



AMERICAN
IMMIGRATION
LAWYERS
ASSOCIATION

2017 MEDIA KIT

Targeted Marketing Opportunities to Immigration Law Professionals.

Exhibits • Sponsorship • Advertising



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advertising@aila.org

What is AILA?

The American Immigration Lawyers Association (AILA) is the national association of more than 14,000 attorneys and law professors who practice and teach immigration law. AILA Member attorneys represent U.S. families seeking permanent residence for close family members, U.S. businesses seeking talent from the global marketplace, as well as foreign students, entertainers, athletes, and asylum seekers. Founded in 1946, AILA is a nonpartisan, not-for-profit organization that provides continuing legal education, information, professional services, and expertise through its 39 chapters and over 50 national committees.

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Top 5 reasons to market to the AILA membership.

- 1) **Our members—over 14,000 strong and growing—are your prospective clients!** *We offer numerous marketing opportunities—advertising, exhibiting, event sponsorships, and membership mailing list rentals.*
- 2) **AILA is a voice and trusted leader.** *Member attorneys turn to us for solutions to their everyday practice needs.*
- 3) **AILA represents a captive audience.** *If your products and/or services are geared toward the legal profession or the practice of immigration law, we offer a focused group of member attorneys eager to learn more.*
- 4) **AILA can help build and expand your brand.** *The more members see and utilize your services, the more they create a buzz. That buzz means more business for you.*
- 5) **AILA can save you time and money.** *We make it easy and affordable for you to reach your target audience, prospective clients and end-users.*

When compared to other bar and not-for-profit organizations, in a recent survey, members overwhelmingly rated the American Immigration Lawyers Association as the most valuable organization in terms of information and resources for the practice of immigration law.

Exhibits & Sponsorships

Excellent opportunity to achieve maximum exposure and interact 1-on-1 with member attorneys!

Who Should Exhibit?

Any company that provides a product or service to immigration lawyers, attorneys or law firms!

- ◆ Advertising & Marketing Firms
- ◆ Case Management Software Vendors
- ◆ Credentials Evaluators
- ◆ Criminal/Personal Investigations
- ◆ DNA Testing
- ◆ EB-5 Regional Centers
- ◆ Financial Services
- ◆ General Legal Service Providers
- ◆ Health Insurance
- ◆ Immigration Bonds
- ◆ Law Office Management
- ◆ Legal Resources/Publishing
- ◆ Legal Staffing
- ◆ Legal Technology
- ◆ Liability Insurance
- ◆ Office Equipment/Supply
- ◆ Psychological Evaluations
- ◆ Translation Services Providers
- ◆ Visa Service Providers

About AILA Exhibits and Sponsorships

The majority of attendees at AILA conferences are immigration lawyers. They represent firms of all sizes. Most are decision makers and/or key purchasers of products and services for their firms. Why not meet them face-to-face?

Show Us What You've Got

Conference Exhibiting

There is no better way to expand your business and build relationships. Meet prospective, new, and current clients in person, and in a dynamic setting.

Make Your Mark

Conference Sponsorships

Through premium access to member attorneys, sponsorship packages provide an opportunity for increased exposure, and allow you to stand out from your competition. Sponsorships grant first class access to practitioners who make key buying decisions for their firms.

Opportunities

- Platinum/Gold/Silver Packages
- Lanyard Sponsor
- Pen Sponsor
- Notebook Sponsor
- Conference Bag Sponsor
- WiFi Sponsor
- *web*CLE Sponsor
- Refreshment Break Sponsor
- Networking Reception Sponsor

and more!

2017 Conferences With Exhibit and Sponsorship Opportunities

January 20, 2017

AILA Midwinter CLE Conference
Phillipsburg, St. Maarten

February 10-11, 2017

Worksite Enforcement & Employer Compliance Conference
Scottsdale, AZ

March 2017

AILA Waivers CLE Conference
Location TBD

April 7, 2017

AILA Spring CLE Conference
Washington, DC

June 21-24, 2017

AILA Annual Conference—AC17
New Orleans, LA

Date TBD

AILA EB-5 Investors Summit
Las Vegas, NV

August 2017

AILA Paralegals Conference
Location TBD

August 2017

AILA PERM CLE Conference
Location TBD

September 2017

AILA Fall CLE Conference
Boulder, CO

November 2017

California Chapters Conference
Los Angeles, CA

December 2017

New York Immigration Law Symposium
New York, NY

Contact us for additional opportunities.

