La Cosecha 2020
November 4 - 7 • Santa Fe, NM

Share
Showcase your latest products, publications, software, and teaching tools to educators, researchers, and practitioners supporting dual language enrichment programs across the U.S.

Network
Gain added exposure and stand out at the largest gathering of educators, parents, researchers, and dual language supporters from across the country and around the world.

Harvest
Promote the latest research, information and instructional best practices connected to emerging bilinguals and biliteracy programs. Join us as a sponsor or exhibitor let’s harvest the best of the best in our multilingual community!

WWW.LACOSECHACONFERENCE.ORG

1309 4th Street SW, Suite E
Albuquerque, NM 87102
www.dlenm.org
505.243.0648
La Cosecha 2019 hosted 3,250 total participants representing 42 states, plus Washington, DC, and 19 Sovereign Tribal Nations, including Hawaiian and Alaskan Languages and 10 countries.

Who attends La Cosecha?

Positions Held:

- 57% Teacher
- 33% Administrator
- 5% Resource Personnel
- 3% Researcher/Professor
- 1% Parent
- 1% Supervisor/Coordinator

More than half of La Cosecha attendees are directly involved with recommending materials for purchase...

...over a third of attendees approve or authorize purchases for their schools or districts.

La Cosecha 2020 will provide your organization the opportunity to...

- Showcase your products and services to the right audience.
- Reach key decision makers from schools and districts.
- Network, recruit, and build relationships with current and future customers.

Don’t miss your top opportunity all year to showcase your latest products, publications, software, and teaching tools to more than 3,500 educators, parents, researchers, and practitioners supporting dual language enrichment programs across the U.S.
La Cosecha 2020 attendees will include:

- School administrators, superintendents, and board members
- Teachers, future teachers, and instructional leadership
- University Professors, researchers and teacher-trainers
- Parents and community leaders
- State policy makers

Shouldn’t you be there too?

Daily Schedule

Wednesday, November 4, 2020

- Exhibits Open
  1:00 p.m. to 5:30 p.m.
- Opening Session
  5:30 p.m. to 7:00 p.m.

Opening Reception & Evening at the Exhibits
7:00 p.m. to 8:30 p.m.

Thursday, November 5, 2020

- Exhibits Open
  8:00 a.m. to 5:00 p.m.

Friday, November 6, 2020

- Exhibits Open
  8:00 a.m. to 5:00 p.m.

Designated Exhibit Times

Wednesday, November 4, 2020
1:00 p.m. to 8:30 p.m.

Thursday, November 5

Friday, November 6
11:30 p.m. - 1:00 p.m.

Move-In and Setup

Wednesday, November 4, 2020
8:00 a.m. – 12:00 p.m.

Exhibit Tear Down

Friday, November 6, 2020
5:00 p.m. – 7:00 p.m.

Deadline to register — Wednesday, July 31, 2020

Sponsor and exhibit space are based on availability. Historically, there has been a wait list for exhibitors. For the most up-to-date information, visit us online at www.lacosechconference.org.
La Cosecha 2020 offers value-filled packages which include advertising opportunities, premium exhibit locations, and much more! Join the La Cosecha family and become a partner in promoting educational excellence as we harvest the best of our multilingual, multicultural community!

### Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Package &amp; Benefits</th>
<th>Turquoise $25,000</th>
<th>Silver $15,000</th>
<th>Lapis $10,000</th>
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<tbody>
<tr>
<td>Exhibit Spaces</td>
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<td>Special Recognition During Conference</td>
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<td>Margin Ad 1 Year</td>
<td>Margin Ad 6 Months</td>
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**Deadline to register — Wednesday, July 31, 2020**

Sponsor and exhibit space are based on availability. Historically, there has been a wait list for exhibitors.

For the most up-to-date information, visit us online at www.lacosechconference.org.
La Cosecha 2020 will connect your organization with educators, parents, researchers, and dual language supporters at the largest gathering of two-way and one-way immersion, developmental bilingual, and heritage/tribal language immersion programs.

**Become a La Cosecha partner and your company will...**

- Be recognized as an active supporter for one of the leading dual language conferences in the country; and
- Increase your visibility before, during, and following the conference
- Showcase new or current products.

### Exhibitor Opportunities

<table>
<thead>
<tr>
<th>Exhibit Type</th>
<th>Early Registration May 15, 2020</th>
<th>After May 16, 2020</th>
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<tbody>
<tr>
<td>Commercial Exhibitor</td>
<td>$800</td>
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<td>Career Fair Employer</td>
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<tr>
<td>Nonprofit Exhibitor</td>
<td>$650</td>
<td>$750</td>
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**Exhibitor benefits include:**

- One 10'x 8' exhibit space
- One 8' skirted table
- Two exhibit badges
- Two chairs
- Recognition in the conference program
- Security during closed hours
- One conference tote and program
- Breakfast & lunch on Thursday & Friday

### Additional Opportunities

**La Cosecha Conference T-shirts for Volunteers, Staff and Planning Committee** $5,500
Nearly 300 volunteers and staff host the conference. Have your company logo on their working T-shirt!

**La Cosecha 2020 Badge Holder** $6,500
All 3,500 attendees will wear your company logo during the event.

**La Cosecha Conference Poster** $6,500
A collector’s item by conference participants; each conference poster represents the original work of a local NM talent. A conference tradition for over 20 years.

