



October 2026

Dear Valued Partner,

As the New York State Association for Bilingual Education (NYSABE) continues its longstanding commitment to educational equity and linguistic diversity, we invite you to join us as a sponsor of our 2027 Annual Conference. The conference will be held **March 18-20, 2027, at the Sonesta White Plains Downtown Hotel in White Plains, New York**, bringing together educators, administrators, families, researchers, policymakers, and community advocates from across New York State and beyond.

This year's conference theme, "**Standing Up and Pushing Back: Ensuring Bilingual Education for Generations to Come,**" reflects the critical importance of protecting, strengthening, and expanding bilingual education opportunities for multilingual learners. As educational policies and practices continue to evolve, the conference will serve as a platform for leadership, advocacy, innovation, and collaboration, ensuring that future generations benefit from high-quality bilingual and multilingual programs.

NYSABE is a statewide nonprofit professional organization dedicated to promoting bilingual and multilingual education, equity, and excellence for all students. Through professional learning, leadership development, family engagement, and policy advocacy, NYSABE works to empower educators and communities in support of multilingual learners.

Your organization can play a vital role in advancing this mission by becoming a **Corporate Sponsor**. Sponsorship provides an opportunity to demonstrate your commitment to educational excellence and access a highly engaged audience of more than 500 school leaders, teachers, higher education professionals, families, students, and educational decisionmakers.

In appreciation of your support, we offer a variety of sponsorship opportunities designed to maximize visibility and engagement before, during, and after the conference. Sponsors receive valuable promotional benefits, recognition throughout conference events and materials, and direct opportunities to connect with attendees who are passionate about serving multilingual learners and their communities.

A detailed overview of sponsorship levels and benefits is enclosed for your review. To ensure your organization receives full recognition in conference publications, promotional materials, and event signage, we kindly request that sponsorship commitments be submitted by **December 19, 2026**. Additional information regarding sponsorship submission procedures will be provided upon confirmation.

Thank you for considering this opportunity to partner with NYSABE as we work together to support and sustain bilingual education for generations to come. We look forward to welcoming you as a valued sponsor at the 2027 NYSABE Annual Conference.

In Partnership,

Eliezer Hernández, Ed.D.
President, NYSABE (2024–2026)



2027 NYSABE SPONSORSHIP OPPORTUNITIES

[Click here for Sponsorship Link](#)

Thank you for partnering with NYSABE for the 2027 Conference! To register as a **sponsor, exhibitor, curriculum partner, advertiser, or donor**, refer to the information below. Take advantage of the Early Bird special and register by **December 19, 2026**.

Packages Details	Platinum	Diamond	Silver	Bronze	NYSABE Blue
Early Bird if Paid in Full by 12/19/26	\$10,000.00	\$8,000.00	\$3,500.00	\$3,000.00	\$2,500.00
Regular Price - Due in Full by 1/15/27	\$10,500.00	\$8,500.00	\$4,000.00	\$3,500.00	\$3,000.00
Booth Size	Two exhibit table/space	Two exhibit table/space	One exhibit table/space	One exhibit table/space	One exhibit table/space
Conference Registration (conference registration includes one-year NYSABE membership)	2	1	1	X	X
Webpage Recognition (with Company logo and website hyperlinked)	One-year on the Homepage	One-year on the website	Six months	Six months	Six months
Conference Bag Flyer Insert***	1 Full page	1 Full page	1 Full page	X	X
Scholarship Gala Tickets	2	1	X	X	X
Complimentary Lead Retrieval (NEW)	Up to 5 Devices	Up to 2 Devices	1 Device	1 Device	1 Device
Digital Program Advertising***	2 Full Pages	1 Full Page	Half Page	Half Page	Recognition Listing
Company name & logo are projected on big screens before all major sessions	Yes	Yes	Yes	Yes	Yes
Sponsor a breakfast, lunch or highlighted session	Yes	Yes	Yes	Yes	X
Company banner placed in prime conference location (must be provided by vendor by deadline)	Yes	Yes	X	X	X
Sponsor Breakout Room and Introduce Presenters	Yes	Yes	X	X	X
On-stage Corporate Greeting w/ Video Presentation*	Yes	X	X	X	X
Logo Signage on Step & Repeat***	Yes	X	X	X	X

