

Promotions and Sweepstakes in the Digital Age

EVENT | 09.22.2016

Chicago, IL

Advertising Practice Group leader Andrew Lustigman will present at Practising Law Institute's program "Advertising Law Institute 2016" on September 22-23, 2016 in Chicago, IL. This program, which has been updated to reflect current legal trends cutting across the advertising industry, will address how new media outlets and the growing importance of social networking continue to create new challenges for advertisers, who are fighting harder than ever to preserve and increase market share and to reach their consumers effectively. Andrew will specifically speak to Promotions and Sweepstakes in the Digital Age and how the Internet, social and mobile media provide companies with many opportunities to promote their products and services, while adhering to numerous federal, state, and local laws that govern each digital sweepstakes or skill contest.

PROFESSIONALS

Andrew B. Lustigman

PRACTICE AREAS

Advertising, Marketing & Promotions