

CALIFORNIA ASSOCIATION FOR BILINGUAL EDUCATION

CABE*2023

Testimonios: The Power of Our Stories, Our Art, and Our Dreams

LONG BEACH CONVENTION CENTER ♦ MARCH 22-25, 2023

Sponsors • Exhibitors *Career Fair*

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cabe

California Association for Bilingual Education

INVITES YOU

TO BECOME A SPONSOR OR EXHIBITOR

FOR MORE INFORMATION, VISIT CABE2023.COM

CALIFORNIA ASSOCIATION FOR BILINGUAL EDUCATION

CABE 2023

Testimonios: The Power of Our Stories, Our Art, and Our Dreams

Sponsors • Exhibitors • Career Fair

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

OPPORTUNITIES FOR YOUR ORGANIZATION TO REACH OVER 4,000
TEACHER, ADMINISTRATOR, AND PARENT CONFERENCE ATTENDEES

MARCH 22-25, 2023

**Long Beach Convention Center
Long Beach, CA**

- DEDICATED VIEWING TIMES
- PRIME SPONSOR LOCATIONS
- GIVEAWAYS & RAFFLES
- LEAD CAPTURE SOFTWARE
- 4000 PLUS 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 4,000 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 CABE2023.COM to register as a CABE 2023 Sponsor/Exhibitor today!

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"> • 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 magazine • 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 • Complimentary lead capture software • Complimentary conference attendee mailing list • Opportunity to have logo on charging stations • Logo on mobile app 	<ul style="list-style-type: none"> • 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 magazine • 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 capture software • Complimentary conference attendee mailing list • Opportunity to have logo on charging stations • Logo on mobile app 	<ul style="list-style-type: none"> • 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 magazine • 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 capture software • Complimentary conference attendee mailing list • Logo on mobile app
<p>* Customized Sponsorship Packages Available. Contact CABE Headquarters at 626-814-4441.</p>		
GOLD - \$10,000	SILVER - \$5,000	BRONZE - \$2,500
<ul style="list-style-type: none"> • Three exhibit hall booths and 6 exhibit hall passes • Opportunity to sponsor CABE Board Reception • 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 • Complimentary lead capture software • Complimentary conference attendee mailing list • Logo on mobile app 	<ul style="list-style-type: none"> • 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 capture software 	<ul style="list-style-type: none"> • One exhibit booth and 2 exhibit hall passes • Recognition in Conference Program • Complimentary lead capture software

Sponsors are recognized for their contributions in the conference program and in person at the Seal of Excellence Awards Banquet on March 24, 2023. (Unless alternate event is requested and available.)

Long Beach Convention Center, 300 E. Ocean Blvd. Long Beach, California 90802

Exhibitors

CABE 2023 SPECIAL OFFERS TO ALL EXHIBITORS

Contact Attendees in Advance! Receive the Attendee Mailing List for ONLY \$175.

Connect with attendees (who have given permission to share their information) before the conference and schedule time to meet with them in the Exhibit Hall. Mailing list will be sent out February 28, 2023.

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.**
- 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 28, 2022	Early Bird Deadline December 14, 2022	After December 14, 2022
Receive complimentary lead capture software		
Commercial Exhibitor	\$1065	\$1230
Small Business Exhibitor	\$840	\$1010
Non-Profit Exhibitor	\$620	\$785
Career Fair Employer	\$620	\$785

If you are selling merchandise at CABE 2023, a seller's permit is required.

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

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

- Full payment must accompany all applications. Application and payment must be received no later than December 14, 2022, 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 2023.
- 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.**

CABE aligns with the City of Long Beach and the California Department of Public Health Guidance for the use of masks during CABE 2023. Attendees will be required to follow these guidelines. To get the latest information visit: <https://www.longbeach.gov/health/diseases-and-condition/information-on/coronavirus/covid-19-orders/>

EXHIBITOR DATES: TUESDAY, MARCH 21, 2023 THROUGH FRIDAY, MARCH 24, 2023

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 CABE2023.COM

NIGHT AT THE EXHIBITS

WEDNESDAY • MARCH 22, 2023 • 6:00 PM to 7:30 PM

Opportunity for your company to offer Special Promotions

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

SPECIAL OFFERS!