*** *Advertisement(s), logo(s) and inserts must be received no later than January 15, 2027, to be guarantee inclusion in conference signage.*

* *Additional Full conference Choice package registrations can be purchased for \$595.00 prior to Early Bird deadline, and \$650.00 after January 15, 2027.*



EXHIBITOR and CURRICULUM PARTNERS OPTIONS (TABLES ONLY)

[Click here for Exhibitor and Curriculum Partners Link](#)

The number of exhibitor tables and curriculum partners is limited. Please indicate whether you would like to exhibit your products. The cost per 6-foot table to exhibit is as follows:

Pricing	Commercial For-Profit Organizations	Job Fair Employer	Not-For-Profit Organizations	Craft Vendor
Early Bird if Paid in Full by December 19, 2026*	\$850.00	\$500.00	\$500.00	\$400.00
Regular Price - Due in Full by January 15, 2027*	\$900.00	\$550.00	\$550.00	\$450.00
Booth Size	One exhibit table/space	One exhibit table/space	One exhibit table/space	One exhibit table/space
Webpage Recognition (with Company logo and website hyperlinked)	six-month on the website	six-month on the website	six-month on the website	six-month on the website

- * Exhibitor and Curriculum Partner table fees do not include conference registration and meals unless otherwise indicated in the sponsorship level.
- * Additional Full Conference Package registrations can be purchased for \$595 prior to the early bird deadline and \$650 after January 15, 2027.

PROGRAM ADVERTISEMENT OPTIONS

[Click here for Program Advertisement Link](#)

The conference program will be distributed only as a digital version approximately one week prior to the conference; no printed versions will be distributed.

PACKAGES	PRICING
BACK COVER	\$2,000
INSIDE FRONT COVER	\$1,250
INSIDE BACK COVER	\$1,000
FULL PAGE	\$750.00
HALF PAGE	\$500
Quarter Page	\$250

Refer to Information sheet for ADD-ONS and Prize Give aways.



INFORMATION SHEET

TYPES OF SPONSORS:

- **Sponsor** - Organizations providing financial support for a specific conference activity, event, initiative, scholarship, or conference service.
- **Curriculum Partner** - Organizations showcasing curriculum materials, educational technology, professional services, instructional resources, or products that support multilingual learners.
- **Exhibitor** - Organizations displaying products, services, publications, programs, and resources in the NYSABE Exhibit Hall.
- **Presenting Sponsor** - Sponsors and Curriculum Partners who submit proposals through the NYSABE Call for Proposals process and are selected through the conference review process.
- **Advertiser** - Organizations purchasing advertising space in the conference's digital program and promotional materials.
- **Donor** - Organizations or individuals contributing financial support to NYSABE's mission and programs.

TIMELINE:

Activity	Deadline
Sponsorship Window Opens	October 1, 2026
Early Bird Deadline	December 19, 2026
Sponsors at the Bronze, Silver, Diamond, and Platinum levels must complete registration to ensure access to all offered benefits.	December 19, 2026
Final Registration & Payment Deadline	January 15, 2027
Promotional Material Deadline	January 15, 2027
Refund Request Deadline	January 15, 2027
Substitution Deadline	January 18, 2027

PRESENTING SPONSOR PROCEDURES – It is expected that all Sponsors and Curriculum Partners submit proposals through the NYSABE Call for Proposals process.

Requirements

- No additional fee is required to submit a proposal.
- All proposals undergo the same blind review process used for all conference submissions.
- Sponsorship does not guarantee proposal acceptance.
- Presenters must comply with all CFP requirements, deadlines, and conference expectations.

Proposal Evaluation Criteria - Proposals are evaluated based on:

- Alignment with the conference theme
- Quality of title and abstract
- Clarity of purpose and objectives
- Logical and structured rationale



REGISTRATION & PAYMENT PROCEDURES:

Registration Requirements

All sponsors, exhibitors, curriculum partners, advertisers, and donors must complete registration and payment using the online **X-CD portal (Link)**. **Payments are due no later than January 15, 2027.**

Registration Status Definitions

- **Complete** - Registration has been submitted. Payment has been received and processed.
- **Incomplete** - Registration is missing required information. A package or payment method has not been selected.
- **Pending** - A purchase order or check has been submitted. Status will change to Complete after payment is received and processed.

