

*Benefactor*

**Advanced Retail Management Systems**

**Booth Number(s): 216**

Representative: Bob Evans

Phone: 303-738-1800

Fax: 303-738-9563

E-Mail: bob.evans@armsys.com

Web: www.armsys.com

Product Description: Advanced Retail Management Systems is one of the largest providers of point-of-sale and inventory control systems for small to mid-sized retailers in the United States. ARMS supports over 950 retailers in 41 states.

Trade Show Specials: Advanced Retail Management Systems is providing a 10% hardware discount and a 10% software discount to all APPL members purchasing a point of sale and inventory control system.

*Sponsor*

**Adventure Banners LLC**

**Booth Number(s): 624**

Representative: Nancy Rezmer

Phone: (920) 739-7107

E-Mail: nancyrezmer@gmail.com

Web: <http://www.adventurebanners.com>

Product Description: Environmental canvas banners for Pins & Patches that include National Parks, Adventures, Vacations and many other titles.

Trade Show Specials: Shipping Special.

*Sponsor*

**Adventure Publications**

**Booth Number(s): 117**

Representative: Jody Anderson

Phone: 800-678-7006, x107

Fax: 877-374-9016

E-Mail: Jody@adventurepublications.net

Web: www.adventurepublications.com

Product Description: Adventure Publications publishes a variety of titles, many of which deal with regional nature titles. Known for books that are well-designed, user-friendly and full of information, Adventure publishes a range of titles from Cookbooks to humor!

Trade Show Specials: Free Freight and No Minimum on one order placed at the show

**Alan Leftridge Writing**

**Booth Number(s): 2007**

Representative: Alan Leftridge

Phone: 406 754-2940

E-Mail: leftridge@blackfoot.net

Web: leftridge.com

Trade Show Specials: Specializing in interpretive writing workshops, story development, and certified interpretive guide training.

*Sponsor*

**All Pack Specialists, Inc. & The Muse**

**Booth Number(s): 536**

Representative: Sue Muse

Phone: 800-466-6220

Fax: 317-578-1220

E-Mail: suemuse@apsandmuse.com

Web: www.apsandmuse.com

Product Description: Custom Printed (with your logo and information) Retail Paper / Poly bags. Quality/Name brand logoed apparel for Staff, Volunteers and for resale in the Store/Shop. Water bottles, fanny packs, backpacks and more

Trade Show Specials: Free embroidery tape or screen print set up for up to 7000 stitches on EMB. And 2 colors for screen print/minimum \$550 order. Ask about our free plate promotion for printing on paper bags (minimum qty's apply). Specials expire 4-25-2007.

**AlpenBooks**

**Booth Number(s): 114**

Representative: Robert Koch

Phone: 425-493-6380

E-Mail: rkoch@alpenbooks.com

Web: www.alpenbooks.com

Product Description: Wholesale distributor of outdoor books, maps and videos: hiking, climbing, biking, paddling, skiing, fishing, etc. How-to, where-to, kids activity books, etc.

Trade Show Specials: 44% off and free shipping (to lower 48) for orders placed during show; 42% off and free shipping (to lower 48) for orders placed after show but before May 1. No minimum.

*Sponsor*

**American Document Company**

**Booth Number(s): 112**

Representative: Judith M. Riley

Phone: 302-633-6954

E-Mail: americandocumentcompany@yahoo.com

Web: www.cooldocuments.com

Product Description: Antique replicas of historic documents, Quill and Ink bottle sets. Hand stained parchment stationary sets, framed documents and more! We do custom work and custom labeling for you.

Trade Show Specials: quill and Ink Bottle Sets 3.89 instead of 4.50 each Stationery Sets 6.50 instead of 7.50 each Multi color Quill and Ink 2.99 instead of 3.99 each Framed Documents 64.99 instead of 74.99 each

We will have samples of these items

**American Park Network**

**Booth Number(s): 107**

Representative: Joel Saferstein

Phone: 212-581-3380

E-Mail: joel@americanparknetwork.com

Web: www.AmericanParkNetwork.com

Product Description: For 25 years, American Park Network has fostered public-private partnerships to publish our complimentary Little Green Guides to national and state parks. Each year, more than 22 million people rely on the guides to maximize their park experiences.

Trade Show Specials: American Park Network will be selling copies of *America's Best Idea? A Photographic Journey Through Our National Parks*, featuring the award winning photographs of Stan Jorstad. 100% of the proceeds will be donated to the Yosemite Association

**Antenna Audio**

**Booth Number(s): 622**

Representative: Jessica Lagala

Phone: 415-332-4862

E-Mail: inquiry@antennaaudio.com

Web: www.antennaaudio.com

Product Description: Antenna Audio is the leading provider of audio tours at our nation's natural, cultural, and historic sites. More than 120 million visitors have experienced our tours at locations like Yosemite's Mariposa Grove and Gateway National Recreation Area.

*New Exhibitor*

**AOCsolar, Inc.**

**Booth Number(s): 712**

Representative: James Lee

Phone: 6263309844

E-Mail: jameslee@aocsolar.com

Web: www.aocsolar.com

Product Description: Across the globe, demand for energy is accelerating on a daily basis. While traditional fossil fuels continue to play a major role, the demand for alternative energy sources is outpacing the global market with clean, reusable and affordable

Trade Show Specials: We will be showing our solar related products.

