

ALBUQUERQUE

81st LULAC

National Convention & Exposition

Albuquerque, NM | July 12-17, 2010

**New Strategies for Community Empowerment:
New Leadership through Action**



The most exciting event in the Latino community



League of United Latin American Citizens

President's Message:

Dear Friends of LULAC,

I invite you to join us in Albuquerque, New Mexico, as the members of the largest and oldest Hispanic organization gather to address critical issues impacting our community and our country. With the theme *New Strategies for Community Empowerment: New Leadership through Action*, our historic 81st Annual Convention and Exposition will take place in the "Land of Enchantment" from July 12 through July 17, 2010. As the nation's premier Latino gathering, our convention attracts more than 20,000 participants including top government, business, labor and community leaders for a week filled with renowned speakers, important seminars, celebrities and entertainment.



Our 81st annual convention takes place in the only state in the nation where Latinos outnumber all other ethnic groups. Albuquerque has one of the most established Hispanic communities in America with nearly a million Latino residents. New Mexico is also a great place to visit with snow-capped peaks, dramatic mesas and an endless turquoise sky.

Excitement will build during the convention, as the LULAC delegates prepare to elect our national leadership, including a new National President, and establish our policy priorities. Seminars and workshops will feature expert panelists addressing the issues that affect our communities most, from immigration reform and education to health care and civil rights. LULAC Youth and Young Adults will conduct their own workshops and elect their own leadership.

The 2010 LULAC Expo will feature 300 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 employees.

The LULAC National Convention will feature some exciting venues that reflect the unique heritage of New Mexico. Most events will take place at the centrally located Albuquerque Convention Center near to historic Old Town with its shops, restaurants, museums and art galleries. The Federal Training Institute Reception on Tuesday evening will take place at the Indian Pueblo Cultural Center which features the history, culture, food and customs of the 19 Indian Pueblos of New Mexico. The New Mexico Celebration on Wednesday evening takes place at the National Hispanic Cultural Center which features art exhibits, performing arts and the Plaza Mayor.

Please join LULAC at the 2010 LULAC National Convention and Exposition as we celebrate 81 years of service to the Hispanic community.

Sincerely,

Rosa Rosales
LULAC National President

Information

Convention Location

Albuquerque Convention Center

401 Second Street, NW
Albuquerque, NM 87102
(505) 768-4575

Headquarters Hotels

Hyatt Regency Albuquerque

330 Tijeras, NW
Albuquerque, NM 87102
Phone: (505) 842-1234
Fax: (505) 843-2710
Reservations: (800) 233-1234
www.albuquerque.hyatt.com
Government Rate: \$81
Single/Double: \$99, Quad: \$149
Cut-off date: 6/21/2010.

DoubleTree Hotel Albuquerque

201 Marquette Ave, NW
Albuquerque, NM 87102
Phone: (505) 247-3344
Fax: (505) 247-7025
Reservations: (800) 584-5058
Single: \$81, Double: \$101
www.albuquerque.doubletree.com
Cut-off date: 6/10/2010.

Hilton Albuquerque

1901 University Blvd. NE
Albuquerque, NM 87102
Phone: (505) 884-2500
Fax: (505) 880-1196
Reservations: (800) 274-6835
Single, Double: \$81
Cut-off date: 6/21/2010
www.hiltonalbuquerque.com

Cancel one month prior to arrival to avoid first night charges.

Air Transportation

The following airlines offer special discounts to our attendees

American Airlines (800) 433-1790
Promotion Code: A1870AG
www.aa.com

Continental (800) 468-7022
Discount Code # ZGG8A0KR6H
www.continental.com

Southwest Airlines (800) 435-9792
www.southwest.com

Agenda

Monday, July 12

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

Tuesday, July 13

7 am to 2 pm	LULAC National Golf Tournament*
7 am to 12, 2 to 5	Registration
9 am to 11:30 am	LULAC Federal Training Institute
Noon to 1:45 pm	Diversity Luncheon*
2 pm to 4:30 pm	LULAC Federal Training Institute
5:30 to 7:30 pm	Federal Training Institute Reception*

Wednesday, July 14

7 am to 12, 2 to 5	Registration
7:30 am to 9 am	Veterans Recognition Breakfast*
9 am to 11:30 am	Federal Training Institute
10 am to 11 am	Ribbon-cutting and Exposition Opening
10 am to 5 pm	Exposition and Job Fair Open
Noon to 1:45 pm	Partnership Luncheon*
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
6 pm to 11 pm	New Mexico Celebration*

* **Bolded items denote sponsorship opportunities.**

Thursday, July 15

7 am to 12, 2 to 5	Registration
7:30 am to 9 am	Armed Forces Awards Breakfast*
9 am to noon	Concurrent Seminars
10 am to 7 pm	Exposition and Job Fair Open
Noon to 2 pm	Unity Luncheon*
Noon to 2 pm	Young Adult Awards Luncheon*
2 pm to 5 pm	Concurrent Seminars
5 pm to 7 pm	Sponsor & Exhibitor Reception*
6:00 pm to 8:00 pm	Youth Awards Banquet*
8:30 to 11:30 pm	Concierto de la Gente*

