RE-2 Employee Post Travel Disclosure of Travel Expenses

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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.**This form is a public disclosure. The form and all attachments will be made publicly available.**

Certification:*In compliance with the Regulations Governing Privately Sponsored Travel, Senate Rule 35, and the Honest Leadership and Open Government Act of 2007, I certify that I accepted the following gift of privately sponsored travel:*

Private Sponsor(s):
IAB

Travel Dates:
02/21/2024 to 02/23/2024

Name of accompanying family member (if any):

Relationship to Traveler:

Expenses

Transportation Expenses	Lodging Expenses	Meals Expenses	Other Expenses (Amount & Description)
$200.00	$167.71	$63.00	$0.00

I also certify that attached to this form are all required documents for post travel disclosure, including:

- **The final Employee Pre-Travel Authorization** (Form RE-1)
- The final **Private Sponsor Travel Certification Form** with all attachments
- The final invitation
- The final approved itinerary

Finally, I certify that all trip information reflected in the attachments above accurately reflects the travel that I accepted. If there were any changes to the trip after I received approval from the Committee, the changes are described in ATTACHMENT 1.

Date

Adan Serna
Printed Name of Traveler

3/7/24
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.

3-7-24
Date

Ben Ray Luján
Signature of Supervising Senator/Officer

ATTACHMENT 1 – CHANGES FROM APPROVED PRE-TRAVEL

Note: Material changes to a trip that occur after the Committee has issued an approval letter may invalidate the Committee's approval. Please contact the Committee with any questions regarding changes to an approved trip.

Were there any changes to the pre-approved travel expenses? (Transportation, Meals, Lodging, Other)?

○ Yes ● No

Expense Change	Revised Amount	Explanation
There were no changes to pre-approved travel expenses.		

Were there any changes to the pre-approved itinerary?

○ Yes ● No

Explanation: There were no changes to the pre-approved itinerary.

Were there any additional changes to the pre-approved trip?

○ Yes ● No

Explanation: There were no additional changes to the pre-approved trip.

IAB: A Day in the Life of an Ad

Adan Serna

Title:
Deputy Communications Director

Employing Office/Committee:
LUJAN, BEN RAY

Duty Station:
WASHINGTON,DC

Destination(s):
New York, New York

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

This trip is relevant to the Senator's Chairmanship of the Subcommittee on Communications, Media, and Broadband, which considers legislation and issues relevant to the digital ad industry.

Name of accompanying family member (if any):
Not Entered

Name and Relationship to Traveler:
None

Organization Information

Organization Name
IAB

Is your organization classified as a §501(c)(3)?
○ Yes ● No

§501(c)(3) Organization Type
None

Address
116 East 27th Street

Address 2 (Optional)
None

City, State Zip
New York, New York 10016 United States

Phone Number
16465841713

Organization URL
www.iab.com

History of Congressional Travel

The Interactive Advertising Bureau has previously sponsored three Congressional Staff Trips to New York City on 5/5/2016, 10/16/2017 and May 2018.

Educational Activities

The IAB provides education and training opportunities for the media and marketing industries to thrive in the digital economy. Opportunities include a range of trainings from technical digital media trainings, privacy law and legal trainings, to DEI and Inclusive Leadership, and professional soft skills. IAB offers these trainings in various formats including virtual, in-person, and hybrid instructor led trainings and self-paced eLearning.

Lobbyist and Foreign Agent Registration Information

Lobbyist Registration Status: *I certify that the sponsor is not a federally registered lobbyist but retain or employ one or more federally registered lobbyists.*

Foreign Agent Registration Status: *I certify that the sponsor is not an agent of a foreign principal and do not retain or employ an agent of a foreign principal.*

Foreign Government Involvement

Foreign Agent Registration Status:

- ● I certify that the sponsor is not a foreign government.
- ● I certify that the sponsor is not an entity that is owned or operated by a foreign government.
- ● I certify that the sponsor does not receive funding from a foreign government.

Comments

None Entered

Signature Page

The signature page is below.

Purpose and Details

Provide a brief description of the trip.

The trip will take Congressional Staff Delegates to visit the headquarters of Google, one of the largest digital advertising networks, NBC Universal, one of the largest publishers, and Nielsen, one of the largest providers of audience measurement metrics. Presentations will focus on their respective roles in the buying, selling, and serving of online advertising. These presentations are intended to educate and inform staff about the nuances of the industry, improve their understanding of the ad ecosystem, and provide them with the opportunity to ask questions of subject matter experts.

Explain how the purpose of the trip relates to your organization's mission.

