

CALIFORNIA ASSOCIATION FOR BILINGUAL EDUCATION

# CABE 2022

*Stand Up! Get Up! For Biliteracy and Multilingual Rights!*

**SPONSORS  
EXHIBITORS  
CAREER FAIR**

MARCH 30 - APRIL 2

**2022**

**SAN FRANCISCO  
MARRIOTT MARQUIS**

**ca|be**

CALIFORNIA ASSOCIATION FOR BILINGUAL EDUCATION

**INVITES YOU!**

FOR MORE INFORMATION, VISIT [CABE2022.ORG](http://CABE2022.ORG)

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CALIFORNIA ASSOCIATION FOR BILINGUAL EDUCATION

# CABE 2022

*Stand Up! Get Up! For Biliteracy and Multilingual Rights!*

- 
- 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, biliteracy, world language, English Language Development and professional development products, programs, materials and services that are aligned to the Common Core/ELD Standards, content area frameworks and standards, The California English Learner Roadmap and Global California 2030.
- \* **Reach** a large audience of over 5,000 administrators, teachers, parent leaders and community members.
- \* **Take advantage** of Exhibit Hall hours that encourage participants to visit exhibits and provide 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 [CABE2022.ORG](http://CABE2022.ORG) to Register as a CABE 2022 Sponsor/Exhibitor today!



MARCH 30 - APRIL 2  
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SAN FRANCISCO  
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# SPONSORSHIPS



**JOIN THE CABE FAMILY AND PLAY A KEY ROLE IN THE CONFERENCE**

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

DIAMOND - \$40,000*	CORPORATE - \$25,000*	PLATINUM - \$15,000*
<ul style="list-style-type: none"> <li>• Eight exhibit booths and 16 exhibit hall passes</li> <li>• Sponsorship for the Seal of Excellence Award Banquet which includes one reserved table of 10 (names must be provided by deadline date)</li> <li>• Company logo on badge</li> <li>• Opportunity to receive a table for 10 at the awards luncheon</li> <li>• One full page color advertisement in Conference Program &amp; Multilingual Educator</li> <li>• Two promotional items or inserts in conference tote bags</li> <li>• Opportunity to conduct two commercial workshop presentations</li> <li>• Recognition/speaking at conference event</li> <li>• CABE Facebook advertisement before and during conference</li> <li>• Electronic banner on website and at conference promoting your company/organization</li> <li>• Complimentary lead retrieval</li> <li>• Complimentary conference attendee mailing list</li> <li>• Opportunity to have logo on charging stations</li> <li>• Logo on mobile app</li> </ul>	<ul style="list-style-type: none"> <li>• Five exhibit booths and 10 exhibit hall passes</li> <li>• Opportunity to receive four tickets to the Seal of Excellence Banquet</li> <li>• Recognition in Conference Program and event</li> <li>• Tote bag sponsorship and company name on conference tote bags</li> <li>• One full page black and white advertisement in Conference Program or Multilingual Educator</li> <li>• One promotional item or insert in conference tote bags</li> <li>• Opportunity to conduct two commercial workshop presentations</li> <li>• Electronic banner on website and at conference promoting your company/organization</li> <li>• Complimentary lead retrieval</li> <li>• Complimentary conference attendee mailing list</li> <li>• Opportunity to have logo on charging stations</li> <li>• Logo on mobile app</li> </ul>	<ul style="list-style-type: none"> <li>• Four exhibit hall booths and 8 exhibit hall passes</li> <li>• Opportunity to receive two tickets to the Seal of Excellence Banquet</li> <li>• Recognition in Conference Program and event</li> <li>• One full page black and white advertisement in Conference Program or Multilingual Educator</li> <li>• One promotional item or insert in conference tote bags</li> <li>• Opportunity to conduct two commercial workshop presentations</li> <li>• Electronic banner on website and at conference promoting your company/organization</li> <li>• Complimentary lead retrieval</li> <li>• Complimentary conference attendee mailing list</li> <li>• Logo on mobile app</li> </ul>
* Customized Sponsorship Packages Available. Contact CABE Headquarters at 626-814-4441, Ext. 112.		
GOLD - \$10,000	SILVER - \$5,000	BRONZE - \$2,500
<ul style="list-style-type: none"> <li>• Three exhibit hall booths and 6 exhibit hall passes</li> <li>• Sponsor Board Reception</li> <li>• Opportunity to receive two tickets to the Seal of Excellence Banquet</li> <li>• Recognition in Conference Program and event</li> <li>• One half-page black and white advertisement in Conference Program</li> <li>• One promotional item or insert in conference tote bags</li> <li>• Opportunity to conduct one commercial workshop presentation</li> <li>• Electronic banner on website and at conference promoting your company/organization</li> <li>• Complimentary lead retrieval</li> <li>• Complimentary conference attendee mailing list</li> <li>• Logo on mobile app</li> </ul>	<ul style="list-style-type: none"> <li>• Two exhibit booths and 4 exhibit hall passes</li> <li>• Recognition in Conference Program and event</li> <li>• One-quarter page black and white advertisement in Conference Program</li> <li>• One promotional item or insert in conference tote bags</li> <li>• Complimentary lead retrieval</li> </ul>	<ul style="list-style-type: none"> <li>• One exhibit booth and 2 exhibit hall passes</li> <li>• Recognition in Conference Program</li> <li>• Complimentary lead retrieval unit</li> </ul>

