



AMERICAN
IMMIGRATION
LAWYERS
ASSOCIATION

Don't take it from us; see what our satisfied clients have to say!

"We had a very successful conference and so much fun! Will definitely be back next year!"

"WOW! What a first time experience, thanks again for all your help."

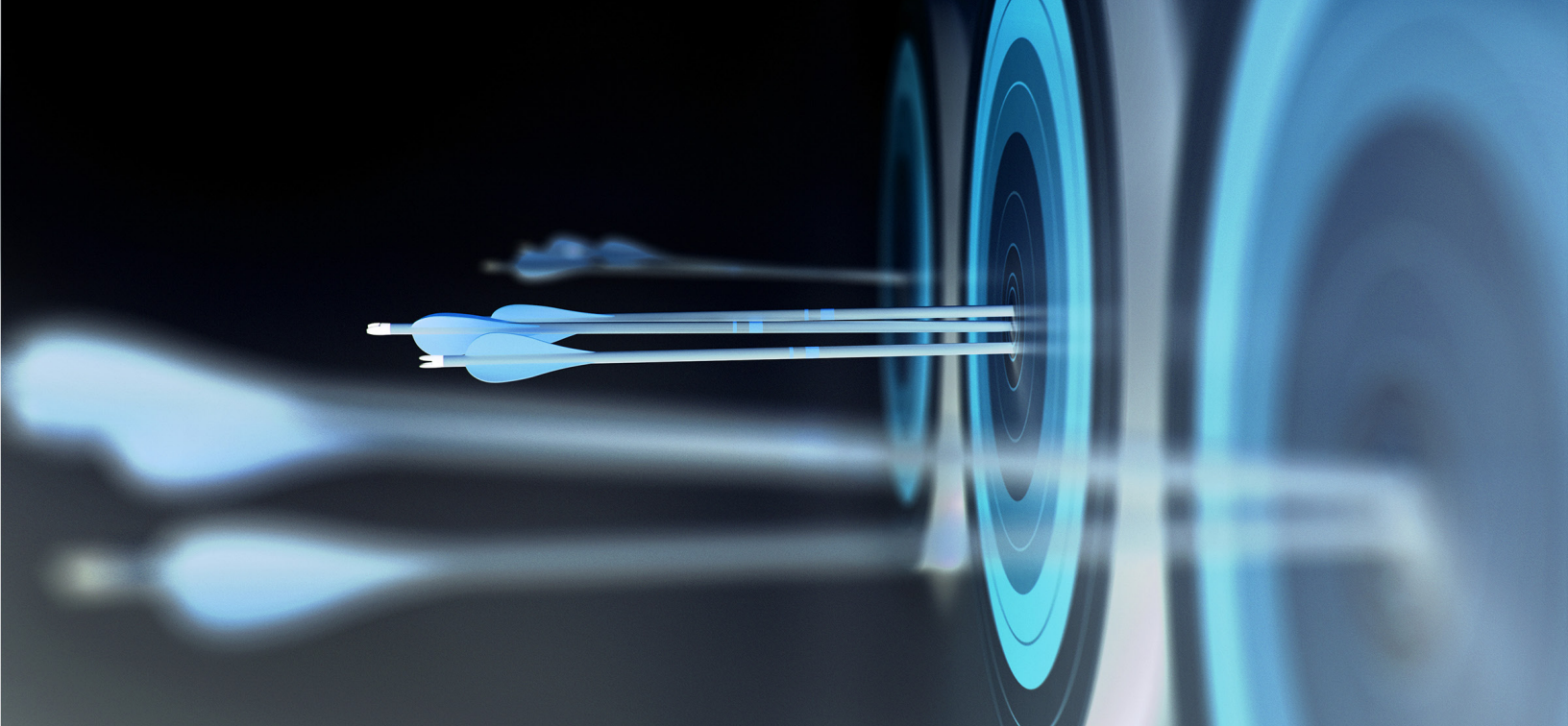
"As usual, thanks for running a great event."



2021 MEDIA KIT

Exhibits • Sponsorship • Advertising

*Reach over 15,000 immigration attorneys, paralegals, law professors, and law students!
NEW Offerings and Annual Conference sponsorships and packages for 2021!*



What is AILA?

The American Immigration Lawyers Association (AILA) is the national association of more than 15,000 attorneys, paralegals, law professors, and law students who practice and teach immigration law. AILA member attorneys represent U.S. families seeking permanent residence for close family members, U.S. businesses seeking talent from the global marketplace, as well as foreign students, entertainers, athletes, and asylum seekers. Founded in 1946, AILA is a nonpartisan, not-for-profit organization that provides continuing legal education, information, professional services, and expertise through its 39 chapters and over 50 national committees.

Top 5 reasons to market to the AILA membership.

- 1) **Our members—over 15,000 strong and growing—are your prospective clients!** *We offer numerous marketing opportunities—advertising, exhibiting, event sponsorships, and membership mailing list rentals.*
- 2) **AILA is a voice and trusted leader.** *Member attorneys turn to us for solutions to their everyday practice needs.*
- 3) **AILA offers unbeatable value.** *See **up to 500,000 ad impressions per month** on our home page. That's a fraction of a cent per impression! Just one example of the unrivaled ROI you can expect from AILA.*
- 4) **AILA can help build and expand your brand.** *The more members see and utilize your services, the more they create a buzz. That buzz means more business for you.*
- 5) **AILA can save you time and money.** *We make it easy and affordable for you to reach your target audience, prospective clients and end-users.*

When compared to other bar and not-for-profit organizations, in a survey, members overwhelmingly rated the American Immigration Lawyers Association as the most valuable organization in terms of information and resources for the practice of immigration law.

Exhibits & Sponsorships

Excellent opportunity to achieve maximum exposure and interact 1-on-1 with member attorneys!

Who Should Exhibit?

Any company that provides a product or service to immigration attorneys, attorneys or law firms!

- Advertising & Marketing Firms
- Case Management Software Vendors
- Credentials Evaluators
- Criminal/Personal Investigations
- DNA Testing
- EB-5 Regional Centers
- Financial Services
- General Legal Service Providers
- Health Insurance
- Immigration Bonds
- Law Office Management
- Legal Resources/Publishing
- Legal Staffing
- Legal Technology
- Liability Insurance
- Office Equipment/Supply
- Psychological Evaluations
- Translation Services Providers
- Visa Service Providers

Customized Sponsorships

Be creative with your marketing strategy. **The sky is the limit!** Tell us how you would like to customize your sponsorship. We can create a package that fits your budget and marketing needs.

