



88th LULAC National Convention & Exposition

San Antonio, TX | July 4-8, 2017

**Strengthening Families through
Education, Opportunity & Empowerment**



“The most exciting event in the Hispanic community”

Presented By:

Charter
COMMUNICATIONS



*Vayamos
Juntos*

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

President's Message

Dear Friends of LULAC,

I invite you to join LULAC in San Antonio, Texas for the 88th National Convention and Exposition. As members of the largest and oldest Hispanic civil rights organization in the country, we gather every year to address the critical issues facing our community and country. The National Convention and Exposition will take place from July 4 through July 8, 2017 at the Henry B. Gonzalez Convention Center.

Each year the annual convention draws over 15,000 participants from across the country and includes leaders from business, labor and the community. Participants also include Members of Congress, cabinet secretaries, local elected officials, and academic experts.



During the convention, seminars and workshops will feature expert panelists to discuss immigration reform, education, health care and civil rights. The LULAC Convention will also host the Federal Training Institute—an intensive and structured career development program and leadership training geared for government employees and those interested in pursuing a career in the Federal Government. Separate tracks for the youth and young adults will provide our emerging leaders with workshops on community service, leadership development, career opportunities and advocacy training.

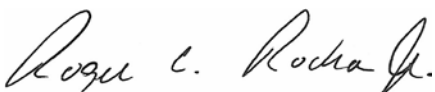
Also, critical LULAC organizational business will take place at the convention. LULAC delegates will elect the organization's national leadership and establish LULAC's policy priorities.

The 2017 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. The Expo will also feature a LULAC Career Fair where companies will be providing information regarding employment opportunities.

Finally, families will not want to miss the excellent free entertainment provided at the LULAC stage, and free screenings at the health fair.

San Antonio, Texas has over 800,000 Hispanics accounting for more than 60% of the city's population. Thus it should come as no surprise that San Antonio has a rich Hispanic culture which will help make this year's convention very special. In fact, the 2017 LULAC National Convention is an official part of San Antonio's Tricentennial celebrations. Please join us at the 2017 LULAC National Convention and Exposition as we celebrate 88 years of service to the Hispanic community.

Sincerely,



Roger C. Rocha, Jr.
LULAC National President

Information

Convention Location

Henry B. González Convention Center

900 E. Market Street
San Antonio, Texas 78205
210-207-8500
Fax: 210-223-1495
www.sahbgcc.com

Hotel

San Antonio Marriott Rivercenter

101 Bowie Street
San Antonio, Texas 78205
210-223-1000
Fax: 210-223-6239
Rates: \$129
Cut off date: June 9, 2017

San Antonio Marriott Riverwalk

889 East Market Street
San Antonio, Texas 78205
210-224-4555
Fax: 210-224-2754
Rates: \$129
Cut off date: June 9, 2017

Hilton Palacio del Rio

200 South Alamo
San Antonio, Texas 78205
210-222-1400
Fax: 210-222-0235
Rates: \$129
Cut off date: June 30, 2017

Air Transportation

United Airlines Discount Code
ZYCR774592
Reservations Meetings Desk
800-426-1122
www.united.com

Expo Services

Freeman
3323 IH 35 North, Suite 120
San Antonio, Texas 78219
210.227.0341 phone
210.227.5682 Fax

San Antonio, TX Info:

www.sanantonio.gov



Agenda

Tuesday, July 4

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

Wednesday, July 5

7 am to 12, 2 to 5	Registration
9 am to noon	Federal Training Institute
9 am to 3:30 pm	FTI Young Professional Collegiate Symposium
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
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 noon	Concurrent Seminars
9 am to 3:30 pm	FTI Young Professional Collegiate Symposium
9 am to noon	Federal Training Institute
10 am to 5 pm	Exposition and Job Fair Open

Thursday, July 6 (continued)

Noon to 2 pm	Unity Luncheon*
2 pm to 5 pm	Concurrent Seminars
2 pm to 5 pm	Federal Training Institute
6 pm to 9 pm	Youth & 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 noon	Concurrent Seminars
9 am to noon	Federal Training Institute
9 am to 2 pm	FTI Youth Symposium
10 am to 4 pm	Exposition and Job Fair Open
Noon to 2 pm	FTI Youth Career Luncheon*
Noon to 2 pm	Women's 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.**

2017 Highlights

- **Presidential Awards Banquet & Ball** ■ **Women's Luncheon** ■ **Concierto: Voces Unidas por America** ■ **San Antonio Celebration** ■ **Partnership Luncheon** ■ **Youth Awards Banquet** ■ **Young Adults Unity Luncheon** ■ **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
1133 19th Street N.W., Suite 1000
Washington, DC 20036
(202) 833-6130, FAX (202) 833-6135
Email: LSmith@LULAC.org



Senator Elizabeth Warren speaks to the LULAC membership.



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

Featured Events

Tuesday, July 4

6:00 pm to 8:00 pm

Attendance: 600

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

Minimum Sponsorship: \$25,000

Wednesday, July 5

Noon to 2 pm

Attendance: 800

Partnership Luncheon: LULAC's corporate and government partnerships. Perfect for promoting your initiatives.

Minimum Sponsorship: \$35,000

7 pm to 10 pm

Attendance: 900

San Antonio Celebration: Hosted by local LULAC San Antonio, TX councils, This event highlights the best that San Antonio has to offer.

