



# 79<sup>th</sup> LULAC National Convention & Exposition

Washington, DC | July 7-12, 2008

## America's Latino Community Center Stage



**“The most exciting event in the Hispanic community”**



*League of United Latin American Citizens*

## President's Message:

Dear Friends of LULAC,

I invite you to join us in our nation's capital as the members of the oldest and largest Hispanic organization gather to address critical issues impacting our community and our country. As we convene for our historic 79th Annual Convention and Exposition from July 7 through July 12, 2008, we do so at a time when the Latino vote could very well determine the outcome of the Presidential elections next fall. I encourage our members and friends to attend this year's conference as we launch our nationwide effort to engage the Latino community in the American democratic process.



As the most exciting event in the Hispanic community, the LULAC National Convention draws over 15,000 participants including top government, business, labor and community leaders for a week filled with renowned speakers, important seminars, celebrities and top-notch entertainment.

Our 79th annual convention takes place in one of the fastest growing Hispanic markets in America with nearly a million Latino residents. You can expect to hear from Presidential candidates, members of Congress, cabinet secretaries, local elected officials, academic experts, and respected business and community leaders.

Excitement will build during the convention, as the LULAC delegates prepare to elect our national leadership and establish our policy priorities. Seminars and workshops will feature expert panelists addressing the issues that affect our communities the most, from immigration reform and education to women's health and civil rights. LULAC Youth will conduct their own workshops and elect their own leadership.

The 2008 LULAC Expo will feature over 200 corporate partners, government agencies, colleges and universities, labor unions and non-profit organizations displaying their products and services while recruiting Latino employees at the LULAC career fair.

In addition, the LULAC Convention hosts the Federal Training Institute—an intensive and structured career development program for government and private sector employees.

Washington, DC provides our members and guests with the unique opportunity meet with their elected representatives and government officials. With its monuments, museums and famous attractions, the District of Columbia is also an ideal place to bring the entire family.

Please join LULAC at the 2008 LULAC National Convention and Exposition as we celebrate 79 years to the Hispanic community.

Sincerely,

Rosa Rosales  
LULAC National President

## Information

### Convention Location

#### Hilton Washington Hotel

1919 Connecticut Avenue NW  
Washington, DC 20009  
202-483-3000

### Headquarters Hotel

LULAC has reserved a block of rooms at the following hotel at special rates until June 18, 2008.

#### Hilton Washington Hotel

1919 Connecticut Avenue NW  
Washington DC 20009  
1-800-445-8667  
202-483-3000-Main  
Fax: 202-232-0438  
[www.washington.hilton.com](http://www.washington.hilton.com)  
Rates: \$154 for Single, Double, Triple and Quad.

Cancellations must be made one month prior to arrival to avoid charges.

### Air Transportation

The following airlines offer special discounts to our attendees

American Airlines  
(800) 433-1790  
Discount #A2278AL  
[www.aa.com](http://www.aa.com)

Continental (800) 468-7022  
Discount Code # ZCXCD68GV6  
[www.continental.com](http://www.continental.com)

Southwest Airlines  
(800) 435-9792  
[www.southwest.com](http://www.southwest.com)

Sponsors & Exhibitors for your expo needs please contact.

### Expo Services

Hargrove Inc.  
One Hargrove Drive,  
Lanham, MD 20706  
Phone: 301-306-4627  
Fax: 301-731-5438  
[customerservice@hargroveinc.com](mailto:customerservice@hargroveinc.com)

### Washington DC Information

[www.washington.org](http://www.washington.org)

# Agenda

## Monday, July 7

1 pm to 5 pm	Registration
8 am to 5 pm	Federal Agency Pre-Conference Meeting
6 pm to 8 pm	<b>Opening Reception*</b>

## Tuesday, July 8

7 am to 12, 2 to 5	Convention & Federal Training Institute Registration
9 am to 11:30 am	LULAC Federal Training Institute
Noon to 1:45 pm	<b>Diversity Luncheon*</b>
2 pm to 4:30 pm	LULAC Federal Training Institute
5:30 to 7 pm	Federal Training Institute Reception

