

CALIFORNIA ASSOCIATION FOR BILINGUAL EDUCATION

# CABE 2020

A PERFECT VISION FOR MULTICULTURALISM AND MULTILITERACY

**SPONSORS • EXHIBITORS • CAREER FAIR**

**APRIL 8-11, 2020 • HILTON SAN FRANCISCO UNION SQUARE**

*Invitation  
to Sponsor  
and Exhibit*

FOR MORE INFORMATION VISIT [CABE2020.ORG](http://CABE2020.ORG)  
REMEMBER TO STAY CONNECTED WITH CABE





# CABE 2020

A PERFECT VISION FOR MULTICULTURALISM AND MULTILITERACY

APRIL 8-11, 2020  
SAN FRANCISCO, CA



- DEDICATED VIEWING TIMES
- PRIME SPONSOR LOCATIONS
- GIVEAWAYS & RAFFLES
- LEAD RETRIEVAL UNIT
- 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 TEACHER, ADMINISTRATOR, AND PARENT CONFERENCE ATTENDEES

- \* **Market** your multilingual, World Language, English Language Development and professional development products, programs, materials and services that are aligned to the Common Core/ELD Standards, The California English Learner Roadmap and the Global California 2030.
- \* **Reach** a large audience of over 5,000 administrators, teachers, 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.
- \* **Recruit** bilingual and multicultural staff and potential consultants.

Go to **CABE2020.ORG**  
to Register as a CABE 2020 Sponsor/Exhibitor today!

# Sponsorships

JOIN THE CABE FAMILY AND  
PLAY A KEYROLE IN THE CONFERENCE



**CABE OFFERS SPONSORSHIP OPPORTUNITIES AT MANY LEVELS WITH VALUE-FILLED PACKAGES**

## 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 (names must be provided by deadline date)
- Company logo on badge
- Opportunity to receive a table for 10 at the 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 before and during conference
- Electronic banner on website and at conference promoting your company/organization
- Two complimentary lead retrieval units
- Complimentary conference attendee mailing list
- Opportunity to have logo on charging stations
- Logo on mobile app

## CORPORATE - \$25,000\*

- Five exhibit booths and 10 exhibit hall passes
- Opportunity to receive four tickets to the 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 retrieval units
- Complimentary conference attendee mailing list
- Opportunity to have logo on charging stations
- Logo on mobile app

## PLATINUM - \$15,000\*

- Four exhibit hall booths and 8 exhibit hall passes
- Opportunity to receive two tickets to the 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
- Electronic banner on website and at conference promoting your company/organization
- Two complimentary lead retrieval units
- Complimentary conference attendee mailing list
- Logo on mobile app

*\*Customized Sponsorship Packages Available -  
Contact CABE Headquarters at 626-814-4441.*

## GOLD - \$10,000

- Three exhibit hall booths and 6 exhibit hall passes
- Sponsor CABE Board meeting
- Opportunity to receive two tickets for the 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 unit
- Complimentary conference attendee mailing list
- 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 unit

## BRONZE - \$2,500

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

**Sponsors are recognized for their contributions in the conference program and in person at the Seal of Excellence Awards Banquet on April 10, 2020.**

*(unless alternate event is requested and available)*

**EXHIBITING AT: HILTON SAN FRANCISCO UNION SQUARE  
333 O'Farrell Street, San Francisco, CA 94102**





# Exhibitors

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

FOR HOTEL  
ACCOMMODATIONS  
VISIT [CABE2020.ORG](http://CABE2020.ORG)

**SPECIAL OFFERS!**

## CABE 2020 SPECIAL OFFERS TO ALL EXHIBITORS

### Contact Attendees in Advance

Receive the Attendee Mailing List for **ONLY \$175**

This is a great opportunity to connect with attendees (who have given permission to share their information) before the conference and to schedule time to meet with them in the Exhibit Hall. Mailing list will be sent out March 10, 2020.

**Conference Registrations (attend the presentations)**  
**Register to Attend the Full Four Days at a Discounted Rate of \$400** (No more than two registrations per company/organization-non-transferable)

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

- **First 300 lbs of material handling (in/out) is complimentary.**
- 8' x 8' 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 25, 2019**  
Receive complimentary  
lead retrieval unit

**COMMERCIAL  
EXHIBITOR**

**SMALL BUSINESS  
EXHIBITOR**

**NON-PROFIT  
EXHIBITOR**

**CAREER FAIR  
EMPLOYER**

**Early Bird**  
December 13, 2019

**After**  
December 13, 2019

\$950

\$1100

\$750

\$900

\$550

\$700

\$550

\$700

**If you are selling merchandise at CABE 2020, a seller's permit is required. Please see links below:**

1. Link to register for a seller's permit- <https://tinyurl.com/sell20>
2. Link to verify seller's permit- <https://tinyurl.com/verify20>

