
2010 LULAC National Convention & Exposition

81ST ANNUAL LULAC NATIONAL CONVENTION & EXPOSITION

July 12—17, 2010
Albuquerque Convention Center
Albuquerque, NM

NEW STRATEGIES FOR COMMUNITY EMPOWERMENT: NEW LEADERSHIP THROUGH ACTION

The League of United Latin American Citizens invites you to participate in the 81st LULAC National Convention & Exposition, *New Strategies for Community Empowerment: New Leadership through Action*, in Albuquerque, NM, July 12 through July 17, 2010. As the nation's premier Latino convention, the LULAC National Convention attracts more than 20,000 participants, including top leaders from government, business & the Hispanic community.

Make History: The LULAC Convention is an exciting, history-making convention because it convenes the national delegates of LULAC to discuss issues, set policies, and elect the organization's leaders. The convention is covered extensively by national and local media. It is the only convention in which representatives from Latino communities from across the country determine the positions and strategies of a national Hispanic organization.

Reach out to Hispanic America: The LULAC Convention is well attended by major corporations and government agencies who recognize the importance of reaching out to Latino leaders and influential community members directly. There are opportunities to sponsor workshops and events, to showcase products and services, and to recruit Hispanic professionals. All proceeds from the convention support the dedicated work of LULAC to improve the quality of life for Latinos.

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. In partnership with the OPM Management Development Center and the USDA Graduate School, the Federal Training Institute offers workshops and plenary sessions that enable mid- and senior level government employees to enhance their leadership skills and develop the Executive Core Qualifications required for entry to the Senior Executive Service.

Career Fair: Hot jobs, top companies, live interviews. 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 employment opportunities from over 250 top companies and federal agencies that are ready to hire.

College Fair: Your path to higher education starts at the LULAC College Fair. More than 30 representatives from the nation's top colleges and universities are ready to speak with you about postsecondary plans and beyond.

Youth Conference: The convention also includes the LULAC Youth Conference—a three-day event for Latino youth, featuring workshops and discussions about education, career opportunities, community service and leadership.

Young Adults Conference: The Young Adult Conference features four-days of leadership development and policy workshops for college students and young professionals.

FTI Youth and Collegiate Federal Careers Exploration Forum: A free, fun-filled, day-long event to showcase career and employment opportunities available to middle, high school, college and university students. Expert presenters introduce students to resume writing, online resources, student programs, scholarships and internships.

About LULAC: Founded in 1929, the League of United Latin American Citizens is the nation's oldest and largest Latino organization. With thousands of members organized into more than 700 LULAC Councils in virtually every state of the nation, as well as Puerto Rico, LULAC has tremendous outreach into the Hispanic community. With a rich legacy of advocacy in civil rights, education, economic development, immigration and equal opportunity, LULAC is uniquely positioned as the voice of the Latino community.

For More Information: For convention information and registration, contact the LULAC National Office at (202) 833-6130 or visit our website at: www.LULAC.org. Please join LULAC at the 2010 LULAC National Convention and Exposition in Albuquerque, NM as we celebrate 81 years of service to the Hispanic community.

Albuquerque, NM • July 12—July 17, 2010

2010 LULAC National Convention & Exposition

INFORMATION

CONVENTION LOCATION

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

CONVENTION HOTELS

Hyatt Regency Albuquerque
330 Tijeras, NW
Albuquerque, NM 87102
Phone: (505) 842-1234
Fax: (505) 843-2710
Reservations: (800) 233-1234
Government Rate: \$81
Single/Double: \$99, Quad: \$149
Mtn View: \$109, Jr. Suite: \$150
Cut-off date: 6/21/2010.
www.albuquerque.hyatt.com

DoubleTree Hotel Albuquerque
201 Marquette Ave, NW
Albuquerque, NM 87102
Phone: (505) 247-3344
FAX (505) 247-7025
Reservations: (800) 222-8733
Single: \$81, Double: \$101
Cut-off date: 6/10/2010.
www.albuquerque.doubletree.com