Friday, July 16

7 to 12, 2 to 5	Registration
7:30 am to 9 am	LNESC Breakfast*
9 am to noon	Concurrent Seminars
10 am to 4 pm	Exposition and Job Fair Open
Noon to 2 pm	Women's Luncheon*
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	Presidential Reception* (black tie)
7 pm to 10 pm	Presidential Awards Banquet* (black tie)

Saturday, July 17

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

2010 Highlights

■ **Presidential Awards Banquet & Ball** ■ **Unity Luncheon** ■ **Women's Luncheon** ■ **Concierto de la Gente** ■ **New Mexico 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** ■ **Young Adult Awards Luncheon** ■ **Golf Tournament** ■ **Veterans Recognition Breakfast**

LULAC Expo

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

Career Fair

This three-day event features great jobs from over 250 top companies and federal agencies that are ready to interview and hire on the spot.

College Fair

More than 30 representatives from top notch colleges are anxious to talk with you about postsecondary opportunities at their institutions.

Health Fair

Free screenings for diabetes, hypertension and other chronic diseases. Obtain free health services for your whole family.

Youth Conference

A three-day event for Hispanic youth, featuring community service projects and workshops on youth issues and career opportunities.

Young Adult Conference

A three-day event for Latino college students, featuring leadership development and policy discussions on issues impacting college life.

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. FTI offers workshops and plenary sessions that enable government employees to enhance their leadership skills and develop their Executive Core Qualifications.

Seminars

Free! Three days of seminars will focus on key issues facing Latinos.

- **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



LULAC National President Rosa Rosales presents the Presidential Medallion to Senator Hillary Rodham-Clinton at the Presidential Banquet.

Featured Events

Monday, July 12

6 pm to 8 pm

Attendance: 500

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

Minimum Sponsorship: \$10,000.

Tuesday, July 13

7 am to 2 pm

Attendance: 100

Golf Tournament: Help raise funds for local LULAC programs by golfing with Latino leaders in the Land of Enchantment.

Minimum Sponsorship: \$5,000.

Noon to 1:45 pm

Attendance: 700

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

Minimum Sponsorship: \$20,000.

5:30 pm to 7:30 pm

Attendance: 600

Federal Training Institute Reception: Hosted at the beautiful Indian Pueblo Cultural Center, this event recognizes federal employees who have contributed to FTI and have provided support from their federal agencies.

Minimum Sponsorship: \$10,000.

Wednesday, July 14

7:30 am to 9 am

Attendance: 600

Veterans Recognition Breakfast:

Recognizes Hispanic veterans who have distinguished themselves in service to our nation.

Minimum Sponsorship: \$10,000.

Noon to 1:45 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: \$25,000.

6 pm to 11 pm

Attendance: 900

New Mexico Celebration: Hosted by local LULAC councils at the breathtaking National Hispanic Cultural Center, this event highlights Hispanic leaders and supports local LULAC programs.

Minimum Sponsorship: \$25,000.

Thursday, July 15

Noon to 2 pm

Attendance: 1000

Unity Luncheon: Promotes unity among Latinos and other communities in the United States. Speakers focus on bridging differences and working together.

Minimum Sponsorship: \$35,000.



ABOVE: Manny Manuel electrifies the Concierto de la Gente in San Juan. BELOW: Labor Secretary Hilda Solis is recognized by LULAC National President Rosa Rosales and LULAC VP for Women Regla González.

Noon to 2 pm

Attendance: 300

Young Adults Awards Luncheon: Emphasizes LULAC collegiate programs and features an awards presentation for LULAC's young leaders.

Minimum Sponsorship: \$10,000.

5 pm to 7 pm

Attendance: 500

Sponsor & Exhibitor Reception: Open to the New Mexico Hispanic community, this event takes place in the expo area and honors our sponsors and exhibitors.

Minimum Sponsorship: \$10,000.

6 pm to 8 pm

Attendance: 800

Youth Awards Banquet: Highlights our youth programs and features an awards presentation for our future leaders.

Minimum Sponsorship: \$25,000.

8:30 pm to 11:30 pm

Attendance: 5000

Concierto de la Gente: LULAC's Concert for the People features top Latino entertainment in an event that is open to the public and free of charge.

Minimum Sponsorship: \$20,000.

Friday, July 16

7:30 am to 9 am

Attendance: 400

LNESC Breakfast: Hosted by the LULAC National Educational Service Centers and celebrating LULAC's educational programs.

Minimum Sponsorship: \$10,000.

Noon to 2 pm

Attendance: 900

Women's Hall of Fame Luncheon: Focuses on the contributions made by Latinas and features the inductees into the LULAC Women's Hall of Fame.

Minimum Sponsorship: \$25,000.



Friday, July 16 (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: \$20,000.

7 pm to 11 pm

Attendance: 1200

Presidential Awards Banquet: This magnificent black-tie event highlights individuals who have given outstanding service to the Latino community and features keynotes by top national leaders.
Minimum Sponsorship: \$50,000.

Saturday, July 17

8 pm to 11 pm

Attendance: 800

President's Celebration: Concluding event of the convention celebrates the election of LULAC's leadership.
Minimum Sponsorship: \$15,000.

