

2018 - 2019

# FIELD GUIDE

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BETTER YOUR BRAND

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**AAF Buffalo's 2018-19 membership year runs from September through August. Whether you are a student, pro, or CEO—this is the perfect time to Better Your Brand with the largest advertising club in town.**

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### **NETWORKING**

Every trailblazer could use a troop. Collaborate with people who are just as passionate about marketing communications as you are.



### **SPOTLIGHT SPEAKER SERIES**

Get insight from pathfinders in today's ad industry as they share their perspectives and answer your questions face-to-face.



### **SKILLSHOPS**

Add more tools to your survival kit by learning skills that can't be learned during a normal workday.



### **AMERICAN ADVERTISING AWARDS**

Validate your superior ideas and late nights with ADDYs lucite—the highly coveted merit badges of the ad industry.



### **SCOUTING**

Discover new talent or opportunities faster than you could ever tie a timber hitch through casual networking and free use of the AAF Buffalo job board.



### **SAVINGS**

Enhance your thriftiness with discounted event tickets, free job posts, free forwarding of Gold ADDY winners, and perks from AAF partners.

# 2018 - 2019

## *membership ranks*

In addition to the following, all members enjoy the convenience of discounted event tickets, eligibility to enter the American Advertising Awards (AAAs), free district forwarding of all Gold ADDYs, eligibility to register for member-only Skillshops, and access to a member directory.

BENEFITS	STUDENT \$15	EDUCATOR \$80	INDIVIDUAL \$100	CORP. 3 \$250	CORP. 5 \$450	CORP. 10 \$800	CORP. 15 \$1,100
Membership(s)	1	1	1	3	5	10	15
Additional Members	—	—	—	—	\$80 each	\$80 each	\$80 each
Member Appreciation Event Tickets	1	1	1	3	5	10	15
AAF Member Discount Program	—	YES	YES	YES	YES	YES	YES
Free Listings on AAF Buffalo Job Board	—	YES	YES	YES	YES	YES	YES
Eligible to submit content to newsletter	—	YES	YES	YES	YES	YES	YES
Instagram Takeover (1 Week)	—	—	—	YES	YES	YES	YES
Eligible to Present a Skillshop	—	YES	YES	YES	YES	YES	YES
Eligible to Submit a Guest Blog Post	—	—	—	YES	YES	YES	YES
Logo and Link on Corporate Member Page	—	—	—	YES	YES	YES	YES
AAA's Showbook Ad	—	—	—	Quarter Page	Half Page	Full Page	Full Page
Eligible for Scholarship Opportunities	YES	—	—	—	—	—	—

*join today* [AAFBuffalo.com/membership](http://AAFBuffalo.com/membership)

**2018 - 2019**  
*schedule highlights*

- SEPTEMBER** Annual Meeting
- OCTOBER** Buffalo Prep Day  
**Ad Week:** Skillshop, Adidas Speaker /  
Happy Hour, Speed Networking  
**Spotlight Speaker Series:** Bridget Todd
- NOVEMBER** **Spotlight Speaker Series:** Blair Enns  
Student Portfolio Seminar
- DECEMBER** Jingle Bowl Tournament
- JANUARY** Skillshop  
BrandHack
- FEBRUARY** AAA Preview Night
- MARCH** American Advertising Awards  
Student Agency Tour
- APRIL** **Spotlight Speaker Series:** John January  
Student Portfolio Review  
Skillshop
- MAY** **Signature Speaker:** David Beebe
- JUNE** **Spotlight Speaker Series:** Nathan Yoder  
Member Appreciation Party
- AUGUST** The Big Tip-Off



Join today at [AAFBuffalo.com/membership](http://AAFBuffalo.com/membership)