



International Conference on Advertising and Marketing Expo

Dates & Venue: November 3-4, 2015 in Valencia, Spain

(Theme: New Era of Revolution in Advertising and Marketing industry)

Abot the Conference:

AddMark-2015 welcomes attendees, presenters, and exhibitors from all over the world to Valencia, Spain. We are delighted to invite you all to attend and register for the **“International Conference on Advertising and Marketing Expo (AddMark-2015)”** which is going to be held during November 3-4, 2015 in Valencia, Spain.

The organizing committee is gearing up for an exciting and informative conference program including plenary lectures, symposia, workshops on a variety of topics, poster presentations and various programs for participants from all over the world. We invite you to join us at the **AddMark-2015**, where you will be sure to have a meaningful experience with scholars from around the world. All members of the AddMark-2015 organizing committee look forward to meeting you in Valencia, Spain.

For more details please visit- <http://advertising-marketing.conferenceseries.com/>

Importance & Scope:

Most aspects of business depend on successful marketing. The overall marketing umbrella covers advertising, public relations, promotions and sales. Marketing is a process by which a product or service is introduced and promoted to potential customers. AddMark-2015 aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results about all aspects of Internet Marketing and Advertising. It also provides the chance for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns, practical challenges encountered and the solutions adopted in the fields of Advertising and Marketing.

AddMark-2015 is an international platform for presenting research about marketing, exchanging ideas about it and thus, contributes to the dissemination of knowledge in marketing for the benefit of both the academia and business. AddMark-2015 is where the future of Advertising and Marketing intersects. This event brings together senior brand marketers and agency executives to explore marketing and advertising opportunities on emerging digital media platforms. AddMark-2015 is where marketers go to gain perspective on the latest platforms, media models, emerging start-ups, and opportunities that will drive the future of the advertising landscape. We bring together business, creative, and technology leaders from the advertising, marketing, and media industry for the most current and relevant.

Why Valencia?

Valencia enjoyed strong economic growth over the last decade, much of it spurred by tourism and the construction industry. Many local landmarks were restored, including the ancient Towers of the medieval city (Serrano Towers and Quart Towers), and the San Miguel de los Reyes monastery which now holds a conservation library. The city has numerous convention centres and venues for trade events, among them the Feria Valencia Convention and Exhibition Centre (Institución Ferial de Valencia) and the Palau de congres (Conference Palace), and several 5-star hotels to accommodate business travellers.

Valencia is one of Spain's largest cities, and a major centre of economy and industry. Its port, El Grao, is one of the busiest on the Mediterranean coast. The main exports from the city are food and drink (mainly wine, oranges, lemons and rice), furniture, ceramic tiles,

fans, textiles and iron products. The city is an important centre for the marketing of agricultural and horticultural produce, especially fruit, most of it flowing into the city from the surrounding region. Valencia itself is a manufacturing centre that focuses on metallurgy, chemicals, textiles, shipbuilding and brewing.

The port of Valencia, which handles 20% of Spain's exports, is the country's biggest port for container traffic. Extensive renovations have been completed and ambitious expansion projects are under way. From mid the Eighties, with the entrance of Spain in the European Community, the flow of immigrants has experienced a remarkable and progressive growth. In those same dates a qualitative change in the type of immigration begins to take place, sending the European presence and increasing coming from Africa and Latin America.

Conference Highlights:

- Online Marketing
- Marketing in Emerging and Transition Economies
- Advertising Services and Promotion
- Taking New Initiatives In the Field of Advertising
- International and Cross-Cultural Marketing
- Advertising and its impact
- Consumer Behavior
- Retailing Online
- Brand Marketing
- Advertising & Solutions online or e-marketing for new eco-friendly in global arena

Why to attend???

With members from around the world focused on learning about Advertising and marketing, this is your single best opportunity to reach the largest assemblage of participants from the ADHD community. Conduct demonstrations, distribute information, meet with current and potential customers, make a splash with a new product line, and receive name recognition at this 2-day event. World-renowned speakers, the most recent techniques, tactics, and the newest updates in Advertising and Marketing fields are hallmarks of this conference.

