

CALIFORNIA ASSOCIATION FOR BILINGUAL EDUCATION



# CABE 2024

Strength in Unity: Embracing the Tapestry of Our Diversity,  
Cultivating Our Heritage, & Celebrating Our Multilingualism

**FEBRUARY 21 – 24, 2024**

Anaheim Convention Center North Hall • Anaheim, California

# Sponsors Exhibitors Career Fair

ANAHEIM CONVENTION CENTER



California Association for Bilingual Education

**INVITES YOU**

TO BECOME A SPONSOR OR EXHIBITOR  
FOR MORE INFORMATION, VISIT [CABE2024.ORG](http://CABE2024.ORG)

Follow us for the latest news!





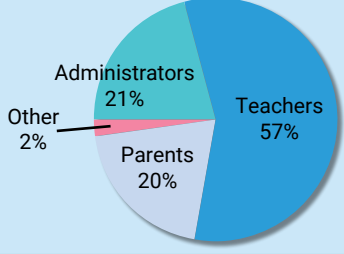
# CABE 2024

Strength in Unity: Embracing the Tapestry of Our Diversity, Cultivating Our Heritage, & Celebrating Our Multilingualism

**February 21 – 24, 2024**  
**Anaheim Convention Center**  
**Anaheim, CA**

## Sponsors • Exhibitors • Career Fair

The Leading Conference for Educators and Parents of English Learners and Biliteracy Students (Pre-K to University)



**OPPORTUNITIES FOR YOUR ORGANIZATION TO REACH OVER 5,000 TEACHERS, ADMINISTRATORS, AND PARENTS CONFERENCE ATTENDEES**

- DEDICATED VIEWING TIMES
- LEADCAPTURE SOFTWARE
- GIVEAWAYS
- PRIME SPONSOR LOCATIONS
- 5000 PLUS ATTENDEES
- RAFFLES



★ **Market** your multilingual, biliteracy, world language, English Language Development and professional development products, programs, materials and services that are aligned to the Common Core/ELD Standards, content area frameworks and standards, The California English Learner Roadmap, and Global California 2030.

★ **Reach** a large audience of over 5,000 administrators, teachers, parent leaders, and community members.

★ **Take advantage** of Exhibit Hall hours that encourage participants to visit exhibits and provide dedicated time for visiting the exhibit hall.

★ **Advertise** your organization to promote an author's book signing or showcase a new product, service, or publication.

★ **Conduct** drawings to attract attendees.

★ **Obtain** instant product user feedback and identify market trends and product development needs in the multilingual education market.

★ **Recruit** bilingual and multicultural staff and potential consultants.



## Exhibit Hall Activities & Events

- ★ Ribbon Cutting Grand Opening Ceremony
- ★ Night at the Exhibits
- ★ Poetry Slam
- ★ (NEW) Multicultural Traditional Dress Fashion Show
- ★ Raffles



**Go to CABE2024.ORG to register as a CABE 2024 Sponsor/Exhibitor today!**

# Sponsorships



JOIN THE CABE FAMILY AND PLAY A KEY ROLE IN THE CONFERENCE.  
CABE OFFERS SPONSORSHIP OPPORTUNITIES AT MANY LEVELS WITH VALUE-FILLED BENEFITS.

