



AMERICAN
IMMIGRATION
LAWYERS
ASSOCIATION



2019 MEDIA KIT

Exhibits • Sponsorship • Advertising

Reach over 15,000 immigration attorneys, paralegals, law professors, and law students!

NEW Annual Conference sponsorships and packages for 2019!



Don't take it from us; see what our satisfied clients have to say!

"We had a very successful conference and so much fun! Will definitely be back next year!"

"WOW! What a first time experience, thanks again for all your help."

"As usual, thanks for running a great event."



What is AILA?

The American Immigration Lawyers Association (AILA) is the national association of more than 15,000 attorneys, paralegals, law professors, and law students 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.



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 offers unbeatable value.** See **up to 500,000 ad impressions per month** on our home page. That's a fraction of a cent per impression! Just one example of the unrivaled ROI you can expect from AILA.
- 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 attorneys, 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 attorneys, as well as paralegals, law professors, and law students. They represent firms and organizations of all sizes. Most are decision makers and/or key purchasers of products and services. 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

- Diamond/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!

2019 Conferences With Exhibit and Sponsorship Opportunities

January 25, 2019

AILA Midwinter Conference
Indian Wells, CA

February 28-March 2, 2019

AILA EB-5/Advanced Business Conference
Bangkok, Thailand

March 12, 2019

Spring Federal Court Litigation Conference
Chicago, IL

April 12, 2019

AILA Spring CLE Conference
Washington, DC

June 19-22, 2019

AILA Annual Conference—AC19
Orlando, FL

Fall 2019

AILA Fall CLE Conference
Park City, UT

November 2019

California Chapters Conference
Santa Clara, CA

December 2019

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.

2019 AILA Annual Conference

An invitation to the largest gathering of immigration law professionals!

JUNE 19–22, 2019 • ORLANDO, FL



Who Will Be There?

Over 3,500 attendees are expected for the 2019 AILA Annual Conference in Orlando, FL.

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

Gaylord Palms Resort and Convention Center

Uncover a one-of-a-kind enchanted surrounding at Gaylord Palms Resort & Convention Center. This upscale resort in Kissimmee, Florida features a premier location just minutes from Walt Disney World® and Universal Orlando Resort™.

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 FOR 2019

- Updated sponsorship packages, including a new flagship Diamond Sponsor level
- Banners available in the main hotel atrium, as well as other signage opportunities
- More networking breaks for attendees to spend more time in the exhibit hall

2019 AILA Annual Conference

An invitation to the largest gathering of immigration law professionals!

Reserve Your Booth Space Today!

Premium Booth Space - \$4,000

- 10'x10' booth space located in higher traffic area
- Standard carpet included (upgraded carpet/additional padding ordered separately)
- 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
- Enhanced listing in conference program book (includes company logo)

Standard Booth Space - \$3,000

- 10'x10' booth space
- Standard carpet included (upgraded carpet/additional padding ordered separately)
- 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

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.

Diamond Sponsor - \$50,000 - EXCLUSIVE TO ONE SPONSOR!

- Logo/name on fountain at convention center entrance
- Logo/name on 14'x10' archway banner hanging above convention center entrance
- Logo/name on 4 atrium pole banners, located in hotel atrium
- 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
- Hotel room drops at headquarters hotel (provided by sponsor, one day only)
- Recognition in pre-conference e-mail communications
- Full page ad in the conference program book
- One premium booth space (additional spaces purchased separately)

Platinum Sponsor - \$35,000

- Logo/name on 4 atrium pole banners, located in hotel atrium
- Logo/name on sponsor thank-you page in the conference program book
- Logo/name on exhibit hall entrance unit
- Logo/name on conference signage
- Hotel room drops at headquarters hotel (provided by sponsor, one day only)
- 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 - \$25,000

- 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 - \$15,000

- 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)

2019 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.

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.

Lanyard Sponsor

\$10,000

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.

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!



Atrium Pole Banner

\$5,000 per banner

Imagine your logo or brand on display in the highly-traversed public areas of the hotel's enclosed, glass-covered atriums. Up to 30 locations are available.

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.

2019 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)	\$3,500
Inside Back Cover (color)	\$3,000
Full Page (black & white)	\$1,500
½ Page (black & white)	\$1,000
¼ page (black & white)	\$800


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.






