

# ICAS Annual Meetings & NAD 2024 Conference

---

**16 - 19 September 2024**

*Logistics Note - September edition*

icas  International Council  
for Ad Self-Regulation

 **National  
Programs**







# **Content**

---

**Introduction**

**Schedule**

**Meeting venues**

**About the NAD Conference**

**About the ICAS Meetings**

**Hotel recommendations**

**Travel information**

**Further information**





# INTRODUCTION

Dear members, we are excited to welcome you to New York City this September for the 2024 ICAS Annual Meetings. Our meetings will be co-hosted by BBB National Programs and will take place back-to-back with the NAD 2024 Conference. In this document, you will find more information about our meetings, the schedule, the venues, and other useful tips.

Please note that this document will be updated regularly as we advance in our planning of the events.

**FINAL EDITION - DOCUMENT LAST UPDATED: 1 SEPTEMBER 2024**



# SCHEDULE

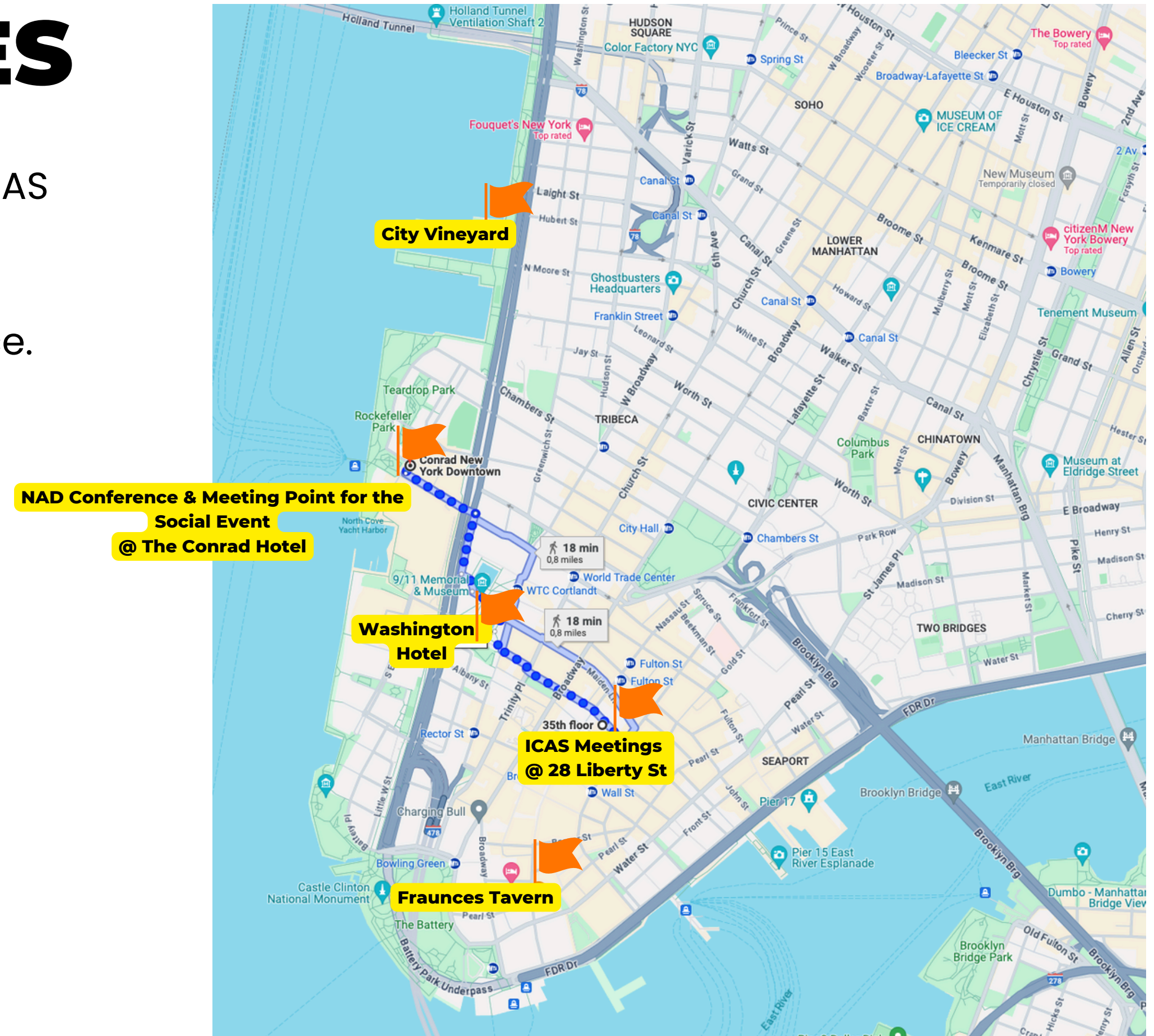
WEEK OVERVIEW	16 SEPTEMBER	17 SEPTEMBER	18 SEPTEMBER	19 SEPTEMBER
MORNING	<div>NAD CONFERENCE</div> <div>📍 Conrad NY Downtown</div>	<div>NAD CONFERENCE</div> <div>📍 Conrad NY Downtown</div>	<div>ICAS MEMBERS' MEETING</div> <div>📍 28 Liberty Street NYC</div>	<div>ICAS SOCIAL EVENT</div> <div>📍 Meeting Point: Conrad NY Downtown</div>
AFTERNOON	<div>NAD CONFERENCE</div> <div>📍 Conrad NY Downtown</div>	<div>NAD CONFERENCE</div> <div>📍 Conrad NY Downtown</div>	<div>ICAS THINK TANK MEETING</div> <div>📍 28 Liberty Street NYC</div>	<div>ICAS SOCIAL EVENT*</div> <div>*ending approx. at 2pm</div>
EVENING		<div>ICAS WELCOME DINNER</div> <div>📍 City Vineyard</div>	<div>ICAS GALA DINNER</div> <div>📍 Fraunces Tavern</div>	



