2022 MEDIA KIT
Exhibits • Sponsorship • Advertising

Reach over 17,000 immigration attorneys, paralegals, law professors, and law students!
NEW Offerings and Annual Conference sponsorships and packages for 2022!

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 17,000 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 17,000 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

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
- Session Sponsors
- WiFi Sponsor
- webCLE Sponsor
- Refreshment Break Sponsor
- Networking Reception Sponsor
and more!

2022 Conferences With Exhibit and Sponsorship Opportunities

February 3, 2022
2022 AILA Midwinter CLE Virtual Conference
Virtual

March 8, 2022
2022 AILA Border Issues Virtual Conference
Virtual

April 7, 2022
2022 AILA Business School for Immigration Lawyers Conference
Hybrid - Washington, D.C.

April 8, 2022
2022 AILA Spring CLE Conference
Hybrid - Washington, D.C.

June 14, 2022
2022 AILA/GMS Annual Global Migration Forum
New York, NY

June 15-18, 2022
2022 AILA Annual Conference on Immigration Law
New York, NY

September 11, 2022
2022 AILA Fall CLE Conference
Maui, HI

October 21-22, 2022
2022 AILA Fall Conference: H-1B and PERM
Colorado Springs, CO

November TBD, 2022
35th Annual California Chapters Conference
Los Angeles, CA

December TBD, 2022
2022 AILA Fundamentals Conference
TBD

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.
Who Will Be There?

Over 3,300 attendees are expected in-person for the 2022 AILA Annual Conference on Immigration Law.

Jacob K. Javits Convention Center

The Javits Convention Center is located in New York, NY. Experience breathtaking views throughout the Annual Conference from the newly completed conference space.

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
• In-Person Networking
• Strengthen Existing Relationships
• Increase Product Awareness
• Generate Leads
• Launch New Products & Services

NEW FOR 2022

• Updated sponsorship packages, including a Diamond Sponsor level with new offerings
• Track Sponsorships that include long-term visibility
• Networking breaks throughout the conference
### 2022 AILA Annual Conference

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

#### Exhibit

**Standard Exhibit (Onsite Only) $3,750**
- 8 x 10 Exhibit Table
- Company listing included in conference program (50-word description and contact information)
- 2 exhibit booth staff registrations included
- 2 exhibit booth staff registrations available at additional fee
- 2 Chairs
- 1 Waste Basket
- Pipe and Drape

**Premium Exhibit (Onsite Only) $4,750**
- 8 x 10 Exhibit Table
- Premium positioning in exhibit hall surrounding “AILA Central” located at front of entrance
- Company listing included in conference program (100-word description and contact information)
- Logo included on company listing in conference program
- 2 exhibit booth staff registrations included
- 4 exhibit booth staff registrations available at additional fee
- 2 chairs
- 1 waste basket
- Pipe and Drape

**Satellite Tables (Onsite Only) $1,500 - per day**
Unique locations afford you the ability to meet attendees and distribute information and promotional materials outside designated conference areas. Please inquire about floor plan and options.
- 6 ft draped table in high traffic area outside of exhibit hall (Level 4 or 5 Foyer)
- Company name listed in conference program under Satellite Table Exhibitors
- 1 exhibit booth staff registration included
- 1 chair
- 1 waste basket
- Multi-day discounts available

#### Annual Conference Sponsorship Packages

**DIAMOND SPONSOR**
- 1 Available - $60,000
- 2022 Annual Conference website sponsor (thank you w/logo and link)
- Logo/Name on AILA information center
- Logo/Name on social distancing floor clings in outside session rooms
- Full page b/w ad in conference program
- Logo/Name on exhibit hall entrance unit
- Logo/Name advertised in conference app
- Logo/Name advertised on 2 panels on a 4-panel kiosk in high traffic areas
- Logo/Name listed in conference program under exhibitor listing
- 5 complimentary exhibit booth staff registrations
- Annual Conference Attendee Mailing List