As a trade association, IAB fields critical research on interactive advertising, while also educating brands, agencies, and the wider business community on the importance of digital marketing. Further, IAB is committed to professional development and elevating the knowledge, skills, expertise, and diversity of the workforce across the industry. The Congressional Staff Delegation is a continuation of IAB's role as an educator in the industry.

Is your organization the only sponsor for this trip?

- [x] Yes
- [ ] No

Grantmaking Organizations (Optional)

There are no grantmaking organizations.

With or Without Regard for Congressional Participation

The trip is arranged or organized specifically with regard to congressional participation.

Lobbyist/Foreign Agent Involvement in Planning, Organizing, Requesting or Arranging

- [x] The trip will not in any part be planned, organized, requested, or arranged by a registered lobbyist or agent of a foreign principal, other than de minimis involvement.

Lobbyist/Foreign Agent Financing

- [x] The trip will not be financed in any part by a registered lobbyist or agent of a foreign principal.
- [x] No funds or in-kind contributions were 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.

Lobbyist/Foreign Agent Accompaniment

Complete if all sponsors are §501(c)(3) organizations

- [ ] The trip is limited to three days (for trips inside the continental United States) or seven days (for trips outside the continental United States), and no lobbyist or agents of a foreign principal will accompany the Member, officer, or employee at any point throughout the trip
- [ ] The trip is limited to 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
- [ ] The trip is limited to 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

Complete if any of the sponsors is not a §501(c)(3) organizations.

- [ ] The trip is limited to three days (for trips inside the continental United States) or seven days (for trips outside the continental United States), and no lobbyist or agents of a foreign principal will accompany the Member, officer, or employee at any point throughout the trip
- [x] The trip is limited to 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
- [ ] The trip is limited to 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

Certification of No Recreational Activity and No Alcohol

- [x] Travel expenses paid for will not include expenditures for recreational activities.
- [x] Travel expenses paid for will not include expenditures for alcohol, except as permitted by the Regulations Governing Privately Sponsored Travel.

Invitees

Members and staff from the House of Representatives **will** receive invitations.

The list of invitees is below.

Travel Details

Trip Start Date/Time:
02/21/2024 @ 01:15 PM

⇄

Trip End Date/Time:
02/22/2024 @ 09:58 PM

Will the traveler be accompanied by a family member for whom the sponsor will pay travel expenses?

○ Yes ● No

Itinerary

The itinerary is below.

Transportation (Per Member/Officer/Employee: $200.00 | Accompanying Family Member: $0.00)

Transportation Type	Class	Amount
Train	Coach	$200.00

Note
Estimated round trip travel from Washington D.C to New York City

Lodging (Per Member/Officer/Employee: $167.71)

Check-In	Check-Out	Facility	City	State	Country	Nights	Cost/Night	Cost Exceed Per Diem
02/21/2024	02/22/2024	Wyndam New Yorker	New York	New York	United States	1	$167.71	No

Meals (Per Member/Officer/Employee: $63.00)

Date	Breakfast	Lunch	Dinner	Incidentals	Total	City	State	Country	Cost Exceeds Per Diem
02/22/2024	$18.00	$20.00	$25.00	$0.00	**$63.00**	New York	New York	United States	No

Reasonable Miscellaneous Expenses (Per Member/Officer/Employee: $0.00)

Expense Type	Amount	Notes
There are no miscellaneous expenses.		

Additional Attachments

Document Name
There are no additional attachments.

PRIVATELY SPONSORED TRAVEL

SPONSOR SIGNATURE PAGE

I hereby certify that the information submitted in connection with the trip listed below is true, complete, and correct to the best of my knowledge and belief.

Trip Name: A Day in the Life of an Ad

Travel Date(s): 2/21/24 - 2/22/24

Travel Destination(s): New York City

Sponsor: Interactive Advertising Bureau

Marc Hydrick — *(printed name of sponsor representative)*

Director, Senior Program Mana — *(title)*

Marc Hydrick Digitally signed by Marc Hydrick Date: 2024.01.17 14:23:01 -05'00' — *(signature of sponsor representative)*

1/17/24 — *(date)*

Member	Staffer	Title	Reason for Inviting
Sen. Mike Lee	Annie (Chestnut) Tutor	Legislative Assistant	Annie's boss serves on the Senate Commerce Committee which considers legislation relevant to the digital advertising industry. Annie handles the Technology and Telecommunications portfolios for her office.
Sen. Maria Cantwell	Mary Huang	Counsel	Mary's boss serves on the Senate Commerce Committee which considers legislation relevant to the digital advertising industry. Mary serves as a Policy Advisor for the Media and Broadband Subcommittee
Sen. Mike Lee	Thomas DeMatteo	Counsel	Thomas' boss serves on the Senate Commerce Committee which considers legislation relevant to the digital advertising industry.
Sen. Marsha Blackburn	Jamie Susskind	Legislative Director	Jamie's boss serves on the Senate Commerce and Judiciary Committees which consider legislation relevant to the digital advertising industry. Jamie handles the Technology and Telecommunications portfolios for his office.

