



## Association of American Law Schools

1614 20<sup>th</sup> Street, NW, Washington, DC 20009 | (202) 296-8851 | Fax - (202) 296-8869 |

General email - [aals@aals.org](mailto:aals@aals.org) | Website - [www.aals.org](http://www.aals.org)

### SPONSOR APPLICATION AND AGREEMENT

#### AALS 111<sup>TH</sup> ANNUAL MEETING ✧ January 3-7, 2017, San Francisco

Application for sponsorship at the AALS 2017 Annual Meeting indicates applicant's willingness to abide by all accompanying terms set forth herein including the terms and conditions of this agreement. Please submit this form and payment to [sponsors@aals.org](mailto:sponsors@aals.org) by **November 1, 2016**. A signed copy of this application will be returned to applicant as confirmation of acceptance.

#### Contact Information

Name of Organization

Contact Name

Address

Contact Email

City, State, Zip code

Contact Phone

Website (AALS will provide a link from our web site to your website.)

#### SPONSORSHIP LEVELS, OPPORTUNITIES & BENEFITS

<b>Foundational Sponsors - \$250,000 and up</b>	<ul style="list-style-type: none"> <li>One invitation to AALS President's Dinner</li> <li>Three complimentary full registrations that include both educational sessions and social events</li> <li>Full color full page advertising in the final program (\$1,500 value)</li> <li>Logo and hyperlink on the AALS website</li> <li>Recognition signage at event</li> <li>Logo and listing in the final program</li> <li>Logo and listing on the mobile app</li> </ul>	<p><i>*If you would like to provide a custom sponsorship, contact AALS at <a href="mailto:sponsors@aals.org">sponsors@aals.org</a></i></p>
<b>Sustaining Sponsors - \$50,000 - \$249,999</b> <input type="checkbox"/> Opening Reception - \$50,000	<ul style="list-style-type: none"> <li>One invitation to AALS President's Dinner</li> <li>Three complimentary full registrations that include both educational sessions and social events</li> <li>Full color full page advertising in the final program (\$1,500 value)</li> <li>Logo and hyperlink on the AALS website</li> <li>Recognition signage at event</li> <li>Logo and listing in the final program</li> <li>Logo and listing on the mobile app</li> </ul>	
<b>Platinum Sponsors - \$15,000 - \$49,999</b> Conference Briefcases - \$15,000 Badge Holders & Lanyards - \$15,000 Opening Plenary Session - \$15,000	<ul style="list-style-type: none"> <li>One invitation to a Coffee Reception for Guests from the California Bar and Bench</li> <li>Three complimentary full registrations that include both educational sessions and social events</li> <li>Full color full page advertising in the final program (\$1,500 value)</li> <li>Logo and hyperlink on the AALS website</li> <li>Recognition signage at event</li> <li>Logo and listing in the final program</li> <li>Logo and listing on the mobile app</li> </ul>	
<b>Gold Sponsors - \$7,500- \$14,999</b> <input type="checkbox"/> Printing of Final Program - \$10,000	<ul style="list-style-type: none"> <li>Two complimentary full registrations that include both education sessions and social events</li> <li>Full color half-page advertising in the final program (\$900 value)</li> <li>Logo and hyperlink on the AALS website</li> <li>Recognition signage at event</li> <li>Logo and listing in the final program</li> <li>Logo and listing on the mobile app</li> </ul>	
<b>Silver Sponsors - \$3,000 - \$7,499</b> <input type="checkbox"/> Printing of Registration Brochure - \$6,500 <input type="checkbox"/> Mobile App - \$6,000 <input type="checkbox"/> Section Officers Breakfast and Planning Meeting - SOLD <input type="checkbox"/> Meeting Room Wi-Fi - \$5,000 <input type="checkbox"/> Secure Phone Charging Stations - \$5,000 <input type="checkbox"/> Attendee Coat Check - \$3,000 per hotel	<ul style="list-style-type: none"> <li>One complimentary full registration that includes both educational sessions and social events</li> <li>Full color quarter-page advertising in the final program (\$500 value)</li> <li>Logo and hyperlink on the AALS website</li> <li>Recognition signage at event</li> <li>Logo and listing in the final program</li> <li>Logo and listing on the mobile app</li> </ul>	
<b>Bronze Sponsors - \$1,000-\$2,999</b> <input type="checkbox"/> Refreshment Breaks - \$2,500 <input type="checkbox"/> First Time Meeting Attendees Orientation Session - \$2,000 <input type="checkbox"/> Mobile App Banners - \$1,000 <input type="checkbox"/> Mini-Program - \$1,000	<ul style="list-style-type: none"> <li>Complimentary attendance at sponsored event</li> <li>Discount for advertising in the final program (10%)</li> <li>Recognition signage at event</li> <li>Logo and listing in the final program</li> <li>Logo and listing on the mobile app</li> </ul>	

