

# New York City Bar Association | Sweepstakes, Promotions & Marketing Laws: Comprehension & Compliance in a Digital/Mobile Environment

Aaron Taylor, Advertising + Marketing partner, will speak at the New York City State Bar Association's "Sweepstakes, Promotions & Marketing Laws: Comprehension & Compliance in a Digital/Mobile Environment" at a session titled "Influencer Marketing & the FTC Endorsement Guides" taking place in New York on May 11.

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## Program overview

More and more companies are using promotional tools including sweepstakes, skill contests, and hybrid versions thereof: while struggling to keep a pace with the speed of technological change on the new platforms and technologies delivering these programs. In this program, experts in the field will address the critical issues that arise when offering games and other promotions relevant to today's marketplace. Topics to be discussed include governing sweepstakes, skill contests and other promotions on the new platforms, compliance with the laws governing real time marketing, new mobile marketing developments, the increasing risks of corporate communications and blurred content/native advertising, the continued import of the FTC Endorsement Guides, the significant change to the ad tech eco-system using privacy by design to build data collection and use, third party rights and risks, and children's marketing.

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## Related People

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