

# american advertising federation

events & experiences

**aaf** american  
advertising  
federation  
**club services**

## signature events & recognition

### **AdCamp**

AdCamp introduces high school students to the many facets of advertising through hands-on learning activities. It provides them the opportunity to work on a real client campaign, interact with industry professionals, as well as explore career options through company immersions and classroom activities.

### **ADMERICA**

ADMERICA is the AAF's annual conference met to enhance enthusiasm for the advertising industry and the leadership skills of our grass roots network. During this week-long virtual event, attendees can anticipate exceptional speakers, workshops and industry insight designed to elevate each person's personal and professional approach to excellence.

### **Advertising Day on the Hill**

Advertising Day on the Hill is an important and exciting event designed to dramatically demonstrate to lawmakers the power and passion of the advertising industry's grassroots network—the members of the American Advertising Federation's local clubs and federations from across the country.

### **Advertising Hall of Achievement**

The Advertising Hall of Achievement is the premier event recognizing top young thought leaders making a significant impact on our industry and their communities. The impressive alumni network—each selected by peers in the advertising industry—includes nearly 200 members who have transformed the landscape of advertising, entertainment and media.

### **Advertising Hall of Fame**

The Advertising Hall of Fame celebrates industry legends, who, throughout their trailblazing careers, have distinguished themselves with outstanding, nationally- and globally-recognized professional achievements; remarkable innovations that have changed our industry and our culture; and exceptional philanthropic work both within the advertising industry and in their communities.

### **American Advertising Awards**

The American Advertising Awards is the advertising industry's largest and most representative competition, attracting nearly 30,000 entries every year in local AAF Ad Club competitions. The mission of the American Advertising Awards is to recognize and reward the creative spirit of excellence in the art of advertising.

### **Barton A. Cummings Gold Medal Award**

The Barton A. Cummings Gold Medal Award was established by the AAF's board of directors in 1994 to recognize distinguished individuals for their service to advertising through volunteer work with the AAF. It is AAF's highest volunteer service award.

### **Betty Riehl Excellence in Service Award**

The AAF's board of directors established the Betty Riehl Excellence in Service Award in 1997 to recognize and honor employees of the AAF's member clubs, federations, districts and national headquarters.

### **Chic Davis Memorial Award**

The [Chic Davis Memorial Award](#) was developed to honor members who have championed the American Advertising Awards and helped elevate the program's image, financial success and awareness among entrants and members.

### **College Chapter Membership Awards**

The AAF has more than 170 [College Chapters](#) across the U.S. with nearly 4,000 student members. In an effort to encourage active member solicitation and retention, the American Advertising Federation recognizes two college chapters for outstanding membership growth.

### **Distinguished Advertising Educator Award**

The [Distinguished Advertising Educator Award](#) honors an educator who has been a consistent mentor to students, has supported the success of the advertising industry through research, teaching and advocacy, and has been engaged in the advancement of the mission of the AAF through activism within the organization.

### **The Mosaic10**

In a continuing effort to recognize the importance of diversity & inclusion in our industry, the AAF's Mosaic Center has launched the [Mosaic10](#), a consumer-selected list of the top advertising and multicultural moments of the year.

### **Mosaic Awards**

The AAF's [Mosaic Awards](#) recognize companies, agencies and individuals whose commitment to diversity and inclusion is evident through their creative work and organization-wide initiatives.

### **Most Promising Multicultural Students**

The AAF's [Most Promising Multicultural Students](#) program connects the advertising industry with the nation's top multicultural college seniors. This experience provides opportunities to recruit fresh talent and further prepare the advertising industry's best young prospects.

### **National Student Advertising Competition**

The [National Student Advertising Competition](#) is the premier college advertising competition that provides more than 2,000 college students the real-world experience of creating a strategic advertising/marketing/media campaign for a corporate client

### **Ovation Awards Competition**

The national [Ovation Awards](#) competition is designed to recognize outstanding accomplishments of the affiliated advertising clubs and to showcase the programs and projects that these chapters undertake each year.

### **Pat Martin Excellence in District Leadership Award**

The [Pat Martin Excellence in District Leadership Award](#) is given to a member of the AAF who makes outstanding contributions to his or her District.

### **Silver Medal Award**

The AAF Silver Medal Award Program was established in 1959 to recognize men and women who have made outstanding contributions to advertising and who have been active in furthering the industry's standards, creative excellence, and responsibility in areas of social concern.

### **Student Advertising Career Conference**

The AAF's Student Advertising Career Conference is a three-day event where students learn about the field of advertising, discover what trends are developing in the industry and ignite their careers by networking with knowledgeable advertising professionals.