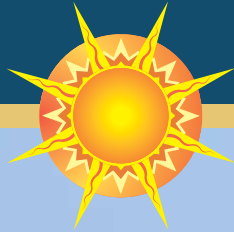


# 83<sup>rd</sup> LULAC National Convention & Exposition

Orlando, Florida | June 25 — June 30, 2012



## America's Latino Community Center Stage



**Disney's Coronado Springs Resort**



*League of United Latin American Citizens*

# President's Message

Dear Friends of LULAC,

I invite you to join us in Orlando, Florida as the members of the largest and oldest Hispanic organization gather to address critical issues impacting our community and our country. With the theme America's Latino Community Center Stage our 83rd Annual National Convention and Exposition will take place from June 25 through June 30, 2012.

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 83rd annual convention takes place in central Florida which is now home to more than half a million Latinos—one of the fastest-growing Hispanic communities in the country. At 4.2 million, Florida's Latino population is the third largest in the nation. This diverse Latino community is re-defining the social, political and cultural landscape of the I-4 corridor and it creates the ideal setting for the LULAC National Convention. You can expect to hear from national 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, housing and veterans benefits. Separate tracks for Youth and Young Adults provide our emerging leaders with workshops on community service, leadership development, career opportunities and advocacy training.

The 2012 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, housing counseling and financial workshops.

In addition, the LULAC Convention hosts the Federal Training Institute—an intensive and structured career development program for government employees. This year the FTI will also host workshops for job seekers looking for opportunities in the Federal Government.

This year's convention will take place at the breathtaking *Coronado Springs Resort* located in Walt Disney World® which celebrates the character and traditions of the American Southwest and northern Mexico. With events at both Epcot® and Universal Studios®, this convention will be one of the most exciting in LULAC's history. We encourage you to bring your whole family and provide them with the vacation of their dreams at a great rate.

Please join LULAC at our 2012 National Convention and Exposition as we celebrate 83 years of service to the Hispanic community.

Sincerely,

A handwritten signature in cursive script that reads "Margaret Moran". The ink is dark and the signature is fluid and elegant.

Margaret Moran  
LULAC National President

# Information

## Summit Location & Headquarters Hotel

LULAC has reserved a block of rooms at the Coronado Springs Resort at special rates until June 4, 2012.

## Disney's Coronado Springs Resort

1000 West Buena Vista Drive  
Lake Buena Vista, FL 32830-1000  
407-939-1000-Main  
Fax: 407-939-1001  
Reservations: 407-939-1020  
(open 8:30 am to 6 pm M-F  
8:30 am to 5 pm Sat-Sun)

Single: \$139, Double: \$139  
Additional persons: \$15

Make your reservations at:  
[www.lulac.org/disney](http://www.lulac.org/disney)

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 Code: 4162AY  
[www.aa.com](http://www.aa.com)

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

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

## 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)

# Agenda

## Monday, June 25

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 26

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 **Opportunity Reception\***

## Wednesday, June 27

7 am to 12, 2 to 5 Registration  
9 am to 11:45 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 5 pm Federal Training Institute  
2:30 pm to 5 pm Concurrent Seminars  
6 pm to 10 pm **Florida Celebration at Epcot®\***

## Thursday, June 28

7 to 12, 2 to 5 Registration  
7:30 am to 9 am **Community Service 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 pm to 11 pm **Youth Awards at Universal Studios®\***

## Friday, June 29

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\***  
2:30 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, June 30

8 am to 3 pm LULAC National Assembly & Elections  
4 pm to 6 pm **President's Celebration\***  
7 pm to 11 pm **Concierto: Voces Unidas por America\***

\* **Bolded items denote sponsorship opportunities.**

## 2012 Highlights

■ **Presidential Awards Banquet & Ball** ■ **Unity Luncheon** ■ **Women's Luncheon** ■ **Concierto: Voces Unidas por America** ■ **Florida Celebration at Epcot®** ■ **Partnership Luncheon** ■ **Youth Awards at Universal Studios®** ■ **Diversity Luncheon** ■ **Presidential Reception** ■ **Opening Reception** ■ **Opportunity Reception** ■ **Community Service 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 300 top companies and federal agencies 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.

### 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 Counseling**
- **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



President Barak Obama speaks at the 2008 convention.

