



Dallas, Texas

2012

**NABE's 41st Annual Conference**

February 15-17  
Hilton Anatole Hotel  
Dallas, Texas

**SPONSOR/EXHIBITOR/  
JOB FAIR BROCHURE**

***Celebrating our Multicultural  
Nation through Bilingual  
Education***

**Exhibitor Registration and Housing Information  
Available for NABE 2012 Conference**

Check [www.nabe.org](http://www.nabe.org) for conference updates

## February 15 - 17, 2012 Dallas, Texas

The NABE conference is the largest gathering of parents, teachers, administrators, policy makers, future teachers and professors dedicated to serving bilingual and English Language Learners in the United States.

Our annual meeting has expanded beyond the field of bilingual education to include 21st Century Learning, Title I, Title III, Pre-school, Dual Immersion, critical languages, English as a Second Language, Sheltered Instruction, Heritage Language Programs, Gifted and Talented Education, and other approaches for multi-lingual students from pre-K to grade 12.

NABE conference attendees can procure a full range of educational materials, products, and services for use in linguistically and culturally diverse learning environments.



### Our three-day conference will feature:

- More than 2,000 attendees
- Nationally renowned keynote and featured speakers
- More than 200 concurrent sessions
- A major product exhibition and job fair

### NABE 2012 attendees will include:

- School administrators, superintendents, and board members
- Teachers, future teachers and other instructional personnel
- University-based researchers and teacher-trainers
- University Students
- Parent and community leaders
- State and federal policy makers
- News media representatives
- International representatives



# CONFERENCE SPONSORSHIP

NABE 2012 offers **special sponsorship rates** at five levels in value-filled packages. Sponsorship packages include advertising opportunities at six levels in value-filled packages. Sponsorship packages include advertising opportunities, premium exhibit hall locations, a limited number of complimentary conference registrations, and much more. Make the most of NABE 2012. Register as a sponsor and help NABE ensure greater opportunities for all students.

## DIAMOND SPONSOR – \$30,000

- Eight Exhibit Spaces with *Choice of Prime* Location
- Eight Complimentary Conference Registrations
- Special Recognition in Conference Program and Company Description
- Recognized as *NABE 2012 Awards Luncheon Sponsor*
- Special Sponsor Badge Ribbons and Signage
- Two-Full Page Color Advertisements in Conference Program
- Logo and Link on Conference Section of Website for one year
- Company Logo Placed on Conference Bags with Three Bag Inserts
- Reserved Table for Eight to the Annual Awards Luncheon
- Three Conference Presentations
- Dedicated Early Set-up Day
- Complimentary One-Time Use of Reception Space

## PLATINUM SPONSOR – \$20,000

- Six Exhibit Spaces with *Prime* Location
- Six Complimentary Conference Registrations
- Special Recognition in Conference Program and Company Description
- Recognized as *NABE 2012 Opening Ceremonies Sponsor*
- Special Sponsor Badge Ribbons and Signage
- One-Full Page B&W Advertisement in Conference Program
- One-Half Page Color Advertisement in Conference Program
- Logo and Link on Conference Section of Website for 6 months
- Two Conference Bag Inserts
- Five Tickets to the Annual Awards Luncheon
- Two Conference Presentations
- Dedicated Early Set-up Day
- Complimentary One-Time Use of Reception Space

## GOLD SPONSOR – \$15,000

- Four Exhibit Spaces with Premium Location
- Four Complimentary Conference Registrations
- Special Recognition in Conference Program and Company Description
- Recognized as *NABE 2012 Banquet/Dance Sponsor*
- Special Sponsor Badge Ribbons and Signage
- One-Half Page B&W Advertisement in Conference Program
- One-Half Page Color Advertisement in Conference Program
- One Conference Bag Insert
- Three Tickets to the Annual Awards Luncheon
- One Conference Presentation
- Dedicated Early Set-up Day
- Complimentary One-Time Use of Reception Space

## SILVER SPONSOR – \$7,000

- Two Exhibit Spaces with Good Location
- Three Complimentary Conference Registrations
- Special Recognition in Conference Program
- Recognized as *NABE 2012 Cyber Cafe Sponsor*
- Special Sponsor Badge Ribbons and Signage
- One-Half Page B&W Advertisement in Conference Program
- Two Tickets to the Annual Awards Luncheon
- One Conference Presentation
- Dedicated Early Set-up Day

## BRONZE SPONSOR – \$3,000

- One Exhibit Space
- Two Complimentary Conference Registrations
- Special Recognition in Conference Program
- Special Sponsor Badge Ribbons and Signage

## SUPPORTERS AND DONORS – UNDER \$3,000

- Special Recognition in Conference Program
- Special Sponsor Badge Ribbons

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

We invite you to be an exclusive sponsor or co-sponsor of special events or conference items. Please contact Ms. **Nilda Aguirre, Conference Coordinator at**, [n\\_aguirre@nabe.org](mailto:n_aguirre@nabe.org) or Phone (225) 209-0224 to discuss marketing opportunities for NABE 2012.