Hilton Albuquerque
1901 University Boulevard NE,
Albuquerque, New Mexico,
United States 87102-1713
Phone: (505) 884-2500
Fax: (505) 880-1196
Reservations: (800) 274-6835
Single: \$81, Double: \$81
Cut-off date: 6/21/2010.
www.hiltonalbuquerque.com

Hotel Andaluz
125 2nd Street Northwest
Albuquerque, NM 87102
(505) 242-9090
Single \$81, Double: \$101
www.hotelandaluz.com

Air Transportation:
American (800) 433-1790
Promotion Code: 1870AG
www.aa.com

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

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

AGENDA

Monday, July 12

| | |
|--------------|---------------------------------------|
| 1 to 5 pm | Registration |
| 8 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 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 Ceremony 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 |

Thursday, July 15

| | |
|--------------------|--|
| 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 |
| Noon to 2 pm | Young Adult Awards Luncheon |
| 2 pm to 5 pm | LULAC Town Hall |
| 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 |
| 9 am to 4 pm | Youth/Collegiate Career Forum |
| 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 |
| 7 pm to 10 pm | Presidential Awards Banquet |

Saturday, July 17

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

Albuquerque, NM • July 12—July 17, 2010

2010 LULAC National Convention & Exposition

REGISTRATION

Pre-registration forms will be accepted up until June 15, 2010. After June 15, participants must register on-site.
Print or type the requested information below as you would like it to appear on your name badge:

Name _____

Title _____

Company/Agency _____ Council # _____

Address _____

City _____ State _____ Zip _____

Work Phone _____ Home Phone _____

Fax _____ Email _____

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

General

☐ Guest

☐ Federal Training Inst.

☐ Sponsor

☐ Exhibitor

☐ Media

LULAC Council*

☐ Member

☐ Delegate

☐ Alternate

(For Members Only)

*Must enter Council #

LULAC Officer[†]

☐ District Director

☐ State Director

☐ National Officer

☐ Past National Officer

[†]Must enter position in Title line.

Youth*

☐ Member

☐ Delegate

☐ Alternate

Registration Packages

☐ Youth Members (Wed-Sat) \$150

☐ LULAC Young Adult/Senior (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

Early Bird Discount! Individuals purchasing full registrations will receive a \$25 discount if they pay in full by 6/1/10.

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 events from Wednesday lunch through Saturday. Packages do not include Friday Breakfast.

Individual Tickets

☐ Registration \$20

☐ Tuesday Golf Tournament 125

☐ Tuesday Diversity Luncheon 60

☐ Wednesday Veterans Breakfast 30

☐ Wednesday Partnership Luncheon 60

☐ Wednesday New Mexico Celebration 75

☐ Thursday Armed Forces Breakfast 30

☐ Thursday Unity or Young Adults Lunch 60

☐ Thursday Youth Awards Banquet 75

☐ Thursday Concierto de la Gente 30

☐ Friday Women's Luncheon 60

☐ Fri. Presidential Reception & Banquet 90

Cancellation/Refund Policy: Cancellations will be accepted in writing through June 15, 2010; After June 15, 2010, registrations are non-refund-able. Refunds will be issued after the convention. Corporate & FTI 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

Albuquerque, NM • July 12—July 17, 2010

2010 LULAC National Convention & Exposition

FEATURED EVENTS

Monday, July 12
6 pm to 8 pm
Attendance: 500

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.

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.**

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: \$20,000.

5:30 pm to 7:30 pm
Attendance: 600

Federal Training Institute Reception: Recognizes federal employees who contributed to the mission of the FTI. **Minimum Sponsorship Level: \$10,000.**

Wed., July 14
7 am to 9 am
Attendance: 600

Veterans Recognition Breakfast: Salutes distinguished Hispanic veterans who have given of themselves in service to our nation.
Minimum Sponsorship Level: \$10,000.

Noon to 1:45 pm
Attendance: 1000

Partnership Luncheon: Highlights LULAC's corporate and government partnerships. The perfect forum to promote your initiatives with LULAC.
Minimum Sponsorship Level: \$25,000.

