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## 2010 LULAC National Convention & Exposition

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### 81<sup>ST</sup> ANNUAL LULAC NATIONAL CONVENTION & EXPOSITION FEDERAL TRAINING INSTITUTE

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 81<sup>st</sup> 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 Graduate School, USDA, 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.

**FTI Youth and Collegiate Federal Careers Exploration Forum:** A free fun-filled day long event to showcase career and employment opportunities in forensic science, aviation and aeronautics, criminal justice intelligence available to middle, high school, college and university students. Expert presenters provide animated interactive sessions that introduce students to resume writing, computer links, student programs, scholarships and internships.

**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 jobs from over 250 top companies and federal agencies that are ready to hire.

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

**Youth Conference:** The convention also hosts the LULAC Youth Conference—a three-day event for Hispanic youth, featuring workshops and panel discussions 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.

**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](http://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.

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### 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](http://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](http://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](http://www.hiltonalbuquerque.com)

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

**Air Transportation:**  
**American** (800) 433-1790  
Promotion Code: 1870AG  
[www.aa.com](http://www.aa.com)

**Continental** (800) 468-7022  
Offer Code # ZGG8A0KR6H  
[www.continental.com](http://www.continental.com)

**Southwest** (800) 435-9792  
[www.southwest.com](http://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	<b>Opening Reception</b>

#### Tuesday, July 13

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

#### Wednesday, July 14

7 to 12, 2 to 5	Registration
7:30 am to 9 am	<b>Veterans Recognition Breakfast</b>
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	<b>Partnership Luncheon</b>
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	<b>New Mexico Celebration</b>

#### Thursday, July 15

7 to 12, 2 to 5	Registration
7:30 am to 9 am	<b>Armed Forces Awards Breakfast</b>
8 am to 5 pm	<b>National Council HEPMs Annual Summit</b>
9 am to noon	Concurrent Seminars
10 am to 7 pm	Exposition and Job Fair Open
Noon to 2 pm	<b>Unity Luncheon</b>
Noon to 2 pm	<b>Young Adult Awards Luncheon</b>
2 pm to 5 pm	LULAC Town Hall
5 pm to 7 pm	<b>Sponsor &amp; Exhibitor Reception</b>
6 pm to 8 pm	<b>Youth Awards Banquet</b>
8:30 to 11:30 pm	<b>Concierto de la Gente</b>

#### Friday, July 16

7 to 12, 2 to 5	Registration
7:30 am to 9 am	<b>LNESC Breakfast</b>
9 am to 3 pm	FTI Youth and Collegiate Forum & Luncheon
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	<b>Women's Luncheon</b>
2:30 pm to 4:30 pm	LULAC National Assembly Reconvenes
6 pm to 7 pm	<b>Presidential Reception</b>
7 pm to 10 pm	<b>Presidential Awards Banquet</b>

**Saturday, July 17** LULAC National Assembly & Elections

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## FTI HIGHLIGHTS

### VISION STATEMENT

The Federal Training Institute is dedicated to the belief that increasing the knowledge and skills of staff through educational opportunities contributes to the advancement of human fulfillment. Therefore, a well-educated and informed workforce will be able to adapt and better respond to the future challenges of their agencies.

### MISSION STATEMENT

The Federal Training Institute is committed to providing quality educational opportunities to develop and enable participants to realize their potential by strengthening their knowledge, skills, and professional competencies. We provide continuing education by expanding opportunities for personal growth and fostering the development and dissemination of public policies and social change activities.

We realize the rapid changes of our nation present all agencies and companies with new and additional challenges in completing their various missions. We are committed to providing the support, training, and development at times to keep abreast of these changes. Our core value is committed to facilitating educational opportunities to participants to acquire or enhance the skills necessary to progress and develop within and beyond their potentials.

### THE FEDERAL TRAINING INSTITUTE (FTI)

The Federal Government is in a constant stage of growth and change. A knowledge-based economy and dramatic advances in technology are having a dramatic impact on how government work is accomplished. An increased emphasis on results and rising expectations of service by those it serves creates an additional layer of complexity to how federal agencies implement their missions. America's diverse and dynamic society requires a special brand of leadership skilled in keeping pace with its changing needs. As a result, the Federal Government Civil Service workforce is changing by becoming more diverse, expecting more flexibility, and creating more vehicles to develop its workforce. As human resource management is reshaped to leverage its employees as capital to be invested in, government agencies are moving to recruit and retain the best people through carefully crafted career development and training programs that build strong leaders who can serve America in the future. This three day training is in open to all employees, it presents a unique opportunity to develop competencies essential to the new leadership culture in the Federal Government. FTI is dedicated to presenting a recommended progression for maximum development throughout an individual's career leadership path.