*New Exhibitor*

**Apple**

**Booth Number(s): 728**

Representative: Andy Kemp

Phone: 240-988-3476

Fax: 703-264-5157

E-Mail: akemp@apple.com

Web: www.apple.com

Product Description: Today, Apple leads the government computing market with its award-winning servers, desktop and notebook computers, cross-platform Storage, OS X operating system, and professional applications.

*Sponsor*

**Applewood Books, Inc.**

**Booth Number(s): 702**

Representative: Sue Cabezas

Phone: 781-271-005

E-Mail: suec@awb.com

Web: awb.com

Product Description: Applewood Books publishes books from America's living past. Our mission is to build a picture of America through its primary sources.

*Sponsor*

**Aspen Light Imaging**

**Booth Number(s): 402**

Representative: Carol Gault

Phone: 970-925-8696

Fax: 970-925-5992

EEmail: cgault@rof.net

Web: aspenlightimaging.com

Product Description: Wildlife and scenic beauty offered in notecards, magnets, blank and bird journals, prints, window jewelry, free name drops,

Trade Show Specials: All shipping is free with first orders.

**BarZ Adventures**

**Booth Number(s): 109**

Representative: Lee Little

Phone: 512-732-2926

Fax: 512-732-0132

EEmail: lee.little@barzadventures.com

Web: www.barzadventures.com

Product Description: The GPS Ranger, is designed for daily rental and automates tours of your venue. This guide system uses GPS to trigger location based multimedia content at a point of interest. Stop by booth 109 to learn more.

Trade Show Specials: None.

**Association of Partners for Public Lands**

**Booth Number(s): 2010**

Representative: Nancy Kotz

Phone: 301-946-9475

Fax: 301-946-9478

EEmail: appl@appl.org

Web: www.appl.org

*Sponsor*

**Bear Wallow Books, Publishers, Inc.**

**Booth Number(s): 205**

Representative: Linda Wolfe

Phone: 800-232-7925

EEmail: sales@bearwallowbooks.com

Web: bearwallowbooks.com

Product Description: Colorful books with authentic old recipes, historical notes and art. Bring history to life with 38 titles priced to retail under \$5.00. Great Value!

*New Exhibitor*

**BANG! Creative, Inc.**

**Booth Number(s): 722**

Representative: Sean Laflin

Phone: 760 727 2004

EEmail: slaflin@bangcreative.com

Web: www.bangcreative.com

Product Description: Creating Environments That Make Connections - BANG! Creative is an interpretive planning, design and fabrication firm in San Diego, CA.

**Benchmark Maps**

**Booth Number(s): 2004**

Representative: Curtis Carroll

Phone: 916-371-3930

EEmail: ccarroll@benchmarkmaps.com

Web: www.benchmarkmaps.com

Product Description: Publishes a line of state road atlases that include landscape and physical features of the topography, along with high-quality detailed road and recreation information.

**Big Earth Publishing****Booth Number(s): 535**

Representative: Linda Doyle

Phone: 800-258-5830

EMail: ldoyle@bigearthpublishing.com

Web: www.bigearthpublishing.com

Product Description: Books covering many topic areas such as paddling, hiking, natural history, human history, geology, etc. for the Western and Midwestern states.

Trade Show Specials: Free shipping with any show order

*New Exhibitor***California State Parks Store, PRIDE Industries****Booth Number(s): 104**

Representative: Steve Ellemberg

Phone: 418-842-1478

EMail: steve@store.parks.ca.gov

Web: www.store.parks.ca.gov/

Product Description: Online solution for the California State Parks wholesale and retail distribution.

*Sponsor***Blakeway Worldwide Panoramas****Booth Number(s): 308**

Representative: James Blakeway

Phone: 952-941-9797

EMail: jamesblakeway@hotmail.com

Web: www.panoramas.com

Product Description: Panoramic art prints of National Parks and major attractions, available unframed or framed along with complete merchandising systems. www.panoramas.com. 800-334-7266.

**Camera One****Booth Number(s): 609**

Representative: Gray Warriner

Phone: 206-523-3456

EMail: cameraone@prodigy.net

Web: www.cameraone.us

Product Description: Camera One produces award-winning film, video &amp; High Definition productions for park auditorium programs, interpretive kiosks &amp; exhibits; as well as DVDs &amp; videos for bookstore sales.

**Blubandoo Incorporated****Booth Number(s): 525**

Representative: Cindy Benedict

Phone: 949 240 2617

EMail: info@blubandoo.com

Web: www.blubandoo.com

Product Description: Cooling neckbands, visors, headbands, doorags, and patented caps/hats. Soak 5 minutes, keep cool hours/even days! Loads of prints &amp; colors. Name drop too!

Trade Show Specials: Show Special: Free freight on Counter -Top Display and Floor Display Programs. Also, see our New Safari Hatbandos - exclusively designed and value-priced for our Zoo, Park and Amusement APPL customers!

