



# ASSOCIATION OF AMERICAN LAW SCHOOLS

From Challenge to Innovation:  
American Legal Education in 2016

110<sup>TH</sup>  
ANNUAL  
MEETING

NEW YORK, NEW YORK  
JANUARY 6-10, 2016



Increase Your  
Visibility with the  
Leaders of the  
Legal Academy

**Become a Sponsor or Exhibitor Today!**

[aals.org/am2016](http://aals.org/am2016)





# Welcome to the 110th Annual Meeting of the Association of American Law Schools

We invite you to join us at the 2016 Annual Meeting of the Association of American Law Schools on January 6-10, 2016. We are delighted to return to the Big Apple for our 110th Annual Meeting and to offer you expanded opportunities for visibility for your organization.

AALS President Blake D. Morant, Dean, The George Washington University School of Law, has announced the theme of the meeting: From Challenge to Innovation: Legal Education in 2016. He adds “the Annual Meeting will provide an unparalleled opportunity for legal educators and administrators to connect with colleagues from law schools around the nation, as well as the world, on matters of common interest at this crucial moment for legal education as well as the legal profession.”

We want to make sure that the Exhibit Hall is a destination for all of our participants throughout the Annual Meeting. The location of the exhibits this year will be at the heart of the meeting hotel: the Grand Ballroom of the New York Hilton. For the first time, AALS will open the conference with a reception in the Exhibit Hall. In addition, exhibitors will also have an exclusive hour on Friday, January 8 from 3:30 p.m. to 4:30 p.m. You may want to organize a special event at that time, as no other meeting programming is being held. Furthermore, the booth fee package now includes the listing of your company and your events in the Annual Meeting Final Program, which will be distributed to all attendees. The AALS Website and our Annual Meeting Mobile App will also include your organization’s profile and your events on the schedule.

We hope that you take advantage of our numerous opportunities to showcase your products and services during this unique gathering of law school decision makers—faculty, deans, librarians, and administrators. Join us in supporting the mission of the AALS, and making this the best AALS Annual Meeting yet.

Sincerely,



**Judy Areen**  
Executive Director



## WHO ARE WE?

The Association of American Law Schools is a nonprofit association of 179 American law schools. Our member schools enroll most of the nation's law students and produce the majority of the country's lawyers and judges. Our mission is to uphold and advance excellence in legal education. In support of this mission, we promote the core values of excellence in teaching and scholarship, academic freedom, and diversity, including diversity of backgrounds and viewpoints, while seeking to improve the legal profession, to foster justice, and to serve our many communities - local, national and international.

Founded in 1900, AALS also serves as the learned society for the more than 9,000 law faculty at its member schools, and provides them with extensive professional development opportunities, including the AALS Annual Meeting.

### AALS MEMBER SCHOOLS BY THE NUMBERS: ENHANCE YOUR VISIBILITY IN THIS MARKET

**107,919**

Students Enrolled

**7,706**

Full-time Faculty

**17,113**

Faculty

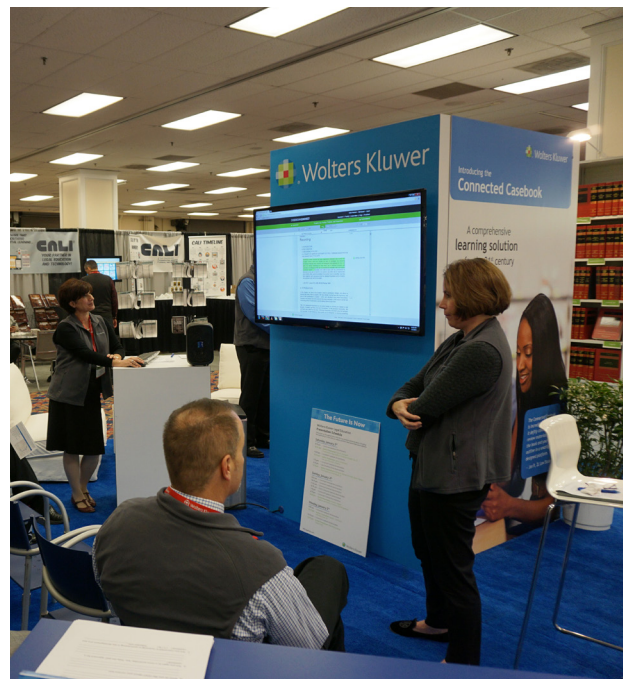
**39,313**

J.D.s Awarded

## WHY SPONSOR OR EXHIBIT?

Becoming a sponsor at the AALS Annual Meeting, the world's largest gathering of legal educators and administrators, offers your company or organization not only increased visibility to key decision makers but also the opportunity to support the mission of the AALS. The **key decision makers** include more than 3,000 law school faculty members, deans, law librarians, administrators and practitioners who attend the intensive 3.5 day meeting of professional development and networking.

