

2008 National Trails Symposium ~ Levels of Sponsorship

Little Rock, Arkansas ~ November 15-18, 2008

Every exhibitor is a sponsor. However, not every sponsor is an exhibitor.
There are 12 levels of sponsorship from which to choose and the benefits are fully outlined below.

***For sponsorships including a registration(s),
you will still have to register each person once registration is open using a special registration code.**

*****Exhibitors get to choose their booth location in the order their sponsorship is received and paid in full (some exceptions apply)*****

American Trails will design a custom benefits package for the Bald Eagle, Red-Tailed Hawk, Peregrine Falcon, Cattle Egret & Pileated Woodpecker sponsor levels.

Bald Eagle ~ \$25,000 or more

- Logo listing on event signage, in Registration Book, Event Program and Guide to Exhibitors/Sponsors & Attendees
- Website link and recognition
- Eight full package Symposium registrations*
- One 8' x 10' exhibit booth
- A customized benefit, e.g. sponsorship of a selected meal/partial meal or special event (depending upon availability)
- A customized space outside or in the oversized arena area in the Exhibit Hall (e.g. a tractor or portable restroom to exhibit) and participation in the *Trail Tools Expo*
- Sponsors of \$15,000 or more receive a name listing in press releases
- Full Page color ad in Registration and Program Books

Red-Tailed Hawk ~ \$15,000

- Logo listing on event signage, in Registration Book, Event Program and Guide to Exhibitors/Sponsors & Attendees
- Website link and recognition
- Six full package Symposium registrations*
- One 8' x 10' exhibit booth
- A customized benefit, e.g. sponsorship of a selected meal/partial meal or special event (depending upon availability)
- A customized space outside or in the oversized arena area in the Exhibit Hall (e.g. a tractor or portable restroom to exhibit) and participation in the *Trail Tools Expo*
- Sponsors of \$15,000 or more receive a name listing in press releases
- Full Page color ad in Registration and Program Books

Peregrine Falcon ~ \$10,000

- Logo listing on event signage, in Registration Book, Event Program and Guide to Exhibitors/Sponsors & Attendees
- Website link and recognition
- Four full package Symposium registrations*
- One 8' x 10' exhibit booth
- A customized benefit, e.g. sponsorship of a selected meal/partial meal or special event (depending upon availability)
- A customized space outside or in the oversized arena area in the Exhibit Hall (e.g. a tractor or portable restroom to exhibit) and participation in the *Trail Tools Expo*
- Full Page color ad in Registration and Program Books

Cattle Egret ~ \$5,000

- Logo listing on event signage, in Registration Book, Event Program and Guide to Exhibitors/Sponsors & Attendees
- Website link and recognition
- Two full package Symposium registrations*
- One 8' x 10' exhibit booth
- A customized benefit, e.g. sponsorship of a selected meal/partial meal or special event (depending upon availability)
- A customized space outside or in the oversized arena area in the Exhibit Hall (e.g. a tractor or portable restroom to exhibit) and participation in the *Trail Tools Expo*
- Half Page color ad in Registration and Program Books

Pileated Woodpecker ~ \$2,500

- Logo listing on event signage, in Registration Book, Event Program and Guide to Exhibitors/Sponsors & Attendees
- Website link and recognition
- Two full package Symposium registrations*
- One 8' x 10' exhibit booth
- A customized benefit, e.g. sponsorship of a selected meal/partial meal or special event (depending upon availability)
- A customized space outside or in the oversized arena area in the Exhibit Hall (e.g. a tractor or portable restroom to exhibit) and participation in the *Trail Tools Expo*
- 1/4 Page color ad in Registration and Program Books

American Kestrel ~ \$1,000 - \$1,200

- Name listing on event signage, in Registration Book, Event Program and Guide to Exhibitors/Sponsors & Attendees
- Website link and recognition
- One full package Symposium registration*
- **Choose one:**
 - a) One 8' x 8' exhibit booth and participation in the *Trail Tools Expo* **\$1,000** R
 - b) One 8' x 10' exhibit booth & one customized space outside or in the oversized arena area in the Exhibit Hall (e.g. a tractor or portable restroom to exhibit) & participation in the *Trail Tools Expo* **\$1,200**
- Business Card Size color ad (1/8 Page) in Registration and Program Books

Blue-Winged Teal ~ \$700 - \$800

- Name listing on event signage, in Registration Book, Event Program and Guide to Exhibitors/Sponsors & Attendees
- Website link and recognition
- **Choose one:**
 - a) 8' x 8' exhibit booth, one full package registration*, and participation in the *Trail Tools Expo* **\$700** OR
 - b) 8' x 10' exhibit booth, one full package registration*, and participation in the *Trail Tools Expo* **\$800**

(Exhibitors who do not qualify for complimentary advertising can purchase ads in Symposium brochures. For advertising opportunities available for purchase, contact the American Trails office.)