*New Exhibitor***Campfire Companion Productions****Booth Number(s): 539**

Representative: Phil Douglass

Phone: 801-643-4721

EMail: thecampfirecompanion@yahoo.com

Web: www.campfirecompanion.com

Product Description: Products that actively engage visitors with the history and wildlife of North America. Our Flagship Product "Easy, Fun Lessons For Great Harmonica Campfire Folk Songs" Is an instructional DVD bundled with a harmonica to follow along with.

**Carl R. Sams II Photography, Inc.**

**Booth Number(s): 623**

Representative: Karen McDiarmid

Phone: 248-685-2422

E-Mail: carlsams@carlsams.com

Web: www.strangerinthewoods.com

Product Description: Stranger in the Woods and Lost in the Woods are award-winning books and movies, illustrated with beautiful nature photography. These NY Times best-sellers are loved by all young at heart. Products include books, DVD movies, holiday cards and plu

Trade Show Specials: Free shipping on all show orders. Free marketing materials (posters, bookmarks, display stands) to all new accounts. Free full-version sample copy of DVD movies to all new accounts. Extra 2% discount on entire order with prepaid orders!

**Chronicle Books**

**Booth Number(s): 625**

Representative: Elizabeth Nathan

Phone: 415-537-4300

E-Mail: elizabeth\_nathan@chroniclebooks.com

Web: www.chroniclebooks.com

Product Description: Chronicle Books publishes award-winning, innovative natural and cultural heritage books, including children's titles and gift products.

Trade Show Specials: Net 90 Days and Bird Songs special offer: Buy 8 copies, receive 1 FREE display copy

**Clear Solutions Inc**

**Booth Number(s): 505**

Representative: Roger Wilken

Phone: 603-256-6644

E-Mail: info@cleardisplays.com

Web: www.cleardisplays.com

Product Description: We make displays and merchandisers for books, notecards, audio and video media, and the best calendar display available. Clear Solutions® displays: the fine art of presentation.

Trade Show Specials: Free freight on orders over \$200 placed at the show through March, 2007.

**Compass Industries**

**Booth Number(s): 207**

Representative: JEFF ELLIOTT

Phone: 800-221-9904

E-Mail: JEFF@COMPASSIND.COM

Web: WWW.COMPASSINDUSTRIES.COM

Product Description: Binoculars, Compasses, Magnifying Glasses

*Benefactor*

**Corman & Associates**

**Booth Number(s): 202**

Representative: Debra Kiser

Phone: 859-233-0544

Fax: 859-253-0119

E-Mail: dkiser@cormans.com

Web: www.cormans.com

Product Description: Defining the retail environment - Custom gift shop interiors as well as an extensive product line of store fixtures and displays. To view our catalogs, visit our website at www.cormans.com.

**Creative Company**

**Booth Number(s): 306**

Representative: Dick Ruehrwein

Phone: 8125375731

E-Mail: creativebooks@comcast.net

Web: www.creativesitebooks.com

Product Description: Publisher of site specific souvenir and guide books, educational workbooks and coloring books for Museums, Zoos, National and State Parks, Historic Homes and Sites, Conservatories, Botanical Gardens, Aquariums and Wildlife Refuges.

**Crystal Range Outdoor Books and Maps**

**Booth Number(s): 2005**

Representative: Michael Scialfa

Phone: 530-542-3245

E-Mail: crystalrangeassociates@yahoo.com

Product Description: Outdoor Books and Maps. An independent wholesaler of high quality outdoor books and maps. We specialize on outdoor recreation, natural history, and cultural history titles and provide access to over 12,000 titles from some 125 different publish

*Sponsor*

**Dawn Publications**

**Booth Number(s): 412**

Representative: Julie Valin

Phone: 800-545-7475

E-Mail: nature@dawnpub.com

Web: www.dawnpub.com

Product Description: DAWN PUBLICATIONS specializes in sharing nature with children by publishing quality nature- awareness picture books, including the award-winning John Denver & Kids book series.

Trade Show Specials: FREE FREIGHT - exp. 5/1/07

*Sponsor*

**David Chandler Company**

**Booth Number(s): 524**

Representative: Billie Chandler

Phone: 559-539-0900

E-Mail: Billie@DavidChandler.com

Web: www.DavidChandler.com

Product Description: Astronomy charts and books for visitors awed by the clear, dark skies of our parks and recreation areas. Books and maps for small telescopes and binoculars.

Trade Show Specials: Specials: Free Shipping for orders shipped by April 30. Free Display Rack. Expiration Date: 04/30/2007

*Sponsor*

**Dog-Eared Publications and Maydak Illustrations**

**Booth Number(s): 718**

Representative: Nancy Field

Phone: 608-831-1410

E-Mail: field@dog-eared.com

Web: http://www.dog-eared.com/

Product Description: Dog-Eared Publications creates nature books for children with the goal of helping them grow up with an environmental ethic. With this show we are introducing two new books, Discovering Black Bears and Wild Stickers-Black Bears. Meet author, Nancy Fi

Trade Show Specials: 50% off for orders received and shipped prior to May 15, 2007

**David Howell & Co**

**Booth Number(s): 723**

Representative: David Howell

Phone: 9146664080

E-Mail: dhowell@davidhowell.com

Web: www.davidhowell.com

Product Description: A NEW COLLECTION OF EARRINGS BASED ON STATE WILD FLOWERS as well as other jewelry, bookmarks, ornaments - Custom and open line. Made in the USA.