FTI in partnership with the graduate school, USDA, the Office of Personnel Management, and the OPM Management Development Centers offers a leadership development curriculum that includes situational leadership, conflict management, and strategies for success. Each year FTI builds upon the success of its past curriculum by offering courses that meet federal agency training requirements and directly address each of the five Senior Executive Service Core Qualifications including:

- "A Journey to Leadership Development" – Plenary
- "Have you thought of what to pack?"
- "Influencing Skills"
- "Human Capital Assessment and Accountability: How To's for Emerging Leaders in a Diverse Society"
- "Three C's to B.R.I.D.G.E. – Building Relationship In Diverse Groups and Environments"
- "Igniting and Motivating Your Inner Leader"
- "Project & Program Management Planning"
- "Negotiation Techniques"
- "Diversified Recruitment Strategies and User Friendly Websites"
- "Leadership Executive Core Qualifications (ECQs) Competencies – GS 14 and 15"
- "Leadership ECQ Competencies GS-14 and 15 Inventory"
- "National Council of Hispanic Employment Program Managers (HEPMS') Third Annual Summit"

### WHAT YOU WILL GAIN

While developing your knowledge in the re-engineered Leadership Journey Program specifically designed to effectively serve the American people. Included in the program's Core Leadership Curriculum, are competencies that encompass the Executive Core Qualifications, (ECQ's). Skills to be gained through this curriculum include: situational leadership skills, team and coalition development, project management, budget and procurement competency, interpersonal skills; and, thereby, satisfy individual development program related Leadership Development Training.

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### **WHAT YOUR AGENCY WILL GAIN**

Federal agencies will benefit from the timely and cost effective implementation of their mission through the broadening of employee ability to drive organizational results, serve customers, and build teams, partnerships and coalitions as reflected in the newly designed programs that build strong leaders to serve America in the future. Employee attendance will assist agencies in meeting their training requirements, in managerial succession planning through development of current and future managers and leaders. Attendees will return to their agencies with increased enthusiasm for their leadership role and with the knowledge and tools to make more confident and effective contributions. The Institute's methodology on the granting of CEU's is consistent with the Graduate School, USDA, and Office of Personnel Management Development Center (OPMDC), training guidelines. The Graduate School USDA faculty, OPMDC staff, and members of the Senior Executive Service facilitate workshops, breakout, and plenary sessions in the Core Leadership Curriculum.

### **WHO SHOULD ATTEND**

FTI is designed for public sector employees, including educational and military personnel, in team leader, supervisor, manager or senior executive level positions, and professional administrative and technical personnel who are in various stages of their careers. This program is also designed for those interested in engaging in a career development plan that prepares the individual to meet the challenges of the new workplace environment.

### **QUOTES FROM THE 2008 FEDERAL TRAINING INSTITUTE CONFERENCE**

"The workshops provided an opportunity to understand the difference between mediation and arbitration ensuring a fair non-intimidating resolution of problems

"A unique experience in understanding the complexities of working with people from diverse cultures and the ability to resolve problems in a non confrontational manner."

"A tremendous opportunity to review and update existing Individual development plans that reflect on going growth in duties and special assignments.

"A great experience in identifying a consistent approach to bottom line results."

### **ATTENDANCE JUSTIFICATION STATEMENT**

The League of United Latin American Citizens (LULAC) is a non-profit employee advocacy, training and education professional development organization that executes a preeminent annual Federal Training Institute (FTI). The FTI is a recognized leader in developing the values and competencies that are the foundation of public service, transcending individual professions and missions.

FTI provides low cost/high benefit quality individual career development planning that meets federal agency requirements as reflected in the newly designed programs in and outside government. Attendees benefit from the recommended career path, designed to establish them as competitive candidates for selection to upper level managerial and senior executive candidate positions. The instruction and mentoring offered prepares FTI participants to meet the challenges of a changing workplace and to recognize, appreciate and embrace a leadership role consistent with the essential elements required to become part of the nation's 21st century workforce.

FTI workshops and forums follow closely the U. S Office of Personnel Management Development Centers (OPMDC) and the Graduate School, USDA, training guidelines and grant Continuing Education Units (CEU's). The FTI faculty includes experts who provide perspectives on key issues affecting the workplace. These perspectives include strategic integration of human capital management, effective leadership, budget and performance integration and career development planning for Individual Development Plans, emerging technologies, leveraging diversity and equal employment opportunity.

