

CABE 2015

CALIFORNIA ASSOCIATION FOR BILINGUAL EDUCATION

The CABE Legacy: Making 21st Century Multilingual Dreams Come True

Celebrating 40 Years of Educational Excellence for English Learners & Biliteracy for All

Invitation to Exhibit

S P O N S O R S

E X H I B I T O R S

C A R E E R F A I R

MARCH 4-7, 2015

Town and Country Resort & Convention Center
500 Hotel Circle North - San Diego, California 92108



ca|be

REGISTRATION DEADLINE:

Thursday, December 18, 2014

WWW.BILINGUALEDUCATION.ORG

REMEMBER TO STAY CONNECTED WITH CABE



CABE 2015

The CABE Legacy: Making 21st Century Multilingual Dreams Come True

Celebrating 40 Years of Educational Excellence for English Learners & Biliteracy for All



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 that are aligned to the Common Core and new ELD Standards;
- **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.

Deadline for Exhibitors' Registration - THURSDAY, DECEMBER 18, 2014



Go to www.cabe2015.org
to register as a CABE 2015 Sponsor/Exhibitor today!

CABE 2015 SPONSORSHIP



The CABE Legacy: Making 21st Century Multilingual Dreams Come True

CABE OFFERS SPONSORSHIP OPPORTUNITIES AT MANY LEVELS WITH VALUE-FILLED PACKAGES.
JOIN THE CABE FAMILY AND PLAY A KEY ROLE IN CELEBRATING CABE'S 40TH ANNIVERSARY.

Diamond - \$40,000

- ◇ Invitation to attend President's 40th Anniversary Reception
- ◇ 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
- ◇ Opportunity to have logo on charging stations
- ◇ Logo on mobile app

Corporate - \$25,000

- ◇ Invitation to attend President's 40th Anniversary Reception
- ◇ 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
- ◇ Opportunity to have logo on charging stations
- ◇ Logo on mobile app

Platinum - \$15,000

- ◇ Invitation to attend President's 40th Anniversary Reception
- ◇ 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
- ◇ Logo on mobile app

Gold - \$10,000

- ◇ Invitation to attend President's 40th Anniversary Reception
- ◇ 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

Silver - \$5,000

- ◇ 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

Bronze - \$2,500

- ◇ One exhibit booth and two exhibit hall passes
- ◇ Recognition in conference program
- ◇ Complimentary lead retrieval

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CABE 2015 EXHIBITORS



The CABE Legacy: Making 21st Century Multilingual Dreams Come True

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 JANUARY 2015.

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
- ◆ Option to select booth location



REGISTER BY
OCTOBER 30, 2014
Receive complimentary
lead retrieval unit

Early Bird
Dec. 18, 2014

After
Dec. 18, 2014

COMMERCIAL EXHIBITOR

\$800

\$950

SMALL BUSINESS EXHIBITOR

\$600

\$750

NON-PROFIT EXHIBITOR

\$400

\$550

CAREER FAIR EMPLOYER

\$400

\$550

NIGHT AT THE EXHIBITS

Wednesday, March 4, 2015
6:00 PM to 7:30 PM

Sign up for your company's special promotion on the Registration Form



Exhibit Hours



DESIGNATED EXHIBIT TIMES:

Wednesday, March 4th - 6:00 PM - 7:30 PM

Thursday, March 5th & Friday, March 6th - 12:00 PM - 1:30 PM

Daily Schedule

WEDNESDAY, MARCH 4, 2015

12:00 PM to 4:00 PM

Exhibit Hall Grand Opening
12:00 PM

THURSDAY, MARCH 5, 2015

9:00 AM to 5:30 PM

FRIDAY, MARCH 6, 2015

9:00 AM to 5:30 PM

Move-In Days

- ◆ Tuesday, March 3, 2015
10:00 AM to 4:00 PM
- ◆ Wednesday, March 4, 2015
7:30 AM to 11:00 AM

Move-Out Day - FRIDAY, MARCH 6, 2015

- ◆ 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.

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CABE 2015 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.CABE2015.ORG

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, 2014.

ADVERTISING IS ACCEPTED FOR THE OFFICIAL CABE 2015 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

- ◆ 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.CABE2015.ORG
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 30, 2014

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

Non-Profit Org.
U.S. Postage
PAID
Covina, CA
Permit No. 369

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

POST OFFICE IF UNDELIVERABLE DO NOT RETURN



CABE 2015

Invitation to Exhibit/Sponsor

CABE 2015

DEADLINE TO REGISTER Thursday, December 18, 2014

Invitation to Exhibit

Key Information...

Don't Miss Out - Go To...

WWW.CABE2015.ORG

to register as a CABE 2015 Sponsor/Exhibitor today!

- Full payment must accompany all applications. Application and payment must be received by December 18, 2014, 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 Thursday, December 18, 2014 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, March 6, 2015 (unless alternate event is requested).

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