Trade Show Specials: free shipping

*New Exhibitor*

**Dolphin Shirt Company**

**Booth Number(s): 716**

Representative: Chris Provensen

Phone: 720 207-2815

E-Mail: chrispro@dolphinshirt.com

Web: www.dolphinshirt.com

Product Description: Dolphin Shirt Company provides wildlife and custom screenprinting and embroidery services. We produce this work on adult and youth tee shirts, sweatshirts, totes. We also produce mugs and beverage tumblers, with our own, and custom designs.

Trade Show Specials: Free one-color name-drop set-ups.

*Sponsor*

**Eagle River Designs, Inc.**

**Booth Number(s): 304**

Representative: Nancy Wade

Phone: 4325-259-1178

E-Mail: erd@frontiernet.net

Web: eagleriverdesigns.com

Product Description: Best pricing and service on custom, quality lapel pins, walking stick medallions, patches and decals. Interpretive cards available. Serving APPL members for 20 years!

Trade Show Specials: Free die on pin orders of 300 or more. Free set-up on patch orders of 300 or more. Good thru May 31, 2007.

*APPL Member*

**Eastern National**

**Booth Number(s): 538**

Representative: Rick Creighton

Phone: 2152836900

E-Mail: Rickc@easternnational.org

Web: Easternnational.org

Product Description: Eastern National provides quality educational products and services to America's national parks and other public trusts

**Earth Sun Moon Trading Company**

**Booth Number(s): 307**

Representative: Kim Zorn

Phone: 724-458-1687

E-Mail: kzorn@earthsunmoon.com

Web: www.earthsunmoon.com

Product Description: Apparel with humorous nature themes.

Trade Show Specials: Free UPS Ground shipping within the continental USA. Offer ends May 21, 2007.

*Benefactor*

**Falcon Guides**

**Booth Number(s): 303 305**

Representative: Max Phelps

Phone: 203-458-4500

Fax: 203-458-4601

E-Mail: Max.Phelps@GlobePequot.com

Web: www.globepequot.com

Product Description: Best selling guidebooks to every outdoor activity; wildlife viewing and field guides; giftbooks; travel; and much more.

Trade Show Specials: Free shipping and 90-day billing on one order per ship-to location. Available titles only, Minimum quantity 24, Stock offer titles will not be backordered, All distributed publishers may be included, This offer is available exclusively to accounts i

*Sponsor*

**Earthsongs**

**Booth Number(s): 214**

Representative: Sue Alexander

Phone: 928-634-4514

E-Mail: info@nationalparkgifts.com

Web: www.nationalparkgifts.com

Product Description: Custom, site specific t-shirts, caps, plaques, keychains, magnets, and more!

*Benefactor*

**Farcountry Press**

**Booth Number(s): 203 302**

Representative: Linda Netschert

Phone: 800-821-3874

Fax: 406-443-5480

E-Mail: linda@farcountrypress.com

Web: www.farcountrypress.com

Product Description: Landscape photography of cities, national parks, states, regions - in hardcover and high-quality softcover. Illustrated guidebooks with custom maps. Informative children's softcover books. Featuring local freelancers for the best coverage.

Trade Show Specials: 3% over catalog discount with minimum 45% discount. Free shipping. 60-day dating. 90-day dating on pallet orders. Stop by booth 203 for unadvertised specials. Expiration Date: 5/1/07. Special applies to orders with extended ship dates placed by 5

*Benefactor*

**Finley-Holiday Film Corporation**

**Booth Number(s): 317 416**

Representative: Kadi Goines

Phone: 562-945-3325

Fax: 562-693-4756

E-Mail: kadi@finley-holiday.com

Web: www.finley-holiday.com

Product Description: Manufacturer/distributor of National Park and Monument DVD, Digital Picture CD, Interactive CD, and View-Master. Let us put your theater film on DVD!

Trade Show Specials: Stop by for our show specials including quantity discounts, free freight, and extended terms. Check out our exciting new products!

*Sponsor*

**Four Chambers Studio / xRez.com**

**Booth Number(s): 713 715**

Representative: Gene Cooper

Phone: 480-980-5034

Fax: 977-859-0425

E-Mail: gene@fourchambers.org

Web: www.360parks.com / www.xRez.com

Product Description: Four Chambers Studio produces 360 degree virtual tour CDROMs and interactive exhibit technology. Using "gigapixel" technology, XRez.com provides large scale panoramic images that are some of the most detailed in the world. See both companies at

Trade Show Specials: FCS is offering 5% discounts for 1 year on any new product ordered plus our 5% discount for any order of 100 or more of an individual product.

**Firefly & Whitecap Books**

**Booth Number(s): 617**

Representative: Tom McFadden

Phone: 866-410-5750

E-Mail: tmcfadden@msn.com

Web: www.fireflybooks.com

Product Description: Publisher of Firefly Books and Whitecap Books on nature and astronomy.

