



Supporting Geographic Education Since 1946

November 24, 2006

The California Geographical Society cordially invites you to advertise your business and products at our upcoming 61st annual conference. For 2007, the CGS has chosen another spectacular natural location in California as the backdrop for our annual conference – Anza Borrego Desert State Park. The Conference will be hosted by Cuyamaca Community College and is the CGS's third conference that takes advantage of California's spectacular natural environment.

The CGS is the largest state geography organization in the United States and is supported by geography faculty from California's institutes of higher education and K-12. This includes:

- 109 Community Colleges
- 23 California State Universities
- 10 University of California campuses



Many of our members do not have the funding or resources to travel to the larger regional or national conferences, and so the CGS Annual Conference is our only chance to network with colleagues and catch up on what is new in geographic education. So if your company markets products to faculty who teach lower and upper division geography, you do not want to miss this once a year opportunity to access our membership!



Conference Dates: March 16 – 18

Vendor Exhibits: Saturday, March 17

Conference Location: Palm Canyon Resort
221 Palm Canyon Drive,
P.O. Box 956
Borrego Springs, CA 92004

Accommodations: <http://www.palmcanyonresort.com>
1-800-242-0044

2007 Vendor Booth Display: \$150.00 (includes two tables, two chairs and lunch ticket)
RSVP to Irene Naesse
email: inaesse@occ.cccd.edu
phone: 714.432.5032

There are many ways that vendors participate at the Annual Conference in addition to their display booth.

- **Advertising in the CGS print media:**

The California Geographer

Annual journal mailed to the entire membership list and several institutions.

The Bulletin

Bi-annual newsletter mailed to the membership.

CGS Program

Distributed to conference attendees

- **Advertising on the CGS Web Page**

Sponsor a link to your own website.

Advertise upcoming events or products.

- **Conference Sponsorship:**

Refreshments & meals.

- **Raffle Donations**

Globes, maps and atlases all make great prizes at the Award's Banquet.

- **Student Awards / Prizes**

Globes, maps and atlases are treasured by our young geographers who participate in the student competitions!

As always, advertising space is limited. Exhibit and display ad reservations are handled on a first-come, first-serve basis. To sign up, please fill out the "Advertising Reservation Form" and return it with payment by **February 1, 2006**. Please note that you can **save 10-25%** by combining two or more advertising/vendor exhibit promotions (see the "Advertising Rate Sheet" for details). Display ads for the conference program or materials for the registration packet insertion must also be **received no later than February 15, 2006**.

Need additional information? Email Irene Naesse at inaesse@occ.cccd.edu or call 714-432-5032.

Ready to fax your reservation information and mail payment?

Send your information to:

Irene Naesse,

Orange Coast College

2701 Fairview Road

Costa Mesa, CA 92628

FAX: 714-432-5996

Phone: 714-432-5032

Any other questions about the conference location and schedule? Visit the CGS website at <http://www.calgeog.org>

I have attached a rate sheet with the advertising rates for your convenience.

Look forward to seeing you in Borrego Springs in 2007!

Sincerely,



Irene Naesse

Vendor Coordinator

California Geographical Society