



AMERICAN
IMMIGRATION
LAWYERS
ASSOCIATION



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

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
- 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 Boarder 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

2022 AILA Annual Conference

An invitation to the largest gathering of immigration law professionals!

JUNE 15-18, 2022

Exhibit

Standard Exhibit (Onsite Only) \$3,750

- 8 x 10 Exhibit Table
- Company listing included in conference program
- 2 exhibit booth staff registrations included
- 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"
- Company listing included in conference program
- Logo included on company listing in conference program
- 2 exhibit booth staff registrations included
- 2 chairs
- 1 waste basket
- Pipe and Drape



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

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

Annual Conference Sponsorship Packages

DIAMOND SPONSOR - One 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
- 1 bag insert for conference attendees
- Logo/Name on exhibit hall entrance hanging banner
- 1 sponsored regular session of choice (first come first serve) with 4-minute presentation at start
- Logo/Name advertised in conference app
- Logo/Name on Javits digital street entrance screen
- Logo/Name on digital screen outside General Session ballroom
- Logo/Name on waiting screen for virtual participants

- 1 6ft satellite table on 4th floor pre-function area
- Logo/Name on conference bags
- Logo/Name in pre/post-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-week AILA8 advertisement position 1 (June 13-17, 2022)
- 2 Premium exhibit booths 8x10 (additional space purchased separately)
- 5 complimentary exhibit booth staff registrations
- Annual Conference Attendee Mailing List
- 1 Large virtual exhibit booth
- 1 D enhancement package
- Complimentary lead retrieval for virtual conference

- Banner in conference VEM entrance
- Banner in conference lobby rotating with welcome banner
- Banner in conference session auditorium rotating
- Virtual Gameroom background
- Spotlight video
- Virtual welcome video on a conference preview day (shared in email with in-person attendees)
- Post-conference sponsored email distributed by AILA to annual conference attendees
- Onsite AC22 Scavenger Hunt participation with logo on gameboard

2022 AILA Annual Conference

An invitation to the largest gathering of immigration law professionals!

PLATINUM SPONSOR - 1 Available - \$50,000

- Logo/Name on registration counter/kiosks
- Logo/Name on social distancing floor clings at exhibit hall entrance
- Logo/Name on exhibit hall entrance hanging banner
- Logo/name on Javits digital street entrance screen
- 1 sponsored regular session of choice (first come first serve) with 4-minute presentation at start
- Logo on reusable water bottles provided to attendees
- Logo/name on waiting screen for virtual participants
- 1 6ft satellite table on 4th floor pre-function area
- 1 bag insert for conference attendees
- Logo/Name advertised in conference app
- Logo/Name in pre/post-conference e-mail communication
- Logo/Name on onsite conference signage (excluding signage for sponsored sessions)
- Retargeting campaign June and July 2022 (35,000 impressions/month)
- 1-week AILA8 advertisement position 2 (June 13-17, 2022)
- 1 premium exhibit booth 8x10 (additional space purchased separately)
- 4 complimentary exhibit booth staff registrations
- Annual Conference Attendee Mailing List
- 1 Large virtual exhibit booth
- 1 D level enhancement package
- Complimentary lead retrieval for virtual conference
- Banner in conference lobby rotating with welcome banner
- Banner in conference session auditorium rotating
- Spotlight video
- Virtual welcome video on conference preview day (shared in email with in-person attendees)
- Post-conference sponsored email distributed by AILA to annual conference attendees
- Onsite AC22 Scavenger Hunt participation with logo on gameboard

