

A background image of the Chicago skyline featuring the Willis Tower, a Ferris wheel, and boats on Lake Michigan. The text is overlaid on a dark grey semi-transparent box.

# **CHICAGO ADVERTISING FEDERATION**

## **THE MISSION**

**ELEVATE THE MARKETING COMMUNITY TO  
FOSTER THOUGHT LEADERSHIP IN CHICAGO**

## **THE PURPOSE**

**DELIVER EXPERIENCES THAT BUILD A STRONG  
COMMUNITY ACROSS MARKETING**

## **THE VISION**

**UNITE AND GROW THE CONNECTORS IN  
MARKETING TO BE A COMMON THREAD ACROSS A  
DYNAMIC AND DIVERSE INDUSTRY**

2018

# CALENDAR OF EVENTS

CHICAGO ADVERTISING FEDERATION

**American Advertising Award**

3/14

**Hot Seat Panel**

accountability for diversity/inclusion  
3/14

**Hot Seat Panel**

6/6

**Ad Woman of the Year**

Oct

WINTER 2018

SPRING/SUMMER 2018

FALL 2018

**Career Day**

2/16

**Silver Medal Award**

Honoring Fay Ferguson  
4/25

**Hot Seat Panel**

9/19

**Hot Seat Panel**

12/12

# A YEAR IN REVIEW

## SIGNATURE EVENTS OF 2017

### SILVER MEDAL AWARD

Honors a distinguished member of the Chicago community for their lifetime achievements and accomplishments to the field of advertising.

2017 Recipient:

Fay Ferguson  
Co-CEO

Burrell Communications

### AD WOMAN OF THE YEAR

Honors a distinguished woman of the Chicago ad community for her accomplishments.

2017 Recipient:

Laurel Flatt  
President

McGarryBowen Chicago

### AMERICAN ADVERTISING AWARD

American Advertising 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.

### CAREER DAY

The Annual Career Day for college students or professionals new to the ad industry, offers an inside look at the Chicago advertising industry.



# A YEAR IN REVIEW

## HOT SEAT EVENTS OF 2017

### Topics

Transparency & Trust, the Changing Consumer Landscape, and the current/ future role of digital in advertising

Moderator: E.J Schultz, Ad Age, Chicago Bureau Chief

CES 2017 Roundtable Discussion- Now What?

Moderator: E.J Schultz, Ad Age, Chicago Bureau Chief

Mergers, Consolidations, and Competition

Moderator: E.J Schultz, Ad Age, Chicago Bureau Chief

Do Brands Really Know Best? Explore the Ins and Outs of In-House Agencies

Moderator: E.J Schultz, Ad Age, Chicago Bureau Chief

### Panelists

- Rishad Tobaccowala, Chief Growth Officer, Publicis
- Trish Chuipek, President Midwest Region, OMD
- Shaun Healy, Senior Brand Manager, US Cellular
- Heather Dumford, Conagra

- Chris Booth, CEO, Mediavest/Spark
- Jordan Bitterman, CMO, The Weather Channel
- Dario Spina, EVP, CMO Viacom Velocity
- Jennifer Howard, Group Director, Performance Marketing & Digital Disruptors, Facebook

- Periane Grigon, Client Executive, Accenture
- Bob Raidt, Business Leadership Dept Head & Arc Worldwide CEO
- Steve Slivka, Chief Creative Officer, Edelman
- Sasha Savic, CEO, Mediacom

- Brandon Starkoff, CEO Managing Partner, Transparent
- Barbara Liss, Marketing Leader, Merrick
- Dane Matthews, VP & Head of Marketing, Roti
- Rob Davis, President, Starcom
- Lisa Giacosa, Global Head of Experience Planning and IM, Kimberly Clark

# LOOKING FORWARD

## HOT SEAT EVENTS OF 2018

### Topics

3/14

Accountability for Diversity & Inclusion in the Advertising Industry

Moderator: Judy Franks, Lecturer, Medill School of Journalism, Northwestern

6/6

TBD Hot Seat Event

Moderator: TBD

9/19

Women & Media

Moderator: Rachel Davis Mersey, Associate Professor at Northwestern University

12/12

TBD Hot Seat Event

Moderator: TBD

### Panelists

- Rona Fourté, Director of Supplier Diversity, Walgreens
- Wendy Lewis, Global Chief Diversity Officer, VP Global Community Engagement, McDonald's Corporation
- Renetta McCann, Chief Talent Office, Leo Burnett
- Nicholas Pearce, Management & Organizations, Kellogg School of Management, Northwestern

- Panelists: TBD

- Panelists: TBD

- Panelists: TBD

# SPONSORSHIP/ MEMBERSHIP LEVELS

**Annual Sponsorship- Includes Annual Recognition, company membership, all event access, social channel postings, email outreach, advertising, and more**

Platinum= \$18,000+

Gold= \$12,500-\$17,500

Silver= \$7,500-\$12,000

## **CAF Members/Sponsors- A La Carte options:**

Company Membership, Hot Seat, YP and Sponsor Events, Access to the Board, One Email Blast to Membership (approved by CAF), opportunity to offer Hot Seat Panelist, advertising and opportunity to distribute branded items

Trustees= \$5,000

Partners= \$2,500

## **Event Sponsors**

Customized to meet your needs and goals. This could include: Title Sponsorship, Print Sponsorship, Opportunity to Address Attendees, Advertising, Wifi, Venue, Coat Check, and more

\*Custom Sponsorships are Available at all Levels

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