Accepted Forms of PAYMENT - Credit Card, Debit Card, Purchase Order, or Check.

Vendor Documentation Requests - Requests for, Invoices, W-9 Forms, Vendor Registration Forms, Completed Vendor Documentation should be submitted to: **Sponsors@NYSABE.org**

Purchase Orders - Purchase Orders should be emailed to: **Sponsors@NYSABE.org**

CHECK PAYMENTS – All checks should be mailed to:

New York State Association for Bilingual Education (NYSABE)

c/o Lyda Ragonese

P.O. BOX 2058

Liverpool, NY 13089

PARTICIPATION POLICIES & PROCEDURES

Logo Submission Requirements - Organizations receiving promotional recognition must submit a company logo.

Accepted Formats: PNG, or JPEG

Recommendations: High-resolution files are strongly encouraged. Logos should be suitable for both digital and print reproduction. Transparent background versions are recommended when available.

Website Recognition - Organizations receiving website recognition benefits must submit: Logo and Website URL by the designated deadline.



Conference Bag Requirements - Organizations receiving conference bag insertion benefits are responsible for all printing and shipping costs.

Requirements

- Quantity: 600 copies
- Size: 8½" × 11"
- Single sheet insert
- Printing and Shipping at organization's expense

Shipping instructions and receiving deadlines will be provided separately.

Banner Requirements - Organizations receiving banner-display benefits must provide:

Specifications

- Vinyl or fabric banner
- Maximum dimensions: 6 feet × 4 feet
- Hanging brackets or display hardware included

Banner placement locations will be designated by NYSABE. Organizations are responsible for banner production and shipping costs.

Promotional Material Submission Deadline - Advertisements, logos, inserts, and all promotional materials must be received by: **January 15, 2027**. Materials received after the deadline may not be included in: Conference signage, Website recognition, Digital program, Promotional displays, and Event publications.

PROMOTIONAL OPPORTUNITIES & ADD-ONS

Lead Retrieval (LeadR)

Lead Retrieval is included with eligible sponsorship packages. Additional keys may be purchased for sponsors requiring access on multiple devices. One week prior to the conference, sponsors, exhibitors, and curriculum partners with Lead Retrieval access will receive an email containing their activation key(s) and setup instructions. The LeadR app is free to download and allows exhibitors to quickly scan attendee badges, capture leads, and add custom notes for post-conference follow-up.

Additional Lead Retrieval Options

- 1 Key / 1 Device: \$500
- Up to 10 Keys / Up to 10 Devices: \$2,500

Assigned Sponsorship Notice - NYSABE reserves the right to assign or reassign sponsorship opportunities as needed. Sponsor benefits will remain consistent with the purchased sponsorship level, regardless of the specific opportunity assigned.

Prize Give-Aways

Any sponsor or exhibitor can submit this **(form)** to give away a prize during the NYSABE 2027 Conference (minimum \$100 value). Prizes might include gift cards, gift baskets, books, technology, etc., which can



be brought to the conference for the winners to take home (or use while in White Plains - no shipping needed). Give-aways will be scheduled and will be conducted and announced at the NYSABE booth with the organization representative present who is giving away the prize. Sponsors providers may choose to select winner(s) from their own Lead Retrieval/name collection, or a NYSABE collection box with entry cards can be provided as needed. Note that prize giveaways will happen throughout the breakfast, and lunch sessions and at the end of the conference day.

CANCELLATION, REFUND & SUBSTITUTION POLICIES

Refund Policy

- Refund requests must be submitted in writing by January 15, 2027.
- A 15% processing fee will be deducted from approved refunds.
- Refund requests received after January 15, 2027, will not be honored.
- No refunds will be issued onsite at the conference.
- Refund requests must be submitted to Sponsors@NYSABE.org.
- Please allow 6–8 weeks after the conference for processing.

Non-Refundable Items

- Exhibitor registrations
- Curriculum Partner registrations
- Attendee registrations
- Lead Retrieval Services

Substitution Policy - Substitution requests must be submitted in writing by January 18, 2027.