**GOLD SPONSOR**
- 5 Available - $30,000
- ½ page b/w ad in conference program
- Listing as sponsor in conference program
- Logo/Name on exhibit hall entrance unit
- Logo/Name listed in conference program under exhibitor listing
- 3 complimentary booth staff registrations
- Annual Conference Attendee Mailing List

**PLATINUM SPONSOR**
- 1 Available - $50,000
- Logo/Name on registration counter/ kiosks
- Logo/Name on social distancing floor clings at exhibit hall entrance
- Full page b/w ad in conference program
- Logo/Name on exhibit hall entrance unit
- Logo/Name advertised in conference app
- Logo/Name advertised on 2 panels on a 4-panel kiosk in high traffic areas
- Logo/Name in pre-conference e-mail communication
- Logo/Name on onsite conference signage (excluding signage for sponsored sessions)
- Retargeting campaign May and June 2022 (100,000 impressions)
- 1 standard exhibit booth 10x10 (additional spaces or upgrade to premium purchased separately)
- Logo listed in conference program under exhibitor listing
- 3 complimentary booth staff registrations
- Annual Conference Attendee Mailing List
## BRONZE SPONSOR
- Unlimited Availability $20,000
  - ¼ page b/w ad in conference program
  - Listing as sponsor in conference program
  - Logo/Name on exhibit hall entrance unit
  - Logo/Name advertised in conference app
  - Logo/Name on onsite conference signage (excluding signage for sponsored sessions)
  - Logo/Name in pre-conference e-mail communication
  - 1 standard exhibit booth 10x10 (additional spaces or upgrade to premium purchased separately)
  - 2 complimentary booth staff registrations
  - Annual Conference Attendee Mailing List

## PLENUM SPONSOR
- 1 Available - $40,000
  - Logo/name on plenary signage
  - Promotional handout for plenary attendees (copies provided by sponsor)
  - Logo/name on sponsor thank-you page in conference program
  - Logo/name on exhibit hall entrance unit
  - Recognition in pre-conference email communication
  - Full page (bw) ad in conference program
  - Logo/name on promotional materials for keynote speaker
  - Logo/name in conference app
  - One premium exhibit booth (additional space purchased separately)
  - Logo listed in conference program under exhibit listing
  - 4 complimentary exhibit booth staff registrations
  - Annual Conference Attendee Mailing List

## Session Sponsor $2,000
- 4-minute speaking opportunity at the start of the session
- Logo on title slide of the session (if available)
- Logo on closing slide of the session (if available)
- Attendance at session
- Exposure to onsite and webcast attendees
- Acknowledgement at start and close of session by day coordinator
- Contact information sent in attendee chat (virtual participants only)

## Daily Track Sponsor $4,000 - $8,000
- Sponsor 1 session each day under the same track
- 4-minute speaking opportunity at the start of the session each day
- Sessions selected on a first come first serve basis
- Logo on title slide of the session (if available)
- Logo on closing slide of the session (if available)
- Listing as sponsor in conference program
- Logo included in conference program and promotional materials

## Electronic Conference Handout $2,000
- Place your marketing piece digitally in the hands of key decision makers.
- Includes: PDF advertisement or document uploaded to attendee E-Bag.

## Conference Bag Insert $3,000
- Place your marketing piece in the hands of key decision makers.
- Includes: Advertisement or document provided to attendees in conference bag (not to exceed 4 pages, 8.5” x 11”).

## Conference Lanyard Sponsor $10,000
- Attendees must wear their name badges at all times, lanyards are the perfect way to display your company’s logo throughout the conference.
- Includes: Conference lanyard co-branded with sponsor logo and AILA Annual Conference logo and promotion in pre-conference communication.

## Hand Sanitizer Sponsor $10,000
- Logo on conference hand sanitizer distributed to attendees onsite
- Promotion in pre-conference communication

## Hotel Key Cards $15,000
- Be the first company to make an impression on attendees when they arrive in New York.
- Includes: Branding on keycards, logo in conference program and conference promotional materials, listing as sponsor in conference program, and quarter page advertisement in conference program.