## NABE 2012 Awards Luncheon Sponsor \$10,000

This popular luncheon celebrates the winners of the Bilingual Student Essay Contest, the NABE Teacher of the Year, and Dissertation winners. The event features presentation of the awards and the students read their winning essays in English and in their native language. Always a highlight of the NABE conference!

## NABE 2012 Opening Ceremonies and Reception \$10,000

This festive event starts with a ceremony that includes welcoming remarks from local honorary guests, a keynote address by a known speaker, and it ends with food, entertainment, and dancing to welcome the NABE 2012 conference attendees.

## Sign Language Interpreters \$5,000

This service will be provided to hearing impaired attendees upon request.

## NABE 2012 Cyber Cafe \$5,000

Attendees will want to stay in touch with their offices and schools via email. We will supply the space you supply electricity, internet access, and computers.

## NABE 2012 Conference Bags \$5,000

Conference bags are distributed to more than 2,000 attendees.

## NABE 2012 Relaxation Centers (3 therapists/1 center) \$3,000

Increase the visibility for your company by sponsoring this relaxing service. Conference attendees will be required to stop by the sponsor's booth to pick up their coupon for a free massage. NABE will supply the booth space; the sponsor prints and distributes its own redemption coupons.

## NABE 2012 Badge Holder \$5,000

All NABE 2012 attendees will wear your company logo during the event.

# EXHIBITS, JOB FAIR, AND ADVERTISING



## EXHIBITOR BENEFITS

- ✓ Dedicated exhibit viewing hours
- ✓ Live entertainment in the exhibit hall
- ✓ Large concession area in the exhibit hall for attendee meals
- ✓ Private lounge during exhibit hours and hall security during closed hours

### COMMERCIAL EXHIBITOR

**\$975**

- One exhibit space
- Recognition as an exhibitor in the conference program book with product/services description
- Two complimentary full conference registrations for entrance to all non-ticketed conference events
- Two complimentary badge-only exhibit hall registrations\*
- Two conference bags and program books

### COMMERCIAL LOCAL VENDOR

**\$450**

- One exhibit space
- Recognition as an exhibitor in the conference program book with product/services description
- One complimentary full conference registration for entrance to all non-ticketed conference events
- Two complimentary badge-only exhibit hall registrations\*
- One conference bag and program book

### JOB FAIR EMPLOYER

**\$450**

- Recognition as Job Fair employer in conference program book with your vacancy listing\*\*
- One complimentary full conference registration for entrance to all non-ticketed conference events
- Two complimentary badge-only exhibit hall registrations\*
- One conference bag and program book

### NON-PROFIT EXHIBITOR

**\$600**

- One exhibit space
- Recognition as an exhibitor in the conference program book with product/services description
- One complimentary full conference registration for entrance to all non-ticketed conference events
- Two complimentary badge-only exhibit hall registrations\*
- One conference bag and program book

## EXHIBITOR SPACES

EXHIBIT SPACE (Both sizes may be 8'x10' or 10'x10'  
Exhibit and Job Fair booth fees include the following benefits and services:

- One booth
- One 8' draped table
- Two (2) chairs
- Side-rails and backdrop
- One 7" x 44" company identification sign
- Hall security during closed hours

Additional furniture, carpeting, and signage are available at the exhibitor's expense. Upon receipt of your signed contract and full payment, an Exhibitor Service Kit will be mailed to you from NABE's decorator, Maurya Palmer, the official NABE 2012 service contractor.

\* Badge-only registrations do not receive attendee conference materials. Additional badge only exhibit hall registrations needed for booth set-up staff may be purchased by Commercial and Non-Profit exhibitors at \$150 each. Job Fair employers who require additional badges for booth set-up staff must purchase additional registrations at the regular conference rate. Only the complimentary full conference registrations are entitled to a conference bag and program book.

\*\* The posting of job vacancies and/or announcements is not permitted in any area outside of your booth in the Convention Center.