Participation in FTI will benefit Federal agencies through broadening their employees' abilities to drive organizational results, serve customers, and build teams, partnerships and coalitions in and outside government. The enhanced competency of their workforce will result in the increased ability for Federal agencies to implement their mission in a timelier and cost effective manner.

Established in 1984, recognition of the LULAC Federal Training is demonstrated by the following partners:

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- Department of Agriculture
  - Food and Nutrition Service
  - Food Safety and Inspection Service
- Office of Personnel Management Development Centers
- Graduate School, USDA
- Department of Defense
  - United States Air Force
  - United States Army
  - United States Navy
- Department of Homeland Security
- Department of the Interior
  - Bureau of Land Management
- Department of Justice
  - Federal Bureau of Investigation
  - Federal Bureau of Prisons
- Office of Personnel Management
- Department of Transportation
  - RITA/VOLPE Center
  - Federal Aviation Administration
- Department of Energy
- Environmental Protection Agency
- Social Security Administration
- Department of Health and Human Services
  - Office of Minority Health

Federal Government, Title 5 of the Code of Federal Regulations, Part 251 (5 CFR Part 251) titled Agency Relations with Organizations Representing Federal Employees and Other Organizations; Executive Order 11348 as amended by Executive Order 12107 titled Further Training of Government Employees, and the Executive Order 13111 titled Using Technology to Improve Training Opportunities for Federal Government Employees.

**FTI REGISTRATION:** Hotel: Ask for the government rate. Registration Fee: \$475 includes admittance to all seminars, workshops and events. Core Curriculum workshops are offered three days to provide a wider range of choices for attendees. For additional information about the Federal Training Institute program, registration options, complimentary rooms for pre or post Agency Forums, hotel and agenda, please visit our website at [www.lulac.org/fti](http://www.lulac.org/fti) or contact the LULAC Washington Office at 202-833-6130.

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## LULAC FEDERAL TRAINING INSTITUTE WORKSHOPS

July 13 – 14, 2010 • Albuquerque, NM

In *A Journey to Leadership Development*, the Federal Training Institute (FTI) presents a unique opportunity to earn Continuing Education Units (CEUs). This training is geared to develop and enhance your leadership skills throughout your career.

### Draft

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#### **A Journey to Leadership Development: Have You Thought of What to Pack?**

##### **Targeted Skills: Leading Change**

This session is an introduction to leadership competencies including developing & writing competencies and putting the package together.

#### **Influencing Skills Grad school**

##### **Targeted Skills: Leading People**

In this session, be prepared to learn by doing. It will help you to:

- Practice proven communication skills that inevitably enhance influencing skills
- Identify assertive and non-assertive responses
- Implement assertive responses
- Elegantly handle criticism
- Effectively provide ideas & feedback
- Discuss, demonstrate & practice influencing skills

#### **Negotiation Techniques**

##### **Targeted Skills: Leading Change**

This session will help you to:

- Recognize a myriad of issues and nuances
- Recognize tactics, strategize & reach a positive result
- Separate issues from people

#### **Three C's to B.R.I.D.G.E. – Building Relationships In Diverse Groups and Environments**

##### **Targeted Skills: Building Coalitions**

This training session will cover how to:

- Persuade others and build consensus through give & take
- Gain cooperation from others to obtain information and accomplish goals
- Facilitate “win-win” situations

#### **Project & Program Management Planning**

##### **Targeted Skills: Results Driven & Business Acumen**

This workshop will discuss OPM's research on ECQs & the competencies possessed by those who are results driven & demonstrate business acumen.

#### **Leadership Executive Core Qualifications (ECQs) Competencies GS 14-15**

##### **Targeted Skills: Leading People**

The first part of this session is open to all FTI participants and includes an introduction to leadership competencies, putting your job application package together and writing the Executive Core Qualifications statement. Note: The second part is limited to the first 30 pre-registered GS 14 and 15 participants and includes the Inventory Assessment instrument, mentoring and coaching. Register now.