6 pm to 11 pm
Attendance: 900

New Mexico Celebration: Hosted by local LULAC councils, this banquet highlights state and local leaders, while supporting local LULAC programs.
Minimum Sponsorship Level: \$25,000.

Thur., July 15
Noon to 2 pm
Attendance: 1000

Unity Luncheon: Promotes unity among Latinos and other communities in the United States. Speakers focus on working together to make America stronger.
Minimum Sponsorship Level: \$35,000.

Noon to 2 pm
Attendance: 300

Young Adults Awards Banquet: Emphasizes LULAC collegiate programs and features an awards presentation for LULAC's young leaders. **Minimum Sponsorship Level: \$10,000.**

5 pm to 7 pm
Attendance: 500

Sponsor & Exhibitor Reception: Open to the New Mexico Hispano community, this event takes place in the expo and honors our sponsors. **Minimum Sponsorship Level: \$10,000.**

6 pm to 8 pm
Attendance: 800

Youth Awards Banquet: Emphasizes LULAC Youth programs and features an elegant awards presentation for LULAC's young future leaders.
Minimum Sponsorship Level: \$25,000.

8:30 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 Level: \$20,000.

Friday, July 16
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: 900

Women's Hall of Fame Luncheon: Focuses on the contributions made by Latinas to the U.S. and features the induction of five women into the LULAC Women's Hall of Fame.
Minimum Sponsorship Level: \$25,000.

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 top Latino leaders. **Minimum Sponsorship Level: \$25,000.**

7 pm to 9 pm
9 pm to 11 pm
Attendance: 1200

Presidential Awards Banquet and Ball: This magnificent black-tie event highlights individuals who have given outstanding service to the Hispanic community throughout the year. Outstanding national leaders deliver keynote speeches. **Minimum Sponsorship Level: \$50,000.**

Sat., July 17
8 pm to 11 pm
Attend: 800

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

Albuquerque, NM • July 12—July 17, 2010

2010 LULAC National Convention & Exposition

SPONSORSHIP PACKAGES

Sponsoring an event or workshop at the LULAC Convention is an ideal way to reach out to national Latino leaders and influential community members. Sponsors of the 2010 LULAC National Convention will be recognized at all sponsored events and listed in all promotional materials, including the convention program. The following packages are offered at the levels indicated.

Presenting Sponsor—\$150,000+

Title sponsorship of the LULAC National Convention is limited to one partner; includes double the Diamond level benefits in addition to having your company's name and logo included in the convention marketing materials (e.g. The 2010 LULAC National Convention presented by...). The Presenting Sponsor will also have a speaking opportunity during the conference and a customized sponsorship marketing plan tailored to your needs.

Diamond—\$75,000+

- Convention Diamond Sponsor
- Company Representative Introduced as Convention Diamond Sponsor at the Presidential Awards Gala
- Twelve 10'x10' Exhibit Spaces
- Two Reserved Tables for 10 at sponsored event
- Two Reserved Tables for 10 at each Luncheon **upon request**
- One Minute Commercial Video Spot to be played during the Presidential Awards Gala
- One Page Letter with Picture of Corporate Official in Convention Program
- One Convention Program Back Cover (subject to availability) or Two Full-Page Color Ads
- One Full-Page Color Ad in the LULAC News
- Attendance at Selected VIP Functions
- Twelve Full Corporate Registration Packages
- Main Web Link
- Database of registered attendees for marketing purposes
- Signage Throughout the Convention

Presidential—\$50,000+

- Convention Sponsor
- Company Representative Introduced as Convention Sponsor at the Presidential Awards Gala
- Eight 10'x10' Exhibit Spaces
- Two Reserved Tables for 10 at sponsored event
- One Reserved Table for 10 at each Luncheon **upon request**
- 30 Second Commercial Video Spot to be played during the Presidential Awards Gala
- One Page Letter with Picture of Corporate Official in Convention Program
- One Convention Program Back Cover (subject to availability) or Two Full-Page Color Ads
- Attendance at Selected VIP Functions
- Eight Full Corporate Registration Packages
- Main Web Link
- Signage Throughout the Convention

