

88TH ANNUAL LULAC NATIONAL CONVENTION & EXPOSITION

July 4-8, 2017
Henry B. González Convention Center
San Antonio, TX

The League of United Latin American Citizens invites you to participate in the 88th Annual LULAC National Convention & Exposition in San Antonio, TX from July 4-8, 2017. As the premier Hispanic convention, the LULAC National Convention draws over 15,000 participants each year including top leaders from the government, business, and the Latino 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 national leaders. For this reason, the LULAC Convention makes news and is covered by national and local media. It is the only convention in which participants representing Hispanic communities from across the country determine the positions and strategies of a national Latino organization.

Reach out to Hispanic America: The LULAC Convention is also well attended by major corporations who recognize the importance of reaching out to national Latino leaders and influential community members directly. There are opportunities to sponsor workshops and events, to showcase products and recruit Hispanic professionals in the convention exhibit hall. In addition, all proceeds support the dedicated work of LULAC to improve the quality of life for Hispanic Americans.

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 and other Federal agencies, the Federal Training Institute offers workshops and plenary sessions that enable government employees and other employees to enhance their leadership skills and develop the Executive Core Qualifications required for entry to the Senior Executive Service.

Career Fair: Emerging career opportunities, 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.

Youth Conference: The convention also hosts the LULAC Youth Conference—a three-day event for Latino 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.

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 Hispanic organization. With thousands of members organized into more than 1000 LULAC Councils in virtually every state of the nation and in Puerto Rico, LULAC has tremendous outreach into the Latino community. With a rich history of advocacy in civil rights, education, economic development, immigration and equal opportunity, LULAC is uniquely positioned to lead the Hispanic community into the next millennium.

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/convention. Please join LULAC at the 2017 LULAC National

2017 LULAC National Convention & Exposition

Convention and Exposition at Henry B. González Convention Center in San Antonio, TX as we celebrate 88 years of service to the Hispanic community.

INFORMATION

CONVENTION LOCATION

Henry B. González Convention Center
900 E. Market Street,
San Antonio, TX 78205

CONVENTION HOTELS

San Antonio Marriott Rivercenter
101 Bowie Street,
San Antonio, TX, 78205
Main: (210) 223-1000
Fax: (210) 223-6239

www.LULAC.org/marriott

Single/Double: \$129

Triple: \$149

Cutoff date: June 9, 2017

San Antonio Marriott Riverwalk
889 East Market Street,
San Antonio, TX 78205
Main: (210) 224-4555
Fax: (210) 224-2754

www.LULAC.org/marriott

Single/Double: \$129

Triple: \$149

Cutoff date: June 9, 2017

Reservations must be received before 5:00 pm CT on Friday, June 9th to confirm a reservation.

Cancellations within 72 hours of arrival will forfeit one night's room and tax.

AIR TRANSPORTATION

United Airlines®
(800) 468-7022
www.united.com

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

AGENDA

Tuesday, July 4

8 am to 5 pm Federal Agency Forums
1 pm to 5 pm Registration
6 pm to 8 pm ***Opening Reception**

Wednesday, July 5

7 to 12, 2 to 5 Registration
9 am to 11:45 am *Federal Training Institute*
10 am to 11 am Ribbon-cutting Ceremony and Exposition Opening
12 pm to 2 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 Concurrent Seminars
7 pm to 10 pm ***San Antonio Celebration**

Thursday, July 6

7 to 12, 2 to 5 Registration
8:00 am to 9:30 am ***Community Service Breakfast**
9 am to 12 pm Concurrent Seminars
9 am to 12 pm *Federal Training Institute*
9 am to 12 pm *FTI Youth and Collegiate Federal Careers Exploration Forum*
10 am to 5 pm Exposition and Job Fair Open
12 pm to 2 pm ***Unity Luncheon**
2 pm to 5 pm *Federal Training Institute & LULAC Concurrent Seminars*
2 pm to 5 pm *FTI Youth and Collegiate Federal Careers Exploration Forum*
6 pm to 9 pm ***Youth and Young Adults Awards Banquet**

