
2011 LULAC National Convention & Exposition

82ND ANNUAL LULAC NATIONAL CONVENTION & EXPOSITION

June 27—July 2, 2011
Duke Energy Convention Center
Cincinnati, OH

The League of United Latin American Citizens invites you to participate in the 82nd Annual LULAC National Convention & Exposition in Cincinnati, OH from June 27 through July 2, 2011. As the premier Hispanic convention, the LULAC National Convention draws over 20,000 participants each year including the top leaders from government, business, and the Hispanic 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 Hispanic 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 Hispanic 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 Management Development Center and the Graduate School, USDA, the Federal Training Institute offers workshops and plenary sessions that enable mid and senior level government employees to enhance their leadership skills and develop the Executive Core Qualifications required for entry to the Senior Executive Service.

FTI Youth and Collegiate Federal Careers Exploration Forum: A free fun-filled daylong event to showcase career and employment opportunities in forensic science, aviation and aeronautics, criminal justice intelligence available to middle, high school, college and university students. Expert presenters provide animated interactive sessions that introduce students to resume writing, computer links, student programs, scholarships and internships

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.

College Fair: Your path to a higher education starts at the LULAC College Fair. More than 30 representatives from top notch colleges and universities are anxious to talk with you about postsecondary opportunities at their institutions.

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

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 700 LULAC Councils in virtually every state of the nation and in Puerto Rico, LULAC has tremendous outreach into the Hispanic 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. Please join LULAC at the 2011 LULAC National Convention and Exposition in Duke Energy Convention Center in Cincinnati, OH as we celebrate 82 years of service to the Hispanic community.

Cincinnati, OH • June 27—July 2, 2011

2011 LULAC National Convention & Exposition

INFORMATION

CONVENTION LOCATION

Duke Energy Convention Center
525 Elm Street
Cincinnati, OH 45202
513.419.7300

CONVENTION HOTELS

Cancellations must be made **one month prior** to arrival to avoid first night charges.

Headquarters Hotel

Hilton Cincinnati Netherland Plaza
35 West Fifth Street
Cincinnati, OH 45202
\$115.00-Single/Double
Tel: (513) 421-9100
Fax: (513) 421-4291
Cut-off date: 6/1/2011
www.cincinnati.hilton.com

Hyatt Regency Cincinnati

151 West 5th Street
Cincinnati, OH 45202
\$115.00-Single/Double
Tel: (513) 579-1234
Fax: (513) 354-4079
www.cincinnati.hyatt.com

Air Transportation: The following airlines will offer special discounts to our attendees

American Airlines

Discount code: 3861BP
(800) 433-1790
www.aa.com

Continental

Offer Code: ZJNB638260
(800) 468-7022
www.continental.com

Delta

Offer Code: By Phone Only
NM6BR
(800) 328-1111

Southwest Airlines

(800) 435-9792
www.southwest.com

AGENDA

Monday, June 27

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

Tuesday, June 28

7 am to 12, 2 to 5 Registration
9 am to 11:30 am LULAC Federal Training Institute
Noon to 1:45 pm **Diversity Luncheon***
2 pm to 4:30 pm LULAC Federal Training Institute
5:30 to 7:30 pm **Federal Training Institute Reception***

Wednesday, June 29

7 to 12, 2 to 5 Registration
9 am to 11:30 am Federal Training Institute
10 am to 11 am Ribbon-cutting Ceremony 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 4:30 pm Federal Training Institute
2:30 pm to 5 pm Concurrent Seminars
7 pm to 10 pm **Cincinnati Celebration**

Thursday, June 30

7 to 12, 2 to 5 Registration
7:30 am to 9 am **Armed Forces Awards Breakfast**
9 am to noon Concurrent Seminars
10 am to 7 pm Exposition and Job Fair Open
Noon to 2 pm **Unity Luncheon**
2 pm to 5 pm Concurrent Seminars
6 pm to 8 pm **Youth Awards Banquet**
8:30 to 11:30 pm **Concierto de la Gente**

Friday, July 1

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

Saturday, July 2

8 am to 5 pm LULAC National Assembly & Elections
7 pm to 9 pm **President's Celebration**

2011 LULAC National Convention & Exposition

REGISTRATION

Pre-registration forms will be accepted through June 1, 2011. After June 1, 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

Federal Training Inst.