About AILA Exhibits and Sponsorships

The majority of attendees at AILA conferences are immigration attorneys, as well as paralegals, law professors, and law students. They represent firms and organizations of all sizes. Most are decision makers and/or key purchasers of products and services.

Show Us What You've Got

Conference Exhibiting

There is no better way to expand your business and build relationships. Meet prospective, new, and current clients in dynamic in-person, virtual, and hybrid settings.

Make Your Mark

Conference Sponsorships

Through premium access to member attorneys, sponsorship packages provide an opportunity for increased exposure, and allow you to stand out from your competition. Sponsorships grant first class access to practitioners who make key buying decisions for their firms.

Opportunities

- Diamond/Platinum/Gold/Silver Packages
- Lanyard Sponsor
- Notebook Sponsor
- WiFi Sponsor
- webCLE Sponsor
- Refreshment Break Sponsor
- Networking Reception Sponsor

and more!

2021 Conferences With Exhibit and Sponsorship Opportunities

March 2, 2021

AILA Midwinter Conference
Virtual

April 15, 2021

AILA Spring CLE Conference & Webcast
Virtual

June 8, 2021

2021 AILA/GMS Annual Global Immigration Virtual Forum
Virtual

June 9-12, 2021

AILA Annual Conference—AC21
National Harbor, MD*

September 26-27, 2021

AILA Fall Advanced Business, Family, and Removal Conference
TBD, Hawaii*

TBD October 2021

AILA Fall CLE Worksite and Federal Court Litigation Conference
Las Vegas, NV*

November 11, 2021

AILA Technology and Innovation Summit
San Francisco, CA*

November 11-13, 2021

California Chapters Conference
San Francisco, CA*

TBD December 2021

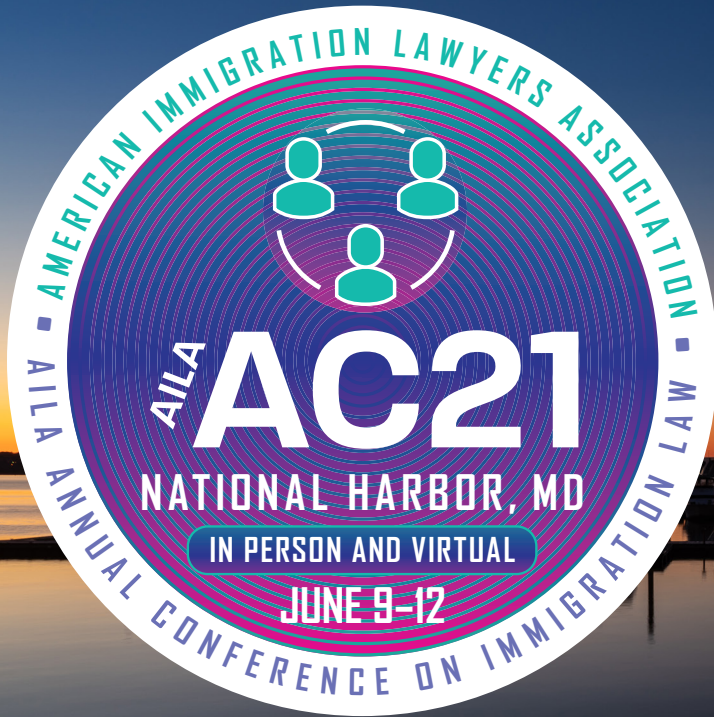
New York Immigration Law Symposium
New York, NY*

** Conference is tentatively planned for hybrid setting with virtual and in-person opportunities. **Contact us for additional opportunities.***

2021 AILA Annual Conference

An invitation to the largest gathering of immigration law professionals!

JUNE 9-12, 2021 • NATIONAL HARBOR, MD



Who Will Be There?

Over 3,300 attendees are expected for the 2021 AILA Annual Conference in National Harbor, MD and virtual.

The majority of our conference attendees are purchasers of products and services and/or in charge of buying decisions for their firms.

Gaylord National Harbor

The Gaylord National Resort and Convention Center is located at National Harbor, MD. This waterfront hotel is situated along the shores of the Potomac, just downriver from Washington, D.C. surrounded by diverse boutiques, outdoor dining, and activities!

It Pays to Exhibit

Your Competition Will Be There ... Will You?

- Access to Thousands of Legal Professionals, Immigration Law Experts, Government Officials, and many others
- Repeat Exposure
- Face-to-Face and Virtual Interaction
- Strengthen Existing Relationships
- Increase Product Awareness
- Generate Leads
- Launch New Products & Services

NEW FOR 2021

- Updated sponsorship packages, including a Diamond Sponsor level with new offerings
- Track Sponsorships that include long-term visibility
- Networking breaks throughout the conference

2021 AILA Annual Conference

An invitation to the largest gathering of immigration law professionals!

Reserve Your Booth Space Today!

Premium Booth Space - \$4,500

- 10'x10' booth space located in higher traffic area
- Standard 10' back drape and 36" side drape
- 6' draped table with two chairs
- Wastebasket
- Booth identification sign
- Two (2) exhibitor badges for access to Exhibit Hall and networking/social events
- Enhanced listing in conference program book (includes company logo)

Standard Booth Space - \$3,500

- 10'x10' booth space
- Standard 10' back drape and 36" side drape
- 6' draped table with two chairs
- Wastebasket
- Booth identification sign
- Two (2) exhibitor badges for access to Exhibit Hall and networking/social events
- Listing in conference program book

Virtual Exhibit Booth

Unique opportunity to connect and distribute information and promotional materials virtually to attendees not participating in-person in National Harbor, MD. See page 9 for more information on virtual exhibits.

Annual Conference Sponsorship Packages

Receive the greatest return on your investment by becoming an official Annual Conference Sponsor. These packages are designed to give your company maximum exposure at the most important immigration law event of the year.

Diamond \$60,000 – EXCLUSIVE TO 1 SPONSOR!