**Sponsors are recognized for their contributions in the conference program and in person at the Seal of Excellence Awards Banquet on April 1, 2022. (Unless alternate event is requested and available.)**

**Exhibit at the San Francisco Marriott Marquis, 780 Mission Street, San Francisco, CA 94103**



# EXHIBITORS

## CABE 2022 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 February 28, 2022.

### 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)

A paper copy of the program will be available for an additional \$20.

### 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 November 18, 2021 Receive complimentary lead retrieval	Early Bird December 16, 2021	After December 16, 2021
<b>Commercial Exhibitor</b>	<b>\$950</b>	<b>\$1100</b>
<b>Small Business Exhibitor</b>	<b>\$750</b>	<b>\$900</b>
<b>Non-Profit Exhibitor</b>	<b>\$550</b>	<b>\$700</b>
<b>Career Fair Employer</b>	<b>\$550</b>	<b>\$700</b>

### If you are selling merchandise at CABE 2022, a seller's permit is required.

Register for a seller's permit: <http://bit.ly/CASellPermit>

Verify seller's permit: <https://bit.ly/VerifyCASeller>

- Full payment must accompany all applications. Application and payment must be received no later than December 16, 2021, 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 2022.
- 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**.

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

SPECIAL OFFERS!



FOR HOTEL  
ACCOMMODATIONS VISIT  
[CABE2022.ORG](http://CABE2022.ORG)

Currently, the City of San Francisco is requiring a proof of vaccination for all indoor events, and face masks are required to be worn during the conference

### EXHIBITOR DATES: TUESDAY, MARCH 29, 2022 THROUGH FRIDAY, APRIL 1, 2022

MOVE-IN / SET UP	DAILY SCHEDULE	DESIGNATED EXHIBIT HOURS
Tuesday: 10:00 AM – 4:00 PM Wednesday: 7:30 AM – 11:00 AM	Wednesday: 12:00 PM – 4:00 PM <i>Exhibit Hall Grand Opening 12:00 PM</i> Thursday: 9:00 AM – 5:30 PM Friday: 9:00 AM – 4:30 PM	Wednesday: 6:00 PM – 7:30 PM Thursday: 12:00 PM – 1:30 PM Friday: 12:00 PM – 1:30 PM <i>Saturday: Exhibit Hall Closed</i>

EXHIBITOR/CAREER FAIR BREAK-DOWN INFORMATION CAN BE FOUND AT [CABE2022.ORG](http://CABE2022.ORG)

## NIGHT AT THE EXHIBITS

WEDNESDAY • MARCH 30, 2022 • 6:00 PM to 7:30 PM

Submit your company's special promotion online

Go to [cabe2022.org](http://cabe2022.org) for additional advertisement and registration information





