



AMERICAN
ASSOCIATION FOR
JUSTICE®

The Association for Trial Lawyers

2025 Annual Convention Exhibitor Prospectus

Top Trial Lawyers Gather Here
Moscone Convention Center

**July 18-22, 2025,
San Francisco, CA**



CONNECT, ENGAGE, AND GROW / CONNECTIONS MATTER



Join The American Association for Justice (AAJ) in San Francisco, CA, for the 2025 AAJ Annual Convention.

Participating in the **Exhibit Hall** allows you to **network, engage, and connect with over 2,000 of the nation's top plaintiff lawyers**—all while experiencing San Francisco's vibrant energy.



The Exhibit Hall is **home to registration, interactive experiences, and key networking spaces**, making it the **prime location** to showcase your products and services. Situated just steps away from **CLE education sessions and high-profile meetings**, this is where top trial lawyers **gather, collaborate, and seek solutions** to enhance their practice.



Expand Your Reach at AAJ 2025

Sponsoring the **AAJ 2025 Annual Convention** connects you with **top trial lawyers and key decision-makers**. Gain **high-visibility branding, direct access to legal professionals, and unmatched networking**. Secure your sponsorship today and make a lasting impact!

90.3%

of AAJ members are **decision-makers** in their firms, meaning your brand reaches those with purchasing power.

78%

of members have **been in practice for over 10 years**, demonstrating a seasoned and well-established audience.

The average AAJ member has
24 YEARS
of experience,
meaning they are highly knowledgeable professionals looking for trusted solutions.

Trial Magazine reaches
OVER 23,000
readers, primarily trial attorneys, amplifying exposure for convention sponsors.



Why Attend the AAJ 2025 Annual Convention?

The **AAJ 2025 Annual Convention** is where plaintiff attorneys come together to strengthen their practice, expand their network, and stay ahead in trial advocacy. With cutting-edge **CLE Education, specialized Litigation Group and Section meetings, and unmatched networking opportunities**, this is your chance to gain valuable insights from top trial lawyers and legal experts.

From the **Mass Torts CLE Program** to the **Membership Business Meeting & Elections**, you'll engage with peers, learn the latest strategies, and earn **up to a year's worth of CLE credits**. Plus, enjoy exclusive receptions, industry events, and the chance to celebrate the profession with colleagues at the **Incoming President's Party**.

Grow your practice, build connections, and be part of the nation's leading community of trial lawyers.





Why Sponsor or Exhibit at the AAJ 2025 Annual Convention?



The **AAJ 2025 Annual Convention** is your chance to **connect with 2,000+ top trial lawyers** actively seeking solutions to grow their practices and better serve their clients. As a **sponsor or exhibitor**, you'll have **unmatched access to decision-makers** in the legal community through high-visibility branding, networking events, and the Exhibit Hall.



Showcase your products and services to an engaged audience, build valuable relationships with key influencers, and position your company as a **trusted resource** in the legal industry. Whether through **custom sponsorship packages** or a **booth presence in the Exhibit Hall**, this event is designed to **maximize your exposure and impact**.



Secure your sponsorship or exhibitor space today and take advantage of this premier opportunity to engage with influential attorneys!

Sponsorship Opportunities



PLATINUM LEVEL

Single Escalator Branding Package | \$25,000 (1 available)

Secure exclusive branding on a high-traffic escalator, ensuring maximum exposure as every attendee sees your message while moving between event levels. This high-visibility opportunity guarantees that your logo and branding are unmissable throughout the convention.

GOLD LEVEL

“Specialty” Wall at Registration | \$20,000 (1 available)

Make a strong first impression with a prominent feature wall at the registration area. Your eye-catching branding will greet every attendee as they check in, offering prime visibility and a memorable welcome highlighting your company in a high-traffic area.

Elevator Branding Package | \$20,000 (2 available)

Elevate your brand—literally. Wrap the convention venue’s elevators with your custom design and logo. Attendees will encounter your message multiple times daily as they ride between floors, reinforcing brand recognition and ensuring repeat exposure throughout the event.

SILVER LEVEL

Exhibit Floor Column Branding | \$15,000 (4 available)

Stand out on the expo floor with custom-branded, four-sided column wraps. Your company’s message will tower above the exhibit hall, capturing attention in busy networking areas. This high-visibility branding positions your logo at the center of attendee traffic for maximum impact.

Relaxation Lounge | \$15,000 (1 available)

Sponsor the dedicated Relaxation Lounge, a must-visit space where attendees unwind and recharge. Your branding will be prominently displayed throughout the lounge, associating your company with a positive, attendee-focused experience. Engage with visitors in this comfortable setting and leave a lasting impression.

Sponsorship Opportunities



SILVER LEVEL (CONT.)

Table/Window Clings | \$15,000 (1 available)

Plaster your brand on tabletops and windows in high-traffic common areas. These stylish clings showcase your logo where attendees gather for coffee and conversation. As guests network and move about, your company name remains front and center, ensuring repeated visibility in key locations.

Hotel Room Drop | \$10,000 (1 available)

Deliver a personal touch by sponsoring a hotel room drop. Greet AAJ members with a branded treat or giveaway when they return to their hotel rooms after a long day. Your company's message will reach attendees in a private, high-impact setting, ensuring memorable brand visibility beyond the convention floor.

Hydration Stations | \$10,000 (1 available)

Help attendees stay refreshed throughout the convention by sponsoring branded hydration stations. Your company's logo will be prominently displayed at each station, ensuring visibility as attendees stop to rehydrate. This essential sponsorship keeps your brand top-of-mind while providing a valuable service in the Miami heat.

BRONZE LEVEL

Convention Water Bottles | \$10,000 (1 available)

Put your logo directly into attendees' hands! Sponsor the official convention water bottles, ensuring your brand is seen throughout the event and beyond. These reusable bottles will be carried by participants all day and taken home, offering lasting brand exposure long after the convention ends.

Convention Website Banner Ad | \$6,000 (4 available)

Maximize your visibility with a digital presence. Your banner ad will be placed on the official convention website, where attendees and prospects go for event details. This online exposure ensures your brand stays at the top of your mind before, during, and after the convention, driving web traffic and increasing engagement with your business.



Exhibit Hours

Exhibitors will enjoy newly tailored show hours – each set with their own breaks and traffic builders- offering the opportunity for more face-to-face time with trial attorneys from across the country.

Saturday, July 19 | 10 am - 1 pm; 3 pm - 6 pm

Sunday, July 20 | 10 am - 1 pm; 3 pm - 5 pm

Monday, July 21 | 10 am - 1 pm; 3 pm - 5 pm



Exhibit Benefits and Fees

Exhibit Benefits

- Two registrations with tickets to the Welcome Party
- Access to the pre-registered attendee mailing list three weeks before and updated within one week of the Convention
- Access to the post-show attendee mailing list after the Convention
- 8' tall back drape and 3' tall side drape
- 6' draped table with two chairs and a wastebasket
- Exhibitor ID sign with company name and booth number
- Opportunity to network with over 2,000 trial attorneys from across the country

Exhibit Fees

Exhibit Booths include one 6' draped table, two chairs, and a wastebasket.

- Standard Booth (10'x10' booth) \$4,200
- Corner Booth (10'x10' booth) \$4,700





[Click here to see our Rules and Regulations](#)



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**See you at the 2025 AAJ
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San Francisco!**