Annual Conference 2021 Website
(sponsor thank you w/logo and link)

Logo/Name on 2 floor clings at entrance of Exhibit Hall

1-page PDF Digital Handout

Full page b/w ad in Conference Program

Logo/Name on Exhibit Ballroom Entrance (11'3" x 16'9")

Virtual Venue Entrance Banner (1920 px by 960 px, #2)

Virtual Lobby Banner (360 px by 200 px, #3)

Virtual Lobby Banner (240 px by 80, #8)

Virtual Exhibit Hall Banner (662 px by 219 px, #1)

Virtual Conference Ticker Tape Advertisement (1 per day, 4 total)

Virtual Game Room Background (1920 px by 1080 px, #3)

Logo/Name advertised in conference app

Logo/Name on Conference Program Sponsor Thank-you Page

Logo/Name on Onsite Conference Signage
(excluding signage for track sponsors)

Retargeting Campaign May and June 2021
(35,000 Impressions/month)

1-week AILA8 Advertising (June 14-18, 2021, 1st placement)

Recognition in Pre-Conference E-mail Communication

Two Onsite Premium Booth
(additional space purchased separately)

One Virtual Medium Exhibit Booth (upgrade purchased separately)

D Level Virtual Booth Enhancement Package

Virtual Lead Retrieval included in Virtual Booth
(in-person lead retrieval purchased separately)

Annual Conference Sponsor Spotlight Video

Annual Conference Attendee Mailing List

Virtual Scavenger Hunt Participation Fee Included
(\$100 prize not included – sponsor will need to purchase prize independently)

Platinum \$50,000 – EXCLUSIVE TO 1 SPONSOR!

Logo/Name on AILA Information Center
Logo/Name on Registration Counter/Kiosks
Full page b/w ad in Conference Program
Logo/Name on Exhibit Ballroom Entrance
Virtual Lobby Banner (360 px by 200 px, #2)
Virtual Lobby Banner (240 px by 80 px, #7)
Virtual Exhibit Hall Banner (662 px by 219 px, #1)
Virtual Conference Ticker Tape Advertisement (1 per day, 4 total)
Virtual Lounge Background (1920 px by 1080 px, #1)
Logo/Name advertised in conference app
Logo/Name on Conference Program Sponsor Thank-you Page
Logo/Name on Onsite Conference Signage
(excluding signage for track sponsors)
Retargeting Campaign June 2021 (35,000 impressions)
1-week AILA8 Advertising (June 14-18, 2021, 2nd placement)
Recognition in pre-conference e-mail communication
One Onsite Premium Booth
(additional space purchased separately)
One Virtual Medium Exhibit Booth (upgrade purchased separately)
D Level Virtual Booth Enhancement Package
Virtual Lead Retrieval included in Virtual Booth
(in-person lead retrieval purchased separately)
Annual Conference Sponsor Spotlight Video
Annual Conference Attendee Mailing List
Virtual Scavenger Hunt Participation Fee Included (\$100 prize not included – sponsor will need to purchase prize independently)

Gold \$30,000 – 5 AVAILABLE

Half page b/w ad in Conference Program
Logo/Name on Exhibit Hall Ballroom Entrance
Virtual Exhibit Hall Banner (183 px by 279 px, #2)
Virtual Conference Ticker Tape Advertisement (June 10th only)
Logo/Name advertised in conference app
Logo/Name on Conference Program Sponsor Thank-you Page
Logo/Name on Onsite Conference Signage
(excluding signage for track sponsor)
Recognition in Pre-Conference E-mail Communication
One Onsite Standard Exhibit Booth
(additional space or upgrade purchased separately)
One Virtual Medium Exhibit Booth (upgrade purchased separately)
C Level Virtual Booth Enhancement
Virtual Lead Retrieval included in Virtual Booth
(in-person lead retrieval purchased separately)
Annual Conference Attendee Mailing List
Virtual Scavenger Hunt Participation Fee Included
(\$100 prize not included – sponsor will need to purchase prize independently)

Silver \$20,000

Quarter page b/w ad in Conference Program
Logo/Name on Exhibit Hall Ballroom Entrance
Virtual Conference Ticker Tape Advertisement (June 11th only)
Logo/Name advertised in conference app
Logo/Name on Conference Program Sponsor Thank-you Page
Logo/Name on Onsite Conference Signage
(excluding signage for track sponsors)
Recognition in Pre-Conference E-mail Communications
One Onsite Standard Booth
(additional space or upgrade purchased separately)
One Virtual Medium Exhibit Booth
(upgrade purchased separately)
B Level Virtual Booth Enhancement
(upgrade purchased separately)
Virtual Lead Retrieval included in Virtual Booth
(in-person lead retrieval purchased separately)

Plenary Sponsor \$40,000 – EXCLUSIVE TO 1 SPONSOR!

Logo/Name on Promotional Material for Keynote Speaker
Full page b/w ad in Conference Program
1-page PDF Digital Handout
Logo/Name on Exhibit Hall Ballroom Entrance
Virtual Lobby Banner (360 px by 200 px, #2)
Virtual Session Auditorium Banner (300 px by 540 px, #2)
Virtual Conference Ticker Tape Advertisement
(on day of Plenary Session)
Logo/Name advertised in conference app
Logo/Name on Conference Program Sponsor Thank-you Page
Recognition in Pre-Conference E-mail Communications
One Onsite Premium Exhibit Booth
(additional space purchased separately)
One Virtual Medium Exhibit Booth (upgrade purchased separately)
D Level Virtual Booth Enhancement
Virtual Lead Retrieval included in Virtual Booth
(in-person lead retrieval purchased separately)
Annual Conference Attendee Mailing List
Virtual Scavenger Hunt Participation Fee Included (\$100 prize not included – sponsor will need to purchase prize independently)

2021 AILA Annual Conference

An invitation to the largest gathering of immigration law professionals!

A-La-Carte Annual Conference Sponsorships

Attendee Lounge Sponsor **\$10,000**

Place your branding in one of the most frequently-used areas of the conference. The lounge includes seating and device charging stations for conference attendees. Sponsorship includes your logo/branding on large wall panels, charging stations, and other signage. Also includes recognition in the conference program book.

*Coffee Sponsor *New** **\$15,000**

Place your logo in one of the most popular areas of the conference. Name/Logo on signage at coffee stations. Name/Logo on coffee cups (out at first coffee break each day). 1 standard exhibit booth (additional space or upgrade purchased separately). Name/Logo on sponsor thank you page in conference program. Name/Logo included on pre-conference communication. Opportunity to host 2 virtual coffee breaks on zoom.

