

CALIFORNIA ASSOCIATION FOR BILINGUAL EDUCATION

# CABE 2018

*Embracing Multilingualism: From Policy to Powerful Practices*

**SPONSORS | EXHIBITORS | CAREER FAIR**

**INVITATION TO SPONSOR & EXHIBIT**

**MARCH 28-31, 2018**

**Sacramento Convention  
Center**



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





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*Embracing Multilingualism: From Policy to Powerful Practices*

MARCH 28-31, 2018  
Sacramento, California



- DEDICATED VIEWING TIMES
- PRIME SPONSOR LOCATIONS
- GIVEAWAYS & RAFFLES
- LEAD RETRIEVAL OFFER
- OVER 5000 PLUS ATTENDEES

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

## OPPORTUNITIES FOR YOUR ORGANIZATION TO REACH OVER 5,000 PLUS TEACHER, ADMINISTRATOR, AND PARENT CONFERENCE ATTENDEES

- **Market** your multilingual, world, English Language Development and professional development products, programs, materials and services that are aligned to the Common Core and ELD Standards;
- **Reach** a large audience of over 5,000 teachers, administrators, parent leaders and and community members;
- **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.cabe2018.org](http://www.cabe2018.org)  
to Register as a CABE 2018 Sponsor/Exhibitor today!



# CABE 2018

## SPONSORSHIPS

*Embracing Multilingualism: From Policy to Powerful Practices*

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
- Two complimentary lead retrievals
- 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
- Two complimentary lead retrievals
- 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 two commercial workshop presentations
- Logo on name badge lanyard
- Electronic banner on website and at conference promoting your company/organization
- Two complimentary lead retrievals
- 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
- One 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
- One complimentary lead retrieval

### BRONZE - \$2,500

- One exhibit booth and 2 exhibit hall passes
- Recognition in Conference Program
- One complimentary lead retrieval

**Sponsors are recognized for their contributions in the conference program and in person at the Seal of Excellence Awards Banquet on March 30, 2018.**

*(unless alternate event is requested and available)*

**EXHIBITING AT: SACRAMENTO CONVENTION CENTER**  
**1400 J Street, Sacramento, CA 95814**

# CABE 2018

Embracing Multilingualism: From Policy to Powerful Practices

## EXHIBITORS

SPACE IS LIMITED. FOR THE BEST LOCATION MAKE YOUR RESERVATIONS WITH FULL PAYMENT EARLY.

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

- Material Handling up to **300 lbs** in/out
- 10' 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 26, 2017

Receive complimentary  
lead retrieval unit

#### COMMERCIAL EXHIBITOR

#### SMALL BUSINESS EXHIBITOR

#### NON-PROFIT EXHIBITOR

#### CAREER FAIR EMPLOYER

Early Bird December 15, 2017	After December 15, 2017
\$950	\$1100
\$750	\$900
\$550	\$700
\$550	\$700

If you are selling merchandise at CABE 2018 a seller's permit is required. Please see links below:

1. Link to register for a seller's permit- <http://www.boe.ca.gov/info/reg.htm>
2. Link to verify seller's permit- <https://efile.boe.ca.gov/boeweb services/verification.jsp?action=SALES>

- Full payment must accompany all applications. Application and payment must be received by **December 15, 2017**, in order to be listed in the Conference Program.
- Upon receipt of your signed contract and full payment, your booth confirmation will be emailed to you and an Exhibitor Service Kit will be emailed from our Convention Services Company beginning in January, 2018.
- Additional furniture, carpeting and signage are available at the Exhibitor's expense. Corner or end booths are available for an additional cost of \$100.

### DESIGNATED EXHIBIT HOURS

Wednesday: 6:00 PM – 7:30 PM  
Thursday: 12:00 PM – 1:30 PM  
Friday: 12:00 PM – 1:30 PM

### DAILY SCHEDULE

Wednesday: 12:00 PM – 4:00 PM  
*Exhibit Hall Grand Opening 12:00PM*  
Thursday: 9:00 AM – 5:30 PM  
Friday: 9:00 AM – 5:30 PM

### MOVE-IN / SET UP

Tuesday, March 27, 2018  
10:00 AM to 4:00 PM  
Wednesday, March 28, 2018  
7:30 AM to 11:00 AM

### MOVE-OUT / TEAR-DOWN BEGINS FRIDAY AT 5:30 PM

Exhibit tear-down begins on Friday at 5:30pm. 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 [cabe2018.org](http://cabe2018.org).

## NIGHT AT THE EXHIBITS

WEDNESDAY • 6:00 PM to 7:30 PM

Submit your company's special promotion online



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.cabe2018.org](http://www.cabe2018.org)

### ADVERTISING IS ACCEPTED FOR THE OFFICIAL CABE 2018 CONFERENCE PROGRAM AND MULTILINGUAL EDUCATOR MAGAZINE AS FOLLOWS:

#### CONFERENCE PROGRAM

**DEADLINE for ad PDF file: January 19, 2018**

**Artwork: 300 dpi Press Quality PDF**

The conference program is distributed to thousands of conference attendees (5,000 plus) to plan their personal conference schedule. This is your opportunity to advertise and attract attendees to any new products and to your exhibit booth.

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



#### MULTILINGUAL EDUCATOR

**DEADLINE for ad PDF file: October 18, 2017**

**Artwork: 300 dpi Press Quality PDF**

The Multilingual Educator (CABE's magazine) is distributed statewide to all CABE members, partner organizations and is also given to all conference attendees. The publication is in full color with article topics such as biliteracy, dual immersion, multiculturalism, parent engagement and more.

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

Please email your advertisement press PDF by the deadline to: [ruth@bilingualeducation.org](mailto:ruth@bilingualeducation.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.

**Go to [www.cabe2018.org](http://www.cabe2018.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 27, 2017**

*For Commercial Workshop Presenter Proposal Go Online to:*

<https://fs3.formsite.com/cabeforms/CABE2018CommCFP/index.html>



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

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# CABE 2018

## INVITATION TO SPONSOR & EXHIBIT

**MARCH 28-31, 2018 • Sacramento Convention Center**

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

POST OFFICE IF UNDELIVERABLE DO NOT RETURN

### KEY DEADLINES CHECKLIST

<input checked="" type="checkbox"/> DATE	IMPORTANT SPONSOR/EXHIBITOR DEADLINES
<input type="checkbox"/> October 18, 2017	Multilingual Educator Advertisement PDF File Due
<input type="checkbox"/> October 26, 2017	Deadline for Complimentary Lead Retrieval
<input type="checkbox"/> October 27, 2017	Deadline Commercial Workshops Presentations
<input type="checkbox"/> December 15, 2017	Deadline for Early Bird Pricing
<input type="checkbox"/> December 15, 2017	Guaranteed Listing in Conference Program
<input type="checkbox"/> January 2018	Exhibitor Service Kit Emailed from our Convention Services Company
<input type="checkbox"/> January 19, 2018	Conference Program Advertisement PDF File Due
<input type="checkbox"/> March 27, 2018	Move-In Day #1 - 10:00AM to 4:00PM
<input type="checkbox"/> March 28, 2018	Move-In Day #2 - 7:30AM to 11:00AM
<input type="checkbox"/> March 28, 2018	Conference Grand Opening at 12:00PM
<input type="checkbox"/> March 30, 2018	Move-Out / Tear Down Begins at 5:30PM

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