## Networking Break $15,000
- Place your logo in one of the most popular areas of the conference on day of choosing.
- Includes: Acknowledgement in conference program, verbal acknowledgement at end of session prior to break, three sentence description and logo in conference program, logo on coffee cup sleeves, and logo included on closing slide of session PowerPoint prior to break (if available).

## Plenary Sponsor $40,000
- Logo/name on plenary signage
- Promotional handout for plenary attendees (copies provided by sponsor)
- Logo/name in pre-conference e-mail communication
- Full page (bw) ad in conference program
- Logo/name on promotional materials for keynote speaker
- Logo/name in conference app
- One premium exhibit booth (additional space purchased separately)
- Logo listed in conference program under exhibit listing
- 4 complimentary exhibit booth staff registrations
- Annual Conference Attendee Mailing List

## Exhibitor Lead Retrieval TBD
- Follow-up With Attendees During or After the Conference with Lead Retrieval
- Lead Scan Badge Accessible in Virtual/Onsite Exhibit
- Receive Full Attendee Contact Information
- Data Accessible on Exhibitor Service Center Website (Virtual Only)
- Data Accessible on Lead Retrieval Site (Onsite Only)
- Scavenger Hunt Points Assigned: 30 (Virtual Only)
2022 AILA Annual Conference

Conference Mobile Application Sponsor $7,500
- Put your marketing message in the palms of conference attendee hands (literally).
- Includes: Logo on the conference app pages, sponsor message on the app info tab, and recognition and link on the conference sponsor webpage.

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 in the conference program.

Conference Program Book Sponsor $5,000
- Includes: full page color ad on the back cover. The program book provides conference day at a glance, session descriptions, speaker bios, locations of conference events, exhibitor and sponsor information, and more!

Room Drops at Marriott Marquis $12,000
- Provide items to be dropped at host hotel for attendees staying on-site at the Marriott
- Reach attendees outside the conference venue (Javits Center) with a morning
- Listing as sponsor in conference program
- Logo in conference program and conference promotional materials
- Quarter page advertisement in conference program

Spotlight Video $600
- 1–3-minute video recorded by sponsor and used in pre-conference promotion
- Sent 2-4 weeks prior to Annual Conference in email to registered attendees

Escalator Wrap $10,000
- Imagine your logo or brand on display in the highly-used public areas of the venue’s escalators. Limited availability.

Receptions $10,000-$30,000
- From small group gatherings to the Opening Welcome Reception, connect with engaged AILA member and decision makers. Sponsorship includes attendance at the event and name/logo included on signage and sponsor thank you page. Contact us for details on various reception sponsorships.

Annual Conference Attendee Mailing List $1,000
- Reach Annual Conference attendees by sending your marketing mail piece directly to attendees.
- AILA will provide a list 1 week prior to conference and after conference concludes.

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.

Annual Conference Program Book

Inside Front Cover (color) $3,500
Inside Back Cover (color) $3,000
Full Page (black and white) $1,500
½ Page (black and white) $1,000
¼ Page (black and 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.
## Virtual Conference Options

### Exhibit

#### Small Virtual Booth
- 3 Booth Graphics
  - 376 px by 206 px
  - 114 px by 232 px
  - 128 px by 122 px
- 4 Virtual Booth Staff Registrations
- Attendee Chat in Networking Lounge
- Attendee Video Chat
- Booth Scavenger Hunt Points: 10
- Basic Enhancement Package
- Attendee Mailing List – does not include email addresses

#### Medium Virtual Booth
- 3 Booth Graphics
  - 710 px by 188 px
  - 180 px by 212 px
  - 270 px by 117 px
- 1 Booth Graphic or Video
  - 240 px by 135 px
- 4 Virtual Booth Staff Registrations
- Attendee Chat in Networking Lounge
- Attendee Video Chat
- Booth Scavenger Hunt Points: 20
- Basic Enhancement Package
- Attendee Mailing List – does not include email addresses

