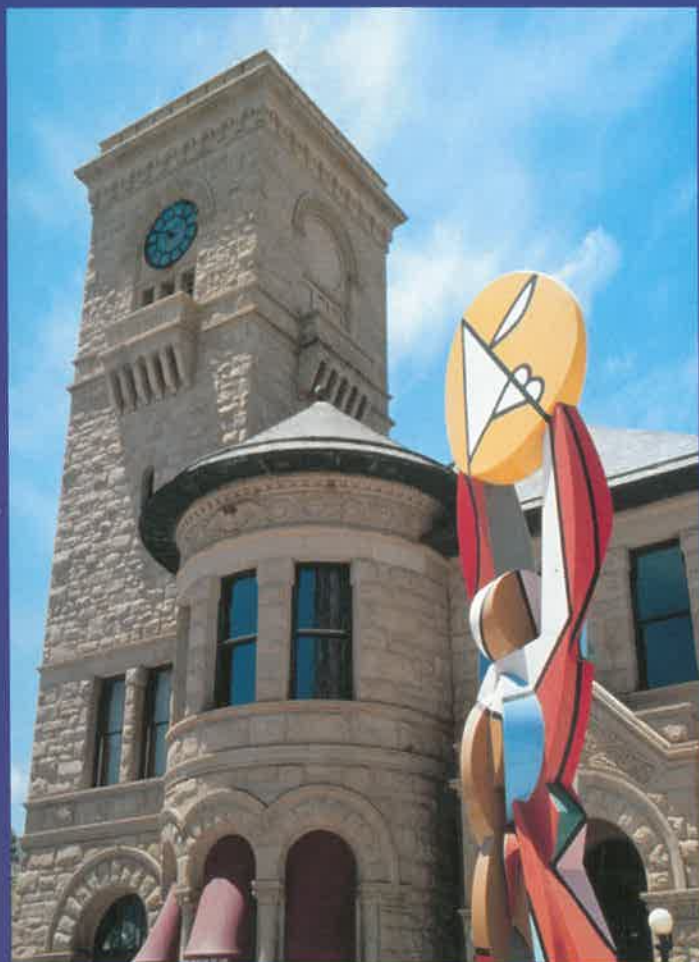




California Association for Bilingual Education

# Registration Materials

**Sponsors  
Exhibitors  
Career Fair  
Commercial Presentations**



**CABE 2004  
29th Annual Conference  
San José Convention Center  
San José, California  
March 4-7, 2004**



# California Association for Bilingual Education

16033 E. San Bernardino Road • Covina, CA 91722-3900 • 626.814.4441 • 626.814.4640 Fax

**CABE 2004 "BILINGUAL EDUCATION: AN INDIVIDUAL RIGHT, A NATIONAL ASSET AND A GLOBAL IMPERATIVE"**

June 2003

Dear Sponsors, Exhibitors and Career Fair Participants,

CABE 2004—March 4 through March 7, 2004 is just around the corner. It is time once again to plan for the California Association for Bilingual Education's annual conference. This year our conference is being held in San José, California at the McEnery Convention Center. Our annual conference brings together participants for the express purpose of learning about how to best serve English Language Learners. This once-a-year event allows administrators, teacher educators, teachers, para-educators, parents and other community members to learn new strategies, network, and learn about the many new and exciting educational materials and services available for bilingual and English language development programs.

One of the highlights of our annual conference is the exhibit hall and the opportunity our attendees have to meet the many sponsors, exhibitors and district personnel recruiting at the career fair. The exhibit hall is a place for our participants to gather together and review/purchase the latest specially designed instructional materials for second language learners. Everyone at the exhibit hall provides a valuable service to these educators and others interested in the education of children from diverse cultural, racial and language backgrounds. Everyone involved in our annual conference truly values your participation and dedication to improving the quality of our educational programs by providing us with instructional materials and supplies that enrich our programs.

We hope that we can count on you to join us at this annual event. If you are new to our conference we hope that you decide to join us. If you are a returning sponsor/exhibitor/recruiter we welcome you once again. We also hope that if you have not been a sponsor in the past you consider becoming one this year. The information provided in this brochure outlines the many opportunities available to showcase your company and/or organization. Don't miss this valuable opportunity to reach over 10,000 individuals and to display and sell your latest instructional materials and other items. We have included all of the forms you will need to sign-up as a sponsor, exhibitor, or career fair recruiter, or present a commercial presentation.

We will once again be using an on-line registration system for CABE 2004. Please visit our website at [www.bilingualeducation.org](http://www.bilingualeducation.org) to get information about this service. Information about exhibiting can also be found on this website. This year we will be working with Blaine Convention Services for CABE 2004 for all your exhibit needs. Once you send in your registration to sponsor/exhibit at the conference, you will receive a full information packet from them letting you know of the many services they provide. Please note that the scheduled time for the exhibit hall will be March 4-6, 2004—the exhibit hall will not be open on Sunday, March 7, 2004. If you have any questions or need any assistance, do not hesitate to call Delma Chwilinski at CABE Headquarters (626) 814-4441 ext. 104. We are here to serve you and provide any information and service you may need.

See you in San José for CABE 2004.

Sincerely,

*María S. Quezada*

María S. Quezada, Ph.D.  
CABE Executive Director



VALIC



CTA California Teachers Association



HOUGHTON MIFFLIN

los andes



HAMPTON-BROWN

MARIUCCIA IACONI BOOK IMPORTS

## A Special Thanks to Our Sponsors Over the Years

Houghton Mifflin  
McGraw-Hill School  
Division  
CTB/McGraw-Hill  
VALIC  
Santillana  
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**CABE**  
**2004**

# An Introduction to the California Association for Bilingual Education....

The California Association for Bilingual Education (CABE) is a statewide organization established in 1976 to promote quality bilingual education programs for English Language Learners learning English and maintaining their home language and native English proficient students wanting to learn a second language. CABE is a non-profit organization under the direction of a thirteen member Board of Directors that establish policy, set priorities, and maintain fiscal accountability for the organization. There are five CABE regions with 70+ chapters serving 6,500 members throughout the state. CABE membership includes teachers, administrators, parents, instructional assistants and other community members and organizations. Members of CABE may become members of a local chapter or one of the three CABE affiliates: CA Association of Parents for Bilingual Education (CAPBE), CABE Two-Way Bilingual Immersion, or CA Association for Secondary Bilingual Education.