Judicial—\$35,000+

- Co-Sponsor of One Event
- Company Representative Introduced as Event Co-sponsor
- Six 10'x10' Exhibit Spaces
- One Reserved Table for 10 at Sponsored Function
- Full-Page Color Ad in Convention Program-Premium Placement
- Attendance at Selected VIP Functions
- Six Complimentary Corporate Registration Packages
- Web Link
- Logo prominently displayed at Sponsored Function

2010 LULAC National Convention & Exposition

SPONSORSHIP PACKAGES CONTINUED

Senatorial—\$25,000+

- Co-Sponsor of One Event
- Company Representative Introduced as Event Co-sponsor
- Four 10'x10' Exhibit Spaces
- One Reserved Table for 10 at Sponsored Function
- Full-Page Color Ad in Convention Program and Web Link
- Attendance at Selected VIP Functions
- Four Full Corporate Registration Packages
- Logo prominently displayed at Sponsored Function

Congressional—\$20,000+

- Co-Sponsor of One Event
- Company Representative Introduced as Event Co-sponsor
- Three 10'x10' Exhibit Spaces
- One Reserved Table for 10 at Sponsored Function
- Full-Page Color Ad in Convention Program and Web Link
- Three Full Corporate Registration Packages and Attendance at Selected VIP Functions
- Logo prominently displayed at Sponsored Function

Patriot—\$15,000+

- Co-Sponsor of One Event
- Company Representative Introduced as Event Co-sponsor
- Two 10'x10' Exhibit Spaces
- One Reserved Table for 10 at Sponsored Function
- Full-Page Black & White Ad in Convention Program and Web Link
- Two Full Corporate Registration Packages and Attendance at Selected VIP Functions
- Logo displayed at Sponsored Function

Patron—\$10,000+

- Co-Sponsorship of One Event
- One 10'x10' Exhibit Space
- Half-Page Black & White Ad in Convention Program and Web Link
- One Full Corporate Registration Package

ADDITIONAL SPONSORSHIP OPPORTUNITIES

| | |
|---------------------------------|--------|
| • Federal Training Institute | 20,000 |
| • Sponsor/VIP Lounge | 20,000 |
| • Youth Leadership Conference | 20,000 |
| • Young Adults Conference | 20,000 |
| • Latino Health Fair | 20,000 |
| • Registration Bags | 20,000 |
| • Commemorative T-shirts | 20,000 |
| • Convention Program Book | 15,000 |
| • Convention Badges | 15,000 |
| • Shuttle Transportation | 15,000 |
| • Town Hall Sponsorships | 10,000 |
| • Lapel Pins | 10,000 |
| • Convention Poster | 10,000 |
| • Convention Marketing Circular | 10,000 |
| • Conference Web Site | 10,000 |
| • Pocket Agenda | 5,000 |
| • Workshops | 5,000 |
| • Press Room | 3,000 |
| • Panelist/Speaker sponsorship | 2,000 |

IN-KIND SERVICES

Printing

Commemorative poster, promotional brochure.

Communication Equipment

Cell phones, Internet access, fax machines.

On-Site Office

Computers, printers, photocopy machines.

Ground Transportation

Shuttle service, rental vehicles.

Air Transportation

Complimentary tickets for speakers and VIPs.

Promotional Advertisements

Advertisement placements to promote convention.