Friday, July 7

7 to 12, 2 to 5 Registration
7:30 am to 9 am ***LNESC Breakfast**
9 am to 12 pm *Federal Training Institute & LULAC Concurrent Seminars*
9 am to 4 pm *FTI Youth and Collegiate Federal Careers Exploration Forum*
10 am to 5 pm Exposition and Job Fair Open
12 pm to 2 pm ***Women's Luncheon**
12 pm to 2 pm *FTI Youth and Collegiate Federal Careers Exploration Forum*
2:30 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**

Saturday, July 8

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

***Bolded Items denote sponsorship opportunities. ** Subject to change**

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FEDERAL TRAINING INSTITUTE (FTI) REGISTRATION

Federal Training Institute registration package includes admittance to the FTI workshops and all other 88th LULAC National Convention & exposition activities with the exception of the LNES event on Friday morning. Pre-registration forms will be accepted through June 30, 2017. After June 30, participants must register on-site. Print or type all the requested information below as it should appear on the attendee's name badge:

Payer's Name _____

Title _____ Agency _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Attendee (if different from payer) _____

Title _____ Agency _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Check the appropriate box(es).

Government

FTI Participant

Exhibitor

Panelist

Speaker

Registration Package

Govt. Employee's Federal Training Institute \$525. See below for early discount information.

Federal Training Institute participants must purchase the full package

Early Bird Discount! Individuals purchasing the FTI registration will receive a \$25 discount if they pay in full by **Wednesday, May 31, 2017**

Cancellation/Refund Policy: Cancellations will be accepted in writing through June 25, 2017. After June 25, 2017, registrations are non-refundable. Refunds will be issued after the convention. Corporate, Government & FTI participants must purchase the full package. Please advise us by June 30th if you require special accommodations.

Total _____ Credit Card # _____ Expiration Date _____

MasterCard Visa AMEX PO# _____ Signature _____

Payment can be made by cash, check, major credit card or purchase order. For pre-registration, mail completed registration form along with check payable to **2017 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

1133 19th Street N.W., Suite 1000

Washington, DC 20036

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

Email: LSmith@LULAC.org

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FEATURED EVENTS

- Tuesday, July 4**
6:00 pm to 8:00 pm
Attendance: 600
Opening Reception: Kickoff event is full of excitement as we preview a week-long convention full of important speakers, workshops, and panels.
Minimum Sponsorship Level: \$25,000.
- Wed., July 5**
Noon to 2 pm
Attendance: 800
Partnership Luncheon: Highlights LULAC's corporate and government partnerships. This is the perfect forum to promote your initiatives with LULAC.
Minimum Sponsorship Level: \$35,000.
- 7 pm to 10 pm
Attendance: 900
San Antonio Celebration: Hosted by local LULAC councils, this concert highlights Latino talent and state and local leaders, while supporting local LULAC programs.
Minimum Sponsorship Level: \$25,000.
- Thur., July 6**
8:00 am to 9:30 am
Attendance: 400
Community Service Breakfast: Recognizes our community, corporate and federal partners who have distinguished themselves in commitment and service to our nation.
Minimum Sponsorship Level: \$25,000.
- Noon to 2 pm
Attendance: 1000
Unity Luncheon: Promotes unity among Hispanics and other communities in the United States. Speakers focus on working together to make America stronger.
Minimum Sponsorship Level: \$35,000.
- 6 pm to 9 pm
Attendance: 800
Youth and Young Adults Awards Banquet: Emphasizes LULAC Youth programs and features an elegant awards presentation for LULAC's young future leaders.
Minimum Sponsorship Level: \$35,000.
- Friday, July 7**
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: \$20,000.
- Noon to 2 pm
Attendance: 1000
Women's Hall of Fame Luncheon: Focuses on the contributions made by Latinas to the U.S. and features the induction of 5 women into the LULAC Women's Hall of Fame.
Minimum Sponsorship Level: \$50,000.
- 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 Level: \$50,000.
- 7 pm to 9 pm
9 pm to 11 pm
Attendance: 1200
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 Level: \$75,000.
- Saturday, July 8**
7 pm to 11 pm
Attendance: 3000
Concierto: Voces Unidas por America: Features top Latino entertainment in an event that is open to the public and free of charge.
Minimum Sponsorship Level: \$35,000.

