



AMERICAN  
IMMIGRATION  
LAWYERS  
ASSOCIATION

**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."*

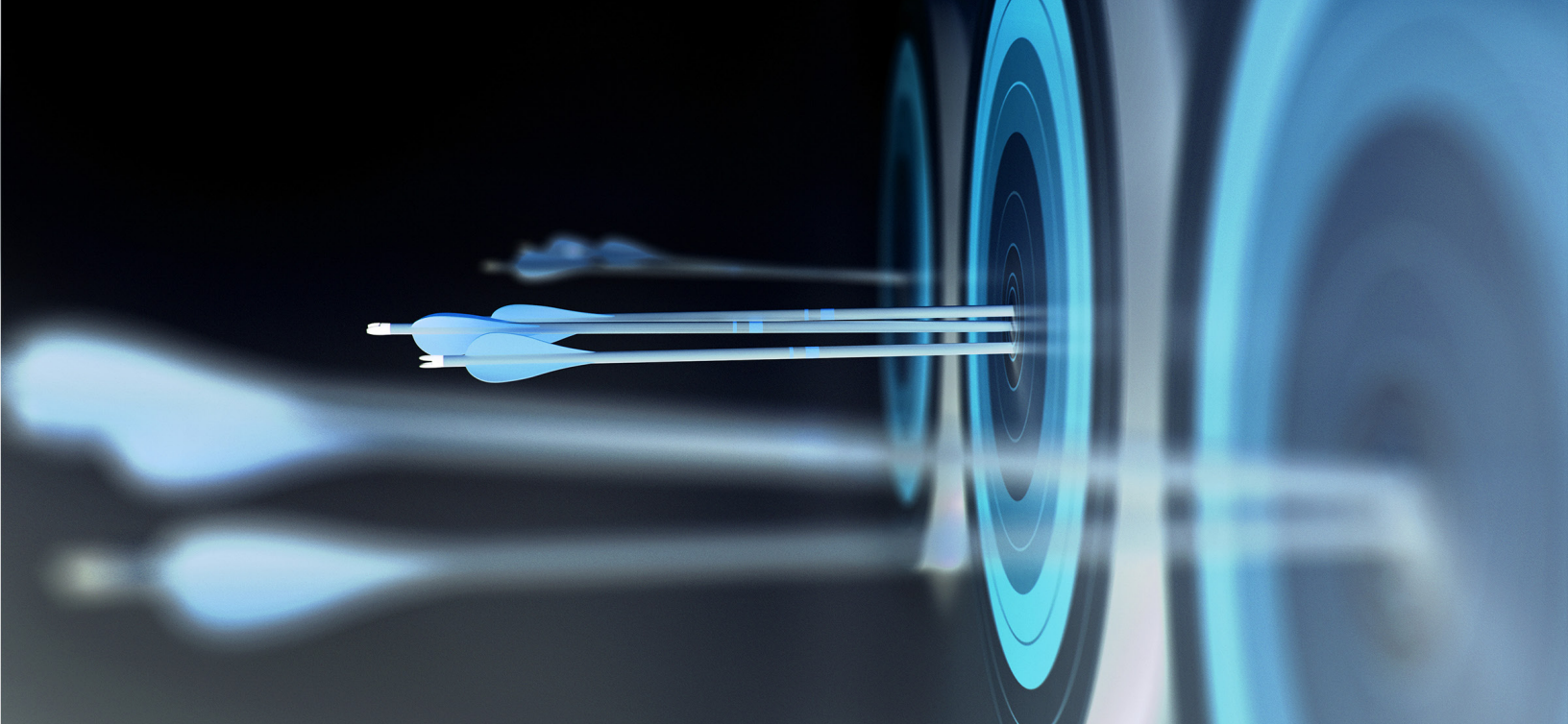
*"As usual, thanks for running a great event."*



# 2021 MEDIA KIT

**Exhibits • Sponsorship • Advertising**

*Reach over 15,000 immigration attorneys, paralegals, law professors, and law students!  
NEW Offerings and Annual Conference sponsorships and packages for 2021!*



## 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 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

### 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.

## 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.

## 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 dynamic in-person, virtual, and hybrid settings.

## 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
- Notebook Sponsor
- WiFi Sponsor
- webCLE Sponsor
- Refreshment Break Sponsor
- Networking Reception Sponsor

*and more!*

## 2021 Conferences With Exhibit and Sponsorship Opportunities

April 15, 2021

**AILA Spring CLE Conference & Webcast**  
Virtual

June 8, 2021

**2021 AILA/GMS Annual Global Immigration Virtual Forum**  
Virtual

June 9-12, 2021

**AILA Annual Conference—AC21**  
Virtual

TBD August 2021

**AILA Paralegals Conference**  
Virtual

September 26-27, 2021

**AILA Fall Advanced Business, Family, and Removal Conference**  
TBD

TBD October 2021

**AILA Fall Federal Court Conference**  
Las Vegas, NV\*

TBD October 2021

**AILA Fall Employer Compliance Conference**  
Las Vegas, NV\*

November 11, 2021

**AILA Technology and Innovation Summit**  
San Francisco, CA\*

November 11-13, 2021

**California Chapters Conference**  
San Francisco, CA\*

TBD December 2021

**New York Immigration Law Symposium**  
New York, NY\*

*\* Conference is tentatively planned for hybrid setting with virtual and in-person opportunities.*  
**Contact us for additional opportunities.**