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) \$150

LULAC Young Adult/Senior (ID required) \$250

LULAC Members (Wed-Sat) \$275

Non-members (Wed-Sat) \$375

FTI—Federal Training Institute (Mon-Sat) \$475

Corporate Attendees (Tue-Sat) \$550

Individual Tickets

Registration \$20

Tuesday Diversity Luncheon \$60

Wednesday Partnership Luncheon \$60

Wednesday Cincinnati Celebration \$75

Thursday Armed Forces Breakfast \$30

Thursday Unity Luncheon \$60

Thursday Youth Awards Banquet \$75

Thursday Concierto de la Gente \$30

Friday Women's Luncheon \$60

Fri. Presidential Reception & Banquet \$90

Early Bird Discount! Individuals purchasing full registrations will receive a \$25 discount if they pay in full by 5/15/11.

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 events from Wednesday lunch through Saturday. Packages do not include Friday Breakfast.

Cancellation/Refund Policy: Cancellations will be accepted in writing through June 1, 2011; After June 1, 2011, registrations are non-refund-able. Refunds will be issued after the convention. Corporate & FTI participants must purchase the full package. Please advise us by May 15th 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 pre-registration, mail completed registration form along with check payable to **2011 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
201 East Main, Suite 605
El Paso, TX 79901
(915) 577-0726, FAX (915) 577-0914
Email: cmunoz@lulac.org

Cincinnati, OH • June 27—July 2, 2011

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FEATURED EVENTS

- Monday June 27**
6 pm to 8 pm
Attendance: 500
Opening Reception: Kick off event is full of excitement as we preview a week-long convention full of important speakers, workshops, and panels.
Minimum Sponsorship Level: \$10,000.
- Tuesday, June 28**
12 pm to 2 pm
Attendance: 700
Diversity Luncheon: Celebrates the importance of diversity in the workplace featuring distinguished representatives from Corporate America and the federal government.
Minimum Sponsorship Level: \$20,000.
- 5:30 pm to 7:30 pm
Attendance: 600
Federal Training Institute Reception: Recognizes federal employees who contributed to the mission of the FTI. **Minimum Sponsorship Level: \$10,000.**
- Wed., June 29**
Noon to 2 pm
Attendance: 1000
Partnership Luncheon: Highlights LULAC's corporate and government partnerships. This is the perfect forum to promote your initiatives with LULAC.
Minimum Sponsorship Level: \$25,000.
- 7 pm to 10 pm
Attendance: 900
Cincinnati Celebration: Hosted by local LULAC councils, this banquet highlights state and local leaders, while supporting local LULAC programs.
Minimum Sponsorship Level: \$25,000.
- Thur., June 30**
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 8 pm
Attendance: 800
Youth Awards Banquet: Emphasizes LULAC Youth programs and features an elegant awards presentation for LULAC's young future leaders.
Minimum Sponsorship Level: \$25,000.
- 8 pm to 10 pm
Attend: 5000
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 Level: \$20,000.
- Friday, July 1**
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: \$10,000.
- 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: \$25,000.
- 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: \$25,000.
- 7 pm to 9 pm
9 pm to 11 pm
Attendance: 1200
Presidential Awards Banquet and Ball: 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: \$50,000.

2011 LULAC National Convention & Exposition

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 2011 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—\$150,000+

Title sponsorship of the LULAC National Convention is limited to one partner and includes double the diamond level sponsorship benefits in addition to having the your company's name and logo included in the convention marketing materials (for example the 2011 LULAC National Convention presented by...). The Presenting Sponsor will also have a speaking opportunity during the conference and a customized sponsorship marketing plan tailored to your needs.

