



Question:

Work in Asian marketing or advertising and want to keep up to date on the news, trends and information in the industry? Know clients who want to tap into the significant buying power of Asian Americans? Want to help reach the fastest growing consumer segment? Want to better understand today's Asian American consumer?

Answer:

Join the ***Join the Asian American Advertising Federation (3AF)***

The Asian American market is evolving rapidly due to immigration trends and the ever-changing media landscape. China and India have replaced Mexico as the #1 and #2 sources of new immigrants in the United States, and these new immigrants are settling in areas beyond the traditional Asian gateways. Twitter recently broadcast its first NFL game and Facebook recently launched its video service. Netflix and Amazon are now entertainment programming sources, and "Master of None" won an Emmy Award for outstanding writing for a comedy for the "Parent" episode.

The Asian American Advertising Federation (3AF) is a national trade organization composed of Asian American advertising agencies, Asian market advertisers, Asian media companies, and other industry specialists. Our mission is to grow the Asian American advertising and marketing industry, raise public awareness of the importance of the Asian American community, and further professionalism in the industry. Our members have a wealth of knowledge and expertise in targeting and reaching Asian American consumers. No trade organization connects you closer or better to Asian marketing and communications than the 3AF.

The 3AF is a membership organization and we have several annual membership levels/categories, based on the type of company:

Dues/Membership Levels:

Corporate Member (Three Years): \$9,900

- Membership for three years
- Two, complimentary, "all-access" passes for each year of membership to the annual 3AF Asian Marketing Summit, the only national conference focusing specifically on Asian marketing and advertising. This includes all events held during the Summit, which may include the 3AF Boot Camp, the 3AF Summit, and any networking or special events that may be held during the Summit that year
- Access to 3AF case studies
- Access to 3AF research
- Printed copy of the 3AF's inaugural media consumption study "Reaching the Fastest Growing Consumer in a Digital World."
- Logo on the 3AF website during the three years of membership

Corporate Member (One Year): \$5,000

- Membership for one year
- One complimentary, "all-access" pass to the annual 3AF Asian Marketing Summit, the only national conference focusing specifically on Asian marketing and advertising. This includes all events held during the Summit, which may include the 3AF Boot Camp, the 3AF Summit, and any networking or special events that may be held during the Summit that year.
- Access to 3AF case studies for one year
- Access to 3AF research for one year
- Printed copy of the 3AF's media consumption research study "Reaching the Fastest Growing Consumer in a Digital World."
- Logo on the 3AF website during membership year

The following annual membership levels receive these benefits:

- Discount to the 3AF's Asian Marketing Summit and Boot Camp
- First to get access to the latest update/news/insights about Asian American consumers
- Discounts at 3AF events
- Periodic discounts with special 3AF partners on multicultural conferences or publications
- Targeted, focused exposure for your business or agency on the 3AF website, the best resource for clients looking for Asian marketing experts
- Eligibility to enter the 3AF's Excellence Awards competition, recognizing the best and brightest work in our industry
- Free job postings on the 3AF website
- Being a part of a great group of people who are committed to the Asian American community

Advertising agencies, public relations firms and special events companies: \$2,000

Individuals/Consultants/Sole-Proprietors: \$1,000

- Cannot be associated with any company, media organization or agency
- Must provide proof of sole-proprietorship

Newspapers, marketing research firms, television stations, television programmers, media buyers, radio stations, radio programmers and other industry partners and/or vendors: \$1,000

To join, please fill out the 3AF online membership form on our website:

<http://3af.org/membership.htm>

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



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