# 2021 AILA Annual Conference

*An invitation to the largest gathering of immigration law professionals!*

**JUNE 9-12, 2021**



## Who Will Be There?

**Over 3,300 attendees** are expected virtually for the 2021 AILA Annual Conference.

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
- Virtual Interaction
- Strengthen Existing Relationships
- Increase Product Awareness
- Generate Leads
- Launch New Products & Services

## NEW FOR 2021

- Updated sponsorship packages, including a Diamond Sponsor level with new offerings
- Track Sponsorships that include long-term visibility
- Networking breaks throughout the conference



# 2021 AILA Annual Conference

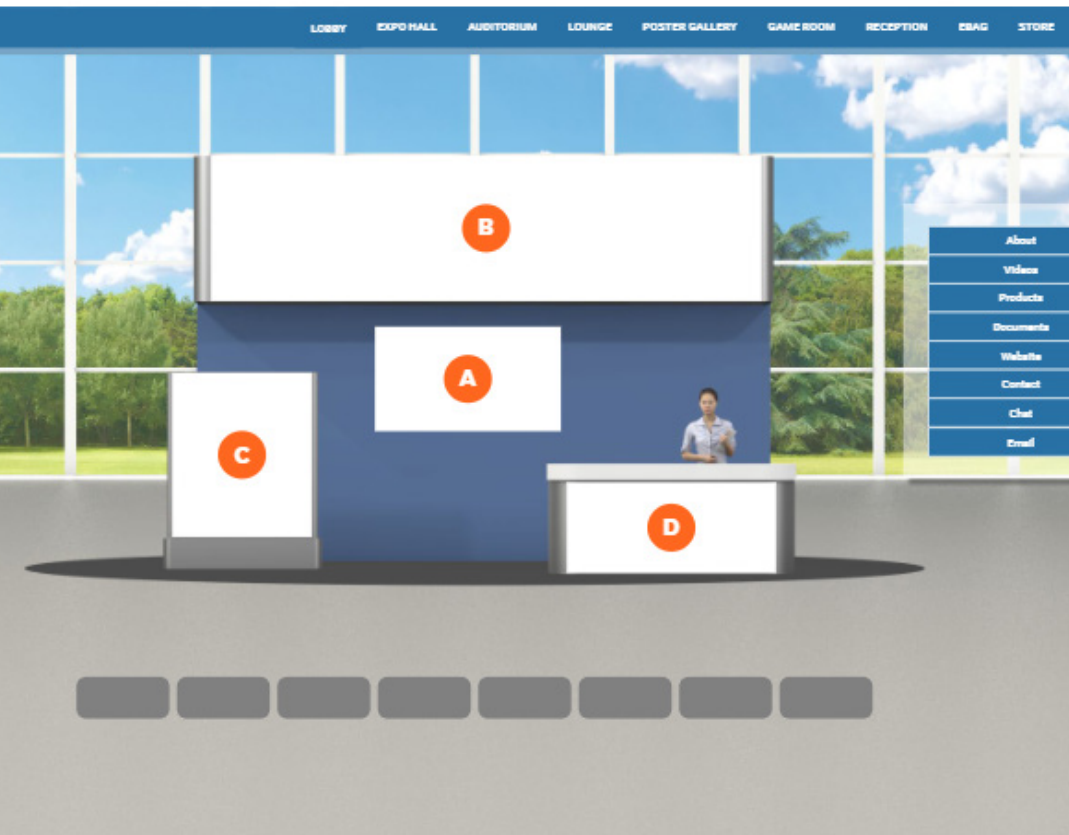
*An invitation to the largest gathering of immigration law professionals!*

## Reserve Your Booth Space Today!

### *Virtual Annual Conference Exhibit Booth* **\*NEW\***

Join the virtual 2021 Annual Conference on Immigration Law Exhibit Hall. Virtually connect with attendees through lead retrieval, attendee matching, gamification, networking opportunities, 1-1 and group chats, and video conferencing. As an exhibitor you can choose your booth size and enhancement level. Get priority placement in the exhibit hall with enhancement package D.

All booths come pre-set with a basic enhancement package which includes: 500-word description, company name, address, booth number, e-mail exhibit button, social media links, website URL, company logo, 5 product categories, and sales contact information.



