



NORTH AMERICAN ASSOCIATION FOR ENVIRONMENTAL EDUCATION

35th Annual Conference ■ October 10-14, 2006
Crowne Plaza St. Paul Riverfront, St. Paul, MN

ADVERTISING OPPORTUNITIES

NAAEE's 35th Annual Conference in St. Paul, MN promises to be an outstanding educational event and is expected to attract over 1,000 participants from North America and around the world. Our audience consists of people from a wide range of formal and non-formal educational settings who make or influence purchasing decisions. We have two exciting advertising opportunities for you to reach our attendees.

PRINTED ADS

Get noticed with an ad in our Conference program. This booklet is an essential tool to help attendees navigate our very extensive schedule. They'll reference it over and over again...and see your ad every time!

- ***Electronic Submissions (preferred)***

We will accept electronic submissions of pre-designed advertisements in **jpg, tif, or PDF** file formats, with a resolution of **at least 300 dpi** (print quality PDF). Send electronic submissions to conferencestaff@naaee.org. Please label your file "2006 Conf Adv", plus the initials of your organization, and include complete contact information and a PDF copy of your ad.

Photographs and logos taken from a Web site generally do not have high enough resolution for professionally printed materials. We will make every effort to ensure your ad is reproduced to the highest quality possible; however, we cannot be responsible for "pixilation" that may result from files or graphic elements that are submitted with less than required resolution. Color submissions will be converted to grayscale. Our graphics artist, JW Arnold, will contact you if there are any questions about or problems with your file. *Any design services required of him beyond the normal placement of the ad will be charged at the rate of \$75/hr.*

- ***Camera-ready Paper Original***

Submit two camera-ready copies of your ad by mail along with the completed Conference Advertising Request Form.

NAAEE reserves the right to reject any advertisement that is unsuitable for our audience. Space is assigned on a first-come, first-served basis. Advertisers will be provided an electronic/fax proof.

Completed request form must be RECEIVED no later than August 1, 2006.

TOTE BAG ITEMS

NAAEE will insert your item in the official Conference tote bag given to every registrant. Acceptable items include leaflets, catalogs of educational material, sample issues of journals, etc. Items to be inserted must be pre-approved.

- Samples of items should be mailed or faxed to NAAEE along with the completed Conference Advertising Request Form.

Completed request form must be RECEIVED no later than September 15, 2006.

- You will receive confirmation once your request has been received and approved, including instructions for shipping items to the conference site. *Please note that you will need to send 1,200 copies of your item at your own expense for arrival at the Conference site by **Friday, October 6, 2006.** NAAEE cannot be held responsible if your items do not arrive in time to be included.*

CONTACT INFORMATION

If you have questions or need further information, please contact Julie Polzer at (202) 419-0412 or conferencestaff@naaee.org.