Diamond—\$75,000+

- Convention Diamond Sponsor
- Company Representative Introduced as Convention Diamond Sponsor at the Presidential Awards Gala
- Twelve 10'x10' Exhibit Spaces
- Two 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
- Twelve Full Corporate Registration Packages
- Main Web Link
- Database of registered attendees for marketing purposes
- Signage Through-out the Convention

Presidential—\$50,000+

- Convention Sponsor
- Company representative introduced as convention sponsor at the Presidential Awards Gala
- Eight 10'x10' Exhibit Spaces
- Two Reserved Tables for 10 at sponsored event
- Two Reserved Tables 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
- One Convention Program Back Cover (subject to availability) or Two Full-Page Color Ads
- Attendance at Selected VIP Functions
- Eight Full Corporate Registration Packages
- Main Web Link
- Signage Through-out the Convention

Judicial—\$35,000+

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

2011 LULAC National Convention & Exposition

SPONSORSHIP PACKAGES CONTINUED

Senatorial—\$25,000+

- Co-Sponsor of One Event
- Company representative introduced as Event Co-sponsor
- Four 10'x10' Exhibit Spaces
- One Reserved Table for 10 at Sponsored Function
- Full-Page Color Ad in Convention Program and web link
- Attendance at Selected VIP Functions
- Four Full Corporate Registration Packages
- Logo prominently displayed at Sponsored Function

Congressional—\$20,000+

- Company introduced as Event Co-sponsor
- Three 10'x10' Exhibit Spaces
- One Reserved Table for 10 at Sponsored Function
- Full-Page Color Ad in Convention Program and web link
- Three Full Corporate Registration Packages and Attendance at Selected VIP Functions
- Logo prominently displayed at Sponsored Function

Patriot—\$15,000+

- Company introduced as Event Co-sponsor
- Two 10'x10' Exhibit Spaces
- One Reserved Table for 10 at Sponsored Function
- Full-Page Color Ad in Convention Program and web link
- Two Full Corporate Registration Packages and Attendance at Selected VIP Functions
- Logo displayed at Sponsored Function

Patron—\$10,000+

- One 10'x10' Exhibit Space
- Half-Page Color Ad in Convention Program and Web Link
- One Full Corporate Registration Package

ADDITIONAL SPONSORSHIP OPPORTUNITIES

• Federal Training Institute	20,000
• Sponsor/VIP Lounge	20,000
• Youth Leadership Conference	20,000
• Young Adults Leadership Conference	20,000
• Hispanic Health Fair	20,000
• Registration Bags	20,000
• Commemorative T-shirts	20,000
• Convention Program Book	15,000
• Convention Badges	15,000
• Shuttle Transportation	15,000
• Town Hall Sponsorships	50,000
• Lapel Pins	10,000
• Convention Poster	10,000
• Convention Marketing Circular	10,000
• Conference Web Site	10,000
• Pocket Agenda	5,000
• Workshops	10,000
• 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.

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

2011 LULAC National Convention & Exposition

Name _____ Title _____

Corporation/Agency _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ E-Mail _____

Select sponsorship level below. Enter the event you wish to sponsor: _____

- Presenting—\$150,000:** Title sponsorship of the LULAC National Convention is limited to one partner and includes double the diamond level sponsorship benefits in addition to having the your company's name and logo included in the convention marketing materials.

- Diamond—\$75,000:** Convention Diamond Sponsor; Twelve Exhibit Spaces; Two 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; Twelve Full Registrations; Main Web Link; Signage Throughout the Convention

- Presidential—\$50,000:** Convention Sponsor; Eight Exhibit Spaces; Two Reserved Tables for 10; Video Spot; 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; Attendance at Selected VIP Functions; Eight Full Registrations; Main Web Link; Signage Throughout the Convention

- Judicial—\$35,000:** Co-Sponsor of One Event; Comment Opportunity at Sponsored Event, Six Exhibit Spaces; One Reserved Table for 10 at Sponsored Function; Full-Page Color Ad in Convention Program; Attendance at Selected VIP Functions; Six Full Registrations; Web Link; Logo Displayed at Function