GOLD SPONSOR – 5 Available \$30,000

- Logo/Name on exhibit hall entrance hanging banner
- Logo/Name advertised in conference app
- Logo/Name on onsite conference signage (excluding signage for sponsored sessions)
- 1 special session sponsorship (first come first serve) with 4-minute presentation at start
- Logo/name on waiting screen for virtual participants
- Logo/name on directional signage across conference
- Logo/Name in pre/post-conference e-mail communication
- Retargeting campaign June 2022 (35,000 impressions)
- 1 standard exhibit booth 8x10 (additional spaces or upgrade to premium purchased separately)
- Logo listed in conference program under exhibitor listing
- 3 complimentary booth staff registrations
- Large virtual exhibit booth
- 1 C level enhancement package
- Complimentary lead retrieval for virtual conference portion
- Spotlight video
- Annual Conference Attendee Mailing List
- Onsite AC22 Scavenger hunt participation with logo on gameboard

Silver Sponsor – Unlimited Availability \$15,000

- Logo/name on exhibit hall entrance hanging banner
- Logo/name on waiting screen for virtual participants
- Logo/name advertised in conference app
- Logo/name onsite conference signage
- Logo/name in pre/post-conference email communication
- Retargeting campaign July 2022 (35,000 impressions)
- 1 standard exhibit booth (8x10)
- 3 complimentary booth staff registrations
- Large virtual exhibit booth
- C level enhancement package
- Complimentary lead retrieval virtual conference portion
- Spotlight video

- Annual Conference Attendee Mailing List
- Onsite AC22 Scavenger hunt participation with logo on gameboard

BRONZE SPONSOR – Unlimited Availability \$10,000

- Logo/Name on exhibit hall entrance hanging banner
- Logo/Name advertised in conference app
- Logo/Name on onsite conference signage (excluding signage for sponsored sessions)
- Logo/Name in pre/post-conference e-mail communication
- 1 standard exhibit booth 8x10 (additional spaces or upgrade to premium purchased separately)
- 2 complimentary booth staff registrations
- Large virtual exhibit booth
- B level enhancement package
- Complimentary lead retrieval virtual conference portion
- Spotlight video
- Annual Conference Attendee Mailing List
- Onsite AC22 Scavenger hunt participation with logo on gameboard

PLENARY SPONSOR – 1 Available - \$40,000

- Logo/name on plenary signage
- Logo/name on digital sign outside plenary ballroom on day of session only
- Logo/name on Javits street entrance screen
- Promotional handout for plenary attendees (copies provided by sponsor)
- Logo/name on exhibit hall entrance hanging banner
- Opportunity to introduce day coordinator morning of plenary
- Logo/name on waiting screen for virtual attendees
- 1 6ft satellite table on 4th floor pre-function area
- Recognition in pre/post-conference email communication
- Logo/name on promotional materials for keynote speaker
- Logo/name in conference app
- 1 premium exhibit 8x10 booth (additional space purchased separately)
- 4 complimentary exhibit booth staff registrations
- Large virtual exhibit booth

2022 AILA Annual Conference *(continued)*

- D level enhancement package
- Complimentary lead retrieval virtual conference portion
- Spotlight video
- Virtual welcome video shared on plenary session day for virtual attendees (shared in email with onsite attendees)
- Annual Conference Attendee Mailing List
- Onsite AC22 Scavenger hunt participation with logo on gameboard

AC22 Attendee Lounge \$35,000

- Recognition in pre/post-conference email communication
- Logo/name on promotional material for

Attendee Lounge

- Logo/name in conference app
- Logo/name on pre-conference email communication
- Logo/name on exhibit hall entrance hanging banner
- 1 standard exhibit booth
- 3 complimentary booth staff registrations
- 1 conference bag insert
- Logo on glass around pre-function area surrounding lounge area
- Furniture provided
- Ability to place promotional material and signage in lounge area

- Lounge area located in pre-function area on 5th floor next to escalators
- Ability to host Happy House in lounge area at end of conference day (not competing with other events) - paid and organized by sponsor with Javits (AILA will not provide food and beverage) AILA will promote Happy Hour in conference app.
- Large virtual exhibit booth
- D level enhancement package
- Complimentary lead retrieval virtual conference portion
- Virtual Conference Lounge background
- Spotlight video

Annual Conference Sponsorship

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)

program, logo on coffee cup sleeves, and logo included on closing slide of session PowerPoint prior to break (if available).