CABE's vision is "Biliteracy and Educational Equity for All." This vision is based on the premise that students in the 21st century, in order to succeed and be powerful forces in our communities, have to be: 1) multilingual; 2) knowledgeable of the diversity in our society and recognize/respect the differing perspectives of our multicultural global society; 3) information and technologically literate; and 4) civically oriented and active advocates for their communities. This can only be accomplished, however, when every child has the opportunity to learn in quality educational programs that promote second language acquisition—English and other non-English languages—and truly promote respect for the diverse children and people of California.

CABE advocates for the educational rights of children and parents who come to our schools speaking non-English languages and are in the process of learning English. We strongly believe that every child and their family bring cultural and linguistic resources to our schools. They can use these strengths to learn English and achieve academically in school. We also work closely with state and local policymakers to inform them of current research and effective instructional practices for English Language Learners.

One of CABE's major functions is the delivery of quality professional development through the annual conference (with over 10,000 participants); five regional conferences (with 500 to 800 participants per conference); a Biliteracy and English Language Development Conference (with over 500 attendees); and a Two-Way Bilingual Immersion Summer Conference (with over 1,200 participants). Through our publications, Multilingual Educator Magazine and the Multilingual News, CABE disseminates relevant information and reaches out to more fully involve members and others in organizational activities and events that impact their lives. CABE also collaborates and builds partnerships with families, communities,

businesses and government agencies to expand and strengthen the expertise of parents, educators, administrators, community leaders and policy makers. It is our belief that having high levels of literacy in English and in at least one other language is a worthwhile goal for our society so that everyone is fully involved in their communities, our nation and the world.



Welcome to CABE 2004  
San José, California  
McEnery Convention Center  
March 4 to March 7, 2004

## CABE 2004 provides the opportunity for your organization to:

- Demonstrate your commitment to educational excellence for all;
- 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 multilingual education market; and
- Recruit bilingual and multicultural staff and potential consultants.

## An Invitation to be a Sponsor, Exhibitor and/or Recruiter at CABE 2004

### Becoming an Official CABE 2004 Sponsor

Join our powerful team and make CABE 2004 a memorable event for all. Take advantage of the opportunity of maximum exposure and promotion of your company or organization in a variety of conference events that bring thousands of educators together for the express purpose of learning to address the educational needs of English Language Learners. CABE's annual conference provides educators, parents, and others with a unique opportunity not only to increase

their expertise but to review and purchase educational materials developed expressly for second language learners—whether they are English speakers in dual language programs or students speaking many other non-English languages in a variety of instructional settings.

### Official Sponsorships Levels and Benefits

There are many opportunities to join us as official sponsors. Our sponsors bring additional resources to the conference to make it an outstanding professional development activity where educators come together to learn and share effective practices. The following describes the various levels of official sponsorship and the respective benefits and sponsorship opportunities available.

#### Corporate Level – \$25,000

##### Benefits

- Top priority for sponsorship of CABE 2004 special events
- Individually tailored sponsorship of major conference event
- Six exhibit booths with 20 exhibit hall passes
- 5 Seal of Excellence Banquet tickets
- Recognition in conference program and event as official top level sponsor
- One full page color advertising in conference program or back cover of Multilingual Educator magazine, conference edition
- Two inserts in conference tote-bag
- Opportunity to conduct two commercial workshop presentations

#### Sponsorship Opportunities for Corporate Level

- Registration Sponsor
  - Provide tote bags imprinted with sponsor's name and the CABE 2004 conference logo to be distributed to all attendees; or
  - Provide convention neck wallet for all attendees imprinted with sponsor's name and the CABE logo
- Executive Board Membership Reception
  - Provide food, beverage, and entertainment for this reception honoring CABE members
- Cyber Café
  - Provide equipment, installation, technical support, set up and decorations for the Cyber Café in the Exhibit Hall

# Bilingual Education

... an individual right  
... a national asset  
... a global imperative

Diamond Level - \$20,000

Benefits

- First Priority for Sponsorship of CABA 2004 special events
- Five exhibit booths with 15 exhibit hall passes
- Five Seal of Excellence Banquet tickets
- Recognition in Conference Program and event
- One full-page ad in Conference Program (Back cover in color)
- Two inserts in conference tote bag
- Opportunity to conduct two commercial workshop presentations



Sponsorship Opportunities for Diamond Level

- Registration Sponsor
  - Provide lanyards for conference badges imprinted with sponsor's name; or
  - Sponsor's name and logo will be printed on conference attendees' badges
- Cyber Café
  - Provide equipment, installation, technical support and decorations for the Cyber Café in the Exhibit Hall
- Seal of Excellence Awards and Banners
  - Provide awards for selected distinguished schools to be acknowledged at the banquet
  - Provide Seal of Excellence Award winners with school banner
  - Sponsor will be recognized during the banquet



Platinum Level - \$15,000

Benefits

- Second Priority for sponsorship of CABA 2004 special events
- Four exhibit booths with 10 exhibit hall passes
- Two complimentary tickets for Seal of Excellence banquet
- Recognition in conference program and event
- One full-page color ad in conference program
- Two inserts in conference tote bag
- Opportunity to conduct two commercial workshop presentations

Sponsorship Opportunities for Platinum Level

- Registration Sponsor
  - Provide lanyards for conference badges imprinted with sponsor's name
  - Provide convention neck wallet for all attendees imprinted with sponsor's name and the CABA logo
- Conference Banners
  - Provide cost of conference banners displayed at strategic locations
  - Recognition of sponsorship through signage
- Personal Conference Planner
  - Provide daily planner with sponsor advertisement to conference attendees
- President's Economic Summit
  - Provide featured speaker for event; or
  - Provide food, beverage for this event
- Conference Entertainment
  - Provide entertainment for membership reception, fundraiser, or Seal of Excellence dance