FOR HOTEL
ACCOMMODATIONS VISIT
CABE2023.COM

Go to CABE2023.COM 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 **CABE2023.COM**

ADVERTISING IS ACCEPTED FOR THE OFFICIAL CABE 2023 CONFERENCE PROGRAM AND THE MULTILINGUAL EDUCATOR MAGAZINE AS FOLLOWS:

MULTILINGUAL EDUCATOR

DEADLINE for ad PDF file: September 30, 2022

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 14, 2022

Artwork: 300 dpi Press Quality PDF

The conference program is distributed to thousands of conference attendees (4,000 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

Page Trim Size:

Full-page Ad
8.5"w x 11"h



Half-page Ad
7.25"w x 4.625"h



1/4-page Ad
3.5"w x 4.625"h



Please email your advertisement press PDF by the deadline to: exhibitors@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 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 that all commercial presentations from non-sponsors will be assessed a **\$250 presentation fee** per workshop.

COMMERCIAL WORKSHOP PRESENTATIONS DEADLINE: October 27, 2022

For Commercial Workshop Presenter Proposal, go online to:
<https://fs3.formsite.com/cabeforms/CommCFP2023/index.html>

Register today or get more
information at

CABE2023.COM

or contact CABE at

exhibitors@gocabe.org

☎ (626) 814-4441
📠 (626) 814-4640

Go to **CABE2023.COM** for additional advertisement and registration information



California Association for Bilingual Education

20888 Amar Road
Walnut, CA 91789

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

CALIFORNIA ASSOCIATION FOR BILINGUAL EDUCATION

CABE 2023

Testimonios: The Power of Our Stories, Our Art, and Our Dreams

LONG BEACH CONVENTION CENTER • MARCH 22-25, 2023

Sponsors • Exhibitors • Career Fair

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

CABE NAVARRETE
RUTH NAVARRETE
20888 AMAR RD
WALNUT CA 91789-5054



POST OFFICE: IF UNDELIVERABLE, DO NOT RETURN

Dates to Remember!



CABE 2023 Key Dates & Deadlines

☑ DATE	DESCRIPTION
<input type="checkbox"/> September 30, 2022	Multilingual Educator Advertisement PDF File Due
<input type="checkbox"/> October 27, 2022	Deadline for Commercial Workshops Presentations
<input type="checkbox"/> October 28, 2022	Deadline for Complimentary Lead Capture Software
<input type="checkbox"/> December 14, 2022	Deadline for Early Bird Pricing
<input type="checkbox"/> December 14, 2022	Guaranteed Listing in Conference Program
<input type="checkbox"/> December 14, 2022	Conference Program Advertisement PDF File Due
<input type="checkbox"/> January 2023	Exhibitor Service Kit Emailed from our Convention Services Company
<input type="checkbox"/> February 28, 2023	Attendee Mailing List Sent Out
<input type="checkbox"/> March 4, 2023	Deadline for Hotel Conference Rates
<input type="checkbox"/> March 21, 2023	Move-In Day #1 - 10:00 am to 4:00 pm
<input type="checkbox"/> March 22, 2023	Move-In Day #2 - 7:30 am to 11:00 am
<input type="checkbox"/> March 22, 2023	CABE 2023 Kick Off and Exhibit Hall Grand Opening at 12:00 pm
<input type="checkbox"/> March 24, 2023	Move-Out/Break-Down Begins at the Official Closing Time of 4:30 pm

Move-Out / Break-Down Friday

Exhibitor break-down begins Friday, March 24, 2023 at the official close of the Exhibit Hall at 4:30 pm. Please note any exhibitor dismantling or 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 CABE2023.COM

CABE INVITES YOU TO SPONSOR AND EXHIBIT AT CABE 2023

FOR MORE INFORMATION, VISIT CABE2023.COM FOLLOW US FOR THE LATEST NEWS!





