



Philadelphia Chapter of the American Marketing Association Announces the 2008 Marketer of the Year Awards Ceremony

*Regional award recognition program, serving as pivotal aspect of the greater
Philadelphia marketing community, to be held May 21, 2008 at the
Downtown Club with Keynote Speaker, Frann Mulholland of Coca Cola North
America*

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The Philadelphia American Marketing Association (PAMA) announces an exciting opportunity for all area marketing professionals - the PAMA Marketer of the Year (MOTY) Award Recognition Program. Sponsored by the Fox School of Business - Temple University, Pack-N-Tote, Today's Graphics, Iris Creative and DSI, the 2008 MOTY awards ceremony is in full swing to take place on May 21, 2008 at The Downtown Club. This year's keynote speaker, Frann Mulholland, Operations Marketing Manager for Coca Cola North America and a LaSalle University graduate, shares her experience as a marketing executive for one of the most emotional and powerful brands in the consumer goods industry.

Recognizing the immense number of talented marketers in the greater Philadelphia area who contribute to incredible success for the organizations they represent, the MOTY is designed to be a forum for acknowledging these professionals, for recognizing their efforts and for challenging this talent pool for years to come. The goals for the MOTY are to Educate, Motivate and Celebrate our membership base, our industry colleagues, our educators, our mentors and those that inspire marketers to lead the way in innovation, creativity and productivity.

PAMA is currently accepting nominations for the following awards categories:

- Marketer of the Year – Corporate and Individual
- Branding Corporate ID
- New Product/Service Launch
- Non-profit Awareness
- Experiential Marketing
- Interactive



- Small Budget
- The Philadelphian Select
- The PAMA Contributor
- The Fox School of Business Xtreme Makeover

Each category has significance in our industry and requires specific requirements and achievements to be documented in order for consideration. A distinguished panel of judges will be secured by the PAMA for reviewing submissions. The panel will consist of another AMA Chapter Board who will objectively and anonymously review and cast individual scoring points.

Details for PAMA's Marketer of the Year, including descriptions of the awards categories, submission guidelines and sponsorship opportunities, can be found on the PAMA website (www.amaphilly.org/blog/2008-marketer-of-the-year-awards/).

2008 Marketer of the Year Sponsors



About The Philadelphia Chapter of the American Marketing Association

The Philadelphia Chapter of the American Marketing Association (PAMA) is the seventh largest AMA chapter in the country. We are committed to bringing marketing professionals together with key thought leaders across various marketing disciplines and industries. One of the benefits to our association is that when you join the AMA, you get membership to the national association as well as to a local chapter. We host events each month with national and local marketing experts across many different topics. Visit us at www.amaphilly.org.