#### Large Virtual Booth
- Company Name, Address, Description, Email Exhibitor Button, Sales Contact Information
- Social Media Links (Link to your social media accounts – Twitter, LinkedIn, Facebook, Instagram)
- Website URL (Drive traffic to your website)
- Company Logo (Shown in Exhibit Hall Lobby and on About Us)
- 1,000 Character Company Description
- Unlimited Product Categories
- 1 Press Release (Brand Messaging – Get more coverage by sharing the latest news about your company)
- 1 Document Upload

### Enhancement Packages

#### A
- Company Name, Address, Description, Email Exhibitor Button, Sales Contact Information
- Social Media Links (Link to your social media accounts – Twitter, LinkedIn, Facebook, Instagram)
- Website URL (Drive traffic to your website)
- Company Logo (Shown in Exhibit Hall Lobby and on About Us)
- 1,000 Character Company Description
- Unlimited Product Categories
- 1 Press Release (Brand Messaging – Get more coverage by sharing the latest news about your company)
- 1 Document Upload

#### B
- Company Name, Address, Description, Email Exhibitor Button, Sales Contact Information
- Social Media Links (Link to your social media accounts – Twitter, LinkedIn, Facebook, Instagram)
- Website URL (Drive traffic to your website)
- Company Logo (Shown in Exhibit Hall Lobby and on About Us)
- 1,000 Character Company Description
- Unlimited Product Categories
- 1 Press Release (Brand Messaging – Get more coverage by sharing the latest news about your company)
- 1 Document Upload

#### C
- Company Name, Address, Description, Email Exhibitor Button, Sales Contact Information
- Social Media Links (Link to your social media accounts – Twitter, LinkedIn, Facebook, Instagram)
- Website URL (Drive traffic to your website)
- Company Logo (Shown in Exhibit Hall Lobby and on About Us)
- 1,000 Character Company Description
- Unlimited Product Categories
- 2 Press Releases (Brand Messaging – Get more coverage by sharing the latest news about your company)
- 2 Document Upload

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2022 AILA Media Kit—Contact advertising@aila.org for contract and rate details.
Virtual Conference Options (continued)

- 2 Video Uploads
- Directory Profile Header Image (Display an advertisement or graphic to enhance your company About Us profile header)
- Highlighted Listing (Make your company standout with your highlighted listing)

**Exhibitor Lead Retrieval**
- Follow-up With Attendees During or After the Conference with Lead Retrieval
- Lead Scan Badge Accessible in Virtual Exhibit
- Receive Full Attendee Contact Information
- Data Accessible on Exhibitor Service Center Website
- Scavenger Hunt Points Assigned: 30

**Sponsorship**

**Networking Break**
- Acknowledgement in Conference Program under break listing
- Acknowledgement at end of session prior to break
- 15 Minute Presentation – Include 3 sentence description for program listing
- 1 Page PDF Added to Attendee E-Bag

**Virtual Website Ad (Auditorium - 1)**
- Position 1 in Session Auditorium
- 724 px by 110 px advertisement on virtual conference site
- Rotating advertisements
- URL

**Virtual Website Ad (Auditorium - 2 and 3)**
- Position 2 and 3 in Conference Lobby
- 300 px by 540 px advertisement on virtual conference site
- Rotating advertisements
- URL

**Session Sponsor**
- Logo on session title slide
- verbal acknowledgment during opening and closing remarks
- 4-minute speaking opportunity before opening remarks
- attendance at session
- promotion in pre-conference communication.

