

CABE 2014

CREATING MULTILINGUAL MAGIC

*Success for English Learners through the Common Core,
the New ELD Standards, Technology & the Arts*

Invitation to Exhibit

SPONSORS EXHIBITORS CAREER FAIR

APRIL 2-5, 2014

ANAHEIM MARRIOTT HOTEL 700 W. Convention Way, Anaheim, CA 92802



REGISTRATION DEADLINE:

Wednesday, December 18, 2013

WWW.BILINGUALEDUCATION.ORG

REMEMBER TO STAY CONNECTED WITH CABE



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*Success for English Learners through the Common Core,
the New ELD Standards, Technology & the Arts*



The leading conference

FOR EDUCATORS AND PARENTS OF ENGLISH LEARNERS

CABE 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 5,000 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 2014 Sponsorship

CABE OFFERS SPONSORSHIP OPPORTUNITIES AT MANY LEVELS WITH VALUE-FILLED PACKAGES. JOIN THE CABE FAMILY AND BECOME A PARTNER IN PROMOTING EDUCATIONAL EXCELLENCE AND QUALITY MULTILINGUAL PROGRAMS.

Diamond - \$40,000	Corporate - \$25,000	Platinum - \$15,000
<ul style="list-style-type: none"> Eight exhibit booths and 16 exhibit hall passes Sponsorship for the Seal of Excellence Award Banquet which includes one reserved table Company logo on badge Table for ten at awards luncheon One full page color advertisement in conference program & Multilingual Educator Two promotional items or inserts in conference tote bags Opportunity to conduct two commercial workshop presentations Recognition/speaking at conference event CABE Facebook advertisement pre and during conference Electronic banner on website and at conference promoting your company/organization Complimentary lead retrieval 	<ul style="list-style-type: none"> Five exhibit booths and 10 exhibit hall passes Five tickets for Seal of Excellence Banquet Recognition in conference program and event Tote bag sponsorship and company name on conference tote bags One full page black and white advertisement in conference program or Multilingual Educator One promotional item or insert in conference tote bags Opportunity to conduct two commercial workshop presentations Electronic banner on website and at conference promoting your company/organization Complimentary lead retrieval 	<ul style="list-style-type: none"> Four exhibit hall booths and eight 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 One promotional item or insert in conference tote bags Opportunity to conduct one commercial workshop presentation Logo on name badge lanyard Electronic banner on website and at conference promoting your company/organization Complimentary lead retrieval
Gold - \$10,000	Silver - \$5,000	Bronze - \$2,500
<ul style="list-style-type: none"> Three exhibit hall booths and 6 exhibit hall passes Sponsor board meeting Five tickets for Seal of Excellence Banquet Recognition in conference program and event One half-page black and white advertisement in conference program One promotional item or insert in conference tote bags Opportunity to conduct one commercial workshop presentation Electronic banner on website and at conference promoting your company/organization Complimentary lead retrieval Logo on mobile app 	<ul style="list-style-type: none"> Two exhibit booths and four exhibit hall passes Recognition in conference program and event One-quarter page black and white advertisement in conference program One promotional item or insert in conference tote bags Complimentary lead retrieval 	<ul style="list-style-type: none"> One exhibit booth and two exhibit hall passes Recognition in conference program Complimentary lead retrieval

Deadline to Register

WEDNESDAY, DECEMBER 18, 2013

Go to www.bilingualeducation.org/cabe2014
to register as a CABE 2014 Sponsor/Exhibitor today!

CABE 2014 Exhibitors

ADDITIONAL FURNITURE, CARPETING AND SIGNAGE ARE AVAILABLE AT THE EXHIBITOR'S EXPENSE. CORNER OR END BOOTHS ARE AVAILABLE FOR AN ADDITIONAL COST OF \$100. WITH RECEIPT OF YOUR SIGNED CONTRACT AND FULL PAYMENT, AN EXHIBITOR SERVICE KIT/CD WILL BE EMAILED TO YOU FROM OUR CONVENTION SERVICES IN FEBRUARY 2014.