ABOVE: The LULAC Expo draws one of our largest audiences ever during the 2009 LULAC National Convention in San Juan, PR.

BELOW: Senator John McCain and President Barack Obama address the LULAC membership at the 2008 Convention in Washington, DC.

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 2010 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 shown):

- ☐ Full Color (8.5"x11") \$2,500
- ☐ Half Color (8.5"x5.5") \$1,500
- ☐ 1/4 Page (4.25"x5.5") \$1,000
- ☐ Inside Cover (8.5"x11") \$3,500
- ☐ Back Cover (8.5"x11") \$4,000

Notes:

- 1) Program dimensions are 8.5" x 11". No charge for bleed, but provide 1/8" bleed area all around. Live area is 1/4" less than trim all around.
- 2) Preferred material: PDF digital material 300 DPI sent to the address below or emailed to LJOlmos@LULAC.org.
- 3) No cancellations after 6/15/10.
- 4) The publisher and LULAC shall be under no liability for errors made by the advertiser.
- 5) Send agreement, artwork & payment by 6/15/10.

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 20,000 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 back drape, 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 6/1/10	After 6/1/10
Corporate (10' x 10')	\$2,500	\$3,000
Government, Career Fair (10' x 10')	\$2,000	\$2,500
Non-profit or College Fair (10' x 10')	\$1,500	\$2,000

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: MMarsans@LULAC.org

Signature of Authorized Representative _____ Date _____

Total _____ Credit Card # _____ Expiration Date _____

☐ MasterCard ☐ Visa ☐ American Express

Signature _____

Please make checks payable to the **2010 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**. Federal agencies use DUNS #789553372 "LULAC Institute, Inc." DBA LULAC National Convention.

2010 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) | \$150 |
| <input type="checkbox"/> LULAC Young Adults/Seniors (ID required) | \$250 |
| <input type="checkbox"/> LULAC Members (Wed-Sat) | \$275 |
| <input type="checkbox"/> Non-members (Wed-Sat) | \$375 |
| <input type="checkbox"/> FTI—Federal Training Institute (Mon-Sat) | \$475 |
| <input type="checkbox"/> Corporate Attendees (Mon-Sat) | \$550 |

Early Bird Discount! Individuals purchasing full registrations will receive a \$25 discount if they pay in full by 6/1/2010.

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.

Individual Tickets

- | | |
|---|-------|
| <input type="checkbox"/> Registration | \$20 |
| <input type="checkbox"/> Tuesday Golf Tournament | \$125 |
| <input type="checkbox"/> Tuesday Diversity Luncheon | \$60 |
| <input type="checkbox"/> Wednesday Veterans Breakfast | \$30 |
| <input type="checkbox"/> Wednesday Partnership Luncheon | \$60 |
| <input type="checkbox"/> Wednesday New Mexico Celebration | \$75 |
| <input type="checkbox"/> Thursday Armed Forces Breakfast | \$30 |
| <input type="checkbox"/> Thursday Unity or Young Adults Luncheon | \$60 |
| <input type="checkbox"/> Thursday Youth Banquet | \$75 |
| <input type="checkbox"/> Thursday Concierto de la Gente | \$30 |
| <input type="checkbox"/> Friday Women's Luncheon | \$60 |
| <input type="checkbox"/> Friday Presidential Reception and Awards Banquet | \$90 |

Cancellation/Refund Policy: Cancellations will be accepted in writing until June 15, 2010. After June 15, 2010, registrations are non-refundable. Refunds will be issued after the convention. **Corporate & Federal Training Institute participants must purchase the full package.** Please advise us by June 1st if you require special accommodations. ♿

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 payable to 2010 LULAC National Convention or credit card information to the address on the right. Credit card orders accepted by fax. There is a \$25.00 handling fee for all returned checks. Federal agencies use DUNS #789553372 "LULAC Institute, Inc." DBA LULAC National Convention.

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

2009 LULAC National Convention Sponsors

Diamond Sponsor

Wal-Mart Stores, Inc.

Presidential Sponsors

American Airlines

Ford Motor Company

MillerCoors

Sprint Nextel Corporation

U.S. Department of Health & Human Services

Judicial Sponsors

Shell Oil Company

U.S. Army

U.S. Environmental Protection Agency

Senatorial Sponsors

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PepsiCo, Inc.

The Procter & Gamble Company

Puerto Rico Tourism Company

State Farm Insurance Corporation

The Coca-Cola Company

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U.S. Department of Defense

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Dell, Inc.

Denny's Restaurants

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U.S. Department of Agriculture

U.S. Department of Education

U.S. Department of the Interior

Patron Sponsors

AstraZeneca

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Enterprise Rent-A-Car Company

Hyatt Hotels Corporation

International Union of Bricklayers & Allied

Craftworkers

The Nielsen Company

PhRMA

TracFone Wireless, Inc.

USDA Agricultural Research Service

U.S. Navy

Walt Disney Company

Partners

Eaves Law Firm

LNESC

Americans for Secure Retirement



LULAC National Office

2000 L Street, NW

Suite 610

Washington, DC 20036