

# Fundamentals of Advertising Law

2025 ANA Masters of Advertising Conference

Speaking Engagement

November 3, 2025 from 9:30 am to 10:15 am (EST)

Partner [Gonzalo Mon](#) will be presenting "The Fundamentals of Advertising Law" at the 2025 ANA Masters of Advertising Conference in Chicago, IL.

This session will provide an introduction to key issues in advertising law that both lawyers and marketers should know. The panel will discuss various topics, including how to determine what claims are conveyed in an ad, how to substantiate different types of claims, and how to make effective disclosures. For each topic, the panel will provide an overview of the key legal requirements, show examples of ads that were challenged, and leave attendees with tips to help you stay out of trouble.

Register [here](#).

## Related Services

Advertising and Marketing