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SPONSORSHIP PACKAGES

Sponsoring an event or workshop at the LULAC Convention is an ideal way to reach out to national Hispanic leaders and influential community members. Sponsors of the 2017 LULAC National Convention will be recognized at all sponsored events and listed in all promotional material, including the convention program. The following packages are offered at the levels indicated.

Presenting Sponsor—\$200,000

- Convention Title Sponsor
- Company Representative Introduced as Convention Diamond Sponsor at the Presidential Awards Gala
- Exclusive Exhibit Space
- Four Reserved Tables for 10 at sponsored event
- One Reserved Table 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
- Thirty Full Corporate Registration Packages
- Main Web Link
- Database of registered attendees for marketing purposes
- Signage Through-out the Convention

Diamond—\$100,000

- Convention Diamond Sponsor
- Company representative introduced as Convention Diamond Sponsor at the Presidential Awards Gala
- Twelve 10'x10' exhibit Spaces
- Three reserved tables for 10 at sponsored event
- One Reserved Table 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
- Two Full-Page Color Ads in the Program Book
- One Full-Page Color Ad in the LULAC News
- Attendance at Selected VIP Functions
- Twenty-Four Full Corporate Registration Packages
- Main Web Link
- Database of registered attendees for marketing purposes
- Signage Through-out the Convention

Presidential—\$75,000

- Convention Presidential Sponsor
- Company representative Introduced as Event Sponsor
- Eight 10'x10'Exhibit Spaces
- Two Reserved Tables for 10 at Sponsored Event
- One Reserved Table for 10 at each Luncheon **upon request**
- 30 Seconds Commercial Video Spot to be played during the Presidential Awards Gala
- One Page Letter with Picture of Corporate Official in Convention Program
- Two Full-Page Color Ads in the Program Book
- Attendance at Selected VIP Functions
- Fifteen Full Corporate Registration Packages
- Main Web Link
- Signage Through-out the Convention

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SPONSORSHIP PACKAGES CONTINUED

Judicial—\$50,000

- Convention Judicial Sponsor
- Co-Sponsor of one meal event
- Company representative introduced as Event Co-sponsor
- Six 10'x10' Exhibit Spaces
- One Reserved Table for 10 at Sponsored Event
- Two Full-Page Color Ads in Convention Program-Premium Placement
- Attendance at Selected VIP Functions
- Ten Complimentary Corporate Registration Packages
- Web Link
- Logo prominently displayed at Sponsored Function

Senatorial—\$35,000

- Convention Senatorial Sponsor
- Four 10'x10' Exhibit Spaces
- One Reserved Table for 10 at Sponsored Event
- Full-Page Color Ad in Convention Program and web link
- Attendance at Selected VIP Functions
- Five Full Corporate Registration Packages
- Logo prominently displayed at Sponsored Function
- Item in Convention Tote

Congressional—\$25,000

- Two 10'x10' Exhibit Spaces
- Full-Page Color Ad in Convention Program and web link
- Three Full Corporate Registration Packages and Attendance at Selected VIP Functions
- Logo prominently displayed on event webpage
- Item in Convention Tote

Patriot—\$15,000

- One 10'x10' Exhibit Space
- Half-Page Color Ad in Convention Program and web link
- One Full Corporate Registration Package and Attendance at Selected VIP Functions
- Logo prominently displayed on event webpage
- Item in Convention Tote