Hotel Key Card Sponsor **\$10,000**

Be the first company to make an impression on attendees when they arrive in National Harbor. Includes customized keepsake hotel key cards for attendees, and recognition and link on the conference sponsor web page.

Conference Mobile Application Sponsor **\$7,500**

Put your marketing message in the palms of conference attendees' hands (literally). Includes sponsor logo on the conference app pages and recognition and link on the conference sponsor web page.

Lanyard Sponsor **\$10,000**

Conference lanyard co-branded with sponsor logo and AILA Annual Conference logo, and recognition and link on conference sponsor web page. Because attendees must wear their name badges at all times, lanyards are the perfect way to display your company's logo throughout the conference.

Conference Program Book Sponsor **\$5,000**

Includes full page color ad on the back cover, digital banner ad on the virtual conference site, and recognition on the conference sponsor web page. The Program Book provides conference days at a glance, session descriptions, speaker bios, locations of meetings and special events, conference exhibitors and sponsors, and more!

Elevator Wrap **\$5,000 per guest room tower elevator**

\$8,000 per guest room/conference tower elevator

Imagine your logo or brand on display in the highly-used public areas of the hotel's elevators. Limited availability.

webCLE Sponsor **\$3,000**

All attorneys seeking CLE credit must use *webCLE* to report – it's guaranteed traffic. Includes sponsor logo on *webCLE* pages, sponsor web site as a redirect link, sponsor logo on printed CLE attendance reports, signage, and recognition on the conference sponsor web page.

webEvaluation Sponsor **\$2,000**

Connect with an engaged audience as conference attendees access *webEvaluations* throughout the conference and after. Includes sponsor logo on evaluation pages, sponsor web site as a redirect link, and recognition on the conference sponsor web page.

Reception Sponsors **\$5,000 to \$15,000**

From small group gatherings to the Opening Welcome Reception, connect with engaged AILA members and decision makers! Sponsorship includes attendance at the event and name/logo included on signage and sponsor thank you page. Contact us for details on various reception sponsorships.

2021 AILA Annual Conference

\$7,500 — Track Sponsorships (4 available)

Includes

- Name/Logo on track signage throughout the conference
- Name/Logo on track PowerPoints (virtual only)
- 1 digital pdf included in session resources
- 1-minute commercial before 2 sessions each day (virtual only)
- Banner ad in Session Auditorium on virtual conference site on day of track
- Satellite table outside session room throughout conference
- Available Tracks for Sponsorship:
 - Fundamentals
 - Family, Family/Consular, Family/Humanitarian
 - Litigation, Litigation/Crimmigration, Asylum/Litigation
 - Business

*\$14,500 – Track Sponsorship with Exhibit Package *NEW**

Includes

- Name/Logo on track signage throughout the conference
- Name/Logo on track PowerPoints (virtual only)
- 1 digital pdf included in session resources
- 1-minute commercial before 2 sessions each day (virtual only)
- Banner ad in Session Auditorium on virtual conference site
- Include 1 sponsored digital backdrops attendees can choose to use
- Satellite table outside session room throughout conference
- 1 standard exhibit booth (additional space or upgrade purchased separately)
- 1 medium virtual exhibit booth including level C enhancement package (booth size or upgrade enhancement package purchased separately)

Annual Conference Communication

*Package (2 available) \$5,000 *NEW**

- 1 sponsored e-mail before Annual Conference released by AILA on behalf of sponsor
- 35,000 re-targeting impressions June 2021
- 3 social media posts 2 before conference 1 after conference on AILA twitter
- Virtual Lobby banner advertisement
- 1 ticker-tape banner advertisement after the first session daily

*Annual Conference Virtual Spotlight Videos \$600 *NEW**

(limit of 10 – included in diamond and platinum packages 12 max videos)

- 1-2-minute video recorded by sponsor and uploaded to virtual conference page that introduces your company attendees
- Available 1-week prior to conference and link to videos sent to attendees prior to conference to get a first look

*Annual Conference Wellness Package \$25,000 *NEW**

- Co-branded masks with sponsor name/logo
- Co-branded hand sanitizers
- Name/logo on social distancing reminder floor decals (stickers) around exhibit hall and outside session rooms
- Name/logo on conference signage (excluding signage for track sponsors)
- Name/logo on sponsor thank-you page in conference program
- Recognition in pre-conference email communications
- 1 premium exhibit booth (additional space purchased separately)

Additional Virtual and In-person Receptions \$10,000 - \$20,000

Ask for list of receptions

- 1-3-minute pre-recorded introduction to the reception and pitch for your company for virtual receptions OR 1-3-minute live introduction to in-person attendees.
- Sponsor may attend virtual event (1-4 attendees)
- Name/Logo on sponsor thank you page in conference program
- Name/Logo advertised with reception in conference app
- Name/Logo on signage for event in person
- Name/Logo advertised on ticker tape on virtual conference site 1 hour before reception starts
- Virtual Lobby Banner advertisement (placement TBD)

WiFi Sponsor \$10,000

- Name/Logo on landing page for WiFi log in
- Name/Logo on sponsor thank you page in conference program
- Name/Logo on signage for wifi log in information at registration
- Name/Logo on pre-conference communication

Coffee Break Sponsor \$15,000

- Name/Logo on signage at coffee stations
- Name/Logo on coffee cups (out at first coffee break each day)
- 1 standard exhibit booth (additional space or upgrade purchased separately)
- Name/Logo on sponsor thank you page in conference program
- Name/Logo included on pre-conference communication
- Opportunity to host 2 virtual coffee breaks on zoom

Virtual Scavenger Hunt **NEW**

- \$100 Participation Fee and donate a prize for the Virtual Scavenger Hunt of over \$100 value (ex: AirPods, digital gift cards, etc..) Prize purchase by sponsor and not AILA
- Logo/name on Scavenger Hunt promotional e-mail
- Logo/name on prize listing in Virtual Game Room
- Logo/name on Scavenger Hunt winner announcement email
- Sponsor is responsible for sending prize to winner by June

Virtual Annual Conference Exhibit Booth **NEW**

Join the virtual 2021 Annual Conference on Immigration Law Exhibit Hall. Virtually connect with attendees through lead retrieval, attendee matching, gamification, networking opportunities, 1-1 and group chats, and video conferencing. As an exhibitor you can choose your booth size and enhancement level. Get priority placement in the exhibit hall with enhancement package D. All booths come pre-set with a basic enhancement package which includes: 500-word description, company name, address, booth number, e-mail exhibit button, social media links, website URL, company logo, 5 product categories, and sales contact information.

