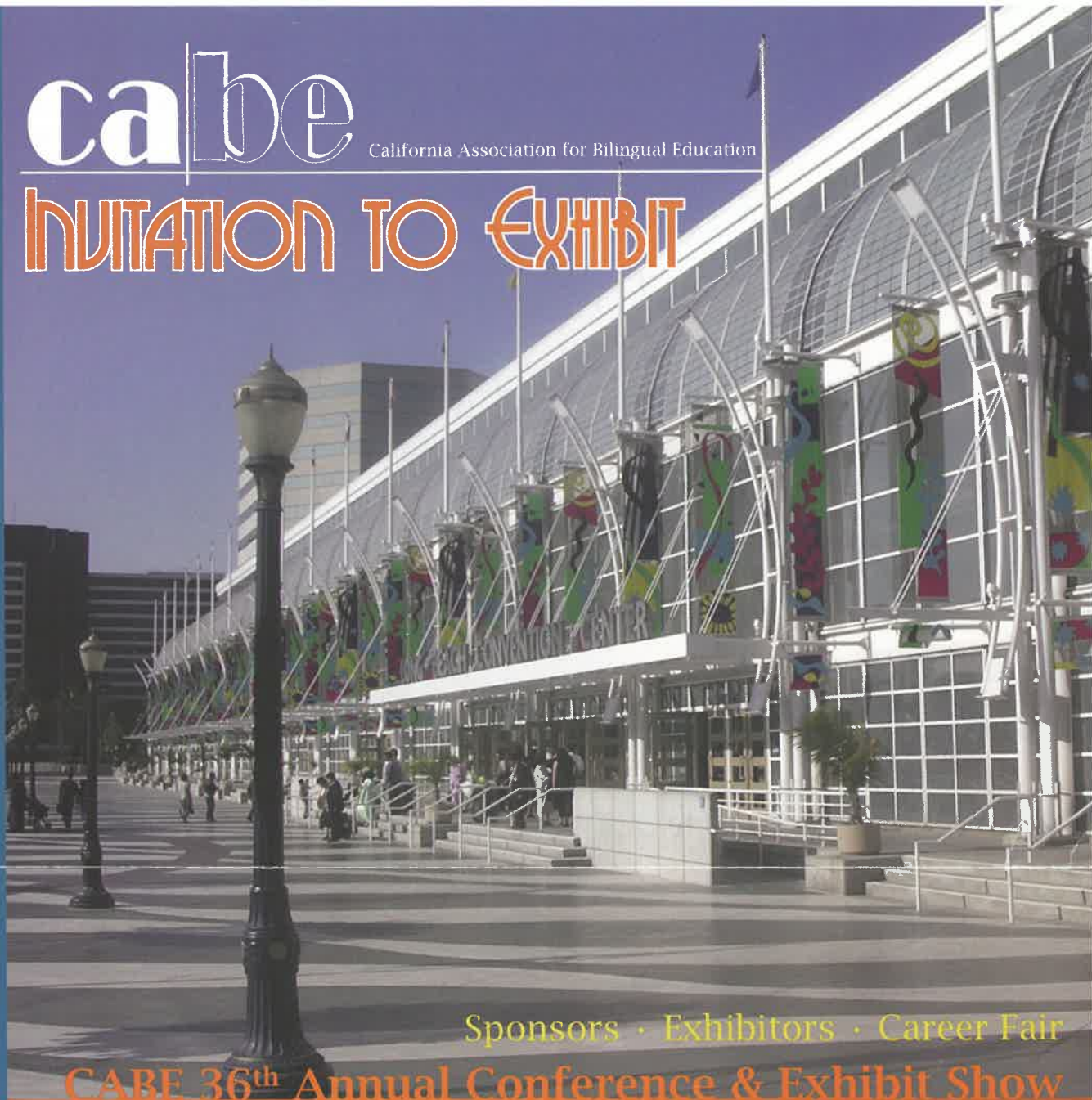


cabe

California Association for Bilingual Education

INVITATION TO EXHIBIT



Sponsors · Exhibitors · Career Fair

CABE 36th Annual Conference & Exhibit Show




Long Beach Convention Center
300 East Ocean Boulevard, Long Beach, California
March 23-26, 2011

Registration deadline is: Friday, November 19, 2010

Title Sponsor **ING** 



If you had to pick **JUST ONE** *exhibit show,*
...choose **CABE 2011**



The CABE Annual Conference lets you put your marketing message in front of the largest audience of educators of English Learners in the country. Celebrating 36 years of promoting best practices for English Learners exhibiting at this premier conference provides you an unequalled opportunity to reach educators who are there to strengthen instructional programs for English Learners.

