

Association of American Law Schools



2015 ANNUAL MEETING

A thick, green, wavy line graphic that spans the width of the page, positioned above the 'LEGAL EDUCATION AT THE CROSSROADS' text.

LEGAL EDUCATION AT THE CROSSROADS

Large, abstract geometric shapes in red and gold colors that fill the bottom half of the page, creating a modern, angular background.

EXHIBITOR
PROSPECTUS

January 2-5, 2015 • Washington, D.C.

aals.org/am2015

SPONSORS

AALS would like to thank and recognize the following companies for their generous contributions to support the association's many goals and activities.

FOUNDATIONAL GIFTS

\$100,000 AND OVER

**West Academic and
Foundation Press**

SPONSOR GIFTS

\$15,000 TO \$25,000

LexisNexis

Wolters Kluwer Law & Business

CONTRIBUTOR GIFT

\$10,000 TO \$15,000

Law School Admission Council (LSAC)

**AALS would like to thank the following for their donations for the
2014-2015 Academic Year:**

Carolina Academic Press

Complete Equity Markets, Inc.

The John Marshall Law School

Other AALS gift sponsorship opportunities are available:

Presidential Gifts, \$50,000 to \$100,000

Sustaining Gifts, \$25,000 to \$50,000

If you would like to become a sponsor, please contact Mary Cullen, AALS Meeting Manager, at (202) 296-4755 or mcullen@aals.org for further information.

WELCOME

Be a part of the Association of American Law Schools' 2015 Annual Meeting, the world's largest gathering of law school faculty, deans, and librarians.

AALS President Daniel Rodriguez, Dean, Northwestern University School of Law, announces the theme of the 2015 Annual Meeting - "Legal Education at a Crossroads." He states "The Annual Meeting will provide a forum for novel thinking and fresh perspectives on the state of American legal education. Fruitful ideas will include both the incremental and the profound. We are at the crossroads true; and the choices we make in the coming years will shape powerfully the structure of our profession - not only the academic profession of law teaching, but the profession of law more generally." Law professors will find a wealth of valuable information as their colleagues tackle the challenges of current legal profession and legal education. Don't miss your opportunity to showcase your products and services during this gathering of law school professionals.

WHO WE ARE

The Association of American Law Schools is an association representing more than 10,000 law school faculty and administrators, dedicated to the improvement of the legal profession through legal education.

WHY EXHIBIT?

The AALS Annual Meeting is the world's largest gathering of legal educators and administrators. It attracts over 3,500 law school faculty members, deans, and law librarians from the U.S. and other countries for the most comprehensive week of continuing education available for legal educators.

Those who attend the AALS Annual Meeting are decision-makers who buy and influence buyers in a number of legal, academic instruction and office administration areas such as:

- academic and educational publications
- academic and educational materials in electronic form
- communication technology
- innovative instructional, computerized and audio/visual systems
- legal research software
- bibliographic services
- computer hardware and software
- video equipment for recording and teaching information technology
- library technology
- library equipment and materials
- clinical practice software
- office management and financial software

THE EXHIBIT HALL

The Exhibit Hall will be located in the Exhibit Hall C of the Marriott Wardman Park Hotel. A "Meeting Place Lounge," offering complimentary refreshments each morning and

afternoon, will be located in the hall, maximizing traffic past your exhibit booth. AALS Registration will be located at the entrance to the Exhibit Hall. AALS will assign the location of the exhibit booths considering the exhibiting company's preferred choices.

WHAT'S INCLUDED

Each booth fee paid includes:

- One 10' x 10' exhibit booth with 8' high flameproof back wall drapery and 33" high side rail with drape. One 7" x 44" sign with exhibitor's organization name and booth number. The Exhibit Hall is carpeted.
- One free full registration per booth, allowing access to all sessions and social functions to a non-law school exhibitor.
- An unlimited number of "exhibits only" registrations for booth personnel who are not faculty or employees of a law school.
- A 100-word description of the exhibitor's products and services for the Exhibitor Program, supplied to all meeting registrants.
- A free listing on the AALS web site and link to your company's website.

For those exhibiting companies that make independent contributions to the Annual Meeting by taking advantage of Sponsorship Opportunities (see separate enclosure), one additional free full registration that includes both educational sessions and social events will be provided. Your contribution will be acknowledged throughout the year.

Those exhibiting companies providing independent contributions to AALS also receive priority in selection of their booth space for the 2016 Annual Meeting.

COST

The fee for each 10'x10' booth is \$2,300.

