



# 86<sup>th</sup> LULAC National Convention & Exposition

Salt Palace Convention Center

Salt Lake City, UT | July 7 — July 11, 2015

**Familia: The Building Block of Society**



Different by Nature.

**The most exciting event in the Hispanic community!**

**Presented By:**



Vayamos  
Juntos



**PEPSICO**

*League of United Latin American Citizens*  
*www.LULAC.org*

## President's Message

Dear Friends of LULAC,

I invite you to join LULAC in Salt Lake City, UT for the 86th National Convention and Exposition. As members of the largest and oldest Hispanic organization in the country we gather every year to address the critical issues that impact our community and country. The 86th National Convention and Exposition will take place from July 7 to July 11, 2015.

As the nation's premier Latino gathering, our annual 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 86th Convention takes place in Salt Lake City, UT. Utah 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.



Each year, the LULAC Convention generates tremendous excitement. At the Convention, LULAC delegates elect the national leadership and establish LULAC's policy priorities. In addition, during the Convention there will be seminars and workshops which will feature expert panelists to discuss many key issues to the

Latino community, including immigration reform, education, health care and civil rights. There will also be separate tracks for the youth and young adults which will provide our emerging leaders with workshops on community service, leadership development, career opportunities and advocacy training.

As part of the Convention, there will be the 2015 LULAC Expo and Career Fair which will feature a multitude of private and government agencies. Those groups are made up of over 300 corporate partners, government agencies, colleges and universities, labor unions, armed forces, and non-profit organizations. Each will be displaying their products and services, as well as, recruiting Latinos for employment at the LULAC Career Fair. In addition, the LULAC Convention hosts the Federal Training Institute—an intensive and structured career development program for government employees.

Families will also not want to miss the excellent free entertainment and free screenings at the health fair!

Please join us for the 86th LULAC National Convention and Exposition as we celebrate 86 years of service to the Hispanic community.

Sincerely,

Margaret Moran

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

## Information

### Summit Location

Salt Palace Convention Center  
100 South West Temple  
Salt Lake City, UT, 84101  
TEL: +1-385-468-2222

### Hotel

**Hilton Salt Lake City Center**  
255 South West Temple  
Salt Lake City, UT, 84101  
TEL: +1-801-328-2000  
FAX: 1-801-238-4888  
www.hiltonsaltlakecity.com  
Single: \$106 Double: \$106  
Cutoff date: June 12, 2015

### Salt Lake Marriott at City Creek

75 South West Temple  
Salt Lake City UT 84101  
www.marriott.com  
1-888-236-2427  
Single: \$149 Double \$149  
Cutoff date: June 26, 2015

### Air Transportation

The following airlines offer special discounts to our attendees

American Airlines  
(800) 433-1790  
www.aa.com

United  
(800) 468-7022  
www.united.com  
Discount Code: ZUVQ637303

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

### Expo Services

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

# Agenda

## Tuesday, July 7

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

## Wednesday, July 8

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
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	Concurrent Seminars
7 pm to 10 pm	<b>Taste of Utah Celebration*</b>

## Thursday, July 9

7 to 12, 2 to 5	Registration
7 am to 9:00 am	<b>Defenders of Freedom Breakfast*</b>
9 am to noon	Concurrent Seminars
9 am to 2 pm	Federal Training Institute
10 am to 5 pm	Exposition and Job Fair Open

## Thursday, July 9 (continued)

Noon to 2 pm	<b>Unity Luncheon*</b>
2 pm to 5 pm	Concurrent Seminars
6 pm to 8 pm	<b>Youth and Young Adults Awards Banquet*</b>
8 pm to 11 pm	<b>Concierto: Voces Unidas por America*</b>

## Friday, July 10

7 to 12, 2 to 5	Registration
7:30 am to 9 am	<b>LNESC Breakfast*</b>
9 am to noon	Concurrent Seminars
9 am to 4 pm	Youth/Collegiate Career Forum
10 am to 4 pm	Exposition and Job Fair Open
Noon to 2 pm	<b>FTI Youth Career Luncheon*</b>
Noon to 2 pm	<b>Women's Luncheon*</b>
2:30 to 4:30 pm	LULAC National Assembly Reconvenes
6 pm to 7 pm	<b>Presidential Reception* (black-tie)</b>
7 pm to 11 pm	<b>Presidential Awards Banquet*</b>

## Saturday, July 11

8 am to 5 pm	LULAC National Assembly & Elections
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\* **Bolded items denote sponsorship opportunities.**

## 2015 Highlights

■ **Presidential Awards Banquet & Ball** ■ **Unity Luncheon** ■ **Women's Luncheon** ■ **Concierto: Voces Unidas por America** ■ **Utah Celebration** ■ **Partnership Luncheon** ■ **Youth and Young Adults Awards Ceremony** ■ **Presidential Reception** ■ **Opening 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 250 top companies and federal agencies that are ready to interview and hire on the spot.