**Scavenger Hunt Prize**
- Provide a prize attendees can compete to win by participating in the conference wide scavenger hunt
- Prize should be minimum $100 value
- Cost to participate does not include prize
- Logo included in pre-conference promotion

**Electronic Conference Handout**
- 1 Page PDF uploaded to attendee E-Bag

**Virtual Website Ad (Exhibit Hall – 1)**
- Position 1 in Exhibit Hall Lobby
- 662 px by 219 px advertisement on virtual conference site
- Rotating advertisements
- URL

**Virtual Website Ad (Exhibit Hall – 2 and 3)**
- Position 2 and 3 in Exhibit Hall Lobby
- 300 px by 540 px advertisement on virtual conference site
- Rotating advertisements
- URL

- **Company Name, Address, Description, Email Exhibitor Button, Sales Contact Information**
- Social Media Links (Link to your social media accounts – Twitter, LinkedIn, Facebook, Instagram)
- Website URL (Drive traffic to your website)
- Company Logo (Shown in Exhibit Hall Lobby and on About Us)
  - Graphic 300 px by 300 px
- 2,500 Character Company Description
- Unlimited Product Categories
- 4 Online Product Showcase (Engage attendees with detailed product descriptions along with full color images)
  - Graphic 300 px by 300 px
- 4 Press Releases (Brand Messaging – Get more coverage by sharing the latest news about your company)
- 4 Document Upload
- 4 Video Uploads
- Directory Profile Header Image (Display an advertisement or graphic to enhance your company About Us profile header)
- Highlighted Listing (Make your company standout with your highlighted listing)
- Premium Position (Your exhibitor listing will be placed at the top of the exhibitor list and search results)

**Virtual Website Ad (Lobby)**
- Position 2 and 3 in Conference Lobby
- 360 px by 200 px advertisement on virtual conference site
- Rotating advertisements
- URL

**Virtual Website Ad (Exhibit Hall - 1)**
- Position 1 in Exhibit Hall Lobby
- 662 px by 219 px advertisement on virtual conference site
- Rotating advertisements
- URL

**Virtual Website Ad (Exhibit Hall – 2 and 3)**
- Position 2 and 3 in Exhibit Hall Lobby
- 183 px by 279 px advertisement on virtual conference site
- Rotating advertisements
- URL

2022 AILA Media Kit—Contact advertising@aila.org for contract and rate details. 9
Hybrid Conference Options (Webcast and In-person)

Exhibit

Exhibitor Profile (Webcast Attendee Only)
- Exhibitor description, logo, and contact information available to webcast attendees
- Opportunity to host open hours for webcast attendees during virtual breaks on zoom (exhibitor must provide zoom link)

Exhibit Booth (Onsite Only)
- 6 ft table
- 2 chairs
- 2 exhibit booth staff registrations
- 2 exhibit booth staff registrations available for additional fee
- Discounted rates in conference room block at host venue
- Attendee mailing list – no email addresses

Sponsorship

Virtual Website Ads (Webcast Only)
- Rotating advertisement
- 800 px by 500 px virtual
- URL

Session Sponsor
- 4-minute speaking opportunity at the start of the session
- Logo on title slide of the session (if available)
- Logo on closing slide of the session (if available)
- Attendance at session
- Exposure to onsite and webcast attendees
- Acknowledgement at start and close of session by day coordinator

Electronic Conference Handout
- 1 page PDF advertisement or document uploaded to attendee E-Bag

Conference Bag Insert
- 1 page advertisement or document provided to attendees in conference bag

Conference Bag Sponsor (Onsite Only)
- Logo on conference bag distributed to attendees onsite
- Promotion in pre-conference communication

Conference Lanyard Sponsor (Onsite Only)
- Logo on conference lanyards distributed to attendees onsite
- Promotion in pre-conference communication

Hand Sanitizer Sponsor (Onsite Only)
- Logo on conference hand sanitizer distributed to attendees onsite
- Promotion in pre-conference communication

Networking Break (Webcast Only)
- Acknowledgement in Conference Program under networking break listing
- Acknowledgement at end of session prior to break
- 5-minute virtual presentation
- Three sentence descriptions in conference program
- 1 page PDF advertisement or document added to attendee E-Bag
- Logo included on closing slide of session PowerPoint prior to break (if available)

Networking Break (Onsite Only)
- Acknowledgement in Conference Program under networking break listing
- Verbal acknowledgement at end of session prior to break
- 5-minute onsite presentation
- Three sentence descriptions in conference program
- 1 page advertisement or document provided to onsite attendees
- Logo included on closing slide of session PowerPoint prior to break (if available)
Onsite Conference Options

