



California Association for Bilingual Education

# 34<sup>TH</sup> ANNUAL CONFERENCE



## INVITATION TO EXHIBIT

*Sponsors • Exhibitors • Career Fair*



Long Beach Convention Center

Long Beach, California

February 25-28, 2009



# CABE ♦ 2009

*Releasing Multilingual Dreams Today.  
Creating New Worlds Tomorrow.*



***CABE acknowledges and appreciates the important role exhibitors play at the conference.*** The California Association for Bilingual Education (CABE) would like to invite you to exhibit your instructional materials at the 34th Annual CABE Conference, February 25-28, 2009, at the Long Beach Convention Center located at 300 S. Pine Avenue, Long Beach, California. CABE conferences are recognized locally, nationally and internationally as the largest gathering of teachers, administrators, researchers, parents, and other community members dedicated to serving English Learners. The annual meeting has expanded beyond the field of bilingual education to include strong dual language, heritage language, culturally responsive teaching/learning and English Language Development/SDAIE strands that provide the latest strategies and research beneficial to English Learners and Standard English Learners (SELS).

CABE annual conference attendees look to the annual event to purchase the latest materials and other instructional resources they need for their programs. Resource personnel and administrators charged with purchasing instructional materials attend for the express purpose of purchasing the newest materials available for use in their English Learner programs. It is our goal to provide a show that displays quality products and services.

## CABE 2008 STATISTICS

Last year's conference received over 6,000 attendees and included:

- Administrators.....12%
- Teachers/IHE..... 60%
- Parents.....18%
- ParaEducators.....8%
- Students.....2%



## **CABE 2009 PROVIDES THE OPPORTUNITY FOR YOUR ORGANIZATION TO:**

- Market your bilingual, ELD/ESL, foreign language, English Language Development and professional development products, programs, materials and services;
- Conference attendance - up to 6,000 participants
- Internationally renowned keynote and featured speakers - over 350 sessions available to participants
- Exhibit Hall hours that encourage participants to visit exhibits and dedicated time for visiting the exhibit hall (e.g., exhibit hall opening on Wednesday, February 25, 2009 from 11:00 AM to 5:00 PM)
- 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.



## **CABE 2009 ATTENDEES INCLUDE:**

- School administrators, superintendents, and board members
- Teachers and other instructional personnel
- University-based researchers and teacher trainers
- Parent and community leaders
- State and national policymakers

# BECOME A CABE

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;
- 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 an exhibitor 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.



## REGISTRATION SPONSORS \$25,000

Registration Sponsors have three opportunities to reach out to over 6,000 attendees and have their company name/logo be highly visible during the conference.

- Conference Program
- Convention neck wallets for all attendees imprinted with sponsor's name and CABE logo
- Tote-bags imprinted with sponsor's name and the CABE 2009 conference logo for all attendees

## MEMBERSHIP RECEPTION OR SEAL OF EXCELLENCE BANQUET \$20,000

The highlight of the conference each year is the Membership Reception and the Seal of Excellence Banquet. Each year CABE members (educators and parents) come together to celebrate their successes and just network with others.

- Recognition of Top priority sponsors
- Reach out to CABE membership
- Lively music and dancing

# 2009 SPONSOR

## TECHNOLOGY RESOURCES

**\$15,000**

CABE conferences are known for their technology focus. Beginning with the Cyber Café in the Exhibit Hall and including webcasting and technology ready presenter rooms. Sponsors have three opportunities to sponsor technology resources.

- Cyber Café - Provide equipment, installation and technical support
- Webcasting and Conference PowerPoint
- Technology Lab and Internet ready presenter rooms

## CABE 2009 AWARD LUNCHEON

**\$10,000**

CABE promotes educational excellence and student success by recognizing those individuals who promote equitable and quality programs for English Learners. Sponsors have an opportunity for sponsoring this outstanding event.

- CABE Awards Luncheon - Provide awards for outstanding CABE Educators and Parents of the Year

## INTERPRETATION/TRANSLATION SERVICES

**\$10,000**

Provide interpretation equipment and related expenditures for translation in various languages at general session and meal events and also provide interpretation services in various languages at selected featured speaker sessions.