**La Cosecha Conference Totes** $10,000
Conference totes include sponsor logo and name as well as that of La Cosecha — imagine 4,000 walking billboards!

**La Cosecha Conference Opening Reception (Wednesday, Nov. 4, 2020)** $7,500
Officially opens exhibits for La Cosecha. This celebratory event includes welcoming remarks from local honorary guests, keynote, food, and entertainment to welcome La Cosecha 2018 participants.

**La Cosecha Dance Celebration (Friday, Nov. 6, 2020)** $15,000
This well-known celebration has featured Grammy winners such as Los Lobos, La Santa Cecilia, and Ozomatli!
La Cosecha 2020 Exhibitor Policy and Procedures

1. LOCATION: Exhibits will be located at the Santa Fe Community Convention Center, in the Main Lobby, Pre-function and Ballroom areas central to concurrent sessions, maximizing participant traffic, and the Eldorado Hotel and Spa.

   Santa Fe Community CC     El Dorado Hotel and Spa  
   201 W. Marcy St.          309 W. San Francisco St.  
   Santa Fe, NM 87501        Santa Fe, NM 87501

2. SPACE ASSIGNMENTS: Space will be assigned with consideration for the level of participation. Thereafter, booths will be assigned on a first-come, first-served basis. La Cosecha/DLeNM reserve the right to select and assign spaces, as well as rearrange the floor plan and reassign exhibitors at its sole discretion. A copy of the floor plan for Exhibitors/Sponsors will be sent with the exhibitor confirmation information.

3. AUDIO VISUAL EQUIPMENT/SUPPORT/POWER: Complimentary Wi-Fi is available in all common areas. All A/V equipment, speakers, internet connection, phone lines, etc., must be supplied by or rented by the exhibitor at the exhibitor's own expense.

4. AUDIO VISUAL/ELECTRICAL: Contact Information for the Albuquerque Convention Center:

   Audio Visual  |  Santa Fe Audio Visual  |  www.santafeav.com  
   505.986.1796
   Electrical needs |  Kyle Roberts |  kyle@dlenm.org

Exhibitors are allowed to bring their own AV equipment but may be charged a patch or hookup fee by the in-house audio-visual supplier. If an outlet is not easily accessible there will be a $25 Electrical Fee assessed to your table. Note: No music or other audio is allowed during general sessions, lunch, or special presentations. Exhibitors operating noise-making devices such as radios, loudspeakers, or televisions shall do so only at a level that will not interfere with fellow exhibitors or participants. (Check Conference Program, available online September 28th, 2018). La Cosecha will not be responsible for equipment brought or rented by any exhibitor or presenter.

5. EXHIBIT SET-UP AND DISMANTLE: Set-up begins at 7:00 am, Wednesday, November 4th, and must be completed by 12:00 p.m. Designated exhibit hours 1:00 p.m. – 5:00 p.m. Exhibitors may begin to dismantle booths no earlier than 5:00 p.m. on Friday, November 6th, or they may continue exhibiting through Saturday, November 7th, and dismantle at noon.

6. USE OF SPACE: All exhibitors’ display and marketing activities must be contained within the specified boundaries of the booth space provided.

7. REJECTION/RESTRICTION OF EXHIBIT: La Cosecha/DLeNM reserve the right to reject any exhibit that it deems inappropriate; any products or services of an exhibitor; they may cancel the contract of any exhibitor in the event of a violation of exhibit regulations. La Cosecha/DLeNM, its officers, directors, agents and members shall not be liable for any loss or damage resulting from any such rejection or disapproval.

8. EXHIBITOR REGISTRATION: All representatives who will be staffing exhibitor booths MUST be registered for the conference. Exhibitors are provided two exhibitor badges. You are only required to pay an additional registration fee if your staff exceeds the number of badges provided and/or you are planning to attend sessions and special events. (Note: Exhibitor badges do not allow access to sessions).


10. SALES ON EXHIBIT FLOOR: Cash or credit sales are permitted. Licenses, sales taxes, payment of sales tax, and other legal business requirements are the responsibility of the exhibitor.

11. CONVENTION CENTER RULES AND REGULATIONS: Attaching to Surfaces: Signage and decorations may not be taped, nailed, tacked or otherwise attached to the Convention Center’s surfaces or fixtures like walls, elevators, doors, windows, floors, ceilings, etc. Adhesives (approved tape usage): The distribution and use of tape, adhesive-backed decals and stickers on any wall surface, glass or equipment is prohibited in the Convention Center. Only approved tape and adhesive backed materials (non-residue, easily removable) are permitted for use on the center’s tile and/or carpeted areas.

12. Licensor and/or service contractors will be billed for any tape residue left on any surfaces or carpet in facility. For flip chart paper, painter’s tape can be used to post charts on walls.

13. SHIPPING AND RECEIVING: Exhibitor freight and deliveries are not accepted at the Convention Center. Shipping services for Sponsors and Exhibitors are managed by:

   Pak Mail  
   369 Montezuma Av. Santa Fe, NM 87501  
   (505) 989-7380  
   US064@pakmail.org

La Cosecha Planning Committee appreciates your participation in this year’s conference. If you have any questions or concerns, please contact the Conference Manager: Kyle Roberts at kyle@dlenm.org.