A Unique Opportunity for Advertisers and Sponsors at this International event:

<http://advertising-marketing.conferenceseries.com/Sponsorship.pdf>

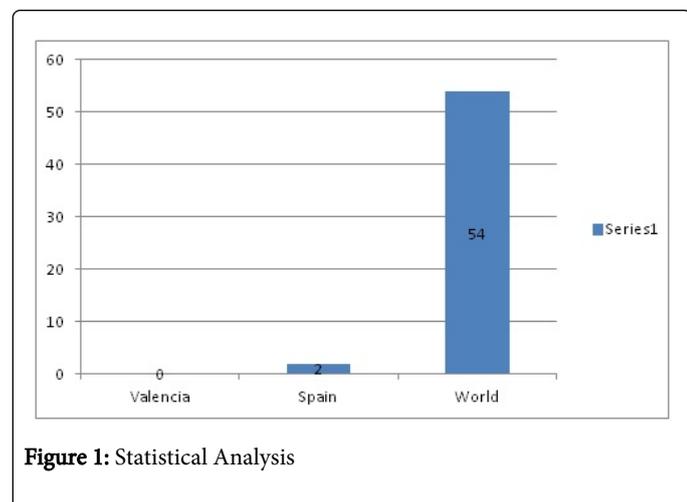
Major Marketing Associations around the Globe

- International Institute of Marketing Professionals (IIMP®)
- Marketing Power (American Marketing Association -AMA)
- American Branding Association (ABC)
- Canadian Marketing Association (CMA)
- Marketing Education Association (MEA)-USA
- Association for Consumer Research (ACR)
- The Asia-Pacific Professional Services Marketing Association (APSMMA)
- Association of Internet Marketing and Sales (AIMS)-Canada

Major Marketing Associations in Europe

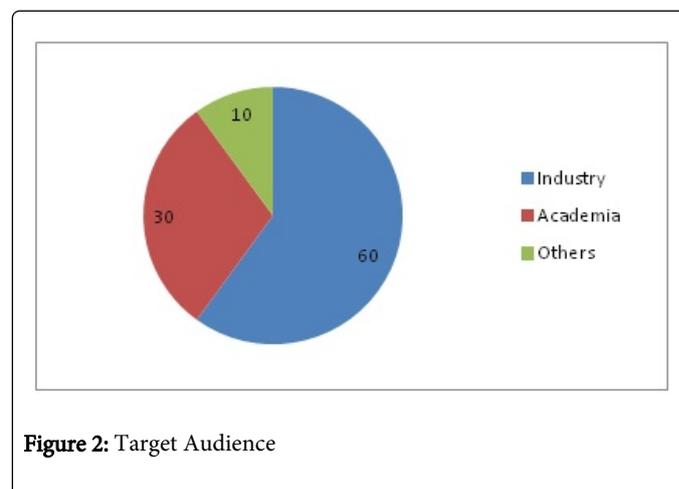
- Spain Mobile Marketing Association
- European Marketing Confederation (EMC)
- European Letterbox Marketing Association(ELMA)
- European Sales & Marketing Association (ESMA)
- The Incentive Marketing Association (IMA Europe)
- European Marketing Academy

Statistical Analysis of Associations



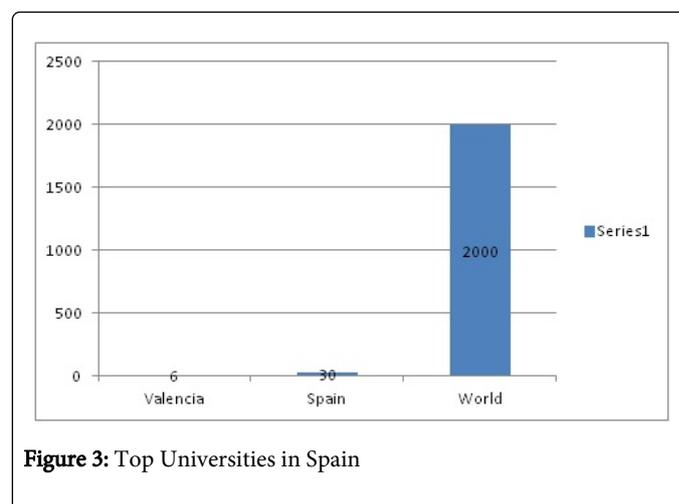
Target Audience:

- Industry 60%
- Academia 30%
- Others 10%



Top Universities in Spain:

- ESADE Business School
- IESE Business School
- IE Business School
- Universidad Carlos III - Department of Business Administration
- EADA Business School



Target Audience:

Directors/Managers & Business Intelligence Experts, Departmental Managers, Vice Presidents/ Directors & Brand Manufacturers/ Marketers of Consumer Products. Retailers, Marketing, Advertising and Promotion Agency Executives, Solution Providers (digital and mobile technology, P-O-P design, retail design, and retail execution), Professors and Students from Academia in the study of Marketing and Advertising filed.

Companies Associated with Advertising and Marketing activities

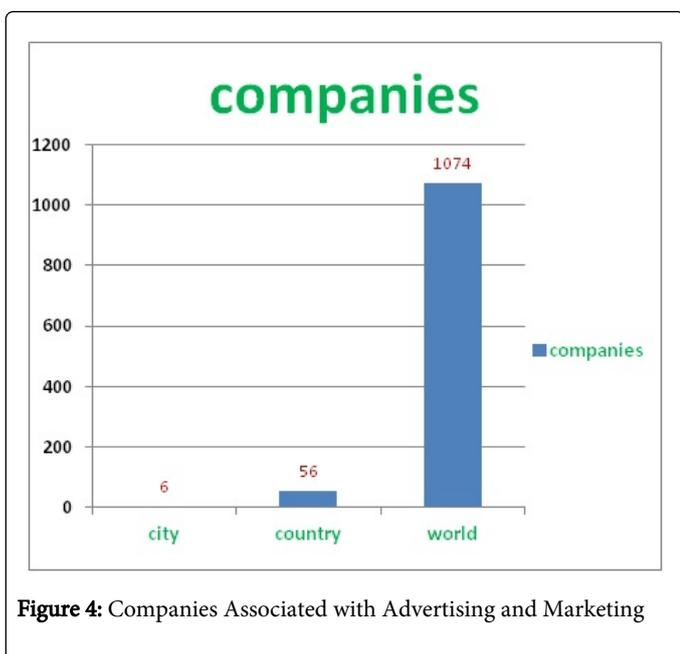


Figure 4: Companies Associated with Advertising and Marketing

Industries Associated with Marketing

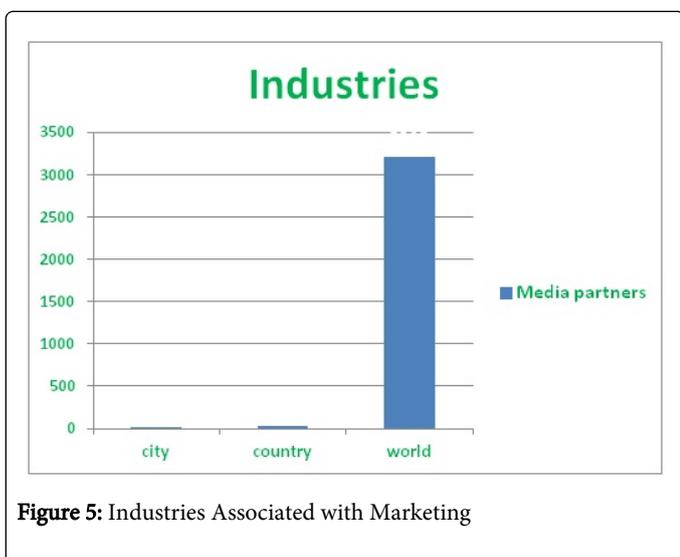


Figure 5: Industries Associated with Marketing

Glance at Market of Advertising and Marketing:

The advertising industry has been enjoying strong revenues, with a good rebound since the global recession ended in 2009. Analysts at ZenithOptimedia estimate that the global market totalled \$509.0 billion for 2013, and will grow 5.3% to \$532.0 billion in 2014. They further estimate that growth will accelerate to 5.8% per year in 2015 and 2016.

