

Las Vegas

84th LULAC National Convention & Exposition

Las Vegas, Nevada | June 17 — June 22, 2013

Lifting Our Voices through Civic Participation



League of United Latin American Citizens

President's Message

Dear Friends of LULAC,

I invite you to join LULAC in Las Vegas, Nevada for our 84th Annual National Convention and Exposition. As members of the largest and oldest Hispanic organization in the country, we gather every year to address critical issues impacting our community and country. With the theme *Lifting Our Voices through Civic Participation*, our 84th National Convention and Exposition will take place from June 17 to June 22, 2013.

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 84th Convention takes place in what is famously known as the country's entertainment capital of the world. Las Vegas, now home to over 183,000 Latinos is an internationally renowned resort city known for its shopping, gambling, and fine dining. Las Vegas is also one of the fastest-growing Hispanic communities in the nation. At the convention, you can expect to hear from 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 civil rights. Separate tracks for Youth and Young Adults provide our emerging leaders with workshops on community service, leadership development, career opportunities and advocacy training.

The 2013 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 in the iconic Caesars Palace, the renowned Las Vegas luxury resort that sets the standard for world class service and lavish accommodations. With opulent fountains, Roman statuary, bas-reliefs, and roaming centurions Caesars features top entertainment at the Colosseum, fabulous shopping at the Forum and Appian Way shops and a breathtaking series of pools featuring the Garden of the Gods Pool Oasis. We encourage you to bring your whole family and have the vacation of your dreams.

Please join LULAC at our 2013 National Convention and Exposition as we celebrate 84 years of service to the Hispanic community.

Sincerely,

A handwritten signature in cursive script that reads "Margaret Moran".

Margaret Moran
LULAC National President

Information

Summit Location & Headquarters Hotel

LULAC has reserved a block of rooms at Caesars Palace at special rates until May 22, 2013.

Caesars Palace

3570 South Las Vegas
Boulevard Las Vegas, NV 89109
Main: 702-731-7110
Reservations: 800-338-2127
Single: \$149 Double: \$149
Additional persons: \$15.00
Use Group Code - SCLUL3

Make your reservations at:
www.lulac.org/caesars
Cancellations must be made one month prior to arrival to avoid first night charges.

Air Transportation

The following airlines offer special discounts to our attendees

American Airlines (800) 433-1790
Discount Code: A7563DP
www.aa.com

United Airlines (800) 468-7022
Offer Code: ZP4V678337
www.united.com

Southwest Airlines (800) 435-9792
Get 5% off at www.lulac.org/swa

Car Transportation

Avis (800) 331-1212
Discount Code: Q252699
www.avis.com

Enterprise (800-261-7331)
www.enterprise.com

Taxis are \$20-\$25 one way
Shuttle Service is available to the hotel for \$7 one way, \$13 r/t
Caesars Palace offers free valet parking and self-parking

Expo Services

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

Agenda

Monday, June 17

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 18

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 19

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 **Las Vegas Night Concert***

Thursday, June 20

7 to 12, 2 to 5 Registration
9 am to noon Concurrent Seminars
10 am to 5 pm Exposition and Job Fair Open
Noon to 2 pm **Unity Luncheon***
2 pm to 5 pm Concurrent Seminars
6 pm to 9 pm **Youth & Young Adults Awards Banquet***

Friday, June 21

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 22

8 am to 5 pm LULAC National Assembly & Elections
7 pm to 11 pm **Concierto: Voces Unidas por America***

* **Bolded items denote sponsorship opportunities.**

2013 Highlights

■ **Presidential Awards Banquet & Ball** ■ **Unity Luncheon** ■ **Women's Luncheon** ■ **Concierto: Voces Unidas por America** ■ **Las Vegas Night Concert** ■ **Partnership Luncheon** ■ **Youth & Young Adults Awards Banquet** ■ **Diversity Luncheon** ■ **Presidential Reception** ■ **Opening Reception** ■ **Opportunity Reception** ■ **LNESC Breakfast**

LULAC Expo

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

Career Fair

This three-day event features great jobs from over 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 Barack Obama speaks at the 2008 convention.

Featured Events

Monday, June 17

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

Las Vegas Night Concert: Host council event features the world famous Mariachi Las Vegas and Conjunto Primavera.

