



California Trails Conference Foundation

A 501(c)(3) nonprofit organization #68-0343597

P.O. Box 1047

Yachats, OR 97498

877.776.3619

Exhibit Opportunity

2009 California Trails & Greenways Conference

April 22 to 24, 2009

Tenaya Lodge at Yosemite National Park's South Entrance

President

Richard E. Troy

**Secretary/
Treasurer**

John A. Kolb

**Executive
Manager**

Laura Svendsgaard
lsven@peak.org

Dear Trail Advocate,

California State Parks and the California Trails Conference Foundation are offering you a unique opportunity to showcase your services and products to a broad range of active trail professionals and citizen advocates. Recognizing the economic and environmental challenges currently facing trail managers and their business and nonprofit partners, the 2009 California Trails & Greenways Conference has adopted the theme: *Sustainable Trails: Linking Economy, Community & Environment*. Together, **California State Parks** and the Trails Conference Foundation will provide sessions and workshops geared toward directly aiding trail managers and advocates to succeed during these challenging times; making this *a truly unique opportunity to effectively promote your products and services to many agency and nonprofit trail professionals during this 3-day event*.

Unlike other conference venues where exhibits are relegated to separate exhibit halls, **Trails Conference exhibits are located within the main venue providing conference attendees frequent and relaxed opportunities to view your products** and engage in meaningful discussions. The Conference's primary markets are trail planners, builders, maintenance staff and advocates (many with direct purchasing authority) seeking up-to-date techniques and crucial networking opportunities.

Should you choose to be both an exhibitor and a sponsor, we can provide significant opportunities to promote your service through our email promotions, a hot link from the California State Park website, and in selected conference items. This is a truly golden opportunity to *directly connect trail planners, builders, managers and advocates* to your very special products and services.

As the only statewide, non-motorized trails conference in California, our contact database directly serves ***over 1,500 trail managers and advocates***; we attract almost 300 trails professionals to the Conference; and provide exhibit space and other ***highly visible marketing opportunities*** that guarantee frequent and impactful exposure to your organization. This ***niche market includes representatives from local, state and federal agencies; a wide range of resource based nonprofit organizations; as well as community advocates for hiking, biking and horseback riding trails.***

An Exhibit Information & Space Request Form is attached below for your convenience. More information about the California Trails & Greenways Conference, Sponsorship Levels and a Sponsorship Application can be found on the Conference website: www.parks.ca.gov/trails/conference or by contacting Laura Svendsgaard, Executive Manager of the Foundation at 877-776-3619 or lsven@peak.org.

Sincerely,

Dick Troy

Richard E. Troy, President
California Trails Conference Foundation

2009 California Trails & Greenways Conference
April 22 to 24, 2009

Exhibit Information & Space Request

Organization: _____

Contact Person: _____

Address: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Commercial Exhibitor

- | | | | |
|---|-------|--|------------------------------|
| <input type="checkbox"/> Free standing exhibit
(maximum 8 ft. x 10 ft.) | \$250 | <input type="checkbox"/> Half table (shared) | \$125 |
| <input type="checkbox"/> Standard exhibit
(approx. 6 ft. x 6 ft. with 6 ft. table) | \$250 | <input type="checkbox"/> Outside exhibit | Contact Laura
for details |

Nonprofits and Government Agencies

- | | | | |
|---|-------|--|------------------------------|
| <input type="checkbox"/> Standard exhibit
(approx. 6 ft. x 6 ft. with 6 ft. table) | \$150 | <input type="checkbox"/> Half table (shared) | \$ 75 |
| <input type="checkbox"/> Free standing exhibit
(maximum 8 ft. x 10 ft.) | \$125 | <input type="checkbox"/> Outside exhibit | Contact Laura
for details |
- Meal Package Option:** *You may purchase a separate meal package that includes all Conference meals and meal-time presentations for \$215 (Wednesday Welcome Mixer & Dinner Program, Thursday Awards Lunch & Dinner Program, and Breakfast Friday)*

Payment Information

Exhibit Fee*	\$ _____
Meal Option # of Meal Packages _____ x \$215 =	\$ _____
Additional Contribution	\$ _____
Total	\$ _____

* If you are eligible for a Sponsor supported exhibit space, please write "Sponsor" where the Exhibit Fee amount is requested.

Full payment enclosed (check or money order) payable to

California Trails Conference Foundation

Charge payment to: Visa or MasterCard

Cardholder's name (please print): _____

Cardholder's address: _____
(If different from above)

Account # _____ Expiration Date: _____

Cardholder's signature: _____ Date: _____

Thank You!

***California Trails Conference Foundation, P.O. Box 1047, Yachats, OR 97498
Phone & Fax: 877.776.3619 or lsvn@peak.org***