### Booth Sizes

- Small **\$900**
- Medium **\$1,000**
- Large **\$1,100**

### Booth Enhancement Packages

- **Level A \$150**
  - 1,000-word description
  - Unlimited product categories
  - 1 press release
  - 1 document upload
- **Level B \$250**
  - 1,000-word description
  - Unlimited product categories
  - 1 online product category
  - 1 press release
  - 2 document uploads
  - 1 video
  - Highlighted listing
- **Level C \$350**
  - 1,000-word description
  - Unlimited product categories
  - 2 online product showcases
  - 2 press releases
  - 2 document uploads
  - 2 videos
  - Directory profile header image
  - Highlighted listing
- **Level D \$500**
  - 1,000-word description
  - Unlimited product categories
  - 4 online product showcases
  - 4 press releases
  - 4 document uploads
  - 4 videos
  - Directory profile header image
  - Highlighted listing
  - Premium Position

# 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 \$25,000 – EXCLUSIVE TO 1 SPONSOR!

Annual Conference 2021 Website  
(sponsor thank you w/logo and link)  
Full page b/w ad in Conference Program  
Virtual Venue Entrance Banner (1920 px by 960 px, #4)  
Virtual Lobby Banner (360 px by 200 px, #3)  
Virtual Lobby Banner (240 px by 80, #8)  
Virtual Exhibit Hall Banner (662 px by 219 px, #1)  
Virtual Conference Ticker Tape Advertisement (1 per day, 4 total)  
Virtual Game Room Background (1920 px by 1080 px, #3)  
Logo/Name on Conference Program Sponsor Thank-you Page  
Retargeting Campaign May and June 2021  
(35,000 Impressions/month)  
1-week AILA8 Advertising (June 14-18, 2021, 1st placement)  
Recognition in Pre-Conference E-mail Communication  
One Virtual Large Exhibit Booth  
D Level Virtual Booth Enhancement Package  
Virtual Lead Retrieval included in Virtual Booth  
Annual Conference Sponsor Spotlight Video  
Annual Conference Attendee Mailing List  
Virtual Scavenger Hunt Participation Fee Included  
(\$100 prize not included – sponsor will need to purchase prize independently)

## Platinum \$18,000 – EXCLUSIVE TO 1 SPONSOR!

Full page b/w ad in Conference Program  
Virtual Lobby Banner (360 px by 200 px, #2)  
Virtual Lobby Banner (240 px by 80 px, #7)  
Virtual Exhibit Hall Banner (662 px by 219 px, #1)  
Virtual Conference Ticker Tape Advertisement (1 per day, 4 total)  
Virtual Lounge Background (1920 px by 1080 px, #1)  
Logo/Name on Conference Program Sponsor Thank-you Page  
Retargeting Campaign June 2021 (35,000 impressions)  
1-week AILA8 Advertising (June 14-18, 2021, 2<sup>nd</sup> placement)  
Recognition in pre-conference e-mail communication  
One Virtual Medium Exhibit Booth (upgrade purchased separately)  
D Level Virtual Booth Enhancement Package  
Virtual Lead Retrieval included in Virtual Booth  
Annual Conference Sponsor Spotlight Video  
Annual Conference Attendee Mailing List  
Virtual Scavenger Hunt Participation Fee Included (\$100 prize not included – sponsor will need to purchase prize independently)

## Gold \$15,000 – 5 AVAILABLE

Half page b/w ad in Conference Program  
Virtual Exhibit Hall Banner (183 px by 279 px, #2)  
Virtual Conference Ticker Tape Advertisement (June 10<sup>th</sup> only)  
Logo/Name on Conference Program Sponsor Thank-you Page  
Recognition in Pre-Conference E-mail Communication  
One Virtual Medium Exhibit Booth (upgrade purchased separately)  
C Level Virtual Booth Enhancement  
Virtual Lead Retrieval included in Virtual Booth  
Annual Conference Attendee Mailing List  
Virtual Scavenger Hunt Participation Fee Included  
(\$100 prize not included – sponsor will need to purchase prize independently)

## Silver \$10,000

Quarter page b/w ad in Conference Program  
Virtual Conference Ticker Tape Advertisement (June 11<sup>th</sup> only)  
Logo/Name on Conference Program Sponsor Thank-you Page  
Recognition in Pre-Conference E-mail Communications  
One Virtual Medium Exhibit Booth  
(upgrade purchased separately)  
B Level Virtual Booth Enhancement  
(upgrade purchased separately)  
Virtual Lead Retrieval included in Virtual Booth

## Plenary Sponsor \$20,000 – EXCLUSIVE TO 1 SPONSOR!

Logo/Name on Promotional Material for Keynote Speaker  
Full page b/w ad in Conference Program  
Virtual Lobby Banner (360 px by 200 px, #2)  
Virtual Session Auditorium Banner (300 px by 540 px, #2)  
Virtual Conference Ticker Tape Advertisement  
(on day of Plenary Session)  
Logo/Name on Conference Program Sponsor Thank-you Page  
Recognition in Pre-Conference E-mail Communications  
One Virtual Medium Exhibit Booth (upgrade purchased separately)  
D Level Virtual Booth Enhancement  
Virtual Lead Retrieval included in Virtual Booth  
Annual Conference Attendee Mailing List  
Virtual Scavenger Hunt Participation Fee Included (\$100 prize not included – sponsor will need to purchase prize independently)

