

LOOKING FOR AN EXCEPTIONAL WAY TO PROMOTE YOUR COMPANY, REINFORCE YOUR BRAND LOYALTY & INCREASE YOUR VISIBILITY? BECOME AN OFFICIAL SPONSOR OF THE AAJ 2009 ANNUAL CONVENTION.



SPONSORSHIP & ADVERTISING



OPPORTUNITIES

AAJ 2009 ANNUAL CONVENTION

SAN FRANCISCO, CA
JULY 25-29, 2009

WWW.JUSTICEANNUALCONVENTION.ORG

STRENGTH IN KNOWLEDGE · POWER IN NETWORKING



Formerly the Association of Trial Lawyers of America (ATLA®)



SPONSORSHIP & ADVERTISING OPPORTUNITIES

ABOUT AAJ

The Mission of the American Association of Justice is to promote a fair and effective justice system—and to support the work of attorneys in their efforts to ensure that any person who is injured by the misconduct or negligence of others can obtain justice in America’s courtrooms, even when taking on the most powerful interests. AAJ is the world’s largest trial bar, providing trial attorneys with information, professional support and a nationwide network that enables them to most effectively and expertly represent clients.

AAJ ANNUAL CONVENTION

AAJ holds two members-only conventions each year: an Annual Convention in the summer and a Winter Convention. Held over a five-day period, each of these events features education programs for plaintiff attorneys with a national focus; Section, Litigation Group, and Committee meetings; a lineup of political speakers, including candidates, elected officials, and pundits; and social events. The conventions also offer members a chance to view products and services that help them win in the courtroom in the AAJ Exhibit Hall.

If You Are Looking For An Exceptional Way To Promote Your Company, Reinforce Your Brand Loyalty, Increase Your Visibility, And Boost Your Market Share, Become An Official Sponsor Of The AAJ 2009 Annual Convention.

SPONSORSHIP OFFERINGS FOR THE 2009 AAJ ANNUAL CONVENTION

PLATINUM LEVEL

- One (1) complimentary Exhibit Booth
- Complimentary 1/2-page advertisement in official San Francisco Convention Program Book
- Complimentary full-page, 4-color advertisement in July '09 issue of TRIAL Magazine
- Logo placement on San Francisco Convention Web Page
- Premier logo placement for on-site signage
- Listing enhancement in official San Francisco Convention Program Book
- Pre- & Post-Convention attendee mailing lists
- Pre- or Post-Convention attendee email blast
- Platinum Sponsor ribbons for convention badges

Convention Tote Bags **\$30,000**
(Quantity 3,000)

Available: 1
Convention tote bags will be distributed to all attendees as they check in at the AAJ Registration Desk. Sponsor will be permitted to place up to five (5) brochures into each bag. Sponsor’s name and logo will be printed on tote bags along with AAJ’s name and logo. Sponsor will also receive ten (10) tickets to the Closing Reception and Dinner.

Closing Reception & Dinner **\$25,000**
Wednesday, July 29

Sponsor representatives may position themselves at the entrance into the Reception to greet convention attendees. Company/firm marketing materials can be placed on cocktail tables throughout the Reception. Sponsor may also provide customized materials (napkins, souvenir giveaways, etc.) to be placed on both cocktail tables and serving areas. Sponsor will also receive ten (10) tickets to the Closing Reception & Dinner.

Membership Luncheon **\$25,000**
Available: 1 - Tuesday, July 28

Sponsor representatives may greet convention attendees as they enter. Sponsor literature will be placed on tables during the luncheon and sponsor will be recognized by AAJ Leadership during the luncheon.

GOLD LEVEL

- 25% discount on Exhibit Booth space
- Complimentary 1/4-page advertisement in official San Francisco Convention Program Book
- Logo placement on San Francisco Convention Web Page
- Logo placement for on-site signage
- Listing enhancement in official San Francisco Convention Program Book
- Pre- & Post-Convention attendee mailing lists
- Gold Sponsor ribbons for convention badges

Leadership Breakfast **\$15,000**
Available: 1 - Sunday, July 26

Invitation-only event for Leaders Forum Members, President’s Club Members, AAJ Past Presidents, and Endowment Donors. Sponsor will also receive five (5) tickets to the Opening Reception.

AAJ Cyber Cafe **\$15,000**
Available: 1

Give yourself extra brand exposure while providing convention attendees the opportunity to check email from the tradeshow floor.

Sponsor logo and booth number (if applicable) will be prominently displayed on the cyber cafe kiosks. Sponsor may stock the kiosks with marketing materials and promotional items.

Welcome to San Francisco Exhibit Hall Reception **\$10,000**
Available: 1 - Saturday, July 25

The reception will be held in the Grand Ballroom, Grand Ballroom Level, Hilton San Francisco, 4:30 pm—6:00 pm on Saturday, July 25. Sponsor representatives may position themselves at the entrance into the Reception to greet convention attendees. Company marketing materials can be placed on cocktail tables throughout the Reception. Sponsor may also provide customized materials (napkins, souvenir giveaways, etc.) to be placed on both cocktail tables and serving areas. Sponsor will be recognized during the Reception.