## CABE 2009 PARENT CENTER

**\$5,000**

Sponsor the Parent Conference program, meal vouchers and/or refreshments for the Parent Center. Over 1,000 parents attend annually, and CABE makes every effort to make their conference experience a satisfactory one that extends their learning.

## CONFERENCE SUPPORTER LEVEL

**\$1,000 MINIMUM**

Benefits

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

## INDIVIDUAL SUPPORTER LEVEL

**\$750 MINIMUM**

Benefits

- Recognition in conference program



# A SPECIAL THANKS TO OUR SPONSORS OVER THE YEARS

ACSA  
Apple Computers  
Arroyo Viejo Books  
Bank of America  
CSG Inc.  
California Teachers Association  
California Technology Assistance  
Project (CTAP)  
Chapman University  
Del Sol Books  
Embassy of Spain  
Farmers Insurance  
Harcourt Brace  
Houghton Mifflin

Instituto de los Mexicanos en el  
Exterior/ SRE  
National Geographic Publishing/  
Hampton-Brown  
Pearson  
Rigby Steck-Vaughn  
Riverside Publishing Co.  
Santa Ana USD  
Santillana USA Publishing  
Scholastic Inc.  
Scott Foresman  
T1 Mortgage  
The Wright Group  
Washington Mutual

## AN INVITATION TO BE A CABE SPONSOR

CABE offers sponsorship opportunities at many levels in value-filled packages. Sponsorship packages include advertising opportunities, premium exhibit hall locations, and much more. Join the CABE family and become a partner in promoting educational excellence and quality multilingual programs.

### LEGACY LEVEL – \$50,000

- Top Priority for sponsorship recognition in conference program and event as official top level sponsor of CABE 2009
- Individually tailored sponsorship of major conference event
- Ten exhibit booths and 20 exhibit hall passes
- Table for ten at Seal of Excellence Banquet
- One full page color advertisement in conference program and/or back cover of *Multilingual Educator* Magazine-conference issue
- Four inserts in conference tote-bags
- Opportunity to conduct four commercial workshop presentations
- Recognition at conference event

### CORPORATE LEVEL – \$25,000

- Top Priority for sponsorship of CABE 2009 Special events
- 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 or *Multilingual Educator* Magazine, conference issue
- Two inserts in conference tote-bags
- Opportunity to conduct two commercial workshop presentations
- Recognition at conference event



# **CABE 2009**

34th Annual Conference – Long Beach Convention Center  
Long Beach, California February 25-28, 2009

## **CHECKLIST FOR SPONSORS—FIVE EASY STEPS**

**AS YOU PREPARE FOR CABE 2009 IN LONG BEACH, CALIFORNIA PLEASE REVIEW THE FOLLOWING AND  
SUBMIT ALL INFORMATION REQUESTED FOR YOUR SPONSORSHIP.**

☐ **1. COMPLETE SPONSORSHIP REGISTRATION FORM.**

- PLEASE INDICATE SPONSORSHIP LEVEL
- SELECT SPONSORSHIP OPPORTUNITY - RANK IN ORDER OF PREFERENCE
- INDICATE LUNCHEON/BANQUET PREFERENCE FOR SPONSORSHIP RECOGNITION
- INCLUDE SPONSORSHIP PAYMENT

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

- 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 (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.  
(AVAILABLE AT [WWW.BILINGUALEDUCATION.ORG](http://WWW.BILINGUALEDUCATION.ORG))**

- PLEASE ADHERE TO THE DEADLINE OF TUESDAY, SEPTEMBER 30, 2008 FOR SUBMISSION TO THE PROGRAM.

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



California Association for Bilingual Education

## Sponsorship Registration Form

### 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:

☐ 2/26 Awards Luncheon      ☐ 2/27 Seal of Excellence Banquet

3. Sponsorship Level (Please indicate below your selection of sponsorship level) Sponsoring events at CABE 2009 ensures that the products and services your organization offers to conference participants have the highest visibility. Please refer to the sponsorship levels pages in this brochure and select the best option and opportunity for your company/district/organization. Rank order (1 being highest) the sponsorship opportunities according to the sponsorship level selected so we can best accommodate your request.

