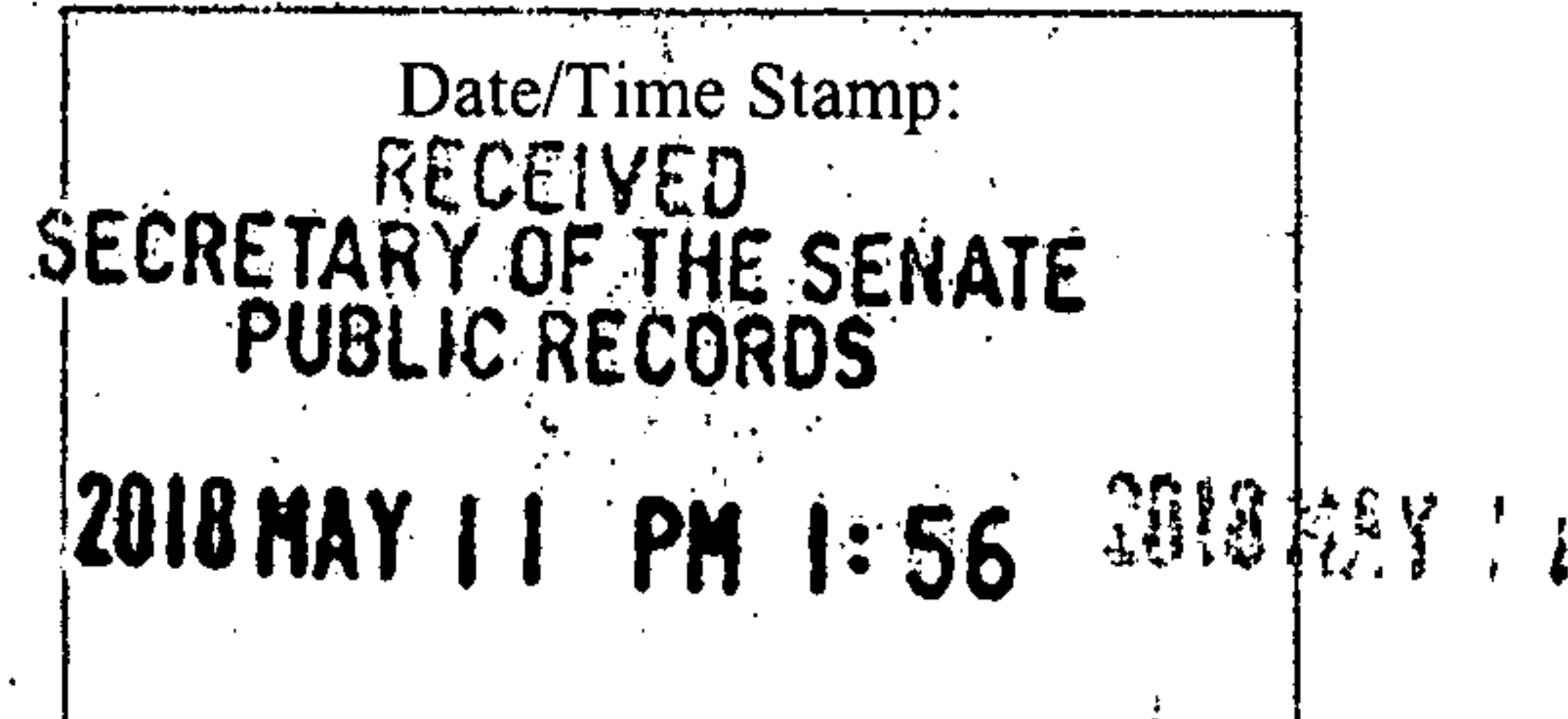


Employee Post-Travel Disclosure of Travel Expenses



Post-Travel Filing Instructions: Complete this form within 30 days of returning from travel. Submit all forms to the **Office of Public Records in 232 Hart Building.**

In compliance with Rule 35.2(a) and (c), I make the following disclosures with respect to travel expenses that have been or will be reimbursed/paid for me. I also certify that I have attached:

- ☐ The **original** *Employee Pre-Travel Authorization* (Form RE-1), **AND**
☐ A **copy** of the *Private Sponsor Travel Certification Form* with all attachments (itinerary, invitee list, etc.)

