

CENTRAL CALIFORNIA CHAPTER
WESTERN ASSOCIATION OF EDUCATIONAL OPPORTUNITY PERSONNEL

2010 Professional Development Seminar

October 6 - 8, 2010

University of California Education Center

Fresno, CA

"TRiO . . . it works!"



Registration Information

Early Bird: Before 9/17/2010

\$150.00 Member

\$175.00 Non-Member

Regular: 9/18-10/6/2010

\$200.00 Member

\$225.00 Non-Member

On Site: 10/07/2010

\$250.00 Member

\$275.00 Non-Member



Contacts

Event Information:

Ricardo Marmolejo

(559) 737-5401

ricardom@cos.edu

Registration:

Norma Cuevas

(559) 278-5796

ncuevas@csufresno.edu

2010 PDS Program Ads

Dear Program Directors and Program Staff;

The 2010 Professional Developments Seminar is fast approaching and with it comes putting together the PDS Program Book. In an attempt to provide attendees with an informative and professional PDS Program, the PDS Committee is soliciting the WESTOP membership to contribute to the Central Cal Chapter by purchasing an ad to be featured in this year's Program Book.

Below are reasons why you should consider purchasing an ad in our PDS Program:

- ◆ To highlight our programs, students and activities
- ◆ To recognize our alumni and their accomplishments
- ◆ To use as a recruitment tool
- ◆ To use as a reference for our students and colleagues

Ads can also be purchased by individuals who would like to display personal gratitude and appreciation to fellow colleagues or to acknowledge someone for their hard work and contribution.

**Advertising expenses are not an allowable cost
under OMB Circular principles.**

Ad prices are as follows:

Full Page (8 x 11) \$80.00

Half Page (8 x 5.5) \$60.00

If interested in purchasing an ad in our PDS Program, please complete and submit the attached PDS Ad Form via email to:

Ricardo Marmolejo

ricardom@cos.edu

Deadline is 5:00 p.m. on September 17, 2010

Thank you

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Ad Specifications

Circulation

The PDS Program will be distributed to every attendees. Additionally, each of the guest speakers, keynotes, sponsors, vendors and exhibitors will also receive a copy.

Format

The PDS Program will contain the conference schedule, speakers' bios, advertisements and information on sponsors, exhibitors and vendors. PDS Program will be printed in color.

Submitting Your Ad

All ads must be submitted in a .pdf format and meet the sizing specification.

Please email the digital version of your ad to:

Ricardo Marmolejo
ricardom@cos.edu

Deadline: Sept. 17, 2010

Questions

Ricardo Marmolejo
(559) 737-5401
ricardom@cos.edu

Norma Cuevas
(559) 278-5796
ncuevas@csufresno.edu

Application to Advertise

Contact Name: _____

Institution/Agency: _____

Program Name: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone #: _____ **Fax #:** _____

Email: _____

<u>Ad Size</u>	<u>Price</u>	<u>Quantity</u>	<u>Sub-Total</u>
Full Page	\$80.00	_____	_____
Half Page	\$60.00	_____	_____
TOTAL:			_____

Please make checks payable to:
WESTOP - Central Cal Chapter

Mail check with this completed form to:

Norma Cuevas
5240 N. Jackson Ave.
M/S UC 35
Fresno, CA 93740

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Official Use Only

Postmarked Date: _____ Received Date: _____ Paid in Full: Yes No
Comments: _____