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Food Truck Hours  
(lobby level roadway)  
Wednesday, June 15 — 12:00 pm - 4:00 pm  
Thursday, June 16 — 11:00 am - 2:00 pm  
Friday, June 17 — 11:00 am - 2:00 pm  
Sat, June 18 — 11:00 am - 2:00 pm

Concession Hours  
(4th and 5th floors)  
Wednesday, June 15 — 12:00 pm - 4:00 pm  
Thursday, June 16 — 10:00 am - 2:00 pm  
Friday, June 17 — 10:00 am - 2:00 pm  
Sat, June 18 — 10:00 am - 2:00 pm



AMERICAN  
IMMIGRATION  
LAWYERS  
ASSOCIATION

# 2023 AILA ADVERTISING AND CONFERENCE MEDIA KIT



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# 2023 AILA Advertising and Conference Media Kit

Exhibits Sponsorship Advertising

*Reach over 16,000 immigration attorneys, paralegals, law professors, and law students!*

## What is AILA?

The **American Immigration Lawyers Association (AILA)** is the national association of more than 16,000 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. business 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 16,000 strong and growing – are your prospective clients! We offer numerous marketing opportunities – advertising, exhibiting, sponsorship, 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 660,000 pageviews per month on our homepage. 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 you 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.

# Advertising and Conferences

*Excellent opportunity to achieve maximum exposure and interact 1-on-1 with member attorneys!*

## 2023 AILA Conference Schedule

CONFERENCE	DATE	LOCATION	FORMAT	EXHIBIT COST
2023 AILA Midwinter Conference and Webcast	January 20, 2023	San Juan, PR	Hybrid	\$2,100
2023 AILA Federal Court Litigation Conference	March 20-21, 2023	Washington, DC	In-Person	\$1,500
2023 AILA Spring CLE Conference and Webcast	April 27-28, 2023	Washington, DC	Hybrid	\$2,875
2023 AILA/GMS Annual Global Migration Forum	June 19-20, 2023	Orlando, FL	In-Person	\$2,875
2023 AILA Paralegals Conference	June 19-20, 2023	Orlando, FL	In-Person	\$2,875
2023 AILA Annual Conference on Immigration Law	June 21-24, 2023	Orlando, FL	Hybrid	See AC23 Prospectus
2023 AILA Categorical Approach Conference and Webcast	September 29, 2023	Scottsdale, AZ	Hybrid	\$2,100
2023 AILA Fall CLE Conference and Webcast	September 29, 2023	Scottsdale, AZ	Hybrid	\$2,100
36 <sup>th</sup> Annual California Chapters Conference and Webcast	October 26-28, 2023	San Francisco, CA	Hybrid	\$2,875
2023 AILA Technology and Innovation Summit	October 26, 2023	San Francisco, CA	Hybrid	\$2,100
2023 AILA New York Chapters Conference	December	New York, NY	In-Person	\$2,100

More conferences will be added throughout the year. Email [advertising@aila.org](mailto:advertising@aila.org) for more details.

## Who Should Participate?

Any company that provides a product or service to immigration attorneys, attorneys, or law firms!

- Advertising and Marketing Firms
- Case Management Software Vendors
- Credential Evaluators
- Criminal or Personal Investigations
- DNA Testing
- EB-5 Regional Centers
- Financial Services
- General Legal Service Providers
- Health Insurance
- Immigration Bonds
- Law Office Management
- Legal Resource/Publishing
- Legal Staffing
- Legal Technology
- Liability Insurance
- Office Equipment and Supply
- Psychological Evaluations
- Translation Services Providers
- Visa Service Providers
- And More!

## AILA8 – Daily E-Newsletter

*Your company delivered directly to our members every day.*

## About AILA8

AILA8 is AILA’s flagship e-newsletter, sent daily to over 16,000 AILA members and law students. AILA provides readers with the top 8 immigration news items of the day. On average, AILA sees a **38% open rate**, which means you could see **over 30,000 ad impressions per week!** Based on the results of a 2022 survey, **81%** of AILA members rank AILA8 as a **top resource to members!**

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 consecutive deployments)	\$1,000 per week
Monthly Ad (5 deployments per month – nonconsecutive)	\$1,000 per week

*Logos may not exceed 200 px wide by 100 px high. Text is limited to 250 characters, but multiple lines are permitted.*

# Website Banner Advertising – AILA.org and AILA University

*Connect with an engaged audience. More than 660,000 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. AILA.org receives on **average 660,000 page views per month**.