2010 LULAC National Convention & Exposition

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

Name _____ Title _____

Corporation/Agency _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ E-Mail _____

Select sponsorship level below. Enter the event you wish to sponsor: _____

- ☐ **Presenting—\$150,000:** Title sponsorship of the LULAC National Convention is limited to one partner and includes double the diamond level sponsorship benefits in addition to having your company's name and logo included in the convention marketing materials.
- ☐ **Diamond—\$75,000:** Convention Diamond Sponsor; Twelve Exhibit Spaces; Two Reserved Tables for 10; Video Spot; One Page Letter with Picture of Corporate Official; One Convention Program Back Cover (subject to availability) or Two Full-Page Color Ads; One Page Ad in LULAC News; Attendance at Selected VIP Functions; Twelve Full Registrations; Main Web Link; Signage Throughout the Convention
- ☐ **Presidential—\$50,000:** Convention Sponsor; Eight Exhibit Spaces; Two Reserved Tables for 10; Video Spot; One Page Letter with Picture of Corporate Official in Convention Program; One Convention Program Back Cover (subject to availability) or Two Full-Page Color Ads; Attendance at Selected VIP Functions; Eight Full Registrations; Main Web Link; Signage Throughout the Convention
- ☐ **Judicial—\$35,000:** Co-Sponsor of One Event; Comment Opportunity at Sponsored Event, Six Exhibit Spaces; One Reserved Table for 10 at Sponsored Function; Full-Page Color Ad in Convention Program; Attendance at Selected VIP Functions; Six Full Registrations; Web Link; Logo Displayed at Function
- ☐ **Senatorial—\$25,000:** Co-Sponsor of One Event; Comment Opportunity at Sponsored Event, Four Exhibit Spaces; One Reserved Table for 10 at Sponsored Function; Full-Page Color Ad in Convention Program; Attendance at Selected VIP Functions; Four Full Registrations; Web Link; Logo Displayed at Function
- ☐ **Congressional—\$20,000:** Co-Sponsor of One Event; Comment Opportunity at Sponsored Event, Three Exhibit Spaces; One Reserved Table for 10 at Sponsored Function; Full-Page Color Ad; Attendance at Selected VIP Functions; Three Full Registrations; Web Link; Logo Displayed at Function
- ☐ **Patriot—\$15,000:** Co-Sponsor of One Event; Comment Opportunity at Sponsored Event, Two Exhibit Spaces; One Reserved Table for 10 at Sponsored Function; Full-Page Black & White Ad in Convention Program; Two Full Registrations; Web Link; Logo Displayed at Function
- ☐ **Patron I—\$10,000:** Co-Sponsorship of Event; One Exhibit Space; Half-Page Black & White Ad in Convention Program; Web Link; One Full Registration

Signature of Authorized Representative

Date

Mail this agreement and check to:
LULAC National Office
2000 L Street, NW, Suite 610
Washington, DC 20036
(202) 833-6130 FAX (202) 833-6135

Make check payable to: 2010 LULAC National Convention. For more information about sponsorship packages, advertisements and exhibits, call (202) 833-6130; email: MMarsans@LULAC.org or visit our website at: www.LULAC.org.

Albuquerque, NM • July 12—July 17, 2010

2010 LULAC National Convention & Exposition

ADVERTISING AGREEMENT

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 print or type the requested information below to advertise in the convention program:

Name _____ Title _____

Corporation/Agency _____

Representing Agency _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ Email _____

Please indicate choices below (trim sizes shown):

- ☐ Full Page Color (8.5"x11")..... \$2,500
- ☐ Half Page Color (8.5"x5.5") \$1,500
- ☐ Quarter Page Color (4.25"x5.5") \$1,000
- ☐ Inside Covers—Full Page—Color only..... \$3,500
- ☐ Back Cover—Full Page—Color only..... \$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 which can be sent to the address below or emailed to LJOlmos@LULAC.org.
- 3). Ad material returned only upon request.
- 4). **No cancellations** after closing date of **June 15, 2010**.
- 5). The publisher and LULAC shall be under no liability for errors made by the advertiser or loss by reason of any errors arising out of publication.

Mail this agreement and payment to the LULAC Washington, DC Office. Mail digital material to the address listed below. Publisher reserves the right to assign all advertising space. All prices are net and non-commissionable.

This agreement, artwork, and payment must be received by **June 15, 2010**.