Booth Sizes

- **Small \$900**
- **Medium \$1,000**
- **Large \$1,100**

Booth Enhancement Packages

- **Level A \$150**
 - 1,000-word description
 - Unlimited product categories
 - 1 press release
 - 1 document upload
- **Level B \$250**
 - 1,000-word description
 - Unlimited product categories
 - 1 online product category
 - 1 press release
 - 2 document uploads
 - 1 video
 - Highlighted listing
- **Level C \$350**
 - 1,000-word description
 - Unlimited product categories
 - 2 online product showcases
 - 2 press releases
 - 2 document uploads
 - 2 videos
 - Directory profile header image
 - Highlighted listing
- **Level D \$500**
 - 1,000-word description
 - Unlimited product categories
 - 4 online product showcases
 - 4 press releases
 - 4 document uploads
 - 4 videos
 - Directory profile header image
 - Highlighted listing
 - Premium Position

Virtual and Onsite Exhibit Bundle

\$3,900 **NEW**

Save **\$500** by bundling your exhibit and sponsorship participation for the virtual and onsite Annual Conference.

Includes:

- 1 Standard Exhibit Booth (upgrades or additional space purchased separately)
- 1 Small Virtual Booth (upgrades purchased separately)
- Basic enhancement package (upgrades purchased separately)

Virtual Annual Conference Digital Advertising **NEW**

Advertise your firm across the Annual Conference virtual platform at the lobby, session auditorium, and exhibit hall.

- Lobby Banner #3 (360 px by 200 px) \$600
- Exhibit Hall Banner #3 (183 px by 279 px) \$400
- Session Auditorium Banner #1 (Day 1 & 2) (724 px by 110 px) \$1,000
- Session Auditorium Banner #1 (Day 3 & 4) (724 px by 110 px) \$1,000

Annual Conference Program Book

AILA's Annual Conference Program Book is the primary source of on-site information for conference attendees!

The Program Book provides conference days at a glance, session descriptions, speaker bios, locations of meetings and special events, conference exhibitors and sponsors, and more!

Make your marketing dollars count and generate traffic to your booth. Consider putting your company logo directly in the hands of conference attendees.

Advertising Rates

Inside Front Cover (color)	\$3,500
Inside Back Cover (color)	\$3,000
Full Page (black & white)	\$1,500
½ Page (black & white)	\$1,000
¼ page (black & white)	\$800

All ads must be submitted as high-resolution PDF files. All images, graphics should render 300 dpi or above. Be sure to embed fonts, graphic files into PDF. For cover, full-page ads, please include 1/8" bleeds.

AILA8—Daily Electronic Newsletter

Your company delivered directly to our members every day.

About AILA8

AILA8 is AILA's flagship e-newsletter, sent daily to 15,000+ AILA members and law students. AILA8 provides readers with the top 8 immigration news items of the day. On average, AILA8 sees a **35% open rate**, which means you can expect **over 25,000 ad impressions per week!** Based on the results of a July 2018 survey, **84% of AILA members regularly read AILA8!**

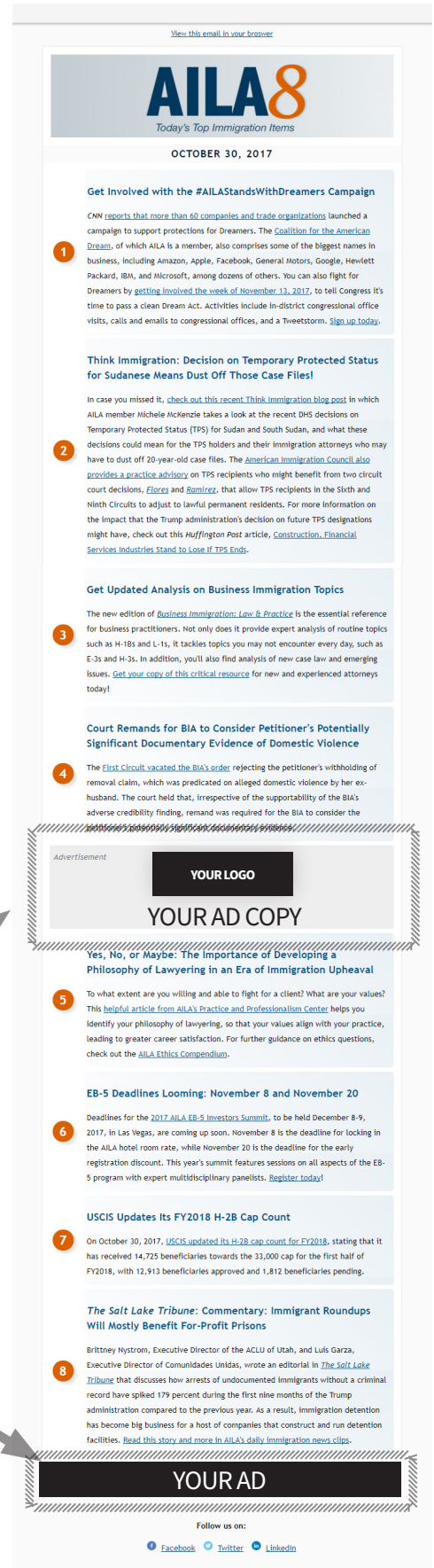
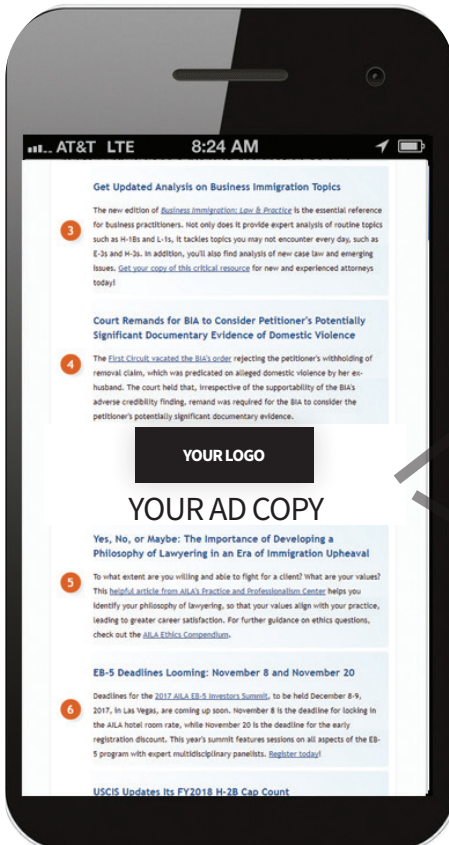
Each daily edition of AILA8 includes up to two prominently featured banner advertisements, one after the fourth news item and one after the eighth item. Your ad can include a company logo or other image, product description, and a URL link. Be a part of this popular AILA publication!