- Senatorial—\$25,000:** Co-Sponsor of One Event; Comment Opportunity at Sponsored Event, Four Exhibit Spaces; One Reserved Table for 10 at Sponsored Function; Full-Page Color Ad in Convention Program; Attendance at Selected VIP Functions; Four Full Registrations; Web Link; Logo Displayed at Function

- Congressional—\$20,000:** Co-Sponsor of One Event; Comment Opportunity at Sponsored Event, Three Exhibit Spaces; One Reserved Table for 10 at Sponsored Function; Full-Page Color Ad; Attendance at Selected VIP Functions; Three Full Registrations; Web Link; Logo Displayed at Function

- Patriot—\$15,000:** Co-Sponsor of One Event; Comment Opportunity at Sponsored Event, Two Exhibit Spaces; One Reserved Table for 10 at Sponsored Function; Full-Page Black & White Ad in Convention Program; Two Full Registrations; Web Link; Logo Displayed at Function

- Patron I—\$10,000:** Co-Sponsorship of Event; One Exhibit Space; Half-Page Black & White Ad in Convention Program; Web Link; One Full Registration

Signature of Authorized Representative _____

Date _____

Mail this agreement and check to:
LULAC National Office
2000 L Street, NW, Suite 610
Washington, DC 20036
(202) 833-6130 FAX (202) 833-6135

Make check payable to: 2011 LULAC National Convention. For more information about sponsorship packages, advertisements and exhibits, call (202) 833-6130 or email: SPerez@LULAC.org or visit our website at: www.LULAC.org. *Federal agencies use DUNS #789553372 "LULAC Institute, Inc." DBA LULAC National Convention*

Cincinnati, OH • June 27—July 2, 2011

2011 LULAC National Convention & Exposition

ADVERTISING AGREEMENT

The 2011 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.

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):

- Full Page Color (8.5"x11")..... \$2,500
- Half Page Color (8.5"x5.5") \$1,250
- Quarter Page Color (4.25"x5.5") \$750
- Inside Covers—Full Page—Color only..... \$3,500
- Back Cover—Full Page—Color only..... \$4,000

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). Preferred material: PDF digital material which can be sent to the address below or emailed to SPerez@LULAC.org. We also accept color slick with film negatives, right side reading, emulsion side down. Four-color ads require a color proof or color key with color separation provided right side reading, emulsion side down, 175 line screen.
- 3). Ad material returned only upon request.
- 4). **No cancellations** after closing date of **June 1, 2011**.
- 5). 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 1, 2011**.

Signature of Authorized Representative

Date

Make checks payable to the **2011 LULAC National Convention** and mail to the LULAC National Office. Credit card orders accepted by fax. For more information, contact Silvia Perez-Rathell 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
2000 L Street, NW, Suite 610
Washington, DC 20036
(202) 833-6130 FAX (202) 833-6135

Total _____ Credit Card # _____ Expiration Date _____

MasterCard Visa American Express Signature _____

2011 LULAC National Convention & Exposition

JUNE 29-JULY 1, 2011 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 20,000 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

2011 LULAC EXPOSITION HOURS

Wed, June 29 **Thu, June 30** **Fri, July 1**
10am-5pm 10am-7pm 9am-4pm

Move-in begins at **8 am** on **June 29**.
Move-out begins after **4 pm** on **July 1**

Contact: **Hargrove Inc.** for your decorating & shipping needs
One Hargrove Drive, Lanham, MD 20706
Phone: 301-306-4627 Fax: 301-731-5438
customerservice@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 June 1, 2011	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. Exhibit registration cut-off is June 15, 2011.