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

Conference Mobile Application Sponsor \$7,500

- Put your marketing message in the palms of conference attendee hands (literally).
- Includes: Logo on the conference app

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 *(continued)*

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.

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.



Virtual Conference Options



Exhibit

Small Virtual Booth

- 3 Booth Graphics
 - o 376 px by 206 px
 - o 114 px by 232 px
 - o 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
 - o 710 px by 188 px
 - o 180 px by 212 px
 - o 270 px by 117 px
- 1 Booth Graphic or Video
 - o 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)
 - o Graphic 300 px by 300 px
- 1,500 Character Company Description
- Unlimited Product Categories
- 1 Online Product Showcase (Engage attendees with detailed product descriptions along with full color images)
 - o Graphic 300 px by 300 px
- 1 Press Release (Brand Messaging – Get more coverage by sharing the latest news about your company)
- 2 Document Upload
- 1 Video Upload
- Highlighted Listing (Make your company standout with your highlighted listing)

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)
 - o Graphic 300 px by 300 px
- 2,000 Character Company Description
- Unlimited Product Categories
- 2 Online Product Showcase (Engage attendees with detailed product descriptions along with full color images)
 - o Graphic 300 px by 300 px
- 2 Press Releases (Brand Messaging – Get more coverage by sharing the latest news about your company)
- 2 Document Upload

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)

D

- 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)
 - o 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)
 - o 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)

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 (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
- 183px by 279 px advertisement on virtual conference site
- Rotating advertisements
- URL

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

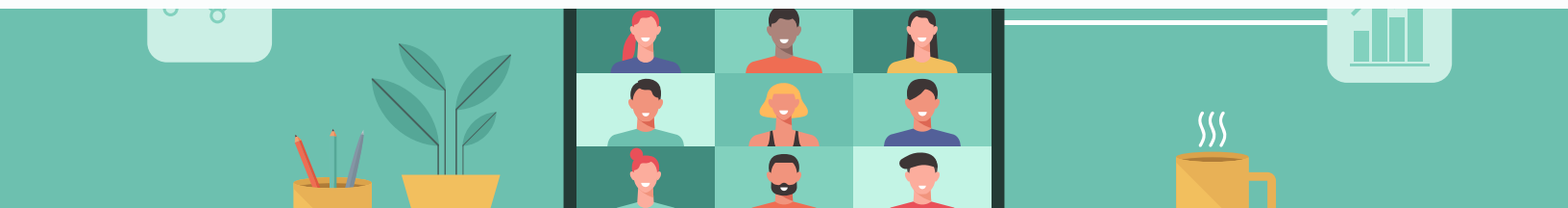
- Logo on session title slide
- verbal acknowledgement during opening and closing remarks
- 4-minute speaking opportunity before opening remarks
- attendance at session
- promotion in pre-conference communication.

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





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

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)

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

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 Insert

- 1 page advertisement or document provided to attendees in conference 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



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!**

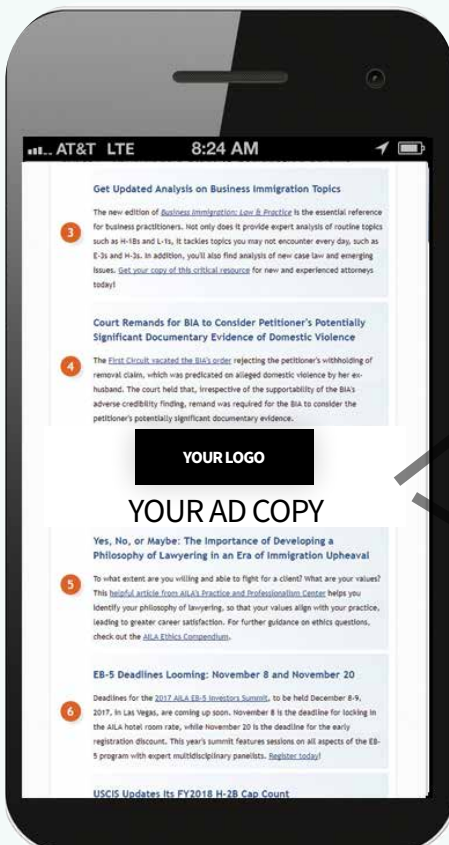
Each daily edition of AILA8 includes up to two prominently featured banner advertisements, one after the fourth news item and one after the eighth item. Your ad can include a company logo or other image, product description, and a URL link. Be a part of this popular AILA publication!

