
2017 LULAC National Convention & Exposition

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 three-days of leadership development and policy workshops for college students and young professionals.

FTI Youth Symposium and Young Professional & Collegiate Symposium: A free, fun-filled, three-day event to showcase career and employment opportunities available to middle, high school, college and university students, and young professionals. Expert presenters introduce students to resume writing, online resources, student programs, scholarships and internships in federal and private sectors. Training sessions for college students and young professionals take place on Wednesday and Thursday, and high school students meet on Friday.

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 1,000 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 Convention and Exposition at Henry B. González Convention Center in San Antonio, TX as we celebrate 88 years of service to the Hispanic community.

San Antonio, TX • July 4-8, 2017

2017 LULAC National Convention & Exposition

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
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
Cutoff date: June 9, 2017

Hilton Palacio del Rio
200 S Alamo St,
San Antonio, TX 78205
(210) 222-1400
www.LULAC.org/hilton
Single/Double: \$129
Cutoff date: June 30, 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
discount code ZYCR774592
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
9 am to 3:30 am FTI Young Professional & Collegiate Symposium
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
7 am to 9 am ***Defenders of Freedom Breakfast**
9 am to 12 pm Concurrent Seminars
9 am to 12 pm Federal Training Institute
9 am to 3:30 pm FTI Young Professional & Collegiate Symposium
10 am to 5 pm Exposition and Job Fair Open
12 pm to 2 pm ***Unity Luncheon**
2 pm to 5 pm Concurrent Seminars
2:30 pm to 5 pm ***Women's Legacy Awards (by invitation only)[†]**
7 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 Concurrent Seminars
9 am to 4 pm FTI Youth Symposium
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 Symposium Luncheon
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. **Agenda is subject to change.**

All events take place at the Henry B. González Convention Center unless otherwise noted. [†] indicates the event will take place at the San Antonio Marriott Rivercenter, 101 Bowie Street, San Antonio, TX, 78205.

2017 LULAC National Convention & Exposition

REGISTRATION

Pre-registration forms will be accepted through June 24, 2017. After June 24, participants must register on-site.
Print or type the requested information below as you would like it to appear on your name badge:

Name _____

Title _____

Company/Agency _____ Council # _____

Address _____

City _____ State _____ Zip _____

Work Phone _____ Home Phone _____

Fax _____ Email _____

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

General

Guest

Govt Employee (FTI)

Sponsor

Exhibitor

Media

LULAC Council*

Member

Delegate

Alternate

(For Members Only)

*Must enter Council #

LULAC Officer†

District Director

State Director

National Officer

Past National Officer

†Must enter position in Title line.

Youth*

Member

Delegate

Alternate

Registration Packages

Youth Members (Wed-Sat) \$200

LULAC Young Adult/Senior (ID required) \$300

LULAC Members (Wed-Sat) \$325

Non-members (Wed-Sat) \$425

Govt. Employee's Federal Training Institute \$525

Corporate Attendees (Tue-Sat) \$600

Individual Tickets

Registration \$20

Tuesday Opening Reception \$35

Wed. Partnership Luncheon \$65

Wed. San Antonio Celebration \$80

Thurs. Defenders of Freedom Breakfast \$40

Thursday Unity Luncheon \$65

Thurs. Youth & Young Adult Awards \$65

Friday Women's Luncheon \$65

Fri. Presidential Reception & Banquet \$100

Saturday Concierto: Voces Unidas \$40

Early Bird Discount! Individuals purchasing full registrations will receive a \$25 discount if they pay in full by 05/31/17.

FTI and Corporate packages include registration, seminars, meals, and all events (5 days). Youth, member & non-member packages include registration and all seminars, meals and events from Wednesday lunch through Saturday.

Packages do not include Friday Breakfast.

Cancellation/Refund Policy: Cancellations will be accepted in writing through June 25, 2017. After June 25, 2017, registrations are non-refund-able. 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 or major credit card. 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

San Antonio, TX • July 4-8, 2017

2017 LULAC National Convention & Exposition

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**
7:00 am to 9:00 am
Attendance: 400
Defenders of Freedom 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: 1,000
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: 1,000
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: 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 Level: \$75,000.
- Saturday, July 8**
7 pm to 11 pm
Attendance: 3,000
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.