The Annual Meeting offers attendees a diverse and rewarding experience. Attendees may choose from more than 200 sessions on a variety of relevant topics, and a variety of networking events that expand attendees' knowledge and build their network of resources, contacts and friends.



### AALS ANNUAL MEETING FACTS: OPPORTUNITIES TO MEET WITH KEY DECISION MAKERS

**99%**

of Member Law Schools are represented by at least one faculty member

**83%**

of Member Law School Deans attended the last meeting

**10**

Average number of faculty from each law school attending the last meeting

# ARE YOU LOOKING FOR WAYS TO ENHANCE VISIBILITY FOR YOUR COMPANY WITH THE LEADERS IN LEGAL EDUCATION?

AALS Annual Meeting attendees are looking to learn about new products and services available to the law school community. They are decision-makers in a number of legal, academic, and administrative areas including:

- 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
- Teaching Information Technology
- Library Technology
- Library Equipment and Materials
- Clinical Practice Software
- Office Management and Financial Software

## THE EXHIBIT HALL

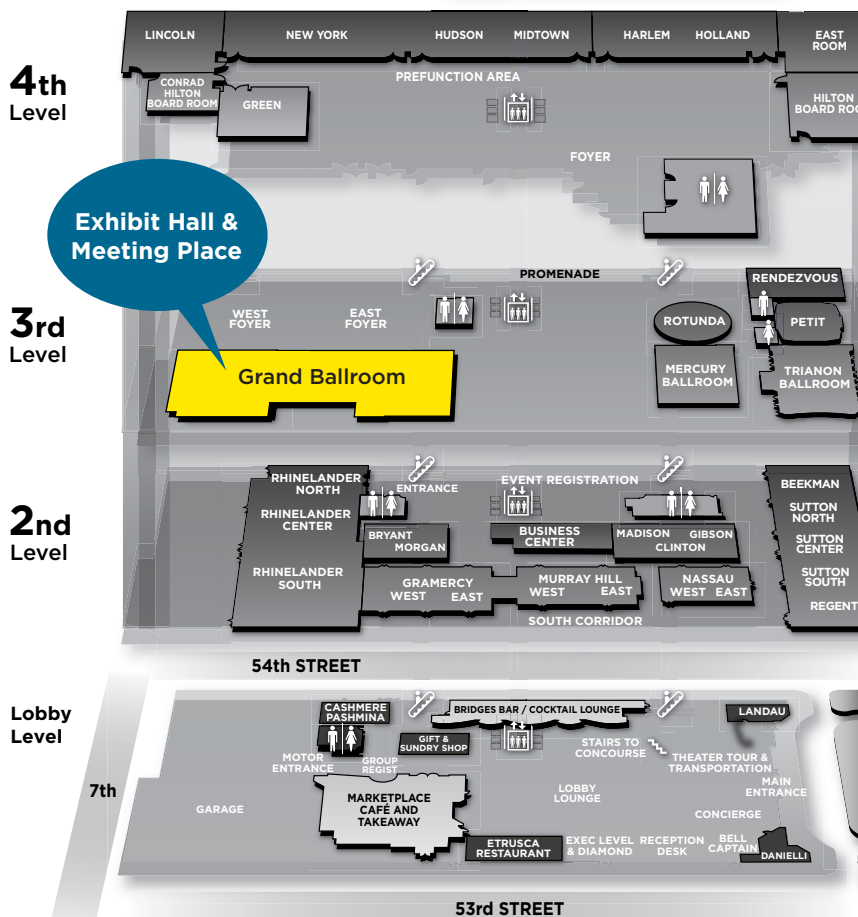
In response to your suggestions, we have arranged a new location for the 2016 Exhibit Hall. For the first time, it will be located in the **New York Hilton Grand Ballroom**, Third Floor. AALS Registration will also be in the Ballroom. To maximize traffic to your exhibit booth at the “Meeting Place Lounge,” complimentary refreshments will be offered each morning and afternoon.