Signature of Authorized Representative

Date

Make checks payable to the **2010 LULAC National Convention** and mail to the LULAC National Office. Credit card orders accepted by fax. For more information, contact Lizette J. Olmos at (202) 833-6130 or visit our website at: www.LULAC.org. *Federal agencies use DUNS #789553372 "LULAC Institute, Inc." DBA LULAC National Convention*

LULAC National Office
2000 L Street, NW, Suite 610
Washington, DC 20036
(202) 833-6130 FAX (202) 833-6135

Total _____ Credit Card # _____ Expiration Date _____

☐ MasterCard ☐ Visa ☐ American Express Signature _____

Albuquerque, NM • July 12—July 17, 2010

2010 LULAC National Convention & Exposition

JULY 14-JULY 16, 2010 EXHIBITOR AGREEMENT

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 participants attend the exposition each year. Please print or type the requested information below to exhibit:

Name _____ Title _____

Corporation/Agency _____

Representing Agency _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Please indicate your choices below and fax to 202-833-6135:

_____ Number of spaces requested (10'x 10'). Exhibit dimensions _____ Space # _____

_____ 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, waste basket and an I.D. sign.

_____ No, I do not need the standard exhibitor's package.

_____ I plan to have music or sound at my exhibit. Please describe _____

Please circle the desired plaza: Corporate Government Career Fair Non-Profit College

2010 LULAC EXPOSITION HOURS

Wed, July 14 **Thu, July 15** **Fri, July 16**
10am-5pm 10am-7pm 10am-4pm

Move-in begins at **8 am** on **July 13**.

Move-out begins after **4 pm** on **July 16**

Contact: **Hargrove Inc.** for your decorating & shipping needs

One Hargrove Drive, Lanham, MD 20706

Phone: 301-306-4627 Fax: 301-731-5438

customerservice@hargroveinc.com

Notes: All exhibitors receive one complimentary registration per space purchase, and a listing in the convention program. Full payment is requested with this signed agreement. The LULAC Convention coordinators reserve the right to establish whatever rules may be required to guarantee the safety and appearance of the convention and the exhibit area. The exhibit area is not carpeted. Electric and internet connections are not included in the cost per space indicated below:

| Agreement Forms Received | Before June 1, 2010 | After |
|--------------------------------------|---------------------|---------|
| Corporate (10' x 10') | \$2,500 | \$3,000 |
| Government, Career Fair (10' x 10') | \$2,000 | \$2,500 |
| Non-Profit, College Fair (10' x 10') | \$1,500 | \$2,000 |
| Local Vendor (Mercado area) | \$500 | \$500 |

Mail this form & payment to the address below. Exhibit registration cut-off is July 1, 2010.

Signature of Authorized Representative _____

Date _____

Make checks payable to the **2010 LULAC National Convention** and mail to the LULAC National Office. Credit card orders accepted by fax or Email:

MMarsans@LULAC.org for more information or www.LULAC.org. Federal agencies use DUNS #789553372 "LULAC Institute, Inc." DBA LULAC National Convention