Customized Sponsorships Be creative with your marketing strategy. **The sky is the limit!**

Tell us how you would like to customize your sponsorship. We can create a package that fits your budget and marketing needs.

2017 AILA Annual Conference

An invitation to the largest gathering of immigration law professionals!

JUNE 21–24, 2017 • NEW ORLEANS, LA



Who Will Be There?

Over 3,500 attendees are expected for the 2017 AILA Annual Conference in New Orleans, LA.

The majority of our conference attendees are purchasers of products and services and/or in charge of buying decisions for their firms.

It Pays to Exhibit

Your Competition Will Be There ... Will You?

- Access to Thousands of Legal Professionals, Immigration Law Experts, Government Officials, and many others
- Repeat Exposure
- Face-to-Face Interaction
- Strengthen Existing Relationships
- Increase Product Awareness
- Generate Leads
- Launch New Products & Services



New Orleans Marriott

Stay in the heart of the city at New Orleans Marriott. As one of the premier hotels in the French Quarter, we place you within walking distance of festivals, food and fun. Enjoy easy access to popular restaurants, live music and Bourbon Street nightlife. Following an action-packed day of work or play, unwind in spacious rooms featuring contemporary decor, high-speed internet access, plush bedding and breathtaking city views.



Sheraton New Orleans

Ease into a relaxing getaway on one of the most celebrated parade routes in the world at Sheraton New Orleans Hotel. From the French Quarter and Bourbon Street to the Riverwalk and Warehouse District, you'll be fewer than two blocks from everything you want to see. Reboot and recharge in modern rooms and suites appointed with Sheraton Signature beds.

2017 AILA Annual Conference

An invitation to the largest gathering of immigration law professionals!

Reserve Your Booth Space Today!

Exhibit space includes:

- Carpeted 10' x 8' booth space
- Standard 10' back drape and 36" side drape
- 6' draped table with two chairs
- Wastebasket
- Booth identification sign
- Two (2) exhibitor badges for access to Exhibit Hall
- Listing in conference program book

Premium Booth Space

- Located in high traffic areas
10' x 8'—\$3,500 (Limited quantity)

Standard Booth Space

- 10' x 8'—\$2,500

Satellite Exhibit Location(s)

Unique locations afford you the ability to meet attendees and distribute information and promotional materials outside designated conference tracks. *Please inquire about floor plan and options.*

- 6' draped table and two chairs—\$1,500 per day, per location

Annual Conference Sponsorship Packages

Receive the greatest return on your investment by becoming an official Annual Conference Sponsor. These packages are designed to give your company maximum exposure at the most important immigration law event of the year.

Platinum Sponsor - \$30,000

- Logo on conference bag
- Logo/name on sponsor thank-you page in the conference program book
- Logo/name on exhibit hall entrance unit
- Logo/name on conference signage
- Insert in conference bags (provided by sponsor)
- Recognition in pre-conference e-mail communications
- Full page ad in the conference program book
- One premium booth space (additional spaces purchased separately)

Gold Sponsor - \$20,000

- Logo/name on sponsor thank-you page in the conference program book
- Logo/name on exhibit hall entrance unit
- Logo/name on conference signage
- Insert in conference bags (provided by sponsor)
- Recognition in pre-conference e-mail communications
- Half page ad in the conference program book
- One standard booth space (additional spaces or upgrade to premium purchased separately)

Silver Sponsor - \$10,000

- Logo/name on sponsor thank-you page in the conference program book
- Logo/name on exhibit hall entrance unit
- Logo/name on conference signage
- Recognition in pre-conference e-mail communications
- Quarter page ad in the conference program book
- One standard booth space (additional spaces or upgrade to premium purchased separately)

2017 AILA Annual Conference

An invitation to the largest gathering of immigration law professionals!

A-La-Carte Annual Conference Sponsorships

Wi-Fi Sponsor **\$10,000**

Includes banner ad on conference web pages, insert in conference bags, full page ad in the conference program book, signage, and recognition and link on conference sponsor web page.