## Side Banner Advertisement

On page with multiple advertisers, ads rotate and appear randomly each time the page is refreshed. The rules for graphic ads are:

- Ad size is 240 px by 150 px high
- Ads will link to website or email of vendors choice
- No animated ads
- 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 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. There are four spaces available for advertising. You can feature your large banner advertisement in the most prominent location on our site.

- Ad size is 659 px by 269 px, full color banner
- 30 characters of title text
- 50 characters of subtitle text
- URL link of your choice
- Four spaces available per month

## AILA University

AILA University is an exciting platform that 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. AILA University averages **over 22,000 pageviews per month**. From a 2022 survey, **41% of members surveyed say they participate in Roundtables and Seminars on AILA University**.

## AILA University Banner Advertisement

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

- Ad size is 1,284 px by 200 px, full color banner
- URL link of your choice
- Three spaces available per month

## Video Roundtables

Regularly scheduled live video roundtables allow AILA members to interactively connect with colleagues around the world for exceptional peer-to-peer learning. You will be recognized during the live roundtable, logo on opening slide, and content block with lead capture form added to roundtable confirmation emails for advertiser. Contact [advertising@aila.org](mailto:advertising@aila.org) for upcoming topics.

Website Banner Advertising – AILA.org and AILA University		
Type	Cost	Occurrence
AILA.org Side Banner	\$1,500	Monthly
AILA.org Home Page Carousel	\$2,500	Monthly
AILA University Banner	\$2,000	Monthly
AILA University Roundtables	\$7,500	Annual ( <i>choice of 5 roundtables per year</i> )

# Practice Management Tips, Re-targeting Campaigns, and Sponsored E-mails

## Practice Management Tips

Containing 5-10 pages of articles or series of videos that flesh out core concepts of immigration, these short publications are popular resources for AILA members who look for tips on how to best manage their practice. Advertising in AILA's Practice Success Tips includes your name and logo on document, link to your website, and acknowledgement in marketing release on [aila.org](http://aila.org) or email. Based on a 2022 survey, **90%** of AILA members consider practice success tips a valued resource.

AILA'S PRACTICE MANAGEMENT TIPS	
Practice Management Tips	\$1,500 (Per release)

## Re-targeting Campaigns

Reach your desired audience in a new way with AILA's re-targeting campaigns! Your ad will appear on multiple major websites and mobile apps, following AILA's audience wherever they visit online. Stand out with this unique advertising opportunity.

RE-TARGETING CAMPAIGNS		
Impressions	Cost	Duration
35,000 Impressions	\$3,000	1-Month
70,000 Impressions	\$5,000	3-Month
100,000 Impressions	\$7,000	6-Month



## Sponsored E-mails

Reach AILA members with a new opportunity with sponsored e-mails. All emails will be coordinated and approved by AILA staff. Sponsor will provide content for email to be distributed by AILA. Your email will be **released to over 14,000** AILA members, and emails have an average of **27% open rate**.

AILA EMAIL RELEASE	
Time Frame	Cost
January – March (1 Email Release)	\$3,000
April – June (1 Email Release)	\$3,000
July – September (1 Email Release)	\$3,000
October – December (1 Email Release)	\$3,000

## Membership Mailing List License

*Marketing material delivered directly in the hands of key decision makers.*

### About AILA’s Membership Mailing List License

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 over 16,000 immigration law attorneys! You can either choose to send your marketing piece to all AILA members, or strategically target the demographics that meet your marketing needs.

## List License Specifications

**List Configurations:** Membership lists can be pre-sorted and customized by practice specialty, member’s home state, or local chapter. Limited information is available on criteria such as gender, length of membership, chapters, and practice type. Please contact [advertising@aila.org](mailto:advertising@aila.org) for additional information on combination or random sorts.

**Approval:** AILA retains the right to approve or deny list license rentals 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 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)
Rush fee	\$200 (within 7 business days)

*Excel spreadsheets are delivered directly to 3<sup>rd</sup> party, professional, mailing house. List license is granted on a one-time only use basis. Retention and/or reproduction of data is strictly prohibited in any form.*

# AILA 2023 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, 2023

1/4 due May 1, 2023

1/4 due July 1, 2023

To guarantee your 2023 Supporter Package, please contact AILA at [advertising@aila.org](mailto:advertising@aila.org) today! We will work with you to design a package that best suits your needs.

# 2023 AILA Advertising and Conference Media Kit

From a 2022 membership survey, the following data is representative of membership based on nearly 2,300 submissions.

## Primary Type of Immigration Law Practiced

Business/Employment-based/Employer Compliance – 36% (internal number 34%)  
Removal/Defense/Asylum/Humanitarian Relief – 31% (internal number 28%)  
Family/Naturalization – 33% (internal number 37%)

66% of members surveyed say they practice in firms of 5 or fewer lawyers.