Private Sponsor(s) (list all): Interactive Advertising Bureau

Travel date(s): Wednesday, May 2nd, 2018

Name of accompanying family member (if any): NA

Relationship to Traveler: ☐ Spouse ☐ Child

IF THE COST OF LODGING **DID NOT INCREASE** DUE TO THE ACCOMPANYING SPOUSE OR DEPENDENT CHILD, ONLY INCLUDE LODGING COSTS IN EMPLOYEE EXPENSES. (Attach additional pages if necessary.)

Expenses for Employee:

	Transportation Expenses	Lodging Expenses	Meal Expenses	Other Expenses (Amount & Description)
<input type="checkbox"/> Good Faith Estimate <input checked="" type="checkbox"/> Actual Amount	\$430.80	\$0	\$25	NA

Expenses for Accompanying Spouse or Dependent Child (if applicable):

	Transportation Expenses	Lodging Expenses	Meal Expenses	Other Expenses (Amount & Description)
<input type="checkbox"/> Good Faith Estimate <input type="checkbox"/> Actual Amount	NA	NA	NA	NA

Provide a description of all meetings and events attended. *See Senate Rule 35.2(c)(6).* (Attach additional pages if necessary.): The trip included an event at Hulu regarding their upcoming programming; an event at ESPN regarding their upcoming programming; a meeting at the New York Times regarding their news offerings;

and a meeting with the Digital Advertising Alliance and the Trustworthy Accountability Group regarding privacy protections for online users.

5/11/18
(Date)

Bennett Butler
(Printed name of traveler)

[Signature]
(Signature of traveler)

TO BE COMPLETED BY SUPERVISING MEMBER/OFFICER:

I have made a determination that the expenses set out above in connections with travel described in the *Employee Pre-Travel Authorization* form, are necessary transportation, lodging, and related expenses as defined in Rule 35.

5/11/18
(Date)

Edward J. Markey
(Signature of Supervising Senator/Officer)



5:50 am – 8:52 am	Amtrak train from Washington Union Station to New York Penn Station
8:55 am – 9:00 am	Walk from Penn Station to HULU NewFront
9:00 am – 11:00 am	<p>Attend HULU NewFront Presentation</p> <p>Staff will learn and see the innovative ways digital advertising is being Integrated into video content. They will have the opportunity to hear facts and figures about user engagement with video advertising and better understand the video advertising market.</p> <p>Location: Madison Square Garden Theatre</p>
11:15 am – 11:45 am	Travel to ESPN NewFront
12:00 pm – 2:00 pm	<p>Attend ESPN NewFront Presentation (Lunch Included)</p> <p>Staff will have the chance to see how ESPN produces their award digital content and hear how the digital sports industry is being monetized.</p> <p>Location: 547 West 26th Street</p>
2:00 pm – 2:15 pm	Travel to Self-Regulatory Briefing
2:15 pm – 3:15 pm	<p>DAA / TAG Briefing</p> <p>Staff will hear from leaders of the two self-regulatory bodies that police the digital advertising industry: the Digital Advertising Alliance (DAA) and the Trustworthy Accountability Group (TAG).</p> <p>Location: TBD</p>
3:15 pm – 3:45 pm	Travel to New York Times
3:45 pm – 4:45 pm	<p>Visit and Tour of New York Times</p> <p>Staffers will learn the innovative ways NY Times is combining story-telling with digital advertising. They will also have the chance to hear from executives about the way online advertising is changing media.</p> <p>Location: 620 8th Ave, 15th Floor</p>
5:00 pm – 5:30 pm	Travel to Penn Station
6:00 pm – 8:58 pm	Amtrak train from New York Penn Station to Washington DC



March 26, 2018

Mr. Bennett Butler
United States Senate
Washington, D.C. 20510

Dear Bennett:

The Interactive Advertising Bureau (IAB) (www.iab.com) is the trade association for the digital advertising industry, an ever evolving space. As part of the work you do for Senator Markey, who as a member of the Senate Commerce Committee oversees many of the issues critical to our industry, we would like to extend an invitation for you to visit several offices and events held by member companies of the IAB in New York City, on Wednesday, May 2nd, 2018.

The program will be designed to meet the ethics requirements for privately sponsored travel. We will provide you with a Trip Sponsor Form but you will need to complete a Traveler Form, including advance written authorization for your participation. These forms will then need to be submitted to your ethics officer for review at least 30 days before the start of the trip (no later than Monday April 2nd).

We are happy to answer any questions you may have and look forward to meeting with you in May.