Trade Show Specials: 25 books = 50% + free shipping

**Four Winds Trading Company**

**Booth Number(s): 537**

Representative: Jason Fullen

Phone: 800-456-5444

E-Mail: jfullen@fourwinds-trading.com

Web: www.fourwinds-trading.com

Product Description: Media

*Sponsor*

**Folkmanis, Inc**

**Booth Number(s): 502**

Representative: Dan Folkmanis

E-Mail: dan@folkmanis.com

Web: www.folkmanis.com

Product Description: Award-winning North American wildlife animal hand and finger puppets inspired by nature and literature; featuring over 200 top-selling styles.

*Sponsor*

**Fulcrum Publishing**

**Booth Number(s): 108**

Representative: Shannon Hassan

Phone: 303-277-1623

E-Mail: jessica@fulcrumbooks.com

Web: www.fulcrumbooks.com

Product Description: Fulcrum Publishing produces books on Natural History, Native American culture and history, Western History, travel, nature, and gardening.

Trade Show Specials: Next level discount and free freight with orders placed at the show. Orders must ship by May 18th. Offer expires 3/30/07.

*Sponsor*

**Geographic Locations International**

**Booth Number(s): 434 436 438**

Representative: Betty Risser

Phone: 800-436-7488

Fax: 612-706-0692

E-Mail: geositu@aol.com

Web: mountainclimb.com

Product Description: Cast pewter commemorative medallions, large and small, including but not limited to bench mark replicas and custom items; also custom permanent bench marks in bronze.

Trade Show Specials: Free shipping on orders placed or initiated at the show through April 15. Free set up on custom orders over \$2000.00 initiated at the show, through April 15.

*New Exhibitor*

**Geostories**

**Booth Number(s): 612**

Representative: Reid Bierly

Phone: 408-420-5591

E-Mail: reid@geostories.com

Web: www.geostories.com

Product Description: production and distribution of mobile location based stories.

*Benefactor*

**Global Interprint**

**Booth Number(s): 316**

Representative: Kirin Coburn

Phone: 707-545-1220

Fax: 707-545-1210

E-Mail: kirin@globalinterprint.com

Web: www.globalinterprint.com

Product Description: Printed products and specialty items including books, calendars, puzzles, games, and advertising specialty items.

Trade Show Specials: 10% discount on quotations issued during APPL Tradeshow

*Sponsor*

**GlyphGuy Backpacks**

**Booth Number(s): 429**

Representative: Mark Hougardy

Phone: 408-793-5274

E-Mail: mark@glyphguy.com

Web: www.glyphguy.com

Product Description: Backpacks for interpreters, Junior Ranger and youth outreach programs.

*New Exhibitor*

**Good Nature Publishing Co**

**Booth Number(s): 717**

Representative: Timothy Colman

Phone: 206 622-9522

E-Mail: tim@goodnaturepublishing.com

Web: <http://www.goodnaturepublishing.com>

Product Description: Custom design, writing, realist flora and fauna art, natural history cards, booklets, posters, websites publisher. Specialize in high quality interpretive art printed on greenest papers and printing process. Made in USA.

Trade Show Specials: Free laminated display with each wholesale order during trade show. Individual sale: Buy 2 Get 2 FREE.

*Sponsor*

**Graphic Image**

**Booth Number(s): 512**

Representative: Amanda Benish

Phone: 800-232-5550

E-Mail: abenish@graphicimage.com

Web: graphicimage.com

Product Description: Graphic Image produces leather bound books that have set the modern day standard for quality and design

Trade Show Specials: Graphic Image will be offering free freight on any orders placed at the show only March 19-March 21.

*New Exhibitor*

**Guide by Cell**

**Booth Number(s): 734**

Representative: Dave Asheim

Phone: 415-297-6677

Fax: 707-988-7921

E-Mail: dave@guidebycell.com

Web: www.guidebycell.com

Product Description: Guide by Cell turns cell phones into audio guides. We are the largest provider of cell phone tours. Record audio over phone or upload files. Web statistics provide amazing information. Try for free, then pay low monthly fee.

Trade Show Specials: Free month to try system with no contract nor obligation.

**HarperCollins Publishers**

**Booth Number(s): 619**

Representative: Paul McGuckin

Phone: 212-207-7027

E-Mail: paul.mcguccin@harpercollins.com

Product Description: Trade Book Publisher

Trade Show Specials: Tentative: 55% on 40 assorted units or more through April 15th, 2007

**Harvard University Press**

**Booth Number(s): 714**

Representative: Justine Pierce

Phone: 6173847515

E-Mail: justine\_pierce@harvard.edu

Web: www.hup.harvard.edu

Product Description: Harvard University Press is the publisher of scholarly books for the general reader.

Trade Show Specials: 48% on Trade titles 42% on Text and Academic Trade titles Free Freight Expires: May 31, 2007

**Hike America**

**Booth Number(s): 206**

Representative: Roy Klebe

Phone: 800-880-4453

E-Mail: roy@hikeamerica.com

Web: www.hikeamerica.com

Product Description: We are the original company supplying custom designed hiking staff medallions for your special outdoor locations. We also offer customized hiking staffs.