DIAMOND - \$75,000*	PLATINUM - \$50,000*	CORPORATE - \$25,000*
<ul style="list-style-type: none"> <li>• Eight exhibit booths (20'x40' space) and 16 exhibit hall badges</li> <li>• Sponsorship for the Seal of Excellence Award Banquet which includes one reserved table of 10 (submit names by deadline)</li> <li>• Company logo on the tote bags</li> <li>• Opportunity to receive a table for 10 at the awards luncheon (submit names by deadline)</li> <li>• Recognition in Conference Program</li> <li>• One full-page color advertisement in Conference Program</li> <li>• One full-page color advertisement in Multilingual Educator magazine</li> <li>• Two promotional items or inserts in conference tote bags or one chair drop at a general session</li> <li>• Opportunity to have one small meeting room for use during conference</li> <li>• Opportunity to conduct two commercial workshop presentations</li> <li>• Membership Reception Sponsor</li> <li>• Recognition/speaking at the conference event</li> <li>• CABE Facebook advertisement before, during, or after the conference</li> <li>• Two push notifications during the conference</li> <li>• Electronic banner on the CABE Home webpage and on the conference website to promote your company/organization</li> <li>• Opportunity to have your company logo on charging stations</li> <li>• Opportunity to have your company logo on badge printing kiosks</li> <li>• Three complimentary LeadCapture software download on three devices</li> <li>• Complimentary pre-and post-conference attendee mailing lists</li> <li>• Logo on the mobile app</li> </ul>	<ul style="list-style-type: none"> <li>• Eight exhibit booths (20'x40' space) and 16 exhibit hall badges</li> <li>• Sponsorship for the Seal of Excellence Award Banquet which includes one reserved table of 10 (submit names by deadline)</li> <li>• Company logo on the tote bags</li> <li>• Opportunity to receive a table for 10 at the awards luncheon (submit names by deadline)</li> <li>• Recognition in Conference Program</li> <li>• One full-page color advertisement in Conference Program</li> <li>• One full-page color advertisement in Multilingual Educator magazine</li> <li>• Two promotional items or inserts in conference tote bags or one chair drop at a general session</li> <li>• Opportunity to have one small meeting room for use during conference</li> <li>• Opportunity to conduct two commercial workshop presentations</li> <li>• President's Reception Sponsor</li> <li>• Recognition/speaking at the conference event</li> <li>• CABE Facebook advertisements before or during the conference</li> <li>• Student Essay Writing Sponsor</li> <li>• One push notification during the conference</li> <li>• Electronic banner on the CABE Home webpage and on the conference website to promote your company/organization</li> <li>• Opportunity to have your company logo on charging stations</li> <li>• Two complimentary LeadCapture software download on two devices</li> <li>• Complimentary pre- and post-conference attendee mailing lists</li> <li>• Logo on the mobile app</li> </ul>	<ul style="list-style-type: none"> <li>• Six exhibit booths (20'x30' space) and 12 exhibit hall badges</li> <li>• Opportunity to receive four tickets to the Seal of Excellence Banquet (submit names by deadline)</li> <li>• Recognition in Conference Program</li> <li>• Lanyard sponsorship and company name on conference lanyards</li> <li>• One full-page black and white advertisement in Conference Program or Multilingual Educator magazine</li> <li>• One promotional item or insert in conference tote bags or one chair drop at a general session</li> <li>• Opportunity to conduct two commercial workshop presentations</li> <li>• Electronic banner on website and at conference promoting your company/ organization</li> <li>• One complimentary LeadCapture Software (one device)</li> <li>• Complimentary pre-conference attendee mailing list</li> <li>• Coffee and Tea Breaks Sponsor</li> <li>• Logo on mobile app</li> </ul> <div data-bbox="1112 1060 1534 1150" style="border: 1px solid black; padding: 5px; margin-top: 20px;"> <p><i>* Customized Sponsorship Benefits Available. Contact CABE Headquarters at 626-814-4441.</i></p> </div>
GOLD - \$15,000*	SILVER - \$10,000	BRONZE - \$5,000
<ul style="list-style-type: none"> <li>• Four exhibit hall booths and 8 exhibit hall badges</li> <li>• Opportunity to receive two tickets to the Seal of Excellence Banquet (submit names by deadline)</li> <li>• Recognition in Conference Program</li> <li>• One full-page black and white advertisement in Conference Program or Multilingual Educator magazine</li> <li>• One promotional item or insert in conference tote bags or one chair drop at a general session</li> <li>• Opportunity to conduct one commercial workshop presentation</li> <li>• Electronic banner on website and at conference promoting your company/ organization</li> <li>• One complimentary LeadCapture Software download one device</li> <li>• Complimentary pre-conference attendee mailing list</li> <li>• Logo on mobile app</li> </ul>	<ul style="list-style-type: none"> <li>• Three exhibit hall booths and 6 exhibit hall badges</li> <li>• Opportunity to sponsor CABE Board Reception</li> <li>• Opportunity to receive two tickets for the Seal of Excellence Banquet (submit names by deadline)</li> <li>• Recognition in Conference Program</li> <li>• One half-page black and white advertisement in Conference Program</li> <li>• One promotional item or insert in conference tote bags or one chair drop at a general session</li> <li>• Opportunity to conduct one commercial workshop presentation</li> <li>• Electronic banner on website and at conference promoting your company/ organization</li> <li>• One complimentary LeadCapture software download one device</li> <li>• Complimentary pre-conference attendee mailing list</li> <li>• Logo on mobile app</li> </ul>	<ul style="list-style-type: none"> <li>• Two exhibit booths and 4 exhibit hall badges</li> <li>• Recognition in Conference Program</li> <li>• One-quarter page black and white advertisement in Conference Program</li> <li>• One promotional item or insert in conference tote bags</li> <li>• One complimentary LeadCapture software download one device</li> </ul> <div data-bbox="1068 1654 1570 1696" style="background-color: #0070c0; color: white; padding: 5px; text-align: center;"> <p><b>RHINESTONE – 2,500</b></p> </div> <ul style="list-style-type: none"> <li>• One exhibit booth and 2 exhibit hall badges</li> <li>• Recognition in Conference Program</li> <li>• One complimentary LeadCapture software download one device</li> </ul>

