

INSTITUTIONAL PLURALISM

Association of American Law Schools
2009 Annual Meeting

Exhibitor Brochure

January 6-10, 2009
San Diego, California



Association of American
Law Schools

WELCOME!

We are pleased to invite you to exhibit at the 2009 AALS Annual Meeting to be held January 6-10 at the San Diego Marriott Hotel & Marina, located at 333 W. Harbor Drive in San Diego, California. We expect over 3,500 law professors, deans, administrators and law librarians who buy and influence buyers in a number of legal, academic instruction and office administration areas. We hope that you plan to take this opportunity to showcase your products and services.

Visitors to the AALS web site find information on every company exhibiting at the Annual Meeting, including contact and product information, as well as a link to the home page of each exhibiting company. This information is placed on our web site immediately after the Annual Meeting and is available to visitors to our web site throughout the year.

Each non-law school exhibiting company will receive one full registration per booth and unlimited "exhibits only" registrations for other non-law school booth personnel. The goal is to maximize your company's exposure to the decision makers in legal education.

We are very excited to hold the AALS Annual Meeting in San Diego for the first time! Please join us in making this a very successful exhibition at the 2009 Annual Meeting in San Diego.

Jane M. La Barbera
AALS Managing Director

For more information about the AALS Annual Meeting, please visit our web site at www.aals.org/am2009/

THE ASSOCIATION

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

EXPOSURE AND VISIBILITY

The AALS Annual Meeting is the world's largest meeting of law teachers. 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
- word processing
- 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

Also, law faculty and professional staff are interested in leisure time exhibits displaying popular books, wines, travel and other services.

EXHIBIT HALL AND FLOOR PLAN

The Exhibit Hall and AALS Registration will be located in Marriott Hall, Lobby Level, North Tower of the San Diego Marriott Hotel & Marina. The "Meeting Place", offering complimentary refreshments each morning and afternoon, will also be located in the Exhibit Hall. The floor plan appears on the back of this brochure. AALS will assign the location of the exhibit booths considering the exhibiting company's preferred choices.

EXHIBIT BENEFITS

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 hyperlink to your company's web site.

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. Those exhibiting companies providing independent contributions to AALS also receive priority in selection of their booth space for the 2010 Annual Meeting.

BOOTH FEE

The fee for each 10'x10' booth is \$1,995.

THE APPLICATION FOR EXHIBIT SPACE

Complete the enclosed "Application for Exhibit Space". 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. Applications can be sent to:

AALS Exhibits
1201 Connecticut Avenue, N.W., Suite 800
Washington, D.C. 20036-2605

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.

EXHIBIT HALL SCHEDULE

Exhibit Hall hours are scheduled to match peak attendance at AALS registration, educational programs and organizational business meetings. Refreshments will be served in the exhibit hall.

Monday, January 5, 2009

12:00 noon – 5:00 p.m. Exhibits Set-Up

Tuesday, January 6, 2009

8:00 a.m. – 5:00 p.m. Exhibits Set-Up
6:00 – 9:00 p.m. Exhibit Hall Grand Opening

Wednesday, January 7, 2009

8:00 a.m. – 5:00 p.m. Exhibit Hall Open
8:00 a.m. Continental Breakfast for All Registrants
1:00 p.m. Afternoon Refreshments for All Registrants

Thursday, January 8, 2009

8:00 a.m. – 5:00 p.m. Exhibit Hall Open
8:00 a.m. Continental Breakfast for All Registrants
1:00 p.m. Afternoon Refreshments for All Registrants

Friday, January 9, 2009

8:00 a.m. – 2:00 p.m. Exhibit Hall Open
8:00 a.m. Continental Breakfast for All Registrants
2:00 p.m. Exhibit Hall Closes
2:00 – 9:00 p.m. Dismantle of Exhibit Hall

Saturday, January 10, 2009

8:00 – 11:00 a.m. Completion of Dismantle

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.

OTHER MARKETING OPPORTUNITIES

WEB SITE

Your company (contact information, product description, etc.) will be listed on the AALS Web site along with a link to your web site. Anyone accessing the AALS Web site will easily be able to gather more information on your products and services by using this link. The link will be established immediately after the Annual Meeting and will remain on the AALS Web site throughout the year.

SPONSORSHIP

Give your company larger presence at the Annual Meeting by sponsoring an event, publication or conference material for the Annual Meeting registrants. Further information on these opportunities is enclosed with this mailing.

CONVENTION NEWSPAPER

Take advantage of the additional opportunity to advertise your product or service in the AALS Annual Meeting Newspaper, distributed to every Annual Meeting registrant. You will receive a solicitation to advertise in this publication in early September. For further information, or if you wish to make an early space reservation, please go to www.aals.org/am2009/newspaper/.