ADDITIONAL SPONSORSHIP OPPORTUNITIES

• Convention Program Book	25,000
• Registration Bags	25,000
• Youth Leadership Conference	20,000
• Young Adults Leadership Conference	20,000
• Hispanic Health Fair	20,000
• Sponsor/VIP Lounge	20,000
• Federal Training Institute	20,000
• Convention Program Book	15,000
• Convention Badges	15,000
• Shuttle Transportation	15,000
• Town Hall Sponsorships	50,000
• Convention Marketing Circular	10,000
• Conference Web Site	10,000
• Pocket Agenda	5,000
• Workshops	20,000
• Press Room	3,000
• Panelist/Speaker sponsorship	10,000

IN-KIND SERVICES

Printing

Commemorative poster, promotional brochure.

Communication Equipment

Walkie-talkie radios, cellular phones, 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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SPONSORSHIP AGREEMENT: Please print or type the requested information below as it should appear in the convention program and 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—\$200,000+:** Title sponsorship of the LULAC National Convention is limited to one partner and includes Exclusive Exhibit Space; Four 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; Thirty Full Registrations; Main Web Link; Signage Throughout the Convention.

- Diamond—\$100,000+:** Convention Diamond Sponsor; Twelve Exhibit Spaces; Three Reserved Tables for 10; Video Spot; One Page Letter with Picture of Corporate Official; Two Full-Page Color Ads in the Program Book; One Page Ad in LULAC News; Attendance at Selected VIP Functions; Twenty Four Full Registrations; Main Web Link; Signage Throughout the Convention

- Presidential—\$75,000+:** Convention Sponsor; Eight Exhibit Spaces; Two Reserved Tables for 10; Video Spot; One Page Letter with Picture of Corporate Official in Convention Program; Two Full-Page Color Ads in the Program Book; Attendance at Selected VIP Functions; Fifteen Full Registrations; Main Web Link; Signage Throughout the Convention

- Judicial—\$50,000+:** Co-Sponsor of One Event; Six Exhibit Spaces; One Reserved Table for 10 at Sponsored Function; Two Full-Page Color Ad in Convention Program; Attendance at Selected VIP Functions; Ten Full Registrations; Web Link; Logo Displayed at Function

- Senatorial—\$35,000+:** Four Exhibit Spaces; One Reserved Table for 10 at Sponsored Function; Full-Page Color Ad in Convention Program; Attendance at Selected VIP Functions; Five Full Registrations; Web Link; Logo Displayed at Function

- Congressional—\$25,000+:** Two Exhibit Spaces; Full-Page Color Ad; Attendance at Selected VIP Functions; Three Full Registrations; Web Link; Logo Displayed at event website, Item in convention tote

- Patriot—\$15,000+:** One Exhibit Space; Half-Page Color Ad in Convention Program; One Full Registrations; Web Link; Logo Displayed at event website, Item in convention tote

Signature of Authorized Representative

Date

Mail this agreement to:
LULAC National Office
1133 19th Street, NW, Suite 1000
Washington, DC 20036
(202) 833-6130 FAX (202) 833-6135

Make check payable to: 2017 LULAC National Convention. For more information about sponsorship packages, advertisements and exhibits, call (202) 833-6130 or email: VTrasmonte@LULAC.org or visit our website at: www.LULAC.org. *Federal agencies use DUNS #789553372 "LULAC Institute, Inc." DBA LULAC National Convention*

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JULY 5 - JULY 7, 2017 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 15,000 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.

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

2017 LULAC EXPOSITION HOURS

Wed, July 5 **Thu, July 6** **Fri, July 7**
10am-5pm 10am-5pm 10am-4pm

Move-in begins at **8 am** on **July 4**
Move-out begins after **4 pm** on **July 7**

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

One Hargrove Drive, Lanham, MD 20706
Phone: 301-306-4627 Fax: 301-731-5438
exhibitorservices@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 May 13, 2017	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

Mail this form & payment to the address below.

