



# Start With Trust

**LAWYERS, ADS & MONEY..with a shot of SunnyD!**

An advertising conference about fair advertising and marketing principles, and particularly suited for those who have experienced the "OMG...You want me to run that past a lawyer?" moment!

Covering popular advertising techniques and trends, including social networking, green advertising, viral marketing, sweepstakes, charitable sales promotions, behavioral marketing and more. This conference is presented by Frost Brown Todd LLC, with supporting partners: AdClub Cincinnati, CincinnatiAMA, and BBB.

Company Name \_\_\_\_\_  
Name of Attendee \_\_\_\_\_  
Email Address \_\_\_\_\_  
Payment Method \_\_\_\_\_  
Name on Card \_\_\_\_\_  
Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_  
# of Attendees \_\_\_\_\_ Total \$ \_\_\_\_\_  
Billing Zip Code \_\_\_\_\_

**Registration Information**

**Date:** July 30, 2009  
**Location:** Cintas Center, Xavier University  
**Time:** 8:00-12:30  
**Cost:** \$60.00

**Schedule**

**8:00 am** Registration  
**8:30-9:30** Breakfast with keynote speaker, Rick Zimmerman, SVP of Marketing and Innovation, Sunny Delight Beverages Co.  
**9:30-12:30** Presentation, ending with lunch

Payment is due at time of registration via phone. Please register by calling Trisha Sefakis at 513-639-9146 or fax at 513-744-6302.

All major credit cards accepted.

Cancellation must be made 48 hours prior to the event for a refund.

***IMPORTANT! Any Cincinnati BBB income from this Frost Brown Todd event will go the Cincinnati BBB Foundation, a 501(C)(3) that provides charity education services, Torch Awards For Marketplace Ethics and Student of Integrity Scholarships.***