#### Legacy Level – \$50,000

☐ Registration Sponsor-Tote bags imprinted with sponsor's name and CABE 2009 conference artwork  
☐ Seal of Excellence Sponsor

#### Gold Level – \$10,000

☐ CABE Board Reception  
☐ Interpretation/Translation services  
☐ Keynote Speakers

#### Corporate Level – \$25,000

☐ Registration Sponsor – neck wallets imprinted with sponsor's name and CABE logo  
☐ Cyber Café-computer equipment, installation and technical support  
☐ Conference Program

#### Silver Level – \$5,000

☐ Parent Scholarships and meal vouchers  
☐ Administrative Symposium  
☐ Personal Conference Planner

#### Diamond Level – \$20,000

☐ Cyber Café  
☐ Educator of the Year Luncheon  
☐ Student & Parent Luncheon

#### Bronze Level – \$2,500

☐ Featured Speakers  
☐ Student Art Gallery  
☐ Workshop Room Signs  
☐ Student Entertainment  
☐ President's Tea

#### Platinum Level – \$15,000

☐ Registration Sponsor – name badges imprinted with sponsor's name and logo  
☐ PowerPoint for all general sessions and meal events  
☐ Conference Banners  
☐ Parent Center  
☐ Technology Lab & Computer Ready Presenter Rooms

#### Marble Level – \$1,500

☐ Featured Speaker Signs  
☐ Exhibit Hall Decorations-Plaza  
☐ Board Pre Conference Dinner

#### Conference Supporter – \$1,000

☐ Individual Sponsorship

#### Individual Supporter – \$750 minimum

### 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, November 14, 2008** to:  
Sponsors CABE 2009 – 16033 E. San Bernardino Road, Covina, CA 91722-3900

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

☐ Check      ☐ PO  
Expiration Date: \_\_\_\_\_

☐ VISA

☐ MasterCard

☐ AmEx

Signature: \_\_\_\_\_



**CABE 2009**  
34th Annual Conference  
Long Beach Convention Center – Long Beach, California  
February 25-28, 2009

**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 November 14, 2008 **AND** advertising artwork is due no later than December 3, 2008

**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    | Add \$45 for each        | No. months _____ | \$ _____ |
| 45 word increment | 45 word increment    |                          |                  |          |

**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 November 14, 2008 **AND** camera-ready artwork postmarked by December 3, 2008 to:  
Exhibits CABE 2009 • 16033 E. San Bernardino Road, Covina, CA 91722-3900

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

## Advertising Information/Submission Instructions

CABE 2009 Long Beach Convention Center Long Beach, California February 25-28, 2009

There are many advertising and sponsorship opportunities at the CABE 2009 Conference. Exhibitors may advertise in the Conference issue of the Multilingual Educator and/or conference program, submit registration packet inserts or take advantage of the opportunity to become a conference sponsor. For more information about advertising with CABE, please contact Business Services at (626) 814-4441.

### Conference Program

The Conference Program is distributed to each attendee at the conference in the CABE bags at the time of registration. Only confirmed exhibitors are eligible for conference program advertising.

Publication trim size: 8 1/2 x 11

### Ad Sizes and Pricing

| Full Page<br>7 1/2" w x 10" h<br>No Bleed | Half Page<br>Horizontal<br>7 1/2" w x 4 5/8" h<br>No Bleed | Half Page Vertical<br>3 5/8" w x 10" h<br>No Bleed | Quarter Page<br>3 5/8" w x 4 5/8" h<br>No Bleed |
|---|--|--|---|
| B & W \$825                               | B & W--\$600   | B & W--\$600                                       | B & W--\$400                                    |

Back Cover (7 1/2" x 9 3/4")-Color Ad ..... \$ 4,000

Inside Cover (7 1/2" x 9 3/4")-Color Ad .....\$3,500

### Multilingual Educator Advertising

The Multilingual Educator is a CABE Annual publication. The conference issue will be displayed and distributed to conference attendees in the conference tote-bag. Advertising space is open to all vendors.

