

ASSOCIATION OF AMERICAN LAW SCHOOLS



112th Annual Meeting

Access to Justice

SAN DIEGO, CALIFORNIA | JANUARY 3 - 6, 2018



ANNUAL MEETING PROSPECTUS

Become a Sponsor or Exhibitor Today!

Increase Your Visibility with the
Leaders of the Legal Academy

#AALS2018 | AALS.ORG/AM2018

WHAT IS THE AALS ANNUAL MEETING?

As the world's largest gathering of legal educators and administrators, the Association of American Law Schools Annual Meeting offers a unique opportunity to increase your visibility with leaders of the legal academy. We invite you to join us for the 112th Annual Meeting in San Diego on January 3-6, 2018. Connect with law school faculty, deans, law librarians, administrators, and practitioners at this four-day meeting filled with professional development and networking.



250+

Sessions

900+

Moderators, speakers,
and discussion leaders

50+

Networking events

WHO COMES TO THE MEETING?

2,500+

Faculty, deans, and
professional staff

99%

of law schools send at
least one faculty member

136

law school deans
attended the
2017 meeting

11

Average number of faculty
from each law school
attending the 2017 meeting

AALS MEMBER SCHOOLS BY THE NUMBERS

101,253

Students enrolled

7,358

Full-time faculty

16,861

Total faculty

33,984

J.D.s awarded

BECOME AN EXHIBITOR

COST PER BOOTH: \$2,395

The exhibit hall attracts meeting participants looking for innovative solutions and the latest publications. They also stop by the lounge area—the perfect spot for impromptu meetings, to relax for a few minutes, or enjoy complimentary refreshments.

Go to aals.org/am2018/ for the exhibit hall floor map, application form, deadlines, payment instructions, and other requirements.

EXHIBIT BOOTH PACKAGE

All exhibit booths will be located in the Grand Ballroom on the concourse of the Marriott Marquis San Diego Marina and are based on a 10' x 10' footprint, including:

- 8' high flameproof back wall drape and 33' side drapes
- one 7" x 44" exhibit booth sign with company name and booth number
- the exhibit hall is carpeted
- one complimentary full registration with access to all sessions and social functions. *Not available to law school faculty/staff*
- unlimited number of “exhibits only” registrations for booth personnel and guests who are not faculty or staff of law schools
- company name, booth number, hyperlink, contact information, and 100-word description listed on the AALS website, mobile app, and printed program
- company name and booth number listed at the exhibit hall entrance

EXHIBIT BOOTH RATES

BOOTH(S)	DIMENSIONS	FEE
1	10' x 10'/ 100 ft ²	\$2,395
2	10' x 20'/ 200 ft ²	\$4,790
3	10' x 30'/ 300 ft ²	\$7,185
4	20' x 20'/ 400 ft ²	\$9,580
6	20' x 30'/ 600 ft ²	\$14,370
8	20' x 40'/ 800 ft ²	\$19,160

GUIDELINES

AALS requires full payment with the submission of the exhibitor application. Insurance forms are also required. Booths are assigned on a first-come, first-served basis, with priority going to AALS 2018 sponsors and renewing exhibitors. AALS will make every effort to provide exhibitors with their first choice. However, if this is not possible, we will assign a proximate space. Booths reserved after November 3, 2017 are not guaranteed to appear in print materials.



DEADLINES

Booth Reservation
Friday, November 3, 2017

Insurance Forms
Friday, December 8, 2017

BECOME A SPONSOR

SPONSORSHIPS: \$1,000 - \$50,000

Sponsorships starting at just \$1,000 make supporting AALS easier than ever. Choose one of the opportunities here or let us help you customize an opportunity to reach your target audience. Find forms, payment instructions, deadlines, and how to submit artwork, organization descriptions, and more at aals.org/am2018/.

PREMIUM SPONSOR OPPORTUNITIES

These sponsorship packages offer the highest level of visibility at the meeting and are limited in number.

	complimentary registrations	complimentary print ad in program	logo and description in printed program	complimentary banner ad in mobile app	logo on onsite signage	logo and hyperlink on AALS website	company name on meeting signage	company name in printed program
Presenting - 1 available, \$50,000	4	full page	●	●	●	●	●	●
Platinum - 3 available, \$15,000	3	full page	●	●	●	●	●	●
Gold - 5 available, \$10,000	3	half page	●	●	●	●	●	●
Silver - 5 available, \$5,000	2	half page	●	-	●	●	●	●
Bronze - 5 available, \$2,500	-	-	-	-	-	-	●	●
Meeting - 10 available, \$1,000	-	-	-	-	-	-	●	●

SUPPORTING SPONSOR OPPORTUNITIES

A la carte sponsorships allow you to reach a specific AALS audience through more targeted outreach.