THE APPLICATION FOR EXHIBIT SPACE

Download the Fillable Application for Exhibit Space at www.aals.org/am2015/exhibitorapplication.pdf, or complete the enclosed copy. Carefully read the Terms and Conditions set forth; sign and return the application to AALS. AALS accepts payment by American Express, MasterCard, VISA or check. Checks should be made payable to AALS.

If paying by credit card, email completed application to mcullen@aals.org. If paying by check, send application to:

AALS Exhibits
1614 20th Street, N.W.
Washington, D.C. 20009-1001

AALS will acknowledge receipt and approval of exhibit space application with written confirmation of booth assignment. An Exhibitor Service Kit detailing shipping and other pertinent information will be mailed by the AALS designated decorator, Convention Handling Service, Inc.

BOOTH PERSONNEL ARRANGEMENTS

Each member of your exhibit team must submit either a Meeting Registration Form for a full registration or Exhibit Booth Personnel Registration Form for an “exhibits only” registration. Registration Forms and hotel reservation information will be included with the Annual Meeting Brochure, which will be mailed to each confirmed exhibitor upon acceptance of exhibit application. Photocopies of the Registration Forms will be accepted.

The “exhibits only” registration permits access only to the Exhibit Hall. In order to attend AALS sessions or social functions, exhibitors must purchase a full Annual Meeting registration, or purchase separate social function tickets.

SPONSORSHIP

Give your company more recognition among law faculty and administrators throughout the year by becoming an AALS sponsor. See sponsorship information enclosed with this brochure.

OTHER MARKETING OPPORTUNITIES

On-Site Activity

Take this opportunity to hold a special event such as an ice cream or cupcake social, or raffle (example: for an iPad) in your exhibit booth. We will advertise your special drawing or food event in the exhibitor program distributed to each and every registrant.

Website

Your company (contact information, product description, etc.) will be listed on the AALS website along with a link to your website. Anyone accessing the AALS website will easily be able to gather more information on your products and services. The link will be posted for the Annual Meeting and will remain on the AALS website throughout the year.

Convention Newspaper

Take advantage of the additional opportunity to place a sponsorship of your product or service in the AALS Annual Meeting Newspaper, distributed to every Annual Meeting registrant. You will receive a solicitation to place a sponsorship in this publication in early September. For further information, or if you wish to make an early space reservation, please contact AALS at amnewspaper@aals.org.

AALS Mailing Labels

Complete your marketing plan with direct mailings to law teachers and administrators. Labels targeting teachers by subject matter and members of AALS Sections are available for purchase. Please visit our website at www.aals.org and select “publications” and look for “AALS labels” or call the AALS National Office at (202) 296-2355 for further information.

Questions?

Please contact Mary Cullen, AALS Meetings Manager, by phone (202) 296-4755 or e-mail (mcullen@aals.org).

For more information about the AALS Annual Meeting, please visit our website at www.aals.org/am2015

EXHIBIT HALL SCHEDULE

FRIDAY, JANUARY 2, 2015

8:00 a.m. – 5:00 p.m. Exhibits Set Up

SATURDAY, JANUARY 3, 2015

7:00 – 8:30 a.m. Exhibits Set up
9:00 a.m. – 6:00 p.m. Exhibit Hall Grand Opening
8:30 a.m. Morning Refreshments, Coffee and Tea for All Registrants
2:00 p.m. Afternoon Refreshments for All Registrants

