

Association of American Law Schools
Annual Meeting

EXHIBITOR BROCHURE

Core Educational Values



Guideposts for the Pursuit of Excellence in Challenging Times

January 5 - 8, 2011

San Francisco

www.aals.org/am2011/

WELCOME!

We are pleased to invite you to exhibit at the 2011 AALS Annual Meeting to be held January 5-8 at the Hilton San Francisco Union Square, located at 333 O'Farrell Street in San Francisco. 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.

This year, there will be a program by the AALS Committee on Research entitled "Book Publishing Workshop for the Aspiring Legal Scholar" at which attendees will be encouraged to visit the Exhibit Hall. Please join us in making this a very successful exhibition at the 2011 Annual Meeting in San Francisco.

Jane M. La Barbera
AALS Managing Director

For more information about the AALS Annual Meeting, please visit our web site at www.aals.org/am2011/

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 gathering of legal educators. 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

EXHIBIT HALL AND FLOOR PLAN

The Exhibit Hall and AALS Registration will be located in the Grand Ballroom of the Hilton San Francisco Union Square. The "Meeting Place", offering complimentary refreshments each morning and afternoon, will 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 2012 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.

Monday, January 3, 2011

12:00 – 5:00 p.m. Exhibits Set-Up

Tuesday, January 4, 2011

8:00 a.m. – 5:00 p.m. Exhibits Set-Up

Wednesday, January 5, 2011

9:00 a.m. – 6:00 p.m. Exhibit Hall Grand Opening
9:00 a.m. Breakfast Pastries, Coffee and Tea for All Registrants
1:00 p.m. Afternoon Refreshments for All Registrants

Thursday, January 6, 2011

8:00 a.m. – 5:00 p.m. Exhibit Hall Open
9:00 a.m. Breakfast Pastries, Coffee and Tea for All Registrants
1:00 p.m. Afternoon Refreshments for All Registrants

Friday, January 7, 2011

8:00 a.m. – 4:00 p.m. Exhibit Hall Open
8:00 a.m. Breakfast Pastries, Coffee and Tea for All Registrants
1:00 p.m. Afternoon Refreshments for All Registrants
4:00 – 9:00 p.m. Dismantle of Exhibit Hall

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 becoming an AALS sponsor. See sponsorship information in this brochure.

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 contact AALS at (202) 296-0332, or e-mail (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 "services" and look for "AALS labels" or call the AALS National Office at (202) 296-0695 for further information.

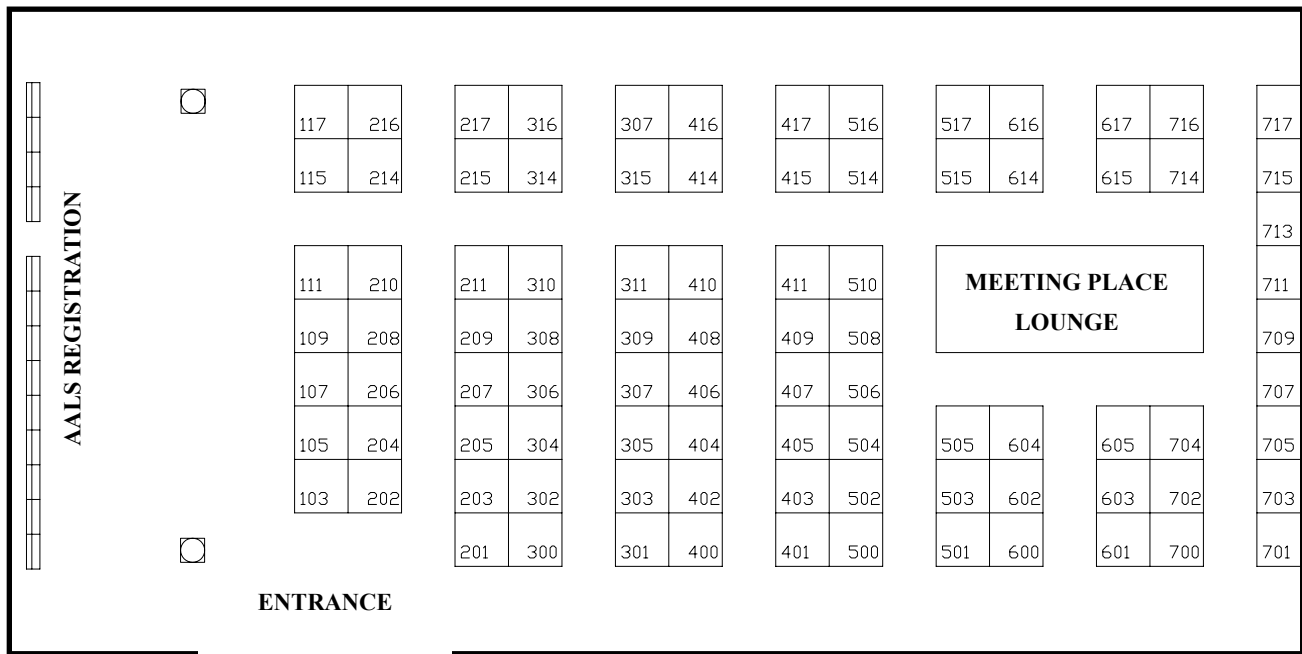
QUESTIONS?