California Association for Bilingual Education

20888 Amar Rd.
Walnut, CA 91789-5054
exhibitors@gocabe.org

(626) 814-4441
(626) 814-4640
www.gocabe.org

CABE 2023 / 48th Annual Conference - March 22-25, 2023
Long Beach Convention Center, Long Beach, CA

For Office use only: Date rec'd: _____
Batch # _____ Trans. # _____

CABE aligns with the City of Long Beach and the California Department of Public Health Guidance for the use of masks during CABE 2023. Attendees will be required to follow these guidelines. To get the latest information visit: <https://www.longbeach.gov/health/diseases-and-condition/information-on/coronavirus/covid-19-orders/>

YES! I would like to participate in CABE 2023 as a: ☐ **SPONSOR** ☐ **EXHIBITOR** ☐ **ADVERTISER**

Name (to appear in Conference Program)			District/Company/Organization (to appear in conference program)		
Contact Person (name of person coordinating exhibit)			Email		
Mailing Address			City/State/Zip Code		
Telephone No.	Fax No.	URL	2nd Email Address (Person Attending conference)		

Sponsorship Levels: (Please download Sponsorship/Exhibitor brochure or click here for more details)

☐ **Diamond – \$40,000** ☐ **Corporate – \$25,000** ☐ **Platinum – \$15,000** ☐ **Gold – \$10,000** ☐ **Silver – \$5,000** ☐ **Bronze – \$2,500**

Select **ONE** event to receive recognition of your sponsorship: ☐ 3/23/23 Awards Luncheon ☐ 3/24/23 Seal of Excellence Banquet

Exhibitor Opportunities

Booth Type	Rate ON or BEFORE Dec. 14, 2022	Rate AFTER Dec. 14, 2022	# of Booths desired	Upgrade to corner booth. Just \$100!	Additional Badges Exhibitor Hall only	Total Booth Fees
<input type="checkbox"/> Commercial	\$1065	\$1230	X _____	+ \$100 = _____	x \$50 Each = _____	\$ _____
<input type="checkbox"/> Small Business**	\$840	\$1010	X _____	+ \$100 = _____	x \$50 Each = _____	\$ _____
<input type="checkbox"/> Non-Profit*	\$620	\$785	X _____	+ \$100 = _____	x \$50 Each = _____	\$ _____
<input type="checkbox"/> Career Fair	\$620	\$785	X _____	+ \$100 = _____	x \$50 Each = _____	\$ _____

EXHIBITOR BOOTH CHOICE:

1.

2.

3.

Sale of Merchandise at CABE 2023 <input type="checkbox"/> Selling Valid Sellers Permit No. Required _____ <input type="checkbox"/> NOT selling		Total Fees
Description of Materials: _____		
Lead Capture Software <input type="checkbox"/> Complimentary on or before October 28, 2022 <input type="checkbox"/> Not interested		
New Option: Full Four-Day Attendee Conference for Exhibitor <input type="checkbox"/> _____ x \$400 Each = \$ _____ (maximum 2 registrations per company/organization - non-transferable)		
Special Ticketed Event <input type="checkbox"/> Vegetarian Option <input type="checkbox"/> Award Luncheon, 3/23/23 _____ x \$60 Each = \$ _____ <input type="checkbox"/> Seal of Excellence Banquet, 3/24/23 _____ x \$75 Each = \$ _____		\$ _____

