

# SPONSORSHIPS • EXHIBITS CAREER FAIR



ADVANCING WORLD CLASS STANDARDS FOR  
LEARNING AND LEADERSHIP

22nd CABE Conference  
February 26 - March 1, 1997  
San Diego Convention Center





# CABE '97 SAN DIEGO CONVENTION CENTER

AN  
INVITATION  
TO EXHIBIT AND  
RECRUIT

The California Association for Bilingual Education (CABE) will hold its 22nd Annual Conference February 26–March 1, 1997 at the San Diego Convention Center. You will be participating at the largest gathering of people who are involved in providing quality education for English language learners and the opportunity for all students to learn another language.

The CABE Annual Conference will provide maximum exposure for your organization, and for your products and publications. Over 9,000 attendees from California, nationally and internationally, are expected to converge to share their expertise and research. CABE participants not only attend seeking new strategies but also because they possess significant institutional purchasing power and are continuously seeking quality materials, products and services for use in classrooms serving English language learners.

## SPONSORSHIPS

Become an Official Sponsor of the CABE '97 Annual Conference and take advantage of the opportunity for additional exposure and promotion of your organization, increase your visibility, reinforce name recognition and profit from a great marketing opportunity. CABE attendees will remember you!

The following describes various levels of Official Sponsorship and their respective benefits:



## **CABE '97 provides the opportunity for your organization to:**

- Demonstrate your commitment to educational excellence for the fastest-growing segment of America's population;
- Market your bilingual, ESL, foreign language, English language and professional development products, programs, materials and services;
- Obtain instant user product feedback and identify market trends and product development needs in the rapidly expanding bilingual education market.
- Recruit bilingual and multicultural staff and potential consultants.

## **CABE will help you reach this important market with the following:**

- "Grand opening" of the Exhibits
- Conference sessions in meeting rooms convenient to the Exhibit Hall
- Advertising opportunities for you to promote an author's book signing or showcase a new product, service or publication
- Ample passing time between sessions to allow attendees to visit the Exhibit Hall
- Entertainment in the Exhibit Hall to attract attendees

• Concession stands and lounge area within Exhibit Hall area for attendees to frequent

• Private interview areas with duplicating and fax service for Career Fair participants.

## **LOCATION, DATES AND HOURS**

The Exhibits will be in Exhibit Hall C and B2 and the majority of workshop sessions will be held at the San Diego Convention Center, 111 W. Harbor Drive, San Diego, California.

## **MOVE-IN**

Tuesday, February 25, 1997	12:00 Noon – 5:00 p.m.
or	
Wednesday, February 26, 1997	8:00 a.m. – 11:00 a.m.

## **EXHIBIT HOURS**

Wednesday, February 26, 1997	12:00 Noon – 6:00 p.m.
Thursday, February 27, 1997	10:00 a.m. – 6:00 p.m.
Friday, February 28, 1997	8:00 a.m. – 5:00 p.m.
Saturday, March 1, 1997	8:00 a.m. – 1:00 p.m.

## **MOVE-OUT**

Saturday, March 1, 1997	2:00 p.m. – 5:00 p.m.
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### **Diamond \$20,000**

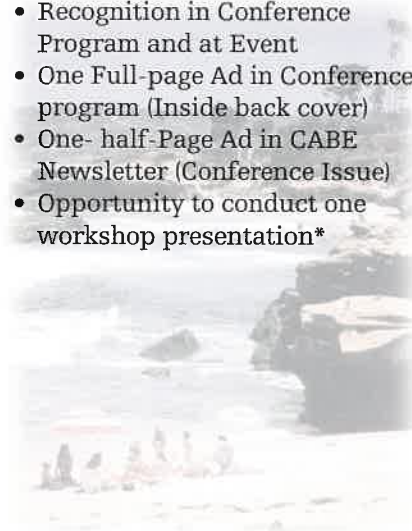
- First priority for Sponsorship of CABE '97 Special Events
- Six Exhibit Booths
- Twenty Complimentary Registrations
- Two Tables for ten each at the Meal Event of Your Choice
- Seating for two Sponsor Representatives at an Event Headtable
- Recognition in Conference Program and at Event
- Two Full-Page Ads in Conference Program (Back Cover in color)
- One Full-Page Ad in CABE Newsletter (Conference Issue) (Black/White)
- Two Inserts in Conference Tote Bag
- Opportunity to conduct two workshop presentations\*