## Wednesday, July 9

7 am to 12, 2 to 5	Registration
9 am to 11:30 am	Federal Training Institute
10 am to noon	Ribbon-cutting and Exposition Opening
Noon to 1:45 pm	<b>Partnership Luncheon*</b>
2 pm to 5 pm	Exposition and Job Fair Open
2 pm to 2:30 pm	National Assembly—Committee Assignments
2 pm to 4:30 pm	Federal Training Institute
2:30 pm to 5 pm	LULAC Town Hall
7 pm to 9 pm	<b>Washington Celebration*</b>

## Thursday, July 10

7 am to 12, 2 to 5	Registration
7 am to 8:30 am	<b>Armed Forces Awards Breakfast*</b>
9 am to noon	Concurrent Seminars
9 am to noon	Exposition and Job Fair Open
Noon to 2 pm	<b>Unity Luncheon*</b>
2 pm to 7 pm	Exposition and Job Fair Open
2 pm to 5 pm	Concurrent Seminars
5 pm to 7 pm	<b>Sponsor &amp; Exhibitor Reception*</b>
5:30 pm to 7:30 pm	<b>Youth Awards Banquet*</b>
8:30 pm to 11 pm	<b>Concierto de la Gente*</b>

## Friday, July 11

7 to 12, 2 to 5	Registration
7:30 am to 9 am	<b>LNESC Breakfast*</b>
9 am to noon	Concurrent Seminars
9 am to noon	Exposition and Job Fair Open
Noon to 2 pm	<b>Women's Luncheon*</b>
2 pm to 4 pm	Exposition and Job Fair Open
2:30 pm to 4:30 pm	LULAC National Assembly Reconvenes
6 pm to 7 pm	<b>Presidential Reception*</b>
7 pm to 10 pm	<b>Presidential Awards Banquet*</b>

## Saturday, July 12

8 am to 5 pm	LULAC National Assembly & Elections
8 pm to 11 pm	<b>President's Celebration*</b>

\* Bolded items denote sponsorship opportunities.

# 2008 Highlights

■ **Presidential Awards Banquet & Ball** ■ **Unity Luncheon** ■ **Women's Luncheon** ■ **Concierto de la Gente** ■ **Washington DC Celebration**  
■ **Partnership Luncheon** ■ **Youth Awards Banquet** ■ **Diversity Luncheon**  
■ **Presidential Reception** ■ **Opening Reception** ■ **FTI Reception** ■ **Armed Forces Awards Breakfast** ■ **Sponsor & Exhibitor Reception** ■ **LNESC Breakfast** ■ **President's Celebration**

## Career Fair

With Fortune 500 companies and federal employers conducting on-site interviews as well as over 3,500 qualified professionals seeking careers; whether you are an employer looking for top talent or a professional looking for your next job, you will want to attend the LULAC Career Fair. This three day event features great jobs from over 250 top companies and federal agencies that are ready to hire.

## College Fair

Your path to a higher education starts at the LULAC College Fair. More than 30 representatives from top notch colleges and universities are anxious to talk with you about postsecondary opportunities at their institutions.

## Youth Conference

A three-day event for Hispanic youth, featuring workshops and panel discussions on issues of importance to youth.

## LULAC Expo

Free! A three-day showcasing products and services of major corporations, organizations, and government agencies.

## Federal Training Institute

The LULAC Convention hosts the LULAC Federal Training Institute (FTI), an intensive and structured career development program for government and public sector employees.

## Seminars

Free! Three days of seminars will focus on key issues facing Hispanics:

- **Civic Engagement**
- **Civil Rights**
- **Diversity**
- **Education**
- **Employment**
- **Entrepreneurship**
- **Financial Management**
- **Health Care**
- **Housing**
- **Immigration**
- **Latina Empowerment**
- **Leadership**
- **Media**
- **Public Service**

## Registration

LULAC Fiscal Office  
201 East Main, Suite 605  
El Paso, Texas 79901  
1-866-577-0726  
[www.lulac.org](http://www.lulac.org)





Former President Bill Clinton delivers the keynote address at the national convention in Little Rock, Arkansas.