Minimum Sponsorship: \$25,000

Thursday, July 6

7 am to 9 am

Attendance: 400

Defenders of Freedom Breakfast: Salutes distinguished Hispanic veterans who have given of themselves in service to our nation.

Minimum Sponsorship: \$25,000

Noon to 2 pm

Attendance: 1,000

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

Minimum Sponsorship: \$35,000

7 pm to 9 pm

Attendance: 800

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

Minimum Sponsorship: \$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 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 Latina leaders who have made a difference in their communities and the country with the induction of 5 women into the LULAC Women's Hall of Fame.

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

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: \$75,000

Saturday, July 8

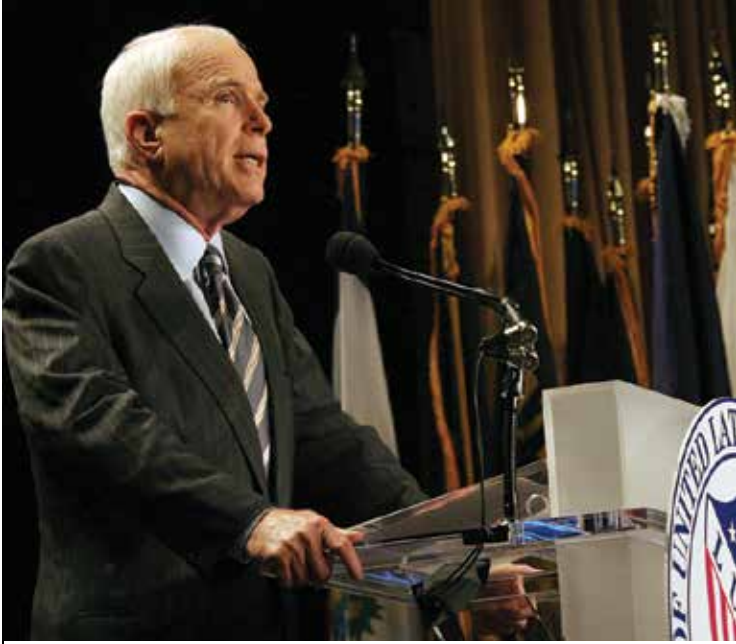
7 pm to 11 pm

Attendance: 3,000

Concierto Voces Unidas: 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: \$35,000

ABOVE LEFT (opposite page): Senator John McCain address the LULAC membership. ABOVE RIGHT: Secretary of State Hillary Clinton addresses the LULAC members in Washington, DC. BELOW: The LULAC Expo features corporate and Federal plazas, a job fair, health fair, housing fair, college fair and free entertainment.



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 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 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 dperez@LULAC.org. Live area is 1/4" less than trim all around. Material returned only upon request.
3. No cancellations after 6/3/17.
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 6/3/17.

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, 7/5, 10 am to 5 pm on Thur, 7/6, and 10 am to 4 pm on Fri, 7/7. 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 10' 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 5/13/17	After 5/13/17
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

Senatorial—\$35,000+

Exhibit space; 1 Table; 1 Color Ad; 5 Registrations; Signage Throughout the Convention

Congressional—\$25,000+

Exhibits space, Color Ad; 3 Registrations; Signage Throughout the Convention

Patriot—\$15,000+

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: DPerez@LULAC.org

Signature of Authorized Representative _____ Date _____

Total _____ Credit Card # _____ Expiration Date _____

MasterCard Visa American Express

Signature _____

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. Multi-level marketing companies & pay day lenders are not permitted.

2017 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) \$200
- LULAC Young Adults/Seniors (ID required) \$300
- LULAC Members (Wed-Sat) \$325
- Non-members (Wed-Sat) \$425
- FTI—Federal Training Institute (Mon-Sat) \$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
- Thurs. Unity Luncheon \$65
- Thurs. Youth & Young Adult Awards \$65
- Fri. 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 & 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 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 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

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 Washington, DC 20036
 (202) 833-6130, FAX (202) 833-6135
 Email: LSmith@LULAC.org

2016 LULAC National Convention Sponsors

Presenting Sponsors

Target
Toyota

Diamond Sponsor

PepsiCo, Inc

Presidential Sponsors

AT&T

Ford Motor Company Fund

Comcast/NBCUniversal/Telemundo

Walmart

Judicial Sponsors

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Chevrolet

Macy's

MillerCoors

P&G

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U.S. Army

Senatorial Sponsors

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Cox Enterprises

Nissan

Southwest Airlines

U.S. Department of Agriculture

U.S. Health and Human Services Office of

Minority Health

Walgreens

Congressional Sponsors

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GEICO

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Hilton Worldwide

National Park Service

U.S. Air Force

Verizon

Western Union

U.S. Fish and Wildlife Service

T-Mobile

Tyson Foods, Inc.

Patriot Sponsors

American Federation of Teachers

Bank of America

Caesars Entertainment

Denny's

Frontier Communications

FUSEMEDIA

GreenLatinos

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National Cable & Telecommunications Association

Planned Parenthood Federation of America

The Coca-Cola Company

The Walt Disney Company

United Airlines

World Wildlife Fund

Partners

American Red Cross

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Federal Home Loan Bank San Francisco

Nielsen

PhRMA

Pollo Campero

Selective Service Systems

LNESC



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