Sincerely,

Randall Rothenberg
President & CEO
Interactive Advertising Bureau

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PRIVATE SPONSOR TRAVEL CERTIFICATION FORM

This form must be completed by any private entity offering to provide travel or reimbursement for travel to Senate Members, officers, or employees (Senate Rule 35, clause 2). Each sponsor of a fact-finding trip must sign the completed form. The trip sponsor(s) must provide a copy of the completed form to each invited Senate traveler, who will then forward it to the Ethics Committee with any other required materials. The trip sponsor(s) should **NOT** submit the form directly to the Ethics Committee. Please consult the accompanying instructions for more detailed definitions and other key information.

The Senate Member, officer, or employee **MUST** also provide a copy of this form, along with the appropriate travel authorization and reimbursement form, to the Office of Public Records (OPR), Room 232 of the Hart Building, within thirty (30) days after the travel is completed.

1. Sponsor(s) of the trip (please list all sponsors):
Interactive Advertising Bureau (IAB).
2. Description of the trip: IAB is inviting Congressional staff to its annual NewFront event in New York, NY
for a one day event focused on the digital advertising industry.
3. Dates of travel: May 2, 2018
4. Place of travel: New York, NY
5. Name and title of Senate invitees: Please see the attached invite list.
6. I *certify* that the trip fits one of the following categories:
☐ (A) The sponsor(s) are not registered lobbyists or agents of a foreign principal **and** do not retain or employ registered lobbyists or agents of a foreign principal **and** no lobbyist or agents of a foreign principal will accompany the Member, officer, or employee *at any point* throughout the trip.

OR

☒ (B) The sponsor or sponsors are not registered lobbyists or agents of a foreign principal, but retain or employ one or more registered lobbyists or agents of a foreign principal and the trip meets the requirements of Senate Rule 35.2(a)(2)(A)(i) or (ii) (*see question 9*).
7. ☒ I *certify* that the trip will not be financed in any part by a registered lobbyist or agent of a foreign principal.

AND

☒ I *certify* that the sponsor or sponsors will not accept funds or in-kind contributions earmarked directly or indirectly for the purpose of financing this specific trip from a registered lobbyist or agent of a foreign principal or from a private entity that retains or employs one or more registered lobbyists or agents of a foreign principal.
8. I *certify* that:
☒ The trip will not in any part be planned, organized, requested, or arranged by a registered lobbyist or agent of a foreign principal except for *de minimis* lobbyist involvement.

AND

☒ The traveler will not be accompanied on the trip by a registered lobbyist or agent of a foreign principal except as provided for by Committee regulations relating to lobbyist accompaniment (*see question 9*).

9. **USE ONLY IF YOU CHECKED QUESTION 6(B)**

I *certify* that if the sponsor or sponsors retain or employ one or more registered lobbyists or agents of a foreign principal, one of the following scenarios applies:

☒ (A) The trip is for attendance or participation in a one-day event (exclusive of travel time and one overnight stay) and no registered lobbyists or agents of a foreign principal will accompany the Member, officer, or employee *on any segment* of the trip.

- OR -

☐ (B) The trip is for attendance or participation in a one-day event (exclusive of travel time and two overnight stays) and no registered lobbyists or agents of a foreign principal will accompany the Member, officer, or employee *on any segment* of the trip (*see questions 6 and 10*).

- OR -

☐ (C) The trip is being sponsored only by an organization or organizations designated under § 501(c)(3) of the Internal Revenue Code of 1986 and no registered lobbyists or agents of a foreign principal will accompany the Member, officer, or employee *at any point* throughout the trip.

10. **USE ONLY IF YOU CHECKED QUESTION 9(B)**

If the trip includes two overnight stays, please explain why the second night is practically required for Senate invitees to participate in the travel:

N/A

11. ☒ An itinerary for the trip is attached to this form. I *certify* that the attached itinerary is a detailed (hour-by-hour), complete, and final itinerary for the trip.

12. Briefly describe the role of each sponsor in organizing and conducting the trip:

As the sole sponsor, IAB invited Congressional staff to this event to engage on issues relating to digital advertising. IAB planned and organized all aspects of this trip and event.

13. Briefly describe the stated mission of each sponsor and how the purpose of the trip relates to that mission:

IAB is the trade association for the digital advertising industry. Its missions are developing technical standards and best practices, fielding research on interactive advertising, and education, and this trip will highlight and educate about developments in digital advertising.

14. Briefly describe each sponsor's prior history of sponsoring congressional trips:

IAB sponsored a Congressional trip to its NewFront event in 2016, and to its Content Studios event in 2017.

15. Briefly describe the educational activities performed by each sponsor (other than sponsoring congressional trips):

IAB frequently publishes white papers and research on marketing and technological trends.