Lanyard Sponsor **\$7,500**

Conference lanyard co-branded with sponsor logo and AILA Annual Conference logo, and recognition and link on conference sponsor web page. Because attendees must wear their name badges at all times, lanyards are the perfect way to display your company's logo throughout the conference.

Hotel Key Card Sponsor **\$10,000**

Be the first company to make an impression on attendees when they arrive in National Harbor. Includes customized keepsake hotel key cards for attendees, and recognition and link on the conference sponsor web page.

Conference Mobile Application Sponsor **\$7,500**

Put your marketing message in the palms of conference attendees' hands (literally). Includes sponsor logo on the conference app pages, sponsor message on the App Info tab, and recognition and link on the conference sponsor web page.

Conference Program Book Sponsor **\$5,000**

Includes full page color ad on the back cover, and recognition on the conference sponsor web page. The Program Book provides conference days at a glance, session descriptions, speaker bios, locations of meetings and special events, conference exhibitors and sponsors, and more!

Conference Pen Sponsor **\$5,000**

Continuously reinforce your marketing message. Conference pen co-branded with sponsor logo/name/url (within limits of imprint area) and the AILA Annual Conference logo, as well as recognition on the conference sponsor web page. The conference pen is something attendees keep and use after the conference.

webCLE Sponsor **\$3,000**

All attorneys seeking CLE credit must use *webCLE* to report – it's guaranteed traffic. Includes sponsor logo on *webCLE* pages, sponsor web site as a redirect link, sponsor logo on printed CLE attendance reports, signage, and recognition on the conference sponsor web page.

Conference Bag Inserts **\$3,000**

Place your marketing piece in the hands of key decision makers. Includes insert in conference bags (not to exceed 4 pages, 8.5" x 11").

webEvaluation Sponsor **\$2,000**

Connect with an engaged audience as conference attendees access *webEvaluations* throughout the conference and after. Includes sponsor logo on evaluation pages, sponsor web site as a redirect link, and recognition on the conference sponsor web page.

2017 AILA Annual Conference

Annual Conference Program Book

AILA's Annual Conference Program Book is the primary source of on-site information for conference attendees!

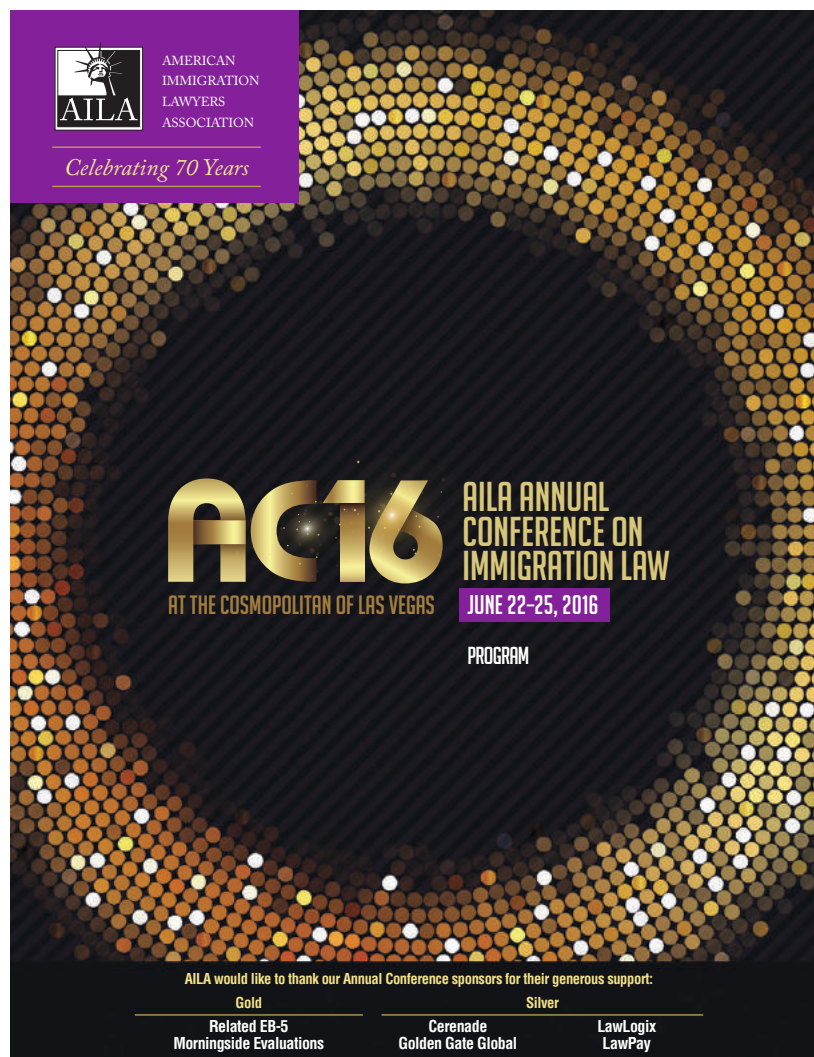
The Program Book provides conference days at a glance, session descriptions, speaker bios, locations of meetings and special events, conference exhibitors and sponsors, and more!