# 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 **CABE2022.ORG**

## ADVERTISING IS ACCEPTED FOR THE OFFICIAL CABE 2022 CONFERENCE PROGRAM AND THE MULTILINGUAL EDUCATOR MAGAZINE AS FOLLOWS:

MULTILINGUAL EDUCATOR	CONFERENCE PROGRAM	Page Trim Size:
<b>DEADLINE</b> for ad PDF file: November 18, 2021 <b>Artwork:</b> 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.  <ul style="list-style-type: none"><li>• Full-page Black &amp; White Ad: \$825 / Color Ad: \$950 8.5"w x 11"h Live area: 7"w x 10"h</li><li>• Half-page Black &amp; White Ad: \$600 / Color Ad: \$750 7.25"w x 4.625"h</li><li>• 1/4-page Black &amp; White Ad: \$400 / Color Ad: \$550 3.5"w x 4.625"h</li></ul>	<b>DEADLINE</b> for ad PDF file: January 11, 2022 <b>Artwork:</b> 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.  <ul style="list-style-type: none"><li>• Full-page Black &amp; White Ad: \$825 8.5"w x 11"h Live area: 7"w x 10"h</li><li>• Half-page Black &amp; White Ad: \$600 7.25"w x 4.625"h</li><li>• 1/4-page Black &amp; White Ad: \$400 3.5"w x 4.625"h</li></ul>	Full Page 8.5"w x 11"h  Half-Page 7.25"w x 4.625"h  1/4-page 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.)

## 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 submissions. Please note all commercial presentations from non-sponsors will be assessed a **\$250 presentation fee** per workshop.

**COMMERCIAL WORKSHOP PRESENTATIONS DEADLINE: November 18, 2021**

For Commercial Workshop Presenter Proposal, go online to:  
<https://fs3.formsite.com/cabeforms/2022CommCFP/index.html>

Go to [cabe2022.org](http://cabe2022.org) for additional advertisement and registration information



California Association for Bilingual Education

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Walnut, CA 91789

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**Invitation To Sponsor & Exhibit**  
**March 30 - April 2, 2022 • San Francisco, CA**

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

POST OFFICE IF UNDELIVERABLE DO NOT RETURN

**DATES TO  
REMEMBER**

## CABE 2022 KEY DATES & DEADLINES



☑ DATE	DESCRIPTION
<input type="checkbox"/> November 18, 2021	Multilingual Educator Advertisement PDF File Due
<input type="checkbox"/> November 18, 2021	Deadline for Commercial Workshops Presentations
<input type="checkbox"/> November 18, 2021	Deadline for Complimentary Lead Retrieval
<input type="checkbox"/> December 16, 2021	Deadline for Early Bird Pricing
<input type="checkbox"/> December 16, 2021	Guaranteed Listing in Conference Program
<input type="checkbox"/> January 11, 2022	Conference Program Advertisement PDF File Due
<input type="checkbox"/> January 2022	Exhibitor Service Kit Emailed from our Convention Services Company
<input type="checkbox"/> February 28, 2022	Attendee Mailing List Sent Out
<input type="checkbox"/> March 4, 2022	Deadline for Hotel Conference Rates ( <a href="https://book.passkey.com/go/CABE2022">https://book.passkey.com/go/CABE2022</a> )
<input type="checkbox"/> March 29, 2022	Move-In Day #1 - 10:00 AM to 4:00 PM
<input type="checkbox"/> March 30, 2022	Move-In Day #2 - 7:30 AM to 11:00 AM
<input type="checkbox"/> March 30, 2022	Exhibit Hall Grand Opening at 12:00 PM
<input type="checkbox"/> April 1, 2022	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 1, 2022 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 CABE2022.ORG

**CABE INVITES YOU TO SPONSOR AND EXHIBIT AT CABE 2022**  
**FOR MORE INFORMATION, VISIT CABE2022.ORG FOLLOW US FOR THE LATEST NEWS!**