16. Total Expenses for Each Participant:

	Transportation Expenses	Lodging Expenses	Meal Expenses	Other Expenses
<input checked="" type="checkbox"/> Good Faith estimate	\$260 - Amtrak \$105 - Chartered van ground transportation	N/A	\$65	N/A
<input type="checkbox"/> Actual Amounts				

17. State whether a) the trip involves an event that is arranged or organized *without regard* to congressional participation or b) the trip involves an event that is arranged or organized *specifically with regard* to congressional participation:

This trip involves a one-day event that is arranged or organized specifically with regard to Congressional participation.

18. Reason for selecting the location of the event or trip

The annual NewFront digital advertising trade show is held in New York City and the offices of several IAB member companies are located in New York City.

19. Name and location of hotel or other lodging facility:

20. Reason(s) for selecting hotel or other lodging facility:

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21. Describe how the daily expenses for lodging, meals, and other expenses provided to trip participants compares to the maximum per diem rates for official Federal Government travel:

~~The daily expenses for travel, and other expenses provided to participants will be less than the maximum~~
per diem rates, as set by the GSA. The expenses for meals slightly exceeds the maximum
per diem rate and this is due to higher catering costs in downtown New York City.

22. Describe the type and class of transportation being provided. Indicate whether coach, business-class or first class transportation will be provided. If first-class fare is being provided, please explain why first-class travel is necessary:

Coach class train transportation and chartered van ground transportation will be provided.

23. ☒ I represent that the travel expenses that will be paid for or reimbursed to Senate invitees do not include expenditures for recreational activities, alcohol, or entertainment (other than entertainment provided to all attendees as an integral part of the event, as permissible under Senate Rule 35).

24. List any entertainment that will be provided to, paid for, or reimbursed to Senate invitees and explain why the entertainment is an integral part of the event:

None.

25. I hereby *certify* that the information contained herein is true, complete and correct. (You must include the completed signature block below for each travel sponsor.)

Signature of Travel Sponsor: _____

Name and Title: Randall Rothenberg

Name of Organization: Interactive Advertising Bureau

Address: 116 E. 27th Street, 7th Floor, New York, NY 10016

Telephone Number: (212) 380-4717

Fax Number: (212) 545-8789

E-mail Address: Randall@iab.com

Date/Time Stamp:

EMPLOYEE PRE-TRAVEL AUTHORIZATION

Pre-Travel Filing Instructions: Complete and submit this form at least 30 days prior to the travel departure date to the **Select Committee on Ethics in SH-220**. Incomplete and late travel submissions will **not** be considered or approved. This form **must** be typed and is available as a fillable PDF on the Committee's website at ethics.senate.gov. Retain a copy of your entire pre-travel submission for your required post-travel disclosure.

Name of Traveler: Bennett Butler

Employing Office/Committee: Office of Senator Edward J. Markey

Private Sponsor(s) (list all): Interactive Advertising Bureau

Travel date(s): Wednesday, May 2nd, 2018

*Note: If you plan to extend the trip for any reason you **must** notify the Committee.*

Destination(s): New York City

Explain how this trip is specifically connected to the traveler's official or representational duties:

This trip offers educational opportunities regarding digital advertising that are pertinent to the Commerce Committee policy portfolio that I work on in the office of Senator Edward J. Markey. For example, it includes an informational session on the two self-regulatory bodies that police the digital advertising industry

Name of accompanying family member (if any): NA

Relationship to Employee: ☐ Spouse ☐ Child

I certify that the information contained in this form is true, complete and correct to the best of my knowledge:

4/23/18
(Date)


(Signature of Employee)

TO BE COMPLETED BY SUPERVISING SENATOR/OFFICER (President of the Senate, Secretary of the Senate, Sergeant-at Arms, Secretary for the Majority, Secretary for the Minority, and Chaplain):

I, Senator Edward J. Markey hereby authorize Bennett Butler
(Print Senator's/Officer's Name) (Print Traveler's Name)

an employee under my direct supervision, to accept payment or reimbursement for necessary transportation, lodging, and related expenses for travel to the event described above. I have determined that this travel is in connection with his or her duties as a Senate employee or an officeholder, and will not create the appearance that he or she is using public office for private gain.

I have also determined that the attendance of the employee's spouse or child is appropriate to assist in the representation of the Senate. (signify "yes" by checking box) ☐

4/23/18
(Date)


(Signature of Supervising Senator/Officer)