All events take place at the Henry B. González Convention Center unless otherwise noted.

[†] indicates the event will take place at the San Antonio Marriott Rivercenter, 101 Bowie Street, San Antonio, TX.

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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 listing as “presented by” in event website and marketing materials
- Company Representative Introduced as Convention Diamond Sponsor at the Presidential Awards Gala
- Exclusive Exhibit Space; Remarks at Ribbon Cutting & Photograph with LULAC Leadership
- Four Reserved Tables for 10 at sponsored event with custom branding opportunities
- 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 Listing “Presented by” on Convention Website
- Database of registered attendees for marketing purposes
- Custom Branding & Signage Through-out the Convention & Featured Placement on Convention Logo Walls
- Item in Convention Tote

Diamond—\$100,000

- Convention Diamond Sponsor
- Company representative introduced as Convention Diamond Sponsor at the Presidential Awards Gala
- Twelve 10'x10' exhibit Spaces & Photograph Opportunity with LULAC Leadership
- 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 & Featured Placement on Convention Logo Walls
- Item in Convention Tote

Presidential—\$75,000

- Convention Presidential Sponsor
- Company representative Introduced as Event Sponsor
- Eight 10'x10' Exhibit Spaces & Photograph Opportunity with LULAC Leadership
- 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 & on Convention Logo Walls
- Item in Convention Tote

2017 LULAC National Convention & Exposition

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 & Photograph Opportunity with LULAC Leadership
- 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 & Convention Logo Wall
- Item in Convention Tote

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
- Attendance at Selected VIP Functions
- Five Full Corporate Registration Packages
- Logo prominently displayed on website, at Sponsored Function & Convention Logo Wall
- Item in Convention Tote

Congressional—\$25,000

- Convention Congressional Sponsor & reserved seating at one meal event
- Two 10'x10' Exhibit Spaces
- Full-Page Color Ad in Convention Program
- Three Full Corporate Registration Packages and Attendance at Selected VIP Functions
- Logo displayed on event webpage & Convention Logo Wall
- Item in Convention Tote

Patriot—\$15,000

- One 10'x10' Exhibit Space
- Half-Page Color Ad in Convention Program
- One Full Corporate Registration Package and Attendance at Selected VIP Functions
- Logo displayed on event webpage & Convention Logo Wall
- 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, Internet.

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 & Featured Placement on Convention Logo Wall, Item in convention tote

- 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 & Featured Placement on Convention Logo Wall, Item in convention tote

- 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 & on Convention Logo Walls, Item in convention tote

- 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 & on Convention Logo Wall, Item in convention tote

- 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 & on Convention Logo Wall, Item in convention tote

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

- Patriot—\$15,000+:** One Exhibit Space; Half-Page Color Ad in Convention Program; One Full Registration; Web Link; Logo Displayed on event website & on Convention Logo Wall, 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: DPerez@LULAC.org and PCervera@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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ADVERTISING AGREEMENT

The 2017 LULAC National Convention Program provides an excellent opportunity for placing recruitment and community relations advertisements highlighting your corporate contributions to the Hispanic community. Over 4,000 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):

- Back Cover—Full Page Color.....\$4,500
- Inside Covers—Full Page Color.....\$4,000
- Full Page Color (8.5"x11").....\$3,000
- Half Page Color (8.5"x5.5").....\$1,750
- Quarter Page Color (4.25"x5.5").....\$1,000

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). Send PDF digital material which can be sent to DPerez@LULAC.org & PCervera@LULAC.org.
- 3). **No cancellations** after closing date of **June 3, 2017**.
- 4). 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 Office. Mail the camera ready ad to 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 3, 2017**.

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. For more information, contact David M. Pérez & Pamela Cervera at (202) 833-6130 or visit our website at: www.LULAC.org. *Federal agencies use DUNS #789553372 "LULAC Institute, Inc." DBA LULAC National Convention*

LULAC National Office
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 _____

2017 LULAC National Convention & Exposition

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** **On-Site Interviews** **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: **Freeman Inc.** for your decorating & shipping needs
3323 IH 35 North, Suite 120. San Antonio, Texas
78219 210.227.0341 phone 210.227.5682 Fax

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 _____

San Antonio, TX • July 4-8, 2017

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SPONSOR CHECKLIST

The **deadline** for all **sponsor deliverables** mentioned below is **June 3rd** unless otherwise noted.
***Email all deliverables to Pcervera@LULAC.org and DPerez@LULAC.org.