AALS will assign the location of the exhibit booths taking into account the exhibiting company’s preferred choices.

## WHAT’S INCLUDED IN A BOOTH FEE?

Each booth fee 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 complimentary **full meeting** 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.
- Complimentary listing of your 100-word description of your products and services for the Annual Meeting Program, which will be provided to all meeting registrants. Your description will also be included on the AALS Website and the AALS Annual Meeting Mobile App.





### Listing on the Website

Most Annual Meeting participants visit our website to access the Annual Meeting page and to view the online program. Your company logo, contact information, and product description, etc., will be displayed on the AALS Annual Meeting page along with a link to your website. Your company's presence will remain on the AALS website throughout the year and anyone accessing the AALS Website will easily be able to gather more information on your products and services.

### Listing in the Annual Meeting Program

For the first time, we are changing the format of the Annual Meeting Final Program to include your company logo, contact information, and product description. Faculty members typically keep the programs on file for future reference. This is an excellent opportunity to showcase your products and services.

### Listing on the Annual Meeting Mobile App

Gain additional exposure in our Annual Meeting Mobile App. Your company logo, product descriptions, contacts and events will be displayed under the Exhibits or Sponsor Module.

## EXHIBITOR BOOTH PRICING

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/am2016/exhibitorapplication.pdf](http://www.aals.org/am2016/exhibitorapplication.pdf). After reading the Terms and Conditions, please sign and return the application to AALS. The association accepts payment by American Express, MasterCard, VISA or check. Checks should be made payable to AALS.

If paying by credit card, fax completed application to (202) 296-8869. 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 Services, Inc.

## BOOTH PERSONNEL ARRANGEMENTS

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

The booth fee package includes **unlimited number of "exhibits only"** registrations for booth personnel who are not faculty or employees of a law school. The "exhibits only" registration permits access only to the Exhibit Hall. In addition, the package includes one complementary full meeting registration per booth, allowing access to all sessions and social functions to a non-law school exhibitor. In order to attend AALS sessions or social functions, a full Annual Meeting registration must be purchased.

## HOTEL RESERVATIONS

After completing the meeting registration process, you will receive a confirmation email from AALS containing a link for booking a hotel reservation online. AALS convention hotels will only accept reservations made through Official Housing, a housing service provided by the New York City Convention and Visitor Bureau. (This is not AALS headquarters) The housing process is designed to ensure that AALS group rate hotel rooms are reserved for those who support the AALS Annual Meeting—its attendees and exhibitors.





# MAXIMIZE YOUR VISIBILITY - BECOME A SPONSOR

With multiple sponsorship opportunities available for the AALS Annual Meeting, companies and organizations can select sponsorship levels and activities that best suit them. Each opportunity includes a variety of benefits, such as printed acknowledgment in program materials, recognition on-site at the event, complimentary registrations and links on the AALS Website.

All sponsorship opportunities increase your visibility and access to our attendees during the AALS Annual Meeting and throughout the year on our website. For updated information and to download the Sponsor Application and Agreement, visit [www.aals.org/am2016](http://www.aals.org/am2016). For questions, contact Mary Cullen, Meetings and Exhibits Manager at [sponsors@aals.org](mailto:sponsors@aals.org) or (202) 296-4755.

## SPONSORSHIP LEVELS & BENEFITS

### Platinum

\$15,000+

- Three complimentary full registrations that include both educational sessions and social events
- Full color full page acknowledgment of sponsorship in the Final Program (\$1,500 value)
- Logo and hyperlink on the AALS website
- Recognition signage at event
- Logo and listing on final program
- Logo and listing on the mobile app

**“There is no near equivalent to the AALS and consequently, we’re likely to keep attending.”**

2015 Exhibitor

### Gold

\$7,500-\$14,999

- Two complimentary full registrations that include both education sessions and social events
- Full color half-page acknowledgment of sponsorship in the Final Program (\$900 value)
- Logo and hyperlink on the AALS website
- Recognition signage at event
- Logo and listing on final program
- Logo and listing on the mobile app

### Silver

\$3,000-\$7,499

- One complimentary full registration that includes both educational sessions and social events
- Full color quarter-page acknowledgment of sponsorship in the Final Program (\$500 value)
- Logo and hyperlink on the AALS website
- Recognition signage at event
- Logo and listing on final program
- Logo and listing on the mobile app