#### **Diversified Recruitment Strategies and User Friendly Websites**

##### **Targeted Skills: Results Driven**

This session will:

- Summarize technological tools
- Identify information resources needed to explore new strategies

#### **Human Capital Assessment & Accountability: How To's for Emerging Leaders in a Diverse Society**

##### **Targeted Skills: Leading People**

This session will present strategies to help you become a peak performing manager & leader in the midst of diversity. In a diverse society, it is important for merging leaders to have:

- High emotional intelligence
- High self-awareness & understanding of how behaviors, perspectives & views impact organizational performance

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### **National Council of Hispanic Employment Program Managers' 6<sup>th</sup> Annual Summit**

Open to all FTI participants

#### **Program Agenda:**

➤ **Back to Basics: HEP Foundational Roles**

What does it take to be an HEPM?  
My Role as a Supervisor  
Gain insight on various roles and responsibilities

➤ **The HEP and the HR Component**

HR and Civil Rights as a workforce Diversity team  
Identify direct linkages to ensure outreach and recruitment understanding on hiring  
flexibilities available

➤ **Building the Business Case**

How do you gain management buy-in  
Learn how to develop and use Key techniques  
Build the case for diversity, outreach and employment programs

➤ **HEPM Town Hall Meeting**

Discussion period with Hispanic GS-15 and Hispanic Members of the Senior Executive  
Service  
Insights and suggestions on typical concerns and challenges

➤ **Roundtable Discussions: Finding Solace and Solutions**

Small group discussions on areas to address to increase HEP effectiveness  
Address key concerns and solutions identified collectively  
Discussion of initial solutions for use in building a plan of action

➤ **HEPM Toolkit**

A brief capstone that reviews contents of the toolkit  
Best uses of to enhance your foundation

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### **Washington DC Youth and Collegiate Federal Career Form July 16, 2010**

Workshops consist of Federal and Military career opportunities for middle, high school, college and university students, career counselors and parents. Online and hands-on demonstrations on student programs, scholarships, and internships will be available to participants.

Federal and Military representatives will provide parents, administrators, faculty, and career counselors with an in-depth, informative, and interactive session on topics such as special appointing authorities, job, qualifications and benefits.

#### **Program Agenda:**

- **Why Work for the Federal Government**
- **Federal Employment Application Process and Special Appointing Authorities,**
- **Student Education Employment Program, Federal Internship Opportunities, Workforce Recruitment Program for College Students and Disabilities**
- **Senate and Congressional Employment Opportunities in Washington, DC**
- **CSI: Forensic Science**
- **Aviation & Aeronautics**
- **Exhibition Hall Tour**



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### FTI 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).

#### Federal Training Institute

- ☐ Participant
- ☐ Leadership Competencies Mentoring & Coaching Seminar\*
- ☐ HEP Managers' Summit
- ☐ Panelist
- ☐ Speaker
- ☐ Exhibitor

#### LULAC Council\*\*

- ☐ Committee Member
- ☐ Member
- ☐ Delegate
- ☐ Alternate

\*\*Must enter Council # on Council line.

#### Registration Package

- ☐ FTI—Federal Training Institute (Mon-Sat) \$475.00.

**Early Bird Discount!** Individuals purchasing full registrations will receive a \$25 discount if they pay in full by 6/1/10. FTI package includes registration, seminars, meals, and all events (6 days).

**Federal Training Institute participants should purchase the full package (includes registration, all seminars/training, and Convention activities).**

**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.

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](mailto:cmunoz@LULAC.org)

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### 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.**

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## 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

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# 2010 LULAC National Convention & Exposition

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## 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.

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## 2010 LULAC National Convention & Exposition

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**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](mailto:MMarsans@LULAC.org) or visit our website at: [www.LULAC.org](http://www.LULAC.org).

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**Albuquerque, NM • July 12—July 17, 2010**

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# 2010 LULAC National Convention & Exposition

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## 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). Mechanical specifications:

**Full page:** 8.5" x 11" **Half page:** 7.5" x 4.9" **Quarter page:** 3.7" x 4.9"

3). Save your ads as "PDF for Press Quality" (300 DPI). Send to [LJOlmos@LULAC.org](mailto:LJOlmos@LULAC.org). Make sure all your graphics and pictures are converted to CMYK before saving to PDF.

