](#)

Ryan Garcia

Legal Director
[Dell Inc.](#)

8:45 LIVE POLLING

Uncovering Tips for Success in Native Advertising for Social Media

Hal Hodes

Senior Staff Attorney
[Advertising Self-Regulatory Council – National Advertising Division](#)
(New York, NY)

Tori Chami

Vice President and Senior Counsel
[American Express Company](#)
(New York, NY)

Jim Dudukovich

Former Senior Marketing, Digital & Social Media Counsel
[The Coca-Cola Company](#) (Atlanta, GA)

Terri J. Seligman

Partner and Co-Chair, Advertising, Marketing & Public Relations Group
[Frankfurt Kurnit Klein + Selz PC](#)
(New York, NY)

Brands are pushing the envelope to deliver exciting content to consumers to promote a positive image of the brand. Native advertising continues to see explosive growth but brands must be careful not to run afoul of the FTC's new guidance on native advertising. Featuring live polling to help attendees apply real world examples to the FTC's guidance, speakers will help you develop best practices for creating successful native advertising campaigns on social media.

- Overview of FTC's [Native Advertising: A Guide for Businesses](#) and truth-in-advertising principles
- Examining whether to use "promoted," "sponsored," or other language to distinguish native advertising from non-advertising content
- Reviewing good examples of native advertising on social media
 - Improving riskier forms of native advertising to comply with FTC guidelines

- Developing an internal compliance program to educate marketers and ad agencies on native advertising policies
- Exploring industry efforts to develop standards around monitoring and reviewing social media endorsements
- What are the hazards and penalties when material connections are not adequately disclosed?
 - Lessons to be learned from *In the Matter of Lord & Taylor, LLC*

9:45 LIVE POLLING

Using Selfies and Other Real Time Marketing Tactics as an Effective Promotion Tool While Maintaining Control over the Message

Brian L. Heidelberger

Partner and Chair, Advertising, Marketing, and Privacy Law Practice
[Winston & Strawn LLP](#) (Chicago, IL)

Romy Horn

General Counsel
[360i](#) (New York, NY)

Miri Miller

VP, Sr. Managing Counsel - Global Marketing
[Dentsu Aegis Network](#) (New York, NY)

Joe Khanna

Associate General Counsel
[Mastercard](#) (Purchase, NY)

- Defining the specific issues in user general content which may expose a brand to legal pitfalls
- Identifying the common trademark issues that arise when dealing with social media advertising and promotions
- Maintaining the conversation in real time: reposting user generated content and understanding the brand's responsibilities
 - Best practices for obtaining the rights necessary to utilize content
 - How long does the permission last?
- Structuring a sweepstakes or contest containing UGC without infringing on third party rights
- Exploring practical strategies on how to use user generated content in a compliant manner
 - Reviewing examples of good and problematic social media promotions utilizing UGC

10:45

Morning Refreshment Break

11:00

Collaborating with Celebrities and Influencers: The Dos and Don'ts of Endorsements

Susan Tillotson Bunch

Partner

[Thomas & LoCicero PL](#) (Tampa, FL)

Anca Cornis-Pop

Senior Counsel

[Interpublic Group](#) (New York, NY)

Kathryn Farrara

Senior Counsel, Marketing

[Unilever United States, Inc.](#)

(Englewood Cliffs, NJ)

Ted Suzuki

Vice President & Associate General Counsel
[DIRECTV/AT&T](#) (El Segundo, CA)

- How do the FTC's [.com Disclosures and Endorsement Guides](#) apply when working with celebrities and influencers for social media promotions and sweepstakes?
- Understanding the terms that must be incorporated in agreements with influencers to ensure that the material connection is adequately disclosed
 - What are the most important provisions to include in the contract?
- Clarifying right of publicity matters when dealing with celebrities on social media
 - When is it okay to mention a celebrity on social media?
 - Can you respond when a celebrity mentions your brand?
 - Conducting a risk assessment to determine when to engage a celebrity in real time on social media
 - Delving into the factors to consider during the risk assessment

12:00

Networking Luncheon

1:15

Is Anything Private Anymore? Privacy Considerations for Social Media, Sweepstakes, and More

Barry M. Benjamin

Partner

[Kilpatrick Townsend & Stockton LLP](#)
(New York, NY)

- Examining laws, rules, and regulations, but most importantly, industry guidelines and platform rules on privacy on social media
- Analyzing the legal and business risks and benefits for targeted advertising using consumer information
- Understanding the Dos and Don'ts of data collection via sweepstakes or contests on social media
- Implications of collection and use of non-U.S. resident data in promotions and advertising, and on social media