Signature of Authorized Representative

Date

Make checks payable to the **2011 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

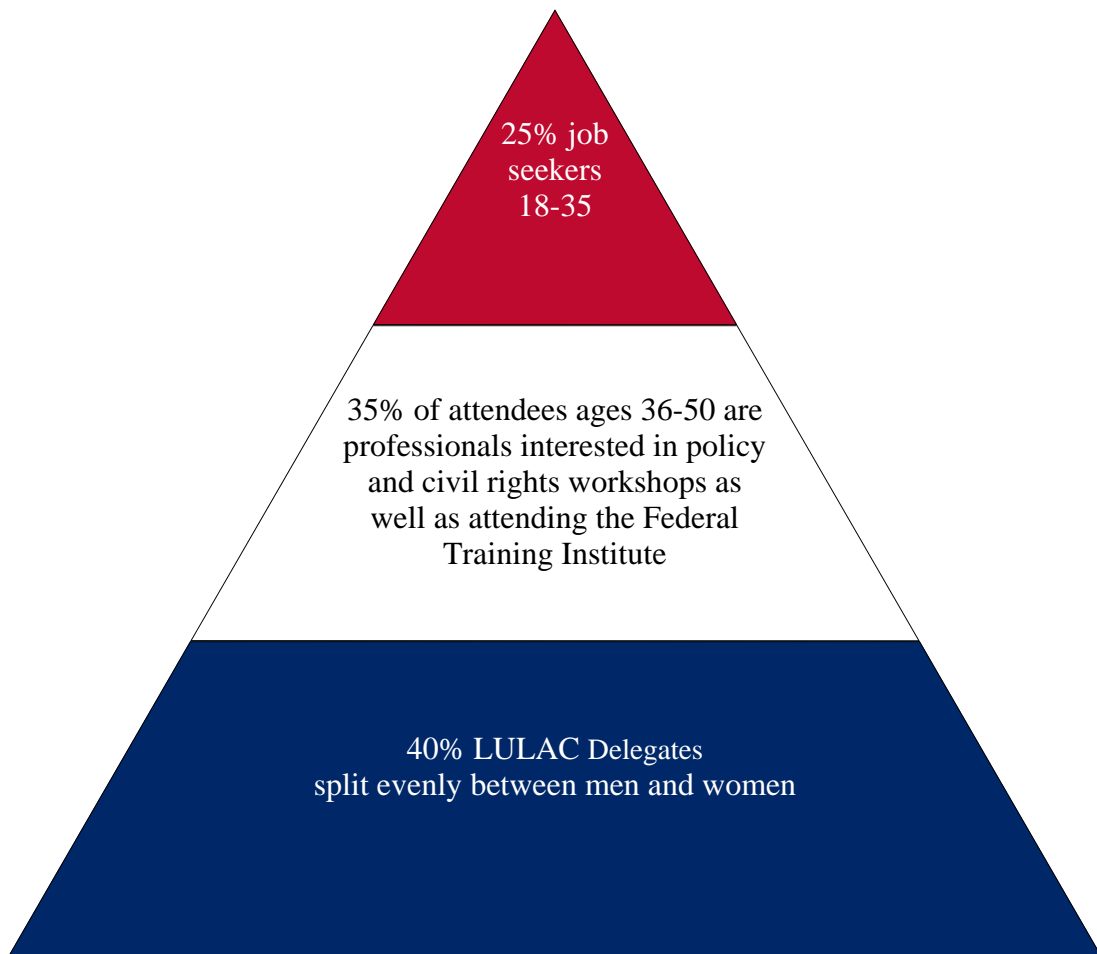
LULAC National Office
2000 L Street, NW, Suite 610
Washington, DC 20036
(202) 833-6130 FAX (202) 833-6135

Total _____ Credit Card # _____ Expiration Date _____

MasterCard Visa American Express Signature _____

PARTICIPANT DEMOGRAPHICS

The League of United Latin American Citizens is proud to say that the LULAC National Convention draws over 20,000 attendees to this event annually. People varying from age 18 to 70 are drawn to our convention because of the various avenues of opportunity. The college and job fair, corporate, government, health and housing plazas located in the exhibit area of our convention receive the most attendance. Below is the approximate break down of attendance by age and gender, in most cases gender is split 50/50. Race: 85% of attendees are Hispanic, with 6% being Anglo, 8% African American and 1% other.



