



82nd LULAC National Convention & Exposition

Cincinnati, Ohio | June 27 — July 2, 2011

**Bridging the Gap: Expanding the
Latino Agenda Into New Frontiers**

“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 Cincinnati, Ohio, as the members of the largest and oldest Hispanic organization gather to address critical issues impacting our community and our country. With the theme Bridging the Gap: Expanding the Latino Agenda Into New Frontiers, our historic 82nd Annual Convention and Exposition will take place from June 27 through July 2, 2011.

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 exciting entertainment.



The 82nd annual convention takes place in the greater Cincinnati metropolitan area which is now home to 125,000 Latinos—one of the fastest-growing Hispanic communities in the nation. This emerging Latino community is re-defining the social, demographic and cultural landscape of Cincinnati and it creates the ideal context for the LULAC National Convention to open dialogue and forge partnerships. 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 most, from immigration reform and education to health care and civil rights. Separate tracks for Youth and Young Adults provide our emerging leaders with workshops on community service, leadership development, career opportunities and advocacy training.

The 2011 LULAC Expo will feature 300 corporate partners, government agencies, colleges and universities, labor unions, armed forces, and non-profit organizations displaying their products and services while recruiting Latino employees at the LULAC Career Fair. Families will not want to miss the excellent free entertainment provided at the LULAC stage, free screenings at the health fair, Consulados Móviles and the NFL's Play 60 experience.

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 city of Cincinnati including the Duke Energy Convention Center where most events will take place, Fountain Square in the heart of downtown, the Freedom Center, and the Great American Ballpark, home of the Cincinnati Reds. With steamboats on the Ohio River, museums and exciting attractions, Cincinnati is an ideal place to bring the entire family.

Please join LULAC at the 2011 LULAC National Convention and Exposition as we celebrate 82 years of service to the Hispanic community.

Sincerely,

A handwritten signature in black ink that reads "Margaret Moran". The signature is written in a cursive, flowing style.

Margaret Moran
LULAC National President

Information

Convention Location

Duke Energy Convention Center

525 Elm Street
Cincinnati, OH 45202
(513) 419-7300

Headquarters Hotels

Hilton Cincinnati Netherland Plaza

35 West Fifth Street
Cincinnati, OH 45202
Phone: (513) 421-9100
Fax: (513) 421-4291
Single: \$115, Double: \$115
Cut-off date: 6/1/2011
www.cincinnati.hilton.com

Hyatt Regency Cincinnati

151 West 5th Street
Cincinnati, OH 45202
Phone: (513) 579-1234
Fax: (513) 354-4299
Single: \$112, Double: \$112
Triple: \$137, Quad: \$137
www.cincinnati.hyatt.com
Cut-off date: 6/1/2011

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: 3861BP
www.aa.com

Continental (800) 468-7022
Discount Code: ZJNB638260
www.continental.com

Delta Airlines (1-800-328-1111)
Discount Code: NM6BR

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

Expo Services

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

Agenda

Monday, June 27

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

Tuesday, June 28

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, June 29

7 am to 12, 2 to 5 Registration
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
7 pm to 10 pm **Cincinnati Celebration***

Thursday, June 30

7 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***
2 pm to 5 pm Concurrent Seminars
6:00 pm to 8:00 pm **Youth Awards Banquet***
8:30 to 11:30 pm **Concierto de la Gente***

Friday, July 1

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 11 pm **Presidential Awards Banquet & Ball***

Saturday, July 2

8 am to 5 pm LULAC National Assembly & Elections
7 pm to 9 pm **President's Celebration***

* **Bolded items denote sponsorship opportunities.**

2011 Highlights

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

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**
- **Technology**

Registration

LULAC Fiscal Office
201 East Main, Suite 605
El Paso, Texas 79901
1-866-577-0726
www.LULAC.org



New Mexico Governor Bill Richardson speaks at the 2010 convention.



ABOVE: Ozomatli performs at the Concierto de la Gente in Albuquerque.
BELOW: Labor Secretary Hilda Solis speaks at the 2010 convention.

Featured Events

Monday, June 27

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, June 28

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: This event recognizes federal employees who have contributed to FTI and have provided support from their federal agencies.

Minimum Sponsorship: \$10,000

Wednesday, June 29

Noon to 1:45 pm

Attendance: 1,000

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

Minimum Sponsorship: \$25,000

7 pm to 10 pm

Attendance: 900

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

Minimum Sponsorship: \$25,000

Thursday, June 30

Noon to 2 pm

Attendance: 1,000

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

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: 5,000

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 1

7:30 am to 9 am

Attendance: 400

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

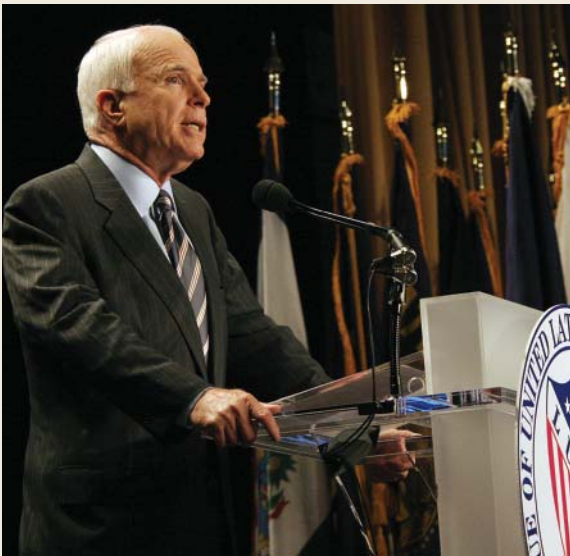
Minimum Sponsorship: \$10,000

Noon to 2 pm

Attendance: 1,000

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 1 (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: 1,200

Presidential Awards Banquet:

This magnificent black-tie event highlights individuals who have given outstanding service to the Latino community and features Latino keynotes by top national leaders.