Trade Show Specials: Free shipping for all orders placed at the show!

*Sponsor*

**Historic Urban Plans, Inc.**

**Booth Number(s): 315**

Representative: Julee Johnson

Phone: 607 272 6277

E-Mail: info@historicurbanplans.com

Web: www.historicurbanplans.com

Product Description: Selling historic reproduction maps, plans and birds-eye views since 1964. US and foreign cities, world and regional views and sea charts. Educational, decorative, unique. USA made. Quantity discounts.

Trade Show Specials: 10% off orders placed at trade show (and up to 30 days after the end of the show), includes free shipping.

*New Exhibitor*

**Historical Photo, Ltd.**

**Booth Number(s): 635 637 639**

Representative: David Waive

Phone: 570-721-1886

E-Mail: dbw857@aol.com

Web: www.historicalphoto.com

**Holtzbrink Publishers****Booth Number(s): 615**

Representative: Tom McFadden

Phone: 866-410-5750

EMail: tmcfadden@msn.com

Web: www.holtzbrinkus.com

Product Description: Adult and children's books by St. Martin Press, Henry Holt, Golden Guides, Farrar Straus.  
Trade Show Specials: Order 30 books, receive 52% plus free shipping. Deadline: April 30

*Benefactor***Impact Photo Graphics****Booth Number(s): 423 425**

Representative: Jerri Hancock

Phone: 916-939-9333

Fax: 916-939-9334

EMail: jerrih@impactphotographics.com

Web: www.impactphotographics.com

Product Description: Tourist destination products such as postcards, posters, mugs, screen savers, shot glasses, journals, magnets, puzzles, keychains, etc.  
Trade Show Specials: Free Displays with Product purchase

**Houghton Mifflin Company****Booth Number(s): 519 618**

Representative: Ilana Gordon

Phone: 617-351-3864

EMail: Ilana\_Gordon@hmco.com

Web: www.hmco.com

**Independent Publishers Group****Booth Number(s): 209**

Representative: Michael Riley

Phone: 312-337-0747 x258

Fax: 312-337-1807

EMail: mriley@ipgbook.com

Web: www.ipgbook.com

Product Description: Quality books on science, nature, American, African-American, and Native American history, outdoor skills, art, travel, and children's books.  
Trade Show Specials: Orders placed at the show will receive an extra 5% discount. Must use source code "APPL7" on the purchase order.

*Sponsor***Ideals Publications****Booth Number(s): 503**

Representative: Lori Loesch

Phone: 800-586-2572

EMail: lloesch@guideposts.org

Web: www.idealsbooks.com

Product Description: Historical biographies for children and illustrated historic travel books for adults.  
Trade Show Specials: 50% discount with free freight for orders placed at show.

**Island Press****Booth Number(s): 604**

Representative: Donica Collier

Phone: 202-232-7933 x43

EMail: dcollier@islandpress.org

Web: www.islandpress.org

Product Description: Island Press is the leading publisher of books about the environment for professionals, students, and general readers.  
Trade Show Specials: 50% discount for attendees of the APPL Trade Show when placing an order for their National Park or organization (depending on National Park review process). Expiration Date: 8/22/07

**Jamison Design**

**Booth Number(s): 2006**

Representative: Jamison Spittler

Phone: 530 265-4649

E-Mail: jspittler@mindspring.com

Product Description: Award-winning Designer specializing in Graphic Design for Books and Other Publication, Maps, and Websites for National and State Park Associations across the United States.

**Jim Whittaker**

**Booth Number(s): 638**

Representative: Dianne Roberts

Phone: 360-385-4691

E-Mail: info@jimwhittaker.com

Web: www.jimwhittaker.com

Product Description: Jim will be signing and selling his newest book 'A Life on the Edge: Memoirs of Everest and Beyond.'

*KC Publications - The Story Behind the Scenery*

**KC Publications, Inc**

**Booth Number(s): 529 628**

Representative: Bonnie DenDooven

Phone: 702-433-3415

E-Mail: bonnie@kcspeaks.com

Web: http://www.KCSpeaks.com

Product Description: The Story Behind the Scenery--Picturesque oversized Interpretive Books with spectacular panoramic photography and compelling narrative. THE SERIES THAT CUSTOMERS ASK FOR BY NAME! Collectors Books--purchased to keep forever!

Trade Show Specials: PROFIT PARTNERSHIPS -- call or ask at booth VOUCHERS - for each 100 books purchased receive an additional \$100.00 retail value of product SUITCASE FULL OPPORTUNITY with \$5.00 rebate for each book purchased for those dealers who qualify SITE SPECIFIC

*Sponsor*

**KLS Technologies**

**Booth Number(s): 204**

Representative: Todd Smith

Phone: 530-272-3600

E-Mail: todd@klstechnologies.com

Web: www.klstechnologies.com

Product Description: SanDisk Digital Memory, Custom Embroidered Tote, Book, & Cooler Bags, Pelican Professional Storage Case & High Intensity Lights, Custom Designed Point of Sale Activated Long Distance Phone Cards

Trade Show Specials: Initial Phone Card set-up Inventory - 50% discount- 120 Days. Free secure cases for SanDisk Digital Memory Products - 120 Days

*Benefactor*

**L.W. Bristol Classics**

**Booth Number(s): 116**

Representative: Verlin Smith

Phone: 423-968-7777

Fax: 423-968-2177

E-Mail: verlin@lwbristol.com

Web: www.lwbristol.com

Product Description: Custom hiking medallions, pins, magnets, patches, pewter awards, keyrings, models, statues, coins, suncatchers. Fund raising, recognition. Stock line Civil War, State & Federal flags.