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](http://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 \_\_\_\_\_

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**Albuquerque, NM • July 12—July 17, 2010**

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# 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](mailto:MMarsans@LULAC.org) for more information or [www.LULAC.org](http://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 \_\_\_\_\_

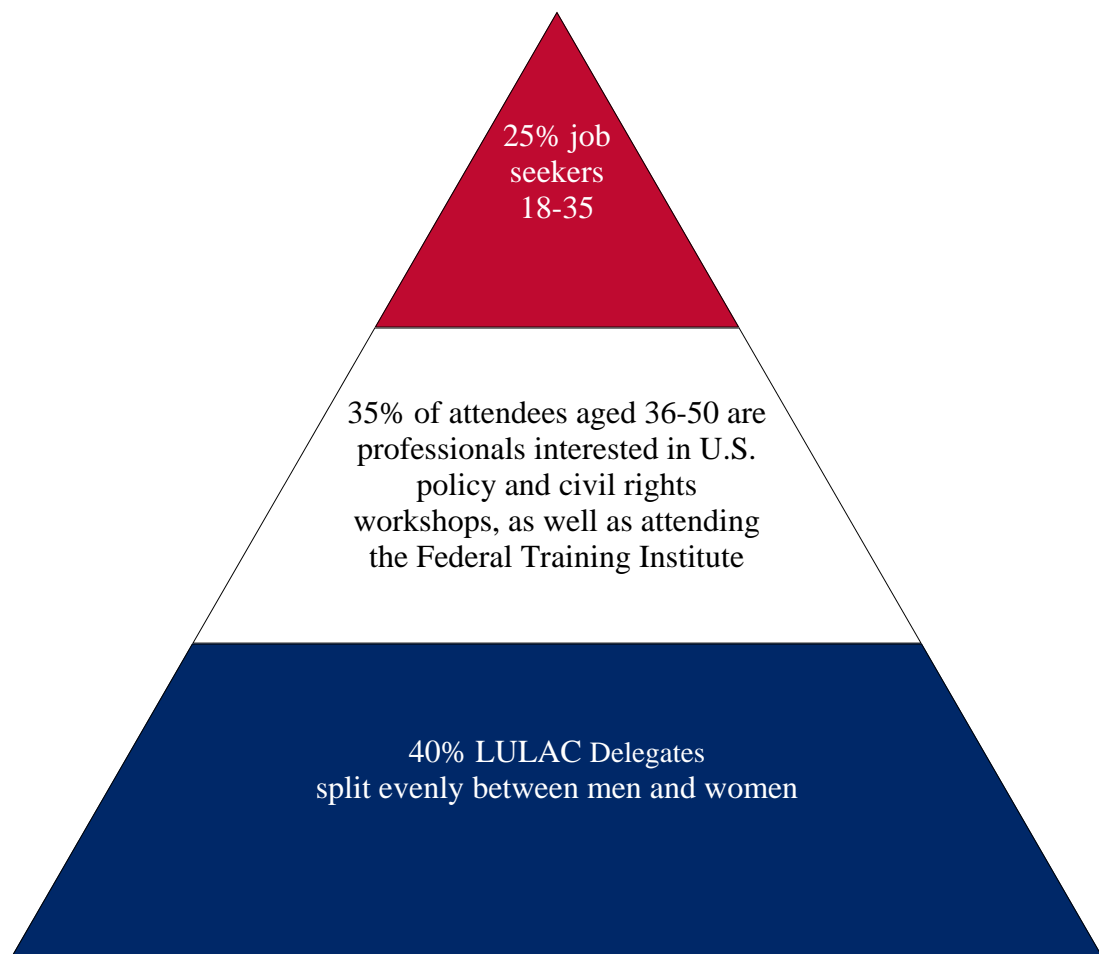
☐ MasterCard    ☐ Visa    ☐ American Express    Signature \_\_\_\_\_

**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.



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## 2010 LULAC National Convention & Exposition

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### 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](mailto:LJOlmos@LULAC.org).
- ☐ **Registration Forms:** Please send or fax completed pre-registration forms to [VTrasmonte@LULAC.org](mailto: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](mailto: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](mailto: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](mailto:DPerez@lulac.org) to confirm your attendance for the LULAC Corporate Alliance meeting from 2 pm to 4 pm on Thursday, July 15, 2010.

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**Albuquerque, NM • July 12—July 17, 2010**

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## 2010 LULAC National Convention & Exposition

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- ☐ **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](http://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](http://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](http://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](http://www.aa.com)

**Continental** (800) 468-7022

Offer Code: ZGG8A0KR6H

[www.continental.com](http://www.continental.com)

**Southwest Airlines**

(800) 435-9792

[www.southwest.com](http://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](mailto:customerservice@hargroveinc.com)

**Hotel Andaluz**

125 2nd Street Northwest

Albuquerque, NM 87102

(505) 242-9090

Single \$81, Double: \$101

[www.hotelandaluz.com](http://www.hotelandaluz.com)