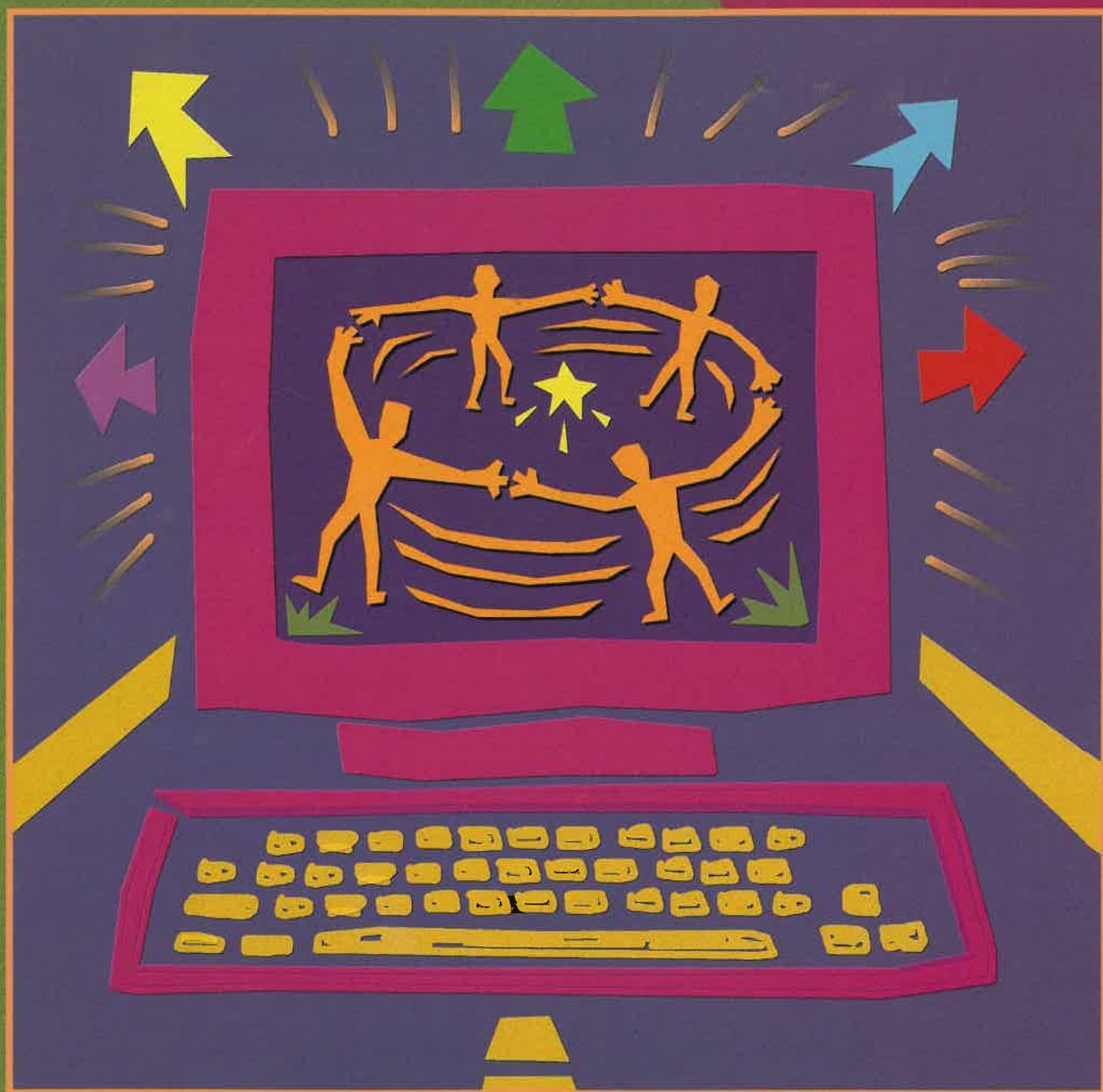


EXHIBITS & CAREER FAIR



San José McEnery Convention Center
San José, California
February 4 - 7, 1998

CABE 1998
Bilingual Education
& Technology:
Pathways to Success

CABE 1998

SAN JOSÉ McENERY
CONVENTION CENTER
FEBRUARY 4-7, 1998

An Invitation To Exhibit and Recruit

The California Association for Bilingual Education (CABE) will hold its 23rd Annual Conference February 4 - 7, 1998, at the San José McEnery 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 10,000 attendees from California, as well as national and international participants, are expected to gather 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.