Publication trim size: 8 1/2 x 11

### Ad Sizes and Pricing

A CABE 2009 Conference Advertising order form is included with this packet.

| Full Page<br>7 1/2" w x 10" h<br>No Bleed | Half Page<br>Horizontal<br>7 1/2" w x<br>4 5/8" h<br>No Bleed | Half Page<br>Vertical<br>3 5/8" w x 10" h<br>No Bleed | Third Page<br>2 1/2" w x 10" h<br>No Bleed | Quarter Page<br>3 5/8" w x<br>4 5/8" h<br>No Bleed |
|---|---|---|--|--|
| B & W - \$825<br>Color - \$950            | B & W - \$600<br>Color - \$750                                | B & W - \$600<br>Color - \$750                        | B & W - \$450<br>Color - \$650             | B & W - \$400<br>Color - \$550                     |

Back Cover (7 1/2" x 9 3/4")-Color Ad ..... \$ 3,000

### Deadlines

Order Form Due by Friday, November 14, 2008

Artwork Due no later than Wednesday, December 3, 2008

### Materials

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 or TIFF or EPS files-300 dpi minimum. Please include all art and font files. A hard copy must accompany the file AIP or standard floppy is acceptable.

### Registration Packet Inserts

Registration Packet Inserts are inserted in each CABE 2009 bag with a conference program and distributed to each attendee. Only confirmed exhibitors are eligible for Registration Packet inserts. Standard inserts are 8 1/2 x 11 flyer, designed by you and sent freight express. See pricing below. Other items—pencils, notepads, etc. are negotiable.

One page .....\$1,000

CD.....\$2,500

Catalog.....\$5,000

Opportunities for other promotional materials are available—notepads, pens, etc. Please call CABE office for more information.

### Guidelines

- Registration packet inserts needed –8,000 (Subject to Change)
- Shipping dates are January 23-February 20, 2009. Mark all shipments—registration materials (Bag Insert). The shipping address may differ from the CABE address; please confirm before shipping. Any shipments received after these dates will not be inserted in the registration packets. Payments will not be refunded.
- Space is limited. Please contact CABE before printing or shipping materials. (626) 814-4441

### Web Page Job or Event Posting Rates

| For Web Text Only | Member (per month)<br>1st month        | Non-Member (per<br>month) 1st month    |
|-------------------|--|--|
| Up to 45 words    | \$55                                   | \$ 82                                  |
| 46- 90 words      | \$85                                   | \$128                                  |
| 91-135 words      | \$120                                  | \$180                                  |
| Over 135 words    | Add \$30 for each 45<br>word increment | Add \$45 for each 45<br>word increment |

### 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

Photos or logo images should be saved in JPG or GIF format, 72 dpi, RGB mode, 100 by 100 pixels and be no larger than 100k.

The start date will be 72 hours after CABE receives and approves the job/event posting.

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

**Advertising Information, Sponsorships and order forms also available at: [www.bilingualeducation.org](http://www.bilingualeducation.org)**

**CABE 2009**  
34th Annual Conference – Long Beach Convention Center  
Long Beach, California February 25-28, 2009

**Exhibitor and Career Fair Registration**

(Please be sure to read new guidelines)

For Office Use Only:

Booth # \_\_\_\_\_

ID # \_\_\_\_\_

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

**1. Exhibitor/Career Fair Information**  
Information provided below will appear in 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  |     | \$1,000 x ____ |       |
| An additional \$100 per <b>corner</b> booth  |     | \$100 x ____   |       |
| Career Fair * Exhibits   |     | \$500 x ____   |       |
| Non-Profit** Exhibits  |     | \$500 x ____   |       |
| Additional job announcements<br>(School Districts Only)<br>Please attach a separate sheet. |     | \$20/ea x ____ |       |
| Additional <b>Exhibit Hall</b> 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

**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 2009

☐ We will sell merchandise at CABE 2009  
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  
November 14, 2008 to: Exhibits CABE 2009  
16033 E. San Bernardino Road, Covina, CA 91722-3900  
Fax # (626) 814-4640 (for credit cards only)

**10. Payment Information**

Batch # Amount:

Credit Card

☐ VISA ☐ MasterCard ☐ AmEx

Date Received:

# \_\_\_\_\_

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 A of the Long Beach Convention Center.

