



AMERICAN
IMMIGRATION
LAWYERS
ASSOCIATION

2018 MEDIA KIT

Targeted Marketing Opportunities to Immigration Law Professionals.

Exhibits • Sponsorship • Advertising

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1331 G Street NW, Suite 300, Washington, DC 20005
advertising@aila.org

What is AILA?

The American Immigration Lawyers Association (AILA) is the national association of more than 15,000 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 15,000 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
- webCLE Sponsor
- Refreshment Break Sponsor
- Networking Reception Sponsor

and more!

2018 Conferences With Exhibit and Sponsorship Opportunities

February 2, 2018
AILA Midwinter Conference
Cancun, Mexico

April 13, 2018
AILA Spring CLE Conference
Washington, DC

May 2017
AILA Spring EB-5 Summit
Location TBD

June 13-16, 2018
AILA Annual Conference—AC18
San Francisco, CA

August 2018
AILA Worksite Enforcement Conference
Location TBD

October 2018
AILA Fall CLE Conference
London, UK

October 2018
AILA Fall EB-5 Summit
Location TBD

November 2018
California Chapters Conference
San Diego, CA

December 2018
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.

2018 AILA Annual Conference

An invitation to the largest gathering of immigration law professionals!

JUNE 13–16, 2018 • SAN FRANCISCO, CA



Who Will Be There?

Over 3,500 attendees are expected for the 2018 AILA Annual Conference in San Francisco, CA.

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



Hilton San Francisco Union Square

Hilton San Francisco Union Square, located in the Theater District, puts you in walking distance to cable cars and the Moscone Center, and about 1 mile from Chinatown and Nob Hill. This historic three-tower hotel provides rooms with city views, Cityscape lounge on the 46th floor, and expansive ballrooms.



Parc 55 San Francisco

Parc 55 San Francisco – A Hilton Hotel is located in the heart of San Francisco, close to the Financial District and on the cusp of SOMA (South of Market), making it the perfect setting for a stay in the City by the Bay. The hotel is also well connected to the city's colorful neighborhoods so you can enjoy dining, cultural attractions, and the local coffee shops. It is also just a short walk away from the Moscone Center and Union Square.

2018 AILA Annual Conference

An invitation to the largest gathering of immigration law professionals!

Reserve Your Booth Space Today!

Premium Booth Space - \$3,750

- Carpeted 10'x8' booth space, located in Yosemite Ballroom
- 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 and networking/social events
- Listing in conference program book

Standard Booth Space - \$2,750

- Carpeted tabletop exhibit space, located in high traffic hallway area (no pipe and drape)
- 6' draped table with two chairs
- Wastebasket
- Booth identification sign
- Two (2) exhibitor badges for access to Exhibit Hall and networking/social events
- Listing in conference program book

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
- Multi-day discounts available

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)

2018 AILA Annual Conference

An invitation to the largest gathering of immigration law professionals!

A-La-Carte Annual Conference Sponsorships

Seated Massage Station Sponsor **\$15,000**

Give conference attendees a chance to relax in between sessions with a seated massage. Sponsorship includes a banner with your logo placed at the massage station, and the option to have massage therapists wear a polo shirt with your company logo. Also includes special recognition in the conference program book.

Attendee Lounge Sponsor **\$10,000**

Place your branding in one of the most frequently-used areas of the conference. The lounge includes seating and device charging stations for conference attendees. Sponsorship includes your logo/branding on large wall panels, charging stations, and other signage. Also includes recognition in the conference program book.

Coffee Sponsor **\$10,000**

Place your logo in one of the most popular areas of the conference. Sponsorship includes your logo on coffee cup sleeves, as well as signage at each coffee station.

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

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

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.

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.

Hotel Room Drop **\$7,500**

Have your collateral delivered to all guest rooms occupied by AILA conference attendees.

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.

Lyft Ride Credit Sponsor **\$7,500**

Help conference attendees get around San Francisco! Sponsorship includes a coupon code branded with your company name, which will be distributed to attendees to receive discounted Lyft rides during the conference.

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.

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!

Elevator Door Banner **\$5,000 per elevator**

Cover an elevator door in the conference area of the hotel with graphics of your choice.

Conference Bag Insert **\$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").

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.

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.