Exhibit

Exhibit Booth
• 6 ft table
• 2 chairs
• 2 exhibit booth staff registrations
• 2 exhibit booth staff registrations available for additional fee
• Discounted rates in conference room block at host venue
• Attendee mailing list – no email addresses

Sponsorship

Session Sponsor
• 4-minute speaking opportunity at the start of the session
• Logo on title slide of the session (if available)
• Logo on closing slide of the session (if available)
• Attendance at session
• Exposure to onsite and webcast attendees
• Acknowledgement at start and close of session by day coordinator

Networking Break
• Acknowledgement in Conference Program under networking break listing
• Verbal acknowledgement at end of session prior to break
• 5-minute onsite presentation
• Three sentence descriptions in conference program
• 1 page advertisement or document provided to onsite attendees
• Logo included on closing slide of session PowerPoint prior to break (if available)

Electronic Conference Handout
• 1 page PDF advertisement or document uploaded to attendee E-Bag

Conference Bag Sponsor
• Logo on conference bag distributed to attendees onsite
• Promotion in pre-conference communication

Conference Lanyard Sponsor
• Logo on conference lanyards distributed to attendees onsite
• Promotion in pre-conference communication

Hand Sanitizer Sponsor
• Logo on conference hand sanitizer distributed to attendees onsite
• Promotion in pre-conference communication

Conference Bag Insert
• 1 page advertisement or document provided to attendees in conference bag
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 17,000+ AILA members and law students. AILA8 provides readers with the top 8 immigration news items of the day. On average, AILA8 sees a 38% 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.
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.

AILA.org — AILA’s Website

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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

AILA.org — AILA’s Website

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- 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
Practice and Professionalism Center Sponsorships

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.

AILA E-mail Release
$2,500 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 17,000 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. See back of Media Kit for more information on re-targeting campaigns!

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

Enhance your campaign’s media placement by having your advertisements appear on high traffic sites for an additional $500 per campaign.

Includes:
- Graphic (.jpg or .gif static images only)
- Leader Board 728 px by 90 px
- Wide Skyscraper 160 px by 600 px
- Square Pop-Up 300 px by 250 px

Marketplace Study
$10,000

The latest AILA Marketplace Study – the only economic study of immigration practice by immigration lawyers for immigration lawyers – has been viewed by over XX,XXX times since its release. AILA’s Practice and Professionalism Center will be releasing the 2022 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

2022 AILA Media Kit—Contact advertising@aila.org for contract and rate details. 14
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
- Three 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 for upcoming topics.
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 17,000+ 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.

<table>
<thead>
<tr>
<th>MEMBERSHIP MAILING LICENSE FEES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Entire Membership</strong></td>
</tr>
<tr>
<td><strong>Selections</strong></td>
</tr>
<tr>
<td><strong>Adhesive labels</strong></td>
</tr>
<tr>
<td><strong>Rush fee</strong></td>
</tr>
</tbody>
</table>

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: 830 (5%)
- 31-40: 3941 (26%)
- 41-50: 3496 (23%)
- 51-60: 2971 (19%)
- 60+: 2309 (15%)
- Not Available: 1837 (12%)

**Length of Membership**

- 1st Year: 749 (5%)
- 1-5 Years: 2274 (15%)
- 6-10 Years: 3100 (20%)
- 11-15 Years: 5045 (33%)
- 16-20 Years: 2405 (15%)
- 21+ Years: 1811 (12%)
- Not Available: 2274 (15%)

**Ethnicity/Race**

- Hawaiian: 496 (3%)
- African: 177 (1%)
- African American: 1455 (10%)
- Asian/Pacific Islander: 301 (2%)
- Caucasian (Non-Hispanic): 4734 (31%)
- Hispanic/Latino: 2677 (17%)
- Middle Eastern: 6 (0%)
- Native American/Alaskan Native: 5026 (33%)
- Multi-racial: 496 (3%)
- Not Available: 174 (1%)
- Native American/Alaskan Native: 337 (2%)