2:15

Making the Grade: Rolling Out a Kid-Friendly, COPPA-Compliant Marketing Campaign on Social Media

Sheila A. Millar

Partner

Keller and Heckman LLP (Washington, DC)

Phyllis B. Spaeth

Associate Director

Children's Advertising Review Unit

(New York, NY)

- Exploring in-app purchases and parental consent
 - Ensuring that parents are notified of their children making app purchases
- Understanding the legal consequences of content-sharing features of kid-appealing mobile apps and the Internet of Things
- Sweepstakes and promotions for kids, teens, and tweens: age-screening and obtaining parental consent
 - Delving into sweepstakes or contests utilizing UGC and/or collecting geo-location information, a child's image, or voice
 - Best practices for including parents, such as creating separate accounts of parents or developing a "parent's corner" on a microsite or app
- Training your contractors and other third-parties to comply with COPPA when it comes to collecting personal information

3:15

Afternoon Refreshment Break

3:30

Planning and Executing Multi-Platform Social Media Sweepstakes, Contests, and Promotions

Adam Rubin

General Counsel

PrizeLogic (Southfield, MI)

Andrew B. Lustigman

Partner

Olshan Frome Wolosky LLP (New York, NY)

- Overview of the major social media platforms' policies on conducting a sweepstakes, promotion, or a contest
- Developing practical strategies when running a sweepstakes or a promotion across multiple social media platforms
- Exploring practical strategies to run a sweepstakes or promotion if social media platforms' policies evolve on a regular basis
 - Implementing internal protocols to track updates from social media platforms

- Comprehending the major platforms' IP branding guidelines to ensure that you follow all the rules
- Choosing the appropriate social media platform to conduct the sweepstakes or promotions
 - What are the factors to consider when making your decision?

4:15

All Things Global: Exploring Legal and Business Considerations for International Sweepstakes or Promotions

Allison Fitzpatrick

Partner

Davis & Gilbert LLP (New York, NY)

- Comparing the risks and benefits of conducting an international sweepstakes or contest
- Examining the various privacy rules in different regions that may impact a sweepstakes or contest
- How do regions outside of the United States treat the rules surrounding bloggers and influencers for endorsements and testimonials?
- Identifying common pitfalls with translation and other language requirements
- Analyzing region specific laws that may have a unique impact on sweepstakes or promotions
 - EU's General Data Protection Regulation ("GDPR"), including penalties and fines imposed for violations
- Deciphering which region's laws to use when sweepstakes or promotions are run on mobile apps

5:15

Conference Adjourns to Day Two

DAY 2

TUESDAY, OCTOBER 18, 2016

7:30

Continental Breakfast

8:30

Co-Chairs' Opening Remarks and Recap of Day One

8:45 LIVE POLLING

Going Viral: Mitigating the Impact of Negative Reviews While Managing PR Crises

Emily Goodman Binick

Vice President & Senior Counsel

American Express Company (New York, NY)

NY)

Digital advertising can become a risky venture when you do not have an adequate policy on responding to PR crises in a timely manner. In an age where many, if not most, consumers expect a quick response from brands on social media, it is critical to evaluate the risk factors before engaging with unhappy customers in real time. Featuring live polling to help you compare your best responses against your peers', the speakers will examine how to react to PR challenges and formulate practical strategies to capture your consumers' loyalty again.

- Comparing the rights of a company and an individual on online review sites
 - What can and can't you say online?
- Best practices for minimizing the negative publicity when a damaging review or social media post goes viral
 - Doing your homework: Identifying common triggers that may cause your brand's post to go viral for all the wrong reasons
 - Developing a comprehensive strategy to react to a social media crisis before it happens
- Considering the risks and benefits of engaging a social media troll in real time
- Examining incentivized reviews and how to ensure you comply with the relevant regulatory and legal rules
 - Understanding the various platforms' policies on incentivized reviews
- Industry alert: Pinpointing privacy rules to consider when responding to a consumer review for companies in highly regulated industries, such as HIPAA or the Gramm-Leach-Bliley Act

10:00

Spotlight on Emerging Forms of Social Media Platforms

Claudine Wilson

Senior Counsel, Legal & Business Affairs

HBO (New York, NY)

Do you know what forms of social media millennials and Generation Z are using? Do you know how to use those social media platforms? In this interactive spotlight, you will learn about social media platforms beyond Facebook, Twitter, Instagram, or YouTube. Speakers will give you a tutorial on what makes these new forms of social media the next frontier for brands to conquer, as well as successful examples of promotion strategies. Don't forget to bring your smartphone or tablet!