CABA  
2004

CABA 2004 "BILINGUAL EDUCATION: AN INDIVIDUAL RIGHT, A NATIONAL ASSET AND A GLOBAL IMPERATIVE"

29th Annual Conference

McEnery Convention Center

San José, California

March 4 - 7, 2004

Sponsorship Registration Form

For Office Use Only:

Date Recvd : \_\_\_\_\_

Batch # \_\_\_\_\_

Trans. # \_\_\_\_\_

1. Sponsorship Information

District/Company/Organization (as you would like it to appear in ID/conference program)

Name/Title (to appear in conference program)

Contact Person (name of person coordinating exhibit) \_\_\_\_\_ Email \_\_\_\_\_

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

City/State/Zip Code \_\_\_\_\_ Telephone No. \_\_\_\_\_ Fax No. \_\_\_\_\_

2. Please select the event you would like to have recognition of your sponsorship:

☐ 3/5 Educators of the Year Luncheon ☐ 3/6 Parent/Student Luncheon ☐ 3/6 Seal of Excellence Banquet

3. Sponsorship Level (Please indicate below your selection of sponsorship level)

Sign up now to ensure that your sponsorship will receive the highest exposure to best serve and represent your organization. More details regarding specific sponsorship opportunities and benefits are found in the Sponsorship/Exhibitor brochure. Please use the matrix below to rank order the sponsorship opportunity that is of interest to you so that we can best accommodate your request for sponsorship level chosen.

Sponsorship Level (check one)	Sponsorship Opportunities (Place number in box with # sign - 1=top priority to 7=low priority)									
<input type="radio"/> Corporate \$25,000	Registration Tote-bags or neck wallets	#	CABA Board Reception	#	Cyber Café in Exhibit Hall	#				
<input type="radio"/> Diamond \$20,000	Registration Lanyards	#	Registration name and logo on badges	#	Cyber Café in Exhibit Hall	#	Seal of Excellence Awards	#	President's Economic Summit	#
<input type="radio"/> Platinum \$15,000	Registration Lanyards or neck wallets	#	Large Conference Banner(s)	#	Personal Conference Planner	#	Conference Entertainment	#	President's Economic Summit	#
<input type="radio"/> Gold \$10,000	CABA Banquet/ Dance	#	School Site Visits Buses	#	Technology Lab in meeting room(s)	#	Interpretation and Translation Services	#	Power Point at general sessions and meal events	#
<input type="radio"/> Silver \$5,000	Teacher/ParaEduc. of the Year Luncheon	#	Parent and Student Luncheon	#	Administrator of the Year Luncheon	#	Parent Hospitality Room Program	#	Superintendent's Symposium	#
<input type="radio"/> Bronze \$2,500	Room Signs- up to four days of the conference	#	Keynote and/or Distinguished Speakers	#	Seal of Excellence Banquet Program	#	High School Students-Box Lunches	#		
<input type="radio"/> Marble \$1,500	Conference Speakers	#	Student Art Display	#	Table Decorations at meal events	#				
<input type="radio"/> Conference Supporter \$1,000	Conference Speakers				<input type="radio"/> Individual Supporter \$750					

4. Agreement

In order for your application to be processed, payment must be submitted with this form. Retain a copy for your records. Please note that when we receive this sponsorship application, a confirmation letter will be sent to you. This letter will include Labels/ Mailing Information for inserts for conference tote bags.

Return this form with total payment postmarked by Friday, October 17, 2003 to:  
Sponsors CABA 2004 - 16033 E. San Bernardino Road, Covina, CA. 91722-3900

Amount: \_\_\_\_\_  
Number: \_\_\_\_\_

☐ Check ☐ PO ☐ VISA ☐ MasterCard ☐ AmEx  
Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_

## CABE 2004 CHECKLIST FOR SPONSORS—FIVE EASY STEPS

**AS YOU PREPARE FOR CABE 2004 IN SAN JOSÉ, CALIFORNIA PLEASE REVIEW THE FOLLOWING AND SUBMIT ALL INFORMATION REQUESTED FOR YOUR SPONSORSHIP.**

☐ **1. COMPLETE SPONSORSHIP REGISTRATION FORM ON PAGE 7.**

- PLEASE INDICATE SPONSORSHIP LEVEL
- SELECT SPONSORSHIP OPPORTUNITY
- INDICATE LUNCHEON/BANQUET PREFERENCE FOR SPONSORSHIP RECOGNITION
- INCLUDE SPONSORSHIP PAYMENT

☐ **2. COMPLETE THE EXHIBITOR AND CAREER FAIR REGISTRATION FORM ON PAGE 15.**

- MAKE SURE TO INDICATE YOUR SELLER'S PERMIT NUMBER
- INDICATE ANY ADDITIONAL EXHIBITOR'S BADGES AND BOOTHS NEEDED
- INCLUDE PAYMENT INFORMATION

☐ **3. COMPLETE ADVERTISEMENT INFORMATION/SUBMISSION INSTRUCTIONS FORM (SEE PAGE 13--IF APPROPRIATE) AND INCLUDE ADVERTISEMENT IN THE PROPER FORMAT FOR CABE PUBLICATIONS.**

- PLEASE REVIEW ALL DEADLINES FOR SUBMISSION FOR PROGRAM, REGISTRATION PACKET INSERTS, ETC.
- INCLUDE COMPANY LOGO, IF APPROPRIATE, AND NAME OF COMPANY AS IT SHOULD APPEAR IN THE CONFERENCE PROGRAM

☐ **4. COMPLETE COMMERCIAL WORKSHOP PRESENTER PROPOSAL APPLICATION FORM ON PAGES 9 THROUGH 12.**

- PLEASE ADHERE TO THE DEADLINE OF FRIDAY, AUGUST 29, 2003 FOR SUBMISSION TO THE PROGRAM.

