



California Association for Bilingual Education

# ***CABE 2006***

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31st Annual Conference

McEnery Convention Center San José, California

March 1-4, 2006



***Sponsors • Exhibitors • Career Fair  
Commercial Presentations***

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Registration Materials





California Association for Bilingual Education  
16033 E. San Bernardino Rd.  
Covina, CA 91722 • (626) 814-4441 • (626) 814-4640 Fax

## CABE 2006 "Courage to Act...begins with one Voice"

Dear Sponsors, Exhibitors and Career Fair Participants,

We hope that we can count on you to join us this year for our 31st annual conference. If you are new to our conference—we hope you decide to join us. If you are a returning sponsor/exhibitor/recruiter—we welcome you once again. It is also our hope that if you have not been a sponsor in the past, you consider becoming one this year and celebrate with us.

CABE 2006, scheduled for March 1-4, 2006 at the San José McEnery Convention Center, continues CABE's rich Legacy of making contributions toward ensuring equitable and quality instructional programs for English Learners. CABE has a legacy of serving educators, parents and the wider community who provide services to our second language learners. We know that by working together we can reach our vision of "Biliteracy and Educational Equity for All."

As in previous years, the exhibit hall provides our attendees the opportunity 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.

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 8,000 individuals and to display and sell your latest instructional materials and other services. We have included all of the forms you will need to sign-up as a sponsor, exhibitor, or career fair recruiter, or to present a commercial presentation. CABE 2006 will once again be using an on-line registration system. 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. We will be working with Blaine Convention Services 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.

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.

Remember to mark your calendars for March 1-4, 2006 and we hope to see you in San José for CABE 2006.

Sincerely,

*María S. Quezada*

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

## A Special Thanks to Our Sponsors Over the Years

Houghton Mifflin  
McGraw-Hill School Division  
CTB/McGraw-Hill  
VALIC  
Santillana  
Los Andes  
CTA  
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California Teachers Association



HOUGHTON MIFFLIN



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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 55+ chapters serving 5,500 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 (2-Way CABE), or CA Association for Secondary Bilingual Education.



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 Learners. One of CABE's major functions is the delivery of quality professional development through the annual conference (with over 8,000 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).

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.

Through our publications 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.

### CABE 2006 provides the opportunity for your organization to:

- Demonstrate your commitment to educational excellence for all;
- Market your bilingual, ELD/ESL, foreign language, English Language Development 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 2006

#### Becoming an Official CABE 2006 Sponsor

Join our powerful team and make CABE 2006 a memorable event for all. Take advantage of the opportunity for 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. Additionally, participants at our conference also have the opportunity to learn about other services as well.



### Official Sponsorship 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.

#### ☆ Legacy Level – \$50,000

##### Benefits

- ❖ Top Priority for sponsorship-recognition in conference program and event as official top level sponsor
- ❖ Individually tailored sponsorship of major conference event
- ❖ Eight exhibit booths and 16 exhibit hall passes
- ❖ Table for ten at Seal of Excellence Banquet
- ❖ One full page color advertisement in conference program and back cover of Multilingual Educator Magazine-conference issue
- ❖ Two inserts in conference tote-bags
- ❖ Opportunity to conduct two commercial workshop presentations
- ❖ Recognition at conference event

##### Sponsorship Opportunities for Legacy Level

- ❖ Registration Sponsor
  - Provide tote-bags imprinted with sponsor's name and the CABE 2006 conference logo for all attendees
- ❖ Seal of Excellence Banquet Sponsor
  - Seal of Excellence program, awards and banners to the selected Seal of Excellence schools



## ★Corporate Level – \$25,000

### Benefits

- ❖ First Priority for sponsorship of CABA 2006 Special events
- ❖ Individually tailored sponsorship of major conference event
- ❖ Six exhibit booths and 12 exhibit hall passes
- ❖ Table for ten at Seal of Excellence Banquet
- ❖ One full page color advertisement in conference program or Multilingual Educator Magazine, conference issue
- ❖ Two inserts in conference tote-bags
- ❖ Opportunity to conduct two commercial workshop presentations
- ❖ Recognition at conference event

### Sponsorship Opportunities for Corporate Level

- ❖ Registration Sponsor
  - Provide convention neck wallets for all attendees imprinted with sponsor's name and CABA logo
- ❖ Cyber Café
  - Provide equipment, installation and technical support
- ❖ Conference Program



## ★Diamond Level - \$20,000

### Benefits

- ❖ First Priority for Sponsorship of CABA 2006 special events
- ❖ Four exhibit booths and 8 exhibit hall passes
- ❖ Five tickets for Seal of Excellence Banquet
- ❖ Recognition in Conference Program and event
- ❖ One full page- black and white ad in Conference Program
- ❖ Two inserts in conference tote-bags
- ❖ Opportunity to conduct two commercial workshop presentations