# 2021 AILA Annual Conference

## *\$7,000 — Track Sponsorships (4 available)*

### Includes

- Name/Logo on track signage throughout the conference
- Name/Logo on track PowerPoints
- 1 digital pdf included in session resources
- 1-minute commercial before 2 sessions each day
- Banner ad in Session Auditorium on virtual conference site on day of track
- Available Tracks for Sponsorship:
  - Fundamentals
  - Family, Family/Consular, Family/Humanitarian
  - Litigation, Litigation/Crimmigration, Asylum/Litigation
  - Business

## *\$10,000 – Track Sponsorship with Exhibit Package \*NEW\**

### Includes

- Name/Logo on track signage throughout the conference
- Name/Logo on track PowerPoints
- 1 digital pdf included in session resources
- 1-minute commercial before 2 sessions each day
- Banner ad in Session Auditorium on virtual conference site
- 1 medium virtual exhibit booth including level C enhancement package (booth size or upgrade enhancement package purchased separately)

## *Annual Conference Communication Package (2 available) \$5,000 \*NEW\**

- 1 sponsored e-mail before Annual Conference released by AILA on behalf of sponsor
- 35,000 re-targeting impressions June 2021
- Virtual Lobby banner advertisement
- 1 ticker-tape banner advertisement after the first session daily

## *Annual Conference Virtual Spotlight Videos \$600 \*NEW\**

*(limit of 10 – included in diamond and platinum packages 12 max videos)*

- 1-2-minute video recorded by sponsor and uploaded to virtual conference page that introduces your company attendees
- Available 1-week prior to conference and link to videos sent to attendees prior to conference to get a first look

## *Additional Virtual and In-person Receptions \$10,000 - \$20,000*

### *Ask for list of receptions*

- 1-3-minute pre-recorded introduction to the reception and pitch for your company for virtual receptions OR 1-3-minute live introduction to in-person attendees.
- Sponsor may attend virtual event (1-4 attendees)
- Name/Logo on sponsor thank you page in conference program
- Name/Logo advertised on ticker tape on virtual conference site 1 hour before reception starts
- Virtual Lobby Banner advertisement (placement TBD)

## *Virtual Scavenger Hunt \*NEW\**

- \$100 Participation Fee and donate a prize for the Virtual Scavenger Hunt of over \$100 value (ex: AirPods, digital gift cards, etc..) Prize purchase by sponsor and not AILA
- Logo/name on Scavenger Hunt promotional e-mail
- Logo/name on prize listing in Virtual Game Room
- Logo/name on Scavenger Hunt winner announcement email
- Sponsor is responsible for sending prize to winner

## *Virtual Annual Conference Digital Advertising \*NEW\**

Advertise your firm across the Annual Conference virtual platform at the lobby, session auditorium, and exhibit hall.

- Lobby Banner #3 (360 px by 200 px) \$600 - 2 Available
- Exhibit Hall Banner #3 (183 px by 279 px) \$400 - 2 Available
- Lobby Banner #2 (360 px by 200 px) \$600 - 2 Available

# 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!**

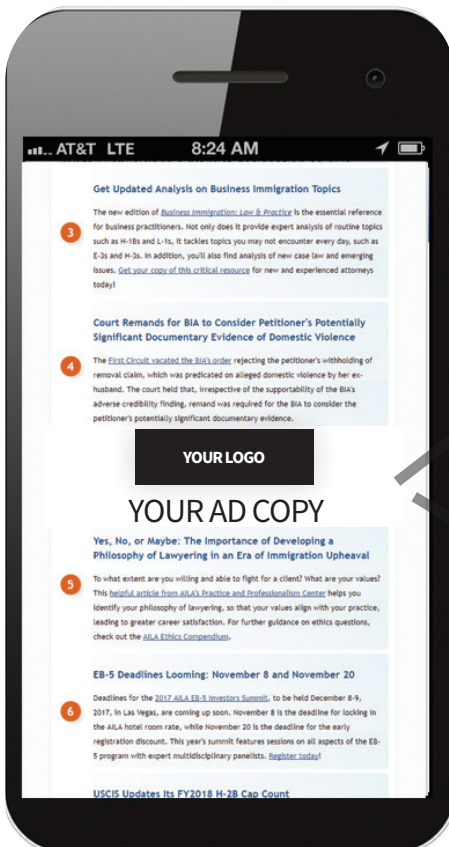
Each daily edition of AILA8 includes up to two prominently featured banner advertisements, one after the fourth news item and one after the eighth item. Your ad can include a company logo or other image, product description, and a URL link. Be a part of this popular AILA publication!

### 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.



View this email in your browser



Today's Top Immigration Items

OCTOBER 30, 2017

Get Involved with the #AILAStandsWithDreamers Campaign

CNN reports that more than 60 companies and trade organizations launched a campaign to support protections for Dreamers. The [Coalition for the American Dream](#), of which AILA is a member, also comprises some of the biggest names in business, including Amazon, Apple, Facebook, General Motors, Google, Hewlett Packard, IBM, and Microsoft, among dozens of others. You can also fight for Dreamers by [getting involved the week of November 13, 2017](#), to tell Congress it's time to pass a clean Dream Act. Activities include in-district congressional office visits, calls and emails to congressional offices, and a Tweetstorm. [Sign up today.](#)

1

Think Immigration: Decision on Temporary Protected Status for Sudanese Means Dust Off Those Case Files!

