

Basics of Advertising

ANA 2026 Masters of Advertising Law Conference

Speaking Engagement

November 2, 2026 from 2:40 pm to 3:45 pm (PST)

[Register](#)

Partner [Gonzalo Mon](#) will lead the breakout session, "Basics of Advertising," at ANA's 2026 Masters of Advertising Law Conference in Huntington Beach, CA. This session introduces key advertising law issues for lawyers and marketers, including identifying ad claims, substantiating claims, and making effective disclosures. Through examples of challenged ads, the panel will explain legal requirements and provide practical tips for avoiding compliance issues.

Register [here](#).

Related Services

Advertising and Marketing