☐ **5. BECOME A CABE INSTITUTIONAL MEMBER AND RECEIVE ADDITIONAL SAVINGS BENEFITS!**



### FOR CABE CONFERENCE USE ONLY

Proposal #: \_\_\_\_\_ 1st \_\_\_\_\_ 2nd \_\_\_\_\_ Accepted: yes \_\_\_\_\_ no \_\_\_\_\_  
Date Received: \_\_\_\_\_ Received by: \_\_\_\_\_ Strand Facilitator: \_\_\_\_\_

## COMMERCIAL WORKSHOP PRESENTER PROPOSAL APPLICATION FORM 29th Annual CABE Conference March 4-7, 2004 McEnery Convention Center, San José, California POSTMARKED DEADLINE DATE: Friday, August 29, 2003

*CABE cordially invites you to submit a proposal to present at the CABE 2004 Conference. The Annual Conference is a major educational event for school and university personnel, parents and other individuals who work with all students and specifically English Language Learners and heritage language students. Over the years, CABE Conferences have gained a reputation for providing participants with quality, in-depth and innovative professional development. The goal for CABE 2004 is that, as bilingual educators, we draw from our rich resources and assume a major role in promoting and supporting educational excellence for all in California. We invite you to join us by submitting presentations that represent the most current practices for English Language Learners and other second language learners. **Please submit your proposal(s) on this form or by using the online form at [www.bilingualeducation.org](http://www.bilingualeducation.org) postmarked no later than Friday, August 29, 2003. Feel free to duplicate and share this invitation with others.***

**Please type the information requested or print legibly and return to: CABE 2004 Program Development  
16033 E. San Bernardino Road  
Covina, CA 91722-3900**

*CABE requests that all information for each presenter(s) be complete. In order to receive pertinent information about your proposal, please provide your home address. By providing this contact information, applicants are assured of receiving timely information about the selection of their proposals after the proposal is reviewed during summer 2003. We want to expedite the process of workshop selection so that registration to the conference can be completed in a timely manner. **Please provide your email address in order for us to send you confirmation notices and other information about your presentation and the conference through our CABE 2004 presenter listserv.***

**1ST PRESENTER** (All information about the workshop will be sent to this address.) **CABE Member:** ☐ yes ☐ no

Name: (LAST) \_\_\_\_\_ (FIRST) \_\_\_\_\_  
Title: ☐ Ph.D. ☐ Ed.D. ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Do not list title in program.  
District/Organization/Agency: \_\_\_\_\_  
Home Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Home Phone: \_\_\_\_\_ FAX: \_\_\_\_\_  
Type of Agency: ☐ School ☐ District ☐ County ☐ CSU ☐ UC ☐ Other University ☐ Other Agency  
Work Phone: \_\_\_\_\_ FAX: \_\_\_\_\_  
E-mail: \_\_\_\_\_

**2ND PRESENTER** **CABE Member:** ☐ yes ☐ no

Name: (LAST) \_\_\_\_\_ (FIRST) \_\_\_\_\_  
Title: ☐ Ph.D. ☐ Ed.D. ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Do not list title in program.  
District/Organization/Agency: \_\_\_\_\_  
Home Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Home Phone: \_\_\_\_\_ FAX: \_\_\_\_\_  
Type of Agency: ☐ School ☐ District ☐ County ☐ CSU ☐ UC ☐ Other University ☐ Other Agency  
Work Phone: \_\_\_\_\_ FAX: \_\_\_\_\_  
E-mail: \_\_\_\_\_

3RD PRESENTER

CABE Member: ☐ yes ☐ no

Name: (LAST) (FIRST)

Title: ☐ Ph.D. ☐ Ed.D. ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Do not list title in program.

District/Organization/Agency:

Home Address:

City, State, Zip:

Home Phone: FAX:

Type of Agency: ☐ School ☐ District ☐ County ☐ CSU ☐ UC ☐ Other University ☐ Other Agency

Work Phone: FAX:

E-mail:

4TH PRESENTER

CABE Member: ☐ yes ☐ no

Name: (LAST) (FIRST)

Title: ☐ Ph.D. ☐ Ed.D. ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Do not list title in program.

District/Organization/Agency:

Home Address:

City, State, Zip:

Home Phone: FAX:

Type of Agency: ☐ School ☐ District ☐ County ☐ CSU ☐ UC ☐ Other University ☐ Other Agency

Work Phone: FAX:

E-mail:

1. TITLE OF PRESENTATION: (Please print legibly—Be concise, and select a title that best describes the workshop or content. This information will be included in the conference program. If your presentation is in a language other than English, please list the title in that language.)

2. SPONSORSHIP – Please indicate if the Organization or Company is a CABE 2004 Sponsor.

Sponsor Yes No

Sponsorship level – Please indicate level of Sponsorship.

Corporate	\$25,000		Bronze	\$2,500	
Diamond	\$20,000		Marble	\$1,500	
Platinum	\$15,000		Conference Supporter	\$1,000	
Gold	\$10,000		Individual Supporter	\$750	
Silver	\$5,000				

3. LANGUAGE OF PRESENTATION: ☐ English ☐ Other Language (please list)

4. DESCRIPTION: Please type or print legibly—in complete sentences—a short description of your presentation. Use only the space provided, as additional sheets will not be considered. This description will be used in the conference program, so please edit carefully. Be sure that your description adequately depicts the content of your presentation. We reserve the right to edit your description for program purposes. If your presentation is given in a language other than English, provide the description in that language. Use only one language per presentation.