# MEETING VENUES

The venues for the NAD Conference, the ICAS Meetings, the restaurants and the Washington hotel are all located in Lower Manhattan and are within walking distance.

Please see the next page for more information.





# VENUES

---



## **NAD Conference**

**Conrad New York Downtown  
102 North End Avenue  
New York, NY 10282**



## **ICAS Meetings**

**Frankfurt Kurnit Offices  
28 Liberty St 35th floor, New York,  
NY 10005**



## **Washington Hotel**

**8 Albany Street, Wall Street -  
Financial District,  
New York, NY 10006**



# DINNER VENUES



## City Vineyard

**ICAS Welcome Dinner @  
City Vineyard & Wine Garden at Pier 233 West Street  
New York, NY 10013**

City Winery was founded by Michael Dorf, the visionary behind New York's iconic Knitting Factory, to blend his passions for wine and music. With its waterfront setting and stunning views, City Vineyard provides the perfect backdrop for the ICAS welcome dinner.

**Directions:** You can walk to the restaurant or use the Uber/car drop-off zone on West Street Highway. The Rooftop Overlook is on the north side of the roof with a private entrance. A venue host will guide you, and an elevator is located directly in front of the venue.

The dinner is kindly sponsored  
by BBB National Programs, DAA  
and TrustArc



## Fraunces Tavern

**ICAS Celebratory Dinner @  
Fraunces Tavern, 54 Pearl St.  
New York, NY 10004**

The ICAS Celebratory Dinner and the inauguration of the Global Think Tank will be held at Fraunces Tavern, a historic landmark and the oldest bar in New York City. This iconic venue was a gathering place for many of the Founding Fathers, and it's where George Washington bid farewell to his officers after the British Army left America at the end of the Revolutionary War.