- Full payment must accompany all applications. Application and payment **must be received no later than December 13, 2019**, 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 February, 2020.
- Additional furniture, carpeting, outlet use and signage are available at the Exhibitor's expense. Corner or end booths are available for an **additional cost of \$100.**

**EXHIBITOR DATES: TUESDAY, APRIL 7 THROUGH FRIDAY, APRIL 10**

### MOVE-IN / SET UP

Tuesday: 10:00 AM – 4:00 PM  
Wednesday: 7:30 AM – 11:00 AM

### DAILY SCHEDULE

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

### DESIGNATED EXHIBIT HOURS

Wednesday: 6:00 PM – 7:30 PM  
Thursday: 12:00 PM – 1:30 PM  
Friday: 12:00 PM – 1:30 PM  
Saturday: Exhibit Hall Closed

**EXHIBITOR/CAREER FAIR BREAK-DOWN INFORMATION CAN BE FOUND AT [CABE2020.ORG](http://CABE2020.ORG)**

## NIGHT AT THE EXHIBITS

**WEDNESDAY • 6:00 PM to 7:30 PM**

Submit your company's special promotion online







A PERFECT VISION FOR MULTICULTURALISM AND MULTILITERACY

# Advertising

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 **CABE2020.ORG**

## ADVERTISING IS ACCEPTED FOR THE OFFICIAL CABE 2020 CONFERENCE PROGRAM AND THE MULTILINGUAL EDUCATOR MAGAZINE AS FOLLOWS:

### MULTILINGUAL EDUCATOR

**DEADLINE for ad PDF file: October 31, 2019**

**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 language immersion, multiculturalism, parent engagement and more.

- **Full-page Black & White Ad: \$825 / Color Ad: \$950**  
8.5"w x 11"h Live area: 7"w x 10"h
- **Half-page Black & White Ad: \$600 / Color Ad: \$750**  
7.25"w x 4.625"h
- **1/4-page Black & White Ad: \$400 / Color Ad: \$550**  
3.5"w x 4.625"h

### CONFERENCE PROGRAM

**DEADLINE for ad PDF file: December 18, 2019**

**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**  
8.5"w x 11"h Live area: 7"w x 10"h
- **Half-page Black & White Ad: \$600**  
7.25"w x 4.625"h
- **1/4-page Black & White Ad: \$400**  
3.5"w x 4.625"h



Please email your advertisement press PDF by the deadline to: [ruth@gocabe.org](mailto:ruth@gocabe.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.  
(Visit [GOCABE.ORG](http://GOCABE.ORG) to see our vision and mission statement.)

**GO TO CABE2020.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 25, 2019**

For Commercial Workshop Presenter Proposal Go Online to:  
<https://fs3.formsite.com/cabeforms/CABE2020CommCFP/index.html>



California Association for Bilingual Education  
20888 Amar Road  
Walnut, CA 91789

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



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**APRIL 8 -11, 2020 • HILTON SAN FRANCISCO UNION SQUARE**

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

POST OFFICE IF UNDELIVERABLE DO NOT RETURN

### CABE 2020 Key Dates & Deadlines

<input checked="" type="checkbox"/> DATE	DESCRIPTION
<input type="checkbox"/> October 25, 2019	Deadline for Commercial Workshops Presentations
<input type="checkbox"/> October 25, 2019	Deadline for Complimentary Lead Retrieval Unit
<input type="checkbox"/> October 31, 2019	Multilingual Educator Advertisement PDF File Due
<input type="checkbox"/> December 13, 2019	Deadline for Early Bird Pricing
<input type="checkbox"/> December 13, 2019	Guaranteed Listing in Conference Program
<input type="checkbox"/> December 18, 2019	Conference Program Advertisement PDF File Due
<input type="checkbox"/> February 2020	Exhibitor Service Kit Emailed from our Convention Services Company
<input type="checkbox"/> March 6, 2020	Deadline for Hotel Conference Rates
<input type="checkbox"/> March 10, 2020	Attendee Mailing List Sent Out
<input type="checkbox"/> April 7, 2020	Move-In Day #1 - 10:00 AM to 4:00 PM
<input type="checkbox"/> April 8, 2020	Move-In Day #2 - 7:30 AM to 11:00 AM
<input type="checkbox"/> April 8, 2020	Exhibit Hall Grand Opening at 12:00 PM
<input type="checkbox"/> April 10, 2020	Move-Out /Break-Down Begins at the Official Closing Time of 4:30 PM

### MOVE-OUT / BREAK-DOWN FRIDAY

Exhibitor break-down begins Friday, April 10, 2020 at the official close of the Exhibit Hall at 4:30p.m. Please note any exhibitor dismantling, leaving early will be charged an exit penalty of 25% of their original fee/contract. There will be NO EXCEPTIONS made to this policy and it will be strictly enforced. Read our Exhibitor/Career Fair Rules and Regulation instructions carefully at CABE2020.ORG

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