5. TYPE OF PRESENTATION: (Please select only one.)

Demonstration

Panel Discussion

Lecture with Support Materials

Hands on Workshop

Group Interaction

6. GRADE LEVEL: (Indicate level(s) to which content of presentation applies.)

Preschool

Grades K-2

Grades 3-5

Grades 6-8

Grades 9-12

All Levels

Adult Education

College/University

7. INTENDED AUDIENCE:

Administrators

Board Members

Business/Govt. Reps

College Professors & Deans

Para-Educators

Parents

Student Teachers

Support Staff

Teachers

All

Others

8. LEVEL OF AUDIENCE: 

New to Field

Experienced

Both

9. ROOM SET-UP REQUESTED: (Based on the type of presentation noted above, please indicate the room set up needed. Please note that your request may be subject to availability.)

Theater Style (chairs only)

Classroom Style (rectangular tables)

Banquet (round tables)

10. There will be two workshop rooms set up for technology presentations and a technology lab room set up for hands-on technology presentations that use the internet as part of the presentation. Please indicate whether you want to have your workshop scheduled for these rooms (Please note that we will attempt to honor all requests whenever possible).

MY WORKSHOP REQUIRES HAVING A COMPUTER WITH INTERNET ACCESS: ☐ yes ☐ no

Type of Setting: ☐ Lab Setting ☐ Teaching Station (one computer with internet access)

11. SCHEDULING: These are the days I CANNOT present my workshop

Friday, March 5, 2004

Saturday, March 6, 2004

Sunday, March 7, 2004

**PLEASE PROVIDE A BRIEF OUTLINE OF YOUR PRESENTATION.** This information will provide the strand facilitators additional information on which to base their decision to include or exclude your proposal application. If this information is not available, your proposal may not be considered for inclusion into the conference program. (Address the following: purpose, goals, concepts to be presented, activities and possible intended outcomes.)

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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Videotaped ☐ yes ☐ no

12

## 13

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.

2. Important Copy Requirements:

- Electronic files will be accepted from advertising agencies, printers or graphic designers as follows: Macintosh files using Quark Xpress 3.32 and 4.0. Photoshop 3.0, 4.0 and 5.0. If you are working in Quark, resolution should read 1828 dpi in layout document.
- TIFF or EPS files - 300 dpi minimum
- Deadline for receipt of payment and advertising artwork is due no later than October 17, 2003

3. Conference Program: (B & W only except for back or inside cover pages)

Table with 3 columns: Description, Price, and Total. Rows include 1/4 Page, 1/2 Page, Full Page, Back Cover, and Inside Covers.

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

Table with 3 columns: Description, Color Price, and B/W Price. Rows include Conference Issue - Multilingual Educator, 1/4 Page, 1/3 Page, Half Page, Full Page, Back Cover, Less discount, and 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. Web Page Job or Event Postings

Table with 4 columns: Description, Member Price, Non-Member Price, and No. months. Rows include Up to 45 words, 46-90 words, 91-135 words, and Over 135 words.

Special Discount: For consecutive month(s) of uninterrupted service, receive a 25% discount on the monthly rate charge. Non-profits receive a 20% discount on all postings.

Extra Services in addition to web text

Table with 3 columns: Description, Price, and Total. Rows include text & image, text & link, text, link, & image, text, link & animated image, Less discount, and Total enclosed.

5. 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 and camera-ready artwork postmarked by October 17, 2003 to: Exhibits CABE 2004 • 16033 E. San Bernardino Road, Covina, CA. 91722-3900
Amount:
Number:
Expiration Date:
Check
PO
VISA
MasterCard
AmEx
Signature

Exhibitor and Career Fair Registration

(Please be sure to read new guidelines on the reverse side.)

1. Exhibitor/Career Fair 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

Table with 4 columns: Item, Qty, Rate, and Total. Rows include Commercial Exhibits, Career Fair \* Exhibits, Non-Profit\*\* Exhibits, Additional job announcements, Additional Exhibit Hall Only Badge, and Total Due.

\* Fees include 2 job announcements per booth.
\*\*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
Deadline for Application
Title of Position
Salary Range
Deadline for Application

For Office Use Only:
Booth #
ID #
Trans.#

5. Sellers Permit

Please indicate 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 2004
- We will sell merchandise at CABE 2004
California Sellers Permit No.:

6. Exhibit Hall Badges

Fees include two complimentary exhibit hall only passes per booth (additional passes are available for a fee of \$50 per badge). Badge will not have personal names. Organization name only will be printed on each badge.

7. Special Considerations you want CABE to know

- Would you be interested in lead retrieval services

8. Please provide a brief description of materials to be exhibited

9. 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.

Please Sign
Return this form with total payment postmarked by October 17, 2003 to: Exhibits CABE 2004
16033 E. San Bernardino Road, Covina, CA. 91722-3900
Fax # (626) 814-4640 (for credit cards only)

10. Payment Information

Batch #
Amount:
Credit Card
Date Received:
Check/PO #
Expiration Date:
Signature:
VISA
MasterCard
AmEx

## EXHIBITOR/CAREER FAIR INSTRUCTIONS, RULES AND REGULATIONS

This application for Exhibit space, the formal Notice of Space Assignment by CAFE, these Rules & Regulations and the rules and regulations set forth in the Exhibitor's Manual constitute a contract for the right to exhibit at the CAFE Conference. Exhibitors and Career Fair participants also agree to comply with the rules and regulations of the Convention Center in which the conference is being held.

### 1. EXHIBIT AREA AND HOURS

Exhibits and Career Fair will be located in Halls 1 & 2 of the McEnery Convention Center. Set up of Exhibit area will take place from 8:00 a.m. to 5:00 p.m. on Wednesday, March 3, 2004, and from 8:00 a.m. to 11:00 a.m. on Thursday, March 4, 2004. The Exhibit Hall will be open to the public beginning on Thursday, March 4, 2004, at 12 noon to 5:00 p.m., Friday, March 5, 2004 at 9:00 a.m. to 6:00 p.m., Saturday, March 6, 2004 at 9:00 a.m. to 5:00 p.m. Exhibit Hall closed on Sunday March 7, 2004. (Exhibit hours may be subject to change).

