CONNECTIONS THAT MATTER
JOIN THE AMERICAN ASSOCIATION FOR JUSTICE IN WASHINGTON, DC, FOR THE AAJ 2020 ANNUAL CONVENTION!

By participating in the Exhibit Hall, you will have the opportunity to network, mingle, and interact with 3,000 of the nation’s top plaintiff lawyers, all while taking in the beauty of Washington, DC. The Exhibit Hall is home to registration and AAJ’s interactive activities, which are a prime location for you to meet and network with the top trial lawyers in the world. In addition, the Exhibit Hall is located just steps away from the CLE programs and meetings taking place at the convention.

EXHIBIT HALL FEATURES

FOOD SERVICE
Breakfast and coffee will be provided Saturday–Monday.

INTERACTIVE ACTIVITIES
• Trivia Games with Prizes
• Pop-Up Snack Stations
• Professional Headshot Lounge

REGISTRATION WELCOME RECEPTION
The Exhibit Hall will open during registration hours on Friday and will kick off the convention with dedicated hours and a hosted reception.

EXHIBIT HALL DATES/HOURS*

FRIDAY, JULY 10 | 2:00 pm – 6:00 pm
SATURDAY, JULY 11 | 8:00 am – 4:00 pm
SUNDAY, JULY 12 | 8:00 am – 3:00 pm
MONDAY, JULY 13 | 8:00 am – 12:00 pm

*Hours subject to change.

QUESTIONS?

READY TO BOOK YOUR SPACE?

Contact Shanise Cole at shanise.cole@justice.org.

EXHIBITING INFORMATION

BOOTH PRICING
Premium Booth, 10’ x 10’: $4,150
Non-Premium Booth, 10’ x 10’: $3,650

WHAT IS INCLUDED
For 10’ x 10’ booths:
• Draped back wall and side rails
• Booth identification sign
• One (1) 6’ x 30” black skirted table
• Two (2) chairs
• One (1) wastebasket
• Carpet

Booth spaces also include:
• Four complimentary Exhibit Hall registrations per 10’ x 10’ purchased exhibit space
• Two tickets to the Opening Reception (additional tickets will be available for purchase through the Exhibitor Service Center or on-site)
• Listing on AAJ’s Annual Convention website, www.justiceannualconvention.org
• Listing on AAJ’s mobile app
• Pre- and post-show attendee list (name, firm, city, state)

PAYMENT
A 50% nonrefundable deposit must be paid upon the sale of the exhibit space. Final payment is due April 24, 2020. If booth is selected after April 24, 2020, it must be accompanied by payment of 100% of the total booth price.

WHAT IS NOT INCLUDED
• Furniture
• Freight and material handling
• Storage of crates and empty boxes
• Cleaning services within your booth
• Labor and other services needed for your exhibit space
• Electricity
• Hardwired internet

CANCELLATION POLICY
All cancellations and/or requests for refunds must be made in writing to shanise.cole@justice.org. Cancellations received in writing by AAJ are subject to the following:
• Cancellations made on or before April 24, 2020, will receive a 50% refund of the TOTAL booth cost. If only a deposit has been made up to this point, the deposit (up to 50% of the total booth cost) will be surrendered.
• For cancellations made after April 24, 2020, no refunds will be made.
## SPONSORSHIP OPPORTUNITIES

### PLATINUM LEVEL
**Opening Reception | $60,000 SOLD**
Become the Opening Reception sponsor and be the first name and logo attendees see at the convention. As the sponsor of the Opening Reception, your company will receive prominent branding at the event and sponsorship recognition on all Opening Reception marketing. Your company will also be able to hand out marketing flyers and giveaways at the party and great attendees as they enter. Additionally, your company will be able to provide a flyer or small item that will be dropped to all attendees staying in the host hotel room block.

**Incoming President’s Party | $25,000**
Leave a lasting impression on AAJ Convention attendees by sponsoring the last marquee event of the convention. As the sponsor of the Incoming President’s Party, you will receive prominent branding at the Incoming President’s Party, sponsorship recognition on all marketing about the event, and the opportunity to hand out marketing and giveaways at the party. Additionally, your company will be able to provide a flyer or small item that will be dropped to all attendees staying in the host hotel room block.