## ADVERTISING

Advertising is accepted for the official NABE 2012 Conference Program as follows:

Full-Page Inside, Back Covers Color Ad: \$2,500 (Not part of the sponsor/donor package)

Full-Page Color Ad: \$1,250

Full-Page Black & White Ad: \$750

Half-Page Black & White Ad: \$500

For complete information and specifications, see the Advertising Contract form included in the back of this document.

# SCHEDULE AND STEPS TO EXHIBIT

## EXHIBIT HALL SCHEDULE

### EXHIBIT HALL SCHEDULE (Set up and Dismantling)

#### TUESDAY, FEBRUARY 14, 2012

11:00 AM-02:00 PM Sponsor Early Move-In  
02:00 PM-05:00 PM General Exhibitor Move-In

#### WEDNESDAY, FEBRUARY 15, 2012

08:00 AM-11:30 AM Final Move-In/Set up

#### FRIDAY, FEBRUARY 17, 2012

05:00 PM-7:00 PM Exhibit Dismantling

### EXHIBIT HALL HOURS

#### WEDNESDAY, FEBRUARY 15, 2012

10:00 AM-04:00 PM Concurrent Sessions and Meetings  
01:30 PM-02:00 PM Opening of the Exhibit Hall  
02:00 PM-07:00 PM Exhibit Hall Open  
07:00 PM-10:00 PM President's Reception in the Exhibit Hall

#### THURSDAY, FEBRUARY 16, 2012

10:00 AM-04:00 PM Exhibit Hall Open  
01:30 PM-02:00 PM Break in the Exhibit Hall

#### FRIDAY, FEBRUARY 17, 2012

10:00 AM – 04:00 PM Exhibit Hall Open  
12:30 AM – 01:30 PM Lunch in the Exhibit hall



## EASY STEPS

1. Complete and return the Exhibitor/Sponsor/Job Fair Contract, a description of your company or agency, and the Exhibitor Badge Registration form with full payment or purchase order to NABE 2012 conference coordinator, **Nilda Aguirre, 43110 Holder Lane, Hammond, LA 70403**. NABE will not be able to process contracts without full payment. NABE will send you a confirmation message. NABE's official decorator service contractor, will send you an Exhibitor Service Kit. A special VIP block of housing accommodations has been secured for NABE sponsors and exhibitors at the conference hotel, The Hilton Anatole in Dallas. We encourage you to utilize this hotel's NABE room block.
2. Reservations are processed in the order in which they are received. Check NABE's website at [www.nabe.org](http://www.nabe.org) for updates or contact Ms. Aguirre.
3. Ship your materials to Dallas according to the instructions in your NABE's decorator's Exhibitor Service Kit.
4. Upon arrival at the conference, check in at the special Exhibitor Registration area to pick up your registration materials. You will only be permitted to enter the Exhibit Hall with your badge and ribbon.

## CONFIRMED CONFERENCE SPEAKERS

- Dr. Jim Cummins
- Dr. James Crawford
- Dr. Stephen Krashen
- Dr. Lily Wong-Fillmore
- Dr. Josefina Tinajero

## CONFERENCE SCHEDULE

### TUESDAY, FEBRUARY 14

04:00 PM – 08:00 PM Onsite Registration

### WEDNESDAY, FEBRUARY 15

07:30 AM – 06:00 PM Onsite Registration  
08:30 AM – 04:00 PM Concurrent Sessions and Meetings  
10:00 AM – 04:00 PM Dual Language Institute  
Parent Involvement Institute  
School Visits  
10:00 AM – 04:00 PM Opening of the Exhibit Hall  
01:30 PM – 02:00 PM Exhibit Hall Open  
02:00 PM - 07:00 PM Concurrent Sessions  
02:00 PM – 04:00 PM Opening General Session  
05:00 PM – 06:30 PM President's Reception in the Exhibit Hall  
07:00 PM – 10:00 PM

### THURSDAY, FEBRUARY 16

07:30 AM – 06:00 PM Onsite Registration  
08:30 AM – 09:45 AM General Session  
08:30 AM – 04:00 PM School Visits  
10:00 AM – 12:00 PM Concurrent Sessions and Meetings  
10:00 AM – 04:00 PM Exhibits Open and Student Entertainment  
12:00 PM – 01:30 PM Awards Luncheon (Teacher of the Year, Student Essays, Dissertation)  
01:30 PM -02:00 PM Break in the Exhibit Hall and Student Entertainment  
02:00 PM – 04:00 PM Concurrent Sessions

