

### AdFed 2022-2023 Season at a Glance:

17

#### Small programs throughout the year

Reduced admission for  
members

5

#### Marquee programs throughout the year

Up to 50% savings  
on admission for  
members

### Annual Membership Provides Your Company:

- › Employees at your agency become an AdFed member
- › Receive up to 50% discounted access to programs and marquee events
- › Employees at your agency become an American Advertising Federation member—with access to exclusive tools, webinars and other benefits from the national organization
- › Save \$100 per entry for The Show submissions
- › Receive free postings on our online job board

### Annual Corporate Membership Dues

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

### Annual Individual Membership Dues

Individual Membership	\$100
Student/Educator Membership	\$50

### Come join us!

Ad Fed MN is THE professional organization that integrates the creative genius and the strategic analytics of advertising into a union that energizes, excites and ignites!

When you become a member of Ad Fed, you'll join an array of business professionals representing marketing, advertising, public relations, broadcast media, interactive, corporations, small businesses, freelancers and students. In short, creatives of all kinds. Ad Fed members thrive on interacting with others within similar disciplines. Unlike some organizations, there is spontaneous excitement that is generated when we fill a room. It's a synergy of ideas and motivation.

Since its founding in 1906, AdFed has enjoyed real staying power, primarily due to the make up of our membership. The key is diversification. It's the left brain working together with the right – a kind of yin-yang thing. The union of strategic and creative. AdFed is that union – an organization of members exhilarated by creative work.

Whether you are just starting out or already established in your career, becoming a member of the Advertising Federation of Minnesota will expand your opportunities to be seen and heard.

### Becoming a member of AdFed provides opportunities to:

- > Be part of the creative energy in the Twin Cities and nationally
- > Get to know the "up and coming" as well as the "who's who" in the creative industry
- > Keep up-to-date on the latest trends, the "dos and don'ts" and how to act on the "what ifs?"
- > Become a voice in the industry, your community and beyond.
- > Lead and support the efforts of others
- > Form friendships and business relationships that can last a lifetime

**Most importantly, Ad Fed allows you to relax, learn, grow and have fun with friends and colleagues throughout your professional career.**

## 5 Marquee Programs Per Year

AdFed

### The Minnies

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

*Last event: 400 attended*

### The Show

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

*March 2022: 800 attended*

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.

*Last event: 500 attended*

### Student Advertising Summit

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

*Last event: 350 attended*

## Contact Us

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For membership inquiries, contact LuAnn Yattaw at [LuAnn@adfed.org](mailto:LuAnn@adfed.org) or Shelley Fischer at [Shelley@adfed.org](mailto:Shelley@adfed.org)

### 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 2022: 375 attended*