2018 AILA Annual Conference

Annual Conference Program Book

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

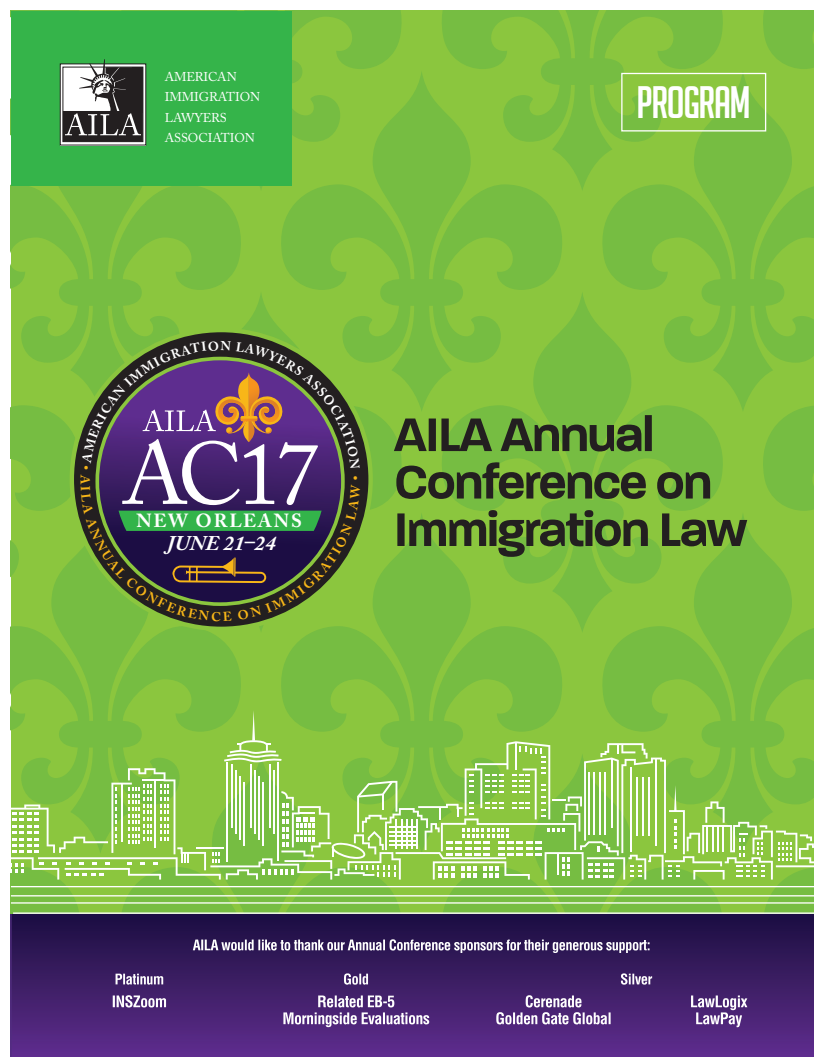
The Program Book provides conference days at a glance, session descriptions, speaker bios, locations of meetings and special events, conference exhibitors and sponsors, and more!

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.



2017 edition pictured above.

AILA8—Daily Electronic Newsletter

Your company delivered directly to our members every day.

New look for 2018!

Banner ads moved from bottom of the page to the middle of the page, after the fourth news item.

Updated appearance for a more modern, visually appealing aesthetic.

About AILA8

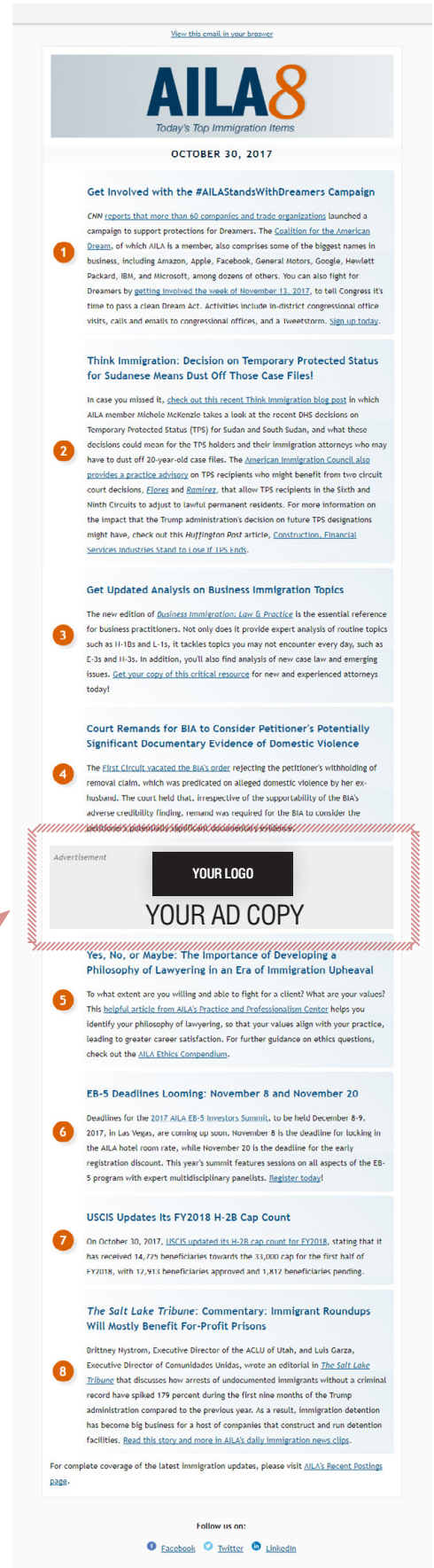
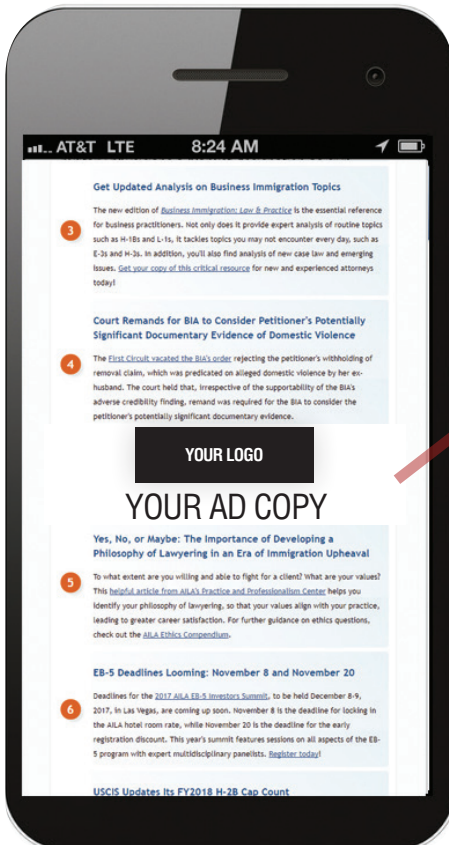
AILA8 is AILA's flagship e-newsletter, sent daily to 15,000+ AILA members and law students. AILA8 provides readers with the top 8 immigration news items of the day. A recent membership survey indicated that 63% of respondents read AILA8 daily. An overwhelming 89% are happy with the content of AILA8.

