



## Membership

### AdFed 2019–2020 Season at a Glance:

17

#### Small programs throughout the year

Free to members—  
\$340 in savings. (\$20  
per event without  
membership)

5

#### Marquee programs throughout the year

\$135 in savings to  
members through  
discounts

### Annual Membership Provides Your Company:

- > Every employee at your agency becomes an AdFed member
- > Every employee at your agency becomes an American Advertising Federation member—with access to exclusive tools, webinars and other benefits from the national organization
- > Free access to small programs (\$340 in savings per employee)
- > Guaranteed access to all AdFed and Ad 2 programs 7 days prior to the public
- > Discounted access to marquee programs (\$135 savings per employee)

## Annual Membership Dues

Size of Company/Group	Agency/Company Price	University Price
1-2 People	\$100	\$50
3-10 People	\$500	\$250
11-30 People	\$1,000	\$500
31-100 People	\$2,000	\$1,000
101+ People	\$3,000	\$1,500

\*Only those employees in marketing departments of brands are eligible for above pricing structure

# Programs + Events by AdFed + Ad 2

21 Small Programs Per Year	With Membership	No Membership
Fredrikson & Byron on Ad Law	Free	\$20
Silver Medal & Paul Foss Awards	Free	\$20
New Truths in Advertising	Free	\$20
Behind the Pin Series (6 Events)	Free	\$20
Ad Trivia Night	Free	\$20
Undisclosed in Advertising	Free	\$20
Agency Social Series (6 Events)	Free	\$20
5 Marquee Programs Per Year	With Membership	No Membership
Women's Leadership Panel	Free	\$50
32 Under 32 Awards	\$25	\$50
The Minnies	\$25	\$50
Student Advertising Summit	\$45	\$55
The Show	\$50	\$75

AdFed

## The Minnies

In its second year, the Media Innovation Awards (Minnies) is designed to give outstanding media professionals their due.

January, 2020 | 400 attend

## The Show

The premier advertising event in the Twin Cities and the eminent award show championing advertising and marketing across Minnesota.

February, 2020 | 1,300 attend

## Contact Us

Advertising Federation of Minnesota  
701 N 3rd St, Suite 108  
c/o True Media  
Minneapolis, MN 55401

For membership inquiries, contact Alex Denholm at [alex.denholm@adfed.org](mailto:alex.denholm@adfed.org)

Ad2

## Women's Leadership Panel

An evening of lively discussion, break-out sessions, industry-changing conversation, and community-building with our industry's most brilliant and talented women.

November, 2019 | 500 attend

## Student Advertising Summit

A 2-day conference to connect students + young professionals with agencies + in-house marketing companies.

February, 2020 | 350 attend

## 32 Under 32

Celebrating Minnesota's advertising, marketing, creative and PR all-stars who are absolutely crushing it before they (legally) blow out 32 birthday candles.

May, 2020 | 450 attend