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PROGRAM



AILA Annual Conference on Immigration Law

- AILA Inspires Series, *page 7*
- AILA's Eid al-Fitr Celebrations, *page 7*
- Special Events, *page 8*
- Fearless Lawyer Inspiration Lounge, *page 10*



AILA would like to thank our Annual Conference sponsors for their generous support:

<p>Platinum INSZoom</p>	<p>Gold Morningside Evaluations Related EB-5</p>	<p>Silver Cerenade LawLogix</p>	<p>Silver LawPay MobSquad</p>
Tracker Corp			



2018 edition pictured above.

AILA8—Daily Electronic Newsletter

Your company delivered directly to our members every day.

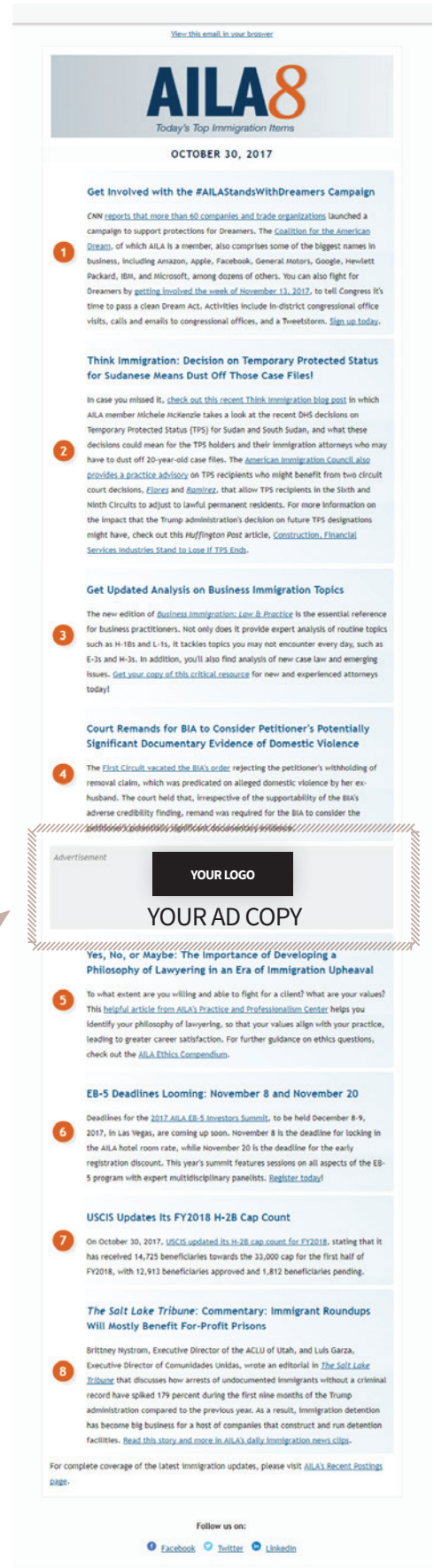
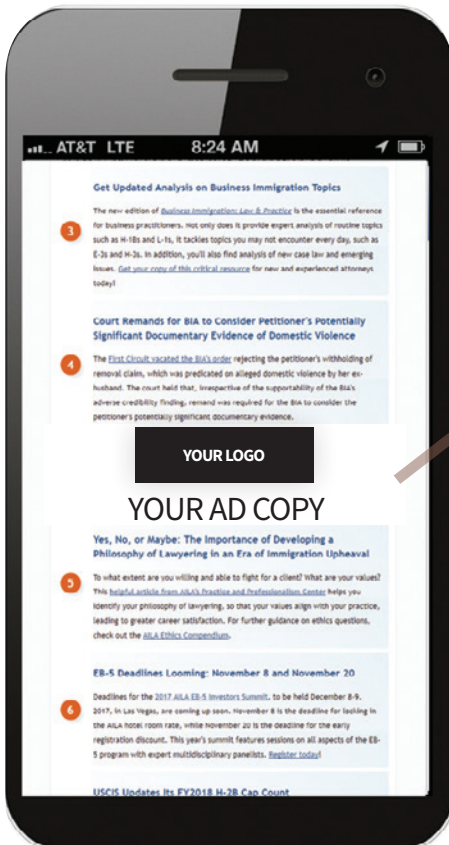
About AILA8

AILA8 is AILA's flagship e-newsletter, sent daily to 15,000+ AILA members and law students. AILA8 provides readers with the top 8 immigration news items of the day. On average, AILA8 sees a **35% open rate**, which means you can expect **over 25,000 ad impressions per week!** Based on the results of a July 2018 survey, **84% of AILA members regularly read AILA8!**

Each daily edition of AILA8 includes one 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 (5 deployments)	\$1,000 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 500,000 page views per month.