AILA8 E-NEWSLETTER ADVERTISING RATES

Weekly ad (5 deployments)

\$1,000 per week

Logos may not exceed 200px wide by 100px high. Text is limited to 250 characters, but multiple lines are permitted.



Website Banner Advertising

Connect with an engaged audience. More than 500,000 page views per month.

AILA.org — AILA's Website

AILA.org is consistently rated as a top member benefit. In order to best represent their clients, members rely on AILA.org for the latest news and developments in immigration law and policy. Advertising through this premier medium guarantees exposure to practicing attorneys and key decision makers.

AILA.org provides a high-impact marketing opportunity. It is an ideal place to launch campaigns and generate immediate awareness among leaders and practitioners in the immigration field.

On pages with multiple advertisers, ads rotate and appear randomly each time the page is refreshed. The rules for graphic ads are:

- 1) Ad size: 240 pixels wide x 150 pixels high.
- 2) Ads will link to one website or email of vendor's choice.
- 3) No animated ads.
- 4) Ads must be consistent with the look and feel of AILA.org. Ads should not be distracting to the user or overpower the site. AILA retains the right to request changes in color/feel to any ads placed.

HOME PAGE	RECENT POSTINGS
More than 145,000 Page Views Per Month	More Than 27,000 Page Views Per Month

AILA.ORG BANNER ADVERTISING RATES	
Home Page Carousel	\$2,500 per month
Home Page Side Block	\$1,500 per month
Recent Postings	\$750 per month
Other AILA.org page	\$500 per month

Home Page Carousel Banner Advertisement

The AILA.org home page features an image “carousel,” which continuously rotates between five different banner images across all six portals on AILA's website.

We now have three spaces available for advertisements. You can feature your large banner advertisement in the most prominent location on our site!

- 659px by 269px full color banner
- Up to 30 characters of title and 50 characters of subtitle text
- URL link of your choice
- Three spaces available per month

\$2,500 per month

The screenshot shows the AILA.org website home page. At the top, there is a navigation bar with links for Member, Law Student, Int'l Associate, Government, Press, and Public. Below this is a main navigation bar with links for ABOUT, MEMBERSHIP, ADVOCACY AND MEDIA, CONFERENCES AND CLE, PUBLICATIONS, LAW PRACTICE, INFONET RESEARCH LIBRARY, and RECENT POSTINGS. The main content area features a large carousel banner for "AILA Case Liaison Assistance" with a "Click to learn more" link. Below the banner, there are sections for "Recent Postings" (listing seminars and policy guidance), "Upcoming Events" (listing conferences and seminars), and "Run a Solo or Small Firm? Register for AILA's Solo and Small Firm Practice Management Conference". A "Quick Links" sidebar is also visible on the right.

Practice and Professionalism Center Sponsorships

Practice Management Tips

\$1,000 per release

Containing 5–10 pages of articles or series of videos that flesh out core concepts of immigration practice management, these short publications are popular resources for AILA members looking for tips on management their practice. Include your name, logo, and link to your website on a sponsor thank you page for long-term exposure. Below is a schedule of confirmed releases:

- Website/Social Media Best Practice Bundle – *March*
- Ethics Check Series – *April*
- AILA Lawyer Well-Being Week – *May*
- Practice Automation Series – *July*
- Software Comparison Chart – *October*

AILA E-mail Release

\$2,000 per e-mail *NEW*

Reach AILA members with a new opportunity with sponsored e-mails. All e-mail will be coordinated and approved with and by AILA staff. Sponsor will provide html formatted content for e-mail to be distributed by AILA. Your email will be released to over 15,000 AILA members. There will be 1 e-mail per the below schedule.

January – March

April – June

July - September

October – December

Re-targeting Advertisement Campaigns *NEW*

Reach your desired audience in a new way with AILA's Retargeting Campaigns. Your ad will appear on multiple major websites and mobile apps, following AILA's audience wherever they go! Stand out with this unique advertising opportunity.

- 35,000 Impressions for 1 month @ \$2,500
- 70,000 Impressions for 3 months @ \$4,500
- 100,000 Impressions for 6 months @ \$6,000

AILA University Sponsorships

AILA University is an exciting new platform that was launched in November 2019. It brings together education and innovative technology to deliver the absolute best learning experience for busy immigration lawyers—all at their own pace, whenever and wherever needed. Since its released, AILA University has averaged nearly 15,000 pageviews per month.

AILA University Banner Ad

\$2,000 per month

Put your banner advertisement in front of the many users of AILA's new learning platform.

- 1,284 px by 200 px full color banner
- URL link of your choice
- Two spaces available per month

Tutorial Videos

\$1,500 per month

AILA University releases an average of 3 to 4 new tutorial videos every month. Each video (two to six minutes in length) tackles real-world issues encountered by immigration lawyers. For each video released during a month of your choosing, your logo/name and a link to your website will appear on sponsor thank you page that will appear in these videos for long-term exposure and awareness.

Video Roundtables

\$900

Regularly scheduled live video roundtables allow AILA members to interactively connect with colleagues around the world for exceptional peer-to-peer learning. Sponsors will be recognized during the live roundtables, logo on opening slide, and a digital pdf one-page sponsor thank you will be provided to roundtable participants. Contact advertising@aila.org for upcoming topics.



Personalized. Active. Learning.