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

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

HILTON SAN FRANCISCO UNION SQUARE

GRAND BALLROOM



RECENT AALS EXHIBITORS

Albany Law School
 American Bar Association – Book Publishing
 American Bar Association Group Faculty Program
 American Society of International Law
 Animal Legal Defense Fund
 Ashgate Publishing Company
 Aspen Publishers / Wolters Kluwer Law & Business
 Association Book Exhibit
 BNA
 Berkeley Electronic Press
 Bloomberg LP
 CALI
 CIES - Council for International Exchange of Scholars
 Cambridge University Press
 Carolina Academic Press
 Clustify / Hot Neuron LLC
 Complete Equity Markets, Inc.

Edward Elgar Publishing Inc.
 Foundation Press, a Thomson Reuters business
 Hart Publishing, Oxford
 Harvard University Press
 William S. Hein & Co., Inc.
 IPRO Tech
 Justis Publishing, Ltd.
 Kaplan PMBR
 The Lawbook Exchange, Ltd.
 Lawjobs.com
 LexisNexis
 Liberty Fund, Inc.
 Martinus Nijhoff Publishers
 microjuris.com, inc.
 NYU Press
 National Embryo Donation Center – www.embryoconnection.com
 National Institute for Trial Advocacy

The National Jurist
 Numonics Corporation
 Oxford University Press
 Philip Pendleton Gibson Center for Professional Development
 Practising Law Institute (PLI)
 Routledge/Cavendish
 Springer
 Stanford University Press
 Thomson Reuters Global Legal
 Trial Guides, LLC
 Tribeca Square Press
 University of Nebraska, College of Law, Space and Telecom Law LL.M.
 Vandepias Publishing, LLC
 West, a Thomson Reuters business
 Wiley-Blackwell
 Yale University Press



SPONSORS OF THE ASSOCIATION OF AMERICAN LAW SCHOOLS

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

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.

Foundational Gifts (\$100,000 and over)

West, a Thomson Reuters business

Foundation Press, a Thomson Reuters business

Printing AALS *Directory of Law Teachers*, AALS *Journal of Legal Education*,
AALS Newsletter, 2011 AALS Annual Meeting Final Program

Sustaining Gifts (\$25,000 and over)

Law School Admission Council (LSAC)

Financial support of the 2010 AALS Mid-Year Meeting Workshop on "Post Racial" Civil Rights Law, Politics and Legal Education: New and Old Color Lines in the Age of Obama, and the 2010 AALS Workshop for Pretenured Minority Law School Teachers

Sponsor Gifts (\$15,000 and over)

Aspen Publishers/Wolters Kluwer Law & Business

Lanyards, Badge Holders, Badge Envelopes for 2010-2011 Professional Development Programs and 2011 AALS Annual Meeting, and One Day Refreshment Break at 2010 AALS Workshop for New Law School Teachers

Other AALS gift sponsorship opportunities available

Presidential Gifts (\$50,000 and over)

Contributor Gifts (\$10,000 and over)

We would like to thank the following for their donations to AALS for the 2010-2011 Academic Year

Complete Equity Markets, Inc.

2011 AALS Annual Meeting Continental Breakfast for Section Officers

City University of New York School of Law

Georgetown University Law Center

The University of Michigan Law School

Washington and Lee University School of Law

Provided grant to support attendance of plenary speakers from outside the legal academy at the 2010 AALS Clinical Conference, May 4-8, Baltimore, Maryland

University of Baltimore School of Law

University of Maryland School of Law

Sponsored reception for registrants at the 2010 AALS Clinical Conference, Wednesday, May 5 at the Visionary Art Museum, Baltimore, Maryland

Future Association of American Law Schools Annual Meeting Dates and Locations

January 4-8, 2012, Washington, D.C.

January 4-8, 2013, New Orleans, Louisiana

January 7-11, 2014, San Francisco, California

January 2-6, 2015, Washington, D.C.

January 6-10, 2016, New York, New York