

Call for Sponsors and Exhibitors

La Cosecha is one of the largest dual language conferences, which brings together educators, parents, researchers and practitioners supporting dual language enrichment programs in New Mexico and across the U.S. *La Cosecha* offers participants the opportunity to share experience and knowledge, as well as a time to network and “harvest” the best of our multilingual/multicultural communities. *La Cosecha* began in 1996 with 80 teacher participants who recognized a need to network and share identified best practices within the dual language community. *La Cosecha 2012* will serve participants from throughout the U.S., including educators from Illinois, Colorado, New Mexico, Oregon and Texas. Participants represent two-way immersion, one-way developmental bilingual, and one-way heritage language immersion programs.

The planning committee welcomes sponsors and exhibitors whose instructional materials and literature focus on home language and ESL instruction. Dual language educators are looking for literature and content area materials for grades PreK-12 in Spanish and in languages other than English, as well as multicultural materials and professional materials for educators in varied stages of their professional growth.

We invite your company to be a sponsor at this year’s conference. The brochure outlines the various opportunities available to showcase your company’s product. The registration process may be completed online by going to:

<http://lacosecha.dlenm.org/exhibit/>.

Should you have any questions or need additional information about sponsorship opportunities, please contact

Leslie Sánchez, via e-mail at leslie@dlenm.org or by telephone at 505-243-0648.

¡Seguimos con La Cosecha!

Three Day Conference will feature

- More than 1,500 attendees
- Nationally renowned keynote and featured speakers (La Cosecha 2011 included Rosalinda Barrera – Director of the Office of English Language Acquisition, Guadalupe Valdés, Eugene García, Virginia Collier, Wayne Thomas, Kathy Escamilla, Jeff Zwiers, and Else Hamayan)
- 130 general and concurrent sessions
- Networking Events
- Student Leadership Institute
- Bilingual Education Directors Leadership Institute
- Juried selection of top educational material publishers and exhibitors
- Exhibitors space central to all activities, food functions and opening session

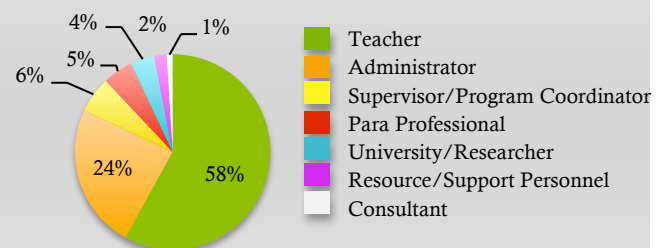
La Cosecha 2012 Attendees will include...

- School administrators, superintendents, and board of education members
- Teachers, future teachers, and instructional leadership
- University researchers and teacher-trainers
- Parents and community leaders
- State policymakers

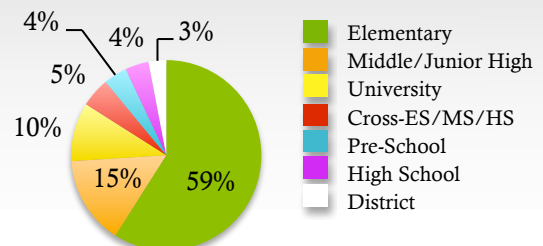
What You Need to Know

La Cosecha 2011 had 1,423 attendees from 30 states and 6 countries including: USA, Spain, Argentina, Mexico, Peru and Qatar.

POSITIONS HELD:



LEVEL OF SCHOOL ASSOCIATION:



Conference Sponsorship

Conference sponsors are greatly appreciated because sponsorships help to provide an excellent conference while maintaining reasonable registration fees for educators. Sponsors are acknowledged in multiple ways, in the conference program, promotional materials, at general sessions, through DLeNM's newsletter (*Soleado*), e-news (*Fuente*), and Clearinghouse (www.dlenm.org).

Sponsorship Opportunities & Benefits

Turquoise \$12,500

- Company logo on *La Cosecha* homepage
- Invitation to DLeNM Board Social
- Recognition in program and during the conference
- Advertisement:
 - Program, back-page color ad
 - Two ads in DLeNM newsletter – *Soleado*
 - Website Advertisement – banner
- Three tables in sponsor area (can purchase up to two additional tables)
- Three commercial workshop presentations
- Three full conference registrations
- Insert/catalogue in conference tote bag
- Access to participant contact list

- Company logo on *La Cosecha* homepage
- Invitation to DLeNM Board Social
- Recognition in program and during the conference
- Advertisement:
 - Program, full page B&W ad
 - One ad in DLeNM newsletter – *Soleado*
 - Website Advertisement – margin
- Two tables in sponsor exhibit area (can purchase up to two additional tables)
- Two commercial workshop presentations
- Two full conference registrations
- Insert/catalogue in conference tote bag
- Access to participant contact list

Coral \$3,500

- Company logo on *La Cosecha* homepage
- Invitation to DLeNM Board Social
- Recognition in program and during the conference
- Advertisement:
 - Program, half page B&W ad
 - Website Advertisement - margin
- One table in sponsor exhibit area (can purchase up to two additional tables)
- One commercial workshop presentation
- One full conference registration
- Insert/catalogue in conference tote bag
- Access to participant contact list

Improvements to La Cosecha 2012!