In case you missed it, [check out this recent Think Immigration blog post](#) in which AILA member Michele McKenzie takes a look at the recent DHS decisions on Temporary Protected Status (TPS) for Sudan and South Sudan, and what these decisions could mean for the TPS holders and their immigration attorneys who may have to dust off 20-year-old case files. The [American Immigration Council](#) also provides a practice advisory on TPS recipients who might benefit from two circuit court decisions, [Flores](#) and [Bamirez](#), that allow TPS recipients in the Sixth and Ninth Circuits to adjust to lawful permanent residents. For more information on the impact that the Trump administration's position on future TPS designations might have, check out this [Huffington Post](#) article, [Construction, Financial Services Industries Stand to Lose if TPS Ends](#).

2

Get Updated Analysis on Business Immigration Topics

The new edition of [Business Immigration: Law & Practice](#) is the essential reference for business practitioners. Not only does it provide expert analysis of routine topics such as H-1Bs and L-1s, it tackles topics you may not encounter every day, such as E-3s and H-3s. In addition, you'll also find analysis of new case law and emerging issues. [Get your copy of this critical resource](#) for new and experienced attorneys today!


3

Court Remands for BIA to Consider Petitioner's Potentially Significant Documentary Evidence of Domestic Violence

The [First Circuit](#) vacated the [BIA's order](#) rejecting the petitioner's withholding of removal claim, which was predicated on alleged domestic violence by her ex-husband. The court held that, irrespective of the supportability of the BIA's adverse credibility finding, remand was required for the BIA to consider the petitioner's potentially significant documentary evidence.

4

Advertisement



YOUR AD COPY

5

Yes, No, or Maybe: The Importance of Developing a Philosophy of Lawyering in an Era of Immigration Upheaval

To what extent are you willing and able to fight for a client? What are your values? This [helpful article from AILA's Practice and Professionalism Center](#) helps you identify your philosophy of lawyering, so that your values align with your practice, leading to greater career satisfaction. For further guidance on ethics questions, check out the [AILA Ethics Compendium](#).

6

EB-5 Deadlines Looming: November 8 and November 20

Deadlines for the [2017 AILA EB-5 Investors Summit](#), to be held December 8-9, 2017, in Las Vegas, are coming up soon. November 8 is the deadline for locking in the AILA hotel room rate, while November 20 is the deadline for the early registration discount. This year's summit features sessions on all aspects of the EB-5 program with expert multidisciplinary panels. [Register today!](#)

7

USCIS Updates Its FY2018 H-2B Cap Count

On October 30, 2017, [USCIS updated its H-2B cap count for FY2018](#), stating that it has received 14,725 beneficiaries towards the 33,000 cap for the first half of FY2018, with 12,913 beneficiaries approved and 1,812 beneficiaries pending.

8

The Salt Lake Tribune: Commentary: Immigrant Roundups Will Mostly Benefit For-Profit Prisons

Brittney Hystrom, Executive Director of the ACLU of Utah, and Luis Garza, Executive Director of Comunidades Unidas, wrote an editorial in [The Salt Lake Tribune](#) that discusses how arrests of undocumented immigrants without a criminal record have spiked 179 percent during the first nine months of the Trump administration compared to the previous year. As a result, immigration detention has become big business for a host of companies that construct and run detention facilities. [Read this story and more in AILA's daily immigration news clips.](#)

YOUR AD

Follow us on:

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# 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 900,000 Page Views Per Month	More Than 27,000 Page Views Per Month

AILA.ORG BANNER ADVERTISING RATES	
Home Page Carousel	\$2,500 per month
Home Page Side Block	\$1,500 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 three 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
- Three spaces available per month

**\$2,500 per month**

The screenshot shows the AILA.org homepage. At the top is a navigation bar with links: ABOUT, MEMBERSHIP, ADVOCACY AND MEDIA, CONFERENCES AND CLE, PUBLICATIONS, LAW PRACTICE, INFONET RESEARCH LIBRARY, and RECENT POSTINGS. Below the navigation bar is a large banner advertisement for 'AILA Case Liaison Assistance'. The banner has a blue background with white and yellow text. It says 'Click to learn more' in the top right corner. Below the main title, it says 'AILA Case Liaison Assistance' and 'Matthew Stump shares how you can submit requests >'. To the right of the banner is a 'Quick Links' section with a list of 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 is a 'Recent Postings' section with a list of recent articles: Register for Late-Breaking AILA Seminars on DHS High-Skilled Workers Final Rule, Mexican IV Cases: Change to Document Submission Rules, U.S. Embassy Bishkek to Begin Interviewing IV Customers, USCIS Policy Guidance on Eligibility, and Resources for New Members. To the right of the recent postings is an 'Upcoming Events' section with a list of upcoming events: Thinking Outside PERM—Extraordinary, Outstanding, and NIW Options (12/1/2016), Hotel Cut-Off for Midwinter Conference (12/2/2016), High-Skilled Workers Final Rule, Part 1: Nonimmigrants (12/2/2016), and What's Trending? H-1B and L-1 RFEs in 2015. To the right of the upcoming events is a section titled 'Run a Solo or Small Firm? Register for AILA's Solo and Small Firm Practice Management Conference' with a small image of a conference sign.