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.



View this email in your browser

AILA8

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.](#)

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 [Bamirex](#), 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](#).

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!

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.

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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](#).

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 panelists. [Register today!](#)

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.

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 clip.](#)

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Website Banner Advertising

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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	\$800 per month
Other AILA.org page	\$650 per month

Home Page Carousel Banner Advertisement

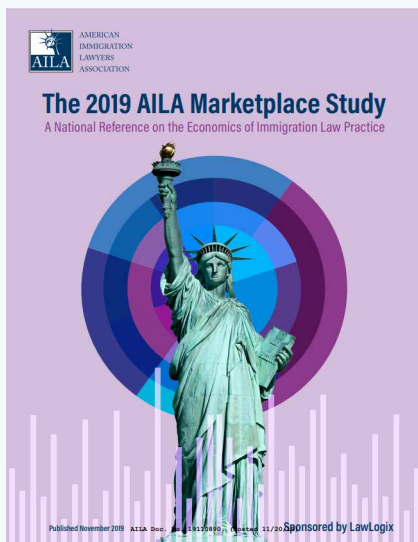
The AILA.org home page features an image “carousel,” which continuously rotates between five different banner images across all six portals on AILA's website. **We now have three spaces available for advertisements.** You can feature your large banner advertisement in the most prominent location on our 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 titled "AILA Case Liaison Assistance" with a "Click to learn more" link. To the right of the banner is a "Quick Links" section with links: Find AILA Members, Search for a Mentor, Get Case Liaison Assistance, Find/List a Job, Visit the Message Center, and Obtain Malpractice Insurance. Below the banner are three columns of content: "Recent Postings" (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, Resources for New Members), "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, What's Trending? H-1B and L-1 RFEs in 2015), and "Run a Solo or Small Firm? Register for AILA's Solo and Small Firm Practice Management Conference" (2016 AILA Solo and Small Firm Practice Management, December 8-9, Lake Buena Vista, FL). At the bottom right is an "ADVERTISEMENT" section with a placeholder "YOUR AD HERE".

Practice and Professionalism Center Sponsorships



Marketplace Study \$10,000

The latest AILA Marketplace Study – the only economic study of immigration practice by immigration lawyers for immigration lawyers. 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

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 (.jpf 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

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.



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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

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

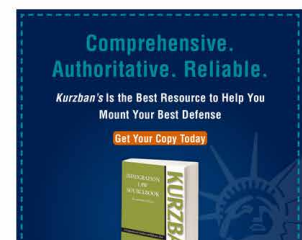
February 16, 2021

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](#)



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.