#### Set up of Exhibit area:

Tuesday, February 24, 2009 (8:00 a.m. to 4:00 p.m.)

Wednesday, February 25, 2009 (8:00 a.m. to 10:00 a.m.)

#### Exhibit Hall open to the public:

Wednesday, February 25, 2009 (11:00 a.m. to 5:00 p.m.)

Thursday, February 26, 2009 (9:00 a.m. to 6:00 p.m.)

Friday, February 27, 2009 (9:00 a.m. to 5:00 p.m.)

Saturday, February 28, 2009 (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, February 28, 2009. Exhibitors are NOT to begin dismantling until the Exhibit area officially closes at 2:00 p.m. on Saturday, February 28, 2009. 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 February 25, 2009)** will be forfeited by the Exhibit/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 our official decorator for CAFE 2009. The 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 the 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 our Convention Services.

### 13. GENERAL INFORMATION

The Chief Executive Officer 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 December 30, 2008 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 Long Beach 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.

# CABE 2009

## Video Kiosks Advertising

Please complete this form, include with your materials, and make a copy to send with your payment to CABE. Feel free to contact April Moore with any questions or comments at (909) 386-2686 or by email: april\_moore@sbcss.k12.ca.us

**Deadline January 9, 2009**

### Organization Information

|                       |        |      |                 |  |
|-----------------------|--------|------|-----------------|--|
| Organization/Company: |        |      | Contact person: |  |
| Address:              |        |      | Phone:          |  |
| City:                 | State: | ZIP: | Email:          |  |
| Web Page:             |        |      |                 |  |
| Product(s):           |        |      |                 |  |

### Spot Information

|                           | Base Level   | Level One  | Level Two   | Level Three  |
|---------------------------|--|--|---|--|
| <b>Amount of Exposure</b> | Company information* will appear on all kiosks for a three (3) second spot on a rotating basis | Company information* will appear on all kiosks for a six (6) second spot on a rotating basis | Company information* will appear on all kiosks for a fifteen (15) second spot on a rotating basis | Company information* will appear on all kiosks for a thirty (30) second spot on a rotating basis and signage on outside of kiosk |
| <b>Cost</b>               | \$100  | \$250  | \$500   | \$1,000  |
| <b>Format*</b>            |  |  |   |  |
| <b>Method of delivery</b> |  |  |   |  |

Information can include any of the following: Logos, photos, edited video or flash movies. Sponsors must supply edited and properly formatted digital materials. Only materials in the following formats will be accepted: .jpg, .psd, .swf or mpeg4. If assistance is needed to convert materials to proper format, there will be an additional charge.

### Payment Information

|  |           |
|--|-----------|
| <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> American Express  |           |
| Account #  | Exp. Date |
| Signature  |           |
| <input type="checkbox"/> Check Payable to <b>CABE</b><br>Send this form with payment information completed to: <b>CABE 16033 E. San Bernardino Road Covina, CA 91722</b> |           |



Forward a copy of this form and your materials before January 9, 2009  
 California Association for Bilingual Education  
 16033 E. San Bernardino Road Covina, CA 91722

# 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 Institutional Membership Information

Join the largest network of Multilingual advocates in California. As a member, you will join CABE in its vision of "Biliteracy and Educational Equity for All" and will be working alongside with over 5,500 other members on the CABE 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. As an institutional member, you will receive five (5) copies of each issue, sent to your business address.

**The Multilingual Educator** - A annual magazine bringing you the most recent updates and developments in the theory and practice of bilingual education.

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

**Professional Development** - CABE 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 CABE annual conference at the special member discount rate.

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

**CABE Publications** - As an institutional member, you will receive one free copy of all new CABE 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 CABE 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.