AILA U HOME ABOUT COMMITTEE CONTENT MY AILA U

Log Out

AILA HOME CONTACT US FIND A LAWYER JOIN AGORA

Search AILA University Find

Not finding what you're looking for? Search AILA.org

Featured Roundtable

Q&A with The Council: Current State of Play in Immigration Detention

Wednesday, February 26 at 1pm Eastern

[Register Now](#)

The H-2A Today: What You Must Know to Be Successful

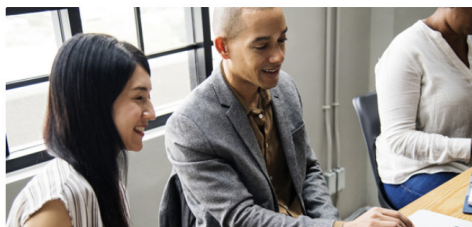
February 16, 2021

Web Seminar

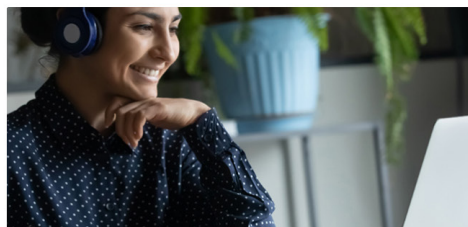


INA §218 authorizes the lawful admission into the United States of temporary, nonimmigrant (H-2A) workers to perform agricultural services of a temporary or seasonal nature usually lasting no longer than one year. Practitioners must be knowledgeable of the multitude of governing regulations in order to completely, yet efficiently, prepare the H-2A application and effectively guide the agricultural employer through the myriad of H-2A steps, all in a compressed period of time. Our seasoned panelists will advise on "best-practices" in this highly regulated and multi-faceted area of immigration law.

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Live Video Roundtables



AILA Virtual Conferences



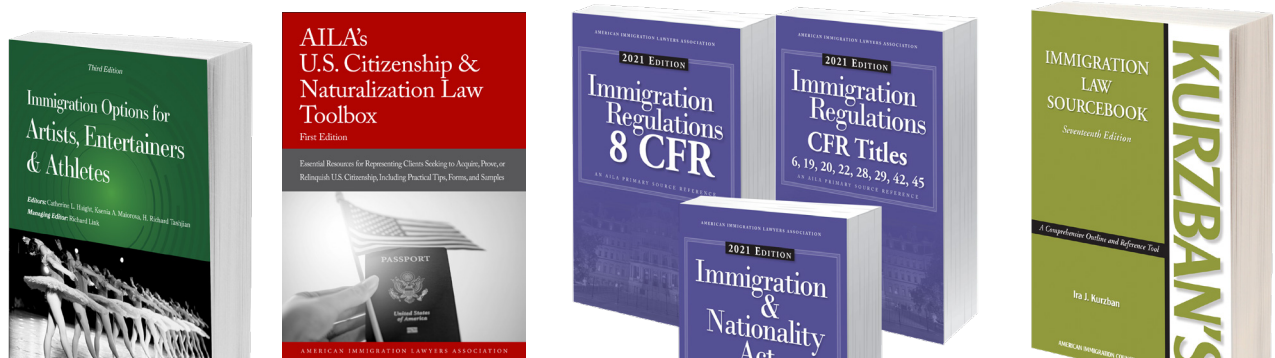
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Title	Expected Release Date	Audience Size
Immigration & Nationality Act, 2021 Ed. and Immigration Regulations (CFR). 2021 Ed.	Spring 2021	10,000+
TBD Cookbook Title	Summer 2021	10,000+
AILA's Immigration Litigation Toolbox, 7 th Ed. (Downloadable)	Fall 2021	10,000+
The International Adoption Sourcebook, 2 nd Ed.	Fall 2021	10,000+
Representing Clients in Immigration Court, 6 th Ed.	Fall 2021	10,000+
Immigration Options for Academics & Researchers, 3 rd Ed.	Winter 2021	10,000+
Immigration Consequences of Criminal Activity, 9 th Ed.	Winter 2021	10,000+

Inside front cover (color)	\$3,500
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Full Page (black & white)	\$2,000
½ page (black & white)	\$1,500

*Trim sizes vary by publication. Contact us for ad specs for specific publications.

Membership Mailing List

Marketing material delivered directly in the hands of key decision makers.

About AILA's Membership Mailing List

Need to reach AILA members? Direct mail still is one of the most targeted methods for communicating with this desired audience. Purchasing our membership list gives you access to 15,000+ immigration law attorneys! You can either choose to send your marketing piece to all AILA members, or strategically target the demographics that meet your marketing needs.

List License Specifications

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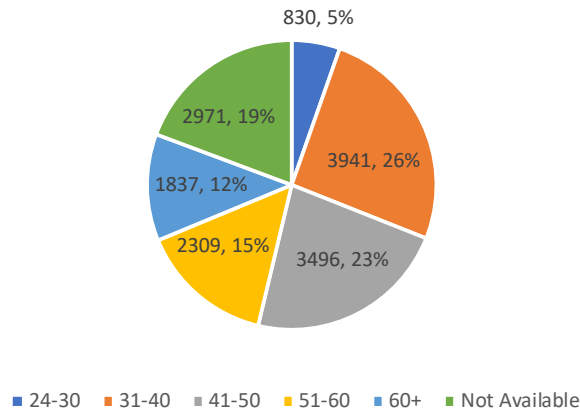
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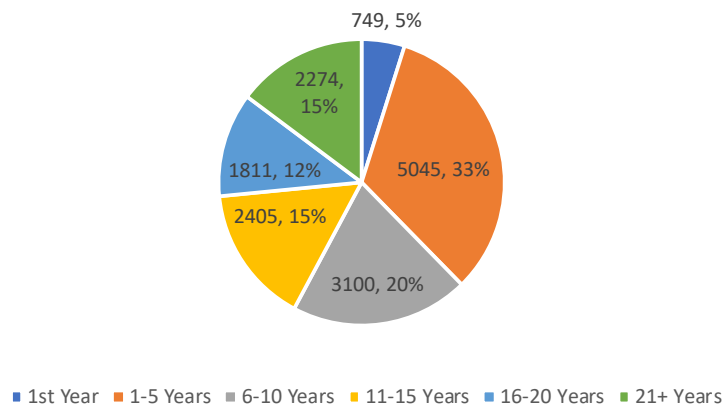
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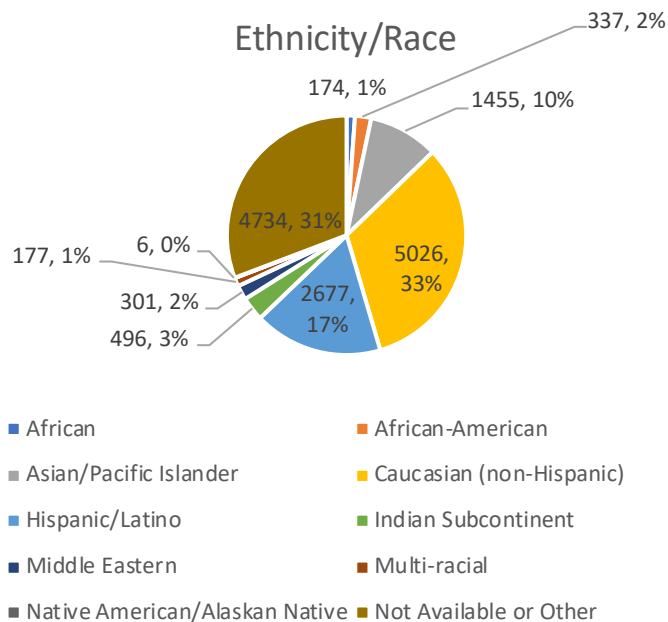
Age