CABE 2011 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;
- Reach a large audience of up to 6,000 participants;
- Take advantage of Exhibit Hall hours that encourage participants to visit exhibits and dedicated time for visiting the exhibit hall;
- Advertise your organization to promote an author's book signing or showcase a new product, service or publication;
- Conduct drawings to attract attendees;
- 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 2011 ~ *The leading conference*
for educators and parents of English Learners.

CABE 2011 SPONSORSHIP

CABE offers sponsorship opportunities at many levels in value-filled packages. Join the CABE family and become a partner in promoting educational excellence and quality multilingual programs.

Title Level - \$40,000

- Individually tailored sponsorship of major conference event.
- Eight exhibit booths and 16 exhibit hall passes
- 2 Tables for ten at Seal of Excellence Banquet
- Table for ten at Awards Luncheon
- One full page color advertisement in conference program & Multilingual Educator Magazine, conference issue
- Two inserts in conference tote bags
- Opportunity to conduct two commercial workshop presentations
- Recognition at conference event

Diamond Level - \$20,000

- 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

- 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

CABE 2011 EXHIBITORS

Exhibit Spaces



Exhibit and Career 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
- Two complimentary exhibit hall only passes
- **Commercial Exhibitor - \$800**
(corner and end booths available for \$900)
- **Small Business Exhibitor - \$600**
(corner and end booths available for \$700)
- **Non-profit Exhibitor - \$400**
- **Career Fair Employer - \$400**
(corner and end booths not available)

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 emailed to you from Blaine's Convention Services in December.

Registration deadline is: Friday, November 19, 2010

Go to www.bilingualeducation.org to register as a CBE 2011 Sponsor/Exhibitor today!

Gold Level - \$10,000

- 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

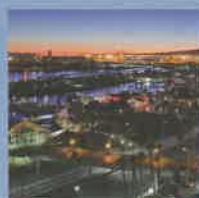


Exhibit Hours

Grand Opening

Wednesday, March 23, 2011
10:00 AM to 4:00 PM

Thursday, March 24, 2011
8:00 AM to 6:00 PM

Friday, March 25, 2011
8:00 AM to 4:00 PM

Move-In Day

- Tuesday, March 22, 2011 from 8:00 AM to 4:00 PM
- Wednesday, March 23, 2011 from 7:30 AM to 9:00 AM

Move-Out Day

- Friday, March 25, 2011 after 4:00 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.

Commercial Workshop Presentations Deadline: September 30, 2010

For Commercial Workshop
Presenter Proposal Form visit:
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.

CABE 2011 ADVERTISING

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.

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 November 19, 2010.

Advertising

Advertising is accepted for the official CABE 2011 Conference Program and *Multilingual Educator* as follows:

- Full-page Inside Cover Color Ad: \$3,500
- Full-page Back Cover Color Ad: \$4,000
(Available for Sponsors only)
- Full-page inside color Ad: \$950
(*Multilingual Educator* only)
- Full-page Black & White Ad: \$825
- Half-page Black & White Ad: \$600



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, go online to www.bilingualeducation.org for the Advertising Contract form.

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 is: Friday, November 19, 2010

Full payment must accompany all applications. Application and payment must be received by November 19, 2010, 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 19, 2010 along with Camera ready copy/art.

Space is limited and booths will be assigned on a first-returned-with payment basis. Applications for exhibit space can be made online at www.bilingualeducation.org. Booth(s) confirmation will be mailed upon receipt of your payment. Upon receipt of your signed contract and full payment, an Exhibitor Service Kit/CD will be emailed or mailed by request from Blaine Convention Services, the official CABE 2011 service contractor. For the best booth location, make your reservations for space early.

When sponsor application form is received at CABE Headquarters, all sponsors will receive additional information packets to complete registration process. Sponsors are recognized for their contributions in the conference program and in person at the Seal of Excellence Awards Banquet on Friday, March 25, 2011 (unless alternate event is requested).

Don't miss out - Go to www.bilingualeducation.org to register as a CABE 2011 Sponsor/Exhibitor today!



www.bilingualeducation.org



California Association for Bilingual Education

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

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U.S. Postage
PAID
Covina, CA
Permit No. 369

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

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