#### **DIAMOND LEVEL - \$20,000**

- First Priority for Sponsorship of CABE 2009 special events
- Six exhibit booths and 12 exhibit hall passes
- Five tickets for Seal of Excellence Banquet
- Recognition in Conference Program and event
- One full page- black and white advertisement in Conference Program or *Multilingual Educator*, conference edition
- Two inserts in conference tote-bags
- Opportunity to conduct two commercial workshop presentations

#### **PLATINUM LEVEL - \$15,000**

- First Priority for sponsorship of CABE 2009 special events
- Four exhibit hall booths and 8 exhibit hall passes
- Five tickets for Seal of Excellence Banquet
- Recognition in conference program and event
- One page black and white advertisement in conference program
- Two inserts in conference tote-bags
- Opportunity to conduct two commercial workshop presentations

#### **GOLD LEVEL - \$10,000**

- Second Priority for sponsorship of CABE 2009 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 advertisement in conference program and /or *Multilingual Educator* Magazine, conference issue
- One insert in conference tote-bags
- Opportunity to conduct two commercial workshop presentations

#### **SILVER LEVEL - \$5,000**

- 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 advertisement in conference program
- One insert in conference tote-bags
- Opportunity to conduct two commercial workshop presentations

#### **BRONZE LEVEL - \$2,500**

- One exhibit booth and 2 exhibit hall passes
- Two tickets for Seal of Excellence Banquet
- One-half page black and white advertisement in *Multilingual Educator* Magazine, Conference Issue
- Recognition in Conference Program

#### **MARBLE LEVEL - \$1,500**

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



## CABE 2009 EXHIBITORS

More than 300 companies exhibited at CABE 2008. Companies and other organizations reported having excellent sales and/or recruitment results last year. Many exhibitors are part of the CABE family for many years. Furthermore, each year new sponsors are added and make the annual conference an exceptional event for all.

## EXHIBITS & CAREER FAIR

### Exhibit spaces

Exhibit and Job Fair booth fees include the following benefits and services:

- 10' x 10' exhibit space per booth
- One 6' draped table
- Two (2) chairs
- Side rails and backdrop
- Standard ID sign with organization name
- Hall security during closed hours

Additional furniture, carpeting and signage are available at the exhibitor's expense. Corner or end booths are available only to Commercial exhibitors for an additional cost. With receipt of your signed contract and full payment, an Exhibitor Service Kit/CD will be mailed to you from Blaine's Convention Services in early December.

## BENEFITS OF EXHIBITING AT CABE 2009

- Dedicated exhibit viewing hours during the conference
- Live entertainment opens the exhibit hall
- Large concession area in the exhibit hall for attendee meals
- Private hospitality exhibitor lounge during exhibit hours

## EXHIBIT HOURS

### Grand Opening

Wednesday, February 25, 2009  
11:00 AM to 5:00 PM

Friday, February 27, 2009  
9:00 AM to 5:00 PM

Thursday, February 26, 2009  
9:00 AM to 6:00 PM

Saturday, February 28, 2009  
9:00 AM to 2:00 PM

## EXHIBIT HALL SCHEDULE

### Move-In Day

- Tuesday, February 24, 2009 from 8:00 AM to 4:00 PM
- Wednesday, February 25, 2009 from 8:00 AM to 10:00 AM

### Move-Out Day

- Saturday, February 28, 2009 after 2:00 PM - Please note that any exhibitors leaving early will be charged an early exit penalty (25% of original fee, please see instructions, rules and regulations). There will be NO exceptions made to this policy and it will be strictly enforced.

## 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. Be sure to make a copy for your records. Booth(s) confirmation will be mailed upon receipt of your payment. Exhibit Hall doors will be locked at 6:00 PM sharp during the conference and no exhibitor will be allowed to enter the exhibit hall after this time.

## THE FEES FOR EACH BOOTH ARE AS FOLLOWS:

### COMMERCIAL EXHIBITOR - \$1000

- One 10' x 10' exhibit space (corner and end booths available for \$1,100)
- Recognition as an exhibitor in the conference program
- Two complimentary badge-only exhibit hall registrations
- Conference bag and program

### NON-PROFIT EXHIBITOR - \$500

- One 10' x 10' exhibit space (corner and end booths not available)
- Recognition as an exhibitor in the conference program
- Two complimentary badge-only exhibit hall registrations
- Conference bag and program

### CAREER FAIR EMPLOYER - \$500

- One 10' x 10' exhibit space (corner and end booths not available)
- Recognition as an exhibitor in the conference program
- Two complimentary badge-only exhibit hall registrations
- Conference bag and program

Full payment must accompany all applications. Upon receipt of your signed contract and full payment, an Exhibitor Service Kit/CD will be mailed from Blaine Convention Services, the official CABA 2009 service contractor. For the best booth location, make your reservations for space early. Spaces are assigned on a first-returned-with payment basis.