Length of Membership

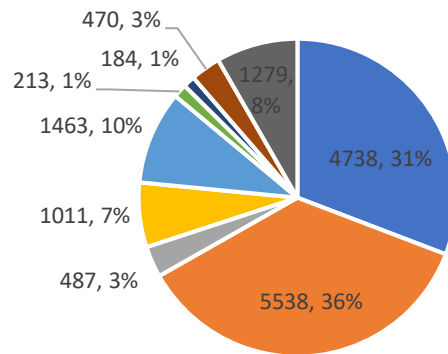


Ethnicity/Race



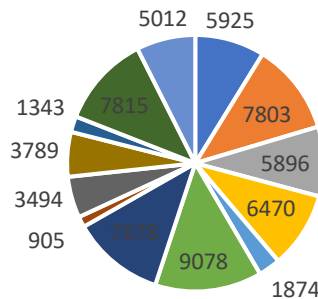
Member Demographic Information

Practice Setting



- Solo practitioner
- Small law firm (2-24 total attorneys)
- Medium law firm (25-74 total attorneys)
- Large law firm (75+ total attorneys)
- Legal services/Non-profit organization
- In-House Corporate Counsel
- Law school faculty/academic field
- Other
- Not Available

Area of Expertise



- Asylum
- Business
- Consular Practice
- Deportation
- Employer Sanctions
- Family
- General
- Global Migration
- Investor
- Litigation
- Medical
- Naturalization
- Waivers

2021 Advertising/Exhibiting/Sponsorship Opportunities

AILA 2021 Annual Conference

ANNUAL CONFERENCE RATES	
Premium Booth Space	Rate
Premium 10' x 10' Exhibit Space	\$4,500

Standard Booth Space	Rate
Standard 10' x 10' Exhibit Space	\$3,500

Virtual Exhibit Booths	Rate
Please inquire about sizing, enhancement and pricing options for AC21 virtual exhibit options.	TBD

AILA8

AILA8 E-NEWSLETTER ADVERTISING RATES	
Weekly ad	\$1,000 per week

AILA.org and AILA University

AILA.ORG BANNER ADVERTISING RATES	
Home Page Carousel	\$2,500 per month
Home Page Side Block	\$1,500 per month
Recent Postings	\$750 per month
Other AILA.org page	\$500 per month
AILA University Banner	\$2,000 per month

Mailing Lists

MEMBERSHIP MAILING LICENSE FEES	
Entire Membership	\$2,500
Selections	\$0.25 per name + \$50 setup fee (1,000 name minimum)
Adhesive Labels	\$150
Rush Fee	\$50 (within 7 business days)

AILA 2021 In-Person, Virtual, and Hybrid Conferences

CONFERENCE	LOCATION	DATE
AILA Midwinter Conference	Virtual	March 2, 2021
AILA Spring CLE Conference	Virtual	April 15, 2021
AILA/GMS Annual Global Immigration Virtual Forum	Virtual	June 8, 2021
AILA Annual Conference on Immigration Law	Hybrid - Virtual and National Harbor, MD	June 9-12, 2021
AILA Asylum Conference	Virtual	TBD, 2021
AILA Paralegals Conference	Virtual	August TBD, 2021
AILA Fall CLE Conference	Hybrid - Virtual and Hawaii	September 26, 2021
Federal Court Conference	Hybrid - Virtual and Las Vegas, NV	October TBD, 2021
Employer Compliance Conference	Hybrid - Virtual and Las Vegas, NV	October TBD, 2021
Technology and Innovation Summit	Hybrid - Virtual and San Francisco, CA	November 11, 2021
California Chapters Conference	Hybrid - Virtual and San Francisco, CA	November 12-13, 2021
New York Immigration Law Symposium	Hybrid - Virtual and TBD	December TBD, 2021

More conferences will be added throughout the year. Please check back for more details.

*Special exhibiting packages available, including multiple day exhibiting for the Technology Summit and CA Chapters Conference

AILA 2021 Supporter Package Discounts

AILA is pleased to offer substantial discounts for vendors signing significant contracts. Terms are as follows:

Bronze
\$7,500–\$9,999 Contracts
5% Discount



Silver
\$10,000–\$19,999 Contracts
10% Discount



Gold
\$20,000–\$29,999 Contracts
15% Discount



Platinum
\$30,000 and above
20% Discount



Please note that the minimums for supporter package eligibility must be met by purchasing items at **full price**. The discount will be applied to all items thereafter. For example, on a \$40,000 contract, \$30,000 will be charged at full price and a 20% discount will be applied to the remaining \$10,000, reducing the total to \$38,000.

Supporter Package contracts may be paid over 4 installments as follows:

- 1/4 paid with contract execution
- 1/4 due March 1, 2021
- 1/4 due May 1, 2021
- 1/4 due July 1, 2021

To guarantee your 2021 Supporter Package, please contact AILA at advertising@aila.org today! We will work with you to design a package that best suits your needs.

New Vendor Application

All new advertisers and exhibitors must be approved by AILA. Complete this form in order to be considered and return to AILA. Standard Processing time is 7-10 business days.

New Advertiser/Exhibitor Information:

Organization Name: _____

Contact Name: _____

Address: _____

City: _____ State/Province: _____ Country: _____

Phone: _____ Fax: _____

E-mail: _____ Web Address: _____

Number of Years in Business: _____ Principle Owner(s): _____

Please describe your product or service and its relevance to the immigration law market (100 words or less):

Please Provide 2 Business References (may include AILA members if applicable):

Reference 1:

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Reference 2:

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