AILA.org — AILA's Website

AILA.org is consistently rated as a top 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

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 website home page. At the top, there is a navigation bar with links for Member, Law Student, Int'l Associate, Government, Press, and Public. Below this is a main menu with categories: 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 Matthew Stump shares how you can submit requests >". To the right of the banner is a "Quick Links" section with links to 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) and "Upcoming Events" (listing conferences and seminars). 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 "2016 AILA Solo and Small Firm Practice Management" banner and a "YOUR AD HERE" placeholder.

Practice and Professionalism Resources

Practice Success Tips

Every week, AILA's Practice and Professionalism Center releases Practice Success Tips; short, practical, and proven tips to help immigration attorneys improve their practices and professional lives. From leveraging technology to processing payments, these tips provide invaluable guidance for running a successful practice. Place your company logo on a resource that is widely used and valued by AILA members.

\$500 per deployment

Lunch and Learn Sessions

AILA's Lunch & Learn discussions are audio conferences that take place in a virtual classroom facilitated by an AILA member(s) who is a recognized expert in the given subject area. Each virtual session is 60 minutes long, and is free to members. Participation is limited to 25 members in order to keep the discussion interactive and engaging. As the sponsor, you will receive:

- Logo/recognition in promotional and attendee confirmation emails
- Session co-branded with your company name
- List of attendees

\$1,000 per session

Marketplace Study

The latest AILA Marketplace Study—the only economic study of immigration practice by immigration lawyers for immigration lawyers – has been viewed over 11,000 times since its release. AILA's Practice and Professionalism Center will be releasing the 2019 edition of this critical report later in the year. You have an opportunity to place your logo and marketing message in front of thousands of immigration attorneys, while contributing to the advancement of immigration practice. As the exclusive sponsor, you will receive:

- Study co-branded with your company name
- Page at the front of the document with your logo and company bio
- Advertisement on the AILA.org home page featuring your company name and logo

\$10,000



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.

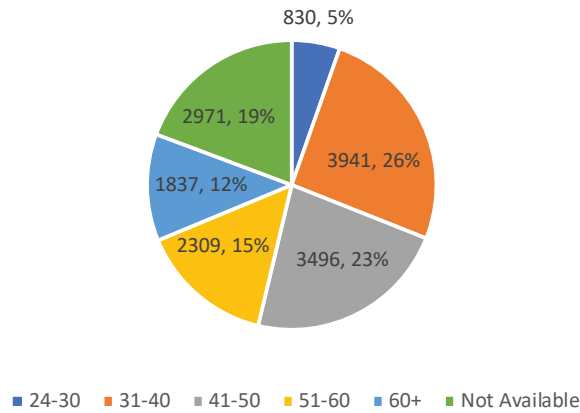
MEMBERSHIP MAILING LICENSE FEES	
Entire Membership	\$2,000
Selections	25 cents per name + \$50 set-up fee (1,000 name minimum)
Adhesive labels	\$150
Rush fee	\$50 (within 7 business days)

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.