**Acceptance** Signature provided herewith confirms sponsor's agreement to all terms and conditions on page 3.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Payment Method ☐ Check ☐ American Express ☐ MasterCard ☐ Visa

AALS accepts checks (payable to AALS in U.S. Dollars), American Express, MasterCard and Visa for payment of placements. If paying by check, mail application and payment to: Association of American Law Schools, 1614 20th Street, NW, Washington, D.C. 20009. If paying by credit card, fax completed application to (202) 296-8869. In order to meet Payment Card Industry Association (PCIA) standards the AALS no longer accepts credit card payments by email. You may email the form to [sponsors@aals.org](mailto:sponsors@aals.org) WITHOUT the credit card number filled out and an AALS staff will contact you by phone.

Amount of Payment	Credit Card #	
Expiration Date	Security Code	Billing email
Name (As It Appears On The Card)	Billing Address	
Authorized Signature	City, State	
Date	Zip code	

### Technical Requirements for Description and Logos:

AALS will include a **description** (not to exceed 100 words) and **vector logo** (EPS or AI File) of sponsor products/services in the Annual Meeting program and website. For the mobile app, please provide **square logo** that will be displayed under sponsor listing page and profile page (200 pixels X 200 pixels; JPEG/JPG/PNG/GIF; 72 dpi image). Maximum one image and description per sponsor. Please send these materials via email attachment to [sponsors@aals.org](mailto:sponsors@aals.org) by **November 7, 2016**.

### Technical Requirements for Placements:

#### **Foundational, Sustaining and Platinum Full Page Ad (Full Page)**

- Orientation: Portrait
- Dimensions: 7 3/16 wide x 9 3/4" tall
- Suggested Bleeds: 0.5"
- Suggested Margins: top/bottom: 0.5", inside/outside: 0.75"

#### **Gold Half Page Ad (Half Page)**

- Orientation: Landscape
- Dimensions: 7 3/16" wide by 4 3/4" tall
- Suggested Margins: .5"

#### **Silver Quarter Page Ad (Quarter Page)**

- Orientation: Portrait
- Dimensions: 3 5/8" wide by 4 3/4" tall
- Suggested Margins: .25"

### Specifications

- All placements can be in color, black and white, or grey scale.
- Preferred format: High-resolution (300 DPI) Adobe Acrobat PDFs.
- Must have fonts and art embedded in the PDF.
- Publication trim size: 8.5" x 11"
- Camera ready art is due by **November 7**.
- Please send art to [sponsors@aals.org](mailto:sponsors@aals.org).

### Have more questions?

Please contact us at [sponsors@aals.org](mailto:sponsors@aals.org) or call us at 202-296-8851.

Your sponsorship application has been accepted.

Accepted By (AALS): \_\_\_\_\_ Date: \_\_\_\_\_

## TERMS AND CONDITIONS FOR SPONSORS

**CORPORATE PARTICIPATION.** Our sponsors bring additional resources to enhance the Annual Meeting. AALS recognizes sponsors for their support of this important program. AALS reserves all rights and discretion regarding all aspects of the sponsorship of our Annual Meeting including, but not limited to, selection of sponsors, identification of appropriate sponsorships, recognition of sponsors, and any and all other terms, conditions, and fees consistent with established AALS policies involving sponsors.

**ELIGIBILITY.** AALS seeks corporate support only for activities in connection with programs and initiatives that support AALS' mission and strategic priorities. Sponsorship must be relevant to the AALS membership and acceptance of a proposal for sponsorship of any program or activity is at the discretion of AALS' president or executive director. AALS reserves the right to reject any sponsorship deemed inappropriate to, or inconsistent with, the mission of AALS. AALS accepts sponsorship only if acceptance does not pose a conflict of interest and does not in any way impact the ethical and professional standards and mission of AALS. AALS further reserves the right to negotiate with any sponsor concerning any aspect of a proposed sponsorship and to decline sponsorship as it deems necessary.