Minimum Sponsorship: \$50,000

Saturday, July 2

7 pm to 10 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 job fare draws top notch Latino talent.

BELOW: Then-candidates 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 on name badge:

Name _____ Title _____

Corporation/Agency _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ Email _____

Advertising

The 2011 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. All ads are full color. Please indicate choices below (trim sizes):

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

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 6/1/11.
4. The publisher and LULAC shall be under no liability for errors made by the advertiser.
5. This agreement, artwork and payment must be received by 6/1/11.

Exhibitor

The LULAC Convention Exposition is the premier venue for showcasing products and services to the Hispanic community and recruiting employees. Open from 10 am to 5 pm on Wed, 6/29, 10 am to 7 pm on Thu, 6/30, and 9 am to 4 pm on Fri, 6/1. 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 6/1/11	After 6/1/11
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 Throughout the Convention

Diamond \$75,000+

Convention Sponsor; 12 Exhibit Spaces; 2 Tables; 2 Color Ads; 12 Registrations; Signage Throughout 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+

3 Exhibits; Table; Color Ad; 3 Registrations; Item in Convention tote, Branding on event website.

Patriot \$15,000+

2 Exhibits; Table; 1 BW Ad; 2 Registrations; Item in Convention tote, Branding on event website

Patron \$10,000+

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 **2011 LULAC National Convention** (DUNS # 789553372) 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.

2011 LULAC National Convention Pre-Registration

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

Name _____ Title _____

Corporation/Agency/Council _____

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 number in Council line. †Must enter district, state, or position in Title line.

Registration Packages

- Youth Members (Wed-Sat) \$150
- LULAC Young Adults/Seniors (ID required) \$250
- LULAC Members (Wed-Sat) \$275
- Non-members (Wed-Sat) \$375
- FTI—Federal Training Institute (Mon-Sat) \$475
- Corporate Attendees (Mon-Sat) \$550

Individual Tickets

- Registration \$20
- Tuesday Diversity Luncheon \$60
- Wednesday Partnership Luncheon \$60
- Wednesday Cincinnati Celebration \$75
- Thursday Armed Forces Breakfast \$30
- Thursday Unity Luncheon \$60
- Thursday Concierto de la Gente \$30
- Thursday Youth Banquet \$75
- Friday Women's Luncheon \$60
- Friday Presidential Reception and Awards Banquet \$90

Early Bird Discount! Individuals purchasing full registrations will receive a \$25 discount if they pay in full by 5/15/11.

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 1, 2011; all refunds will be issued after the convention. After June 1, 2011, registrations are non-refundable. Please advise us by May 15 if you require special accommodations.

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 for more information. There is a \$25.00 handling fee for all returned checks.

*Form not to be used for on-site registration

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

2010 LULAC National Convention Sponsors

Diamond Sponsor

Wal-Mart Stores, Inc.

Presidential Sponsors

American Airlines
AT&T
Comcast Corporation
Ford Motor Company
MillerCoors
Sprint Nextel Corporation
U.S. Department of Defense
U.S. Department of Health & Human Services
U.S. Army

Judicial Sponsors

National Education Association
Shell Oil Company
Southwest Airlines
U.S. Environmental Protection Agency
Visa

Senatorial Sponsors

AARP
Clear Channel Communications
ExxonMobil
Macy's, Inc.
McDonald's Corporation
NBC/Telemundo
PepsiCo, Inc.
Procter & Gamble Company
State Farm Insurance Corporation
The Coca-Cola Company
Tyson Foods, Inc.
Univision Communications, Inc.

Congressional Sponsors

Google, Inc.
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U.S. Department of Energy
University of New Mexico

Patriot Sponsors

7-Eleven, Inc.
American Federation of Teachers, AFL-CIO
Avue Technologies Corporation
Bank of America
Goya Foods, Inc.
Hyatt Hotels Corporation
Pfizer, Inc.
The Walt Disney Company
U.S. Coast Guard
U.S. Department of Interior

Patron Sponsors

AREVA, Inc.
AstraZeneca Pharmaceuticals
Center for Medicare and Medicaid Services
Community Financial Services Association
Continental Airlines
Dell, Inc.
Enterprise Rent-A-Car Company
Hilton Worldwide
National Cable & Telecommunications Association
TracFone Wireless, Inc.
U.S. Agency for International Development
U.S. Department of Agriculture
U.S. Department of Agriculture
Animal and Plant Health Services
U.S. Department of Agriculture Food
Safety and Inspection Service
U.S. Postal Services
U.S. Navy
Yum! Brands, Inc.

Partners

Fannie Mae
Internships.com
LNEC
National Park Service
Time Warner Cable
Univision Radio
Verizon Communications, Inc.



LULAC National Office

2000 L Street, NW
Suite 610

Washington, DC 20036

www.LULAC.org