# Practice and Professionalism Center Sponsorships

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## Practice Management Tips

**\$1,000 per release**

Containing 5–10 pages of articles or series of videos that flesh out core concepts of immigration practice management, these short publications are popular resources for AILA members looking for tips on management their practice. Include your name, logo, and link to your website on a sponsor thank you page for long-term exposure. Below is a schedule of confirmed releases:

- Website/Social Media Best Practice Bundle – *March*
- Ethics Check Series – *April*
- AILA Lawyer Well-Being Week – *May*
- Practice Automation Series – *July*
- Software Comparison Chart – *October*

## AILA E-mail Release

**\$2,000 per e-mail \*NEW\***

Reach AILA members with a new opportunity with sponsored e-mails. All e-mail will be coordinated and approved with and by AILA staff. Sponsor will provide html formatted content for e-mail to be distributed by AILA. Your email will be released to over 15,000 AILA members. There will be 1 e-mail per the below schedule.

*January – March*

*April – June*

*July - September*

*October – December*

## Re-targeting Advertisement Campaigns \*NEW\*

Reach your desired audience in a new way with AILA's Retargeting Campaigns. Your ad will appear on multiple major websites and mobile apps, following AILA's audience wherever they go! Stand out with this unique advertising opportunity.

- 35,000 Impressions for 1 month @ \$2,500
- 70,000 Impressions for 3 months @ \$4,500
- 100,000 Impressions for 6 months @ \$6,000

# AILA University Sponsorships



AILA University is an exciting new platform that was launched in November 2019. It brings together education and innovative technology to deliver the absolute best learning experience for busy immigration lawyers—all at their own pace, whenever and wherever needed. Since its released, AILA University has averaged nearly 15,000 pageviews per month.

## AILA University Banner Ad

**\$2,000 per month**

Put your banner advertisement in front of the many users of AILA's new learning platform.

- 1,284 px by 200 px full color banner
- URL link of your choice
- Two spaces available per month

## Tutorial Videos

**\$1,500 per month**

AILA University releases an average of 3 to 4 new tutorial videos every month. Each video (two to six minutes in length) tackles real-world issues encountered by immigration lawyers. For each video released during a month of your choosing, your logo/name and a link to your website will appear on sponsor thank you page that will appear in these videos for long-term exposure and awareness.

## Video Roundtables

**\$900**

Regularly scheduled live video roundtables allow AILA members to interactively connect with colleagues around the world for exceptional peer-to-peer learning. Sponsors will be recognized during the live roundtables, logo on opening slide, and a digital pdf one-page sponsor thank you will be provided to roundtable participants. Contact [advertising@aila.org](mailto:advertising@aila.org) for upcoming topics.



Personalized. Active. Learning.

[AILA U HOME](#) [ABOUT](#) [COMMITTEE](#) [CONTENT](#) [MY AILA U](#)

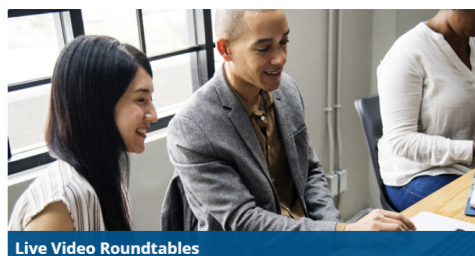
[Log Out](#)

### Featured Roundtable

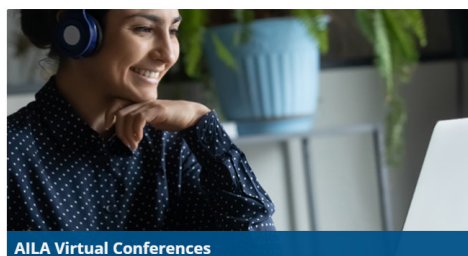
**Q&A with The Council: Current State of Play in Immigration Detention**

Wednesday, February 26 at 1pm Eastern

[Register Now](#)



Live Video Roundtables



AILA Virtual Conferences



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**The H-2A Today: What You Must Know to Be Successful**

February 16, 2021

Web Seminar



INA 5218 authorizes the lawful admission into the United States of temporary, nonimmigrant (H-2A) workers to perform agricultural services of a temporary or seasonal nature usually lasting no longer than one year. Practitioners must be knowledgeable of the multitude of governing regulations in order to completely, yet efficiently, prepare the H-2A application and effectively guide the agricultural employer through the myriad of H-2A steps, all in a compressed period of time. Our seasoned panelists will advise on "best-practices" in this highly regulated and multi-faceted area of immigration law.