Badge-only registrations do not receive attendee conference materials and are only allowed entrance into the exhibit hall during set-up/tear down or show hours. If additional exhibit hall passes are needed they may be purchased by exhibitors at \$50/badge. If full conference registrations are needed they may be purchased at the established conference registration fees.



### REGISTRATION DEADLINE:

**Friday, November 14, 2008**

Application and payment must be received by November 14, 2008 in order to be listed in the Conference program as a sponsor, exhibitor, or career fair recruiter. Advertisement submissions also are due on Friday, November 14, 2008. Camera ready copy/art is due on Wednesday, December 3, 2008.

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



## ADVERTISING OPPORTUNITIES

### CONFERENCE PROGRAM

The Conference program is distributed to thousands of conference attendees (6,000) 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 December 3, 2008.

### 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 December 3, 2008.

### ADVERTISING

Advertising is accepted for the official CABE 2009 Conference Program and Multilingual Educator as follows:

- Full-page Inside Cover Color Ad: \$3,500.00
- Full-page Back Cover Color Ad (Available for Sponsors only): \$4,000.00
- Full-page inside color Ad: (Multilingual Educator only): \$950.00
- Full-page Black & White Ad: \$825.00
- Half-page Black & White Ad: \$600.00

Take advantage of a 20% discount by advertising in both the Conference Program and the annual edition of *The Multilingual Educator*. For complete information and specifications, see the Advertising Contract form included in this booklet.



### REMEMBER

**Registration deadline is: Friday, November 14, 2008**

Application and payment must be received by November 14, 2008, in order to be listed in the Conference program as a sponsor, exhibitor, or career fair recruiter. Advertisement submission form is also due on Friday, November 14, 2008. Camera ready copy/art is due on Wednesday, December 3, 2008.

## COMMERCIAL WORKSHOP PRESENTATIONS

For Commercial Workshop Presenter Proposal Form visit:  
[www.bilingualeducation.org](http://www.bilingualeducation.org) or call (626) 814-4441 for a printed copy.

Sponsors have the opportunity to present up to 4 workshops (depending on the level of sponsorship). Other commercial presentations will be reviewed following the same guidelines as other workshop submittals. Please note that all commercial presentations from non-sponsors will be assessed a \$100 presentation fee if no exhibit booth is purchased.

## SPECIAL NOTE:

When sponsor application form enclosed 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 in person at the Seal of Excellence Awards Banquet on Friday, February 27, 2009 (unless alternate function requested).



## CABE 2009 CONFERENCE SCHEDULE-AT-A-GLANCE

### Wednesday, February 25, 2009

- School Site Visits
- Exhibit Hall Opening
- Parent Center Opening
- Opening General Session
- Membership Reception and Dance

### Thursday, February 26, 2009

- General Session
- Exhibits/Career Fair
- Workshops, Institutes and Featured Speakers
- Awards Luncheon

### Friday, February 27, 2009

- General Session
- Exhibits/Career Fair
- Administrative Leadership Symposium
- High School Student Academy
- Workshops, Institutes and Featured Speakers
- Seal of Excellence Awards Banquet
- CABE Seal of Excellence Dance

### Saturday, February 28, 2009

- General Session
- Exhibits/Career Fair
- Workshops, Institutes and Featured Speakers



California Association for Bilingual Education

16033 E. San Bernardino Road  
Covina, CA 91722-3900

# 34<sup>TH</sup> ANNUAL CONFERENCE

Long Beach Convention Center  
Long Beach, California  
February 25-28, 2009

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

POST OFFICE IF UNDELIVERABLE DO NOT RETURN

Non-Profit Org.

U.S. Postage

PAID

Covina, CA

Permit No. 369