**Directions:** You can walk or use an Uber. Enter on Pearl Street and check in with the host, who will direct you to the Bissel Room. Parking is available nearby at Icon Parking on William Street.

The dinner is kindly sponsored by BBB National Programs & the ICAS Think Tank Launch sponsor.



# ABOUT THE NAD CONFERENCE

---

**16 & 17  
SEPTEMBER  
2024**

The National Advertising Division (NAD) annual conference, NAD 2024: Charting the Global Future of Ad Law, will convene advertising and legal professionals, academic and industry experts, government officials, and businesses of all sizes to examine and navigate the dynamic advertising landscape, best practices and trends, and perspectives on what's coming next.

This edition of the NAD Conference will be a global conversation about advertising self-regulation as the event is joined by ICAS and its members to explore the complexities of advertising law with a community committed to understanding and influencing its future in the US and around the world.

**Find out more about the NAD Conference and register [here](#).**

ICAS members can benefit from the lowest registration rate:  
Government/Academia/ICAS - \$1,100.00



**MEETING VENUE: CONRAD NEW YORK DOWNTOWN**





# ABOUT THE ICAS MEETINGS

18 SEPTEMBER 2024

ICAS will convene its members for the first time in New York City and is planning an interesting program, as well as networking opportunities with stakeholders from the US and beyond. Additionally, we will be launching the ICAS Global Think Tank.

Registrations are open: Please join us in New York and click [here](#) to register or scan the QR code below.

The meeting will be hosted at the GALA / Frankfurt Kurnit Klein & Selz PC Offices, conveniently located in the Financial District, close to Wall Street, the New York Stock Exchange, Trinity Church, the World Trade Center, and the 9/11 Memorial.



**MEETING VENUE: 28 LIBERTY STREET, 35TH FLOOR**

SCAN HERE TO REGISTER:





# AGENDA\*: ICAS MEETING

18 SEPTEMBER 2024

08:30am	Registration & coffee
09:00am	<b>Welcome by our hosts and our president</b>
09:10am	<b>Charting the course: Developing a progressive action plan for ICAS and advertising self-regulation</b> , facilitated by Guy Parker, ICAS President (Closed ICAS breakfast session)
10:35am	Coffee Break
10:50am	<b>Navigating political pressures in the US and beyond: The impact on advertising self-regulation, and ESG &amp; DEI efforts</b> , facilitated by Mary Engle, ICAS VP and EVP Policy, BBB National Programs (closed ICAS session)
11:50am	Arrival and welcome of the ICC Advertising and Marketing Commission
12:00am	<b>International Chamber of Commerce Advertising &amp; Marketing Communications Code (ICC Code) Update</b>
12:20pm	<b>Closing remarks</b>
12:25pm	Lunch

\*The agenda, including exact timings and topics, is subject to change. A final agenda with information about the speakers will be sent to you closer to the date in a separate e-mail.



# AGENDA\*:

## ICAS THINK TANK MEETING

18 SEPTEMBER 2024

1:30pm	<b>Opening of the Global Think Tank meetings – Welcome and Introduction</b>
1:40m	<b>KeyNote Speech</b>
2pm	<b>RoundTable Discussion: Implicit sustainable messaging in advertising: Developing a think piece for a greener storytelling and behavior change</b>
3:15pm	Coffee Break
3:25pm	<b>RoundTable Discussion: The responsible use of AI in advertising: Developing a global think piece</b>
4:50pm	<b>Closing remarks</b>
5:00pm	End of the meeting
6:00pm	Dinner

\*The agenda, including exact timings and topics, is subject to change. A final agenda with information about the speakers will be sent to you closer to the date in a separate e-mail.



# THE SOCIAL EVENT ON 19 SEPTEMBER

---



We are delighted to invite you to a guided walking tour of Lower Manhattan on 19 September. During this 4-hour tour, we will explore some of the most iconic sights in the area, including the Brooklyn Bridge, the World Trade Center and 9/11 Memorial, and the Historic Lower Manhattan Financial District.