### **Platinum \$15,000**

- Second Priority for Sponsorship of CABE '97 Special Events
- Seating for one Sponsor Representative at an Event Headtable
- Four Exhibit Booths
- Sixteen Complimentary Registrations
- One Reserved Table for ten at the Meal Event of Your Choice
- Recognition in Conference Program and at Event
- One Full Page Ad in Conference Program (Inside front cover)
- One Full-Page Ad in CABE Newsletter (Conference Issue) B/W
- Insert in Conference Tote Bag
- Opportunity to conduct two workshop presentations\*

### **Gold \$10,000**

- Third Priority of Sponsorship of CABE '97 Special Events
- Three Exhibit Booths
- Twelve Complimentary Registrations
- One Reserved Table for ten at the meal Event of Your Choice
- Recognition in Conference Program and at Event
- One Full-page Ad in Conference program (Inside back cover)
- One-half-Page Ad in CABE Newsletter (Conference Issue)
- Opportunity to conduct one workshop presentation\*





## COST-EXHIBITORS/CAREER FAIR

Full payment must accompany all applications. Take advantage of the Discount Opportunities for Multiple Booths.

	<u>First Booth</u>	<u>Add'l Booths</u>
•Commercial Exhibitor:	\$650	\$575
•Non-Profit Exhibitor:	\$350	\$275
•Career Fair Employer:	\$350	\$275

## DEADLINES

Deadline for priority booth location and consideration for a commercial product presentation is **October 25, 1996**. In order to be listed in the Program, a sponsor, exhibitor, career fair employer and/or advertiser **MUST reserve space with payment by December 20, 1996**.

## COST INCLUDES

- 10' x 10' space per booth including pipe and drape
- one 8' table, 2 chairs, wastebasket
- standard ID sign with organization name
- workshop presentation opportunities (limited workshops available)

## TO RESERVE SPACE

Space is limited and booths will be assigned on a first come, first served basis. Applications for exhibit space must be made on the enclosed Application Form. Be sure to make a copy for your records. Confirmation and

Information Kits will be mailed upon receipt of your payment. **Remember—in order to be listed in the Program, all applications must be received by December 20, 1996.** See backside of Application Form for additional information.

## ADVERTISING OPPORTUNITIES

### Conference Program

The Conference Program will be distributed to over 9,000 conference attendees. It is utilized in planning their personal conference schedule. This is an opportunity for you to attract attendees to any new products and to your exhibit booth. **The deadline for camera ready art is December 20, 1996.**

### Special Conference Newsletter

The Conference Newsletter is distributed statewide to all CABA members and will also be provided to the conference attendees. **The deadline for camera ready art is December 20, 1996.**

### Discount Opportunity

See Advertising Application Form for rates and specifications. Take advantage of a 20% discount by advertising in both the Conference Program and Newsletter.

CABA reserves the right to accept sponsor/exhibitor/career fair/advertiser applications only from those organizations whose goals are consistent with those of the Association.

## Silver \$5,000

- Two Exhibit booths
- Eight Complimentary Registrations
- One Reserved Table for ten at the Meal Event of Your Choice
- Recognition in Conference program and at Event
- One-half-Page Ad in CABA Newsletter (Conference Issue)
- Opportunity to conduct one workshop presentation\*

## Bronze \$2,500

- One Exhibit Booth
- Four Complimentary Registrations
- One-quarter-Page Ad in CABA Newsletter (Conference Issue)
- Recognition as Bronze Sponsor in Conference Program

## Conference Supporter \$500 minimum

- Individually Tailored Sponsorship that Demonstrates an Individual's and/or Corporation's Support of the Conference.
- Recognition as supporter in Conference Program.

\* Please note: Priority to be given to Sponsors for Commercial Workshop presentations.

## Additional Opportunities

For companies/organizations who wish to participate directly in a meal event for the benefit of their employees, clients and prospects.