## Featured Events

### Monday, July 7

**6 pm to 8 pm**

**Attendance:** 600

**Opening Reception:** Kick off event is full of excitement as we preview a week-long convention full of important speakers, workshops, and panels.

**Minimum Sponsorship Level:** \$10,000.

**7 pm to 9 pm**

**Attendance:** 900

**Washington Celebration:** Hosted by local LULAC councils, this event highlights Hispanic leaders and supports local LULAC programs.

**Minimum Sponsorship Level:** \$25,000.

### Tuesday, July 8

**12 pm to 1:45 pm**

**Attendance:** 700

**Diversity Luncheon:** Celebrates the importance of diversity in the workplace featuring distinguished representatives from Corporate America and the federal government.

**Minimum Sponsorship Level:** \$15,000.

### Thursday, July 10

**Noon to 2 pm**

**Attendance:** 1000

**Unity Luncheon:** Promotes unity among Hispanics and other communities in the United States. Speakers focus on working together to make America stronger.

**Minimum Sponsorship Level:** \$35,000.

### Wednesday, July 9

**Noon to 2 pm**

**Attendance:** 1000

**Partnership Luncheon:** Highlights LULAC's corporate and government partnerships. This is the perfect forum to promote your initiatives with LULAC.

**Minimum Sponsorship Level:** \$20,000.

**5 pm to 7 pm**

**Attendance:** 1500

**Sponsor & Exhibitor Reception:** Open to the Washington DC Hispanic community, this event takes place in the exposition area and honors our sponsors and exhibitors.

**Minimum Sponsorship Level:** \$10,000.



Gloria Estefan, a five-time Grammy award-winning singer, actress and songwriter addresses LULAC delegates during the LULAC Women's Luncheon. Ms. Estefan and her family left Cuba to begin a new life in the U.S. after Fidel Castro came to power. She urged fellow Latinos to fully participate in the the U.S. political and economic system.

### Friday, July 11

**7:30 am to 9 am**

**Attendance:** 400

**LNESC Breakfast:** Hosted by the LULAC National Educational Service Centers, this event celebrates LULAC's educational programs.

**Minimum Sponsorship Level:** \$10,000.

**Noon to 2 pm**

**Attendance:** 800

**Women's Hall of Fame Luncheon:** Focuses on the contributions made by Latinas to the U.S. and features the induction of 5 women into the LULAC Women's Hall of Fame.

**Minimum Sponsorship Level:** \$25,000.





### Friday, July 11 Cont.

6 pm to 7 pm

Attendance: 900

**Presidential Reception:** Kicks off the main and best attended evening of the convention. This black tie event features Hispanic leaders from throughout the U.S.

**Minimum Sponsorship Level:** \$20,000.

7 pm to 10 pm

Attendance: 1200

**Presidential Awards Banquet:**

This magnificent black-tie event highlights individuals who have given outstanding service to the Hispanic community throughout the year. Top national leaders deliver keynote address.

**Minimum Sponsorship Level:** \$50,000.

### Saturday, July 12

8 pm to 11 pm

Attendance: 800

**President's Celebration:**

Concluding event of the convention celebrates the election of LULAC's leadership.

**Minimum Sponsorship Level:** \$15,000.



ABOVE: LULAC Exhibit Exposition area draws one of the largest crowds ever during the 2007 LULAC National Convention in Chicago, IL

BOTTOM LEFT: Senator John McCain address the LULAC membership in 2006

BOTTOM RIGHT: Senator Hillary Clinton Addresses Participants of a LULAC Function



# Sponsorship, Exhibitor & Advertising Agreement

Please print or type the requested information below as it should appear in the convention program and name badge:

Name \_\_\_\_\_ Title \_\_\_\_\_

Corporation/Agency \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

## Advertising

The 2008 LULAC National Convention Program provides an excellent opportunity for placing recruitment and community relations advertisements highlighting your corporate contributions to the Hispanic community. Over 7,000 copies will be distributed. Please indicate choices below (trim sizes):

- ☐ Full Color (8.5"x11")----\$2,000
- ☐ Full B&W (8.5"x11")----\$1,500
- ☐ B&W(8.5"x5.5")-----\$750
- ☐ Page B&W(4.25"x5.5")----\$500
- ☐ Inside Cover (8.5"x11")-\$3,000
- ☐ Back Cover(8.5"x11")---\$3,500

### Notes:

- 1). 1/8" bleed area all around.
- 2). Preferred material: PDF digital material which can be sent to the address below or emailed to LJOlmos@LULAC.org. Live area is 1/4" less than trim all around. Material returned only upon request.
- 3). No cancellations after 6/15/08.
- 4). The publisher and LULAC shall be under no liability for errors made by the advertiser.
- 6). This agreement, artwork and payment must be received by 6/15/08.