Trade Show Specials: Buy one get one free on any new enameled keyrings and/or magnets ordered at the show. Delivery on any specified date.

*Sponsor*

**Lone Pine Publishing**

**Booth Number(s): 215**

Representative: Helen Ibach

Phone: 253-394-0400

Fax: 253-394-0405

E-Mail: hibach@lonepinepublishing.com

Web: www.lonepinepublishing.com

Product Description: Regional and National nature books for the United States and Canada.

Trade Show Specials: 50% on all orders of 10+ books. All orders must be shipped by June 1, 2007. If unable to attend show terms will apply to orders received 1 week prior to the show and within 2 weeks after the show.

**Lonewolf Publishing**

**Booth Number(s): 2008**

Representative: Gian Mercurio

Phone: 541-466-5531

Fax: 541-466-5450

E-Mail: gianm@dswebnet.com

Web: stamphistorynatparks.com

Product Description: STAMP HISTORY: Collectible US postage stamps reproduced with site-specific interpretative information and custom stamp mounts, a Guide Book to the parks, and stamp sheets grouped by topic ("Crown Jewels", "Civil War", etc). Green company.

**Medallic Art Company**

**Booth Number(s): 608**

Representative: Robert Hoff

Phone: 800-843-9854

E-Mail: minted@medallic.com

Web: medallic.com

Product Description: America's most popular solid bronze National Park & Monument medals and pins.

*New Exhibitor*

**MAD Maps, Inc.**

**Booth Number(s): 709**

Representative: Jenny Lefferts

Phone: 415-221-1232

E-Mail: jenny@madmaps.com

Web: www.madmaps.com

Product Description: MAD [Motor Adventure Destinations] Maps, Inc. is the leading publisher of scenic road maps in the United States and provides the most informative, innovative and entertaining guides to local, regional and national travel.

Trade Show Specials: We will be determining this offer today 1/25/07, therefore I will get back to you with this information. Note entered by Virginia Newman 212/334-5215.

**MerryMakers**

**Booth Number(s): 2003**

Representative: Clair Frederick

Phone: 510-596-9099

E-Mail: clair@merrymakersinc.com

Web: www.merrymakersinc.com

Product Description: We produce high quality dolls and other soft toys which relate to museum collections and historical sites.

Trade Show Specials: Free freight on all orders over \$100.

*Sponsor*

**Marc-Martin Publishing Corporation**

**Booth Number(s): 515 517**

Representative: Albert Barg

Phone: 954.458.1451

Fax: same

E-Mail: marcmartinpub@aol.com

Web: www.mmimageart.com

Product Description: Publishers and photographers of high quality posters, cards and books. We customize products to fit association needs.

*Sponsor*

**Mountain Press Publishing Company**

**Booth Number(s): 507**

Representative: Kim Ericsson

Phone: 406-728-1900 ext 125

Fax: 406-728-1636

E-Mail: kimericsson@mtnpress.com

Web: www.mountain-press.com

Product Description: Mountain Press is an independent publisher devoted to providing high quality non-fiction on geology, earth science, natural history, and Western history for both adults and children

Trade Show Specials: 50 Discount, Free Freight on orders placed at the show for immediate invoicing and delivery.

**MPI****Booth Number(s): 526**

Representative: Cindy Heppner

Phone: 800-459-9487

EMail: cindy@mpicoin.com

Web: www.mpicoin.com

Product Description: MPI provides uniquely packaged State Quarters, Presidential \$1 coins and various custom coins for sale in public land gift shops. We also offer a complete line of promotional products. Contact us at 1-800-459-9487 for more info.

Trade Show Specials: Up to 5 hours free creative design time for all custom design products ordered at the show

*Sponsor***National Book Network****Booth Number(s): 516 518**

Representative: Dina Fullerton

Phone: 301-459-3366x5522

Fax: 301-429-5746

EMail: dfullerton@nbnbooks.com

Web: www.nbnbooks.com

Product Description: NBN sells books about the national parks, the American West, natural history, and educational childrens books.

Trade Show Specials: Retailers - Place an order at the show and receive 50-52% off retail price.

*New Exhibitor***National Archives Pacific Region****Booth Number(s): 605**

Representative: Daniel Nealand

Phone: 650-238-3501

EMail: sanbruno.archives@nara.gov

Web: www.archives.gov/pacific

Product Description: Archival holdings for the National Archives- Pacific Region: 85,000 cu feet of original records of Federal field offices, 1850s-1980s in Arizona, California, Nevada, Hawaii, American Samoa, Guam, and PacificTrust Territory.

Trade Show Specials: Free educational materials about the National Archives and its regional archives repositories.

