



## Advertising Week 2007 Opened Loud With AMP'd Up!



### **The Crowd Gets Pumped for AMP'd Up!**

AOL AMP'd Up, featuring the Platinum-selling Panic! At The Disco and Gym Class Heroes (voted best new artist at this year's MTV Music Video Awards), was a hugely successful evening for the second year in a row. There was great client turnout, and feedback has been extremely positive. AMP'd Up, presented by AOL, and hosted by AMP and AICP, is now more than just a kick-off to Advertising Week – it's a widely anticipated event that draws people from all corners of the ad community.

Please see links to coverage of the event in [AdWeek](#) and [Advertising Age](#) – clearly AMP is rocking the industry!

Thank you to all AMP members who bought tickets, spread the word, and supported the event. Special thanks go to Matt, Anima and Kristin of AICP, Matt Scheckner and his incredible team at Advertising Week, the team at AOL, and AMP's very own Lyle Greenfield, Jan Horowitz, Chris Peterson and Jeff Rosner.

We are quickly gearing up to the event celebrating AMP's 10th Anniversary. The planning committee is meeting shortly, so stay tuned for updates!