### College Fair

More than 30 representatives from top notch colleges are anxious to talk with you about postsecondary opportunities at their institutions.

### Health Fair

Free screenings for diabetes, hypertension and other chronic diseases. Obtain free health services for your whole family.

### Youth Conference

A three-day event for Hispanic youth, featuring community service projects and workshops on youth issues and career opportunities.

### Young Adult Conference

A three-day event for Latino college students, featuring leadership development and policy discussions on issues impacting college life.

### Federal Training Institute

The LULAC Convention hosts the LULAC Federal Training Institute (FTI), an intensive and structured career development program for government and public sector employees. FTI offers workshops and plenary sessions that enable government employees to enhance their leadership skills and develop their Executive Core Qualifications.

### Seminars

Free! Three days of seminars will focus on key issues facing Latinos:

- **Civic Engagement**
- **Civil Rights**
- **Diversity**
- **Education**
- **Employment**
- **Entrepreneurship**
- **Financial Management**
- **Health Care**
- **Housing**
- **Immigration**
- **Latina Empowerment**
- **Leadership**
- **Media**
- **Public Service**
- **Technology**

### Registration

LULAC Fiscal Office  
221 N Kansas Street, Suite 501  
El Paso TX 79901  
1-866-577-0726  
www.LULAC.org



President Barack Obama speaks at the 2010 convention.

## Featured Events

### Tuesday, July 7

6:00 pm to 8:00 pm

**Attendance: 600**

**Opening Reception:** Join us to kickoff LULAC National Convention and Expo. This event is full excitement as we provide a brief preview of the convention and expo which features important national and local speakers and elected officials, workshops, and panels.

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

### Wednesday, July 8

7 pm to 10 pm

**Attendance: 900**

**Utah Celebration:** Hosted by local LULAC Utah councils, This event highlights the best that Utah has to offer. It features local cuisine from around the state, music by local artist and showcases the Utah culture and traditions; join us to learn more about what Utah has to offer.

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

### Thursday, July 9

Noon to 2 pm

**Attendance: 900**

**Partnership Luncheon:**

Promotes unity among Hispanics and other communities in the United States. Highlights LULAC's corporate and government partnerships. This is the perfect forum to promote your initiatives with LULAC. Speakers focus on working together to make America stronger.

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

7 pm to 9 pm

**Attendance: 800**

**Youth & Young Adults Awards**

**Dinner:** Emphasizes LULAC

Youth programs and features an elegant awards presentation for LULAC's young future leaders.

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

7 pm to 11 pm

**Attendance: 3,000**

**Concierto de la Gente:**

LULAC's Concert for the People features top Latino entertainment in an event that is open to the public and free of charge.

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



ABOVE: Pee Wee performs at the Concierto de la Gente in Las Vegas, NV. BELOW: Jennifer Lopez addresses the LULAC membership.

### Friday, July 10

7:30 am to 9 am

**Attendance: 400**

**LNESC Breakfast:** Hosted by the LULAC National Educational Service Centers, this event celebrates LULAC's educational and STEM programs as well as our National Scholarship Fund.

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

Noon to 2 pm

**Attendance: 1,000**

**Women's Hall of Fame**

**Luncheon:** Focuses on the contributions made by Latinas to the U.S. it also celebrates Latinas

leaders who have made a difference in their communities and the country. This event also features the induction of 5 women into the LULAC Women's Hall of Fame.

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

**Friday, July 10 (cont.)**

6 pm to 7 pm

**Attendance: 900**

**Presidential Reception:**

Kicks off the main and best attended evening of the convention. This black tie event features Hispanic leaders from throughout the U.S.