### FRIDAY, FEBRUARY 17

07:30 AM – 12:00 PM Onsite Registration  
08:30 AM – 09:45 AM General Session  
10:00 AM – 12:00 PM Concurrent Sessions  
12:00 PM – 01:30 PM Lunch in the Exhibit Hall  
01:30 PM – 04:00 PM Concurrent Sessions  
10:00 AM – 4:00 PM School Visits  
07:00 PM – 10:00 PM Gala Dance

# SPONSOR/EXHIBIT/JOB FAIR CONTRACT

**Due Date: December 15, 2011**

Registration Questions? Contact Ms. **Nilda Aguirre** at **1-225-209-0224** or e-mail: [n\\_aguirre@nabe.org](mailto:n_aguirre@nabe.org), Monday to Friday 9:00 AM-5:00 PM CST. All exhibit prices include a Standard Booth Package for conference dates February 15-17, 2012.

## 1 COMPANY OR ORGANIZATION (Print or type as you want it to appear on the Booth ID sign and in the printed conference program book):

### Contact Information of the person who is to receive the updates regarding the conference.

Name: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## 2 LEVEL OF PARTICIPATION:

Conference Sponsorship:

- Diamond \$30,000    Platinum \$20,000    Gold \$15,000    Silver \$7,000    Bronze \$ 3,000    Supporter under \$3,000  
 Donor under \$3,000    Commercial Exhibitor \$975    Job Fair Employer \$450    Non-Profit Exhibitor \$600    Local Vendor \$450

Have you exhibited at the NABE show before?    Yes    No   If yes, how many years? \_\_\_\_\_

## 3 TOTAL OF BOOTHS REQUIRED: \_\_\_\_\_ Indicate # of in-line booths: \_\_\_\_\_ Indicate # of end booths: \_\_\_\_\_

Specific locations will be determined solely by NABE on the basis of both current participation level and receipt date of contract.

If you have affiliated companies that you would like to be placed next to in the exhibit hall, please list them below. NABE will make every effort to honor these requests, however, booth placements are made on a first-come, first-served basis:

## 4 DESCRIPTION OF PRODUCTS/SERVICES TO BE SPONSORED/EXHIBITED OR JOBS TO BE RECRUITED:

(Please send the description as you want it to appear in the printed conference program book, maximum 50 words, to Nilda Aguirre at [n\\_aguirre@nabe.org](mailto:n_aguirre@nabe.org))

## 5 BILLING CONTACT PERSON:

Dr.  Mr.  Mrs.  Ms. Last: \_\_\_\_\_ First: \_\_\_\_\_ Middle Initial : \_\_\_\_\_

Company Organization: \_\_\_\_\_ Title: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Daytime Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax Number: (\_\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

## 6 I (the undersigned) have read and agree to adhere to the NABE Exhibit Hall Rules and Regulations. I agree to pay the amount indicated above for the type of conference participation I have selected. I understand that inability to attend the show is not grounds for a refund. Cancellations/Refund requests must be received in writing prior to January 15, 2012. Refunds will be processed six weeks after the conference.

SIGNATURE OF AUTHORIZED REPRESENTATIVE: \_\_\_\_\_ Name: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

## 7 FULL PAYMENT MUST ACCOMPANY THIS CONTRACT. Please check your method of payment:

Check/Purchase Order/Money order # \_\_\_\_\_ (Make check or institutional purchase order payable to "NABE." Must Include purchase order with form)

MasterCard    VISA    Discover    American Express

Card Number: \_\_\_\_\_ Expiration Date (MM/YY): \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Signature: \_\_\_\_\_

**Payment Grand Total:**  
\_\_\_\_\_

Mail this contract with check, purchase order, or money order to:

SPONSOR/EXHIBITOR/JOB FAIR CONTRACT - NABE 2012, c/o Nilda Aguirre, 43110 Holder Lane, Hammond, LA 70403

**For questions call Ms. Aguirre at (225) 209-0224 or send an e-mail to her at: [n\\_aguirre@nabe.org](mailto:n_aguirre@nabe.org)**

- Detailed Exhibitor Rules and Regulations are incorporated as part of this contract.
- EXHIBIT SPACE MUST BE RESERVED BY December 15, 2011, in order to be listed in the printed Conference Program. After December 15, 2011, contracts will be accepted, and booths will be assigned on a space-available basis. The booth description will appear in the conference program addendum.