Make your marketing dollars count and generate traffic to your booth. Consider putting your company logo directly in the hands of conference attendees.

Advertising Rates

Inside Front Cover (color)	\$3,000
Inside Back Cover (color)	\$2,500
Full Page (black & white)	\$1,200
½ Page (black & white)	\$900
¼ page (black & white)	\$700

All ads must be submitted as high-resolution PDF files. All images, graphics should render 300 dpi or above. Be sure to embed fonts, graphic files into PDF. For cover, full-page ads, please include 1/8" bleeds.



2016 edition pictured above.

AILA8—Daily Electronic Newsletter

Your company delivered directly to our members every day.

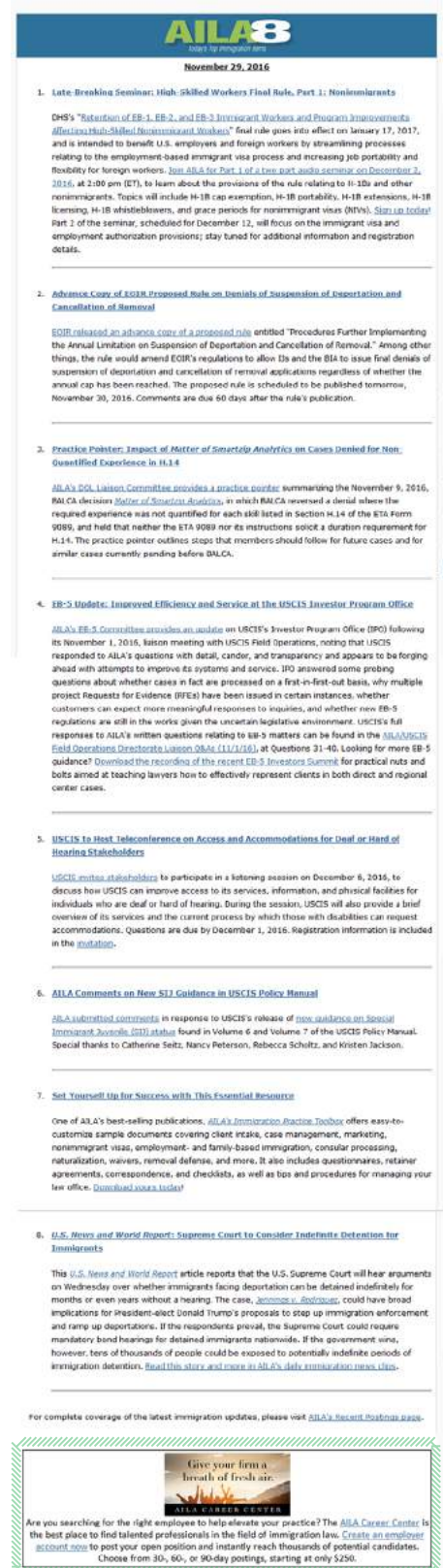
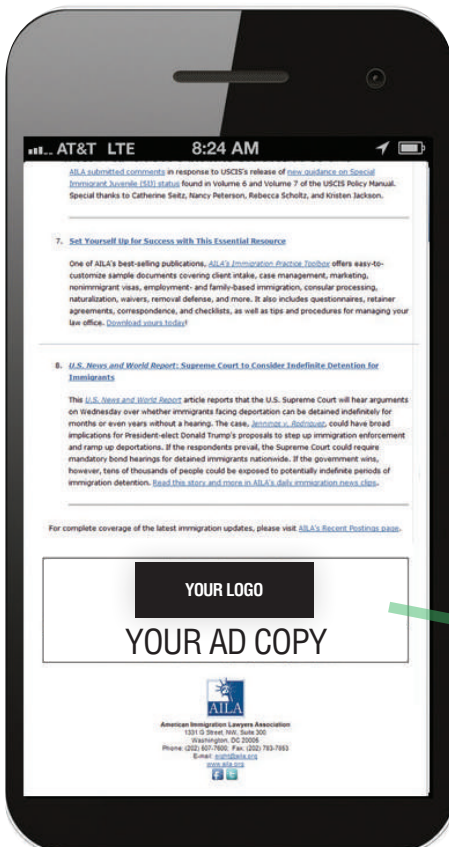
About AILA8