### Sponsorship Opportunities for Diamond Level

- ❖ Cyber Café
  - Provide equipment, technical support & other services
- ❖ CABA Seal of Excellence Dance
- ❖ Educator of the Year Luncheon
  - Provide awards for outstanding CABA Educators of the Year
- ❖ Student & Parent Luncheon
  - Provide awards & scholarships for parents and students

## CABA 2006 CHECKLIST FOR SPONSORS—FIVE EASY STEPS

**AS YOU PREPARE FOR CABA 2006 IN SAN JOSÉ, CALIFORNIA PLEASE REVIEW THE FOLLOWING AND SUBMIT ALL INFORMATION REQUESTED FOR YOUR SPONSORSHIP.**

### ☐ 1. COMPLETE SPONSORSHIP REGISTRATION FORM ON PAGE 8.

- 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 CABA 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, SEPTEMBER 30, 2005 FOR SUBMISSION TO THE PROGRAM.

### ☐ 5. BECOME A CABA INSTITUTIONAL MEMBER AND RECEIVE ADDITIONAL SAVINGS BENEFITS! (SEE PAGE 18)

**cabe**

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 where you would like to receive recognition of your sponsorship:

☐ 3/2 Educators of the Year Luncheon ☐ 3/3 Parent/Student Luncheon ☐ 3/3 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"/> Legacy \$50,000	Registration Tote-bags	#	Seal of Excellence Banquet	#						
<input type="radio"/> Corporate \$25,000	Registration neck wallets	#	Conference Program	#	Cyber Café in Exhibit Hall	#		#		
<input type="radio"/> Diamond \$20,000	Educator of the Year Luncheon	#	Parent & Student Luncheon	#	Cyber Café in Exhibit Hall	#	Seal of Excellence Dance	#		
<input type="radio"/> Gold \$10,000	Conference Banners	#	Parent Hospitality Room Refreshments	#	Power Point at general sessions and meal events	#	CABE Board Reception	#		
	Registration Badge	#	CABE Fundraiser	#	Technology Lab in meeting room(s)	#	Interpretation and Translation Services	#		
<input type="radio"/> Silver \$5,000	Administrative Leadership Symposium	#	Personal Conference Planner	#	Keynote Speakers	#	Parent Hospitality Room Program or Refreshments	#	Parent Meal Vouchers	#
<input type="radio"/> Bronze \$2,500	Room Signs- up to four days of the conference	#	Featured Speakers	#	Table Decorations	#	Student Art Gallery	#	Student Entertainment	#
<input type="radio"/> Marble \$1,500	Conference Speakers	#	Featured Speaker Signs	#	Exhibit Hall Decorations	#	Pre-Conference Board Dinner	#	President's Tea	#

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 28, 2005 to: Sponsors CABE 2006 –16033 E. San Bernardino Road, Covina, CA. 91722-3900

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

FOR CABE CONFERENCE USE ONLY

Proposal #:\_\_\_\_\_ 1st \_\_\_\_\_ 2nd \_\_\_\_\_ Accepted: yes \_\_\_\_\_ no \_\_\_\_\_

Date Received: \_\_\_\_\_ Received by: \_\_\_\_\_ Strand Facilitator: \_\_\_\_\_

COMMERCIAL WORKSHOP PRESENTER PROPOSAL APPLICATION FORM

31st Annual CABE Conference

March 1-4, 2006

San José McEnery Convention Center, San José, California

POSTMARKED DEADLINE DATE: Friday, September 30, 2005

CABE cordially invites you to submit a proposal to present at the CABE 2006 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 2006 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, September 30, 2005. Feel free to duplicate and share this invitation with others.**

Please type the information requested or print legibly and return to: CABE 2006 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. 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 2006 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 2006 Sponsor. (Only sponsors who complete & submit required forms and payment will be considered “sponsors”)

Sponsor

Yes ☐

No ☐

Sponsorship level – Please indicate level of Sponsorship.

Legacy

\$50,000

☐

Corporate

\$25,000

☐

Bronze

\$2,500

☐

Diamond

\$20,000

☐

Marble

\$1,500

☐

Gold

\$10,000

☐

Conference Supporter

\$1,000

☐

Silver

\$5,000

☐

Individual Supporter

\$750

☐

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

4. DESCRIPTION: Please type or print legibly—using 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

( ) Lecture with Support Materials

( ) Group Interaction

( ) Panel Discussion

( ) Hands on Workshop

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

( ) Preschool

( ) Grades 6-8

( ) Adult Education

( ) Grades K-2

( ) Grades 9-12

( ) College/University

( ) Grades 3-5

( ) All Levels

7. INTENDED AUDIENCE:

( ) Administrators

( ) Para-Educators

( ) Teachers

( ) Board Members

( ) Parents

( ) All

( ) Business/Govt. Reps

( ) Student Teachers

( ) Others

( ) College Professors & Deans

( ) Support Staff

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)