# NABE 2012 EXHIBIT HALL RULES AND REGULATIONS

- 1. LOCATION:** Exhibits and Job Fair will be located in the Exhibit Hall of the Hilton Anatole Hotel in Dallas, Texas. NABE reserves the right to set up an overflow Exhibit/Job Fair area should the requests for space exceed the number of booths available.
- 2. SPACE ASSIGNMENTS:** Space will be assigned with first consideration for level of participation. Thereafter, booths will be assigned on a first-come, first-served basis. NABE reserves the right to select and assign space as well as rearrange the floor plan and reassign exhibitors at its sole discretion. If a company does not wish to be located next to another company, it must submit a written request along with the contract. A copy of the floor plan for the Exhibit Hall will be sent with the booth contract confirmation letter.
- 3. EXHIBITOR EQUIPMENT AND SERVICES:** After receipt and processing of a signed contract, a service and information kit will be sent to each exhibitor by NABE'S DECORATOR, the official decorator for NABE 2012. NABE's Decorator will furnish, erect, and dismantle, without any charge to exhibitors, standard booths consisting of a 10'x10' booth, draped in the show colors; 3' high side dividers; an 8' draped table; two chairs; and a standard 7"x44" identification sign. NABE'S DECORATOR will furnish all forms necessary to order additional accessories, equipment, or services. All rules and regulations in the exhibitor's service and information kit furnished by NABE'S DECORATOR and those of the Hilton Anatole Hotel are made part of this contract as though fully incorporated herein and the exhibitor agrees to be fully bound by them.

Exhibitors wishing to utilize non-official contractors must inform NABE'S DECORATOR in writing of such contractor's name at least 30 days prior to the opening date of the exhibit. Non-official contractors must abide by all rules of the exhibition as set forth in this contract.
- 4. EXHIBIT SET-UP AND DISMANTLEMENT:** Setup may begin at 11:00 AM for Sponsors and 2:00 PM for General Exhibitor move-in on Tuesday, February 14, 2012, and must be complete by 5:00 PM that same day. Exhibitors may dismantle booths beginning at 5:00 PM on Friday, February 17, 2012 and must be completed by 7:00 PM that same day. It is the duty and responsibility of each exhibitor to arrange for the set-up and dismantlement of their own exhibits. Exhibitors shall be solely responsible for all move-in and move-out costs and any other related expenses.

Exhibits not set up or dismantled on time will be set up or dismantled by NABE and expenses incurred will be charged to the exhibitor. Exhibitors are responsible for making their own arrangements with NABE'S DECORATOR for drayage services. All storage arrangements must be made through U.S. Expo.
- 5. USE OF SPACE:** The exhibitor's display and marketing activities must be completely contained within the specified boundaries of the booth space (including cases where balloons are used retrieval costs will be passed on to exhibitors). Marketing activities of any kind including hotel door drops, display of products, advertising signs, and distribution of literature or novelties are not permitted in any other area outside the exhibit hall without prior written consent from NABE. Exhibitors operating noise-making devices such as radios, loudspeakers, or televisions shall do so only at a level which shall not interfere with the comfort and convenience of other exhibitors or visitors at the exhibition. This also applies to live performances. NABE reserves the right to restrict such noisemaking at its discretion.