Sponsors are recognized for their contributions in the conference program and in person at the Seal of Excellence Awards Banquet on February 23, 2024. (Unless alternate event is requested and available.)

Anaheim Convention Center, 800 W Katella Ave, Anaheim, CA 92802

# Exhibitors

## CABE 2024 SPECIAL OFFERS TO ALL EXHIBITORS

**Contact Attendees in Advance! Receive the Attendee Mailing List for ONLY \$175.**

Connect with attendees (who have given permission to share their information) before the conference and schedule time to meet with them in the Exhibit Hall. Mailing list will be sent out January 23, 2024.

**Conference Registrations (to attend the presentations) Register to Attend the Full Four Days at a Discounted Rate of \$400.**

(No more than two registrations per company/organization—non-transferable)

A paper copy of the program will be available for an additional \$20.

### EXHIBIT & CAREER FAIR BOOTH FEES INCLUDE THE FOLLOWING BENEFITS AND SERVICES:

- **First 300 lbs of material handling (in/out) is complimentary.**
- 10' x 10' exhibit space per booth
- One 6' draped table
- Two (2) chairs
- Side rails and backdrop
- Standard ID sign with organization name
- Opportunity to select booth space
- Hall security during closed hours
- Two complimentary exhibit hall-only badges

Register by September 27, 2023 Receive complimentary LeadCapture software for one device	Early Bird Deadline November 14, 2023	After November 14, 2023
<b>Commercial Exhibitor</b>	\$1065	\$1230
<b>Small Business Exhibitor</b>	\$840	\$1010
<b>Non-Profit Exhibitor</b>	\$620	\$785
<b>Career Fair Employer</b>	\$620	\$785

**If you are selling merchandise at CABE 2024, a seller's permit is required.**

Register for a seller's permit: <http://bit.ly/CASellPermit>  
Verify seller's permit: <https://bit.ly/VerifyCASeller>

- Full payment must accompany all applications. Application and payment must be received no later than November 14, 2023, in order to be listed in the Conference Program.
- Upon receipt of your signed contract and full payment, your booth confirmation will be emailed to you and an Exhibitor Service Kit will be emailed from our convention services company beginning in December 2023.
- Additional furniture, carpeting, outlet use, and signage are available at the Exhibitor's expense. Corner or end booths are available for an **additional cost of \$100.**