Each daily edition of AILA8 includes a prominently featured banner advertisement after the fourth news item. 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	\$1,000 per week
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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's Website

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 premier 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 145,000 Page Views Per Month	More Than 27,000 Page Views Per Month

AILA.ORG BANNER ADVERTISING RATES	
Home Page Carousel	\$2,000 per month
Home Page Side Block	\$1,000 per month
Recent Postings	\$750 per month
Other AILA.org page	\$500 per month

New for 2018! Home Page Carousel Banner Advertisement

The AILA.org home page features an image “carousel,” which continuously rotates between five different banner images across all six portals on AILA's website. **We now have two of those spaces available for advertisements.** You can 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
- Two spaces available per month

\$2,000 per month

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 menu items: ABOUT, MEMBERSHIP, ADVOCACY AND MEDIA, CONFERENCES AND CLE, PUBLICATIONS, LAW PRACTICE, INFONET RESEARCH LIBRARY, and RECENT POSTINGS. The main banner area features a carousel with the current slide titled "AILA Case Liaison Assistance" and a subtitle "AILA Case Liaison Assistance" with a link "Matthew Stump shares how you can submit requests >". To the right of the banner is a "Quick Links" section with items like "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" (listing seminars and policy guidance), "Upcoming Events" (listing conferences and seminars), and "Run a Solo or Small Firm? Register for AILA's Solo and Small Firm Practice Management Conference" with a "2016 AILA Solo and Small Firm Practice Management" image.

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 15,000+ 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.

2018 Advertising/Exhibiting/Sponsorship Opportunities

AILA 2018 Annual Conference

ANNUAL CONFERENCE RATES	
Premium Booth Space	Rate
Premium 10' x 8', Exhibit Space	\$3,750
Standard Booth Space	
Standard Tabletop Exhibit Space	\$2,750
Satellite Locations	
6' Draped Tables (per day, per location)	\$1,500

AILA8

AILA8 E-NEWSLETTER ADVERTISING RATES	
Weekly ad	\$1,000 per week

AILA.org

AILA.ORG BANNER ADVERTISING RATES	
Home Page Carousel	\$2,000 per month
Home Page Side Block	\$1,000 per month
Recent Postings	\$750 per month
Other InfoNet page	\$500 per month

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 2018 In-Person Conferences

Conference	Date	Location	Exhibit Space
AILA Midwinter Conference	February 2, 2018	Cancun, Mexico	\$2,000
AILA Spring CLE Conference	April 13, 2018	Washington, DC	\$1,000
AILA Spring EB-5 Summit	May 2018	Location TBD	\$2,500
AILA Worksite Enforcement Conference	August 2018	Location TBD	\$1,000
AILA Fall CLE Conference	October 2018	London, UK	\$1,000
AILA Fall EB-5 Summit	October 2018	Location TBD	\$2,500
AILA California Chapters Conference	November 2018	San Diego, CA	\$2,000
AILA New York Immigration Law Symposium	December 2018	New York, NY	\$1,000

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

AILA 2018 Supporter Package Discounts

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

Bronze
\$7,500–\$9,999 Contracts
5% Discount



Silver
\$10,000–\$19,999 Contracts
10% Discount



Gold
\$20,000–\$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, 2018
- 1/4 due May 1, 2018
- 1/4 due July 1, 2018

To guarantee your 2018 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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AMERICAN IMMIGRATION LAWYERS ASSOCIATION

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