AILA8 is AILA's flagship e-newsletter, sent daily to 14,000+ AILA members and law students. AILA8 provides readers with the top 8 immigration news items of the day. A recent membership survey indicated that 63% of respondents read AILA8 daily. An overwhelming 89% are happy with the content of AILA8.

Each daily edition of AILA8 includes a prominently featured banner advertisement after the final news item. Statistics from January 2015 onward demonstrate that, at least 20% of the time, the last item in the newsletter is the #1 or #2 most-clicked item of the day, indicating that readers are consistently scrolling to the bottom of AILA8. Your ad can include a company logo or other image, product description, and a URL link. Be a part of this popular AILA publication!

AILA8 E-NEWSLETTER ADVERTISING RATES	
Weekly ad	\$600 per week

Logos may not exceed 200px wide by 100px high. Text is limited to 250 characters, but multiple lines are permitted.



Website Banner Advertising

Connect with an engaged audience. More than 700,000 page views per month.

AILA.org

AILA.org is consistently rated our #1 member benefit. In order to best represent their clients, members rely on AILA.org for the latest news and developments in immigration law and policy. Advertising through this premium medium guarantees exposure to practicing attorneys and key decision makers.

AILA.org provides a high-impact marketing opportunity. It is an ideal place to launch campaigns and generate immediate awareness among leaders and practitioners in the immigration field.

On pages with multiple advertisers, ads rotate and appear randomly each time the page is refreshed. The rules for graphic ads are:

- 1) Ad size: 240 pixels wide x 150 pixels high.
- 2) Ads will link to one website or email of vendor's choice.
- 3) No animated ads.
- 4) Ads must be consistent with the look and feel of AILA.org. Ads should not be distracting to the user or overpower the site. AILA retains the right to request changes in color/feel to any ads placed.

HOME PAGE	RECENT POSTINGS
More than 144,000 Page Views Per Month	Over 25,000 Page Views Per Month

AILA.ORG BANNER ADVERTISING RATES	
Home page	\$1,000 per month
Recent Postings	\$750 per month
Other AILA.org page	\$500 per month

Maximize Visibility for Your Ad! Home Page Carousel Banner Advertisement

The AILA.org home page features an image "carousel," which continuously rotates between five different banner images. Traditionally, these have only been used for AILA events, publications, and breaking immigration news. Now, for **one week out of each month**, you can exclusively feature your large banner advertisement in the most prominent location on our site!

- 659px by 269px full color banner
- Up to 30 characters of title and 50 characters of subtitle text
- URL link of your choice
- 1 continuous week available per month

\$1,000 per week

The screenshot shows the AILA.org homepage with a navigation bar at the top containing links for Member, Law Student, Int'l Associate, Government, Press, and Public. Below the navigation bar are several menu items: ABOUT, MEMBERSHIP, ADVOCACY AND MEDIA, CONFERENCES AND CLE, PUBLICATIONS, LAW PRACTICE, INFONET RESEARCH LIBRARY, and RECENT POSTINGS. The main content area features a large carousel banner for "AILA Case Liaison Assistance" with the text "Click to learn more" and "AILA Case Liaison Assistance" followed by "Matthew Stump shares how you can submit requests >". To the right of the banner is a "Quick Links" section with several links: Find AILA Members, Search for a Mentor, Get Case Liaison Assistance, Find/List a Job, Visit the Message Center, and Obtain Malpractice Insurance. Below the banner are sections for "Recent Postings" and "Upcoming Events". The "Recent Postings" section lists several articles, and the "Upcoming Events" section lists several events. At the bottom right, there is a section for "Run a Solo or Small Firm? Register for AILA's Solo and Small Firm Practice Management Conference" with a date of December 9-9 and a location of Lake Buena Vista, FL. Below this is an "ADVERTISEMENT" section with a placeholder for "YOUR AD HERE".