CABE aligns with the City of Anaheim and the California Department of Public Health Guidance for the use of masks during CABE 2024. Attendees will be required to follow these guidelines.  
To get the latest information visit: <https://www.anaheim.net/5463/Coronavirus-Resources>

**EXHIBITOR DATES: TUESDAY, FEBRUARY 20, 2024 THROUGH FRIDAY, FEBRUARY 23, 2024**

MOVE-IN / SET UP	DAILY SCHEDULE	DESIGNATED EXHIBIT HOURS
Tuesday: 10:00 am – 4:00 pm Wednesday: 7:30 am – 11:00 am	Wednesday: 12:00 pm – 4:00 pm <b>Exhibit Hall Grand Opening 12:00 pm</b> Thursday: 9:00 am – 5:30 pm Friday: 9:00 am – 4:30 pm	Wednesday: 6:00 pm – 7:30 pm Thursday: 12:00 pm – 1:30 pm Friday: 12:00 pm – 1:30 pm <b>Saturday: Exhibit Hall Closed</b>

EXHIBITOR/CAREER FAIR BREAK-DOWN INFORMATION CAN BE FOUND AT CABE2024.ORG

## NIGHT AT THE EXHIBITS

**WEDNESDAY • FEBRUARY 21, 2024 • 6:00 PM to 7:30 PM**

Opportunity for your company to offer Special Promotions

Go to CABE2024.ORG for additional advertisement and registration information.

**SPACE IS LIMITED!  
FOR THE BEST LOCATION  
MAKE YOUR RESERVATIONS  
WITH FULL PAYMENT EARLY.**

### SPECIAL OFFERS!



**FOR HOTEL  
ACCOMMODATIONS VISIT  
CABE2024.ORG**

Take advantage of advertising in both the **Conference Program** and the annual edition of the **Multilingual Educator Magazine**. To review our advertising information/submission specification, go online to **CABE2024.ORG**.

## ADVERTISING IS ACCEPTED FOR THE OFFICIAL CABE 2024 CONFERENCE PROGRAM AND THE MULTILINGUAL EDUCATOR MAGAZINE AS FOLLOWS:

MULTILINGUAL EDUCATOR	CONFERENCE PROGRAM	Page Trim Size:
<p><b>DEADLINE</b> for ad PDF file: September 7, 2023 <b>Artwork:</b> 300 dpi Press Quality PDF</p> <p>The Multilingual Educator (CABE's magazine) is distributed statewide to all CABE members, partner organizations, and is also given to all conference attendees. The publication is in full color with article topics such as biliteracy, dual language immersion, multiculturalism, parent engagement, and more.</p> <ul style="list-style-type: none"><li>• Full-page Black &amp; White Ad: \$825 / Color Ad: \$950 8.5"w x 11"h Live area: 7"w x 10"h</li><li>• Half-page Black &amp; White Ad: \$600 / Color Ad: \$750 7.25"w x 4.625"h</li><li>• 1/4-page Black &amp; White Ad: \$400 / Color Ad: \$550 3.5"w x 4.625"h</li></ul>	<p><b>DEADLINE</b> for ad PDF file: November 14, 2023 <b>Artwork:</b> 300 dpi Press Quality PDF</p> <p>The conference program is distributed to thousands of conference attendees (5,000 plus) to plan their personal conference schedules. This is your opportunity to advertise and attract attendees to any new products and to your exhibit booth.</p> <ul style="list-style-type: none"><li>• Full-page Black &amp; White Ad: \$825 8.5"w x 11"h Live area: 7"w x 10"h</li><li>• Half-page Black &amp; White Ad: \$600 7.25"w x 4.625"h</li><li>• 1/4-page Black &amp; White Ad: \$400 3.5"w x 4.625"h</li></ul>	<p>Full-page Ad 8.5"w x 11"h</p>  <p>Half-page Ad 7.25"w x 4.625"h</p>  <p>1/4-page Ad 3.5"w x 4.625"h</p> 

**CABE RESERVES THE RIGHT TO ACCEPT SPONSOR/EXHIBITOR/CAREER FAIR/ADVERTISER APPLICATIONS ONLY FROM THOSE ORGANIZATIONS WHOSE GOALS ARE CONSISTENT WITH THOSE OF CABE.**  
(Visit GOCABE.ORG to see our vision and mission statement.)