### 2. DISMANTLING OF EXHIBIT BOOTHS

Dismantling of Exhibit booths will take place from 5:00 p.m. to 8:00 p.m. on Saturday, March 6, 2004. Exhibitors are NOT to begin dismantling until the Exhibit area officially closes at 5:00 p.m. on Saturday, March 6, 2004. Exhibitors & Career Fair participant must refrain from packing or dismantling exhibits before the closing time. Please arrange your travel plans accordingly. Exhibitor & Career Fair participant agrees that should CAFE determine that any part of the exhibit was dismantled prior to scheduled time of closing, the Exhibitor/Career Fair participant will pay 25% of the contract value for early dismantlement penalty fee. If you request approval for early dismantle, you agree that your booth will be located in the rear of the exhibit hall and you acknowledge that the flow of traffic may be reduced.

### 3. FAILURE TO OCCUPY SPACE

Any space not occupied by the scheduled time (12:00 noon on March 4, 2004) will be forfeited by the Exhibitor/Career Fair Participant. CAFE reserves the right to resell and/or reassign the exhibit space. Any Exhibitor/Career Fair participant who fails to occupy his/her exhibit space by the scheduled time agrees to reimburse CAFE for any other losses arising from such failure to occupy. CAFE will not be liable to the Exhibitor/Career Fair Participant for any incurred expense.

### 4. 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 re-arrange space which best meets the needs of the Conference attendees.

### 5. 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 6' 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 BLAINE Convention Services, the official decorator for CAFE 2004. BLAINE Convention Services 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 BLAINE Convention Services.

### 6. CONFERENCE REGISTRATION

Two "Exhibit Hall Passes" per booth purchased will be provided to exhibitors. Companies/School Districts with additional representatives must purchase additional "Exhibit Hall Passes" at \$50.00 each. Please note that all "Exhibit Hall Passes" will allow entrance to and from the exhibit hall and will restrict the entrance to the conference, and other conference related events. Badges will be available the first day of the conference at the Exhibitor Booth. "Exhibit Hall Passes" entitle the participant to receive all conference related materials, including the Conference Program and Conference Tote bag, however it will restrict entrance into the conference and conference related activities.

### 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 CAFE, its employees, agents and representatives, and the Convention Center for 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, terrorism 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.

### 11. FIRE PRECAUTIONS

The exhibitor 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. UNION LABOR

If required by local ordinances, Exhibitor must comply with all union regulations applicable to installation, dismantling, and display of the Exhibits. If you have specific questions relating to Union Labor please contact BLAINE Convention Services.

### 13. GENERAL INFORMATION

The Executive Director and the Conference/Event Planner Coordinator reserve the right to:

- reject or restrict any exhibit which in their judgment is objectionable.

- relocate booths, if necessary.

- 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).

### 14. 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 this application.

### 15. 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. Helium gas filled balloons are not allowed in the exhibit hall.

### 16. CANCELLATION POLICY

Requests for refunds due to cancellation made prior to January 16, 2004 will be assessed 20% of contract value. There will be no refunds for cancellation made after that date. All cancellations must be in writing.

### 17. 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).

### 18. 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.

## CAFE Institutional Membership Information

Join the largest network of Multilingual advocates in California. As a member, you will join CAFE in its vision of "Biliteracy for All" and will be working alongside 7,000 other members on the CAFE mission of "Educational Excellence and Social Justice for All in California."

**As an Institutional Member, your institution, organization, or business will receive the following benefits:**

- 1 free 1/4 page advertisement in one bi-monthly issue of The Multilingual News and one complimentary full registration to the annual conference.

or

- 1 free 1/2 page advertisement in one bi-monthly issue of The Multilingual News.
- Subscription to Language Magazine/Multilingual News Insert – 12 issues/year.

**The Multilingual Educator** - A annual magazine bringing you the most recent updates and developments in the theory and practice of bilingual education. As an institutional member, you will receive five (5) copies of each issue, sent to your business address.

**Information Updates** - Institutional Members receive information on current legislative and policy developments related to the field of bilingual education.

**Professional Development** - CAFE offers regional and special educational conferences and the opportunity to network with other professionals in your field of interest.

**Conference Discounts** - Five (5) representatives of your institution may attend the CAFE annual conference at the special member discount rate.

**CAFE Membership Reception** - CAFE honors its members at its annual statewide conferences. Your institution may send two (2) representative to this reception as part of your institutional membership.

**CAFE Publications** - As an institutional member, you will receive one free copy of all new CAFE books and other publications as well as member discounts on our entire list of publications.

**Exhibitor Discounts** - As an institutional member, you will receive a 15% discount on exhibitor fees for all of our regional and special conferences (note: this does not include the annual CAFE conference).

**Mailing Lists** - As an institutional member you get a 10% discount of list price when you purchase the annual conference registration list of pre-registered attendees.



## CABE Institutional Membership Application

Please make check payable to CABE and mail with this completed form to:

**CABE Membership Department**

**16033 E. San Bernardino Road, Covina, CA. 91722-3900 • 626/814-4441 • 626/814-4640 Fax**

PLEASE TYPE OR PRINT CLEARLY as your future mailings depend on the information provided on this application.

☐ New ☐ Renewal ☐ Lapsed (over 1 year) ☐ Address or Name Change

☐ Yes, We want to join CABE at the Institutional/Commercial level. Membership dues are paid annually. We are at:

☐ School District ☐ Non-Profit Org.

☐ Corporation/Company/Organization \_\_\_\_\_

Enclosed is our payment in the amount of \$750 for a one year membership.