LULAC National Office

2000 L Street, NW, Suite 610

Washington, DC 20036

(202) 833-6130 FAX (202) 833-6135

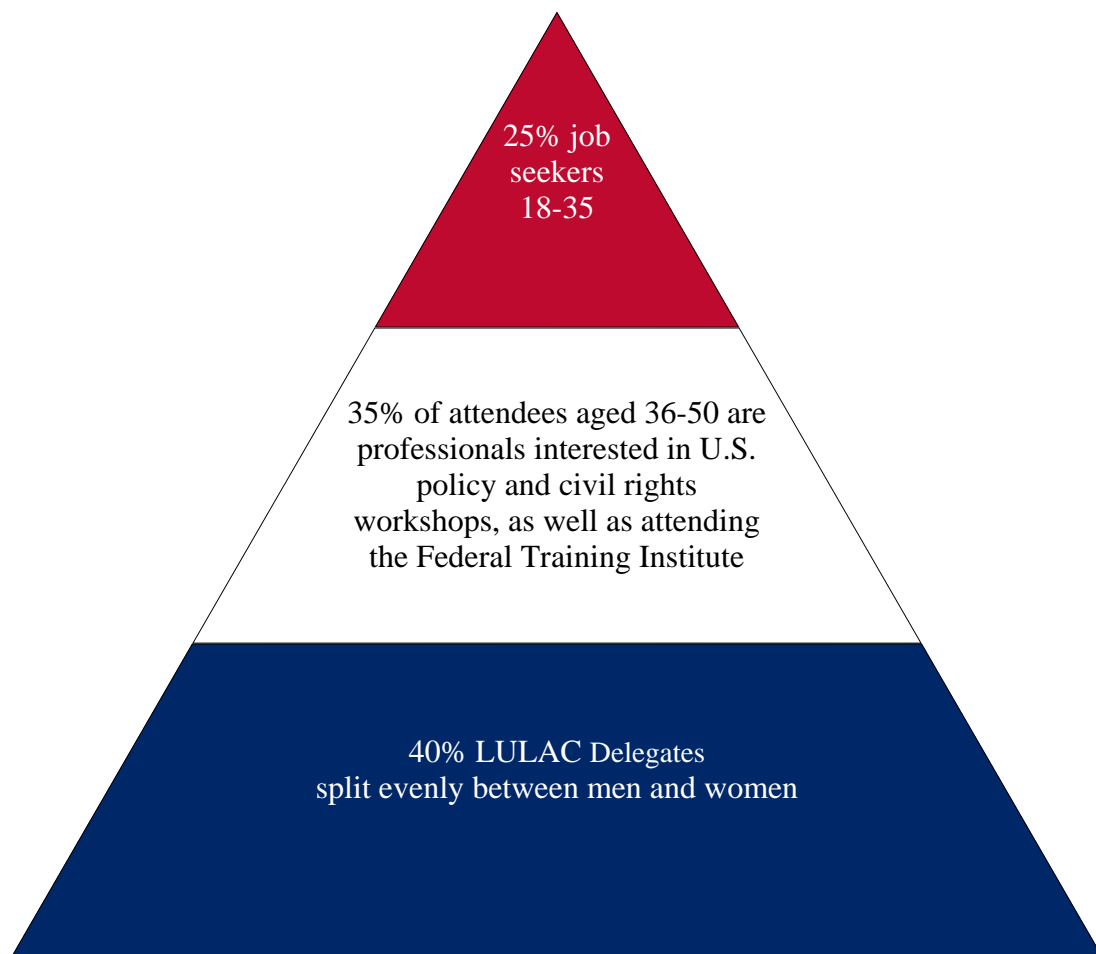
Total _____ Credit Card # _____ Expiration Date _____

☐ MasterCard ☐ Visa ☐ American Express Signature _____

Albuquerque, NM • July 12—July 17, 2010

PARTICIPANT DEMOGRAPHICS

The League of United Latin American Citizens is proud to say that the LULAC National Convention draws over 20,000 attendees annually. People varying from age 18 to 70 are drawn to our convention because of the various avenues of opportunity. The college and job fair, as well as the corporate, government, health and housing plazas located in the exhibit area of our convention receive the most attendance. Below is the approximate break down of attendance by age and gender; in most cases gender is split 50/50. Racial composition: 85% of attendees are Hispanic, with 6% being Anglo, 8% African American and 1% other.



2010 LULAC National Convention & Exposition

SPONSOR CHECKLIST

- ☐ **Agreement Form:** Please sign and fax to Silvia Perez-Rathell at (202) 833-6135 as soon as possible.
- ☐ **Payment:** Make checks payable to 2010 LULAC National Convention and send by 6/15/10.
- ☐ **Exhibit:** Please complete and send [exhibit agreement](#) by 6/15/10.
- ☐ **Advertisement for Convention Program:** Send [advertising form](#) and artwork or disk by 6/15/10 or fax advertising form and email artwork to LJOlmos@LULAC.org.
- ☐ **Registration Forms:** Please send or fax completed pre-registration forms to VTrasmonte@LULAC.org by 6/15/10.
- ☐ **Registration Giveaways:** If you wish to include giveaways in our registration bags please send 3,000 pieces so that they arrive before June 1, 2010 to:

LULAC National Convention
Show Management Materials

REGISTRATION AREA
HARGROVE, INC.