2011 LULAC National Convention & Exposition

SPONSOR CHECKLIST

- Agreement Form:** Please sign and fax to Silvia Perez-Rathell at (202) 833-6135 as soon as possible.
- Payment:** Make checks payable to 2011 LULAC National Convention and send by 6/1/11.
Federal agencies use DUNS #789553372 "LULAC Institute, Inc." DBA LULAC National Convention
- Exhibit:** Please complete and send [exhibit agreement](#) by 6/1/11.
- Advertisement for Convention Program:** Send [advertising form](#) and artwork or disk by 6/15/11 or fax advertising form and email artwork to LJOlmos@LULAC.org.
- Registration Forms:** Please send or fax completed pre-registration forms to VTrasmonte@LULAC.org by 6/1/11.
- Registration Giveaways:** If you wish to include giveaways in our registration bags please send 3,000 pieces so that they arrive before May 16, 2011 to:

LULAC National Convention Show Management Materials REGISTRATION AREA HARGROVE, INC. Your Company Name One Hargrove Drive Lanham, MD 20706 301-306-9000 Fax: 301-306-9318	Please note that this is not the address to send materials for your exhibit booth. Instructions for sending these materials will be included in your exhibitor kit.
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- Sponsored Function Premiums:** If you wish to include premiums for your sponsored event please send 900 **Premium Items** to the address above marking your company name and sponsored event clearly on the packages in place of Show Management Materials. 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 may be included in registration bags and are reserved for Sponsors and Partners **ONLY**.
- Company Logo, Banner or Video:** If you are sponsoring a function in the ballroom at the convention center, LULAC can project your logo on screen if you email an Encapsulated PostScript (EPS) version of it to Jorge Trasmonte, LULAC Director of Technology, at JTrasmonte@LULAC.org. If you are sponsoring an event outside the ballroom, please send a banner by June 1, 2011 to Mario Marsans, LULAC Coordinator of Special Projects, at the above address with your company name and sponsored event clearly indicated on the package. If you are showing a commercial video spot during the Presidential Awards Gala, please mail a DVD copy to Mario Marsans at the LULAC National Office by June 1, 2011.
- Corporate Representative:** Please contact Silvia Perez-Rathell at (202) 833-6130 or by email at SPerez@LULAC.org to confirm the representative who will give sponsor remarks for your chosen event by 6/1/11. Please provide the name and title of the person accepting the recognition at the event and also a point of contact with email and cell phone number.

2011 LULAC National Convention & Exposition

- Corporate Alliance Meeting:** Please contact David Perez at (202) 833-6130 or by email at DPerez@lulac.org to confirm your attendance for the LULAC Corporate Alliance meeting from 2 pm to 4 pm on Thursday, June 23, 2011.
- Hotel Reservations:** Please make your hotel reservations as soon as possible—we expect our block to fill up quickly:

Hilton Cincinnati Netherland Plaza

35 West Fifth Street, Cincinnati, OH 45202

\$115.00-Single/Double

Tel: (513) 421-9100

Fax: (513) 421-4291

Cut-off date: 6/1/2011, www.cincinnati.hilton.com

Hyatt Regency Cincinnati

151 West 5th Street, Cincinnati, OH 45202

\$115.00-Single/Double

Tel: (513) 579-1234

Fax: (513) 354-4079

Cut-off date: 6/1/2011, www.cincinnati.hyatt.com

- Air Transportation:** The following airlines will offer special discounts to our attendees:

American Airlines

Discount code: 3861BP

(800) 433-1790

www.aa.com

Continental

Offer Code: ZJNB638260

(800) 468-7022

www.continental.com

Delta

Offer Code By Phone Only: NM6BR

1-800-328-1111

Southwest Airlines

(800) 435-9792

www.southwest.com

- Convention Services Company:** Please contact for all your expo needs:

Hargrove Inc.

One Hargrove Drive,

Lanham, MD 20706

Phone: 301-306-4627 • Fax: 301-731-5438

customerservice@hargroveinc.com