CABE '98 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, ELD/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 by providing the following:

- "Grand Opening" of the Exhibit Hall
- Conference sessions in meeting rooms convenient to the Exhibit Hall
- Advertising opportunities for you to promote an author's book signing or showcasing 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

Workshop sessions will be held at the San José McEnery Convention Center and nearby hotels.

The exhibits will be in Exhibit Halls at the San José McEnery Convention Center.



MOVE-IN DATES AND HOURS

Tuesday, February 3, 1998	12:00 Noon - 7:00 p.m.
or	
Wednesday, February 4, 1998	8:00 a.m. - 11:00 a.m.

EXHIBIT HOURS

Wednesday, February 4, 1998	12:00 Noon - 6:00 p.m.
Thursday, February 5, 1998	10:00 a.m. - 6:00 p.m.
Friday, February 6, 1998	8:00 a.m. - 5:00 p.m.
Saturday, February 7, 1998	8:00 a.m. - 12:00 Noon

MOVE-OUT

Saturday, February 7, 1998	1:00 p.m. - 5:00 p.m.
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COST-EXHIBITORS/CAREER FAIR

Full payment must accompany all applications.

- Commercial Exhibitor: \$650
- Non-Profit Exhibitor: \$350
- Career Fair Employer: \$350

COST INCLUDES

- 10' x 10' space per booth including pipe and drape
- one 8' table, 2 chairs, wastebasket
- standard ID sign with organization name



TO RESERVE SPACE

Space is limited and booths will be assigned on a first come, first serve basis. Applications for exhibit space must be made on the enclosed Application Form. Be sure to make a copy for your records. Confirmation will be mailed upon receipt of your payment. See backside of Application Form for Exhibitor Instructions, Rules and Regulations.

CABE 1998



ADVERTISING OPPORTUNITIES

Conference Program

The Conference Program will be distributed to over 10,000 conference attendees to plan their personal conference schedule. This is your opportunity to advertise and attract attendees to any new products and to your exhibit booth. The deadline for camera ready art is November 21, 1997.

Special Conference Newsletter

The Conference Newsletter is distributed statewide to all CABE members and will also be provided to the conference attendees. The deadline for camera ready art is November 21, 1997.

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

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

DEADLINES

- **Deadline for exhibit space reservation is October 10, 1997.**
Application and payment must be received by **October 10, 1997**, in order to be listed in the Conference Program as a sponsor, exhibitor or career fair recruiter.
- **Deadline for commercial product presentations is August 29, 1997.**
- **Deadline for advertisement submission with camera ready art is November 21, 1997.**





**Bilingual Education and Technology:
Pathways to Success
23rd C.A.B.E. Conference
February 4-7, 1998 • San José, California**

Exhibits & Career Fair Application Form

For Conference Use Only

iMIS #: _____
Date Rec'd: _____
Amount: _____
Check #: _____
P.O. #: _____
Other: _____

1. Application Information:

Name of District/Company/Organization

Name/title to appear in Conference Program

Mailing Address

Contact Person (Name of person coordinating exhibit)

City/State/Zip Code

Telephone No.

Fax No.

2. Purchase Options:

Commercial Exhibits

Number of booths required _____ x \$650 = _____

Career Fair /Non-Profit* Exhibits

Number of booths required _____ x \$350 = _____

Additional job announcements _____ x \$20/ea = _____

* If Non-Profit Organization, please submit a copy of your Tax Exempt Letter. **Total enclosed \$** _____

3. Career Opportunities/Salary Range: Please provide positions and salaries available for publication in the Career Fair Directory. If more than two are needed, please indicate above and attach a separate sheet.

Title of position

Salary range

Title of position

Salary range

4. Sellers Permit

If you are planning to sell merchandise at the conference please provide us with your California Sellers Permit number as assigned by the California State Board of Equalization in the space below. If you are not selling merchandise, please indicate so.