### Bronze

\$1,000-\$2,999

- Complimentary attendance at sponsored event
- Discount for acknowledgment of sponsorship on Annual Meeting Program (10%)
- Recognition signage at event
- Logo and listing on final program
- Logo and listing on the mobile app



## ANNUAL MEETING EVENT SPONSORSHIP OPPORTUNITIES

Level	Opportunities	Amount
<b>Platinum</b> \$15,000+	<ul style="list-style-type: none"> <li>• <b>Tote Bags</b></li> <li>• <b>Badge Holders &amp; Lanyards</b> – Feature your company logo or name on one of the most visible opportunities. Worn by all attendees!</li> </ul>	<b>SOLD</b> <b>SOLD</b>
<b>Gold</b> \$7,500-\$14,999	<ul style="list-style-type: none"> <li>• <b>Printing of Final Program</b> – The key document for all attendees both before and during the Annual Meeting. Your logo will be strategically placed for maximum visibility.</li> <li>• <b>Deans-Only Lunch</b></li> <li>• <b>Opening Plenary Session</b> – Receive special recognition by AALS leadership during this most visible event at the Annual Meeting.</li> </ul>	\$10,000 <b>SOLD</b> \$7,500
<b>Silver</b> \$3,000-\$7,499	<ul style="list-style-type: none"> <li>• <b>Printing of Registration Brochure</b> – Gain greater visibility and recognition starting in early Summer.</li> <li>• <b>Mobile App</b> – Back by popular demand! Your logo will be recognized exclusively on the mobile app splash page.</li> <li>• <b>Deans-Only Breakfasts</b></li> <li>• <b>Section Officers Breakfast Planning Meeting</b></li> <li>• <b>Attendee Coat Check</b> – Make our attendees comfortable and get your name out at the same time! Coat checks will be at both co-headquarters hotels – New York Hilton Midtown and Sheraton New York. (Two opportunities)</li> </ul>	\$6,500 <b>SOLD</b> <b>SOLD</b> <b>SOLD</b> \$3,000 per hotel
<b>Bronze</b> \$1,000-\$2,999	<ul style="list-style-type: none"> <li>• <b>Opening Reception</b> – This event takes place in the Exhibit Hall and is perfect for sponsors who also have a booth presence. Additional opportunities to distribute materials will also be provided. (Four opportunities.)</li> <li>• <b>Refreshment Breaks</b> – Breaks will be set in high traffic areas of the hotel. Sponsors will have the option to provide logo-branded napkins (at company's expense). (Seven opportunities.)</li> <li>• <b>First Time Meeting Attendees Orientation Session</b> – Be on hand to welcome this special group of attendees. As a sponsor, you can provide materials for distribution at this event.</li> <li>• <b>Mobile App Banners</b> – These rotating banners appear on the Annual Meeting dashboard page. When tapped, the banner opens to your full-screen, detailed profile. (Two opportunities)</li> <li>• <b>Film Nights Sponsor (2 nights – Wed., January 6 &amp; Fri., January 8)</b> – Sponsor the popcorn and soda snacks for the screenings of classic films. (Two opportunities)</li> <li>• <b>Mini-Program</b> – Each attendee uses the Mini-Program to navigate their way through the Annual Meeting each day. Your logo will be displayed on the front.</li> </ul>	<b>SOLD</b> \$2,500 each <b>SOLD</b> <b>SOLD</b> \$1,000 each <b>SOLD</b>



## OTHER MARKETING OPPORTUNITIES

### On-Site Activity or Special Event

Attract attendees to your booth by holding a special event such as an ice cream or cupcake social, or raffle (example: iPad) in your exhibit booth. In addition, exhibitors will have an exclusive event/show hour on Friday, January 8 from 3:30 p.m. to 4:30 p.m. You can hold your special event at that time when no other programs will be scheduled; AALS will acknowledge your special drawing or food event in the final program distributed to each and every registrant, in our signage, and in the Annual Meeting Mobile App.

### Annual Meeting Program Acknowledgments

Gain even greater visibility by contributing to the Annual Meeting in exchange for an acknowledgment placed in the new Annual Meeting program that will be distributed to the 3,000 attendees expected in 2016. We will no longer publish the tabloid-sized newspaper. The pricing below will get your message in both the hard copy program to be distributed at the meeting and on the PDF electronic copy to be posted on the website before the event.

