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AHAA ANNOUNCES 2015 ANNUAL CONFERENCE DATES/VENUE

Annual “Thinking Under the Influence Conference” Returns to Miami April 27-29, 2015

Fairfax, VA, May 22, 2014 –AHAA: The Voice of Hispanic Marketing announced its Annual “Thinking Under the Influence” Conference will return to the Eden Roc Renaissance Hotel in Miami on April 27 to 29, 2015. With its high-level speakers and breaking new research, AHAA will continue its dialogue on the extraordinary evolution of the American landscape and the power of multicultural apparent not only in the marketing industry-at large but also across consumer trends, purchasing behavior, pop culture and entertainment.

With names like **Rupert Murdoch, Sir Martin Sorrell, and Robert Rodriguez**, AHAA has consistently raised the bar of powerful speakers, arming attendees with creative insights they can apply in their board rooms and in day-to-day business.

“This year, we had such an impressive roster of CMOs and top executives from blue-chip brands that our hashtag #thinkahaa was trending during key sessions,” said President of viva partnership, Linda Lane Gonzalez, Conference Chair and Chair-elect of AHAA. “In fact, I can promise you if we deliver on the speakers we have planned for 2015, it will not only be the multicultural marketing conference of the year but THE marketing conference to attend.”

For more information, please visit <http://ahaa.org> and follow all conference chatter on Twitter using the @ahaa handle and hashtag #thinkahaa.

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About AHAA:

Founded in 1996, AHAA: The Voice of Hispanic Marketing is the national trade organization of all marketing, communications and media firms with trusted Hispanic expertise.