☐ Check/Purchase Order # \_\_\_\_\_

Credit Card: ☐ Visa ☐ MasterCard ☐ AmEx

# \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_

\_\_\_\_\_  
Last Name First Name MI

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Bus Tel Bus Fax

\_\_\_\_\_  
Bus Email Web Address

☐ I would like to contribute to CABE's continuing efforts to strengthen Bilingual Education in California with our tax-deductible contribution of:

☐ \$250 ☐ \$500 ☐ \$1000 ☐ Other \$ \_\_\_\_\_

☐ Please send me information regarding

☐ Sponsorships ☐ Exhibiting ☐ Career Fair



### Silver Level - \$5,000

#### Benefits

- Two exhibit booths with 6 exhibit hall passes
- Two complimentary tickets to Seal of Excellence Banquet
- Recognition in conference program and event
- One-half page ad in the Multilingual Educator (Black/White)
- Two inserts in conference tote bag
- Opportunity to conduct one commercial workshop presentation

#### Sponsorship Opportunities for Silver Level

- Teacher and Para-Educator of the Year Luncheon
  - Provide table centerpieces and music; and
  - Special awards to teacher and para-educator winners
- Parent and Student Essay Luncheon
  - Provide table centerpieces and music; and
  - Special awards to parents and student essay winners
- Administrator of the Year Luncheon
  - Provide table centerpieces and entertainment
  - Special awards to administrators
- Parent Hospitality Room
  - Provide Parent Conference Program; or
  - Provide refreshments for hospitality room
- Audio-Visual Equipment
  - Provide large screen and video equipment to project program at each general session and meal event
  - Recognition provided through credits on screen and in the program

### Gold Level - \$10,000

#### Benefits

- Third priority for sponsorship of CABE 2004 special events
- Three exhibit booths and 8 exhibit hall passes
- Two complimentary tickets to Seal of Excellence Banquet
- Recognition in conference program and event
- One-half page color ad in conference program or in the Multilingual Educator
- Two inserts in conference tote-bags
- Opportunity to conduct one commercial workshop presentation

#### Sponsorship Opportunities for Gold Level

- Banquet/Dance Sponsor
  - Provide table centerpieces, music and awards to honorees
- School Site Visits
  - Provide ground transportation from Convention Center to selected school sites
  - Provide snacks for participants for school site visits
- Technology Lab
  - Provide computers, related equipment and technical assistance for the computer lab used for technology presentations (institutes, workshops) during the conference
- Interpretation/Translation
  - Provide interpretation equipment and related expenditures for interpretation in various languages at general session and meal events
  - Provide interpretation in various languages at selected featured speaker sessions
- President's Economic Summit
  - Sponsor will provide featured speaker for event; or
  - Provide food, beverage for this event

### Bronze Level - \$2,500

#### Benefits

- One exhibit booth and four exhibit hall passes
- Two complimentary tickets to Seal of Excellence Banquet
- One-half page ad in the Multilingual Educator (Black/White)
- Recognition in Conference Program

#### Sponsorship Opportunities for Bronze Level

- Room Sign Sponsor
  - Provide signs for outside of meeting rooms and other scheduled events
  - Sponsor logo will be placed on signs for each of the four days of the conference
- Keynote and Distinguished Speakers
  - Provide honorariums for speaker(s) for opening general session and distinguished speaker events
- Seal of Excellence Banquet Program
  - Provide program for Seal of Excellence banquet that highlight award winners
- High School Student Box Lunches
  - Provide box lunches for the high school student leadership institute
- Superintendent's Symposium
  - Provide honorariums to panel members and speakers



### Become a CABE 2004 Exhibitor

The California Association for Bilingual Education (CABE) helps you reach the Bilingual and ELD/ESL important market by providing the following:

- Hosting a "Grand Opening" of the Exhibit Hall. This year the exhibit hall will open the afternoon (12:00 p.m. to 5:00 p.m.) before the Opening General Session on Thursday, March 4, 2004. This earlier opening will increase the time for attendees to visit the exhibit hall.
- Exclusive Exhibit hall hours and ample passing time between sessions to allow attendees to visit the Exhibit Hall;
- Advertising opportunities for your organization to promote an author's book signing or showcasing a new product, service or publication;
- Opportunities to conduct drawings to attract attendees;
- Concession stands and lounge area within the exhibit hall;
- Conference sessions in meeting rooms convenient to the Exhibit Hall; and
- For Career Fair participants—a private area for interviewing candidates with duplicating and fax services.

#### Reserve Space Now

The CABE 2004 Exhibit Hall will be located at the McEnery Convention Center. All workshop sessions will be held at the Los Angeles Convention Center.

**Remember**--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 on page 15. Be sure to make a copy for your records. Booth(s) confirmation will be mailed upon receipt of your payment.



### Conference Supporter Level - \$1,000 minimum

#### Benefits

- Individually tailored sponsorship that demonstrates an individual's and/or corporation's support of the conference
- Recognition in conference program

### Individual Supporter Level - \$750 minimum

#### Benefits

- Recognition in conference program

#### Special note:

See page 7 for Sponsor Registration Form. When sponsor application form is received at CABE Headquarters, all sponsors will receive additional information packets to complete registration process. Sponsors are recognized for their contributions in the conference program and at the Seal of Excellence Awards Banquet on Saturday, March 6, 2004 (unless they request an alternate function.)

### Cost—Exhibitors/Career Fair

Cost includes the following:

- 10'x 10' space per booth including pipe and drape
- One 6' table, 2 chairs, wastebasket
- Standard ID sign with organization name

Full payment must accompany all applications. The fees for each booth are as follows:

- Commercial Exhibitor - \$800
- Non-profit Exhibitor - \$400
- Career Fair Employer - \$400

### Move-In Day(s)

- Wednesday, March 3, 2004 from 12:00 p.m. to 5:00 p.m.
- Thursday, March 4, 2004 from 8:00 a.m. to 11:00 a.m.

### Exhibit Hours

- Grand Opening—Thursday, March 4, 2004 from 12:00 p.m. to 4:00 p.m.
- Friday, March 5, 2004 from 9:00 a.m. to 6:00 p.m.
- Saturday, March 6, 2004 from 9:00 a.m. to 5:00 p.m.



#### Move-Out Day

- Saturday, March 6, 2004 after 5:00 p.m. Please note that any exhibitors leaving early will be charged an early exit penalty fee (see instructions, rules and regulations on page 16).

