



Los Angeles Convention Center
Los Angeles, California
January 31 - February 3, 2001

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CABE 2001

Los Angeles Convention Center

January 31 - February 3, 2001

The California Association for Bilingual Education (CABE) will hold its 26th Annual Conference January 31 - February 3, 2001 at the Los Angeles Convention Center. You will be participating at the largest gathering of people who are involved in providing quality education for English Language Learners.

The CABE Annual Conference will provide maximum exposure for your organization, and for your products and publications. Thousands of attendees from California, as well as national and international participants, are expected to gather to share their expertise and research. CABE participants attend the conference to learn new strategies and they possess significant institutional purchasing power, continuously seeking quality materials, products and services for use in classrooms serving English Language Learners.

CABE 2001 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 product user feedback and identify market trends and product development needs in the 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 your organization to promote an author's book signing or showcasing a new product, service or publication
- Exclusive Exhibit Hall hours and ample passing time between sessions to allow attendees to visit the Exhibit Hall
- Opportunities to conduct drawings to attract attendees
- Concession stands and lounge area within Exhibit Hall
- Private interview areas with duplicating and fax service for Career Fair participants



An Invitation to Exhibit and Recruit



LOCATION, DATES AND HOURS

All workshop sessions and the exhibit hall will be located at the Los Angeles Convention Center.

MOVE-IN

Tuesday, January 30, 2000

12:00 PM - 7:00 PM

Wednesday, January 31, 2000

8:00 AM - 11:00 AM

EXHIBIT HOURS

Wednesday, January 31, 2001

12:00 PM - 6:00 PM

Thursday, February 1, 2001

9:00 AM - 6:00 PM

Friday, February 2, 2001

9:00 AM - 5:00 PM

Saturday, February 3, 2001

9:00 AM - 12:00 PM

MOVE-OUT

Saturday, February 3, 2001

12:00 PM - 5:00 PM

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

RESERVE SPACE NOW!

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.





ADVERTISING OPPORTUNITIES

Conference Program

The Conference Program will be distributed to thousands of 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 October 20, 2000.

Magazine

The Multilingual Educator (CABE's Magazine) is distributed statewide to all CABE members and will also be provided to the conference attendees. The deadline for camera ready art is October 20, 2000.

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

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

DEADLINES

- The deadline for exhibit space reservation is October 20, 2000. Application and payment must be received by October 20, 2000, in order to be listed in the Conference Program as a sponsor, exhibitor or career fair recruiter.
- Advertisement submission with camera ready art is October 20, 2000.



California Association for Bilingual Education

660 S. Figueroa St, Suite 1040

Los Angeles, CA 90017

Telephone: (213)532-3850

Fax: (213)532-3860

Website: www.bilingualeducation.org



CABE 2001
Bilingualism Spells Success in Any Language
Los Angeles, California
January 31-February 3, 2001



Exhibitor and Career Fair Registration

1. Exhibitor Information

Information provided below will appear on Program

ID No. (Please see address label if available)

Name

School District/Organization

Address

City/State/Zip Code

Telephone No.

Internet Address

2. Contact Information

Contact Name

Telephone No.

Fax No.

E-mail

3. Purchase Options:

Commercial Exhibits _____ x \$650 = _____

Career Fair /Non-Profit* Exhibits _____ x \$350 = _____

Additional job announcements _____ x \$20/ea = _____
(School Districts Only) Please attach a separate sheet.

Total enclosed \$ _____

* If Non-Profit Organization, please submit a copy of your Tax Exempt Letter.

4. Career Opportunities/Salary Range:

School Districts Only

Please provide positions and salaries available for publication in the Career Fair Directory.

Title of position

Salary range

Title of position

Salary range

4. Contact Information

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 not sell merchandise at CABE 2001

☐ We will sell merchandise at CABE 2001:
California Sellers Permit No.: _____

5. Complimentary Registration: (See Instructions #4)

TWO REGISTRATIONS PER BOOTH ONLY (EXCEPT SPONSORS)

Name

Name

6. Special Considerations you want CABE to know:

7. Please provide a brief description of materials to be exhibited:

8. 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 as stated on the reverse side of this form.

Return this form with total payment postmarked by
October 20, 2000 to: Exhibits CABE 2001
660 South Figueroa Street, Suite 1040 • Los Angeles, CA 90017

INSTRUCTIONS, RULES AND REGULATIONS

1. EXHIBIT AREA AND HOURS

Exhibits, Career Fair and the Career Fair Interview Booths will be located in the West Exhibit Hall of the Los Angeles Convention Center. Set up of Exhibit area will take place from 12:00 noon to 7:00 p.m. on Tuesday, January 30, 2001, and Wednesday, January 31, 2001, from 8:00 a.m. to 11:00 a.m. The Exhibit Hall will be open to the public on Wednesday, March 1, 2001, at 12 noon and remain open through 12:00 noon, Saturday, March 3, 2001 (exact Exhibit hours may be subject to change). Dismantling of Exhibit booths will take place from 12:00 p.m. to 5:00 p.m. Saturday, March 3, 2001. Exhibitors are NOT to begin dismantling until the Exhibit area officially closes on Saturday, March 3, 2001. Please arrange your travel plans accordingly.