No exhibitor may assign, sublet, or share the exhibit space, or distribute literature for products or services not manufactured, published or distributed by the exhibitor without the express written consent of NABE. Non-Exhibiting organizations or individuals may not solicit in the exhibit hall or in any area of the Hilton Anatole Hotel.
- 6. REJECTION/RESTRICTION OF EXHIBIT:** NABE reserves the right to reject or restrict any exhibit which it finds inappropriate; reject or restrict any of its products or services of an exhibitor if the goals of the organization are inconsistent with those of NABE; cancel the contract of any exhibitor in the event of a violation of exhibit regulations; control the aisles in the exhibit area; and assign, or reassign, the booth spaces of exhibitors. NABE, its officers, directors, agents and members shall not be liable for any loss or damage resulting from any such rejection or disapproval.
- 7. EXHIBITOR REGISTRATION:** All representatives who will be staffing booths MUST be registered for the Conference. Companies will be provided up to two complimentary full conference registrations and two Badge-Only registrations per booth. Additional exhibitor staff not wishing to attend any conference functions must pre-register and pay as Badge-Only registrations. Additional exhibitor staff wishing to attend non-ticketed conference sessions must register and pay for the conference at the regular conference rate. Ticketed events are available for separate purchase through pre-registration only.
- 8. SECURITY:** Security will be provided by NABE during official hall closed hours. NABE will take reasonable precautions to protect exhibitor property, but NABE does not guarantee the safety of property. Exhibitors must take precautionary measures of their own, such as removing personal property during and after exhibit hours, and obtaining insurance to cover losses. The exhibitor understands that neither NABE nor the Hilton Anatole Hotel 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. Special security arrangements for individual booths may be made by the exhibitor at their own cost. NABE makes no representations as to the condition of the exhibit space or the exhibit facility as to safety. The exhibitor agrees to hold harmless the Hilton Anatole Hotel, NABE, and NABE'S DECORATOR from any and all bodily injuries or other damages to or losses suffered by the exhibitor (including theft or mysterious disappearance) to any and all equipment and materials owned or leased by the exhibitor. Exhibitor agrees to safeguard their own materials or goods from the time they are placed in the exhibit space until they are removed.
- 9. LIABILITY:** The exhibitor shall be solely responsible to third parties, including invitees and the public, for all claims, liabilities, actions, costs, damages, and expenses arising out of or relating to the exhibitor's participation in the exhibition. The exhibitor hereby agrees to indemnify and defend NABE, NABE'S DECORATOR, and the Hilton Anatole Hotel and their respective employees, consultants, and agents against any and all actions, suits, proceedings, damages, losses, costs and expenses asserted, brought or claimed by third parties, arising out of exhibitor's participation in the exhibition and use of the premises. NABE shall not be financially obligated or otherwise committed in any way in the event the Conference is canceled or deferred on account of acts of God, war, acts of terrorism, government regulations, disaster, fire, strikes, civil disorder, curtailment of transportation facilities preventing or unreasonably delaying association attendees and guests from appearing at NABE 2012, or other similar cause or circumstance beyond the control of NABE making it impractical, illegal, or impossible to hold the event or perform the services.
- 10. UNCLAIMED SPACE:** Any space unclaimed by 9:00 P.M. on Tuesday, February 14, 2012 may be reassigned without refund of rental paid. The exhibitor waives notice of such reassignment. An exhibitor that fails to occupy the exhibit space agrees to reimburse NABE for any other losses arising from such failure to occupy. NABE will not be liable to the exhibitor for any incurred expenses.
- 11. REPAIR OF DAMAGES:** The cost of repairing any damage by the exhibitor, its employees, representatives, or agents to the Hilton Anatole Hotel will be billed to and paid by the exhibitor.
- 12. MUSIC LICENSING:** The exhibitor agrees to pay when due all royalties, license fees or other charges accruing or becoming due to any firm, person or corporation, by reason of any music, either live or recorded, or other entertainment or any kind or nature played, staged, or produced by the exhibitor, his agents or employees within the premises by this exhibit contract including but not limited to royalties or licensing fees due to BMI or ASCAP. The exhibitor agrees to hold NABE harmless against any and all such claims or charges.
- 13. SALES ON EXHIBIT FLOOR:** Cash or credit sales are permitted. Licenses, sales taxes, payment of sales tax, and other legal business requirements are the responsibility of the exhibitor.
- 14. CANCELLATIONS:** Inability by an exhibitor to attend the show are not grounds for a refund by show management. Cancellation/refund requests must be submitted to Nilda Aguirre in writing prior to January 15, 2012 and will be subject to a 25% (of contract value) processing fee. Refund will be processed six weeks after the conference.
- 15. CONTRACT ENFORCEMENT:** Enforcement of this contract shall be governed by the laws of the District of Columbia and be subject to the jurisdiction of courts of the District of Columbia.
- 16. QUESTIONS:** Housing reservations should be made directly by contacting the Hilton Anatole Hotel. Mention the hotel's group code NABE to receive the discounted rate. Registration questions should be directed to NABE's conference coordinator, **Nilda Aguirre, at Tel (225) 209-0224 or [n\\_aguirre@nabe.org](mailto:n_aguirre@nabe.org)**

# SPONSOR/EXHIBITOR BADGE REGISTRATION

(Complete one form for each exhibit booth purchased and mail separately from the contract to address below)

**COMPLIMENTARY CONFERENCE REGISTRATION:** (One per 10'x10' booth; Commercial exhibitors receive two per 10'x10' booth). Includes admission to concurrent sessions, keynote and featured sessions, and other non-ticketed events. Please print clearly. Badges will be printed using the information provided:

Dr.  Mr.  Mrs.  Ms. Last: \_\_\_\_\_ First: \_\_\_\_\_ Middle Initial: \_\_\_\_\_  
 Dr.  Mr.  Mrs.  Ms. Last: \_\_\_\_\_ First: \_\_\_\_\_ Middle Initial: \_\_\_\_\_  
Company Organization: \_\_\_\_\_ Title: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Daytime Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax Number: (\_\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

**COMPLIMENTARY BADGE-ONLY REGISTRATION:** (2 per 10'x10' booth). Provides admission for booth set-up assistance during set-up and tear down hours, as well as regular show hours.