## Event Table \$1,000

- One Reserved Table for ten at the Meal Event of your choice
- Recognition in Conference program and at Event

See back page for Special Sponsorship Opportunities.





# CONFERENCE HIGHLIGHTS



*"It was  
wonderful!  
I can't  
wait till  
next year!"*



*"The excellent selection of sessions,  
the exhibits, the chance to network  
makes this a valuable conference."*

*"Recruiting  
and exhibits  
placed  
together...  
wonderful  
idea!"*



*"Dynamite  
Conference!"*

*"As a resource teacher, I found the exhibits my  
most passionate interest. It gave me a good idea of  
what materials are out there and where to get them."*





# SPECIAL SPONSORSHIP OPPORTUNITIES



Official Sponsorships as described inside this brochure have first priority to gain additional exposure by selecting to sponsor or co-sponsor any of the following conference activities:

## 1. Registration Sponsor

Number of Sponsorships Available: 2

Benefits: Exposure to over 8,500 attendees, including those that are pre-registered and those registering on-site.

Description: 1) Sponsor will provide tote bags imprinted with sponsor's name and logo to be distributed to all attendees; or 2) Sponsor will provide badge holders and we will print sponsor's name and logo on badges to be distributed to all attendees.

*Level: Tote bags - Platinum*

*Level: Badge Holders - Bronze*

## 2. Executive Board Reception

Number of Sponsorships Available: 4

Benefits: Exposure to over 1,000 attendees.

Description: Sponsors will provide food, beverages and dance for this reception honoring CABE members. Sponsors will be recognized during the reception and in the Conference Program.

*Level: Bronze*

## 3. Teacher of the Year—Luncheon

Number of Sponsorships Available: 3

Benefits: Exposure to over 2,000 attendees.

Description: Sponsors will provide honorarium for luncheon speaker, table centerpieces displaying sponsors' names, music and special awards to teacher winners. Sponsors to be recognized at the luncheon.

*Level: Bronze*

## 4. President's Reception

Number of Sponsorships Available: 3

Benefits: Exposure to over 300 attendees

Description: Sponsors will provide food and beverages for this reception welcoming special guests to San Diego. Sponsors will be recognized during the reception.

*Level: Supporter*

## 5. Student Essay—Luncheon

Number of Sponsorships Available: 3

Benefits: Exposure to over 2,000 attendees.

Description: Sponsors will provide honorarium for luncheon speaker, table centerpieces displaying Sponsors' names, music and awards to student essay winners. Sponsors to be recognized at the luncheon.

*Level: Bronze*

## 6. Banquet/Dance Sponsor

Number of Sponsorships Available: 3

Benefits: Exposure to over 1,200 attendees.

Description: Sponsors will provide honorarium for banquet speaker, table centerpieces displaying Sponsors' names and music. Sponsors will be recognized during the banquet.

*Level: Bronze*

## 7. Seal of Excellence Awards

Number of Sponsorships Available: 2

Benefits: Exposure to over 1,200 attendees.

Description: Sponsor will provide awards for 3-5 selected distinguished schools to be acknowledged at the banquet. Sponsor will be recognized during the banquet.

*Level: Supporter*

## 8. Student Art Display Sponsor

Number of Sponsorships Available: 1

Benefits: Exposure to 8,500 attendees.

Description: Sponsor will provide display boards for local children's art displays and certificates for entries. Sponsor will be recognized through signage.

*Level: Supporter*

## 9. Concluding Brunch Sponsor

Number of Sponsorships Available: 3

Benefits: Exposure to over 1,000 attendees.

Description: Sponsors will provide honorarium for brunch guest speaker, and background entertainment. Sponsors to be recognized at brunch.

*Level: Supporter*

## 10. Parent Awards Sponsor

Number of Sponsorships Available: 1

Benefits: Exposure to over 1,000 attendees.

Description: Sponsor will provide awards and certificates to selected parent winners. Sponsor to be recognized at brunch.

*Level: Supporter*

## 11. Conference Banners Sponsor

Number of Sponsorships Available: 1

Benefits: Exposure to over 8,500 attendees.

Description: Sponsor will provide cost of 2-3 conference banners displayed in strategic locations. Sponsor will be recognized through signage.

