



87th LULAC National Convention & Exposition

Washington, DC | July 12-16, 2016

Latinos at the Seat of Power

“The most exciting event in the Hispanic community”

Presented By:



*Vayamos
Juntos*

League of United Latin American Citizens
www.LULAC.org
#LULAC16

President's Message

Dear Friends of LULAC,

I invite you to join LULAC in Washington, D.C. for the 87th National Convention and Exposition. As members of the largest and oldest Hispanic organization in the country, we gather every year to address the critical issues that impact our community. The 87th National Convention and Exposition will take place from July 12 to July 16, 2016.

As the nation's premier Latino gathering, our annual convention attracts more than 20,000 participants including top government, business, labor and community leaders for a week filled with renowned speakers, important seminars, celebrities and exciting entertainment.

At the convention, you can expect to hear from Members of Congress, cabinet secretaries, local elected officials, academic experts, and respected business and community leaders.



Each year, the LULAC convention generates tremendous excitement. At the convention, LULAC delegates elect the national leadership and establish LULAC's policy priorities. In addition, there will be seminars and workshops which will feature expert panelists to discuss many key issues to the Latino community, including immigration reform, education, health care and civil rights.

There will also be separate tracks for the youth and young adults which will provide our emerging leaders with workshops on community service, leadership development, career opportunities and advocacy training.

As part of the convention, there will be the 2016 LULAC Expo and Career Fair which will feature a multitude of private and government agencies. These groups make up of 300 corporate partners, government agencies, colleges and universities, labor unions, armed forces, and non-profit organizations. Each will be displaying their products and services as well as recruiting Latinos for employment at the LULAC Career Fair. In addition, the LULAC convention hosts the Federal Training Institute—an intensive and structured career development program for government employees.

Families will also not want to miss the excellent free entertainment and free screenings at the health fair!

Please join us for the 87th LULAC National Convention and Exposition as we celebrate 87 years of service to the Hispanic community.

Sincerely,



Roger C. Rocha, Jr.
LULAC National President

Information

Summit Location

Hilton Washington Hotel
1919 Connecticut Avenue NW
Washington, DC 20009
1-800-445-8667
202-483-3000-Main
Fax: 202-232-0438
www.washington.hilton.com

Hotel

Hilton Washington Hotel
1919 Connecticut Avenue NW
Washington, DC 20009
1-800-445-8667
202-483-3000-Main
Fax: 202-232-0438
www.washington.hilton.com
Rates: Single: \$174 Double: \$174,
Triple \$199

Air Transportation

The following airports are close to area:

Ronald Reagan Washington National Airport

Arlington, VA 22202
(703) 417-8000

Dulles International Airport

Dulles, VA 20166
(703) 572-2700

Baltimore/Washington Thurgood Marshall International Airport

Baltimore, MD 21240
(410) 859-7111

Expo Services

Hargrove Inc.
One Hargrove Drive
Lanham, MD 20706
Phone: 301-306-4627
Fax: 301-731-5438
customerservice@hargroveinc.com

Washington DC Info:

www.washington.org

Agenda

Tuesday, July 12

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 13

7 am to 12, 2 to 5	Registration
9 am to 11:45 am	Federal Training Institute
10 am to 11 am	Ribbon-Cutting and Exposition Opening
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	Washington DC Celebration*

Thursday, July 14

7 to 12, 2 to 5	Registration
8 am to 9:30 am	Defenders of Freedom Breakfast*
9 am to noon	Concurrent Seminars
9 am to 2 pm	Federal Training Institute
10 am to 5 pm	Exposition and Job Fair Open

Thursday, July 14 (continued)

Noon to 2 pm	Women's Luncheon**
2 pm to 5 pm	Concurrent Seminars
6 pm to 9 pm	Youth Awards Banquet**

Friday, July 15

7 to 12, 2 to 5	Registration
7:30 am to 9 am	LNESC Breakfast*
9 am to noon	Concurrent Seminars
9 am to 4 pm	Federal Training Institute
9 am to 4 pm	Youth/Collegiate Symposium
10 am to 5 pm	Exposition and Job Fair Open
Noon to 2 pm	FTI Youth Career Luncheon*
6 pm to 7 pm	Presidential Reception* (black-tie)
7 pm to 11 pm	Presidential Awards Banquet*

Saturday, July 16

8 am to 10 am	LULAC National Assembly & Elections
10 am to 11 am	LULAC Remembrance Service
7 pm to 11 pm	Concierto: Voces Unidas por America*

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

2016 Highlights

■ **Presidential Awards Banquet & Ball** ■ **Women's Luncheon** ■ **Concierto: Voces Unidas por America** ■ **DC 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 National Office
1133 19th St. Suite 1000
Washington, DC 20036
1-866-577-0726
www.LULAC.org



President Barack Obama speaks at the 2010 convention.