Eastern Meadowlark ~ \$500

- Name listing on event signage, in Registration Book, Event Program and Guide to Exhibitors/Sponsors & Attendees
- Website link and recognition
- One 6' exhibit table & participation in the *Trail Tools Expo*

(Exhibitors who do not qualify for complimentary advertising can purchase ads in Symposium brochures. For advertising opportunities available for purchase, contact the American Trails office.)

Great Crested Flycatcher (Nonprofit) ~ \$200- \$600

- Name listing on event signage, in Registration Book, Event Program and Guide to Exhibitors/Sponsors & Attendees
- Website link and recognition
- Choose one (all options include participation in the *Trail Tools Expo*):
 - a) One 6' table (no booth) **\$200, OR**
 - b) One 8' x 8' exhibit booth **\$300, OR**
 - c) One 8' x 8' exhibit booth and one full registration* **\$500, OR**
 - d) One 8' x 10' exhibit booth and one full registration* **\$600**

(Exhibitors who do not qualify for complimentary advertising can purchase ads in Symposium brochures. For advertising opportunities available for purchase, contact the American Trails office.)

Painted Bunting ~ \$300

- Name listing on event signage, in Registration Book, Event Program and Guide to Exhibitors/Sponsors & Attendees
- Website link and recognition

(Exhibitors who do not qualify for complimentary advertising can purchase ads in Symposium brochures. For advertising opportunities available for purchase, contact the American Trails office.)

Downy Woodpecker ~ \$100

- Name listing in Event Program & Website listing

Eastern Bluebird ~ \$25

- Name listing in Event Program & Website listing

RECOGNITION IN PRINTED MATERIALS IS SUBJECT TO MEETING PRINT DEADLINES,
SO SIGN UP EARLY TO TAKE ADVANTAGE OF ALL OF THE BENEFITS!

All sponsorships/exhibits paid in full by **January 31, 2008** will receive a **20% Fee Discount**.

All sponsorships/exhibits paid in full by **March 31, 2008** will receive a **15% Fee Discount**.

All sponsorships/exhibits paid in full by **July 31, 2008** will receive a **10% Fee Discount**.

All sponsorships/exhibits paid in full by **October 15, 2008** will receive a **5% Fee Discount**.

- Exhibitors are eligible to receive the Symposium lodging rate.
- Exhibitors will receive discounted rates for advertisements placed in the Registration Book and/or Event Program. Please contact the Candace Baxter at the American Trails office for information: (530) 547-2060 or candace@americantrails.org.
- Exhibitors will receive a 10% discount on a one-year advertising opportunity on the American Trails website and/or in the *American Trails Magazine*, the nation's only magazine for all trail advocates, managers, and industry representatives.

****For sponsorships including a registration(s),
you will still have to register each person once registration is open
using a special registration code.***

**Exhibitors get to choose their booth location in the order their sponsorship
is received and paid in full (some exceptions apply)**

CONTACT INFORMATION:

Candace Baxter, National Trails Symposium Exhibitor Manager
American Trails (Executive Assistant)
(530) 547-2060
candace@americantrails.org

Pam Gluck, Co-Chair of the 19th National Trails Symposium
American Trails (Executive Director)
(530) 547-2060
pam_gluck@americantrails.org

Terry Eastin, Co-Chair of the 19th National Trails Symposium
Mississippi River Trail (Executive Director)
(479) 236-0938
teastin@lynks.com

www.AmericanTrails.org/2008

Show your support for the 19th National Trails Symposium!
Little Rock, Arkansas ~ November 15-18, 2008

SPONSOR/EXHIBITOR CONTRACT

To reserve your space, please return completed contract along with full payment.

Company/Organization
Name _____

Contact
Name _____ Title _____

Address _____

Phone _____ Fax _____

Email
Address _____ Website
Address _____

Exhibit Staffer(s) Names

#1. _____ Phone . _____

#2. _____ Phone . _____

#3. _____ Phone . _____

#4. _____ Phone . _____

***YOU MUST SUPPLY STAFFER NAMES TO SECURE THEIR REQUIRED ADMISSION BADGES.
WE ENCOURAGE PRE-PURCHASE OF COMPANION MEAL TICKETS***

Description of Products or Services: Write/type **description exactly as you would like it to appear in the *Guide to Sponsors and Exhibitors, Attendees, and Presenters.*** Limited to 100 words. Use additional page as needed. American Trails is not responsible for mistakes due to illegible descriptions.