10:30

Morning Refreshment Break

10:45  LIVE POLLING

Capturing Attention on the Small Screen: Making the Most of Live Video Streaming

In this interactive session, attendees will find out how live streaming has impacted the relationship between brands and consumers. Balancing the risk factors against the benefits of using live video, attendees will learn best practices for brands that are considering using live streaming for promotions.

Jamie Rubin
Partner
InfoLawGroup LLP
(Chicago, IL)

Sara F. Hawkins
Attorney at Law
Law Office of Sara F. Hawkins
(Phoenix, AZ)

- Exploring situations where a brand may want to promote using live streaming
- Comparing the various live streaming platforms — such as Periscope, Meerkat, or Livestreaming on Facebook — to understand when to utilize each platform
- Implementing practical strategies to run a sweepstakes or contest while incorporating live video streams as an element
- Understanding the pitfalls and minimizing the risk of infringement when streaming live events

11:30

Employer versus Employee: Clarifying a Company's Rights & Responsibilities When It Comes to Social Media Use In and Out of the Workplace

Benjamin Berman
General Counsel
KAYAK (Stamford, CT)

Ryan Garcia
Legal Director
Dell Inc. (Round Rock, TX)

Jennifer Malloy
Senior Counsel
Guthy-Renker LLC (Santa Monica, CA)

Moderator:
Tracy Richelle High
Partner
Sullivan & Cromwell LLP
(New York, NY)

- Update on current NLRB and EEOC's decisions and opinions on the use of social media in the workplace
- Assessing the employee's right to free speech while protecting the company's reputation
 - Delving into examples of how employers handled an employee who made disparaging remarks on social media
- Creating internal employment policies to establish clear ownership of social media accounts
- Exploring the risks and benefits of requiring employees to have a social media account
- Developing a comprehensive training program in the workplace to train employees on the risks of social media
 - Analyzing the various types of training programs that you can institute to teach employees about using social media

12:30

Conference Adjourns

* A networking luncheon will be served at 12:30 pm for delegates attending the post-conference workshop

POST-CONFERENCE WORKSHOP

TUESDAY, OCTOBER 18, 2016

1:30 – 4:30 PM | Registration begins at 1:00 PM

"Many Will Enter, Few Will Win:" Developing Best Practices for Sweepstakes and Promotions Rule Drafting

Pamela M. Deese
Partner
Arent Fox LLP (Washington, DC)

Marty Glovin
Chief Product Officer
Marden-Kane Digital Promotions
(Woodbury, NY)

Shalom Stephens
Promotions & Advertising Counsel
Creative Zing Promotion Group
(Orlando, FL)

A successful sweepstakes and promotions starts with clear, enforceable rules that entrants will read and be able to understand. Brands, lawyers, and the agencies representing them face unprecedented challenges to rule drafting in the age of social media. From the call to action to voting and judging the entries, companies must ensure that the rules are unambiguously published to work for tweets, mobile, and on multi platforms of social media. This hands-on workshop will analyze the specific language necessary for a sweepstakes, promotion, or a contest. Speakers will provide examples of sample language used by leading brands and address the following issues:

- Distinguishing between a sweepstakes, a contest, and a lottery
- Drilling down the different terms of use for various social media platforms (e.g., Facebook, Twitter, Instagram, Snapchat)
- Analyzing with specificity what must be included in the rules
- Exploring the factors to consider in reviewing submissions and preserving the integrity of the promotion
 - Examining live voting contests and what this may mean for your contest
- Notifying entrants of the rules to a sweepstakes or promotion on a social media platform and making sure that entrants accept the rules
- Reviewing examples of rules leading to malcontent or legal action
 - Printing errors
 - Avoiding public relations backlash
 - Identifying how ambiguous rules can lead to a result contradictory to the brand's intentions
 - Failure to state necessary disclosure language (e.g., no purchase necessary)
- Calculating the risks associated with modifying the rules after the sweepstakes or promotion has started
 - Mitigating social media crises
 - Breaching the contract by not obtaining consent
- Informing consumers on how to claim their prizes
- Keeping the rules current with new state or federal legislations
- Identifying the bonding, registration, and insurance triggers
- Understanding the company and consumer tax consequences for prizes over \$600 in value
- Comprehending your legal obligations when you may want to cancel a promotion
- Developing a brand's internal responsibilities when collecting personal information for a sweepstakes, promotion, or a contest



Exclusive Room Rates!