Dr.  Mr.  Mrs.  Ms. Last: \_\_\_\_\_ First: \_\_\_\_\_ Middle Initial: \_\_\_\_\_  
 Dr.  Mr.  Mrs.  Ms. Last: \_\_\_\_\_ First: \_\_\_\_\_ Middle Initial: \_\_\_\_\_

**ADDITIONAL BADGE-ONLY REGISTRATION:** (for Commercial and Non-Profit Exhibitors only): Additional booth staff must register for a badge-only registration for an additional fee of \$150 per person. Please complete the information for these additional registrations and compute additional fees below. If you need more space for additional registrations, please attach another sheet. Please note that Job Fair Exhibitors are not eligible to purchase additional badge-only registrations.

Dr.  Mr.  Mrs.  Ms. Last: \_\_\_\_\_ First: \_\_\_\_\_ Middle Initial: \_\_\_\_\_  
 Dr.  Mr.  Mrs.  Ms. Last: \_\_\_\_\_ First: \_\_\_\_\_ Middle Initial: \_\_\_\_\_  
 Dr.  Mr.  Mrs.  Ms. Last: \_\_\_\_\_ First: \_\_\_\_\_ Middle Initial: \_\_\_\_\_  
 Dr.  Mr.  Mrs.  Ms. Last: \_\_\_\_\_ First: \_\_\_\_\_ Middle Initial: \_\_\_\_\_

**ADDITIONAL BADGE-ONLY REGISTRATIONS PAYMENT MUST ACCOMPANY THIS FORM:**

(Refer to Sec. 7 of the Exhibitor Hall Rules & Regulations for rules regarding badge-only registrations.)

# of Additional Badges: \_\_\_\_\_ X \$150.00 per badge = \_\_\_\_\_ Total

CANCELLATION/REFUND REQUESTS MUST BE RECEIVED IN WRITING PRIOR TO JANUARY 15, 2012  
No refunds of badge payments will be issued after this date.

Please check your method of payment:

Check/Purchase Order/Money order # \_\_\_\_\_ (Make check or institutional purchase order payable to "NABE." Must include purchase order with form)  
 MasterCard  VISA  Discover  American Express  
Card Number: \_\_\_\_\_ Expiration Date (MM/YY): \_\_\_\_\_/\_\_\_\_\_  
Signature: \_\_\_\_\_

**SPECIAL NEEDS:**

Check here if you require any special assistance to participate fully as an exhibitor. List your needs on a separate sheet of paper and return it with this contract.

Mail this form with check, purchase order or money order to:  
NATIONAL ASSOCIATION FOR BILINGUAL EDUCATION, c/o Nilda Aguirre, 43110 Holder Lane, Hammond, LA 70403  
For questions call Ms. Nilda Aguirre at (225) 209-0224 or send an e-mail to her at: [n\\_aguirre@nabe.org](mailto:n_aguirre@nabe.org)

# HOTEL ACCOMMODATIONS

## The Hilton Anatole is the Conference Headquarters Hotel

Housing reservations should be made directly by contacting **Hilton Anatole** at **1-800-HILTONS** or **online at:**

[http://www1.hilton.com/en\\_US/hi/hotel/DFWANHH-Hilton-Anatole-Texas/index.do](http://www1.hilton.com/en_US/hi/hotel/DFWANHH-Hilton-Anatole-Texas/index.do)

Mention the group code, NABE, to receive the discounted rate. Discount room rates cannot be guaranteed after **January 11, 2012**.

Registration questions need to be directed to NABE at Tel: 240-450-3700

### Hilton Anatole Hotel

2201 North Stemmons Freeway, Dallas,  
Texas, United States 75207

Tel: 1-214-748-1200

Fax: 1-214-761-7520



### Room Rates

Single or Double Occupancy \$185

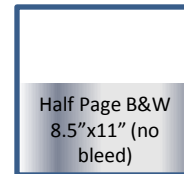
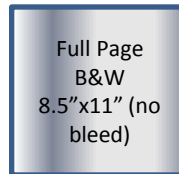
Triple Occupancy and Quad Occupancy \$205

# CONFERENCE PROGRAM ADVERTISING CONTRACT

**1 CORPORATION OR AGENCY:** \_\_\_\_\_

**2 SIZE AND TYPE OF AD REQUESTED:**

(Check as appropriate. A separate form is required for each ad. Photocopies are acceptable.)