Membership Mailing List

Marketing material delivered directly in the hands of key decision makers.

About AILA's Membership Mailing List

Need to reach AILA members? Direct mail still is one of the most targeted methods for communicating with this desired audience. Purchasing our membership list gives you access to 14,000+ immigration law attorneys! You can either choose to send your marketing piece to all AILA members, or strategically target the demographics that meet your marketing needs.

List License Specifications

List Configurations: Membership lists can be pre-sorted and customized by practice specialty, member's home state, or local chapter. Limited information is available on criteria such as gender, length of membership, chapters, and practice type. Please contact advertising@aila.org for additional information on combination or random sorts.

Approval: AILA retains the right to approve or deny list license rental requests based upon review of material to be distributed, relevancy to association members, and the product or service being solicited. A final copy of your marketing piece must be included with the list order.

List license is granted one-time use only. Retention and reproduction is strictly prohibited.

MEMBERSHIP MAILING LICENSE FEES	
Entire Membership	\$2,000
Selections	25 cents per name + \$50 set-up fee (1,000 name minimum)
Adhesive labels	\$150
Rush fee	\$50 (within 7 business days)

Excel spreadsheet is delivered directly to 3rd party, professional, mailing house. Adhesive Labels are sent directly to you for an additional charge. List license is granted on a one-time only use basis. Retention and/or reproduction of data is strictly prohibited in any form.



Member Demographic Information

Age*

24-30 7%
 31-40 26%
 41-50 24%
 51-60 15%
 60+ 11%
 Not available 17%

Gender

Female 56%
 Male 44%

Practice Setting*

Solo Practitioner 32%
 Small Law Firm 36%
 Medium Law Firm 3%
 Large Law Firm 6%
 Legal Services/Non Profit 8%
 In-House Corporate Counsel 1%
 Law School/Academic 1%
 Other 3%
 Not Available 10%

Length of Membership

21+ Years 13%
 16-20 Years 12%
 11-15 Years 15%
 6-10 Years 20%
 1-5 Years 37%
 1st Year 3%

Race/Ethnicity*

African 1%
 African-American 2%
 Asian/Pacific Islander 10%
 Caucasian (non-Hispanic) 32%
 Hispanic/Latino 16%
 Indian Subcontinent 3%
 Middle Eastern 2%
 Multi-Racial 2%
 Native American/Alaskan Native <1%
 Other or Not Available 31%

Areas of Expertise*

Asylum 5,348
 Business 7,572
 Consular 5,457
 Deportation 6,091
 Employer Sanctions 1,928
 Family 8,666
 General 7,082
 Investor 3,505
 Litigation 3,676
 Medical 1,360
 Naturalization 7,357
 Waivers 4,388

Note: Members may check off more than one area of expertise.

Chapter

Arizona	256
Bangkok District	188
Canada	221
Carolinas	381
Central Florida	396
Chicago	659
Colorado	275
Connecticut	174
Georgia Alabama	510
Hawaii	74
Idaho	41
Indiana	124
Iowa/Nebraska	146
Latin America and Caribbean	199
Michigan	347
MidSouth	435
Minnesota/Dakotas	288
Missouri/Kansas	215
Nevada	105
New England	672
New Jersey	441
New York	1,634
Northern California	900
Ohio	298
Oregon	243
Philadelphia	357
Pittsburgh	75
Puerto Rico	46
Rome District	436
San Diego	255
Santa Clara	261
Southern California	1,128
South Florida	861
Texas	1,348
Upstate New York	172
Utah	111
Washington State	510
Washington, DC	1,076
Wisconsin	116



*This information is based on members self-selecting it in their profile. Not every member has chosen to complete these parts of their profiles therefore, information is not statistically valid.