Advertisements

Conference Program (The deadline for camera ready copy/art is Wednesday, December 14, 2022) Black & White Ads: <input type="checkbox"/> Full Page - \$825 <input type="checkbox"/> Half Page - \$600 <input type="checkbox"/> 1/4 Page - \$400		Total Advertising Fees
Multilingual Educator Magazine (The deadline for camera-ready copy/art is Friday, September 30, 2022) Black & White Ads: <input type="checkbox"/> Full Page - \$825 <input type="checkbox"/> Half Page - \$600 <input type="checkbox"/> 1/3 Page - \$450 <input type="checkbox"/> 1/4 Page - \$400 Color Ads: <input type="checkbox"/> Full Page - \$950 <input type="checkbox"/> Half Page - \$750 <input type="checkbox"/> 1/3 Page - \$650 <input type="checkbox"/> 1/4 Page - \$550		
Online Advertising <input type="checkbox"/> Electronic Banner - \$500 <input type="checkbox"/> Mobile App Link - \$1000 <input type="checkbox"/> Facebook Ad - \$1000 <input type="checkbox"/> Email Blast - \$2000		
Tote Bag Inserts <input type="checkbox"/> One (8½" x 11") Page - \$1000 <input type="checkbox"/> CD - \$2500 <input type="checkbox"/> Catalogue - \$5000		
		\$ _____

Payment Information

Return this form with total payment postmarked no later than December 14, 2022 to: Exhibits/Sponsorships: CABE 2023 20888 Amar Road, Walnut, CA 91789		Grand Total
Please accept this as approval to charge the following credit card for the total listed above.		\$ _____
Amount:	<input type="checkbox"/> Check <input type="checkbox"/> PO <input type="checkbox"/> VISA <input type="checkbox"/> Master Card <input type="checkbox"/> AmEx <input type="checkbox"/> Discover	
Number:	CVV: _____ Exp Date: _____ Signature: _____	

CABE reserves the right to select ads according to available space and the goals of the organization. In order for your application to be processed, payment must be submitted with this form. A confirmation letter will be sent to you once payment is received. I read, understand and agree to comply with all the Instructions, Rules and Regulations as stated on the attached form.

Signature/Title _____ Date _____



CABE 2023 / 48th Annual Conference – March 22–25, 2023 | Long Beach Convention Center, Long Beach, CA

EXHIBITOR, SPONSOR, PARTNER, CAREER FAIR INSTRUCTIONS, RULES, AND REGULATIONS - CABE 2023

This application for Exhibit space, the formal Notice of Space Assignment by CABE, these Rules & Regulations and the rules and regulations set forth in the Exhibitor's Manual constitute a contract for the right to exhibit at the CABE Conference. Sponsors, Exhibitors and Career Fair participants also agree to comply with the rules and regulations of the Long Beach Convention Center in which the conference is being held.

1. EXHIBIT TYPE*

Non-Profit: If Non-Profit Organization, please submit a copy of your Tax-Exempt Letter. **Small Business: Annual Revenue Less than \$1 Million, please submit financial statement.

2. SELLERS PERMIT

Your valid California Sellers Permit number will need to be provided. The link to register for a seller's permit is: <https://bit.ly/CASellPermit>. The link to verify a valid permit is: <https://bit.ly/VerifyCASeller>. This information will be forwarded to the California State Board of Equalization. If you are not selling merchandise your Sellers Permit number is not needed.

☐ **Must Check box acknowledging Sellers Permit Instructions were read.**

3. EXHIBIT AREA AND HOURS

Exhibits and Career Fair will be located in Hall A located in the Long Beach Convention Center.

Set up of Exhibit area:

Tuesday, March 21, 2023 (10:00 am to 4:00 pm)
Wednesday, March 22, 2023 (7:30 am to 11:00 am)

Exhibit Hall opens to the public:

Wednesday, March 22, 2023 (12:00 pm to 4:00 pm)
Wednesday, March 22, 2023 (6:00 pm to 7:30 pm)
Thursday, March 23, 2023 (9:00 am to 5:30 pm)
Friday, March 24, 2023 (9:00 am to 4:30 pm)
Saturday, March 25, 2023: **Exhibit Hall Closed**
(EXHIBIT HOURS MAY BE SUBJECT TO CHANGE).