*Level: Supporter*

## 12. Room Sign Sponsor

Number of Sponsorships Available: 4 (Wed, Thurs., Fri., Sat.)

Benefits: Exposure to over 8,500 attendees.

Description: Sponsors' name will appear on signs placed outside of meeting rooms listing scheduled events for each room.

*Level: Supporter*

## 13. Audio-Visual Equipment Sponsor

Number of Sponsorships Available: 1

Benefits: Exposure to over 8,500 attendees.

Description: Sponsor will provide large screen and video equipment to project program at each general session and meal event. Sponsor will be recognized through credits on screen and in the Program.

*Level: Silver*

For information on sponsorships, or to discuss a custom sponsorship package, call Silvina Rubinstein at CABE Headquarters at (909) 984-6201.



# California Association for Bilingual Education

320 West "G" Street, Suite 203 • Ontario, California 91762 • 909/984-6201 • 909/984-1333 Fax

July 1, 1996

Dear Supporters

The overwhelming success of the 1996 San Jose Conference was not by accident, the participation of organizations like yours played a major role in attracting over 8,000 participants from whom CABE continues to receive compliments.

As a respected leader in the educational business community, who has a genuine concern for the welfare of students, CABE extends a personal invitation to be part of California's most consistently successful educational conference. CABE will host its Twenty Second Annual Conference on February 26 to March 1, 1997 at the San Diego Convention Center. An anticipated attendance of over 10,000 is expected to participate in over 500 selected workshops and institutes each highlighting the most current educational trends and strategies related to the education of English learning students.

To compliment the workshop offerings, CABE is soliciting the participation of organizations like yours, who have shown a commitment to providing quality educational materials and services for English learners. We are obtaining a facility that will showcase over 450 exhibit booths and plan to schedule extensive attractions to the exhibit area.

Today, more than ever before, those of us dedicated to the education of the leaders of the future, must join together to assure them quality educational opportunities. Your participation and corporate/organizational sponsorship in CABE '97 will assist our mutual goal of assuring that all students have access to a comprehensive experience with quality materials and qualified bilingual personnel.

Enclosed for your information is the 1997 Exhibitors/Career packet. Please note the "new special" section for Sponsorship Opportunities. Should you need further information, feel free to contact Silvina Rubinstein at (909) 984-6201.

Sincerely,

*Rosalía Salinas*

Rosalía Salinas  
CABE President



**ADVANCING WORLD CLASS STANDARDS  
FOR LEARNING AND LEADERSHIP**  
22ND CABA CONFERENCE  
FEBRUARY 26 - MARCH 1, 1997 • SAN DIEGO, CALIFORNIA

For Conference Use Only

iMIS #: \_\_\_\_\_  
Date rec'd: \_\_\_\_\_  
Amount: \_\_\_\_\_  
Check #: \_\_\_\_\_  
P.O. #: \_\_\_\_\_  
Other: \_\_\_\_\_

## **SPONSORSHIP RESERVATION FORM**

Specific Sponsorship opportunities and benefits can be found in the Invitation to Exhibit brochure.

The Special Sponsorships are new and limited. Sign-up now to ensure that your sponsorship will receive the highest exposure to best serve and represent your organization.

We are very interested in promoting our organization while supporting the efforts of CABA through the following sponsorship options:

### **SPECIAL SPONSORSHIPS**

- |                                       |                                     |
|---------------------------------------|-------------------------------------|
| _____ 1. Registration Sponsor         | _____ 7. Seal of Excellence Schools |
| • Tote Bags                           | _____ 8. Student Art Display        |
| • Badge Holders                       | _____ 9. Concluding Brunch          |
| _____ 2. Executive Board Reception    | _____ 10. Parent Awards             |
| _____ 3. Teacher of the Year Luncheon | _____ 11. Conference Banners        |
| _____ 4. President's Reception        | _____ 12. Room Signs                |
| _____ 5. Student Essay Luncheon       | _____ 13. Audio-Visual Equipment    |
| _____ 6. Banquet/Dance                | _____ 14. Other: _____              |

**Check meal event of choice for your reserved table(s) of 10, if applicable:**

☐ Student Essay Luncheon    ☐ Teacher of the Year Luncheon    ☐ Awards Banquet    ☐ Closing Brunch