You asked for it and we listened!

- Exhibitors at the center of the action!
- Hospitality Suite during setup – exclusive to exhibitors and sponsors.
- Wednesday night exhibits open!

Exhibitor Schedule

Set Up

Wednesday, November 7, 2012 12 pm - 5 pm

Exhibit Hall Hours

Wednesday, November 7, 2012 7 pm - 9 pm

Thursday, November 8, 2012 9 am - 6 pm

Friday, November 9, 2012 9 am - 6 pm

Saturday, November 10, 2012 9 am - 12 pm

Conference Events

We invite you to be an exclusive sponsor or co-sponsor of special events. Please contact Leslie Sánchez at leslie@dlenm.org or (505) 243-0684 to discuss the right conference event for your sponsorship. (Find additional sponsorship opportunities on page 4.)

La Cosecha 2012 Continental Breakfast (November 8 or 9, 2012) **\$6,500**

La Cosecha 2012 Opening Reception (Wednesday, November 7, 2012) **\$9,500**
Celebrate the opening with friends, food and student entertainment.

La Cosecha 2012 Dance Celebration (Friday, November 9, 2012) **\$7,500**

This popular celebration includes top live music entertainment from Santa Fe and Nuevo México. Past celebrations have included Nosotros, Cultura Fuerte, Charanga del Valle, and Felix y los Gatos.

La Cosecha 2012 Networking Luncheon (Thursday, November 9, 2012) **\$15,000**

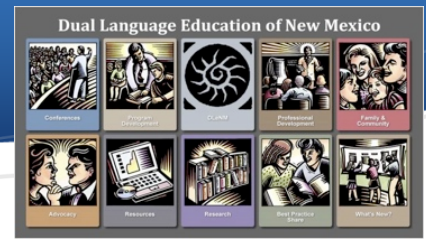
This popular luncheon provides participants the opportunity to meet new educators, network and share best practices from their individual programs and work experience. The largest meal event at *La Cosecha*!

La Cosecha 2012 Conference Partner **\$1000**

Will be recognized as a supporter of *La Cosecha* Conference during Networking Luncheon, and in the program.

La Cosecha 2012 Conference Partner (Chiquita pero picosa) **\$500**

Will be recognized as a supporter of *La Cosecha* in the conference program.



