

CALIFORNIA ASSOCIATION FOR BILINGUAL EDUCATION

# CABE★2017

*CABE 2017: Connecting Communities Through our Languages, Cultures and Stories*

## INVITATION TO EXHIBIT & SPONSOR

March 29-April 1, 2017



**SPONSORS • EXHIBITORS • CAREER FAIR**

Marriott & Hilton Hotels  
700 W. Convention Way  
Anaheim, CA 92802



Join us in Anaheim! [www.gocabe.org](http://www.gocabe.org)  
REMEMBER TO STAY CONNECTED WITH CABE



# CABE★2017

MARCH 29-April 1, 2017  
Anaheim, California

*CABE 2017: Connecting Communities Through our Languages, Cultures and Stories*



The Leading Conference for Educators and Parents of English Learners and Biliteracy Students (Pre-K to University)

## CABE PROVIDES THE OPPORTUNITY FOR YOUR ORGANIZATION TO:

- **Market** your multilingual, 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 over 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.

Go to [www.cabe2017.org](http://www.cabe2017.org)  
to register as a CABE 2017 Sponsor/Exhibitor today!



# Sponsorship

**CABE 2017: Connecting Communities Through our Languages, Cultures and Stories**

**CABE OFFERS SPONSORSHIP OPPORTUNITIES AT MANY LEVELS WITH VALUE-FILLED PACKAGES. JOIN THE CABE FAMILY AND PLAY A KEY ROLE IN THE CONFERENCE.**

## DIAMOND - \$40,000\*

- Eight exhibit booths and 16 exhibit hall passes
- Sponsorship for the Seal of Excellence Award Banquet which includes one reserved table of 10
- Company logo on badge
- Table for 10 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\*

- 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

*\*Customization Sponsorship Benefits Available*

## PLATINUM - \$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 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

- 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 4 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 2 exhibit hall passes
- Recognition in conference program
- Complimentary lead retrieval

**EXHIBITOR REGISTRATION DEADLINE  
FRIDAY, DECEMBER 16, 2016**

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## Exhibitors

**CABE 2017: Connecting Communities Through our Languages, Cultures and Stories**

Additional furniture, carpeting and signage are available at the Exhibitor's expense. Corner or end booths are available for an additional cost of **\$100**. Upon receipt of your signed contract and full payment, an Exhibitor's Service Kit will be emailed (CD sent upon request) by our convention service company beginning in January 2017.

### EXHIBIT & CAREER FAIR BOOTH FEES INCLUDE THE FOLLOWING BENEFITS AND SERVICES:

- Material Handling up to **300 lbs** in/out
- 8' x 10' exhibit space per booth
- One 6' draped table
- Two (2) chairs
- Side rails and backdrop
- Standard ID sign with organization name
- Opportunity to select booth space
- Hall security during closed hours
- Two complimentary exhibit hall only passes



Register by  
October 28, 2016

Receive complimentary  
lead retrieval unit

#### COMMERCIAL EXHIBITOR

#### SMALL BUSINESS EXHIBITOR

#### NON-PROFIT EXHIBITOR

#### CAREER FAIR EMPLOYER

Early Bird December 16, 2016	After December 16, 2016
\$900	\$1050
\$700	\$850
\$500	\$650
\$500	\$650

**NIGHT AT THE EXHIBITS**  
**MARCH 29, 2017**  
**6:00 PM to 7:30 PM**

Submit your company's special promotion online



## Exhibit Hours

### DESIGNATED EXHIBIT TIMES:

Wednesday, March 29th: 6:00 PM – 7:30 PM

Thursday, March 30th & Friday, March 31st: 12:00 PM – 1:30 PM

### DAILY SCHEDULE

**WEDNESDAY, March 29, 2017**

Exhibit Hall Grand Opening 12:00 PM

12:00 PM to 4:00 PM

**THURSDAY, March 30, 2017**

9:00 AM to 5:30 PM

**FRIDAY, March 31, 2017**

9:00 AM to 5:30 PM

### MOVE-IN DAYS:

- Tuesday, March 28, 2017  
10:00 AM to 4:00 PM
- Wednesday, March 29, 2017  
7:30 AM to 11:00 AM

### MOVE-OUT DAY: FRIDAY, MARCH 31, 2017

**Move out will be on March 31, 2017 after 5:30 PM** - Please note that any exhibitors leaving early will be charged an early exit penalty (**25%** of original fee). There will be NO exceptions made to this policy and it will be strictly enforced. Please read our Exhibitor/Career Fair instructions, rules and regulations carefully at [cabe2017.org](http://cabe2017.org).

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# Advertising

**CABE 2017: Connecting Communities Through our Languages, Cultures and Stories**

Take advantage of advertising in both the Conference Program and the Annual Edition of the Multilingual Educator Magazine. To review our advertising information/submission/specification, go online to [www.cabe2017.org](http://www.cabe2017.org)

## ADVERTISING IS ACCEPTED FOR THE OFFICIAL CABE 2017 CONFERENCE PROGRAM AND MULTILINGUAL EDUCATOR MAGAZINE AS FOLLOWS:

### 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. The deadline for camera ready copy/art is **Friday, January 27, 2017**.

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

### 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 **Wednesday, October 19, 2016**.

- 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

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

Go to [www.cabe2017.org](http://www.cabe2017.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 \$250 presentation fee/per workshop.

**COMMERCIAL WORKSHOP PRESENTATIONS DEADLINE:**

**October 28, 2016**

For Commercial Workshop Presenter Proposal go online to:

<https://fs3.formsite.com/cabeforms/CABE2017CommCFP/index.html>.



California Association for Bilingual Education  
16033 E. San Bernardino Road  
Covina, CA 91722-3900

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## INVITATION TO EXHIBIT & SPONSOR

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

POST OFFICE IF UNDELIVERABLE DO NOT RETURN



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**EXHIBITOR REGISTRATION DEADLINE  
FRIDAY, DECEMBER 16, 2016**

**DON'T MISS OUT! REGISTER TODAY!**

### KEY INFORMATION

- Full payment must accompany all applications. Application and payment must be received by **December 16, 2016**, in order to be listed in the conference program as a sponsor, exhibitor, or career fair recruiter.
- Space is limited. Opportunity for booth selection will be based on first returned with full 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 will be sent via email from Freeman, our Convention Services Company, beginning in January 2017. For the best booth location, make your reservations for space early.
- Sponsors are recognized for their contributions in the conference program and in person at the Seal of Excellence Awards Banquet on **Friday, March 31, 2017** (unless alternate event is requested and available).
- Adhere to the advertisement deadlines dates listed below:  
**Multilingual Educator – October 19, 2016**  
**Conference Program – January 27, 2017**

[gocabe.org](http://gocabe.org)

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