### CONVENTION PADFOLIOS | $25,000
Make a big splash in DC by sponsoring the convention padfolios! By sponsoring this giveaway, your company logo will get into the hands of all convention attendees and their guests. Convention padfolios will be given to every registrant when they check in for convention at the AAJ Registration Desk. Additionally, your company will be able to print a postcard-sized flyer about your convention at the AAJ Registration Desk. Additionally, your company will be able to print a postcard-sized flyer about your convention at the AAJ Registration Desk. Additionally, your company will be able to print a postcard-sized flyer about your convention at the AAJ Registration Desk. Additionally, your company will be able to print a postcard-sized flyer about your convention at the AAJ Registration Desk. Additionally, your company will be able to print a postcard-sized flyer about your convention at the AAJ Registration Desk.

### GALLERY LEVEL
**Professional Headshot Lounge | $10,000**
Sponsor the lounge where AAJ members will come to get an updated headshot for their professional website or LinkedIn profile! Greet with convention attendees as they wait to have their photos taken. As a sponsor of the Professional Headshot Lounge, your company will receive signage and branding on-site as it relates to the lounge, as well as a display table for marketing and promotional items.

**Exhibit Hall Happy Hour Receptions | $10,000**
AAJ members will need a break in their day and will gather at the Introductory Hour Receptions in the Exhibit Hall. AAJ will provide a complimentary bar area where members can come get happy for an hour during the daily receptions in the Exhibit Hall (three total). While they’re unwinding from the busy morning, your team will be able to greet and mingle with the members. The sponsor will receive a display table next to the bar area for marketing materials and promotional items for the duration of the time that the Exhibit Hall is open. Signage will be prominently displayed to drive members to your station, recognizing you as the Exhibit Hall Happy Hour Receptions sponsor.

**Exhibit Hall Coffee or Breakfast | $10,000**
Be the exclusive sponsor of coffee or breakfast each morning in the Exhibit Hall. Have your marketing materials and your team ready to greet AAJ members each morning at the coffee or breakfast stations. The sponsor will receive a display table next to the coffee or breakfast station for marketing materials and promotional items for the duration of the time the Exhibit Hall is open. Signage prominently displaying your logo will be featured next to the coffee or breakfast stations. AAJ members will flock to this area to fuel up before their busy days.

### SILVER LEVEL
**WTLC Welcome Reception | $7,500**
On Friday evening before the convention begins, enjoy drinks and appetizers while networking with the Women Trial Lawyers Caucus (WTLC) and supporters. As sponsor, you will be allowed to distribute marketing materials on guest tables. Your company logo will be on the event signage recognizing your company as an event sponsor.

**Minority Caucus “The Groove” | $5,000**
The AAJ Minority Caucus will host a party on Friday, July 10 for all convention registrants and their guests. With this sponsorship, your company logo will be placed on sponsor signage at the event. Your company will also be permitted to hand out marketing materials or giveaways at the welcome table and in the bar area.

### BRONZE LEVEL
**Continuing Legal Education (CLE) Program | $4,500**
Become the exclusive sponsor of a CLE program in Washington, DC! As sponsor of a CLE program, your company will get 90 seconds of speaking time to the audience and a table outside the classroom where you can greet attendees as they enter and exit the room.

**Branded Giveaways | $3,500**
Convention pens and notepads will be available for attendees to pick up in the AAJ Registration area in the Exhibit Hall. AAJ will manage the distribution. All you must do is provide pens or notepads with your company design (logo, website, phone number, and booth number, if applicable). This is a great opportunity to brand your company to AAJ members as they take notes at the convention.

**First-Time Attendee & New Member Luncheon | $3,500**
All new members and first-time convention attendees are encouraged to attend and network at the First-Time Attendee & New Member Luncheon! Sponsor this event and your company reps will get the first opportunity to meet the newest, freshest faces at AAJ! Your company logo will be branded on sponsor signage at the event.