[Register Now](#)

**Comprehensive.  
Authoritative. Reliable.**

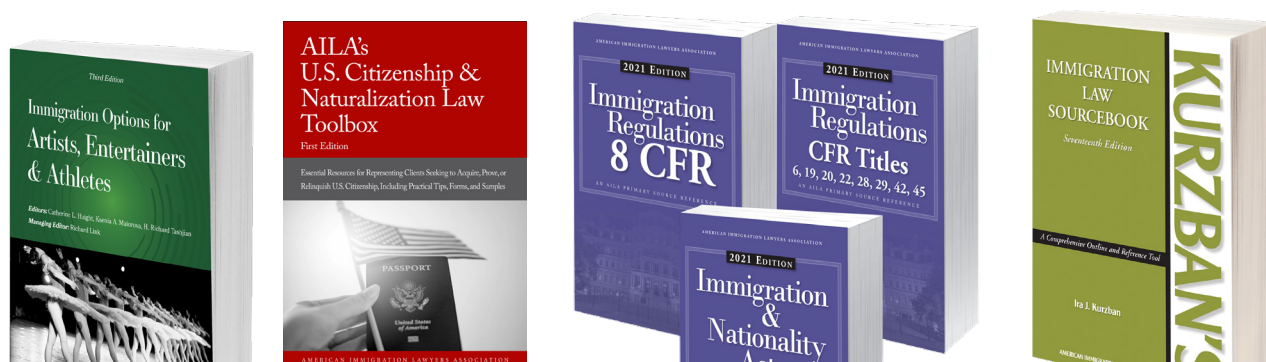
**Kurzban's is the Best Resource to Help You  
Mount Your Best Defense**

[Get Your Copy Today](#)



## Publications Advertising (NEW!)

Receive long-term exposure in AILA's popular publications.  
Each publication has a shelf-life of 12 to 24 months or longer.



Title	Expected Release Date	Audience Size
Immigration & Nationality Act, 2021 Ed. and Immigration Regulations (CFR). 2021 Ed.	Spring 2021	10,000+
TBD Cookbook Title	Summer 2021	10,000+
AILA's Immigration Litigation Toolbox, 7 <sup>th</sup> Ed. (Downloadable)	Fall 2021	10,000+
The International Adoption Sourcebook, 2 <sup>nd</sup> Ed.	Fall 2021	10,000+
Representing Clients in Immigration Court, 6 <sup>th</sup> Ed.	Fall 2021	10,000+
Immigration Options for Academics & Researchers, 3 <sup>rd</sup> Ed.	Winter 2021	10,000+
Immigration Consequences of Criminal Activity, 9 <sup>th</sup> Ed.	Winter 2021	10,000+

Inside front cover (color)	\$3,500
Inside back cover (color)	\$3,000
Full Page (black & white)	\$2,000
½ page (black & white)	\$1,500

\*Trim sizes vary by publication. Contact us for ad specs for specific publications.

**2021 AILA Media Kit**—Contact [advertising@aila.org](mailto:advertising@aila.org) for contract and rate details. **12**



# 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](mailto: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.

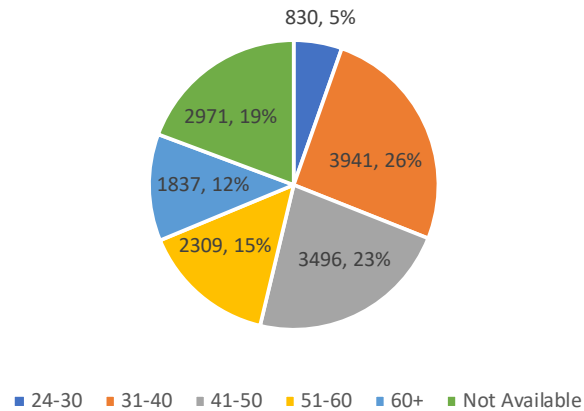
List license is granted one-time use only. Retention and reproduction is strictly prohibited.

MEMBERSHIP MAILING LICENSE FEES	
Entire Membership	\$2,500
Selections	25 cents per name + \$50 set-up fee (1,000 name minimum)
Adhesive labels	\$200
Rush fee	\$100 (within 7 business days)

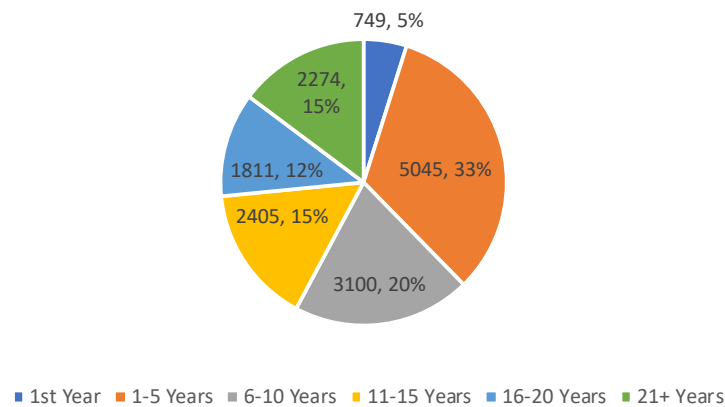
*Excel spreadsheet is delivered directly to 3rd party, professional, mailing house. Adhesive Labels are sent directly to you for an additional charge. List license is granted on a one-time only use basis. Retention and/or reproduction of data is strictly prohibited in any form.*