Both the online audience and the level of sophistication in online advertising continue to increase dramatically. Advertisers large and small have made the Internet a significant part of their advertising strategies. eMarketer reported \$42.3 billion in U.S. online ad spending

for 2013 (including online and mobile platforms), up from \$37.3 billion for 2012. Double-digit growth is expected to continue through 2014. Online advertising spending in 2013 accounted for 24.7% of all ad media spending in the U.S. By 2015, eMarketer estimates that online ad spending will account for almost 28%.

For 2013, global digital ad spending reached \$117.6 billion, according to eMarketer. This was an increase from \$102.83 billion the previous year.

Market Growth of Advertising and Marketing

Statistics which shows growth in importance of advertising and marketing

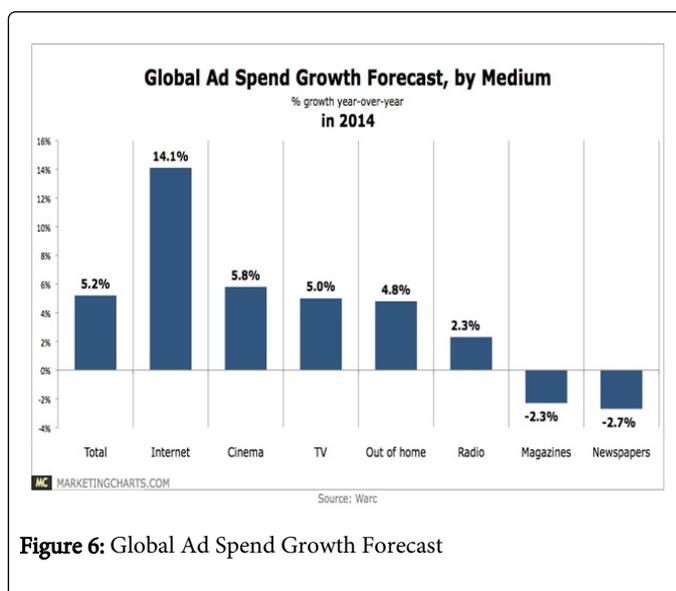


Figure 6: Global Ad Spend Growth Forecast

Source: <http://www.marketingcharts.com/traditional/global-ad-spend-expected-to-grow-by-5-2-this-year-39232>

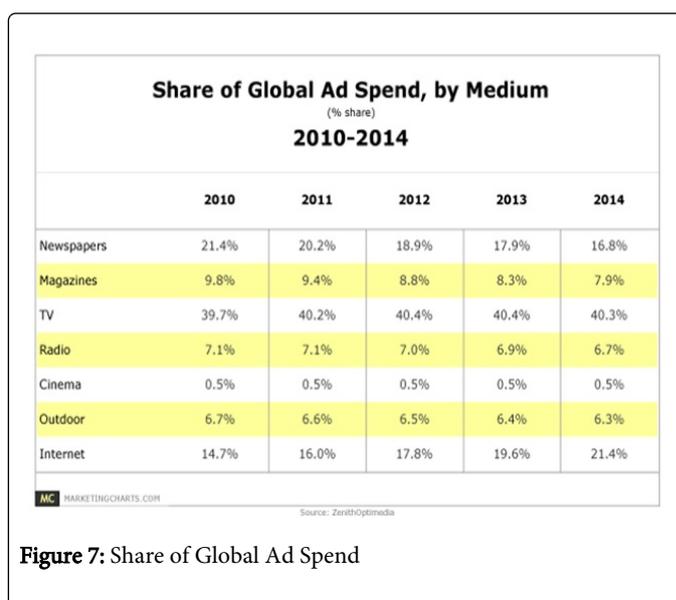


Figure 7: Share of Global Ad Spend

Source:<http://www.marketingcharts.com/uncategorized/tv-to-maintain-global-ad-spend-dominance-as-online-cannibalizes-other-media-23704/>

Source:<http://www.dazeinfo.com/2014/04/30/facebook-inc-fb-launches-audience-network-targets-mobile-ad-market-worth-100-billion-2018/>

Statistics of Marketers, Researchers and Academicians working on Advertising &Marketing:

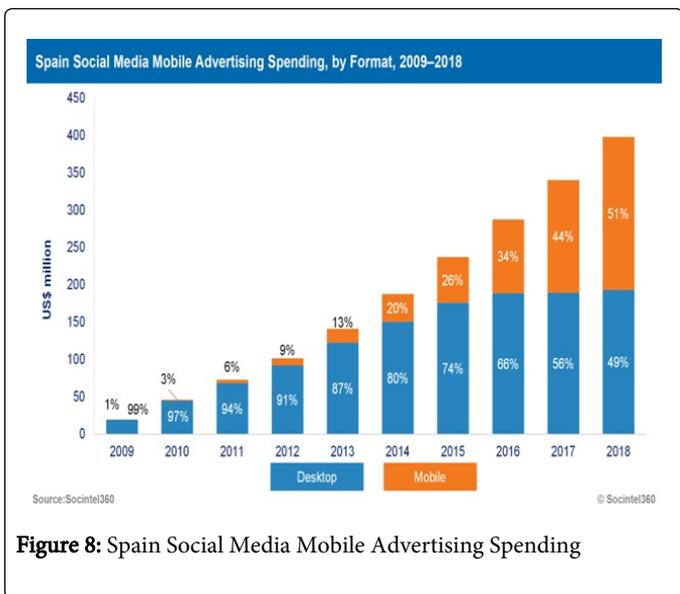


Figure 8: Spain Social Media Mobile Advertising Spending

Source:<http://www.socintel360.com/display-advertising-to-dominate-mobile-social-media-advertising-in-spain-to-account-for-74-of-all-social-media-advertising-spending-in-2014/44/>

Mobile internet advertising spending worldwide (2008-14), total billion\$

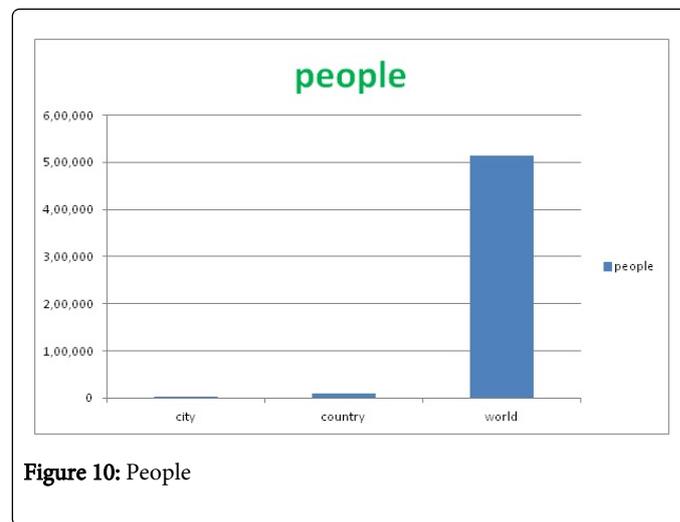


Figure 10: People

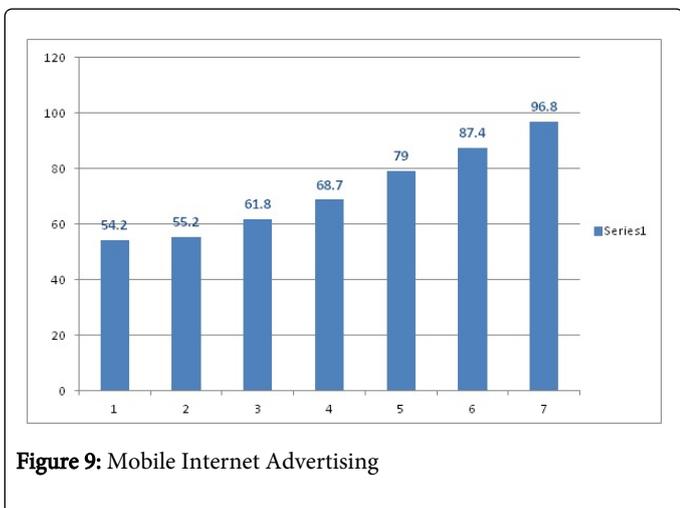


Figure 9: Mobile Internet Advertising