Signature of Authorized Representative

Date

Make checks payable to the **2017 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*

LULAC National Office
1133 19th Street, NW, Suite 1000
Washington, DC 20036
(202) 833-6130 FAX (202) 833-6135

Total _____ Credit Card # _____ Expiration Date _____

MasterCard Visa American Express Signature _____

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SPONSOR CHECKLIST

Deliverables Deadline – June 10th

***Email all deliverables to Vanessa Trasmonte at VTrasmonte@LULAC.org

- Preferred Company Name** – Email the preferred name of your company that will appear in all convention marketing materials.
- Sponsorship Agreement** – The agreement outlines the benefits your company is entitled to during the event. Sign, scan and email it back to us.
- Logo** – Email the most current logo in the required format: **Encapsulated PostScript (EPS)**.
- Hotel Reservation** – Make your reservation at the San Antonio Marriott Rivercenter by calling 210-223-1000 or visiting www.LULAC.org/marriott The hotel address is 101 Bowie Street, San Antonio, TX 78205. The **reservation deadline** is **June 9th**. The rates are \$129 for single and double beds and \$149 for triple beds.

*** One night's room and tax deposit is required to confirm a reservation. Cancellations within 72 hours of arrival will forfeit one night's room and tax.
- Payment** – Send check immediately with remittance to 2017 LULAC National Convention; 1133 19th Street NW, Suite 1000, Washington, DC 20036. Make checks payable to 2017 LULAC National Convention and please send it upon receipt of the invoice. Federal Agencies use DUNS #789553372 “LULAC Institute, Inc.” DBA LULAC National Convention.
- Ad** – Check your agreement for the ad size. Attached you will find the ad specs.
 - LULAC News** – Presenting or Diamond sponsors are entitled to have their ad published in the LULAC News Summer edition. The edition will be available for distribution during the National Convention.
- Registration Packages** – Instructions will be provided in a separate email. Insert the required information into the system and **click “update”** to ensure the changes are saved. After the deadline, registration will be on-site.
 - Sponsored Event Tickets** – Extra tickets to fill your sponsored event table will be given at corporate registration.
 - VIP Events Tickets** – A sealed envelope will be given to you at corporate registration.
- Remarks Sheet** – The remarks sheet contains contact information for your speaker, which is essential for a smooth and successful meal event. Complete and send the remarks sheet, biography and the picture of your representative.
 - Video** – If you are a Presenting, Diamond or Presidential Sponsor, you have the option to show a PSA during your sponsored meal event. Mail us the copy of the video in **DVD format** with the company name and sponsored event.
 - Biography**

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- Picture**
- Tables** – Check your sponsorship agreement to see the sponsored event where you will have tables. Confirm plans to use the table at the sponsored event and/or luncheons.
 - Seat donations** – If you have extra seats at your table, let us know if we can accommodate youth and the collegiate students.
- Exhibit Space** – The exhibitor kit and the expo floor plan are available at the website <http://lulac.hargroveinc.com/lulaclogin/tabid/3027/Default.aspx?returnurl=%2f> please enter the show name: **LULAC** and the show code: **5036213**.
- Giveaways**
 - Convention Bags** – Confirm and send **4,000** items for the convention bags. **Each box must have a shipping label.** Pamphlets and/or brochures are welcome.
 - Sponsored Event** – Confirm and send **1,300** items that will be place on the chairs of your sponsored event. **Each shipping box must have a shipping label** in addition to your company name and the sponsored event. Pamphlets and/or brochures will not be accepted.
 - Shipping Labels** – Upon confirmation, shipping labels will be emailed to you. Each label must be placed on each box with the company name and the sponsored event.
- Corporate Alliance Meeting** - Please contact David Perez at (202) 695-8679 or by email at Alliance@LULAC.org to confirm your attendance for the LULAC Corporate Alliance meeting from 9 am to 11 am on Thursday, July 6, 2017.