## Commercial Workshops

Sponsors have the opportunity to present up to two workshops (depending on the level of sponsorship). Other commercial presentations will be reviewed following the same guidelines as other workshop submissions. Please note that all commercial presentations from non-sponsors will be assessed a **\$250 presentation fee** per workshop.

### COMMERCIAL WORKSHOP PRESENTATIONS DEADLINE: OCTOBER 27, 2023


For Commercial Workshop Presenter Proposal, go online to:  
<https://fs3.formsite.com/cabeforms/CommCFP2024/index.html>


Register today or get more information at

**CABE2024.ORG**

or contact CABE at

[exhibitors@gocabe.org](mailto:exhibitors@gocabe.org)

 (626) 814-4441

 (626) 814-4640



**California Association  
for Bilingual Education**  
20888 Amar Road  
Walnut, CA 91789

49<sup>TH</sup> ANNUAL CONFERENCE  
CALIFORNIA ASSOCIATION FOR BILINGUAL EDUCATION

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Permit No. 369



**FEBRUARY 21-24, 2024 | ANAHEIM CONVENTION CENTER NORTH HALL • ANAHEIM, CA**

**Sponsors • Exhibitors • Career Fair**

If the addressee is unknown, please forward to an interested or potential participant.

POST OFFICE: IF UNDELIVERABLE, DO NOT RETURN.

# Dates to Remember!



## CABE 2024 Key Dates & Deadlines

DATE	DESCRIPTION
<input type="checkbox"/> September 7, 2023	Deadline to Submit Multilingual Educator Advertisement PDF File
<input type="checkbox"/> September 27, 2023	Deadline for Complimentary LeadCapture Software
<input type="checkbox"/> October 27, 2023	Deadline for Commercial Workshops Presentations
<input type="checkbox"/> November 14, 2023	Deadline for Early Bird Registration
<input type="checkbox"/> November 14, 2023	Guaranteed Listing in Conference Program
<input type="checkbox"/> November 14, 2023	Conference Program Advertisement PDF File Due
<input type="checkbox"/> December 2023	Exhibitor Service Kit Emailed from our Convention Services Company
<input type="checkbox"/> January 19, 2024	Deadline for Hotel Conference Rates
<input type="checkbox"/> January 23, 2024	Attendee Mailing List Sent via Email
<input type="checkbox"/> February 20, 2024	Move-In Day #1 - 10:00 am to 4:00 pm
<input type="checkbox"/> February 21, 2024	Move-In Day #2 - 7:30 am to 11:00 am
<input type="checkbox"/> February 21, 2024	CABE 2024 Kickoff and Exhibit Hall Grand Opening at 12:00 pm
<input type="checkbox"/> February 23, 2024	Move-Out/Breakdown Begins at 4:30 pm Closing

### Move-Out / Breakdown Friday

Exhibitor breakdown starts Friday, February 23, 2024 at 4:30 pm when the Exhibit Hall closes. Please note any exhibitor dismantling or leaving early will be **subject to an early exit penalty of 25% of their original fee/contract**. There will be **NO EXCEPTIONS** made to this policy and it will be strictly enforced. Read our Exhibitor/ Career Fair Rules and Regulation instructions carefully at CABE2024.ORG

**CABE INVITES YOU TO SPONSOR AND EXHIBIT AT CABE 2024**  
**FOR MORE INFORMATION, VISIT CABE2024.ORG FOLLOW US FOR THE LATEST NEWS!**