## Featured Events

### Monday, June 25

6 pm to 8 pm

Attendance: 500

**Opening Reception:** Exciting kickoff to our week-long convention full of important speakers, workshops, and panels.

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

6 pm to 10 pm

Attendance: 1000

**Florida Celebration:** This event features Florida's Latino communities and Epcot's fabulous fireworks display.

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

### Tuesday, June 26

Noon to 1:45 pm

Attendance: 700

**Diversity Luncheon:** Celebrates the importance of diversity in the workplace featuring corporate and government leaders.

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

### Thursday, June 28

7:30 am to 9 am

Attendance: 600

**Community Service Breakfast:** Features programs run by LULAC's volunteer councils.

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

5:30 pm to 7:30 pm

Attendance: 600

**Opportunity Reception:** Highlights corporations and federal agencies that are creating opportunities for Latinos.

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

Noon to 2 pm

Attendance: 1,000

**Unity Luncheon:** Promotes unity among Latinos and other communities in the United States.

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

6 pm to 11 pm

Attendance: 800

**Youth Awards Banquet:** Taking place at Universal Studios®, this event highlights our youth programs and features a private dance and a rollercoaster ride.

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

### Wednesday, June 27

Noon to 1:45 pm

Attendance: 1,000

**Partnership Luncheon:** Highlights LULAC's corporate and government partnerships. Perfect for promoting your initiatives.

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



ABOVE: Los Lobos performs at the Concierto: Voces Unidas in Cincinnati.  
BELOW: Secretary Hilda Solis receives award from President Moran.

### Friday, June 29

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:** \$35,000



ABOVE: The LULAC Expo features corporate and Federal plazas, a job fair, health fair, housing fair, college fair and free entertainment.

LEFT: Lost City of Cibola Pool at the *Coronado Springs Resort*. RIGHT: Wednesday night's Florida Celebration will feature IllumiNations at Epcot®.

**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:** \$25,000.

**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 keynotes by top national leaders.

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

**Saturday, June 30**

**4 pm to 6 pm**

**Attendance: 800**

**President's Celebration:** Celebrates the election of LULAC's leadership and features newly elected board members.

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

**7 pm to 11 pm**

**Attendance: 5,000**

**Concierto: Voces Unidas por America:** LULAC's United Voices Concert features top Latino entertainment in an event that is free and open to the public.

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

# 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 2012 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 [akeammerer@LULAC.org](mailto:akeammerer@LULAC.org). Live area is 1/4" less than trim all around. Material returned only upon request.
3. No cancellations after 6/1/12.
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 6/1/12.

## 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, 6/27, 10 am to 7 pm on Thu, 6/28, and 10 am to 4 pm on Fri, 6/29. 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 6/1/12	After 6/1/12
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 Ad; 2 Registrations; Item in Convention tote, Branding on event website

### Patron \$10,000+

1 Exhibit; 1/2 Ad; 1 Registration



**LULAC National Office**  
 1133 19th Street, NW, Suite 1000  
 Washington, DC 20036  
 (202) 833-6130  
 FAX (202) 833-6135  
 Email: [SPerez@LULAC.org](mailto:SPerez@LULAC.org)

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

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

MasterCard  Visa  American Express

Signature \_\_\_\_\_

Please make checks payable to the **2012 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](http://www.LULAC.org).

After June 1, 2012, participants must register onsite. This form not to be used for on-site registration.

# 2012 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 Orlando Celebration \$75
- Thursday Community Service Breakfast \$30
- Thursday Unity Luncheon \$60
- Thursday Youth Banquet \$75
- Friday Women’s Luncheon \$60
- Friday Presidential Reception and Awards Banquet \$90
- Saturday Concierto: Voces Unidas \$30

**Early Bird Discount!** Individuals purchasing full registrations will receive a \$25 discount if they pay in full by 5/15/12.

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, 2012; all refunds will be issued after the convention. After June 1, 2012, 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 payable to **2012 LULAC National Convention** (DUNS # 789553372) 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)

# 2011 LULAC National Convention Sponsors

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Procter & Gamble Company

## Diamond Sponsor

Wal-Mart Stores, Inc.  
Microsoft

## Presidential Sponsors

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United Airlines  
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U.S. Navy

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National Park Service  
Soapbox Media  
Together Rx Access  
University of Cincinnati  
U.S. Postal Service  
Xavier University



**LULAC National Office**

1133 19th Street, NW  
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Washington, DC 20036  
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