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



ABOVE LEFT: Sand Castle  
ABOVE RIGHT: National President Margaret Moran addresses the LULAC members in Las Vegas, NV



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

**7 pm to 10 pm**  
**Attendance: 1,200**  
**Presidential Awards Banquet:**  
This magnificent black-tie event highlights individuals who have given outstanding service to the Hispanic community throughout the year. Top national leaders deliver keynote address.  
**Minimum Sponsorship: \$50,000**



# Sponsorship, Exhibitor & Advertising Agreement

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

Name \_\_\_\_\_ Title \_\_\_\_\_

Corporation/Agency \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

## Advertising

The 2015 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") \$3,000
- Half Page (8.5"x5.5") \$1,750
- Inside Cover (8.5"x11") \$4,000
- Back Cover (8.5"x11") \$4,500

### 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 6/15/15.
4. The publisher and LULAC shall be under no liability for errors made by the advertiser.
5. This agreement, artwork and payment must be received by 6/15/15.

## 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, 7/8, 10 am to 5 pm on Thur, 7/9, and 10 am to 4 pm on Fri, 7/10. Please select from your choices below:

Number of spaces requested \_\_\_\_\_

Indicate exhibit dimensions \_\_\_\_\_

Yes, I need the standard exhibitor's equipment package consisting of an 8' high backwall, 3' high side rails, one six foot table, two chairs, and an I.D. sign.

I do not need the standard exhibitor's package.

The cost per space is indicated below:

	Before 6/15/15	After 6/15/15
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 \$200,000+

Convention Title Sponsor; Exclusive Exhibit Space; 4 Tables; 2 Full Page Color Ads; 30 Registrations; Signage Throughout the Convention & Expo

### Diamond \$100,000+

Convention Sponsor; Exclusive Exhibit Space; 3 Tables; 2 Full Page Color Ads; 20 Registrations; Signage Throughout the Convention & Expo

### Presidential \$75,000+

Convention Sponsor; Exclusive Exhibit Space; 2 Tables; 2 Color

### Judicial—\$50,000+

Co-Sponsor for one event; Exclusive Exhibit space; 1 Table; 2 full page Color Ads; 10 Registrations; Signage Throughout the Convention & Expo

### Senatorial—\$35,000+

4 Exhibits; 1 Table; 1 Color Ad; 5 Registrations; Signage Throughout the Convention & Expo.

### Congressional—\$25,000+

2 Exhibits; Color Ad; 3 Registrations; Signage Throughout the Convention & Expo.

### Patriot—\$15,000+



**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 \_\_\_\_\_

Make checks payable to the 2015 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 visit our website at: www.LULAC.org. Federal agencies use DUNS #789553372 "LULAC Institute, Inc." DBA LULAC National Convention

# 2015 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) \$175
- LULAC Young Adults/Seniors (ID required) \$275
- LULAC Members (Wed-Sat) \$300
- Non-members (Wed-Sat) \$400
- FTI—Federal Training Institute (Mon-Sat) \$500
- Corporate Attendees (Mon-Sat) \$575

**Individual Tickets**

- Registration \$20
- Tuesday Opening Reception \$35
- Wednesday Partnership Luncheon \$65
- Wednesday Utah Celebration \$80
- Thursday Unity Luncheon \$65
- Youth and Young Adults Awards \$65
- Thursday Concierto Voces Unidas \$40
- Friday Women’s Luncheon \$65
- Friday Presidential Reception & Banquet \$100

**Early Bird Discount!** Individuals purchasing full registrations will receive a \$25 discount if they pay in full by 06/1/15.

FTI and Corporate packages include registration, seminars, meals, and all events (5 days). Youth, member & nonmember packages include registration and all seminars, meals and events from Wednesday lunch through Saturday. Packages do not include Friday Breakfast.

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.

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

- MasterCard
- Visa
- American Express

Signature \_\_\_\_\_

Payment can be made by cash, check or major credit card. For preregistration, mail completed registration form along with check payable to 2015 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  
 221 N Kansas Street, Suite 501  
 El Paso TX 79901  
 (915) 577-0726, FAX (915) 577-0914  
 Email: cmunoz@LULAC.org

# 2014 LULAC National Convention Sponsors

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Target

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Association  
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## Congressional Sponsors

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## Patriot Sponsors

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U.S. Department of Agriculture Food Safety and  
Inspection Service  
U.S. Environmental Protection Agency  
Verizon  
VME TV  
Western Union



**LULAC National Office**  
1133 19th Street, NW  
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Washington, DC 20036  
[www.LULAC.org](http://www.LULAC.org)