#### Advertising Opportunities

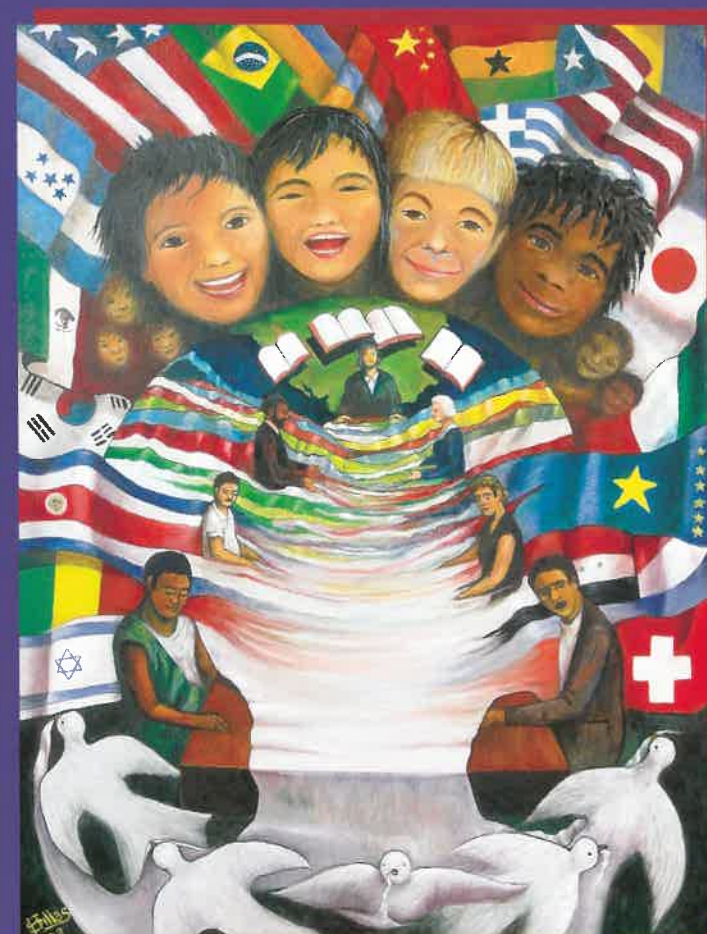
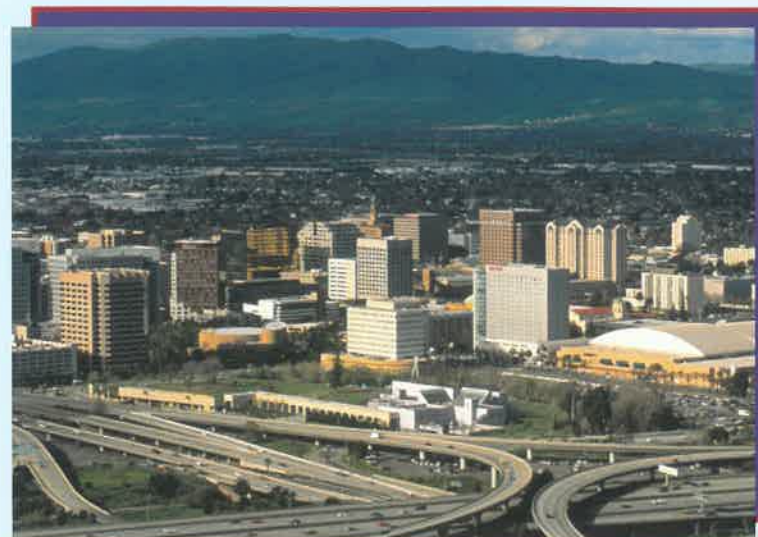
- **Conference Program** – The Conference program is distributed to thousands of conference attendees to plan their personal conference schedule. This is your opportunity to advertise and attract attendees to any new products and to your exhibit booth. The deadline for camera ready copy is Friday, October 17, 2003.
- **Multilingual Educator** – The Multilingual Educator (CABE's magazine) is distributed statewide to all CABE members and is also provided to all conference attendees. The deadline for camera ready copy/art is Friday, October 17, 2003.

See Advertising Application Form (page 14) 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.

#### Registration deadline: Friday, October 17, 2003

Application and payment must be received by October 17, 2003, in order to be listed in the Conference program as a sponsor, exhibitor, or career fair recruiter. Advertisement submission with camera ready copy/art is also due on Friday, October 17, 2003.



Please let us introduce ourselves...

*Blaine Convention Services* is delighted to have been chosen by The California Association for Bilingual Education as your Official Exposition Service Contractor. We have a superior reputation for delivering a comprehensive selection of trade show and convention services, delivered with a personal touch, since 1972.

- We have the capabilities to assist you with all of your trade show requirements.
- You can be confident that with our wide range of services which include: Drayage, Material Handling, Exhibit installation and dismantle, Furniture and Equipment rentals, Custom Exhibits, Signs and Art work, Janitorial Service, Electrical, Plumbing, Audio Visual, Staging and Special Effects, you will receive the best possible results.

Pre-show support encompasses our direct contact with each of the exhibiting companies' prior to the Conference. This is accomplished through our Customer Service staff that will also be on the show floor. Blaine Convention Services on-site services will be in full scope with nothing left to chance, including complete exhibitor invoicing on show site, installation and dismantling services, freight supervisors and key personnel at every critical area of production. We have the "people who care." You will experience a level of attention that is genuine.

Please expect our Telemarketing Department to contact each exhibiting company, prior to the show, to assist in a smooth event. C.A.B.E. and their Exhibitors are very important to Blaine Convention Services!

At Blaine Convention Services, Inc. we are pleased to be your service contractor and look forward to providing you with exceptional services! Please feel free to contact us anytime for personalized service!

Sincerely,

All of us at *Blaine Convention Services, Inc.*



## California Association for Bilingual Education

16033 E. San Bernardino Road • Covina, CA 91722-3900 • 626.814.4441 • 626.814.4640 Fax

If the addressee is unknown, please forward to an interested or potential participant

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