Your Company Name

One Hargrove Drive

Lanham, MD 20706

301-306-9000 Fax: 301-306-9318

Please note that this is not the address to
send materials for your exhibit booth.

Instructions for sending these materials will
be included in your exhibitor kit.

- ☐ **Sponsored Function Premiums:** If you wish to include premiums for your sponsored event please send 900 **Premium Items** to the address above marking your company name and sponsored event clearly on the packages in place of Show Management Materials. Please note that we do not allow flyers and brochures to be distributed on the tables or chairs of our meal events. Brochures and information flyers may be included in registration bags and are reserved for Sponsors and Partners **ONLY**.
- ☐ **Company Logo, Banner or Video:** If you are sponsoring a function in the ballroom at the convention center, LULAC can project your logo on screen if you email an Encapsulated PostScript (EPS) version of it to Jorge Trasmonte, LULAC Director of Technology, at JTrasmonte@LULAC.org. If you are sponsoring an event outside the ballroom, please send a banner by June 15, 2010 to Mario Marsans, LULAC Coordinator of Special Projects, at the above address with your company name and sponsored event clearly indicated on the package. If you are showing a commercial video spot during the Presidential Awards Gala, please mail a DVD copy to Mario Marsans at the LULAC National Office by June 15, 2010.
- ☐ **Corporate Representative:** Please contact Silvia Perez-Rathell at (202) 833-6130 or by email at SPerez@LULAC.org to confirm the representative who will give sponsor remarks for your chosen event by 6/15/10. Please provide the name and title of the person accepting the recognition at the event and also a point of contact with email and cell phone number.
- ☐ **Corporate Alliance Meeting:** Please contact David Perez at (202) 833-6130 or by email at DPerez@lulac.org to confirm your attendance for the LULAC Corporate Alliance meeting from 2 pm to 4 pm on Thursday, July 15, 2010.

Albuquerque, NM • July 12—July 17, 2010

2010 LULAC National Convention & Exposition

- ☐ **Hotel Reservations:** Please make your hotel reservations as soon as possible—we expect our block to fill up quickly:

Hyatt Regency Albuquerque

330 Tijeras, NW

Albuquerque, NM 87102

Phone: (505) 842-1234 • Fax: (505) 842-1184

Reservations: 800-233-1234

www.albuquerque.hyatt.com

Rates: \$99 Single/Double, \$149 Quad, \$109 Mountain View, \$150 Junior Suite. The cut-off date for the group rate is 6/21/2010.

DoubleTree Hotel Albuquerque

201 Marquette Ave, NW

Albuquerque, NM 87102

Phone: 505-247-3344 • FAX 505-247-7017

Reservations: (800) 222-8733

www.albuquerque.doubletree.com

Rates: \$81 Single, \$101 Double. The cut-off date for the group rate is 6/10/2010.

Hilton Albuquerque

1901 University Boulevard NE,

Albuquerque, New Mexico,

United States 87102-1713

Tel: 1-505-884-2500 • Fax: 1-505-880-1196

Single: \$81, Double: \$81

www.hiltonalbuquerque.com

- ☐ **Air Transportation:** The following airlines will offer special discounts to our attendees:

American Airlines (800) 433-1790

Promotion Code: 3179AJ

www.aa.com

Continental (800) 468-7022

Offer Code: ZGG8A0KR6H

www.continental.com

Southwest Airlines

(800) 435-9792

www.southwest.com

- ☐ **Convention Services Company:** Please contact for all your expo needs:

Hargrove Inc.

One Hargrove Drive,

Lanham, MD 20706

Phone: 301-306-4627 • Fax: 301-731-5438

customerservice@hargroveinc.com

Hotel Andaluz

125 2nd Street Northwest

Albuquerque, NM 87102

(505) 242-9090

Single \$81, Double: \$101

www.hotelandaluz.com