☐ We will sell merchandise at C.A.B.E. '98: California Sellers Permit No. _____

☐ We will not sell merchandise at C.A.B.E. '98 _____

Signature/Title

5. Complimentary Registration: (See Instructions #5)

Name

Title

Name

Title

6. Special Considerations you want C.A.B.E. to know: _____

7. 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. All above information is true and accurate. 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 C.A.B.E. '98 • 660 South Figueroa Street, Suite 1040 • Los Angeles, CA 90017

Postmarked by October 10, 1997

If you require additional information, please contact C.A.B.E. Headquarters (213) 532-3850

INSTRUCTIONS, RULES AND REGULATIONS

1. EXHIBIT AREA AND HOURS

The exhibit area will be located at the San Jose McEnery Convention Center. Set up of Exhibit area will take place from 12:00 noon to 7:00 p.m. on Tuesday February 3, 1998 and Wednesday, February 4, 1998 from 8:00 a.m. to 11:00 a.m. The Exhibit Hall will be open to the public on Wednesday, February 4, 1998 at 12 noon and remain open through 12:00 noon, Saturday, February 7, 1998 (exact Exhibit hours may be subject to change). Dismantling of Exhibit booths will take place from 1:00 p.m. to 5:00 p.m. Saturday February 7, 1998.

2. BOOTH SPECIFICATIONS

For each booth purchased, you will receive a 10' x 10' space including pipe and drape in conference colors, one 8' foot 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 Conference attendees.

4. DRAYAGE SERVICES

A separate contract will be forwarded to you regarding agreements for drayage services.

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. (see Sponsorship Brochure)

Exhibitors and Career Fair 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 General Sessions and other conference activities. Please provide a list of Exhibit Only badges needed prior to the conference. 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 holder 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 representatives 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. NON RESPONSIBILITY

In the event the conference is canceled 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 exhibitors agrees to accept full responsibility for compliance with the 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).

f. limit heights and placement of signs and logos.

g. limit the blockage of line-of sight from one booth to the next.

h. 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. All exhibitors who will be selling merchandise must provide the applicable seller's permit number in the space provided in #4 of this application.

14. DECORATION RESTRICTIONS

Prior written approval is required from the Convention Center before placing decorations on ceiling, 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

a. All cancellations must be in writing.

b. Returns for cancellations made prior to (December 5, 1997), will be made, less a \$35.00 handling fee.

c. Returns for cancellations made after the typesetting of the conference program (December 5, 1997) will be made less a \$70.00 handling fee providing there is a new client to replace the canceling exhibitor.

d. Cancellations must be made in writing by January 26, 1998 or all fees will be forfeited.

16. FAILURE TO OCCUPY SPACE

Any space not occupied by 11:00 a.m., February 4, 1998 will be forfeited by the exhibitor. Space may be resold, reassigned, or used by CABA without refund, unless arrangements for delayed occupancy have received approval from CABA prior to the conference (February 4, 1998).

17. DISMANTLING EXHIBITS

Exhibitors are NOT to begin dismantling until the Exhibit area officially closes on Saturday, February 7, 1998.

18. DEFINITIONS

Unless otherwise stated, "exhibitor" or "exhibitors" means all sponsor(s), exhibitor(s) and/or career fair organization(s). When the term exhibits 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: _____

Advertisement Application Form

1. Application Information:

Name of District/Company/Organization

Contact Person/Title

Mailing Address

Telephone No.

City/State/Zip Code

Fax No.

***** Discount *****

**Advertise in both the Conference Newsletter and Program
and receive a 20% advertisement discount rate.
If advertising in both the Conference Program and Newsletter,
please make sure to include two copies of the ad to be printed.**

2. Important Copy Requirements:

- Camera ready mechanical art - 100 line screen for half tones and screen tints.
- Film Negatives encouraged, right reading, emulsion side down. - 133 line
- Deadline for receipt of advertisement and payment is **October 10, 1997**

3. Advertisement Options:

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")	\$3,500	\$ _____
Inside Covers*	(7 1/4" x 9 3/4")	\$2,000	\$ _____

*These will be given on a first come first serve basis with priority to sponsors.

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	\$ _____
		Less discount (if applicable)	\$ _____
		Total enclosed	\$ _____

- Every effort will be made to honor your preference; however, due to space considerations, we reserve the right to make schedule and size changes as necessary.
- CABE reserves the right to select ads according to available space and the goals of the organization.

4. Agreement:

In order for your application to be processed, payment must be submitted with this form. (Please retain a copy for your records.)
I read, understand and agree to comply with all the instructions.

Signature/Title

Date

Return this form with total payment to:
Advertisement/CABE '98 • 660 South Figueroa Street, Suite 1040 • Los Angeles, CA 90017
Postmarked by October 10, 1997
If you require additional information, please contact CABE Headquarters (213) 532-3850