

Vamos!



November 13 - 16, 2024

La Cosecha

Santa Fe, New Mexico USA



Santa Fe

REGISTRATION DEADLINE

JULY 31, 2024



SPONSOR • EXHIBITOR • CAREER FAIR

www.LaCosechaConference.org



Who attends La Cosecha?

La Cosecha 2023 hosted 3,565 total participants representing 41 states, Washington, DC, and 7 countries.

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

Positions Held

55%

Teacher



29%

Admin/School Leaders



12%

Supervisor/Coordinator



2%

Researcher/ Professor



2%

Parent



Over a third of La Cosecha attendees approve or authorize purchases for their schools or districts.

Level of School Association

3%

Pre-K



1%

Pre-K/Elementary/Middle



58%

Elementary



11%

Elementary/Middle



16%

Middle/High



9%

High School



Why should we attend La Cosecha?

By partnering with us, your organization can take advantage of the following opportunities:

- Showcasing your products and services to a targeted audience.
- Reaching out to important decision-makers from schools and districts.
- Establishing connections, hiring, and fostering relationships with both existing and potential customers.

La Cosecha 2024 is the largest gathering of its kind, bringing together one-way and two-way immersion, developmental bilingual, and heritage/tribal language immersion programs. With over 3,500 attendees, this event is the perfect opportunity to showcase your latest products, publications, software, and teaching tools to a diverse audience. Don't miss your chance to engage with practitioners and influencers from across the United States.

www.LaCosechaConference.org

What's in it for us?

La Cosecha offers value-filled packages which include both in-person and virtual benefits for our hybrid event! We've shaped packages that will give you sustained visibility and create connections during this year's **La Cosecha Conference**. Benefits for Sponsor and Exhibitor Partners include:



- Virtual Exhibit Hall Opportunities
- Pre-Conference Marketing for all Partners
- Opportunity to have a virtual raffle prize promoted by La Cosecha
- Promotion of Partners via social media —Facebook, Twitter, and Instagram
- Digital marketing benefits that promote your products and services to the registered attendees.

Sponsor & Exhibitor Partnership Opportunities

Turquoise - \$25,000

- In-Person Exhibit/Virtual Exhibit Booth *
- Four Conference Presentations
- Three Pre-Recorded Conference Presentations
- Three Sponsor Power-Sessions
- Six Conference Registrations
- Three 30 sec. Video Commercial to be posted on conference platform
- Digital marketing benefits/Social Media
- Logo on conference platform/app
- Full-page advertisement in conference program.
- Access to participant contact list
- Company Logo on La Cosecha website, recognized as La Cosecha Turquoise Sponsor
- Special recognition in program
- Three ads in DLeNM quarterly newsletter, Soleado
- Website banner ad on DLeNM website for one year

Silver - \$15,000

- In-Person Exhibit/Virtual Exhibit Booth *
- Three Conference Presentations
- Two Pre-Recorded Conference Presentations
- Two Sponsor Power-Sessions
- Five Conference Registrations
- Two 30 sec. Video Commercial to be posted on conference platform
- Digital marketing benefits/Social Media
- Logo on conference platform/app
- Full-page advertisement in conference program
- Access to participant contact list
- Company Logo on La Cosecha website, recognized as La Cosecha Silver Sponsor
- Special recognition in program
- Two ads in DLeNM quarterly newsletter, Soleado
- Website banner ad on DLeNM website for six months

Lapis - \$10,000

- In-Person Exhibit/Virtual Exhibit Booth *
- Two In-Person Conference Presentations
- One Pre-Recorded Conference Presentation
- One Sponsor Power-Session
- Four Conference Registrations
- Two 30 sec. Video Commercial to be posted on conference platform
- Digital marketing benefits/Social Media
- Logo on conference platform/app
- Full-page advertisement in conference program
- Access to participant contact list
- Company Logo on La Cosecha website, recognized as La Cosecha Lapis Sponsor
- Special recognition in program
- One ad in DLeNM quarterly newsletter, Soleado
- Website banner ad on DLeNM website for three months

