



DELIVERING STRATEGIC SOLUTIONS ACCA'S 2000 ANNUAL MEETING

SELECTED TOPICS IN ADVERTISING LAW

SMALL LAW DEPARTMENT
TUESDSAY OCTOBER 3, 2000

OPENING REMARKS: GARY D. COHEN, MODERATOR

I. INTRODUCTION TO THE AGENCIES

BETTER BUSINESS BUREAU

ANDREA C. LEVINE, ESQUIRE

Director of National Advertising Division and
Vice President of the Council of Better Business Bureaus

FEDERAL TRADE COMMISSION

LESLEY ANNE FAIR, ESQUIRE

II. AGENCIES

BETTER BUSINESS BUREAU AND FEDERAL TRADE COMMISSION

- A. WHO THEY ARE?
- B. WHAT THEY DO?
- C. WHAT CAN THEY DO FOR MY COMPANY AND ME?

III. SWEEPSTAKES AND CONTESTS

ARISTECH CHEMICAL CORPORATION

KATHLEEN D. LONG, ESQUIRE

SENIOR COUNSEL

- A. GENERAL OVERVIEW

B. DO'S AND DONT'S OF CONTEST RULES

C. SPECIFIC STATE RESTRICTIONS

D. INTERNET CONTEST AND SWEEPSTAKES

IV. QUESTIONS AND ANSWERS

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