Substitutions requested after this deadline may not be accommodated.

CONFERENCE OPERATIONS POLICIES

Conference Format Policy - NYSABE reserves the right to modify conference schedules, events, program delivery, venues, or event formats as necessary to support conference operations and participant experiences. Registered participants will be notified of significant changes through email communication.

Professional Conduct Expectations - All participants are expected to:

- Conduct themselves professionally.
- Treat attendees, presenters, sponsors, exhibitors, volunteers, and staff respectfully.
- Follow conference policies and procedures.
- Respect venue policies and hotel regulations.
- Support a welcoming and inclusive conference environment.

NYSABE reserves the right to remove individuals whose behavior disrupts conference operations or negatively impacts participant experiences.

CONTACT INFORMATION

Meredith Green and Dr. Robert Peña-Díaz, Chairpersons
Sponsorships, Exhibitors, Curriculum Partners & Advertising
Email: Sponsors@NYSABE.org

STANDING UP and



>>> PUSHING BACK:

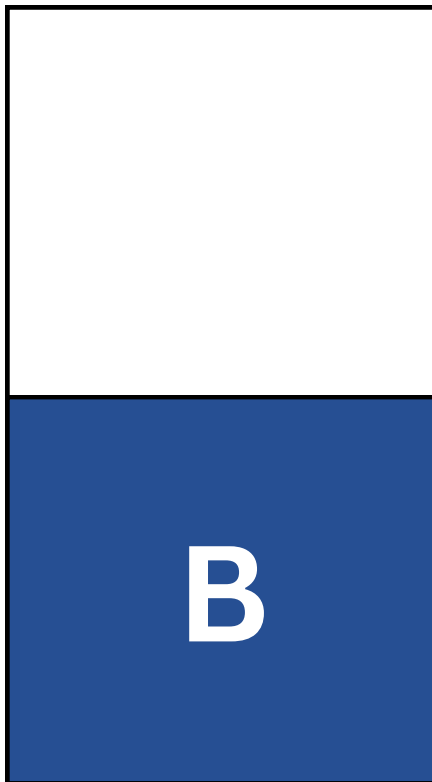
ENSURING BILINGUAL EDUCATION *for Generations to Come.*

Advertise in the 2027 NYSABE Annual Digital Program and reach 500+ Educators in NYS.

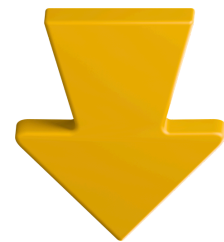
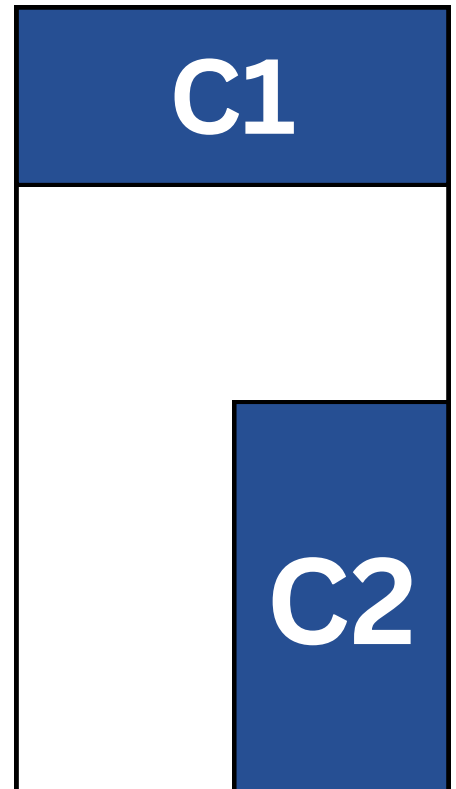
Advertising in the 2027 NYSABE Annual Conference Program is a great way to reach attendees both during and after the conference. The program will be available online on the NYSABE conference website and distributed electronically to conference attendees.



**Full Page Ad
(8" by 10")**



**Half Page Ad
(8" by 5")**



**Quarter Page Ad
C1 (8" by 2.5")
or
C2 (4" by 5")**