Sen. Mike Lee	Emme James	Legislative Correspondent	Emme's boss serves on the Senate Commerce Committee which considers legislation relevant to the digital advertising industry.
Sen. Lindsey Graham	Conrad Meek	Counsel	Conrad serves as Counsel for the Senate Judiciary Committee which considers legislation that is relevant to the digital advertising industry.
Sen. Raphael Warnock	Annie Wang	Counsel/Deputy Legislative Director	Annie's boss serves on the Senate Commerce Committee which considers legislation relevant to the digital advertising industry. Annie handles the Technology and Telecommunications portfolios for her office.
Sen. Michael Bennet	Eli Weiner	Legislative Assistant	Eli handles the Technology and Telecommunications portfolios for his office.

Sen. Alex Padilla	Mana Azarmi	Counsel	Mana handles the Technology, Telecommunications, and Commerce portfolios for her office.
Sen. Jon Tester	Olivia Oo	Legislative Assistant	Olivia's boss serves on the Senate Commerce and Appropriations Committees which consider legislation relevant to the digital advertising industry. Olivia handles the Technology and Telecommunications portfolios for her office.
Sen. Roger Wicker	Anderson Helton	Legislative Assistant	Anderson's boss serves on the Senate Commerce Committee which considers legislation relevant to the digital advertising industry. Anderson handles the Technology, Telecommunications, and Commerce portfolios for his office.
Senate Judiciary Committee	Annie Owens	Chief Counsel	Annie serves as Chief Counsel for the Senate Judiciary Committee which considers legislation relevant to the digital advertising industry.

Senate Appropriations	Jennifer Piatt	Majority Committee Staff	Jennifer serves as Majority Committee Staff for the Senate Appropriations Committee which considers legislation relevant to the digital advertising industry.
Senate Judiciary Committee	Stephanie Trifone	General Counsel	Stephanie serves as General Counsel for the Senate Judiciary Committee which considers legislation relevant to the digital advertising industry.
Senate Judiciary Committee	Jack Budish	Counsel	Jack serves as Counsel for the Senate Judiciary Committee which considers legislation relevant to the digital advertising industry.
Senate Judiciary Committee	Katherine Nikas	Staff Director	Katherine serves as Staff Director for the Senate Judiciary Committee which considers legislation relevant to the digital advertising industry.

Senate Judiciary Committee	Rita Jochum	Chief Counsel	Rita serves as Chief Counsel for the Senate Judiciary Committee which considers legislation relevant to the digital advertising industry.
Senate Commerce, Science and Transportation Committee	John Beezer	Senior Advisor	John serves as Senior Advisor for the Senate Commerce Committee which considers legislation relevant to the digital advertising industry.
Senate Commerce, Science and Transportation Committee	Betsy McIntyre	Senior Counsel	Betsy serves as Senior Counsel for the Senate Commerce Committee which considers legislation relevant to the digital advertising industry.
Senate Commerce, Science and Transportation Committee	Shannon Smith	Counsel and Senior Consumer Advisor	Shannon serves as Counsel and Senior Consumer Advisor for the Senate Commerce Committee which considers legislation relevant to the digital advertising industry.

Senate Commerce, Science and Transportation Committee	Kelly Fabian	Counsel	Kelly serves as Counsel for the Senate Commerce Committee which considers legislation relevant to the digital advertising industry.
Senate Commerce, Science and Transportation Committee	Gabrielle Borenstein	Research Assistant	Gabrielle serves as Research Assistant for the Senate Commerce Committee which considers legislation relevant to the digital advertising industry.
Sen. Michael Bennet	Kevin Figueroa	Legislative Assistant	Kevin's boss serves on the Senate Finance International Trade, Customs, and Global Competitiveness Subcommittee which considers legislation relevant to the digital advertising industry. Kevin handles the Judiciary portfolio for his office.
Sen. Michael Bennet	Adriana Rivera	Military Legislative Assistant	Adriana's boss serves on the Senate Finance International Trade, Customs, and Global Competitiveness Subcommittee which considers legislation relevant to the digital advertising industry. Adriana handles the Science and Technology portfolio for her office.