### **SPONSORSHIP INFORMATION:**

\_\_\_\_\_  
Name of District/Organization

\_\_\_\_\_  
Contact Person/Title

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
Telephone Number

\_\_\_\_\_  
City/State/Zip Code

\_\_\_\_\_  
Fax Number

### **SPONSORSHIP EVENT:**

# \_\_\_\_\_  
First Choice

# \_\_\_\_\_  
Third Choice

# \_\_\_\_\_  
Second Choice

# \_\_\_\_\_  
Fourth Choice

\_\_\_\_\_  
Signature/Title

\_\_\_\_\_  
Date

Please also complete an Exhibit and Career Fair application form providing information regarding registration, booth, and other special considerations.

**Return this form with original signature and total payment to:**  
Sponsorships CABA '97, 320 West "G" Street, Suite 203 • Ontario, CA 91762  
**Postmarked by December 20, 1996**

If you require additional information, please contact CABA Headquarters (909) 984-6201





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IMIS #: \_\_\_\_\_  
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Amount: \_\_\_\_\_  
Check #: \_\_\_\_\_  
P.O. #: \_\_\_\_\_  
Other: \_\_\_\_\_

**EXHIBITS & CAREER FAIR APPLICATION FORM**

**1. APPLICATION INFORMATION:**

\_\_\_\_\_  
Name of District/Organization

\_\_\_\_\_  
Contact Person/Title

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
Telephone No.

\_\_\_\_\_  
City/State/Zip Code

\_\_\_\_\_  
Fax No.

**2. PURCHASE OPTIONS:**

**Exhibits**

First Booth

Add'l Booths

Number of Booths required \_\_\_\_\_ x \$650 \_\_\_\_\_ x \$575/ea. \$ \_\_\_\_\_

**Career Fair and Non-Profit Exhibit**

First Booth

Add'l Booths

Number of Booths required \_\_\_\_\_ x \$350 \_\_\_\_\_ x \$275/ea. \$ \_\_\_\_\_

Additional Job Announcements \_\_\_\_\_ x \$ 10/ea. \$ \_\_\_\_\_

Total Enclosed \$ \_\_\_\_\_

**Career Opportunities/Salary Range:** (As it will be listed in the Career Fair Directory)

\_\_\_\_\_  
Title of position

\_\_\_\_\_  
Salary Range

\_\_\_\_\_  
Title of position

\_\_\_\_\_  
Salary Range

**3. COMPLIMENTARY REGISTRATIONS: (See Instructions #5)**

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

**4. SPECIAL CONSIDERATIONS:**

Please insert letter of alphabet under which your company/district should appear



Special Considerations you want CABA to know: \_\_\_\_\_

**5. AGREEMENT:**

In order for your application to be processed, payment must be submitted with this form.  
Retain a copy of both sides for your records. I read, understand and agree to comply with all  
the Instructions, Rules and Regulations.

\_\_\_\_\_  
Signature/Title

\_\_\_\_\_  
Date

**Return this form with total payment to:**

Exhibits CABA '97 • 320 West "G" Street, Suite 203 • Ontario, CA 91762

**Postmarked by October 25, 1996**

If you require additional information, please contact CABA Headquarters (909) 984-6201

# INSTRUCTIONS, RULES AND REGULATIONS

## **1. EXHIBIT AREA AND HOURS**

The Exhibit area will be located at the San Diego Convention Center, 111 W. Harbor Drive, San Diego, California 92101 (619) 525-5110. Set-up of Exhibit area will take place from 12:00 noon to 5:00 p.m. on Tuesday, February 25, 1997 and Wednesday, February 26, 1997 from 8:00 a.m. to 11:00 a.m. The Exhibit Hall will be open to the public on Wednesday, February 26, 1997 and remain open through 1:00 p.m., Saturday, March 1, 1997 (exact Exhibit hours may be subject to change). Dismantling of Exhibit booths will take place from 2:00 p.m. to 5:00 p.m. Saturday, March 1, 1997.

## **2. BOOTH SPECIFICATIONS**

For each booth purchased, you will receive a 10' x 10' space including pipe and drape in conference colors, one 8' table, two chairs, a wastebasket and a standard ID sign with your company name. Electricity and all other exhibitor equipment and services must be ordered directly with the Drayage Company.