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

☐ Wednesday, March 1, 2006

☐ Thursday, March 2, 2006

☐ Friday, March 3, 2006

☐ Saturday, March 4, 2006

**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.[illegible]

Videotaped ☐ yes ☐ no

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## 3



CABE 2006 "COURAGE TO ACT...BEGINS WITH ONE VOICE"

31st Annual Conference  
San José McEnery Convention Center--San José, California  
March 1-4, 2006

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 is due no later than October 28, 2005 AND advertising artwork is due no later than November 30, 2005

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

1/4 Page	.....\$400	\$	_____
1/2 Page (vertical or horizontal)	.....\$600	\$	_____
Full Page	.....\$825	\$	_____
Back Cover* (Color Ad)	.....\$4,000	\$	_____
Inside Covers*(Color Ad)	.....\$3,500	\$	_____

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

Conference Issue - Multilingual Educator		Color	B/W		
1/4 Page	.....	\$550	.....\$400	\$	_____
1/3 Page	.....	\$650	.....\$450	\$	_____
Half Page	.....	\$750	.....\$600	\$	_____
Full Page	.....	\$950	.....\$825	\$	_____
Back Cover	.....	\$3,000	.....	\$	_____
		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. Web Page Job or Event Postings

Up to 45 words	Member (\$55/month)	Non-Member (\$82/month)	No months	_____	\$	_____
46-90 words	Member (\$85/month)	Non-Member (\$128/month)	No. months	_____	\$	_____
91-135 words	Member (\$120/month)	Non-Member (180/month)	No. months	_____	\$	_____
Over 135 words	Add \$30 for each 45 word increment	Add \$45 for each 45 word increment	No. months	_____	\$	_____

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					
1. text & image:	Add \$10/month		\$	_____	
2. text & link:	Add \$15/month		\$	_____	
3. text, link, & image:	Add \$20/month		\$	_____	
4. text, link & animated image:	Add \$50/month		\$	_____	
		Less discount (if applicable)	\$	_____	
		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 by October 28, 2005 AND camera-ready artwork postmarked by November 30, 2005 to: Exhibits CABE 2006 • 16033 E. San Bernardino Road, Covina, CA. 91722-3900	

Amount: _____	<input type="checkbox"/> Check	<input type="checkbox"/> PO	<input type="checkbox"/> VISA	<input type="checkbox"/> MasterCard	<input type="checkbox"/> AmEx
Number: _____	Expiration Date: _____	Signature	_____		

CABE 2006 "COURAGE TO ACT...BEGINS WITH ONE VOICE"  
31st Annual Conference  
San José McEnery Convention Center  
San José, California  
March 1-4, 2006

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

Item	Qty	Rate	Total
Commercial Exhibits		\$800 x _____	
Career Fair * Exhibits		\$400 x _____	
Non-Profit** Exhibits		\$400 x _____	
Additional job announcements (School Districts Only) Please attach a separate sheet.		\$20/ea x _____	
Additional Exhibit Hall Only Badge		\$50 x _____	
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 2006
- ☐ We will sell merchandise at CABE 2006  
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.

x \_\_\_\_\_ Please Sign  
Return this form with total payment postmarked by  
October 28, 2005 to: Exhibits CABE 2006  
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:		<input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> AmEx
Check/PO #		# _____
		Expiration Date: _____
		Signature: _____



## 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 Exhibit Hall 1 and 2 of the San José McEnery Convention Center. Set up of Exhibit area will take place from 8:00 a.m. to 4:00 p.m. on Tuesday, February 28, 2006, and from 8:00 a.m. to 10:00 a.m. on Wednesday, March 1, 2006. The Exhibit Hall will be open to the public beginning on Wednesday, March 1, 2006, at 11:00 a.m. to 3:00 p.m.; Thursday, March 2, 2006 at 9:00 a.m. to 6:00 p.m.; Friday, March 3, 2006 at 9:00 a.m. to 5:00 p.m.; and Saturday, March 4, 2006 at 9:00 a.m. to 2:00 p.m. (Exhibit hours may be subject to change).

### 2. DISMANTLING OF EXHIBIT BOOTHS

Dismantling of Exhibit booths will take place from 2:00 p.m. to 5:00 p.m. on Saturday, March 4, 2006. Exhibitors are NOT to begin dismantling until the Exhibit area officially closes at 2:00 p.m. on Saturday, March 4, 2006. 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 (11:00 a.m. on March 1, 2006) 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 2006. 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.

### 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 Director for Conference/Event Planning 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 6, 2006 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 San José McEnery 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 and Educational Equity for All" and will be working alongside with over 5,500 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 a:

☐ School District ☐ Non-Profit Org.