4. DISMANTLING OF EXHIBIT BOOTHS

Dismantling of Exhibit booths is on Friday, March 24, 2023 after 4:30pm. Exhibitors are NOT to begin dismantling until the Exhibit Hall officially closes at 4:30 pm. Sponsors, Exhibitors & Career Fair participants must refrain from packing or dismantling exhibits before the closing time. Please arrange your travel accordingly. Sponsors, Exhibitors & Career Fair participants agree that should CABE determine that any part of the exhibit was dismantled prior to the scheduled time of closing, the Exhibitor/Career Fair participant will pay 25% of the contract value for early dismantlement penalty fee.

☐ **Must check box acknowledging Dismantling Instructions were read and understood and will be communicated to person representing your organization at the conference.**

5. FAILURE TO OCCUPY SPACE

Any space not occupied by the scheduled time 11:00 am on March 22, 2023 will be forfeited by the Exhibitor/Career Fair Participant. CABE reserves the right to resell and/or reassign the exhibit space. Any Exhibitor/Career Fair participant who fails to occupy the assigned exhibit space by the scheduled time specified agrees to reimburse CABE for any other losses arising from such failure to occupy. CABE will not be liable to the Exhibitor/Career Fair Participant for any incurred expense.

☐ **Must Check box acknowledging Failure to Occupy Space Instructions were read.**

6. SELECTION PROCESS

Although exhibitor space will be assigned based on date and payment received, consideration will be given for the level of sponsorship, number of booth(s), years of participation, and Exhibit Hall layout. CABE reserves the right to select, assign and re-arrange space which best meets the needs of the Conference attendees.

7. BOOTH SPECIFICATIONS AND DRAYAGE SERVICES

For each booth purchased, you will receive a 10' x 10'

space including pipe and drape in conference colors, one 6' foot table, two chairs, a waste basket and a standard ID sign with company name. (Please note: End caps will be given half of the standard back drape). A service and information kit will be sent via Email or U.S. Mail to each exhibitor by our official decorator for CABE 2023. Convention services will furnish all forms necessary to order additional accessories, equipment, or services. Electricity and/or Outlet use and all other exhibitor equipment and services must be ordered directly from convention services and paid for by vendor

☐ **Must check box to acknowledge Booth Specifications and Drayage Services Instructions were read.**

8. CONFERENCE REGISTRATION

Two "Exhibit Hall Passes" per booth purchased will be provided to exhibitors. Companies/School Districts with additional representatives must purchase additional "Exhibit Hall Passes" at \$50.00 each. Please note that all "Exhibit Hall Passes" will allow entrance to and from the exhibit hall and will restrict the entrance to the conference, and other conference related events. Badges will be available the first day of the conference at the Exhibitor Booth. "Exhibit Hall Passes" entitles the participant to receive all conference related materials, including the Conference Program and Conference Tote bag.

9. LIABILITY AND HOLD HARMLESS

Exhibitor agrees that exhibitors, its officers, employees, agents, and representatives shall be responsible for any loss, damage or injury of whatever nature arising out of, or relating to, this agreement, and that exhibitor shall indemnify and hold harmless CABE, its employees, agents and representatives, and the Long Beach Convention Center for any loss, damage or injury of whatever nature arising out of, or relating to, this agreement.

10. LIABILITY INSURANCE

Exhibitors are required to carry liability insurance which covers the exhibitors, its officers, employees, agents and representatives during this event.

11. INDEPENDENT CONTRACTORS

Exhibitors, its officers, employees, agents and representatives are independent contractors. This agreement is not intended to and shall not be construed to create the relationship of agent, servant, employee, partnership, joint venture or association between the parties.

12. NON-RESPONSIBILITY

In the event the conference is canceled or deferred on account of strikes, fires, casualties, acts of God, terrorism, government regulations, or any other cause beyond the control of CABE, CABE shall not be responsible for any financial responsibility or other obligation of Exhibitor arising out of this agreement.