2. SELECTION PROCESS

Although exhibitor space will be assigned on a first-come first served basis, consideration will be given for the level of sponsorship, years of participation, and Exhibit Hall layout. CAFE reserves the right to select, assign and rearrange space which best meets the needs of the Conference attendees.

3. BOOTH SPECIFICATIONS AND DRAYAGE SERVICES

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 waste basket and a standard ID sign with your company name. A service and information kit will be sent to each exhibitor by the official decorator for CAFE 2001. The service contractor will furnish all forms necessary to order additional accessories, equipment, or services. Electricity and all other exhibitor equipment and services must be ordered directly from the service contractor.

4. CONFERENCE REGISTRATION

All representatives who will be staffing booths MUST be pre-registered for the Conference. Additional exhibitors not wishing to attend any conference functions must pre-register as "Exhibit Hall Only." These are complimentary passes for use by Exhibit Hall representatives but will restrict the user from attending workshops, general sessions, and other conference activities. Please provide a list of "Exhibit Hall Only" and "Exhibitor" badges needed prior to the conference. All 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). 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).

5. 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 CAFE, its employees, agents and representatives, and the Convention Center of any loss, damage or injury of whatever nature arising out of, or relating to, this agreement.

6. LIABILITY INSURANCE

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

7. 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.

8. 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 CAFE, CAFE shall not be responsible for any financial responsibility or other obligation of Exhibitor arising out of this agreement.

9. FIRE PRECAUTIONS

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

10. 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 heights and placement of signs and logos.
- limit the blockage of line-of sight from one booth to the next.
- add other rules and regulations that may become necessary. (Exhibitors will be notified).

11. 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.

12. 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.

13. CANCELLATION POLICY

- All cancellations must be in writing.
- Returns for cancellations made prior to (December 1, 2000), will be made, less a handling fee of \$75.00.
- Cancellations made after December 1, 2000 will forfeit all fees.

14. FAILURE TO OCCUPY SPACE

Any space not occupied by 10:00 a.m., January 31, 2001 will be forfeited by the exhibitor. Space may be resold, reassigned, or used by CAFE without refund.

15. 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).

16. GENERAL SECURITY

General security will be provided by CAFE from move-in through move-out. CAFE will take reasonable precautions to protect exhibitor property, but CAFE does not guarantee the safety of property. Exhibitors must take precautionary measures of their own, such as removing personal property during and after exhibit hours, and obtaining insurance to cover losses. The exhibitor understands that neither CAFE nor the Los Angeles Convention Center maintain insurance covering the exhibitor, its property, or its agents, and it is the sole responsibility of the exhibitor to obtain liability, business interruption, property damage, and other insurance covering such losses or liability by the exhibitor.





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Advertisement application Form

1. Application Information:

District/Co./Organization as you would like it to appear on ID/Program

Contact Person/Title

Mailing Address

Telephone No.

City/State/Zip Code

Fax No.

***** Discount *****

Advertise in the Conference Issue of the Multilingual Educator and Conference Program and receive a 20% advertisement discount rate. If advertising in both publications (Conference Program and the Multilingual Educator), please make sure to include two separate copies of the ad to be printed according to specifications for each publication.

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 20, 2000**

3. Conference Program:

1/4 Page	(3 5/8" x 4 1/2")	\$ 350	\$ _____
1/2 Page	(7 1/4" x 4 1/2")	\$ 550	\$ _____
Full Page	(7 1/4" x 9 3/4")	\$ 750	\$ _____
Back Cover* (Color Ad)	(7 1/4" x 9 3/4")	\$3,500	\$ _____
Inside Covers*(Color Ad)	(7 1/4" x 9 3/4")	\$3,500	\$ _____

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

Conference Issue - Multilingual Educator

	<u>Color</u>	<u>B/W</u>	
1/6 Page	(2 1/4" x 4 1/4")	\$ 300	\$150 \$ _____
1/4 Page	(3 1/2" x 4 1/4")	\$ 400	\$200 \$ _____
1/3 Page	(4 5/8" x 4 1/4")	\$ 600	\$300 \$ _____
Half Page	(7 3/8" x 4 1/4")	\$ 900	\$450 \$ _____
Full Page	(8 3/8" x 10 7/8")	\$1,200	\$600 \$ _____
Back Cover	(4 color)	\$2,400	\$ _____
Inside Covers	(4 color)	\$1,800	\$ _____
	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 and requirements

Signature/Title

Date

Return this form with total payment postmarked by October 20, 2000 to:
Exhibits CABE 2001 • 660 South Figueroa Street, Suite 1040 • Los Angeles, CA 90017

For Conference Use Only

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