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

Featured Events

Tuesday, July 12

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 excitement as we provide a brief preview of the convention and expo, which features important national and local speakers and elected officials, workshops, and panels.

Minimum Sponsorship: \$15,000

Wednesday, July 13

7 pm to 10 pm

Attendance: 900

DC Celebration: Hosted by local LULAC Washington, DC councils, This event highlights the best that DC has to offer.

Minimum Sponsorship: \$25,000

Thursday, July 14

8 am to 9:30 am

Attendance: 400

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

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 Latinas leaders who have made a difference in their communities and the country. This event also features the induction of 5 women into the LULAC Women's Hall of Fame.

Minimum Sponsorship: \$50,000

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: \$25,000

Friday, July 15

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

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: \$50,000

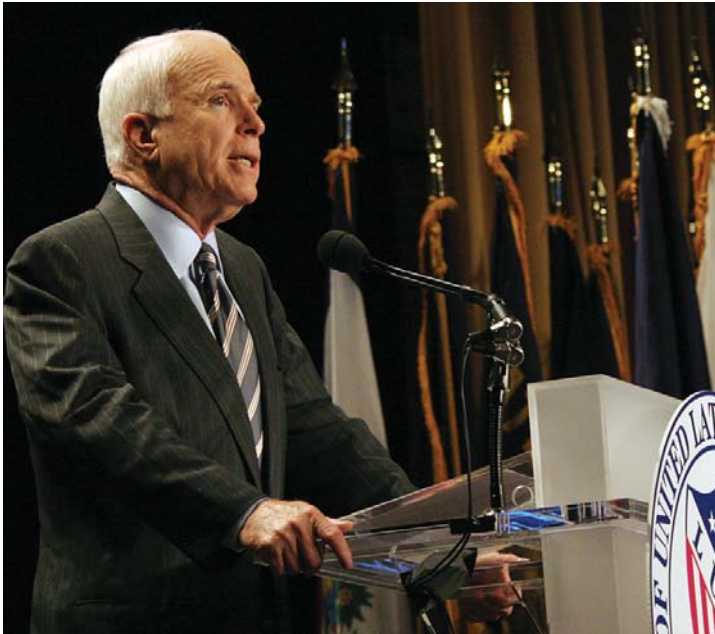
Saturday, July 16

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: \$75,000



ABOVE LEFT: Senator John McCain address the LULAC membership. Washington Monument
ABOVE RIGHT: National President Roger C. Rocha, Jr. addresses the LULAC members in Washinton, 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 2016 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 jsapunar@LULAC.org. Live area is 1/4" less than trim all around. Material returned only upon request.
3. No cancellations after 6/17/16.
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 6/17/16.

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, 7/13, 10 am to 5 pm on Thur, 7/14, and 10 am to 4 pm on Fri, 7/15. 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 8' 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 6/17/16	After 6/17/16
Corporate (8' x 8')	\$2,500	\$3,000
Government, Career Fair (8' x 8')	\$2,000	\$2,500
Non-profit or College Fair (8' x 8')	\$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 & Expo

Senatorial—\$35,000+

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

Congressional—\$25,000+

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

Patriot—\$15,000+



LULAC National Office

1133 19th Street, NW, Suite 1000
Washington, DC 20036
(202) 833-6130
FAX (202) 833-6135
Email: sperez@LULAC.org

Signature of Authorized Representative _____ Date _____

Total _____ Credit Card # _____ Expiration Date _____

MasterCard Visa American Express

Signature _____

Make checks payable to the 2016 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

2016 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) \$175
- LULAC Young Adults/Seniors (ID required) \$275
- LULAC Members (Wed-Sat) \$300
- Non-members (Wed-Sat) \$400
- FTI—Federal Training Institute (Mon-Sat) \$500
- Corporate Attendees (Mon-Sat) \$575

Individual Tickets

- Registration \$20
- Tuesday Opening Reception \$35
- Wed. Partnership Luncheon \$65
- Wed. Washington DC Celebration \$80
- Thurs. Defenders of Freedom Breakfast \$40
- Thurs. Women’s Luncheon \$65
- Thurs. Youth Awards Banquet \$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 06/24/16. 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 24, 2016; After June 24, 2016, 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 24th 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 2016 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 National Office
1133 19th Street, NW, Suite 1000
Washington, DC 20036
(202) 833-6130
FAX (202) 833-6135

2015 LULAC National Convention Sponsors

Presenting Sponsors

PepsiCo, Inc.
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Target

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Dell, Inc.
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P&G
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U.S. Army
Master Your Card Oportunidad

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Univision Communications Inc.
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U.S. Air Force
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Patriot Sponsors

American Federation of Teachers
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Zion's Bank

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Google
Federal Home Loan Bank San Francisco
Teach for America
United States Department of Agriculture Food
Safety and Inspection Service
World Wildlife Fund
GREENLATINOS
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American Red Cross
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