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

Enclosed is our payment in the amount of \$750 for a one year Corporate or \$500 for a non-profit and school district 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

**cabe**

## ★ Gold Level - \$10,000

### Benefits

- ❖ Second Priority for sponsorship of CABE 2006 special events
- ❖ Three exhibit hall booths and 6 exhibit hall passes
- ❖ Five tickets for Seal of Excellence Banquet
- ❖ Recognition in conference program and event
- ❖ One half-page black and white ad in conference program and Multilingual Educator Magazine, conference issue
- ❖ One insert in conference tote-bags
- ❖ Opportunity to conduct two commercial workshop presentations

### Sponsorship Opportunities for Gold Level

- ❖ Registration Sponsor
  - Sponsor's name imprinted on conference attendee's badges
- ❖ CABE Board Reception
  - Provide food & entertainment
- ❖ 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
- ❖ PowerPoint for general sessions and meal events
- ❖ Conference banners for entrance to Exhibit Halls
- ❖ Parent Hospitality Coffee & Pastries
- ❖ Technology Lab & Presenter Rooms



## ★ Silver Level - \$5,000

### Benefits

- ❖ Two exhibit booths and 4 exhibit hall passes
- ❖ Two tickets for Seal of Excellence Banquet
- ❖ Recognition in conference program and event
- ❖ One-half page black and white ad in conference program
- ❖ One insert in conference tote-bags
- ❖ Opportunity to conduct two commercial workshop presentations

### Sponsorship Opportunities for Silver Level

- ❖ Parent Hospitality Room
  - Provide Parent Conference Program; or
  - Provide refreshments for hospitality room
- ❖ Parent meal vouchers
- ❖ Administrative Leadership Symposium
  - Provide program & featured speakers
- ❖ Personal Conference Planner
- ❖ Keynote Speaker
  - Sponsor for general sessions



## ★Bronze Level - \$2,500

### Benefits

- ❖ One exhibit booth and 2 exhibit hall passes
- ❖ Two tickets for Seal of Excellence Banquet
- ❖ One-half page black and white ad in Multilingual Educator Magazine, conference issue
- ❖ Recognition in Conference Program

### Sponsorship Opportunities for Bronze Level

- ❖ Featured Speakers
- ❖ Table Decorations for meal events
  - Provide honorariums for featured speaker events
- ❖ Student Art Gallery
  - Provide display boards and student entry certificates
- ❖ Workshop Room Signs
- ❖ Student Entertainment



## ★Marble Level - \$1,500

### Benefits

- ❖ Two tickets for Seal of Excellence Banquet
- ❖ One quarter page ad in conference program
- ❖ Recognition in Conference Program

### Sponsorship Opportunities for Marble Level

- ❖ Conference Speakers
  - Provide honorariums for speakers for sessions and distinguished speaker events
- ❖ Featured Speaker signs
- ❖ Exhibit Hall Decorations in Plaza Area
- ❖ Board Pre-Conference Dinner
- ❖ President's Tea

### 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 8 for Sponsor Registration Form. When sponsor application form is received at CABA 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 Friday, March 3, 2006 (unless they request an alternate function.)

## Become a CABA 2006 Exhibitor

The California Association for Bilingual Education (CABA) 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 morning (11:00 a.m. to 3:00 p.m.) before the Opening General Session on Wednesday, March 1, 2006. 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 showcase 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.



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

### 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)

- ❖ Tuesday, February 28, 2006 from 8:00 a.m. to 4:00 p.m.
- ❖ Wednesday, March 1, 2006 from 8:00 a.m. to 10:00 a.m.

### Exhibit Hours

- ❖ Grand Opening—Wednesday, March 1, 2006 from 11:00 a.m. to 3:00 p.m.
- ❖ Thursday, March 2, 2006 from 9:00 a.m. to 6:00 p.m.
- ❖ Friday, March 3, 2006 from 9:00 a.m. to 5:00 p.m.
- ❖ Saturday, March 4, 2006 from 9:00 a.m. to 2:00 p.m.

### Move-Out Day

- ❖ Saturday, March 4, 2006 after 2:00 p.m. Please note that any exhibitors leaving early will be charged an early exit penalty (25% of original 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 Wednesday, November 30, 2005.
- ❖ 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 Wednesday, November 30, 2005.



**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 28, 2005

Application and payment must be received by October 28, 2005, in order to be listed in the Conference program as a sponsor, exhibitor, or career fair recruiter. Advertisement submission due on Friday, October 28, 2005. Camera ready copy/art is due on Wednesday, November 30, 2005.



"THE DIFFERENCE IS PEOPLE WHO CARE"

*Blaine Convention Services is the California Association for Bilingual Education's 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 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.*

6310 Caballero Blvd. • Buena Park, CA. 90620 • (714) 522-8270 • Fax (714) 522-8271 • (800) 637-7343





California Association for Bilingual Education

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

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