The itinerary will also feature a light lunch and a round-trip ferry ride past the Statue of Liberty.

The tour will begin at 10:00 AM.

Meeting Point: The Conrad Hotel.

We hope you can join us!



# HOTELS



## Conrad Hotel

**102 North End Avenue  
New York, NY 10282**

Room rate as of \$559 for the dates of  
the NAD conference (15-17 September)

Book [here!](#)\*



## Washington Hotel

**8 Albany Street, Wall Street -  
Financial District,  
New York, NY 10006**

room rate as of \$297 for the dates of the  
meetings (15-19 September)

Book [here!](#) and enter the booking code:  
b027234

Prices for hotels in New York are typically quite high in September, with downtown hotels costing around \$400 USD per night or considerably more.

However, our member has kindly blocked rooms at the Washington Hotel for a fixed rate of \$297 and rooms in the Conrad Hotel during the NAD event for \$559.

\*If you want to stay longer & benefit from the group rate please contact Sibylle who will check availability for you.



# TRAVEL INFORMATION

## VISA & ESTA

The Visa Waiver Program (VWP) grants citizens or nationals of participating countries the ability to visit the United States for tourism or business purposes, staying for 90 days or less without the need for a visa. However, travelers are required to obtain a valid Electronic System for Travel Authorization (ESTA) approval before their journey and must fulfill certain criteria.

For citizens of countries such as India, Brazil, South Africa, and others, a visa is typically necessary for travel to the US. These visas are acquired through the US embassy or consulate in the home country. It's essential to review the specific visa requirements based on the traveler's nationality before planning a trip to the United States.

Please also note that you need a passport that is valid for at least 6 months after your planned departure from the United States (unless exempted by country-specific agreements).





# TRAVEL INFORMATION

## AIRPORTS

New York has three main airports:

**John F. Kennedy International Airport (JFK)** in Queens primarily handles international flights. JFK Airport is well connected to the NYC Public Transportation Network. See [here](#) for more information on how to get to downtown New York. To take a taxi or book a van click [here](#).

**Newark International Airport (EWR)** is located in Newark, New Jersey, and handles both domestic and international flights. It's a bit further from the city than the other two airports, but it is generally less crowded and has more modern facilities. To take a taxi or book a van click [here](#). There are numerous public transportation options both to and from Newark. [Here](#) are some tips on your options.

**LaGuardia Airport (LGA)** also in Queens, mainly handles domestic flights.

**Safety Tip:** Ignore offers of transportation from solicitors in the terminal. Soliciting of ground transportation is illegal and many illegal solicitors are unlicensed and uninsured.





# **TRAVEL INFORMATION**

## **ROAMING PLANS AND E-SIMS**

Before traveling to the US, contact your mobile service provider to understand the international roaming charges that apply in the US. Roaming charges can be expensive, so it's good to be aware of the costs beforehand. You can either buy an international Travel Plan or buy a SIM Card in the US or an eSIM.

Purchasing a local SIM card or activating an eSIM upon arrival in the US can be a cost-effective way to access cellular services during your stay. This allows you to have a local phone number and access to data at local rates, which are typically much cheaper than international roaming rates.

Find out more about eSIM's [here](#).

If you plan to use a SIM card from a local carrier, ensure that your phone is unlocked and compatible with the network frequencies used in the US. You may need to contact your mobile carrier to unlock your phone before traveling.





# **Further information**

If you need more information or need any support, please don't hesitate to contact us.

**Sibylle Stanciu**

**ICAS Director**

**[sibylle.stanciu@icas.global](mailto:sibylle.stanciu@icas.global)**

**Mobile/WhatsApp:**

**+32486890250**

**Abby Hills**

**Director, Communications**

**BBB National Programs**

**[AHills@BBBNP.org](mailto:AHills@BBBNP.org)**