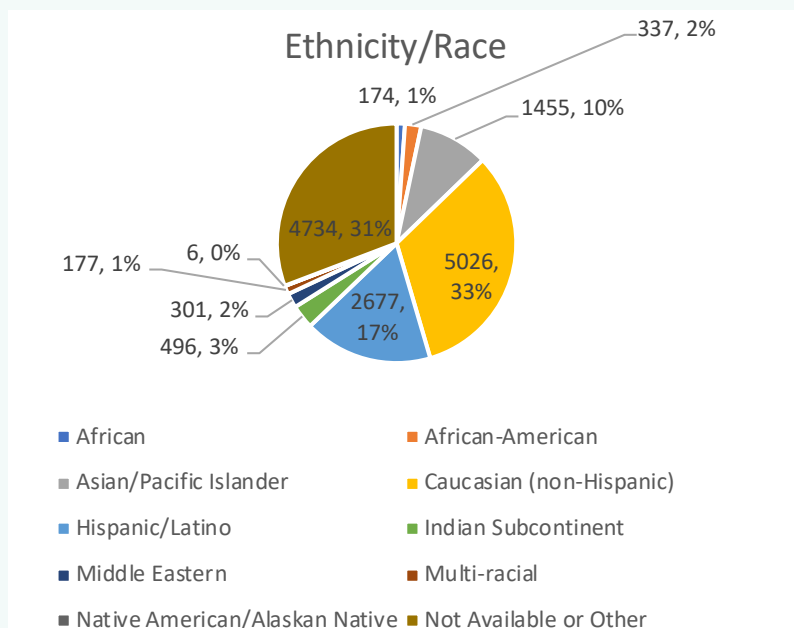
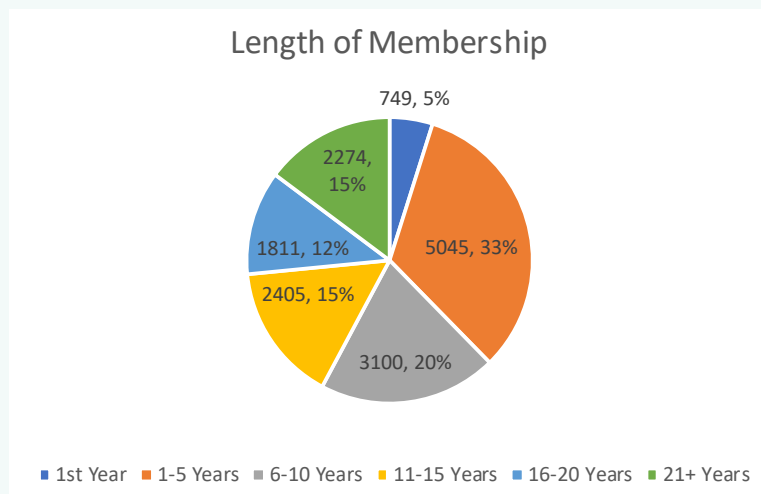
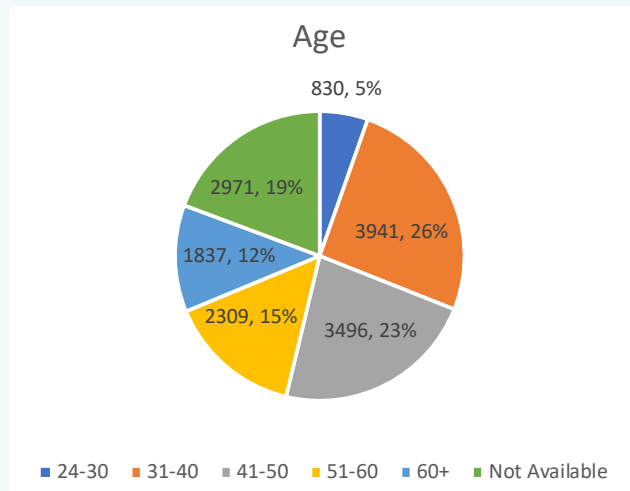
Approval: AILA retains the right to approve or deny list license rental requests based upon review of material to be distributed, relevancy to association members, and the product or service being solicited. A final copy of your marketing piece must be included with the list order.