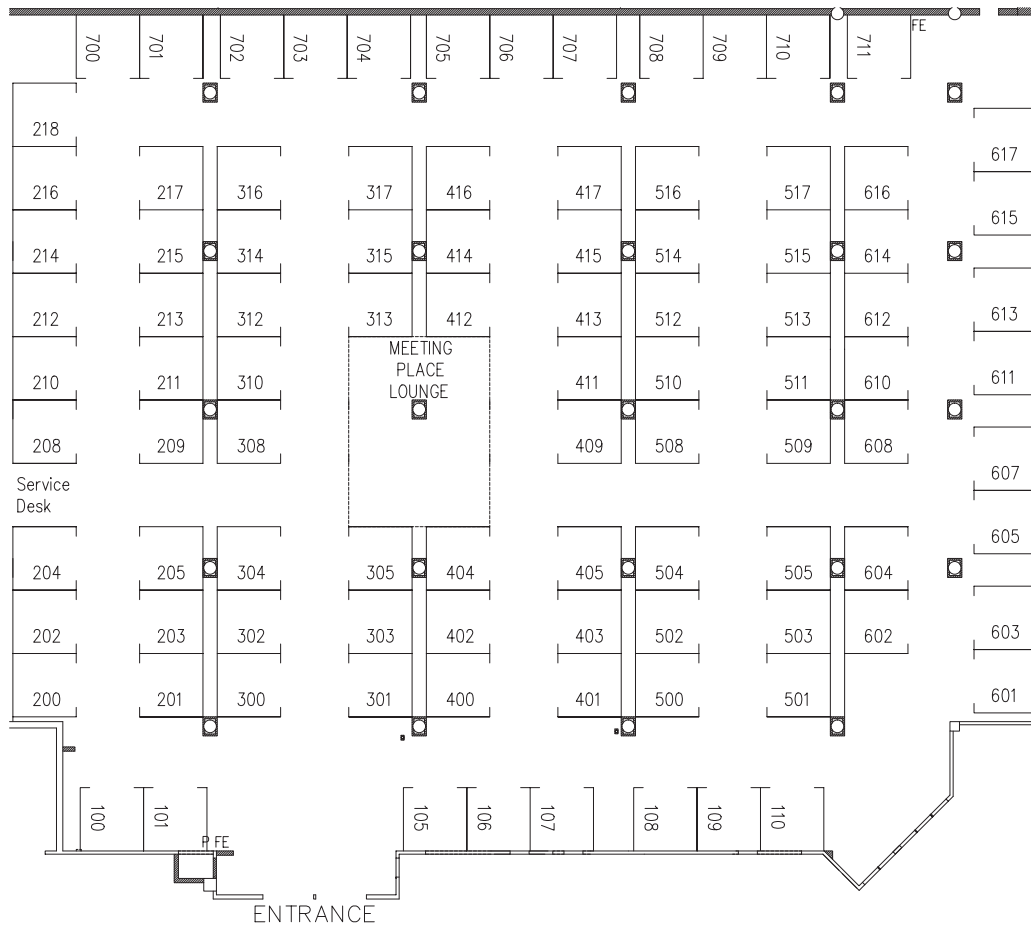
SUNDAY, JANUARY 4, 2015

8:00 a.m. – 5:00 p.m. Exhibit Hall Open House
8:30 a.m. Morning Refreshments, Coffee and Tea for All Registrants
2:00 p.m. Afternoon Refreshments for All Registrants

MONDAY, JANUARY 5, 2015

8:00 a.m. – 2:00 p.m. Exhibit Hall Open House
8:30 a.m. Morning Refreshments, Coffee and Tea for All Registrants
12:00 p.m. Afternoon Refreshments for All Registrants
2:00 – 6:00 p.m. Dismantle of Exhibits

MARRIOTT WARDMAN PARK EXHIBIT FLOOR PLAN



RECENT AALS EXHIBITORS

ALM

Alumni Directory

American Bar Association

American Bar Association—Book Publishing

American Board of Trial Advocates

American Society of International Law

Amicus Attorney – Gavel & Gown Software

Animal Legal Defense Fund

Anthem Foundation for Objectivist Scholarship

AppointLink Portal Solutions

Ashgate Publishing

Association Book Exhibit

BARBRI

Bloomberg BNA

CALI

Cambridge University Press

Carolina Academic Press

University of Chicago Press

Clio

Complete Equity Markets, Inc.

Corel

Edward Elgar Publishing

Environmental Law Institute

Equal Justice Works

ExamSoft Worldwide, Inc.

Fastcase, Inc.

Harvard University Press

William S. Hein & Co., Inc.

Jaxxon Promotions

Kaplan Bar Review

Kuwait International Law School – KILAW

The Lawbook Exchange, Ltd.

Leopard Solutions

LexisNexis

myLawCLE – Law School Partnership Program

The National Jurist

NELLCO, Inc., An International Consortium

NITA - National Institute for Trial Advocacy

NYU Press

Oxford University Press

Practical Law Company

ProQuest

Rapid Insight Inc.

Rigos UBE

Themis Bar Review

U.S. News & World Report

Vandeplas Publishing

West Academic

Wolters Kluwer Law & Business

PHOTOS FROM THE 2014 AALS ANNUAL MEETING EXHIBIT HALL



Registrants have the opportunity to explore the Exhibit Hall independently as well as learn directly from exhibitors.

The Exhibit Hall serves as a place for Annual Meeting attendees to interact, exchange ideas and learn about new publications, methods and resources for teaching and scholarship.



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