SPONSORSHIP & ADVERTISING OPPORTUNITIES

SILVER LEVEL

- Company link on San Francisco Convention Web page
- Company listing in official Convention Program Book
- Company listing on signage at convention
- Listing enhancement in official Convention Program Book
- Pre- and post-convention attendee mailing list.

Leadership Breakfast (Co-Sponsor) **\$7,500**

Available: 2 - Sunday, July 26

Invitation-only event for Leaders Forum Members, President's Club Members, AAJ Past Presidents, and Endowment Donors. Sponsor will also receive five (5) tickets to the Opening Reception.

Convention Hotel Room Keycards **\$6,000**

Available: 1

Customized hotel keycards will be distributed to convention attendees as they check in at the convention hotel.

Convention Water Bottle **\$6,000**

Available: 1

Help AAJ Go Green!

NEW THIS YEAR. Sponsor the AAJ water bottles given out on-site to all attendees. Instead of wasteful plastic water bottles for beverage breaks, AAJ plans to use water stations where attendees to fill up on reusable sports water bottles. Put your company name, logo and booth number on these bottles and get your message out to all the attendees. The bottles also are biodegradable when properly recycled, helping to keep things green.

Litigation at Sunrise **\$6,000**

Available: 1 - Monday & Wednesday, July 27 & 29.

Drawing at least 150 attendees per program and one of the best attended seminars during the convention, this "Hot Topic" fast-paced program will take place on Monday and Wednesday mornings. All convention registrants are welcome to attend.

AAJ Sections Schedule-at-a-Glance **\$5,000**

Available: 1

Be the exclusive sponsor of these quick-look reference guides, relied on by attendees each day to inform them of all AAJ Section events and activities. Your logo and booth number (if applicable) will appear on each schedule card. Attendees will carry their Schedule-at-a-Glance cards in their convention tote bag or Program Book and will refer to them for the duration of the convention.

Minority Caucus Reception **\$5,000**

Available: 1 - Sunday, July 26

Members gather to network and discuss issues. Speeches are given by prominent guests and/or notable minority members. Company representatives may be available at the entrance to greet the attendees.

Saturday Exhibit Hall Coffee Breaks **\$5,000**

Available: 1 - Saturday, July 25

Refreshment breaks will be located in the Exhibit Hall. Sponsor may be positioned in the AAJ Café and will be permitted to place literature on the café tables during the breaks.

Welcome to San Francisco

Exhibit Hall Reception (Co-Sponsor) **\$5,000**

Available: 3 - Saturday, July 25

The reception will be held in the Grand Ballroom, Grand Ballroom Level, Hilton San Francisco, 4:30 pm – 6:00 pm on Saturday, July 25.

Sponsor representatives may position themselves at the entrance into the Reception to greet convention attendees. Company marketing materials can be placed on cocktail tables throughout the Reception. Sponsor may also provide customized materials (napkins, souvenir giveaways, etc.) to be placed on both cocktail tables and serving areas. Sponsor will be recognized during the Reception.

Women Trial Lawyers Caucus Brunch **\$5,000**

Available: 1 - Sunday, July 26

The Brunch is open to all attendees and honors women trial lawyers. Speeches are given by prominent guests and leaders of the caucus. Company representatives may be available at the entrance to greet the attendees and hand out brochures. Sponsors will be recognized during the event.

BRONZE LEVEL

- Company listing on Convention Web page
- Company listing in official Convention Program Book
- Company listing on signage
- Listing enhancement in official Convention Program Book
- Pre- and post - Convention attendee mailing list

Section Connection Reception **\$3,000**

Available: 6 (Sold 4) - Monday, July 27

The 3rd Annual Section Connection will be held on Sunday, July 26. This is a reception open to all AAJ Section Members and provides them with the opportunity to network with other AAJ members in similar areas of law practice. There are 18 AAJ Sections represented at this reception and more than 200 members will attend. Sponsor(s) will be permitted to attend, place literature on tables throughout the reception, and will be recognized during the reception.

Women Trial Lawyers Caucus Brunch (Co-Sponsor) **\$2,500**

Available: 2 - Sunday, July 26

This Brunch is open to all attendees and honors women trial lawyers. Speeches are given by prominent guests and/or notable women members. Sponsor marketing materials may be placed on tables throughout the Brunch. Sponsors will be recognized during the Brunch.

Raffle Card Signature Spot **\$1,000**

Available: 15

The Raffle Card for the Exhibit Hall will have a maximum of 15 spaces available for exhibitor signatures.

Your company name or logo can be listed as a required signature on the Raffle Card. This means every attendee who wants to participate in the drawing for the free trip to the 2010 Winter Convention in Maui must stop by your booth for a signature.

Company name or logo will be printed on the Raffle Card on your designated signature spot.

OTHER

Enhanced Online Listing - Logo added **\$100**

Stand out from the crowd with your online listing. For \$100, add in your company logo with a hyperlink to your company website.