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2022 AILA Media Kit—Contact advertising@aila.org for contract and rate details.
Member Demographic Information

Practice Setting

- **Solo practitioner**: 470 (3%)
- **Small law firm (2-24 total attorneys)**: 184 (1%)
- **Medium law firm (25-74 total attorneys)**: 1279 (9%)
- **Large law firm (75+ total attorneys)**: 5538 (36%)
- **Legal services/Non-profit organization**: 487 (3%)
- **In-House Corporate Counsel**: 1011 (7%)
- **Law school faculty/academic field**: 213 (1%)
- **Not Available**: 1463 (10%)
- **Other**: 1463 (10%)

Area of Expertise

- **Asylum**: 5012
- **Business**: 5925
- **Consular Practice**: 7815
- **Deportation**: 7830
- **Employer Sanctions**: 5896
- **Family**: 6470
- **Global Migration**: 9078
- **General**: 905
- **Investor**: 3494
- **Medical**: 3789
- **Litigation**: 1874
- **Naturalization**: 1343
- **Not Available**: 3494

(Charts show the distribution of member practice settings and areas of expertise.)
2022 Advertising/Exhibiting/Sponsorship Opportunities

AILA 2022 Annual Conference

**ANNUAL CONFERENCE RATES**

<table>
<thead>
<tr>
<th>Exhibit Booths</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Booth</td>
<td>$4,750</td>
</tr>
<tr>
<td>Standard Booth</td>
<td>$3,750</td>
</tr>
<tr>
<td>Satellite Table</td>
<td>$1,500/day</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Program Booth Advertising</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Program Book Sponsor</td>
<td>$5,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$3,500</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$3,000</td>
</tr>
<tr>
<td>1 Page B/W</td>
<td>$1,500</td>
</tr>
<tr>
<td>½ Page B/W</td>
<td>$1,000</td>
</tr>
<tr>
<td>¼ Page B/W</td>
<td>$800</td>
</tr>
</tbody>
</table>

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 2022 In-Person, Virtual, and Hybrid Conferences

<table>
<thead>
<tr>
<th>CONFERENCE</th>
<th>DATE</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022 AILA Midwinter CLE Virtual Conference</td>
<td>February 3, 2022</td>
<td>Virtual</td>
</tr>
<tr>
<td>2022 AILA Border Issues Virtual Conference</td>
<td>March 8, 2022</td>
<td>Virtual</td>
</tr>
<tr>
<td>2022 AILA Business School for Immigration Lawyers Conference</td>
<td>April 7, 2022</td>
<td>Hybrid – Washington, D.C.</td>
</tr>
<tr>
<td>2022 AILA Spring CLE Conference</td>
<td>April 8, 2022</td>
<td>Hybrid – Washington, D.C.</td>
</tr>
<tr>
<td>2022 AILA/GMS Annual Global Migration Forum</td>
<td>June 14, 2022</td>
<td>New York, NY</td>
</tr>
<tr>
<td>2022 AILA Annual Conference on Immigration Law</td>
<td>June 15-18, 2022</td>
<td>New York, NY</td>
</tr>
<tr>
<td>2022 AILA Fall CLE Conference</td>
<td>September 11, 2022</td>
<td>Maui, HI</td>
</tr>
<tr>
<td>2022 AILA Fall Conference: H-1B and PERM Topics</td>
<td>October 21-22, 2022</td>
<td>Colorado Springs, CO</td>
</tr>
<tr>
<td>35th Annual California Chapters Conference</td>
<td>November 2022</td>
<td>Los Angeles, CA</td>
</tr>
<tr>
<td>2022 AILA Fundamentals Conference</td>
<td>December 2022</td>
<td>TBD</td>
</tr>
</tbody>
</table>

More conferences will be added throughout the year. Email advertising@aila.org for more details.
AILA 2022 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, 2022
1/4 due May 1, 2022
1/4 due July 1, 2022

To guarantee your 2022 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