2017 Advertising/Exhibiting/Sponsorship Opportunities

AILA 2017 Annual Conference

ANNUAL CONFERENCE RATES	
Premium Booth Space	Rate
Premium 10' x 8', Exhibit Space	\$3,500
Standard Booth Space	
Standard 10' x 8', Exhibit Space	\$2,500
Satellite Locations	
6' Draped Tables (per day, per location)	\$1,500

AILA8

AILA8 E-NEWSLETTER ADVERTISING RATES	
Weekly ad	\$600 per week

Advertisers are limited to no more than 8 weeks per year.

AILA.org

AILA.ORG BANNER ADVERTISING RATES	
Home page	\$1,000 per month
Recent Postings	\$750 per month
Other InfoNet page	\$500 per month
Home page carousel	\$1,000 per week

Mailing Lists

MEMBERSHIP MAILING LICENSE FEES	
Entire Membership	\$2,000
Selections	\$0.25 per name + \$50 setup fee (1,000 name minimum)
Adhesive Labels	\$150
Rush Fee	\$50 (within 7 business days)

AILA 2017 In-Person Conferences

Conference	Date	Location	Exhibit Space
AILA Midwinter CLE Conference	January 20, 2017	Phillipsburg, St. Maarten	\$2,500
Worksite Enforcement & Employer Compliance Conference	February 10-11, 2017	Scottsdale, AZ	\$1,000
AILA Waivers CLE Conference	March 2017	Location TBD	\$1,000
AILA Spring CLE Conference	April 7, 2017	Washington, DC	\$1,000
AILA EB-5 Investors Summit	Date TBD	Las Vegas, NV	\$2,500
AILA Paralegals Conference	August 2017	Location TBD	\$1,000
AILA PERM CLE Conference	August 2017	Location TBD	\$1,000
AILA Fall CLE Conference	September 2017	Boulder, CO	\$1,000
AILA California Chapters Conference	November 2017	Los Angeles, CA	\$2,000
AILA New York Immigration Law Symposium	December 2017	New York, NY	\$1,000

More conferences will be added throughout the year. Please check back for more details.

AILA 2017 Supporter Package Discounts

AILA is pleased to offer substantial discounts for vendors signing significant contracts. Terms are as follows:

Bronze
\$5,000–\$7,499 Contracts
5% Discount



Silver
\$7,500–\$14,999 Contracts
10% Discount



Gold
\$15,000–\$29,999 Contracts
15% Discount



Platinum
\$30,000 and above
20% Discount



Please note that the minimums for supporter package eligibility must be met by purchasing items at **full price**. The discount will be applied to all items thereafter. For example, on a \$40,000 contract, \$30,000 will be charged at full price and a 20% discount will be applied to the remaining \$10,000, reducing the total to \$38,000.

Supporter Package contracts may be paid over 4 installments as follows:

- 1/4 paid with contract execution
- 1/4 due March 1, 2017
- 1/4 due May 1, 2017
- 1/4 due July 1, 2017

To guarantee your 2017 Supporter Package, please contact AILA at advertising@aila.org today! We will work with you to design a package that best suits your needs.

New Vendor Application

All new advertisers and exhibitors must be approved by AILA. Complete this form in order to be considered and return to AILA. Standard Processing time is 7–10 business days.

New Advertiser/Exhibitor Information:

Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State/Province: _____ Country: _____

Phone: _____ Fax: _____

E-mail: _____ Web Address: _____

Number of Years in Business: _____ Principle Owner(s): _____

Please describe your product or service and its relevance to the immigration law market (100 words or less):

Please Provide 2 Business References (may include AILA members if applicable):

Reference 1:

Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State/Province: _____ Country: _____

Phone: _____ Fax: _____

E-mail: _____ Web Address: _____

Reference 2:

Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State/Province: _____ Country: _____

Phone: _____ Fax: _____

E-mail: _____ Web Address: _____

AILA Use Only

Approved by the American Immigration Lawyers Association

Date _____ By _____

Issue _____

Please Return to:

American Immigration Lawyers Association

1331 G Street, NW, Suite 300, Washington, DC 20005-3142

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