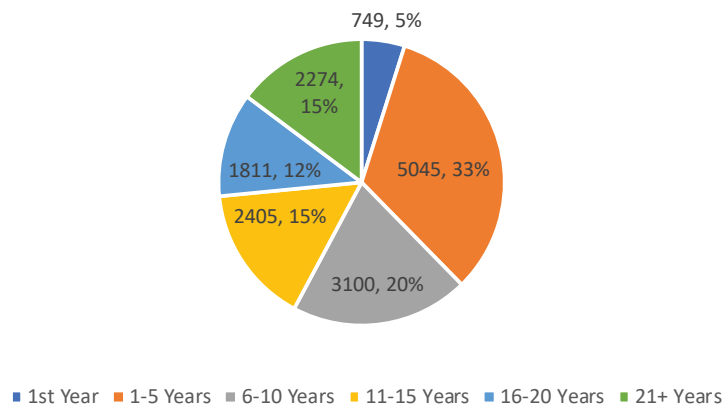


Member Demographic Information

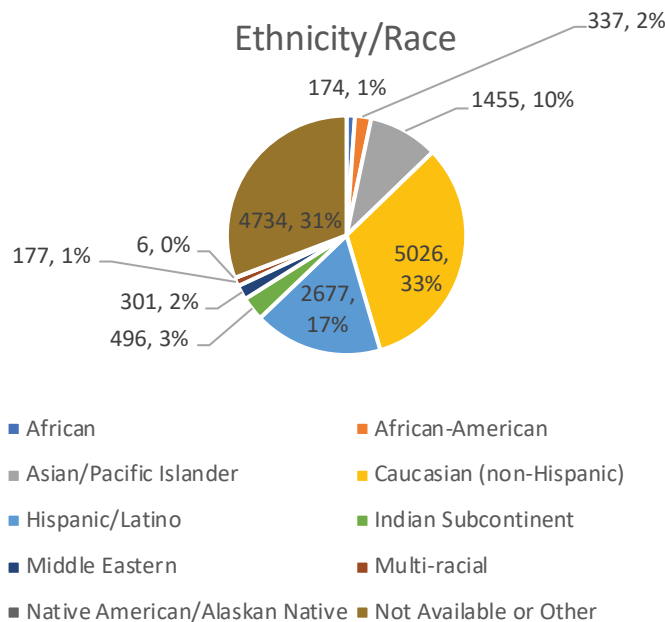
Age



Length of Membership

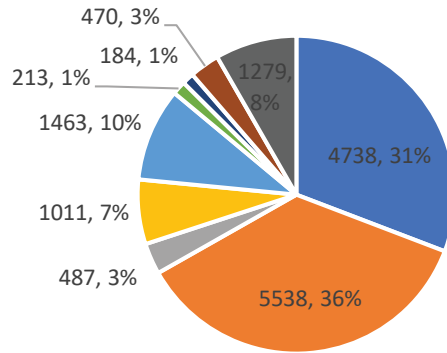


Ethnicity/Race



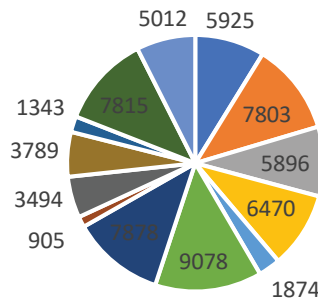
Member Demographic Information

Practice Setting



- Solo practitioner
- Medium law firm (25-74 total attorneys)
- Legal services/Non-profit organization
- Law school faculty/academic field
- Not Available
- Small law firm (2-24 total attorneys)
- Large law firm (75+ total attorneys)
- In-House Corporate Counsel
- Other

Area of Expertise



- Asylum
- Business
- Consular Practice
- Deportation
- Employer Sanctions
- Family
- General
- Global Migration
- Investor
- Litigation
- Medical
- Naturalization
- Waivers

2019 Advertising/Exhibiting/Sponsorship Opportunities

AILA 2019 Annual Conference

ANNUAL CONFERENCE RATES	
Premium Booth Space	Rate
Premium 10' x 10' Exhibit Space	\$4,000

Standard Booth Space	
Standard	Rate
Standard 10' x 10' Exhibit Space	\$3,000

Satellite Locations	
6' Draped Tables (per day, per location)	Rate
6' Draped Tables (per day, per location)	\$1,500

AILA8

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

AILA.org

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Home Page Carousel	\$2,000 per month
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Mailing Lists

MEMBERSHIP MAILING LICENSE FEES	
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Selections	\$0.25 per name + \$50 setup fee (1,000 name minimum)
Adhesive Labels	\$150
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AILA 2019 In-Person Conferences

Conference	Date	Location	Exhibit Space
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Spring Federal Court Litigation Conference	March 12, 2019	Chicago, IL	\$1,500
AILA Spring CLE Conference	April 12, 2019	Washington, DC	\$1,500
AILA Annual Conference—AC19	June 19-22, 2019	Orlando, FL	\$1,500-\$4,000
AILA Fall CLE Conference	Fall 2019	Park City, UT	\$1,500
AILA California Chapters Conference	November 2019	Santa Clara, CA	\$2,000
AILA New York Immigration Law Symposium	December 2019	New York, NY	\$1,500

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

AILA 2019 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, 2019
- 1/4 due May 1, 2019
- 1/4 due July 1, 2019

To guarantee your 2019 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

Phone: 202.507.7600 • Fax: 202.783.7853 • advertising@aila.org



AMERICAN IMMIGRATION LAWYERS ASSOCIATION

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advertising@aila.org