Opening Reception Exclusive, \$50,000	4	full page	●	●	●	●	●	●
Lanyards & Badge Holders Exclusive, \$7,500	2	full page	●	●	●	●	●	●
Canvas Conference Briefcases Exclusive \$7,500	2	full page	●	●	●	●	●	●
Mobile App Exclusive, \$6,000	2	full page	●	●	●	●	●	●
Session Sponsorship 8 available, \$5,000 to \$10,000	varies 2-3	half page	●	●	●	●	●	●
Printed Meeting Program 2 available, \$5,000	2	full page	●	●	●	●	●	●
Refreshment Breaks 6 available, \$2,500	-	-	-	-	-	-	●	●
Schedule at a Glance 1 available, \$1,000	-	-	-	-	-	-	●	●

ADVERTISING: \$900 - \$1,500

Gain even greater visibility by buying an ad in the printed program or mobile app distributed to every attendee.

Printed Program

The final program will be 6.5" x 9.5"

PLACEMENT	DIMENSIONS	FEE
Full Page	vert - 5.5" x 8.5"	\$1,500
Half Page	horz- 5.5" x 4.25"	\$900

Digital Advertising

Put your company in attendees' hands with the digital advertising opportunities in the AALS mobile app.

Mobile Phone Banners are \$1,000 each.



SCHEDULE AT A GLANCE & IMPORTANT DATES

BEFORE THE MEETING

FRIDAY

November 3, 2017

Deadline for exhibitor and ad reservations.

All sponsor, exhibitor, and ad content for printed program due.

FRIDAY

December 8, 2017

Exhibitor insurance forms due.

AT THE MEETING

TUESDAY

January 2, 2018

7:00 am - 6:00 pm

Exhibitor Check-in

WEDNESDAY

January 3, 2018

9:00 am - 7:00 pm

Registration Open

12:00 to 6:00 pm

Exhibit Hall Open

THURSDAY

January 4, 2018

9:00 am to 6:00 pm

Exhibit Hall Open

4:30 - 6:00 pm

Opening Reception

FRIDAY

January 5, 2018

8:00 am to 3:00 pm

Exhibit Hall Open

Find a full schedule of events at www.aals.org/am2018

PAYMENT OPTIONS

Complete the application form(s) online. If you are reserving an exhibit booth, you may view the exhibit hall map online to make your booth selection. Once we receive your application form, we will send you a confirmation email with an invoice for payment. You may then choose to pay by credit card or check.

1. Pay by credit card: FAX your invoice with credit card information to (202) 296-8869.

2. Pay by check: MAIL your invoice with check to AALS, 1614 20th St., NW, Washington, D.C. 20009.

You may also print the online application form and send by email to mkerwin@aals.org or mail to AALS, 1614 20th St., NW, Washington, DC 20009. Follow the same payment instructions above.

To ensure the security of payment information and comply with Payment Card Industry Association standards, we cannot accept payment information by email.

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.

QUICK LINKS

aals.org/am2018
Exhibitors Form
Sponsorships Form
Advertising Form
Exhibit Hall Map
Schedule at a Glance

THANK YOU TO OUR SUPPORTERS and 2017 ANNUAL MEETING SPONSORS and EXHIBITORS

SUPPORTERS

SUSTAINING (\$50,000 AND ABOVE)

Access Group
Law School Admission Council*
West Academic

PLATINUM (\$15,000 - \$49,999)

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Proskauer
Sidley Austin
Starbucks
Sullivan & Cromwell
Wachtell
Williams & Connolly
WilmerHale

GOLD (\$7,500 - \$14,999)

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Bloomberg Law*
Carolina Academic Press*
Lawdragon*

SILVER (\$3,000 - \$7,499)

Complete Equity Markets*
Diablo Custom Publishing*
The Froebe Group*

BRONZE (\$1,000 - \$2,999)

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iLaw*
The John Marshall Law School*
Santa Clara University School of Law*
Stanford Law School*
Texas Tech University School of Law*
University of California, Hastings College of Law*
University of Washington School of Law*
University of Nevada, Las Vegas, William S. Boyd School of Law*
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**2017 Annual Meeting Sponsor*

2017 EXHIBITORS

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CORE Higher Education Group
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