\$2,500

\$2,500

\$1,250

(Color Ads Available in the Conference Program)

\$750

\$500

(B&W Ads Available in the Conference Program)

**3 CONTACT PERSON TO WHOM CORRESPONDENCE REGARDING ADVERTISING SHOULD BE SENT:**

Dr.  Mr.  Mrs.  Ms. Last: \_\_\_\_\_ First: \_\_\_\_\_ Middle Initial : \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Title: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Daytime Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax Number: (\_\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

**4 SIGNATURE OF AUTHORIZED REPRESENTATIVE:** \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

**5 FULL PAYMENT MUST ACCOMPANY THIS CONTRACT.** Please check your method of payment:

Check/Purchase Order/Money order # \_\_\_\_\_ (Make check or institutional purchase order payable to "NABE." Must Include purchase order with form)

MasterCard  VISA  Discover  American Express

Card Number: \_\_\_\_\_ Expiration Date (MM/YY): \_\_\_\_\_ / \_\_\_\_\_

Signature: \_\_\_\_\_

Mail this contract with check, purchase order or money order to:  
SPONSOR/EXHIBITOR/JOB FAIR CONTRACT - NABE 2012, 8701 Georgia Avenue  
Suite 611, Silver Spring, MD 20910

**DEADLINES**

Contracts and artwork materials for inclusion in the **NABE 2012 conference program book** must be received by **December 15, 2011.**

**CANCELLATIONS/REFUNDS**

Requests for cancellation/refunds for conference program book ads must be made in writing and received at the address above prior to **January 15, 2012.** Requests are subject to a 25% of contract value processing fee. **No cancellations will be accepted after this date.** Refunds will be issued six weeks after the Conference. No cancellations/refunds will be accepted for the conference program book addendum. NABE reserves the right to determine the placement of all advertisements within the conference program book.

**CONFERENCE PROGRAM ARTWORK GUIDELINES OVERVIEW**

See the following page for technical specifications and acceptable formats. Questions regarding artwork formatting should be directed to the NAABE office, c/o: Ms. Celia Torres at [c\\_torres@nabe.org](mailto:c_torres@nabe.org) or **1-240-450-3700**

# CONFERENCE PROGRAM ADVERTISING ARTWORK GUIDELINES OVERVIEW

## GENERAL INFORMATION:

Program/Addendum Page Size: 8.5" x 11"

Max Image Area: Color (in program book only): 8.5" x 11" (may bleed, provide an additional .125" on all sides.) B&W: 7.5" x 10" (Full-page, no bleeds allowed) or 7.5" x 4.75" (half-page, no bleeds allowed)

The Conference Program is a bound book. Cross-overs in two-page spreads should take a .5" inside margin into account. No cross-overs allowed in the Program Addendum.

## MATERIALS SUBMISSION:

Files must be submitted electronically on a CD by mail or by compressed archive by email. Advertiser must also supply a printed proof output at 100% for printer reference. **No film will be accepted for ad placement in the 2012 conference publications.**

If the ad is supposed to be a B&W, the file must contain no color elements.

## Accepted file formats:

**PDF files (preferred):** Files must be output at 100%, WITH CROP MARKS, with bleed extending .125" beyond crops on all sides for color ads that bleed. Graphics must be optimized for printing output, with images at a minimum resolution of 300 dpi, and all fonts MUST be embedded.

A proof printed at 100% is recommended. If e-mailing your file, you should fax a proof of your ad to 240-450-3799. We will not be responsible for printing errors on ads not accompanied by a printed proof.

**Native Layout files:** An Artwork must be saved as Adobe Illustrator (CS2 or less), InDesign (CS2 or less) for PC or Mac. All linked graphics and fonts used (screen & printer) MUST be included. Proof printed at 100% is recommended for printer reference. We will not be responsible for printing errors on ads not accompanied by a printed proof.

\*\*Adobe Illustrator, Adobe InDesign, or Adobe PDF files are the only acceptable file formats for your ad layouts.

## QUESTIONS ABOUT ARTWORK FORMATTING

Should be directed to NABE c/o Celia Torres, [c\\_torres@nabe.org](mailto:c_torres@nabe.org), Tel. 240-450-3700  
Send final ad materials to NABE 8701 Georgia Avenue, Suite 611 Silver Spring, MD 20910