

promaxbda

*** * * MEDIA ALERT * * ***

PROMAX|BDA TO HOST NETWORKING EVENTS AND PANELS IN CONJUNCTION WITH ADVERTISING WEEK, NYC (9/23 – 9/26)

Highlights Include Client-Vendor Speed Dating and Eye-Opening Sessions with Nicholas Negroponte, Paul Levoie and FCC Commissioner Joseph Adelstein

Los Angeles, CA — September 11, 2008 — Continuing to deliver on its commitment to provide a robust, year-round resource to members, Promax|BDA is producing a series of upcoming special events in conjunction with the annual Advertising Week in New York City, September 23 – 26, 2008:

9/23/08

Promax|BDA Client-Vendor Speed Dating

Star Lounge, 222 West 23rd St., NYC; 6-7:30pm

Putting a fresh and professional twist on the "speed dating" concept, this popular networking event pairs promotion and marketing executives (the clients) with design and agency service providers (the vendors) in a strategically positioned and highly visible series of power meetings.

9/23/08

Promax|BDA Networking and Cocktails

Star Lounge, 222 West 23rd St., NYC; 7:30-9:30pm

Promax|BDA members are invited to join their fellow colleagues for drinks and face time in the historic Chelsea Hotel.

9/25/08 (Advertising Week)

Promax|BDA Presents: *Can an Idea Change the World?*

Paley Center for Media, 25 W 52nd St., NYC; 10am

Promax|BDA President Jonathan Block-Verk moderates Nicholas Negroponte, founder, One Laptop Per Child and co-founder, MIT Media Lab, and Paul Lavoie, co-founder, chief creative officer of TAXI, in a discussion about branding, promoting and marketing big ideas. Free for all Promax|BDA members.

9/26/08 (Advertising Week)

Promax|BDA Presents: *A Conversation with Jonathan Adelstein*

Paley Center for Media, 25 W 52nd St., NYC; 12pm

Promax|BDA presents an exclusive, intimate conversation with FCC Commissioner Jonathan Adelstein, who will discuss recent findings regarding the DTV transition dry-run in Wilmington, NC, proposed branded content regulations, and what the impact of the impending election could mean to the FCC and the entertainment industry. Free for all Promax|BDA members.

REGISTRATION: For details, please contact Shanna Green at (310) 789-1553; shanna@promaxbda.org

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