

ASSOCIATION OF AMERICAN LAW SCHOOLS



AALS

111th

ANNUAL MEETING

WHY LAW MATTERS

SAN FRANCISCO, CA | JANUARY 3-7, 2017

Hilton San Francisco Union Square

AALS.ORG/AM2017

Become a Sponsor or Exhibitor Today!

Increase Your Visibility with the
Leaders of the Legal Academy

WHY SPONSOR OR EXHIBIT?

Becoming a sponsor and/or exhibitor 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 AALS. More than 3,000 law school faculty members, deans, law librarians, administrators, and practitioners attend the intensive 3.5 day meeting of professional development and networking.

AALS Annual Meeting Facts:

97%

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

70%

of Member Law School Deans attended the last meeting

12

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

EXHIBIT

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
- Strategy consulting firms
- Recruitment firms

WHAT'S INCLUDED

A booth includes:

- A 10'x10' exhibit booth with 8' high flameproof back wall drapery and 33" high side rail with drape. One 7"x44" sign with exhibitor's organization name and booth number. The Exhibit Hall is carpeted.
- One complimentary full registration, allowing access to all sessions and social functions to a non-law school exhibitor.
- 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, as well as your company logo, listed in the final program provided to all meeting registrants.
- A free listing on the AALS mobile app and website with a link to your company's website.

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/am2017/exhibitorapplication.pdf, or complete the enclosed copy. 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, fax completed application to 202-296-8869. If paying by check, send application to:

AALS Exhibits
1614 20th Street, NW
Washington, DC 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.

ANNUAL MEETING EVENT SPONSORSHIP OPPORTUNITIES

Foundational Sponsors \$250,000 and up

- One invitation to AALS President's Dinner
- Three complimentary full registrations that include both educational sessions and social events
- Full color full page advertising in the final program **(\$1,500 value)**
- Logo and hyperlink on the AALS website
- Recognition signage at event
- Logo and listing in the final program
- Logo and listing on the mobile app

Sustaining Sponsors \$50,000 - \$249,999

- Opening Reception - \$50,000

- One invitation to AALS President's Dinner
- Three complimentary full registrations that include both educational sessions and social events
- Full color full page advertising in the final program **(\$1,500 value)**
- Logo and hyperlink on the AALS website
- Recognition signage at event
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- Logo and listing on the mobile app

Platinum Sponsors \$15,000 - \$49,999

- Conference Briefcases - \$15,000
- Badge Holders & Lanyards - \$15,000
- Opening Plenary Session - \$15,000

- One invitation to a Coffee Reception for Guests from the California Bar and Bench
- Three complimentary full registrations that include both educational sessions and social events
- Full color full page advertising in the final program **(\$1,500 value)**
- Logo and hyperlink on the AALS website
- Recognition signage at event
- Logo and listing in the final program
- Logo and listing on the mobile app

Gold Sponsors \$7,500- \$14,999

- Printing of Final Program - \$10,000

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

Silver Sponsors \$3,000 - \$7,499

- Printing of Registration Brochure - \$6,500
- Mobile App - \$6,000
- Section Officers Breakfast and Planning Meeting - SOLD
- Meeting Room Wi-Fi - \$5,000
- Secure Phone Charging Stations - \$5,000
- Attendee Coat Check - \$3,000 per hotel

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

Bronze Sponsors \$1,000-\$2,999

- Refreshment Breaks - \$2,500
- First Time Meeting Attendees Orientation Session - \$2,000
- Mobile App Banners - \$1,000
- Mini-Program - \$1,000

- Complimentary attendance at sponsored event
- Discount for advertising in the final program (10%)
- Recognition signage at event
- Logo and listing in final program
- Logo and listing on the mobile app

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. Hold your event in your exhibit booth during one of our special events hours on Wednesday, January 4 or Thursday, January 5 from 3:30 p.m. to 4:30 p.m. No other programs will be scheduled during those hours. AALS will acknowledge your special drawing or food event in the final program, in our signage, and in the Annual Meeting Mobile App.

Annual Meeting Program Advertising and 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 2017. 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.

Download the Advertising Reservation Form available at aals.org/am2017. Submit your artwork by November 7. All content or images must be high-resolution with all fonts and images embedded. A minimum of 300 dpi for images is recommended.

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

Lead Retrieval

Available *exclusively* for exhibitors, 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.