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

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	\$200 (within 7 business days)

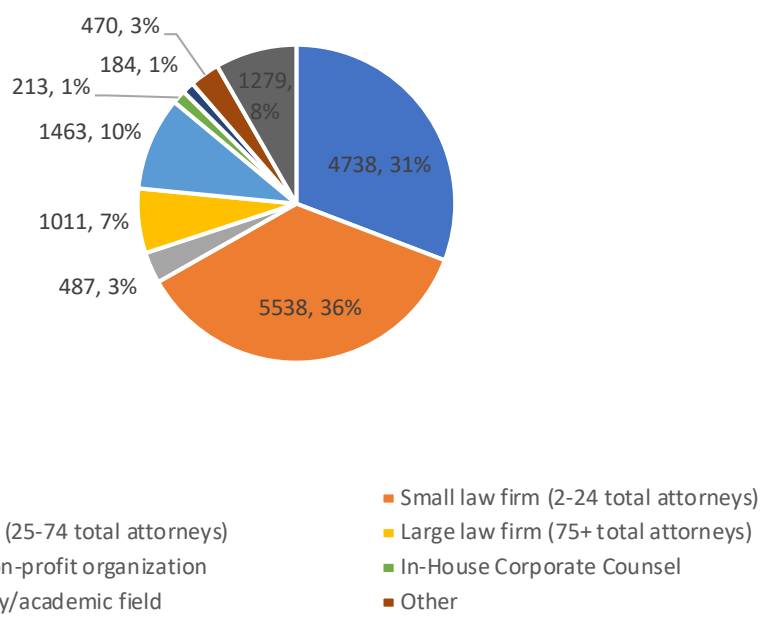
Excel spreadsheet is delivered directly to 3rd party, professional, mailing house. Adhesive Labels are sent directly to you for an additional charge. List license is granted on a one-time only use basis. Retention and/or reproduction of data is strictly prohibited in any form.

Member Demographic Information

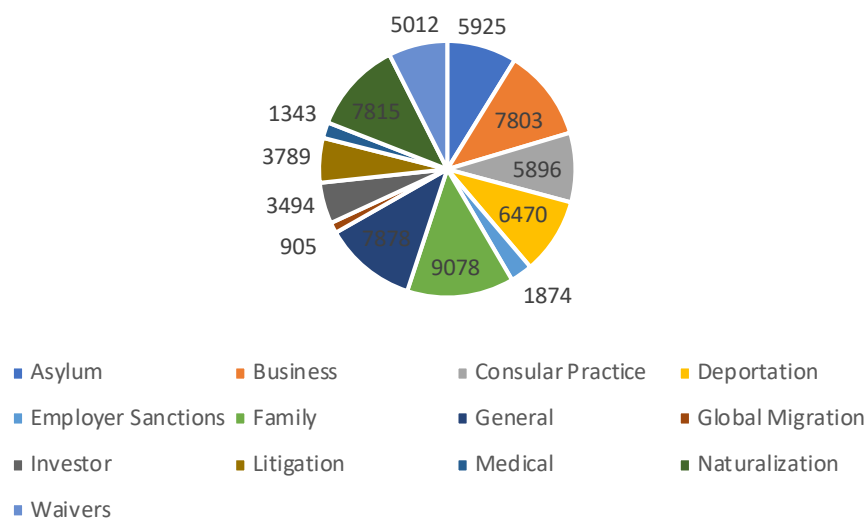


Member Demographic Information

Practice Setting



Area of Expertise



2022 Advertising/Exhibiting/Sponsorship Opportunities

AILA 2022 Annual Conference

ANNUAL CONFERENCE RATES

Exhibit Booths

Premium Booth	\$4,750
Standard Booth	\$3,750
Satellite Table	\$1,500/day

Program Booth Advertising

Conference Program Book Sponsor	\$5,000
Inside Front Cover	\$3,500
Inside Back Cover	\$3,000
1 Page B/W	\$1,500
½ Page B/W	\$1,000
¼ Page B/W	\$800

AILA8

AILA8 E-NEWSLETTER ADVERTISING RATES

Weekly ad	\$1,000 per week
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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

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

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: _____

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Approved by the American Immigration Lawyers Association

Date _____ By _____

Issue _____

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