SPONSORSHIP & ADVERTISING OPPORTUNITIES

Sign up online and reserve your sponsorship immediately. Visit www.justiceannualconvention.org for more information.

ADVERTISE IN THE AAJ CONVENTION PROGRAM BOOK

Take advantage of this excellent opportunity to reach approximately 2,000 AAJ attorneys in a captive environment. AAJ provides all convention attendees with an information-filled program book to guide them through a jam-packed week of activities. This program book is their main information guide, so your products or services have repeated exposure to your audience during and after the convention.

These rates are net—no discount given. Ads are printed inside the Program Book as black & white; specific ads are 4-color. Spot color is available for an additional \$100, but must be the program book theme color.

Advertising Specifications: Full page bleed available: 8½” x 11” with .125” bleed all around. Electronic files: Mac format; all photos, logos, or artwork should be .tif or .eps on CD or e-mail. Color photos (300 dpi), bitmap/lineart (1200 dpi), InDesign, Illustrator or Photoshop CS3 preferred. PDFs created with Adobe Acrobat 8 are acceptable, via e-mail.

Space is limited! Please complete the enclosed form and return it via fax or mail no later than May 15, 2009 to: **Robby Daniels, American Association for Justice (AAJ), 777 6th Street, NW, Suite 200, Washington, DC 20001. Phone: 800-424-2725, ext. 284. Fax: 202-625-7313. E-mail: robert.daniels@justice.org**

All ad materials must be received at the same address no later than May 15, 2009.

Full payment is due with the ad materials. **No advertisement will run without final payment.** If ad materials do not meet the proper specifications noted above, the advertiser must send in corrected files—AAJ will not make corrections.

▲ Company Name

▲ Contact Name

▲ Title

▲ Address

▲ City

▲ State

▲ Zip Code

▲ Phone

▲ Fax

▲ E-mail

▲ Agency (if using one)

▲ Phone

▲ Fax

▲ E-mail

▲ Signature

▲ Date

Checks should be made payable to “AAJ” and sent to: American Association for Justice, Attn: Robby Daniels 777 6th Street, NW, Suite 200, Washington, DC 20001 or fax this form to: 202-625-7313

Please charge \$ _____ to my credit card

American Express

MasterCard

VISA

▲ Card Number

▲ Exp. Date

▲ Cardholder's Name (Print)

▲ Signature

Reserve today - www.justiceannualconvention.org

2009 AAJ ANNUAL CONVENTION SPONSORSHIP APPLICATION

PLATINUM LEVEL	FEE	TOTAL
Convention Tote Bags (Quantity 3,000)	\$30,000	
SOLD Closing Reception & Dinner	SOLD \$25,000	
Membership Luncheon	\$25,000	
GOLD LEVEL		
Leadership Breakfast	\$15,000	
AAJ Cyber Cafe	\$5,000	
Welcome to San Francisco Exhibit Hall Reception	\$10,000	
SILVER LEVEL		
Leadership Breakfast (Co-Sponsor)	\$7,500	
SOLD Convention Water Bottle	SOLD \$8,000	
Convention Hotel Room Keycards	\$6,000	
Litigation at Sunrise	\$6,000	
AAJ Sections Schedule-at-a-Glance	\$5,000	
Minority Caucus Reception	\$5,000	
Saturday Exhibit Hall Coffee Breaks	\$5,000	
Welcome to San Francisco Exhibit Hall Reception (Co-Sponsor)	\$5,000	
Women Trial Lawyers Caucus Brunch	\$5,000	
BRONZE LEVEL		
Section Connection Reception	\$3,000	
Women Trial Lawyers Caucus Brunch (Co-Sponsor)	\$2,500	
Raffle Card Signature Spot	\$1,000	
OTHER		
Enhanced Online Listing - Logo added	\$100	
Sub-Total		

2009 AAJ ANNUAL CONVENTION PROGRAM BOOK ADVERTISING SPECIFICATIONS

SIZE	NO BLEED	FULL BLEED	FEE	TOTAL
SOLD Back Cover (full bleed, 4/color)	7½" x 10"	8½" x 11"	SOLD \$5,200	
SOLD Inside Front Cover (full bleed, 4/color)	7½" x 10"	8½" x 11"	SOLD \$3,200	
Back of tab (full bleed, 4/color)	7½" x 10"	8½" x 11"	\$3,000	
SOLD Opposite Table of Contents	7½" x 10"	8½" x 11"	SOLD \$2,700	
SOLD Last page of book, opposite inside back cover	7½" x 10"	8½" x 11"	SOLD \$2,200	
Full page	7½" x 10"	8½" x 11"	\$1,700	
1/2 page vertical	3½" x 10"		\$1,100	
1/2 page horizontal	7½" x 4¾"		\$1,100	
1/4 page	3½" x 4¾"		\$800	
			Sub-Total	
			TOTAL	

Please return to Robby Daniels, American Association
for Justice (AAJ), 777 6th Street, NW, Suite 200, Washington, DC 20001.
Fax: 202.625.7313

▲ Company Name

▲ Contact Name

▲ Phone

▲ Title

▲ E-mail