## Exhibitor

The LULAC Convention Exposition is the premier venue for showcasing products and services to the Hispanic community and recruiting employees. Open to the general public, more than 10,000 people attend the exposition each year. Please select from your choices below:

\_\_\_\_ Number of spaces requested

\_\_\_\_ Indicate Exhibit dimensions

☐ Yes, I need the standard exhibitor's equipment package consisting of an 8' high backwall, 3' high side rails, one six foot table, two chairs, and an I.D. sign.

☐ I do not need the standard exhibitor's package.

The cost per space is indicated below:

	Before 6/1/08	After 6/1/08
Corporate (10' x 10')	\$2,000	\$2,500
Government, Career Fair (10' x 10')	\$1,500	\$2,000
Non-profit or College Fair (10' x 10')	\$1,000	\$1,500

## Sponsorships

Sponsoring an event or workshop at the LULAC Convention is an ideal way to reach out to national Hispanic leaders and influential community members. The following packages are offered.

### ☐ Presenting \$150,000+

Convention Title Sponsor; 24 Exhibit Spaces; 4 Tables; 4 Color Ads; 24 Registrations; Signage Through-out the Convention

### ☐ Diamond \$75,000+

Convention Sponsor; 12 Exhibit Spaces; 2 Tables; 2 Color Ads; 12 Registrations; Signage Through-out the Convention

### ☐ Presidential \$50,000+

Convention Sponsor; 8 Exhibit Spaces; 2 Tables; 2 Color Ads; 8 Registrations; Signage

### ☐ Judicial —\$35,000+

Co-Sponsor for one event; 6 Exhibits; Table; 1 Color Ad; 6 Registrations; Signage for event

### ☐ Senatorial—\$25,000+

Co-Sponsor for one event; 4 Exhibits; Table; Color Ad; 4 Registrations; Signage for event.

### ☐ Congressional—\$20,000+

Co-Sponsor for one event; 3 Exhibits; Table; Color Ad; 3 Registrations; Signage for event.

### ☐ Patriot—\$15,000+

Lunch Co-Sponsor; 2 Exhibits; Table; 1 BW Ad; 2 Registrations; Signage at event

### ☐ Patron—\$10,000+

Lunch Co-Sponsor; 1 Exhibit; BW Ad; 1 Registration



### LULAC National Office

2000 L Street, NW, Suite 610  
Washington, DC 20036  
(202) 833-6130  
FAX (202) 833-6135  
Email: BWilkes@LULAC.org

Signature of Authorized Representative \_\_\_\_\_ Date \_\_\_\_\_

Total \_\_\_\_\_ Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

☐ MasterCard ☐ Visa ☐ American Express

Signature \_\_\_\_\_

Please make checks payable to the **2008 LULAC National Convention** and mail to the Washington, DC office. Credit card orders accepted by fax. For more information, contact (202) 833-6130 or visit our website at: **www.LULAC.org**.

# 2008 LULAC National Convention Registration

Please print or type the requested information below as it should appear in the convention program and name badge:

Name \_\_\_\_\_ Title \_\_\_\_\_

Corporation/Agency \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Check the appropriate box(es). Voting members should check delegate, alternate or their office.

## General

- ☐ Guest
- ☐ Federal Training Institute
- ☐ Sponsor
- ☐ Exhibitor
- ☐ Media

## LULAC Council

- ☐ Member
- ☐ Delegate
- ☐ Alternate  
(For Members Only)

## LULAC Officer\*

- ☐ District Director
- ☐ State Director
- ☐ National Officer
- ☐ Past National Officer

## Youth\*

- ☐ Member
- ☐ Delegate
- ☐ Alternate

\*Must enter Council # in Council line. \*Must enter district, state, or position in Title line.