59% of members surveyed say they have been a member for more than 7 years. (17% 3-7 years, 14% 1-3 years), and 10% less than 1 year).

58% of our membership ranges from 30-50 years old.

80% of members surveyed are satisfied with AILA as a whole.

58% of member surveyed say they find value in AILA membership which helps connect them to trusted solutions to address practice concerns

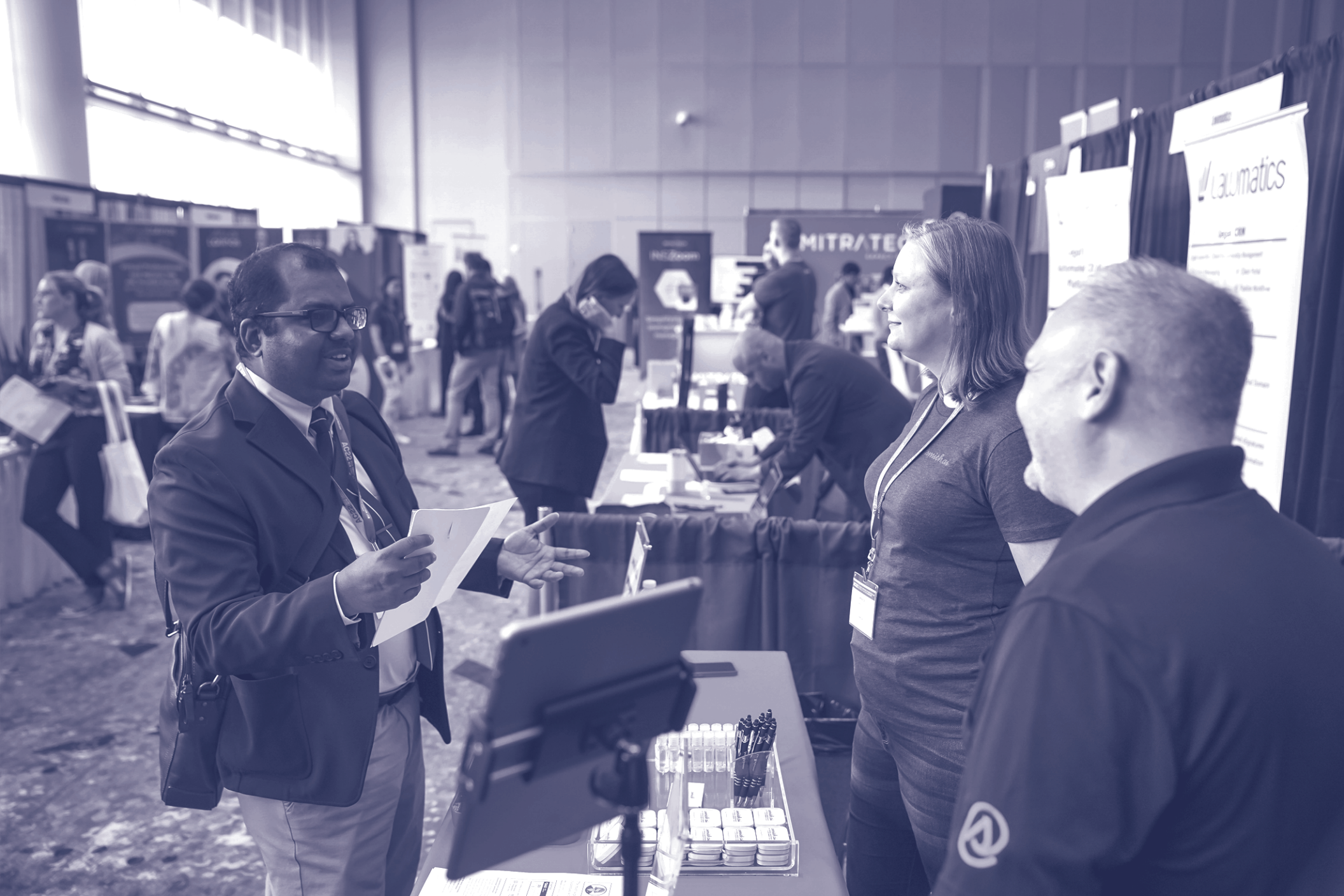
51% of members surveyed say they find value in AILA membership which provides them access to resources that help make their practice more profitable and efficient.

77% of members surveyed have attended the Annual Conference.

80% of members consider AILA.org a valued resource.

84% of members consider conference a valued resource. 36% say the Annual Conference is a valued resource.

80% of members consider AILA University a valued resource.



**2023** AMERICAN IMMIGRATION LAWYERS ASSOCIATION