

65TH ANNUAL
ADVERTISING HALL OF FAME®

INDUCTION CEREMONIES & GALA DINNER
APRIL 7, 2014 • THE WALDORF=ASTORIA • NEW YORK CITY

CALL FOR NOMINATIONS

THE ADVERTISING HALL OF FAME IS THE MOST PRESTIGIOUS AWARD BESTOWED IN THE ADVERTISING INDUSTRY HONORING INDIVIDUALS AND CORPORATIONS WHO HAVE RAISED THE STANDARD FOR ADVERTISING EXCELLENCE.

CRITERIA FOR ELECTION

The Advertising Hall of Fame recognizes and celebrates the most accomplished and legendary figures in advertising, and in doing so inspires the next generation of advertising leaders to reach the highest heights of excellence.

Induction into the Advertising Hall of Fame honors men and women, international and American, who have had exceptionally distinguished and extraordinary careers, have completed their primary careers or have had careers spanning at least 35 years, and who, through and in their professional lives and community involvement, have made outstanding and notable contributions to the profession of advertising and its reputation, have consistently practiced the highest ethical standards, and have contributed substantially to their communities.

The Council of Judges considers the election of those whose record of advertising and service significantly enhanced the advertising industry in the United States.

NOMINATION REQUIREMENTS

Complete nominations must include:

- The nomination form (see next page).
- A description of the significant contributions the nominee has made to the advertising process. *In what ways was this contribution innovative? How has it impacted the advertising process over time?*
- A description of the nominee's contribution to the betterment of society outside his/her business career.
- Supporting recommendation letters are encouraged.
- No illustrations, speeches, books or samples may be included.

NOMINATION DEADLINE: JULY 19, 2013

Nominations can be sent to Lauren Seppi via e-mail to lseppi@aaf.org; via fax to (202) 898-0159; or mailed to, American Advertising Federation, Advertising Hall of Fame, 1101 Vermont Avenue NW, 5th Floor, Washington, DC 20005.

COUNCIL OF JUDGES

The Council of Judges is chosen annually by the president of the American Advertising Federation and chairman of the Advertising Hall of Fame. Judges are selected for their knowledge of the history and personnel of the advertising industry.

All nominations are presented to the Council of Judges, who make their selection by secret ballot. The election of candidates is made at the discretion of the Council of Judges, who may choose not to make a selection in any given year.

Candidates not elected will be automatically considered for selection for two additional years. However, additional nominations or supporting data on behalf of these nominees may be submitted in any year.

ADVERTISING HALL OF FAME INDUCTION CEREMONIES & DINNER

This year's induction ceremony and dinner honoring the newly elected candidates will be held at the Waldorf=Astoria in New York City on April 7, 2014.

Upon induction, each honoree receives a "Golden Ladder" trophy signifying membership in the Advertising Hall of Fame. This trophy, designed by the late Bill Bernbach, carries an inscription created by the late Tom Dillon. The inscription reads: "If we can see further, it is because we stand on the rungs of a ladder built by those who came before us."

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NOMINATION FORM

Candidate's Name: _____

Title and Business Affiliation: _____

Current Address: _____

City: _____ State: _____ Zip Code: _____

E-Mail: _____ Phone: _____

Years of Activity in Advertising Business: _____

Nomination Submitted By: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

E-Mail: _____ Phone: _____

NOMINATION DEADLINE: JULY 19, 2013

Nominations may be submitted to Lauren Seppi using one of the following methods:

- E-mail to lseppi@aaf.org
- Fax to (202)898-0159
- Mail to:
American Advertising Federation
Attn: Lauren Seppi/Advertising Hall of Fame
1101 Vermont Avenue NW, 5th Floor
Washington, DC 20005

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