### ALL MARKETING MATERIALS, BRANDED GIVEAWAYS, AND ROOM DROP ITEMS FOR DISTRIBUTION ARE SUBJECT TO AAJ REVIEW AND APPROVAL.
AAJ offers exclusive sponsorship opportunities to expand your reach for every budget. Contact us about a la carte options or to create a custom-fit sponsorship package tailored to your company and increase visibility with AAJ members before, during, and after the convention. Contact catherine.rodman@justice.org for more information.
1. AGREEMENT TO TERMS AND CONDITIONS:
Exhibitors must abide by the terms of the Contract, the Rules and Regulations, and the Agreement to Terms and Conditions. The Exhibitor hereby agrees to indemnify, defend, and hold harmless AAJ, the Exhibitor and/or the Exhibiting Company, each of their affiliated and related companies, and each of their respective directors, officers, employees, or agents, from any and all claims, liabilities, losses, damages, or expenses relating to or arising out of any actions of the Exhibitor or any Exhibiting Company prior to or during the AAJ Convention.

2. EXHIBIT HALL LAYOUT:

3. WHAT YOUR EXHIBIT SPACE INCLUDES:

4. ALTERATION TO EXHIBIT SPACE AND EXHIBIT HALL LAYOUT:

5. INSTALLATION AND DEMANTING OF THE EXHIBIT:

6. CHILDREN:

7. PAYMENT TERMS:

8. CANCELLATION AND WITHDRAWAL:

9. USE OF SPACE:

10. BOOTH CONSTRUCTION AND SHOW SERVICES:

11. EXHIBIT HALL BADGES:

12. EXHIBIT HALL PRESS RELEASES AND MANNERS:

13. ATTENDANCE AT EDUCATIONAL PROGRAMS:

14. FOOD AND BEVERAGES:

15. RESTRICTIONS IN OPERATION OF EXHIBITS:

16. FACILITY MEETING SPACE:

17. PROPERTY DAMAGES:

18. SECURITY:

19. INSURANCE:

20. LIMITATIONS AND LIABILITY:

21. SAFETY, FIRE, AND HEALTH:

22. FORCE MAJEURE:

23. OTHER EXHIBITOR CONTRACTORS:

24. MUSIC LICENSING:

25. AMERICANS WITH DISABILITIES ACT:

26. AMENDMENTS/ENFORCEMENT:

These Rules and Regulations are a part of the AAJ Annual Convention and should be read carefully to avoid trouble or inconvenience.

These Rules and Regulations apply to all AAJ Exhibitors, Exhibitors and Sponsors (hereafter, “Exhibitor”)...

The goal of the American Association for Justice (AAJ) is not only to provide a venue for its members to attract attendees throughout the entire convention including all educational, entertainment, and social functions (the “Exhibit Experience”). In addition, we want Exhibitors to have opportunities to communicate and make their products and services known to potential customers.

To ensure that these important goals are met, we have established these Exhibit and Sponsorship Rules and Regulations. AAJ reserves the right to reject any Exhibitor for reasons including, but not limited to, the following:

1. AGREEMENT TO TERMS AND CONDITIONS: Exhibitors must abide by the terms of the Contract, the Rules and Regulations, and the Agreement to Terms and Conditions. The Exhibitor hereby agrees to indemnify, defend, and hold harmless AAJ, the Exhibitor and/or the Exhibiting Company, each of their affiliated and related companies, and each of their respective directors, officers, employees, or agents, from any and all claims, liabilities, losses, damages, or expenses relating to or arising out of any actions of the Exhibitor or any Exhibiting Company prior to or during the AAJ Convention.

We greatly appreciate your cooperation, and we will make all possible efforts to make your exhibit the best possible forum for marketing your products and services each year.

Any Exhibitor who has any remaining balance due for the AAJ 2020 Annual Convention will not be allowed to participate in the AAJ 2021 Annual Convention unless payment in full has been made. Any Exhibitor who has not paid in full by the cancellation date.

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FLOOR PLAN

FLOOR PLAN IS PENDING FINAL BUILDING APPROVAL.
Please visit www.justiceannualconvention.org for the most up-to-date plan.