13. FIRE PRECAUTIONS

The exhibitor agrees to accept full responsibility for compliance with the city regulations under the Fire Code of the city in which the conference is located.

14. UNION LABOR

If required by local ordinances, Exhibitor must comply with all union regulations applicable to installation, dismantling, and display of the exhibits. If you have specific questions relating to Union Labor please contact our convention services.

15. GENERAL INFORMATION

The Chief Executive Officer and the Director of Programs & Events reserve the right to:

- A) eject or restrict any exhibit which in their judgment is objectionable.
- B) relocate booths, if necessary.
- C) cancel a contract of an exhibitor in the event of violation of these specific instructions, rules and regulations.
- D) control the aisles of the exhibit area so that exhibitors are not using them as part of their booth(s).
- E) limit heights and placement of signs and logos.
- F) limit the blockage of line-of sight from one booth to the next.
- G) add other rules and regulations that may become necessary. (Exhibitors will be notified).

16. SALES POLICY (Purpose of Exhibits)

The purpose of the exhibits is to educate the attendees of the conference. However, the Long Beach Convention Center will permit organizations/ businesses, with the appropriate business licenses to sell books or materials on its premises. All exhibitors selling merchandise must provide the applicable valid seller's permit number in the space provided in this application

☐ **Must check box to acknowledge Sales Policy (Purpose of Exhibits) Instructions were read.**

17. DECORATION RESTRICTIONS

Prior written approval is required from the Long Beach Convention Center before placing decorations on ceiling, walls or painted surfaces. All materials must be flame-retardant in accordance with the City Fire Codes. Booths must be decorated in such a way as not to break the line of-sight of the neighboring booth by more than three feet from the back wall towards the front of the booth. Helium gas filled balloons are not allowed in the exhibit hall.

18. CANCELLATION POLICY

Requests for refunds due to cancellation made prior to January 31, 2023 will be assessed 20% of contract value. There will be no refunds for cancellation made after this date. All cancellations must be in writing.

☐ **Must Check box acknowledging Cancellation Policy Instructions were read.**

19. DEFINITIONS

Unless otherwise stated, "exhibitor" or "exhibitors" means all sponsor(s), partner(s), exhibitor(s) and/or career fair organization(s). When the term exhibits or booth(s) is used, it applies to exhibit(s) or booth(s) of exhibitor(s), partner(s) sponsor(s) and/or career fair organization(s).

20. GENERAL SECURITY

General security will be provided by CABE from move in through move-out. CABE will take reasonable precautions to protect exhibitor property, but CABE does not guarantee the safety of property. Exhibitors must take precautionary measures of their own, such as removing personal property after exhibit hours. A person must be present in their respective booth during all exhibit hall hours. Exhibitor must obtain insurance to cover any losses. The exhibitor understands that neither CABE nor the Long Beach Convention Center maintain insurance covering the exhibitor, its property, or its agents, and it is the sole responsibility of the exhibitor to obtain liability, business interruption, property damage, and other insurance covering such losses or liability by the exhibitor.

CABE 2023 / 48th Annual Conference - March 22-25, 2023
Long Beach Convention Center, Long Beach, CA

Advertising Information/Submission Instructions

Exhibitors may advertise in the conference issue of the Multilingual Educator Magazine and/or Conference Program, purchase tote bag inserts, or electronic advertising or take advantage of the opportunity to become a conference Sponsor.

Annual Conference Program Advertising

The CABE 2023 Conference Program is distributed to each attendee at the conference in the CABE tote-bags at the time of registration.