Unless otherwise noted on the agenda, LULAC National Convention and Exposition related events will take place at the Henry B. González Convention Center, 900 E. Market Street, San Antonio, TX 78205 from July 4-8, 2017. Go to www.lulac.org/convention for updates.

- Sponsorship Agreement** – The agreement outlines the benefits your company is entitled to during the event. Sign, scan and email it back to us.
- Payment** – Send check upon receipt of invoice with remittance to 2017 LULAC National Convention, 1133 19th Street NW, Suite 1000, Washington, DC 20036. Federal Agencies use DUNS #789553372 “LULAC Institute, Inc.” D.B.A. LULAC National Convention.
- Hotel Reservation & Air Transportation** – Make your reservation for transportation with one of our partners and lodging reservations at one of our Convention properties:

**San Antonio Marriott
Rivercenter**

101 Bowie Street
San Antonio, TX 78205
(210) 223-1000

Marriott Riverwalk

889 East Market Street
San Antonio, TX 78205
(210) 224-4555

www.LULAC.org/marriott

Cutoff date: June 9th

Single/Double: \$129

Hilton Palacio del Rio

200 S Alamo St.
San Antonio, TX 78205
(210) 222-1400
www.LULAC.org/hilton

Cutoff date: June 30th

Single/Double: \$129,
Two Double Beds: \$179

Cancellation Policy: Reservations must be received before 5:00 pm CT on Friday, June 9th. Cancellations within 72 hours of arrival will forfeit one night's room and tax.

Air Transportation:

United Airlines®

www.united.com

Discount Code:

ZYCR774592
(800) 468-7022

Southwest Airlines®

www.Southwest.com

(800) 435-9792

- Preferred Company Name** – Email the preferred name of your company that will appear in all convention marketing materials.
- Logo** – Email the most current logo in the required format: **Encapsulated PostScript (EPS)**.
- Advertisement in Convention Program Book** – 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. **May 15, 2017 is the deadline.**
- Exhibit Space** – The exhibitor kit and the expo floor plan are available at the website at www.lulac.org/exhibit.
- Registration Bag Giveaways:** If you want to include branded giveaway items or flyers in our registration bags, send 3,000 before **June 24, 2017 at 4:00pm** to the address below using the attached **Pink Label (Hall 1)**.

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- Sponsored Function Premium Items:** If you want to include premium items for your sponsored event please send 1,000 Premium Items to the address below before **June 24, 2017 at 4:00pm** and mark your company name and sponsored event clearly on the packages in place of Show Management Materials. Use the attached **Blue Label (302-B)**. 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 should be included in the registration bag are reserved only for Sponsors and Partners.

All boxes must have a shipping label:

LULAC Convention & Expo
REGISTRATION BAG-HALL 1
C/O Freeman
3323 IH 35 North, Suite 126
San Antonio, Texas 7821
210.227.0341

All boxes must have a shipping label:

LULAC Convention & Expo
SPONSOR EVENT – 302-B
C/O Freeman
3323 IH 35 North, Suite 126
San Antonio, Texas 78219
210.227.0341

Please note this is not the address to send exhibit booth materials. Instructions for sending these materials are included in your exhibitor kit:

www.lulac.org/exhibitor

- 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.
- Tables** – Check your sponsorship agreement to see the sponsored event where you will have a table(s). Confirm plans to use the table(s) at the sponsored event and/or luncheon(s).
- Seat donations** – If you have extra seats at your table, let us know if we can accommodate LULAC youth and collegiate members.
- Remarks Sheet for Speaking Role at Sponsored Event** (for Judicial Sponsorship Levels and above) – 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. **This is due June 9th.**
- 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**
 - Picture**
- Corporate Alliance Meeting** – If you are a current LULAC Corporate Alliance member, please confirm your attendance for the summer meeting from 9 am to 11 am on Thursday, July 6, 2017 by emailing Alliance@LULAC.org. **This event is by invitation on.**