## Registration Packages

- |   |       |
|---|-------|
| <input type="checkbox"/> Youth Members (Wed-Sat)                  | \$125 |
| <input type="checkbox"/> LULAC Young Adults/Seniors (ID required) | \$210 |
| <input type="checkbox"/> LULAC Members (Wed-Sat)                  | \$235 |
| <input type="checkbox"/> Non-members (Wed-Sat)                    | \$295 |
| <input type="checkbox"/> FTI—Federal Training Institute (Mon-Sat) | \$395 |
| <input type="checkbox"/> Corporate Attendees (Mon-Sat)            | \$445 |

## Individual Tickets

- |  |      |
|--|------|
| <input type="checkbox"/> Registration  | \$20 |
| <input type="checkbox"/> Tuesday Diversity Luncheon                          | \$50 |
| <input type="checkbox"/> Wednesday Partnership Luncheon                      | \$50 |
| <input type="checkbox"/> Wednesday Washington DC Celebration                 | \$60 |
| <input type="checkbox"/> Thursday Armed Forces Breakfast                     | \$25 |
| <input type="checkbox"/> Thursday Unity Luncheon                             | \$50 |
| <input type="checkbox"/> Thursday Youth Banquet                              | \$60 |
| <input type="checkbox"/> Friday Women's Luncheon                             | \$50 |
| <input type="checkbox"/> Friday Presidential Reception and<br>Awards Banquet | \$75 |

**Early Bird Discount!** Individuals purchasing full registrations will receive a \$25 discount if they pay in full by 6/1/08.

FTI and Corporate packages include registration, seminars, meals, and all events (6 days). Youth, member & non-member packages include registration and all seminars, meals and all events from Wednesday lunch through Saturday. Packages do not include Friday Breakfast.

**Cancellation/Refund Policy:** Cancellations will be accepted in writing until June 15, 2008; all refunds will be issued after the convention. After June 15, 2008, registrations are non-refundable.

**Corporate & Federal Training Institute participants must purchase the full package.**

Total \_\_\_\_\_ Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

☐ MasterCard ☐ Visa ☐ American Express

Signature \_\_\_\_\_

Payment can be made by cash, check or major credit card. For pre-registration, mail completed registration form along with check or credit card information to the address on the right. Credit card orders accepted by fax. Visit our website at: [www.LULAC.org](http://www.LULAC.org) for more information. There is a \$25.00 handling fee for all returned checks.

LULAC Fiscal Office  
201 East Main, Suite 605  
El Paso, TX 79901  
(915) 577-0726, FAX (915) 577-0914  
Email: [cmunoz@lulac.org](mailto:cmunoz@lulac.org)

# 2007 LULAC National Convention Sponsors

## Diamond Sponsor

Wal-Mart Stores, Inc.

## Presidential Sponsors

American Airlines  
Blockbuster, Inc.  
Clear Channel Communications  
Comcast Corporation  
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General Motors Corporation  
Miller Brewing Company  
Shell Oil Company  
U.S. Department of Defense  
U.S. Department of Health & Human Services

## Judicial Sponsors

AARP  
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Harrah's Entertainment  
La Raza Newspaper  
Roosevelt University  
Sprint Nextel Corporation  
United States Army

## Senatorial Sponsors

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Southwest Airlines  
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U.S. Department of Agriculture

## Congressional Sponsors

The Allstate Corporation  
Community Financial Services Association  
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## Patriot Sponsors

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Freddie Mac  
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The Nielson Company  
UnitedHealth Group  
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## Patron Sponsors

7-Eleven, Inc.  
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Hyatt Hotels Corporation  
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Craftworkers  
Merisant Worldwide, Inc.  
NASCAR  
Sirius Satellite Radio Inc.  
State Farm  
TracFone Wireless, Inc.  
Walgreen Co.  
Washington Mutual  
Wyndham Hotel Group

## Partners

Latina Style  
National Education Association



## LULAC National Office

2000 L Street, NW  
Suite 610  
Washington, DC 20036