Copper - \$5,000

- In-Person Exhibit/Virtual Exhibit Booth *
- One In-Person Conference Presentation
- One Sponsor Power-Session
- Two Conference Registrations
- One 30 sec. Video Commercial to be posted on conference platform
- Digital marketing benefits/Social Media
- Logo on conference platform/app
- Half-page advertisement in conference program
- Banner ad on conference mobile app with link to website
- Access to participant contact list
- Company Logo on La Cosecha website, recognized as La Cosecha Copper Sponsor
- Special recognition in program

Coral - \$3000

- In-Person Exhibit/Virtual Exhibit Booth*
- One Pre-Recorded Conference Presentation
- Two Conference Registrations
- Digital marketing benefits/Social Media
- Logo on conference platform/app
- Half-page advertisement in conference program
- Banner ad on conference mobile app with link to website
- Access to participant contact list
- Company Logo on La Cosecha website, recognized as La Cosecha Coral Sponsor
- Special recognition in program

In-Person Exhibit

Commercial Exhibitor - \$850
Career Fair/Non-Profit - \$650

- In-Person/Virtual Exhibit Booth
- Digital marketing benefits
- Special recognition in program

Virtual Exhibit

Commercial Exhibitor - \$450
Career Fair/Non-Profit - \$250

- Virtual Exhibit Booth
- Digital marketing benefits
- Special recognition in program

In-Person space is limited. Above pricing is Early Rate. Deadline - June 10.

*Additional marketing and advertising opportunities are available. Visit our website for more details.

www.LaCosechaConference.org

La Cosecha 2024 Exhibitor Policy and Procedures

1. LOCATION: Hybrid Conference exhibits will be located at:

Santa Fe Community CC
201 W. Marcy St.
Santa Fe, NM 87501

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

2. SPACE ASSIGNMENTS: Space will be assigned with consideration for the level of participation. La Cosecha/DLeNM reserves the right to select and assign spaces, as well as rearrange the floor plan and reassign exhibitors at its sole discretion. Exhibitor shall install and occupy the space assigned in accordance with the La Cosecha COVID19 Safety Protocol rules and the timeline specified.

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:

Santa Fe Audio Visual
www.santafeav.com
505.986.1796

Electrical Requests will be managed by the Santa Fe Community Convention Center.

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. 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. 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 9:00 am, Wednesday, November 13, and must be completed by 12:00 p.m. that same day with designated exhibit hours 1:00 p.m. – 5:30 p.m. Exhibitors may begin to dismantle booths no earlier than 4:00 p.m. on Friday, November 15.

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

7. REJECTION/RESTRICTION OF EXHIBIT: La Cosecha/DLeNM reserves the right to reject any exhibit that it deems inappropriate or; any products or services of an exhibitor. The contract of any exhibitor may be cancelled 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. You are required to pay an additional registration fee if your staff exceeds the number of badges provided.

9. ACCOMMODATIONS: Please check conference website: www.lacosechaconference.org.

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 in 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

14. INDEMNIFICATION/ASSUMPTION of RISK: Exhibitor shall indemnify Show Management and Facility, and their shareholders, officers, employees, agents and contractors (collectively, the "Indemnified Parties"), against all losses, damages, claims, demands, actions, penalties, judgments and liabilities (including court costs and reasonable attorneys' fees) (collectively, "Claims") that arise from any acts or omissions of Exhibitor or any of Exhibitor's EACs related to the Event, including, without limitation, any activities they may be conducting at the Event, or from any breach by Exhibitor of any term of this agreement.

15. Exhibitor acknowledges that COVID-19 has been declared a worldwide pandemic by the World Health Organization, is extremely contagious. Show Management cannot guarantee that Exhibitor's personnel and guests will not become infected with COVID-19 or another contagious disease at the Event. Exhibitor shall indemnify the Show Management against all Claims by Exhibitor's personnel and guests arising out of or related to infection with COVID-19 or any other contagious disease, whether before, during or after attendance at the Event. Show Management will require individuals registered by Exhibitor to comply with any state or federal guidelines during the duration of the conference.