**SCOPE.** AALS will provide appropriate acknowledgment and recognition of the sponsor in accordance with AALS sponsorship policies and procedures, including those set forth in the Annual Meeting Prospectus, and with applicable laws and Internal Revenue Service rules and regulations. AALS and the sponsor agree that the purposes of the Annual Meeting will be educational in nature, that no product promotion by AALS is intended in connection with the Annual Meeting, and that the Annual Meeting will be conducted in accordance with relevant AALS sponsorship policies and procedures. In addition, the sponsor's participation in the Annual Meeting does not convey AALS' approval, endorsement, certification, acceptance, or referral of any product or service of the sponsor. No materials developed or intended for use in connection with the Annual Meeting may be distributed or otherwise used prior to advance review and written approval by AALS. The sponsor acknowledges that funds provided for purposes as stated herein represent a contribution to AALS. Materials provided by sponsor (e.g., signage, brochures, and flyers) to AALS may not contain language constituting a statement of quality (i.e., statements concerning product or service superiority or comparative language) or indicate an endorsement by AALS of the sponsor's products or services. It is AALS' intention that funds awarded under this agreement will be used in a manner consistent with a sponsorship transaction and are not provided in exchange for endorsement by AALS. AALS retains all editorial rights and control over any written information pertaining to sponsorship, including written information submitted by sponsors for printed advertising in sponsorship brochures. In every case, all written materials, in all formats and all media, prepared by the sponsor must be submitted to AALS for approval prior to release and distribution.

**RIGHT-OF-FIRST-REFUSAL.** AALS reserves the right to offer the right-of-first-refusal to the previous year's sponsor of a particular program, event, or activity, with an agreement deadline to be established each year at AALS' sole discretion. Except in cases where there is a right-of-first-refusal, sponsorship is determined on a first-come-first-serve basis and the receipt of a signed agreement or reservation form.

**COLLECTION POLICY.** Sponsor agrees to pay any and all costs incurred by AALS to collect any and all portion of fees and dues owing to AALS that have not been paid in full prior to the Annual Meeting. Failure to pay the entire sponsorship by the date listed in the Sponsorship Application entitles AALS to cancel the sponsorship and retain all prior payments. Sponsorship applications received after the date listed in the Sponsorship Application are subject to payment in full at the time of commitment. In order to receive all of the entitlements listed for AALS sponsorship, sponsors must provide the requested written materials and a copy of their logo by the date listed in the Sponsorship Application. AALS will issue a receipt of sponsorship payment upon request. However, sponsoring organizations must determine on their own how they treat the expense for business and taxation purposes.

**CANCELLATIONS BY SPONSOR.** No refund will be made if the sponsor cancels the sponsorship less than one (1) month prior to the Annual Meeting. Cancellations must be received in writing. Cancellations received more than one (1) month prior to the Annual Meeting are subject to a \$250.00 administrative fee for any publishing, printing or other costs incurred by AALS.

**NAMES AND TRADEMARKS.** AALS shall have the right to use a sponsor's name, trademark, and logo, limited to the terms of this agreement. Sponsor shall not have the right to use any of AALS' names, trademarks, logos, or copyrights without prior written approval. A sponsor's name and logo must be no larger than 50% of the size of AALS' name and logo on any publication or brochure without prior written approval.

**TERMINATION OF ANNUAL MEETING.** If AALS determines that the premises where the Annual Meeting is to be held have become unfit for occupancy, or if the premises are materially interfered with by reason of strike, embargo, injunction, act of war, act of God, terrorist attack or threat, any other emergency, or any act or event not the fault or beyond the control of

AALS, the Agreement may be terminated by AALS. In the event of such termination, the sponsor waives any and all damages and agrees that AALS may, after deducting all costs and expenses, including a reserve for claims, refund to the sponsor as a complete settlement and discharge of the sponsor's claim and demands, its pro rata amount of all monies paid by all sponsors, if other sponsors are involved in the Annual Meeting.

**LIMITATION OF LIABILITY.** Sponsor agrees to make no claim for any reason whatsoever against AALS, the hotel, or the city and/or state where the Annual Meeting is held for any loss, including theft, damage, or destruction of goods, or for any injury to the sponsor or its employees, including while the Annual Meeting is in process, being set up, or being taken down. Sponsor agrees to indemnify and hold harmless AALS and its officers, directors, employees, and agents from and against any and all claims of any person arising out of acts, omissions, or negligence of the sponsor, its agents, or employees.

**ATTENDANCE BY SPONSORS.** Sponsors are strongly encouraged to attend the AALS meeting or event that they are sponsoring. Solicitation of business by sponsors in AALS educational sessions, either as session presenters or as session attendees, is expressly prohibited.

**LEVELS & TYPES OF SPONSORSHIP.** AALS Maintains sole discretion in determining the levels of, and benefits provided by, the various sponsorship categories. No additional benefits will be provided to any sponsor beyond what is stated in that year's sponsorship materials (either in addition to, or in lieu of, the stated benefits for each level of sponsorship). AALS also maintains sole discretion in determining the specific dollar amounts that define each level of sponsorship.