American Conference Institute is pleased to offer our delegates a limited number of hotel rooms at a preferential rate. Please contact the hotel directly and mention "ACI's Digital Advertising Compliance Summit" conference to receive this rate.



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Accreditation will be sought in those jurisdictions requested by the registrants which have continuing education requirements. This course is identified as nontransitional for the purposes of CLE accreditation.

ACI certifies that the activity has been approved for CLE credit by the New York State Continuing Legal Education Board.

ACI certifies that this activity has been approved for CLE credit by the State Bar of California.

You are required to bring your state bar number to complete the appropriate state forms during the conference. CLE credits are processed in 4-8 weeks after a conference is held.

ACI has a dedicated team which processes requests for state approval. Please note that event accreditation varies by state and ACI will make every effort to process your request.

Questions about CLE credits for your state? Visit our online CLE Help Center at www.AmericanConference.com/CLE

With more than 300 conferences in the United States, Europe, Asia Pacific, and Latin America, **American Conference Institute (ACI)** provides a diverse portfolio devoted to providing business intelligence to senior decision makers who need to respond to challenges spanning various industries in the US and around the world.

As a member of our sponsorship faculty, your organization will be deemed as a partner. We will work closely with your organization to create the perfect business development solution catered exclusively to the needs of your practice group, business line or corporation.

For more information about this program or our global portfolio of events, please contact:

Wendy Tyler
Director of Sales, American Conference Institute
Tel: 212-352-3220 x5242
W.Tyler@AmericanConference.com

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1 Choose your Registration Method

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New York, NY 10010

2 Select your Level of Engagement

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Special Discount

ACI offers financial scholarships for government employees, judges, law students, non-profit entities and others. For more information, please email or call customer service.

Fee Includes

The program, all program materials, refreshment breaks and lunches.

Terms and Conditions

Payment Policy

Payment must be received in full by the program date to ensure admittance. All discounts will be applied to the Program Only fee (excluding add-ons), cannot be combined with any other offer, and must be paid in full at time of order. Group discounts available to 3 or more individuals employed by the same organization, who register at the same time.

Delegate Substitutions and Cancellations

You must notify us by email at least 48 hrs in advance of the conference if you wish to send a substitute participant. If you are unable to find a substitute, please notify us in writing no later than 10 days prior to the conference date. All cancellations received will be subject to a cancellation fee of \$350. Delegates opting to receive a credit voucher will receive a credit for the full amount paid, redeemable against any other American Conference Institute conference in the next 12 months.

No credits or refunds will be given for cancellations received within 10 days of the conference start date. Delegates may not "share" a pass between multiple attendees without prior authorization. No liability is assumed by American Conference Institute for changes in program date, content, speakers or venue. American Conference Institute reserves the right to cancel any conference it deems necessary and will, in such event, make a full refund of any registration fee, but will not be responsible for airfare, hotel or other costs incurred by registrants.

4 Complete Payment Details

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NUMBER EXP. DATE

CARDHOLDER

I have enclosed my cheque for \$ including applicable taxes made payable to **American Conference Institute** (T.I.N.—98-0116207)

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I confirm I have read and understood the terms and conditions of registering for this event

Venue Information at a Glance

Venue: Park Lane Hotel
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TEL.: 1-800-221-4982
Online: <http://tinyurl.com/2016-Digital-Advertising>

Book your Accommodation

American Conference Institute is pleased to offer our delegates a limited number of hotel rooms at a preferential rate. Please contact the hotel directly and mention "ACI's Digital Advertising Compliance Summit."

October 17–18, 2016 | Park Lane Hotel | New York, NY



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Social Media, Sweepstakes & Promotions

American Conference Institute
45 West 25th Street, 11th Floor
New York, NY 10010

Attention Mailroom

If undeliverable to addressee, please forward to: **General Counsel, Advertising & Marketing Counsel, Promotions Manager, Paralegal – Advertising & Promotions, Contract Administrator, Social Media Manager, Digital Media Manager**

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American Conference Institute
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Social Media, Sweepstakes & Promotions

NEW
Live
polling
this year!

NEW HALF DAY SESSION: WEDNESDAY, OCTOBER 19, 2016

Master Class on Claim Substantiation

Attend this half-day seminar to delve into what consumer facing industries must be aware of when substantiating claims made for marketing campaigns or promotional materials. Examining the nuances of the claim substantiation, along with an in-depth study on how traditional forms of claim substantiation methods are impacted by the digital and social media space, this session will help you develop best practices for robust claim substantiation methods.

For more information, visit AmericanConference.com/ClaimSubstantiation.

Register Now | 888 224 2480 | AmericanConference.com/DigitalAdvertising