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# 2021 ANA/BAA Marketing Law Conference

Perkins Coie is a platinum sponsor of the virtual 2021 ANA/BAA Marketing Law Conference. Seattle Partner Jason Howell will be presenting on "Price & Sales Advertising" along with panelists from Target Corporation and 7-Eleven, Inc. on Tuesday, November 16. They will discuss how advertisers and retailers continue to face challenges regarding sale and price advertising and claim substantiation, and, particularly in the context of multiple platforms, new technologies and shifting markets. This session will cover recent enforcements and actions in the areas of sale and price advertising, and best practices for compliance and risk mitigation. It will also address hot topics such as bait and switch pricing, hidden fees, pink tax, and automatic subscription billing.

Click [here](#) for more information on the conference.

## Speakers



### [Jason S. Howell](#)

Partner

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