PLACEMENT	DIMENSIONS	FEE
Full Page	7 3/16" x 9 3/4"	\$1,500
1/2 Page	horz– 7 3/16" x 4 3/4"	\$900
1/2 Page	vert– 3 5/8" x 9 3/4"	\$900
1/4 Page	3 5/8" x 4 3/4"	\$500

Download the Acknowledgements Placement Reservation Form available at [www.aals.org/am2016](http://www.aals.org/am2016). Submit your art work by **November 6**. All content or images must be high-resolution with all fonts and images embedded. A minimum of 300 dpi for images is recommended.

### Lead Retrieval

Available *exclusively* for exhibitors, we will offer lead retrieval so you can scan badges and connect with the key decision makers after the meeting. Additional charges apply; our vendor will contact you directly should you request this information on the Exhibit Reservation Form.

## EXHIBIT HALL SCHEDULE

<b>Tuesday, Jan. 5</b>	8 am – 6 pm	Set-up Exhibits
<b>Wed., Jan. 6</b>	2 pm – 8 pm	Exhibits and Registration open concurrently; Refreshments will be served at the Exhibit Hall for all registrants
<b>Thursday, Jan. 7</b>	8 am – 6 pm	Exhibit Hall Open
	8 am	Refreshments for all registrants
	2 pm	Refreshments for all registrants
	5 pm – 6 pm	AALS Opening Reception at Exhibit Hall with Exhibits open!
<b>Friday, Jan. 8</b>	8 am – 5 pm	Exhibit Hall Open
	8 am	Refreshments for all registrants
	3:30 pm – 4:30 pm	Exclusive Show Hour at the Exhibit Hall
<b>Saturday, Jan. 9</b>	8 am – 2 pm	Exhibit Hall Open
	8 am	Refreshments for all registrants
	2 pm – 6 pm	Dismantle Exhibits

**In 2015, one third of the attendees registered the first afternoon.**

# ANNUAL MEETING PRELIMINARY SCHEDULE

## JANUARY 6-10, 2016

### Wednesday, January 6, 2016

2 pm – 8 pm	AALS Registration Opens
<i>2 pm – 8 pm</i>	<i>Exhibit Hall Opening (Refreshments will be served.)</i>
5:30 pm – 6:30 pm	Orientation Session for First Time Meeting Attendees
5:30 pm or later	Section Business Meetings
5:30 pm or later	School and Organization Receptions and Programs
7:30 pm	Law and Film Series (feature film)

### Thursday, January 7, 2016

9 am – 10 am	Opening Plenary Keynote Speakers
10:15 am – 12 pm	Section Programs
12 pm – 1:30 pm	Section Luncheons
1:30 pm – 3:15 pm	Section Programs
3:30 pm – 4:45 pm	Section Programs
3:30 pm – 4:30 pm	House of Representatives, First Meeting
<i>5 pm – 6:30 pm</i>	<i>AALS Opening Reception</i> <i>(in Grand Ballroom with Exhibits open)</i>
6:30 pm	School and Organization Receptions and Programs

### Friday, January 8, 2016

7 am – 8:30 am	Section Breakfasts
8:30 am – 10:15 am	Section Programs
10:30 am – 12:15 pm	Section Programs
12:15 pm – 1:30 pm	Section Luncheons
1:30 p.m. – 3:15 pm	Section Programs
<i>3:30 pm – 4:30 pm</i>	<i>Exclusive Exhibits Hour at Exhibit Hall</i>
4:30 pm. – 5:30 pm	Showcase Speaker
5:30 pm	Law School and Organization Receptions
7:30 pm	Law and Film Series (documentary film)

### Saturday, January 9, 2016

8 am – 10:15 am	Section Programs
10:30 am – 12:15 pm	Section Programs
12:15 pm – 1:30 pm	Section Luncheons
1:30 pm – 3:15 pm	Section Programs
3:30 pm – 5:15 pm	Section Programs
3:30 pm – 5:15 pm	House of Representatives, Second Meeting
5:30 pm – 6:30 pm	AALS Reception for Legal Educators from Law Schools Outside the United States
5:30 p.m.	School and Organization Receptions and Programs