## **3. SELECTION PROCESS**

Although exhibitor space will be assigned on a first-come, first-served basis, consideration will be given for the level of sponsorship and Exhibit hall design layout. CABA reserves the right to assign space to exhibitors which best meet the needs of the conference participants. CABA also reserves the right to select exhibitors for participation at the Conference which best meet the needs of the Bilingual Education Community.

## **4. DRAYAGE SERVICES**

A separate contract will be forwarded to you with your confirmation regarding agreements for the drayage services. Drayage and other services will be provided by Blaine Convention Services, Inc., 6310 Caballero Blvd., Buena Park, CA 90620 (714) 522-8270 / Fax (714) 522-8271

## **5. COMPLIMENTARY REGISTRATIONS**

**Sponsors Only:** Complimentary registrations (excluding meals) are provided to sponsors based on the level of sponsorship purchased not the number of booths received or purchased.

**Exhibitors and Career Fair Organizations Only:** Purchase of each Exhibit or Career Fair booth entitles you to two complimentary registrations (excluding meals).

All Exhibitors - Please list the name and title of your representatives who will receive complimentary registrations on the application form. If you are entitled to more than two complimentary registrations, please attach a list with the additional names and titles.

## **6. "EXHIBIT HALL ONLY" BADGES**

These are complimentary passes for use

by Exhibit Hall representatives but will restrict the user from attending Workshops, General Sessions and other conference activities. The badges will be available for pick up at the Exhibitor/Career Fair check-in area of the conference. These passes do not entitle the attendee to a conference tote bag (including conference program and materials).

## **7. LIABILITY AND HOLD HARMLESS**

Exhibitor agrees that exhibitor, its officers, employees, agents, and representatives shall be responsible for any loss, damage or injury of whatever nature arising out of or relating to this agreement and that exhibitor shall indemnify and hold harmless CABA, its employees, agents and representatives and the Convention Center harmless of any loss, damage or injury of whatever nature arising out of or relating to this agreement.

## **8. LIABILITY INSURANCE**

Exhibitors are required to carry liability insurance which covers the exhibitors, its officers, employees, agents and representative during this event.

## **9. INDEPENDENT CONTRACTORS**

Exhibitors, its officers, employees, agents and representatives are independent contractors. This agreement is not intended to and shall not be construed to create the relationship of agent, servant, employee, partnership, joint venture or association between the parties.

## **10. NONRESPONSIBILITY**

In the event the conference is cancelled or deferred on account of strikes, fires, casualties, acts of God, or any other cause beyond the control of CABA, CABA shall not be responsible for any financial responsibility or other obligation of Exhibitor arising out of this agreement.

## **11. FIRE PRECAUTIONS**

The exhibitor agrees to accept full responsibility for compliance with city regulations under the Fire Code of the city in which the conference is located.

## **12. GENERAL INFORMATION**

The Executive Director and the exhibit chairperson(s) reserve the right to:

- reject or restrict any exhibit which in his/her judgment is objectionable.
- relocate booths, if necessary.
- dispose of unpaid space, and to dispose of space that is contracted and paid for but which is not occupied when the exhibit area is officially open.
- cancel a contract of an exhibitor in the event of violation of these specific instructions, rules and regulations.
- control the aisles of the exhibit area so that exhibitors are not using them as part of their booth(s).
- limit booth heights and placement of

signs and logos.

- limit models and other booth personnel from passing out literature other than from their booth(s).
- limit the blockage of line-of-sight from one booth to the next.
- add other rules and regulations that may become necessary. (We will notify you of any changes.)

## **13. SALES POLICY (Purpose of Exhibits)**

The purpose of the exhibits is to educate the attendees of the conference, not for the sale of books or materials. However, the Convention Center will permit organizations/businesses with the appropriate business licenses to sell books or materials on its premises.

## **14. DECORATION RESTRICTIONS**

Prior written approval is required from the Convention Center before placing decorations on ceilings, walls or painted surfaces. All materials must be flame-retardant in accordance with the City Fire Codes. Booths must be decorated in such a way as not to break the line-of-sight of the neighboring booth by more than three feet from the back wall towards the front of the booth.