Minimum Sponsorship: \$25,000

Tuesday, June 18

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 20

Noon to 2 pm

Attendance: 1,000

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

Minimum Sponsorship: \$35,000

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

6 pm to 9 pm

Attendance: 800

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

Minimum Sponsorship: \$25,000

Wednesday, June 19

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

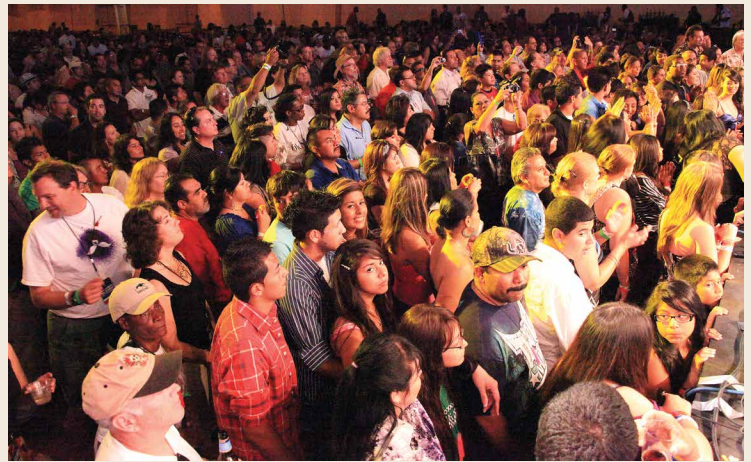
Friday, June 21

7:30 am to 9 am

Attendance: 400

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

Minimum Sponsorship: \$10,000



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

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.

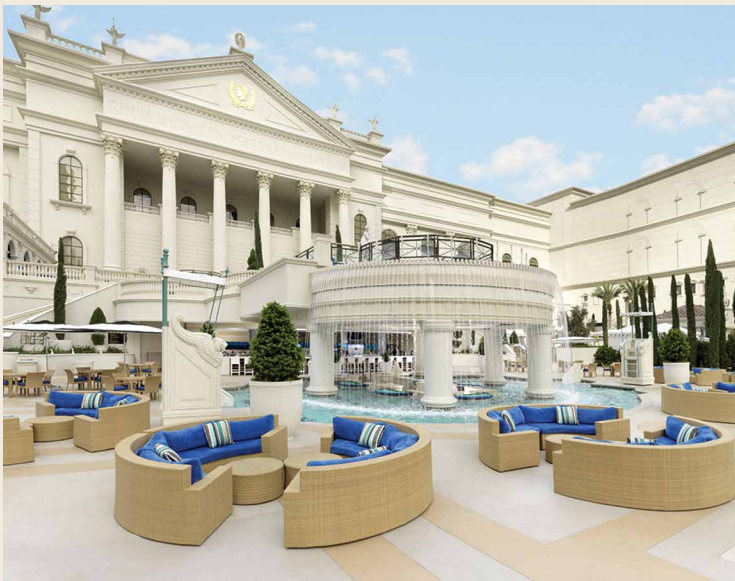
Minimum Sponsorship: \$35,000

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.



ABOVE: The LULAC Expo features corporate and Federal plazas, a job fair, health fair, housing fair, college fair and free entertainment.
LEFT: Fortuna Pool at the Caesars Palace.

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 22

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



ABOVE: Color Guard at Presidential Awards Banquet. BELOW: U.S. Attorney General Eric Holder speaks at Unity Luncheon

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 2013 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 jsapunar@LULAC.org. Live area is 1/4" less than trim all around. Material returned only upon request.
3. No cancellations after 5/15/13.
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 5/15/13.

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, 6/19, 10 am to 5 pm on Thu, 6/20, and 10 am to 4 pm on Fri, 6/21. 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 5/15/13	After 5/15/13
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

Signature of Authorized Representative _____ Date _____

Total _____ Credit Card # _____ Expiration Date _____

MasterCard Visa American Express

Signature _____

Please make checks payable to the **2013 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.

After June 1, 2013, participants must register onsite. This form not to be used for on-site registration.

2013 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
- Monday Opening Reception \$30
- Tuesday Diversity Luncheon \$60
- Tuesday Opportunity Reception \$30
- Wednesday Partnership Luncheon \$60
- Wednesday Las Vegas Night Concert \$75
- Thursday Unity Luncheon \$60
- Thursday Youth & Young Adults 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 5/15/13.

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, 2013; all refunds will be issued after the convention. After June 1, 2013, 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 **2013 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 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

2012 LULAC National Convention Sponsors

Diamond Sponsor

AARP
Comcast/NBCUniversal/Telemundo
The Walt Disney Company
Walmart

Presidential Sponsors

AT&T
Bright House Networks
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Southwest Airlines
U.S. Army
U.S. Department of Health & Human Services

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Chevrolet
Cox Enterprises
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U.S. Marine Corps
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United Airlines
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U.S. Department of Agriculture
USDA Food Safety and Inspection Service
U.S. Navy

Partners

LNESC
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U.S. Postal Service



LULAC National Office

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Suite 1000
Washington, DC 20036
www.LULAC.org
#LULAC13