(The deadline for camera ready copy/art is **Wednesday, December 14, 2022**)

Publication trim size: 8 1/2 x 11

Full Page	Half Page Horizontal	Half Page Vertical	Quarter Page
8 1/2" w x 11" h .125" bleed all 4 sides Live Area 7x10 B & W \$825	7 1/4" w x 4 5/8" h No Bleed B & W \$600	3 5/8" w x 10" h No Bleed B & W \$600	3 1/2" w x 4 5/8" h No Bleed B & W \$400

Multilingual Educator Magazine Advertising

The conference issue of the Multilingual Educator will be provided to all CABE conference attendees in our conference tote-bags and sent to all CABE members. (The deadline for camera ready copy/art is **Friday, September 30, 2022**)

Publication trim size: 8 1/2" x 11"

Full Page	Half Page Horizontal	Half Page Vertical	One Third Page	Quarter Page
7 1/2" w x 10" h No Bleed B&W \$825 Color \$950	7 1/2" w x 4 5/8" h No Bleed B&W \$600 Color \$750	3 5/8" w x 10" h No Bleed B&W \$600 Color \$750	2 1/2" w x 10" h No Bleed B&W \$450 Color \$650	3 5/8" w x 4 5/8" h No Bleed B&W \$400 Color \$550

Advertising space is open to all vendors

Deadline	Materials
Payment is due no later than Wednesday, December 14, 2022. Artwork is due as follows: Conference Program is, Wednesday, December 14, 2022 Multilingual Educator is Friday, September 30, 2022	Electronic files will be accepted from advertising agencies, printers or graphic designers as follows: PC or Mac: jpeg, tiff, eps, Press Ready PDF 300dpi minimum. All files must be CMYK/Grayscale. Please include all art and font files.

Advertising space is open to all vendors

Images/logos Sizes	Deadline
Images: 8 1/2 x 11, Pixel Dimension - 640x480 at 300dpi Acceptable formats: .jpg, .jpeg, .gif, .png, .PDF • Email Blast: 1 Email blast sent twice (same flyer) • PDF & JPEG Format - 8 1/2 x 11, Subject line, Link • Facebook: Up to 300 characters, image, logo or link, PDF and JPEG Format - 8 1/2" x 11" • Conference Mobile App: Only organization logo, PNG format • Electronic Banner (During Conference): PDF or JPEG format	Payment is due no later than Wednesday, December 14, 2022. Artwork is due as follows: Conference Program is Wednesday, December 14, 2022 Multilingual Educator is Friday, September 30, 2022

Tote Bag Inserts

Tote Bag Inserts are inserted in each CABE 2023 bag with a conference program and distributed to each attendee.

Only confirmed exhibitors are eligible for Tote Bag Inserts. Standard insert size is 8 1/2 x 11 flyer, designed by you and sent freight express.

Opportunities for other promotional materials are available-notepads, pens, etc. Please email CABE: exhibitors@gocabe.org for more information.

Guidelines

- Quantity of Tote Bags Inserts needed - 4,000 (Subject to Change)
- Shipping dates are February 14, 2023 – March 14, 2023. Include your Company Name (ATTN: TOTE BAG INSERT) along with address on all boxes containing your insert. The shipping address may differ from the CABE address; you will receive an email with shipping information. Any shipments received after these dates will not be inserted in the Conference tote bags and payment will not be refunded.
- Please email the carrier name, number of boxes/pallets and tracking numbers of your tote insert to ruth@gocabe.org.
- Space is limited. Go to www.cabe2023.org to register as a Sponsor/Exhibitor to take advantage of this opportunity.
- **PLEASE ADHERE TO ALL DEADLINES.** Materials received after deadline date are not guaranteed to be inserted in tote bags.
- All materials **MUST** be properly labeled and mailed to the appropriate location.
- No on-site deliveries will be accepted.
- Please Note: No refunds will be given after January 31, 2023 for Tote Bag Inserts, Advertisements or Promo Items.

Advertising is a great way to showcase your exhibit space go to www.cabe2023.org and sign up now!