AALS MAILING LABELS

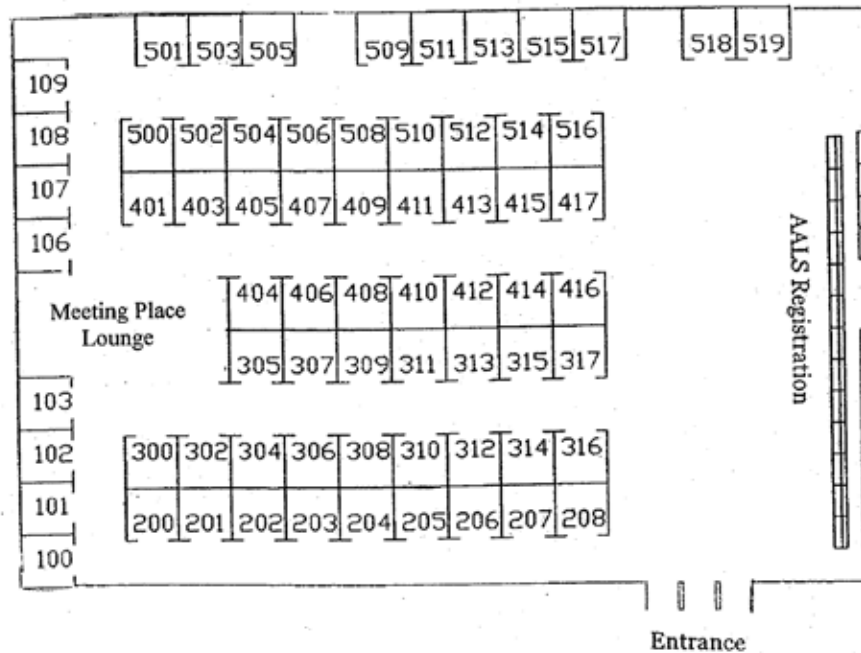
Complete your marketing plan with direct mailings to law teachers and administrators. Labels targeting teachers by subject matter and members of AALS Sections are available for purchase. Please visit our website at www.aals.org and select "publications" and look for "AALS labels" or call the AALS National Office at (202) 296-0695 for further information.

QUESTIONS?

Please contact Mary Cullen, AALS Meetings Manager, by phone (202) 296-4755, e-mail (mcullen@aals.org) or fax (202) 296-8869.

For more information about the AALS Annual Meeting, please visit our web site at www.aals.org/am2009/

EXHIBIT FLOOR PLAN
Marriott Hall, Lobby Level, North Tower
San Diego Marriott Hotel & Marina



RECENT AALS EXHIBITORS

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| <p>10K Wizard Technology
 ABA-CEELI
 Academic Management Systems
 Albany Law School
 American Bar Association – ABA Publishing
 American Bar Association Rule of Law Initiative
 American Society of International Law
 Animal Legal Defense Fund
 Ashgate Publishing
 Aspen Publishers
 Association Book Exhibit
 BNA
 Bar Exam Essentials
 Berkeley Electronic Press
 Blackwell Publishing
 CALI (Center for Computer-Assisted Legal Instruction)
 CCH, a Wolters Kluwer Business
 CQ Press
 Cambridge University Press
 Carolina Academic Press
 CaseSoft
 Cato Institute
 Corel Corporation
 Council for International Exchange of Scholars
 Edward Elgar Publishing
 ExamSoft Worldwide, Inc.
 Food and Drug Law Institute (FDLI)
 Foundation Press
 Fourteen40
 Hart Publishing, Oxford
 Harvard University Press
 William S. Hein & Co., Inc.
 Hudson House Associates
 IPRO Tech</p> | <p>Justis Publishing Ltd.
 Kaplan PMBR Law Preview – Law School Prep Course
 The Lawbook Exchange, Ltd.
 Lawjobs.com
 LexisNexis
 Liberty Fund, Inc.
 Martinus Nijhoff Publishers, an imprint of Brill
 microjuris.com, inc.
 NYU Press
 National Clearinghouse for Science, Technology and The Law
 National Embryo Donation Center
 National Institute for Trial Advocacy
 The National Jurist / PreLaw Magazine
 New York Life “Supreme Court” PBS Series
 Oxford University Press
 Philip Pendleton Gibson Center for Professional Development
 Practising Law Institute (PLI)
 Questel Orbit, Inc.
 Readex, Inc.
 Routledge/Cavendish
 Stanford University Press
 Thomson Global Legal
 Thomson RIA
 Thomson West
 Tidebreak, Inc.
 TrackStar
 Transnational Publishers, Inc.
 Tribeca Square Press
 University of Nebraska, College of Law, Space and Telecom Law LL.M.
 VitalSource Technologies, Inc.
 West Court Record Services
 Wiley-Blackwell
 Wolters Kluwer Law & Business
 Yale University Press</p> |
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