## **15. CANCELLATION POLICY**

- All cancellations must be in writing.
- Returns for cancellations made prior to the typesetting of the conference program (December 20, 1996), will be made, less a \$35.00 handling fee.
- Returns for cancellations made after the typesetting of the conference program (December 20, 1996) will be made, less a \$70.00 handling fee, providing there is a new client to replace the canceling exhibitor. Otherwise the full fee will be forfeited.
- Cancellations must be made in writing by February 17, 1997 or all fees will be forfeited.

## **16. FAILURE TO OCCUPY SPACE**

Any space not occupied by 11:00 a.m., February 26, 1997 will be forfeited by the exhibitor. Space may be resold, reassigned, or used by CABA without refund price, unless arrangements for delayed occupancy have received approval from CABA prior to the conference (February 26, 1997).

## **17. DISMANTLING EXHIBITS**

Exhibitors are NOT to begin dismantling until the Exhibit area closes at 12:00 noon on Saturday, March 1, 1997.

## **18. DEFINITIONS**

Unless otherwise stated, "exhibitor" or "exhibitors" means all sponsor(s), exhibitor(s) and/or career fair organization(s). When the term exhibit(s) or booth(s) is used, it applies to exhibit(s) or booth(s) of exhibitor(s), sponsor(s) and/or career fair organization(s).





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For Conference Use Only

iMIS #: \_\_\_\_\_  
Date rec'd: \_\_\_\_\_  
Amount: \_\_\_\_\_  
Check #: \_\_\_\_\_  
P.O. #: \_\_\_\_\_  
Other: \_\_\_\_\_

**ADVERTISING APPLICATION FORM**

**1. APPLICATION INFORMATION:**

\_\_\_\_\_  
Name of District/Organization

\_\_\_\_\_  
Contact Person/Title

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
Telephone No.

\_\_\_\_\_  
City/State/Zip Code

\_\_\_\_\_  
Fax No.

**2. RESERVATIONS/ADVERTISING OPTIONS:**

**Conference Program Advertisement – Black & White**

1/4 Page	(3 5/8" x 4 1/2")	\$300	\$ _____
1/2 Page	(7 1/4" x 4 1/2")	\$450	\$ _____
Full Page	(7 1/4" x 9 3/4")	\$600	\$ _____
Back Cover (Color Ad)*	(7 1/4" x 9 3/4")	\$2,000	\$ _____
Inside Cover*	(7 1/4" x 9 3/4")	\$1,200	\$ _____

\*These will be given on a first come first served basis

**Conference Newsletter Advertisement**

1/6 Page	(2 1/8" x 4 1/2")	\$150	\$ _____
1/4 Page	(3 5/8" x 4 1/2")	\$200	\$ _____
1/3 Page	(4 1/2" x 4 1/2")	\$300	\$ _____
Half Page	(7 1/4" x 4 1/2")	\$450	\$ _____
Full Page	(7 1/4" x 9 3/4")	\$600	\$ _____
<b>Total Enclosed</b>			<b>\$ _____</b>

**Discount–Advertise in both the Conference Newsletter and Program and receive a 20% advertisement discount rate.**

•Every effort will be made to honor your preference; however, due to space considerations, we reserve the right to make schedule and size adjustment changes as necessary.

•CABE reserves the right to select ads according to available space and the goals of the organization.

**3. IMPORTANT COPY REQUIREMENTS:**

Camera Ready Copy – All line in position negatives encouraged, right reading, emulsion down. Deadline for receipt of Copy Requirements is **December 20, 1996.**

**4. AGREEMENT:**

In order for your application to be processed, payment must be submitted with this form. Retain a copy of both sides for your records. I read, understand and agree to comply with all the Instructions, Rules and Regulations.

\_\_\_\_\_  
Signature/Title

\_\_\_\_\_  
Date

**Return this form with total payment and advertisement(s) to:**

**Advertising CABE '97 • 320 West "G" Street, Suite 203 • Ontario, CA 91762**

**Postmarked by December 20, 1996**

**If you require additional information, please contact CABE Headquarters (909) 984-6201**