La Cosecha 2012

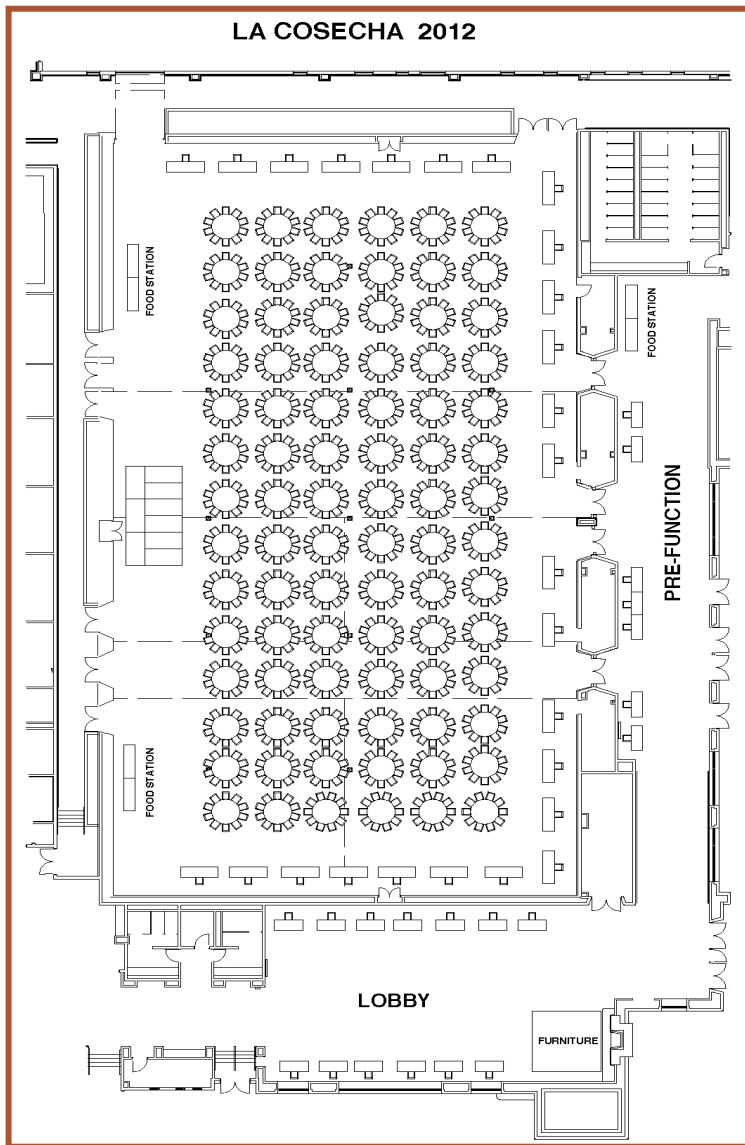
EXHIBIT SPACES

Exhibitor and sponsor table fees include the following:

- One 10' x 8' exhibit space
- One 8' skirted table
- Two chairs
- On site support – Exhibitor Liaison
- Security during closed hours
- Hospitality Suite for set-up times
- Lunch and simple breakfast on Thursday and Friday

Upon receipt of a sponsor or exhibitor's on-line registration form (with payment), an Exhibitor Information Packet will be emailed to the exhibitor contact. This packet will contain further details of exhibitor participation. Exhibitor and sponsor space/table placement will be posted at www.lacosecha.dlenm.org by August 1, 2012. All spaces will be located in the ballroom, pre-function, and lobby areas central to concurrent sessions, maximizing participant traffic.

To register as a sponsor or as a juried exhibitor, please go to: <http://dlenm.org/lacosecha/exhibit>



COMMERCIAL EXHIBITORS \$575.00

- One 10' x 8' exhibit space
- Two Exhibitor Badges
- One conference bag and program
- Breakfast and lunch for two exhibitors

NON-PROFIT EXHIBITORS \$275.00

- One 10' x 8' exhibit space
- Two Exhibitor Badges
- One conference bag and program
- Breakfast and lunch for two exhibitors



Historic Santa Fe Plaza



La Cosecha 2012



Be sure to stay with us at our Headquarter Hotel The Fonda – Headquarter Hotel

100 East San Francisco
Santa Fe, New Mexico , 87501
800.523.5002 or 505.982.5511
www.lafondasantafe.com

* Book your room with *La Cosecha* Conference *
More information at <http://lacosecha.dlenm.org/hotels/>

Rate: \$119 Single/Double Occupancy

Additional Sponsorship Opportunities: Conference Items

Be an exclusive sponsor or co-sponsor of one of the following conference items for 1500 participants.

La Cosecha 2012 T-Shirts for Volunteers, Staff and Planning Committee **\$2,000**

Nearly 100 volunteers and staff host the conference. Have your company logo on their working T-shirt at this year's event.

La Cosecha 2012 Badge Holder- Exclusive **\$3,500**

All *La Cosecha 2012* attendees will wear your company logo during the event.

La Cosecha 2012 Conference Posters **\$6,500**

A conference tradition for over 15 years. A collector's item by conference participants, each conference poster presents the original work of a local New Mexico talent.

La Cosecha 2012 Conference Totes - Exclusive **\$10,000**

Conference totes include sponsor logo and name as well as that of *La Cosecha 2012*. A walking billboard for your company and support for the conference.

Conference Program Advertisement

Full Page (B&W) - **\$750.00**

½ Page (B&W) - **\$500.00**

¼ Page (B&W) - **\$350.00**

DLeNM Clearinghouse Advertisement

Top Banner Advertisement (6 months) - **\$1,000**

Side Margin Advertisement (6 months) - **\$700.00**

Deadline for submission is Monday, July 16, 2012

<http://dlenm.org/lacosecha/exhibit>

Conference sponsors are greatly appreciated. Monetary sponsorships and/or sponsorship of conference items offset cost and help to provide an excellent conference while maintaining reasonable registration fees for educators. Sponsors are acknowledged in multiple ways in the conference program, promotional materials, website and at general sessions. We look forward to seeing you at *La Cosecha 2012* in beautiful Santa Fe, NM!

*Please contact Leslie Sánchez, Development Director to discuss any sponsorship and/or marketing opportunities leslie@dlenm.org or (505) 243-0648