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SECRETARY GENERAL



Inspiring Excellence
in Communications
WorldwideSM

CHINA CHAPTER
INTERNATIONAL
ADVERTISING
ASSOCIATION

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INVITATION

The 17th China International Advertising Festival

Oct. 22nd- Oct. 24th, 2010

Wednesday, May 05, 2010

Dear IAA Friends,

Greetings from the IAA China Chapter and the China Advertising Association!

As a most professional, extensive and influential event in China's advertising industry, China International Advertising Festival has become converging center for advertising companies and media from home and abroad, advertisers and advertising educational academia, which provides a stage for professional communications and exchanges within the field and makes developing space for the initiation, outburst and dispersal of novel creativity, idea and solution. The festival has turned into a mirror that reflects the development of China's advertising industry and even opened an important window for communications between China and the world advertising industry.

The 17th CIAF will be held at the Nanchang International Convention and Exhibition Center in Nanchang, Jiangxi Province from October 22nd to 24th,

2010. In order to meet the demands of advertising market and provide a communicative platform for attendees, this year's CIAF mainly consists of:

- 8 summit forums, including Creative Forum, etc.;
- 7 exhibitions, including excellent works from 15 celebrated Global Ad Awards, etc;
- 6 awarding ceremonies, including Great Wall Award and Yellow River Award, etc.

We therefore sincerely invite you to come to Nanchang and attend the 17th China International Advertising Festival. We wish elites from all advertising circles to have a happy reunion and together share the achievement and happiness of the festival.

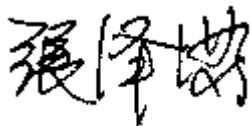
In order to enlarge the influence of the CIAF, from this year on, we cooperate with the China Daily, the sole English Daily in China, which is one of our partners in running the CIAF. They will represent us to be engaged in foreign entry call and other overseas work of the CIAF. Please do not hesitate to contact them if you want to participate in the CIAF.

Welcome to the 17th China International Advertising Festival in Nanchang, China!

Best regards,

Yours Sincerely

Zhang Zeman

A handwritten signature in black ink, appearing to be the Chinese characters '張澤曼' (Zhang Zeman).

Secretary General

IAA China Chapter