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ADVERTISING  
HALL OF FAME®

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The Advertising Hall of Fame is the most prestigious award bestowed in the advertising industry honoring individuals and corporations who have **raised the standard for advertising excellence.**



The National Student Advertising Competition (NSAC) is the **premier college advertising competition.** It provides more than 2,000 college students with real-world experience by requiring a strategic advertising/marketing/media campaign for a corporate sponsor. Schools from each district are selected to present their campaigns to a panel of industry executives at the AAF National Conference.



The AAF's Most Promising Minority Students Program connects the advertising industry with the nation's **top minority college seniors.** It provides opportunities to recruit fresh talent, to further prepare advertising's best young prospects and to help the industry's workforce better reflect the multiculturalism of today's society. The program not only honors the students, but enhances their knowledge and understanding of the advertising industry by offering networking, interviewing and industry immersion opportunities with industry professionals.



ADMERICA! is the **AAF's National Conference,** which connects all aspects of the advertising industry. Influential agencies, clients, media companies, suppliers and colleges from across the country will address how to thrive in today's economy and how the changing culture of business and consumers is impacting our industry. ADMERICA! explores new ways of communicating through social media, diverse markets' impact on business, and innovative insights into creativity and business solutions.



**The world's largest advertising competition,** The ADDY® Awards represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types, creative by all sizes and entrants of all levels from anywhere in the world.



The Advertising Hall of Achievement is the industry's premier award for **outstanding advertising professionals age 40 and under**. The American Advertising Federation established this program in 1993 as a way to recognize young talented individuals who are making a significant impact on the advertising industry.



The AAF hosted its first Mosaic Awards & Forum program in 2001 to **recognize successful multicultural marketing and diversity efforts**. In 2004, the AAF and its District Two joined forces to host the Diversity Achievement and Mosaic Awards & Forum during Advertising Week New York. The partnership has proven to be very successful and the Diversity Achievement and Mosaic Awards & Forum has established itself as Advertising Week New York's premier diversity and multicultural event.



AdCamp **introduces high school students to the many facets of advertising** through hands-on learning activities. It gives them the opportunity to work on a client project, interact with University of Illinois and Howard University faculty, ad industry professionals from client companies, advertising agencies and media organizations, as well as current advertising students in college.



From the Source is the American Advertising Federation's exclusive web seminar series. From the Source **brings trade professionals directly to the desktops of the AAF's members** through monthly webcasts exploring a wide variety of topics ranging from social media to diversity to legal issues in the media. From the Source is available to the AAF's members only and is a *completely free benefit* of membership!



The AAF's Thought Leadership Forum Series is designed to allow the AAF's **corporate members and other industry leaders** to share their expertise with their peers in a thought provoking and insightful environment, which generates innovative ideas that lead to enhanced business practices.