

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]

Sent: Tuesday, March 30, 2010 12:28 PM

Subject: Early Bird Registration Deadline Approaching: 3AF Asian American Marketing Conference: Model Minority to Model Consumer, May 20-21, Las Vegas

SAVE the DATE!



Asian Marketing Conference

Model Minority to Model Consumer
Capturing your share of the Asian consumer market

May 20-21, 2010
MGM Grand Hotel, Las Vegas

How often do you have a chance to win big in Las Vegas? Join us for two days and learn what it takes to capture your share of the most highly sought after market. By attending the Asian American Advertising Federation's in-depth marketing conference, you have a chance to walk away with the knowledge and connections to maximize your marketing spend in 2010 and beyond.

The conference is the largest gathering of Asian and multicultural marketing experts, Asian advertising agency executives, Asian media partners, and corporate marketers and advertisers from throughout the United States. Space is limited, and the two days are filled with speakers and insights that make this a sure bet.

Conference speakers/topics include:

- Jennifer 8. Lee, former NY Times reporter and author of *The Fortune Cookie Chronicles*
- Park-Jin Young, founder of JYP Entertainment, responsible for the international mega hit acts The Wonder Girls and Rain
- Spotlight on Hyundai's unprecedented success story
- "What Success Looks Like," featuring JC Penney
- "The Power of Social Networking—How Asians Connect Online"

- An in-depth look at the historical 2010 U.S. Census campaign
- Insights and perspectives from top Asian creative directors
- Video premiere of the 3AF's ethnographic research study results
- 3AF Creative Awards Dinner
- And much, much more!

Hurry and register by April 2 to receive the early bird rate of \$395 for 3AF members and \$495 for non-members. After April 2, the conference price goes up to \$495 for 3AF members and \$595 for non-members. The 3AF has negotiated a special, reduced room rate at the MGM Grand Hotel of \$89 per night. Please contact the hotel directly and ask for the "3AF Conference rate." You may also book your hotel via online travel websites but please be sure to let the 3AF and the hotel know so your room can be included in the 3AF room block. To register for the conference, please click on the link below. An updated conference agenda, speaker bios and photos and the creative awards entry forms will be posted at www.3af.org.

For more information or questions, please contact Genny Hom-Franzen, 3AF Executive Director, at ghomfranzen@3af.org.

[Early Bird Registration – Register Now!](#)

[Conference Agenda](#)



About This Newsletter

Multicultural Marketing News, is published by Multicultural Marketing Resources, Inc. (MMR). For a free subscription to Multicultural Marketing News, sign up for MMR E-News at www.multicultural.com

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