EXHIBIT & 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

Small Business Exhibitor

Non-profit Exhibitor

Career Fair Employer

Early Bird Dec. 18, 2013	After Dec. 18, 2013
\$800	\$950
\$600	\$750
\$400	\$550
\$400	\$550

SPECIAL PROMOTION

REGISTER BY OCTOBER 31, 2013

Receive complimentary lead retrieval unit.



Exhibit Hours

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WEDNESDAY, DECEMBER 18, 2013

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Daily Schedule

WEDNESDAY, APRIL 2, 2014

12:00 PM to 4:00 PM

Exhibit Hall Grand Opening - 12:00 PM

NEW *Night at the Exhibits - 6:00 PM - 7:30 PM*

THURSDAY, APRIL 3, 2014

9:00 AM to 5:30 PM

FRIDAY, APRIL 4, 2014

9:00 AM to 5:30 PM

NEW DESIGNATED EXHIBIT TIMES:

Wednesday, April 2nd - 6:00 PM - 7:30 PM

Thursday, April 3rd & Friday, April 4th - 12:00 PM - 1:30 PM

Move-In Days

✦ Tuesday, April 1, 2014 - 1:00 PM to 5:00 PM

✦ Wednesday, April 2, 2014 - 7:30 AM to 11:00 AM

Move-Out Day - FRIDAY, APRIL 4, 2014

✦ Move out will be after 5:30 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.

CABE 2014 Advertising

TAKE ADVANTAGE OF A 20% DISCOUNT BY ADVERTISING IN BOTH THE CONFERENCE PROGRAM AND THE ANNUAL EDITION OF THE MULTILINGUAL EDUCATOR MAGAZINE. TO REVIEW THE ADVERTISING CONTRACT FORM AND SPECIFICATIONS, GO ONLINE TO: WWW.BILINGUALEDUCATION.ORG/CABE2014

CABE RESERVES THE RIGHT TO ACCEPT SPONSOR/EXHIBITOR/CAREER FAIR/ADVERTISER APPLICATIONS ONLY FROM THOSE ORGANIZATIONS WHOSE GOALS ARE CONSISTENT WITH THOSE OF CABE

Conference Program

The conference program is distributed to thousands of conference attendees (5,000) 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, partner organizations and is also given to all conference attendees. The deadline for camera ready copy/art is December 18, 2013.

Advertising is accepted for the official CABE 2014 Conference Program and Multilingual Educator Magazine as follows:

CONFERENCE PROGRAM

- ◆ Full-page Black & White Ad: \$825
- ◆ Half-page Black & White Ad: \$600
- ◆ 1/4-page Black & White Ad: \$400

MULTILINGUAL EDUCATOR MAGAZINE

- ◆ Full-page Black & White Ad: \$825 / Color Ad: \$950
- ◆ Half-page Black & White Ad: \$600 / Color Ad: \$750
- ◆ 1/3-page Black & White Ad: \$450 / Color Ad: \$650
- ◆ 1/4-page Black & White Ad: \$400 / Color Ad: \$550

*Go to www.bilingualeducation.org/cabe2014
for additional advertisement and registration information*

Commercial Workshops

Sponsors have the opportunity to present up to two 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 \$125 presentation fee.

COMMERCIAL WORKSHOP PRESENTATIONS DEADLINE:

October 17, 2013

For Commercial Workshop Presenter Proposal Form Visit:

www.bilingualeducation.org or call (626) 814-4441 for a printed copy.



California Association for Bilingual Education

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

PRSRT STD
U.S. Postage
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San Jose, CA
Permit No. 222

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

POST OFFICE IF UNDELIVERABLE DO NOT RETURN

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CABE 2014

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KEY INFORMATION...

- Full payment must accompany all applications. Application and payment must be received by December 18, 2013, in order to be listed in the conference program as a sponsor, exhibitor, or career fair recruiter. The advertisement submission form is also due on Wednesday, December 18, 2013 along with camera ready copy/art.
- Space is limited and booths will be assigned on a first-returned-with payment basis.
- 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 our Convention Services. For the best booth location, make your reservations for space early.
- When sponsor application form is received at CABE Headquarters, all sponsors will receive an additional information packet to complete the registration process. Sponsors are recognized for their contributions in the conference program and in person at the Seal of Excellence Awards Banquet on Friday, April 4, 2014 (unless alternate event is requested).

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