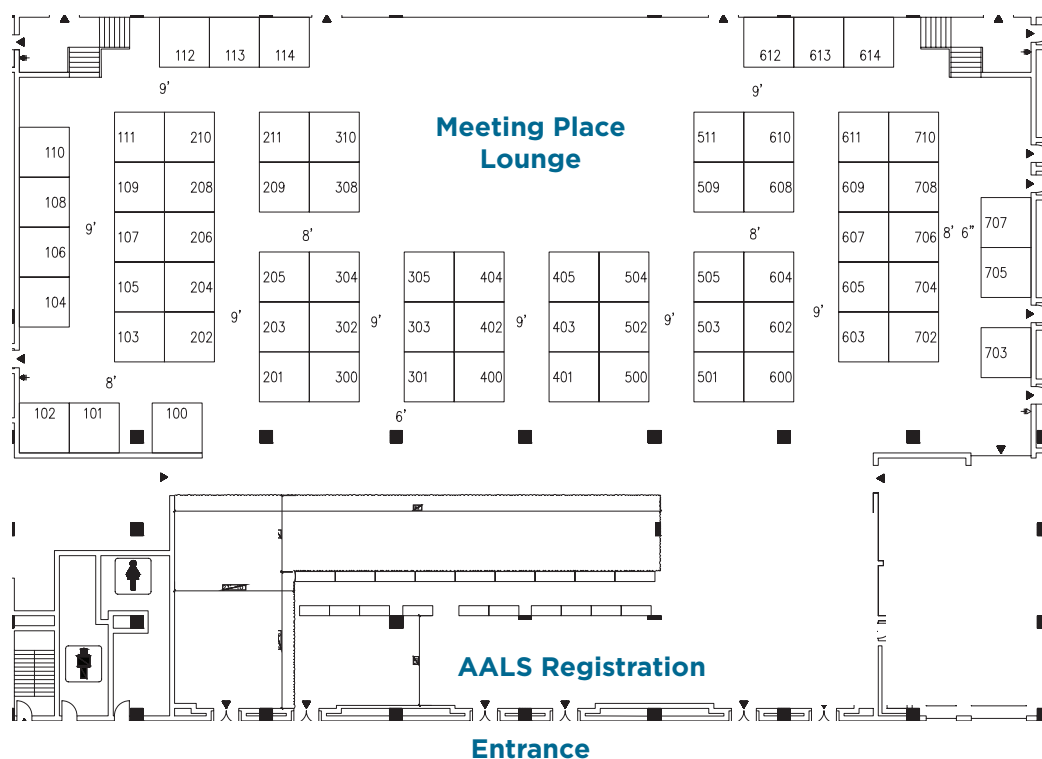
### Sunday, January 10, 2016

7:30 am – 8:30 am	Planning Meeting and Continental Breakfast for 2015 and 2016 Section Officers
8:30 am – 10:15 am	Section Programs
10:30 am – 12:15 pm	Section Programs





# FLOOR PLAN



## KEY DATES / CHECK LIST

### Monday, November 2

Due Date For Sponsors and Exhibitors to Provide Payment, Contact Listing, and Materials for The Annual Meeting Program, Website, and Mobile App.

- Contact Information
- Company description – 100 words
- Special events description
- Exhibitor registration forms for names to appear in program
- Vector logo for website: maximum one image for each exhibitor or sponsor; eps or AI file.
- Square logo that will be displayed under the mobile app sponsor listing page and profile page.
  - 200 x 200 pixels
  - JPEG/JPG/PNG/GIF
  - 72 dpi image

### Friday, November 6

Due Date to Submit Camera Ready Artwork for Acknowledgements for Program (Adobe Acrobat PDFs preferable, High Resolution – 300 DPI, fonts and art must be embedded.)

## RECENT AALS EXHIBITORS

ABOTA Foundation

ALM

Alumni iDirectory

American Bar Association—Book  
Publishing

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

Bloomberg Law

CALI

Cambridge University Press

Carolina Academic Press

Center for Prosecutor Integrity

University of Chicago Press

Clio

Colloquy

Complete Equity Markets, Inc.

Corel

Edward Elgar Publishing

Environmental Law Institute

Equal Justice Works

ETS

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

OttoTrading Inc.

Oxford University Press

Practical Law Company

Practising Law Institute

ProQuest

Rapid Insight Inc.

Rigos UBE

Themis Bar Review

Thomson Reuters

U.S. News & World Report

Vandeplas Publishing

wēpa

West Academic

Wolters Kluwer

WordPerfect Office

Let us know about your special event to promote your product and services so we can publicize it on our **website, in our mobile app and in the meeting program.** Let registrants know about your offerings **before** the Annual Meeting starts.



Meet authors and pursue new ones, present your new titles and market your list of books in the largest gathering of the legal academy.





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most updated information about the  
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