California Association for Bilingual Education

20888 Amar Rd.
Walnut, CA 91789-5054
exhibitors@gocabe.org

(626) 814-4441
(626) 814-4640
www.gocabe.org

CABE 2023 / 48th Annual Conference - March 22-25, 2023
Long Beach Convention Center, Long Beach, CA

CABE 2023 Night at the Exhibits

To motivate attendance in the CABE 2023 Exhibit Hall and to honor the vendors and companies that support CABE, CABE 2023 will include a special nighttime Exhibit Hall Viewing on Wednesday, March 22, 2023 from 6:00-7:30 pm (directly after the Opening General Session).

Exhibitors and Sponsors are encouraged to use this opportunity to draw attendees to their booth(s) with raffles, hors d'oeuvres, drink coupons and special offers. Sign up today to have your company's Night at the Exhibits offer(s) marketed in our CABE 2023 Program.

Yes, my company will offer (at company's own expense):

<input type="checkbox"/> Complimentary hors d'oeuvres	<input type="checkbox"/> Drink coupons (for Bar at the membership reception)	<input type="checkbox"/> Special offers & discounts (for this night event only)	<input type="checkbox"/> Raffles (for this night event only)	<input type="checkbox"/> Exhibit Only
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Contact Information

Contact Person (name of person coordinating exhibit)		District/Company/Organization	
Telephone/Cell	Email (Person Coordinating Exhibit)	2nd Email	

CABE will have dedicated Exhibit Hall viewing times:
Thursday and Friday from 12:00 pm - 1:30 pm with no workshops scheduled during this time.

CABE is grateful for your support and strives to make sure you gain strong access to our attendees!



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For Office use only: Date rec'd: _____
Batch # _____ Trans. # _____

Customized Sponsorship

Company/Organization		Name	
Contact Person		Email	
Mailing Address		City/State/Zip Code	
Telephone No.		2nd Email Address (Person Attending conference)	

Customized Sponsorship Levels

<input type="checkbox"/> Diamond \$40,000 <input type="checkbox"/> Corporate \$25,000 <input type="checkbox"/> Platinum \$15,000 <input type="checkbox"/> Gold \$10,000 <input type="checkbox"/> Silver \$5,000 <input type="checkbox"/> Bronze \$2,500 <input type="checkbox"/> Other \$ _____ <input type="checkbox"/> In-kind \$ _____	Total
<input type="checkbox"/> Sponsor Board Reception <input type="checkbox"/> Sponsor Administrative Leadership Symposium <input type="checkbox"/> Sponsor CABE Board Lunch	\$ _____

Customized Sponsorship Notes

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Special Ticketed Events

<input type="checkbox"/> Award Luncheon 3/23/22, ____ x \$60 Each = \$ _____ <input type="checkbox"/> Seal of Excellence Banquet 3/24/23, ____ x \$75 Each = \$ _____	Total
<input type="checkbox"/> Vegetarian Option	\$ _____

Online Advertising

<input type="checkbox"/> Electronic Banner - \$500 <input type="checkbox"/> Mobile App Link - \$1000 <input type="checkbox"/> Facebook Ad - \$1000 <input type="checkbox"/> Email Blast - \$2000	\$ _____
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Tote Bag Inserts

<input type="checkbox"/> One (8½" x 11") Page - \$1000 <input type="checkbox"/> CD - \$2500 <input type="checkbox"/> Catalog - \$5000	\$ _____
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Payment Information

Return this form with total payment no later than December 14, 2022 to: Custom Sponsorships - CABE, 20888 Amar Rd., Walnut, CA 91789 or contact Ruth Navarrete at 626-814-4441 x112 with your credit card information		Grand Total
Please accept this as approval to charge the following credit card for the total listed above.		
Amount:	<input type="checkbox"/> Check <input type="checkbox"/> PO <input type="checkbox"/> VISA <input type="checkbox"/> Master Card <input type="checkbox"/> AmEx <input type="checkbox"/> Discover	
Number:	CVV: Exp Date: Signature:	

Signature/Title _____ Date _____

CABE thanks you for sponsoring at our annual conference.