Sen. Michael Bennet	Donni Turner	Legislative Counsel	Donni's boss serves on the Senate Finance International Trade, Customs, and Global Competitiveness Subcommittee which considers legislation relevant to the digital advertising industry. Donni handles the Judiciary portfolio for her office.
Sen. Michael Bennet	Eli Weiner	Legislative Assistant	Eli's boss serves on the Senate Finance International Trade, Customs, and Global Competitiveness Subcommittee which considers legislation relevant to the digital advertising industry. Eli handles the Technology and Telecommunications portfolios for his office.
Sen. John Hickenlooper	Naveen Parma	Chief Counsel	Naveen's boss serves on the Senate Commerce Committee which considers legislation relevant to the digital advertising industry. Naveen handles the Judiciary and Small portfolios for her office.
Sen. John Hickenlooper	Edgar Rivas	Senior Policy Advisor	Edgar's boss serves on the Senate Commerce Committee which considers legislation relevant to the digital advertising industry. Edgar handles the Judiciary and Small Business portfolios for his office.

Sen. Mazie Hirono	George Flynn	Communications Director	George's boss serves on Senate Judiciary Committee which considers legislation relevant to the digital advertising industry.
Sen. Ben Ray Lujan	Adan Serna	Deputy Communications Director	Adan's boss serves on the Senate Commerce Subcommittee on Communications, Media and Broadband which considers legislation relevant to the digital advertising industry.

Monday, January 29, 2024 at 13:35:18 Eastern Standard Time

Subject: IAB New York Staff Del Trip – A Day in the Life of an Ad
Date: Thursday, January 11, 2024 at 1:55:05 PM Eastern Standard Time
From: Marc Hydrick
To: Serna, Adan (Lujan)
Priority: High
Attachments: image001.png, image002.png, image003.png, image004.png, image005.png, image006.png

Dear Adan,

We would like to extend an invitation for you to join us for the Interactive Advertising Bureau's **Day in the Life of an Ad** overnight Staff Delegation Trip.

Participants would depart Union Station via Amtrak on the afternoon of **Wednesday, February 21** and return on the evening of **Thursday, February 22.**

Those who join us can expect presentations from some of IAB's Members including Google, NBC Universal, and Nielsen at their offices to learn about a day-in-the-life of a digital ad. This is a great opportunity for anyone interested in advertising, data privacy, and emerging technologies to hear from the players at the forefront about the mechanics of the industry and the policies that impacts them.

To RSVP, please respond to this email no later than January 18. Once we receive your RSVP, we will send you the appropriate forms to submit to the Ethics Committee. Thank you and please let me know if you have any questions.

Sincerely,
Marc

Marc Hydrick
Director, Senior Program Manager
116 East 27th Street, 7th Floor
New York, NY 10016
(646)584-1713 ✉ marc@iab.com



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Wednesday, February 21

TIME	ACTIVITY	LOCATION
1:15PM-4:44PM	Train DC > NYC	Union Station > Penn Station
5:00PM-6:00PM	*Transit (walk) to hotel*	Wyndham, New Yorker, 481 8th Ave

Thursday, February 22

TIME	ACTIVITY	LOCATION	DESCRIPTION
7:00AM-8:00AM	Breakfast	Wyndham, New Yorker, 481 8th Ave OR Bus	
8:00AM-9:00AM	*Transit via charter bus*		
9:00AM-11:00AM	**Ad Network Meeting**	Google – Manhattan Office **Speakers** Marvin Renaud - Director, Product Management Perry Witmer - UX Researcher, Regulatory Strategy	Google is one of the largest digital advertising networks and their presentation will focus on the role they play in the buying, selling, and serving of online advertising. This presentation is intended to educate and inform staff about the nuances of the industry, improve their understanding of the ad ecosystem, and provide them with the opportunity to ask questions of subject matter experts.
11:00AM-12:00PM	*Transit + Box Lunch*		
12:00PM-2:00PM	**Publisher Meeting**	NBC Universal – 30 Rockefeller Plaza **Speaker** Jeff Hoeh - General Counsel, Advertising and Marketing	NBC Universal is one of the largest publishers of digital advertising and their presentation will focus on the role they play in the buying, selling, and serving of online advertising. This presentation is intended to educate and inform staff about the nuances of the industry, improve their understanding of the ad ecosystem, and provide them with the opportunity to ask questions of subject matter experts.
2:00PM-3:00PM	*Transit via charter bus*		

3:00PM-5:00PM	**Ad Measurement Meeting**	Neilsen – Flatiron District **Speakers** Karthik Rao - CEO George Callard - General Counsel	Neilsen is one of the largest providers of audience measuement metrics for digital advertising and their presentation will focus on the role they play in the buying, selling, and serving of online advertising. This presentation is intended to educate and inform staff about the nuances of the industry, improve their understanding of the ad ecosystem, and provide them with the opportunity to ask questions of subject matter experts.
5:00PM-6:00PM	*Transit + Box Dinner*		
6:25PM-9:58PM	Train NYC > DC	Penn Station > Union Station	