# Member Demographic Information

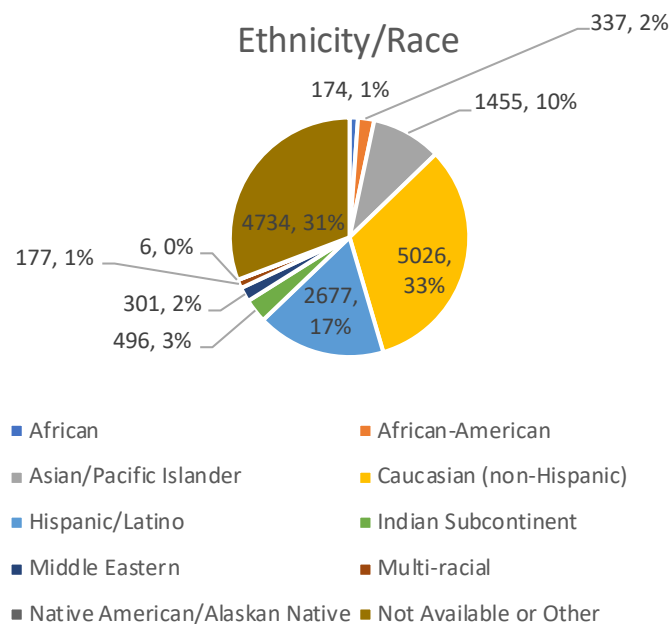
Age



Length of Membership

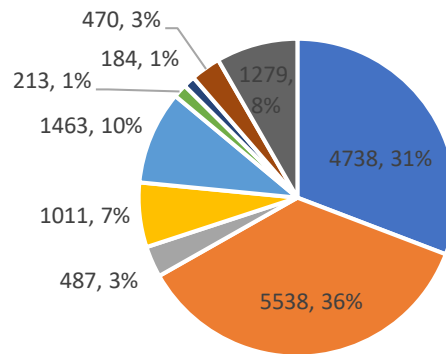


Ethnicity/Race



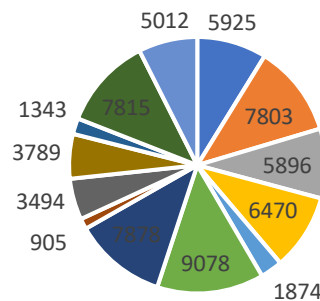
# Member Demographic Information

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

# 2021 Advertising/Exhibiting/Sponsorship Opportunities

## AILA 2021 Annual Conference

ANNUAL CONFERENCE RATES	
Virtual Exhibit Booths	
Please inquire about sizing, enhancement and pricing options for AC21 virtual exhibit options.	TBD

## AILA8

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

## AILA.org and AILA University

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

## Mailing Lists

MEMBERSHIP MAILING LICENSE FEES	
Entire Membership	\$2,500
Selections	\$0.25 per name + \$50 setup fee (1,000 name minimum)
Adhesive Labels	\$200
Rush Fee	\$100 (within 7 business days)

## AILA 2021 In-Person, Virtual, and Hybrid Conferences

CONFERENCE	LOCATION	DATE
AILA Midwinter Conference	Virtual	March 2, 2021
AILA Spring CLE Conference	Virtual	April 15, 2021
AILA/GMS Annual Global Immigration Virtual Forum	Virtual	June 8, 2021
AILA Annual Conference on Immigration Law	Hybrid - Virtual and National Harbor, MD	June 9-12, 2021
AILA Asylum Conference	Virtual	TBD, 2021
AILA Paralegals Conference	Virtual	August TBD, 2021
AILA Fall CLE Conference	Hybrid - Virtual and TBD	September 26, 2021
Federal Court Conference	Hybrid - Virtual and Las Vegas, NV	October TBD, 2021
Employer Compliance Conference	Hybrid - Virtual and Las Vegas, NV	October TBD, 2021
Technology and Innovation Summit	Hybrid - Virtual and San Francisco, CA	November 11, 2021
California Chapters Conference	Hybrid - Virtual and San Francisco, CA	November 12-13, 2021
New York Immigration Law Symposium	Hybrid - Virtual and TBD	December TBD, 2021

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

\*Special exhibiting packages available, including multiple day exhibiting for the Technology Summit and CA Chapters Conference



# AILA 2021 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, 2021
- 1/4 due May 1, 2021
- 1/4 due July 1, 2021

To guarantee your 2021 Supporter Package, please contact AILA at [advertising@aila.org](mailto: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](mailto:advertising@aila.org)

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