Set-up hours are: **7:00 a.m. – 2:00 p.m. on Saturday, November 15, 2008.**

You will receive confirmation upon receipt of the signed contract and payment. An Exhibitors Kit, including information about shipping arrangements, electricity costs, and special needs will be sent to exhibitors around August, 2008. General Symposium registration and hotel information will also be provided as it becomes available. Check www.AmericanTrails.org/2008 for the latest information.

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\$ _____ Bald Eagle ~ \$25,000 or more

\$ _____ Red-Tailed Hawk ~ \$15,000

\$ _____ Peregrine Falcon ~ \$10,000

\$ _____ Cattle Egret ~ \$5,000

\$ _____ Pileated Woodpecker ~ \$2,500

American Kestrel ~ \$1,000 - \$1,200

\$ _____ a) an 8' x 8' exhibit booth, one full registration* & Trail Tools (\$1,000) **OR**

\$ _____ b) an 8' x 10' exhibit booth, one full registration* & Trail Tools (\$1,200)

Blue-Winged Teal ~ \$700 - \$800

\$ _____ a) 8' x 8' exhibit booth, one full registration* & Trail Tools (\$700) **OR**

\$ _____ b) 8' x 10' exhibit booth, one full registration* & Trail Tools (\$800)

\$ _____ Eastern Meadowlark ~ \$500

\$ _____ Great Crested Flycatcher (Nonprofit) ~ \$200 - \$600

\$ _____ a) 6' table (no booth) & Trail Tools (\$200) **OR**

\$ _____ b) 8' x 8' exhibit booth & Trail Tools (\$300) **OR**

\$ _____ c) 8' x 8' exhibit booth, one full registration* & Trail Tools (\$500) **OR**

\$ _____ d) 8' x 10' exhibit booth and one full registration* & Trail Tools (\$600)

\$ _____ Painted Bunting ~ \$300

\$ _____ Downy Woodpecker ~ \$100

\$ _____ Eastern Bluebird ~ \$25

AMERICAN TRAILS MEMBERSHIP

\$ _____ Affiliate (Nonprofit) ~ \$50 or more

\$ _____ Supporter ~ \$100-\$249

\$ _____ Patron ~ \$250 or more

\$ _____ TOTAL

A signed contract and payment in full is required to reserve exhibit booth space and to become a sponsor.

RESERVE YOUR SPACE EARLY! Take advantage of these discounts!

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Form of Payment

BY CHECK

Check # _____

Make check payable to **American Trails** and mail to: American Trails
Symposium Sponsorships & Exhibits
P.O. Box 491797
Redding, CA 96049-1797

BY CREDIT CARD

Visa

Mastercard

(These are the **ONLY** cards accepted)

Card # _____ Expiration Date _____

Name as it appears on card
_____Signature

**YOU MAY FAX THIS COMPLETED CONTRACT TO THE AMERICAN TRAILS OFFICE
IF YOU ARE PAYING BY CREDIT CARD: Fax (530) 547-2035**

PLEASE SIGN CONTRACT - I have read the Rules and Regulations
(<http://atfiles.org/files/pdf/ExhibitorRules.pdf>) and the requirements stated herein and agree to abide by
them as detailed, all of which are part of this contract and are binding upon the exhibitor.

Signature _____ Date _____

Auction at the 19th National Trails Symposium:

I would like to contribute item(s) to the Symposium Auction: Yes No

If yes, item(s) to be donated:

_____ Value: \$ _____

_____ Value: \$ _____

Please bring Auction items directly to the Symposium. Vendors will be given recognition for their
contribution(s). If you wish to send items in advance, please contact the American Trails office for details.

Advertising in the American Trails Magazine and/or on www.AmericanTrails.org:

- I am interested in advertising in the *American Trails Magazine*, and/or on the website. Please
send me an Advertising Packet. As a sponsor/exhibitor of the Symposium, I know I am entitled
to a 10% discount on a one-year advertising contract.

CONTACT & MAILING INFO:

Candace Baxter, National Trails Symposium Exhibitor ManagerAmerican Trails
Symposium Sponsorships & Exhibits
P.O. Box 491797
Redding, CA 96049-1797

Phone: (530) 547-2060

Fax: (530) 547-2035

E-Mail: candace@americantrails.org