CONNECT WITH US

To Select Space

Fill out the enclosed [Exhibit Application Form](#)

For Questions on Exhibiting Information contact

Mary Cullen
Meetings and Exhibits Manager
202-296-4755
exhibits@aals.org

For Questions on Sponsorship and Advertising information contact

Mary Dillon Kerwin
Director of Development
202-759-9214
703-399-0855
mkerwin@aals.org
sponsors@aals.org
Fax: 202-296-8869

EXHIBIT HALL SCHEDULE

MONDAY, JANUARY 2, 2017

8 a.m. – 5 p.m. Set-up Exhibits

TUESDAY, JANUARY 3, 2017

8 a.m. – 5 p.m. Exhibits Set up
2 p.m. – 8 p.m. Registration Opens

WEDNESDAY, JANUARY 4, 2017

9 a.m. – 6 p.m. Exhibit Hall Opens
Morning Refreshments for All Registrants
Afternoon Refreshments for All Registrants
3:30 – 4:30 p.m. Special Events in the Exhibit Hall
4:30 – 6 p.m. AALS Opening Reception in Exhibit Hall with Exhibits Open

THURSDAY, JANUARY 5, 2017

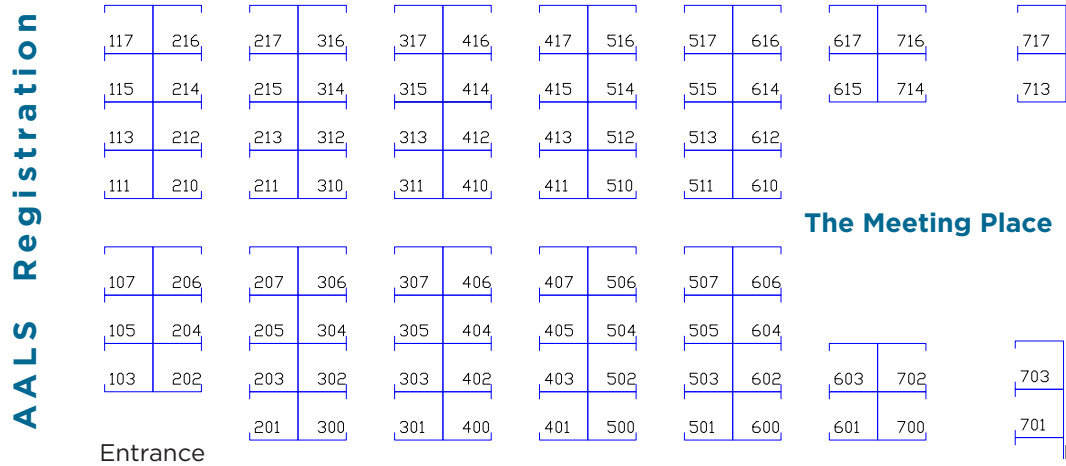
8 a.m. – 5 p.m. Exhibit Hall Open
Morning Refreshments for All Registrants
Afternoon Refreshments for All Registrants
3:30 – 4:30 p.m. Special Events in the Exhibit Hall

FRIDAY, JANUARY 6, 2017

8 a.m. – 3 p.m. Exhibit Hall Open
Morning Refreshments for All Registrants
3 p.m. – 6 p.m. Dismantle of Exhibits

FLOOR PLAN

Grand Ballroom, Hilton San Francisco Union Square



KEY DATES / CHECK LIST

Tuesday, November 1 Due date for sponsors and exhibitors to provide materials for the Annual Meeting Final Program, website, and/or mobile app.

Checklist:

- Contact Information
- Company description – 100 words
- Special events description
- Exhibitor registration forms for names to appear in program
- Vector logo for website and other printed material – maximum one image for each exhibitor or sponsor; EPS or AI file
- Square logo for mobile app (200x200 pixels, 72 DPI, JPEG/PNG/GIF)

Monday, November 7 Due date to submit camera ready artwork for final program (Adobe Acrobat PDFs preferable, high-resolution—300 DPI, fonts and art must be embedded.)

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:

102,658

Students Enrolled

7,706

Full-time Faculty

16,874

Total Faculty

35,676

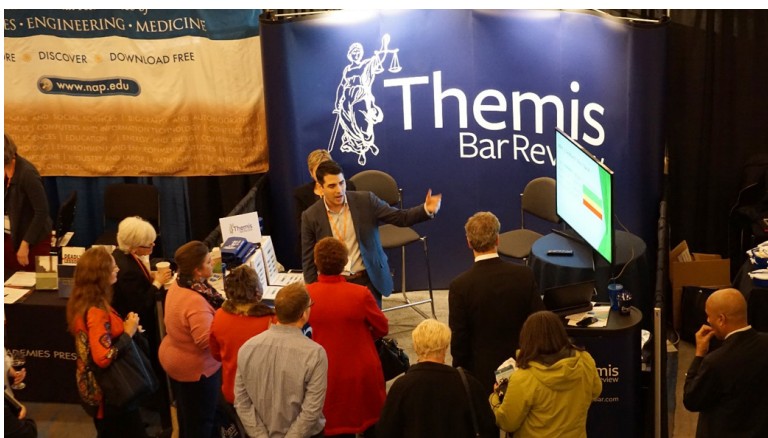
J.D.s Awarded

ENHANCE YOUR VISIBILITY IN THIS MARKET

PHOTOS FROM THE 2016 AALS ANNUAL MEETING EXHIBIT HALL



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



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



The AALS Annual Meeting is the world's largest gathering of legal educators. The event attracts over 3,000 law school faculty members, deans, and law librarians from the U.S. and other countries.

