



EXHIBITOR/SPONSORSHIP OPPORTUNITIES

New Directions -Travel Green

Travel/Transportation Conference & Tradeshow

January 14, 2009

7:30 a.m. – 4:30 p.m.

Sacramento Convention Center

Why Travel Green?

By **traveling green**, our carbon footprint is dramatically reduced. This in turn helps to create a healthy and more productive environment for all present and future Californians. Taking a green approach to travel is an easy and essential way to protect the places we must travel to in order to conduct business on behalf of the State of California.

The Department of General Services, Statewide Travel Program is committed to minimizing the environmental impact of the **Travel Green** Travel/Transportation Conference & Tradeshow through:

- Decreasing the amount of solid waste produced by the event;
- Reducing energy and water consumption at the event;
- Minimizing or off-setting harmful emissions resulting from vehicular transportation and energy consumption associated with the event;
- Disposing of solid and liquid waste in an environmentally responsible manner;
- Eliminating the use of harmful chemicals at or for the event.

Why Your Company Should Exhibit/Sponsor

This conference is a nationally promoted event coordinated and planned by the Department of General Services. Past conferences have attracted more than 500 conference attendees. We are expecting our number of attendees and exhibitors to grow. This conference is an exceptional opportunity to promote your products or services. Conference attendees are government business travelers, including those involved in purchasing, contracts, and travel coordination such as fleet managers, accounting/fiscal officers, business service officers, travel coordinators, and meeting/conference planners. The focus of the 2009 conference is the importance of promoting **green travel** to our government travelers by showing how the travel industry is doing all it can to help Californians **Travel Green!** Exhibitor/Sponsorship opportunities are attached. Registration information will be sent separately.

For additional information, please contact Susan Sater, Conference and Meeting Specialist at (916) 376-3996 or email: susan.sater@dgs.ca.gov.