*Benefactor***National Geographic Maps****Booth Number(s): 213**

Representative: Michelle Wilkinson

Phone: 303-670-3457

Fax: 303-670-3644

EMail: mwilkins@ngs.org

Web: www.nationalgeographic.com/topo

Product Description: Publisher and provider of maps and cartographic products including reference maps, topographic maps and software, park and adventure maps, destination city maps, and map machine kiosks.

Trade Show Specials: Next level discount and free freight for the following products: PRINTED PRODUCTS: Trails Illustrated Maps, Souvenir Map Posters, Road Atlases(Adventure or RV & Camping editions). Titles combine for quantity discount. SOFTWARE PRODUCTS: National Par

*APPL Member***National Association for Interpretation****Booth Number(s): 314**

Representative: Deb Tewell

Phone: 970-484-8283

EMail: dtewell@interpnet.com

Web: www.interpnet.com

Product Description: NAI inspires leadership and excellence to advance heritage interpretation as a profession.

**Nature Study Guild Publishers****Booth Number(s): 208**

Representative: Bridget Watts

Phone: (800) 954-2984

Fax: (585) 482-6090

EMail: naturebooks@att.net

Web: www.naturestudy.com

Product Description: Books on natural history, including the Finders pocket guides to native plants and animals of the Pacific Coast, Rockies, and central/eastern US and Canada.

Trade Show Specials: 50% discount on orders for 10 or more of these titles: Constellation Finder, Rocky Mountain Tree Finder, Redwood Region Flower Finder. Order must be placed by 3/31/07 for shipment no later than 4/30/07.

*New Exhibitor*

**Night Sky Gallery**

**Booth Number(s): 636**

Representative: Wally Pacholka

Phone: 562-397-0591

Fax: 562-268-4291

E-Mail: wally@AstroPics.com

Web: www.AstroPics.com

Product Description: Dramatic Photographs of the Night Sky over America's Scenic Parks and Landmarks by Award Winning Astro-Photographer Wally Pacholka. Products include 5x7 Photo Cards, Matted and Framed Photographs, each with a valuable interpretive message. Trade Show Specials: Free signed 5x7 Photo of one of my three TIME-LIFE "Pic of Year" images to 1st 100 visitors. \$225 order = Free shipping, Images available for Park Exhibits & Ranger Star Talks at no cost (with signed release).

**NPS - Harpers Ferry Center**

**Booth Number(s): 634**

Representative: Donna Huffer

Phone: 304-535-6015

Fax: 304-535-6176

E-Mail: donna\_huffer@nps.gov

Product Description: Official handbooks & brochures of the National Park Service

*New Exhibitor*

**NPS Conservation Study Inst/Marsh-Billings**

**Booth Number(s): 706**

Representative: Daniel Laven

Phone: 802-457-3368

E-Mail: daniel\_laven@nps.gov

Web: www.nps.gov/mabi

Product Description: Stewardship Begins with People: An Atlas of Places, People, and Handmade Products offers a fresh perspective on the sustainability of protected areas and their neighboring communities.

*New Exhibitor*

**Offroute Inc. dba Adventurestation.com**

**Booth Number(s): 708**

Representative: Hans Wain

Phone: 775 787 7444

E-Mail: hans@offroute.com

Web: www.adventurestation.com

Product Description: Custom USGS topographic maps and aerial photography maps created specifically for your store. Stock our improved waterproof custom maps and USGS quads with no minimum order. We are also an Authorized Garmin and Magellan GPS distributor. Trade Show Specials: Sign up as a Wholesale map or GPS dealer in Sacramento and we will create your own adventurestation.com website free of charge. Save \$100 in set up fees.

*Sponsor*

**Orange Tree Productions**

**Booth Number(s): 212**

Representative: Randy Petersen

Phone: 805-375-9088

E-Mail: rpetersen@orangetreeproductions.com

Web: www.orangetreeproductions.com

Product Description: National Park Audio Series, National Park Postcard DVD's, National Park Apparel  
Trade Show Specials: 50% discount on all seasonal orders palced at the APPL trade show.

**Ormsby & Thickstun Interpretive Design**

**Booth Number(s): 724**

Representative: Carole Thickstun

Phone: 520-616-6140

Fax: 520-616-6143

E-Mail: cthickstun@aol.com

Web: www.ormsbythickstun.com

Product Description: Design and illustration of books, trail guides, interpretive displays. Cartography, natural history illustration, 3-D modeling. Interpretive planning. Limited edition etchings and lithographs. Silkscreened book bags and t-shirts.

**Pajaro**

**Booth Number(s): 626**

Representative: Lois Olmstead

Phone: 925-283-7793

E-Mail: lois@pajaro.com

Web: www.pajaro.com

Product Description: Customized field bags and the unique children's nature book, My Nature Journal.

Trade Show Specials: Free Shipping

**Paragon Press**

**Booth Number(s): 2002**

Representative: Ken Wayman

Phone: 801-978-3500

Fax: 801-978-3505

E-Mail: wayman@paragonpress.com

Web: www.paragonpress.com

Product Description: Award-winning lithographic and flexographic printing and binding of booklets, gatalos, trailmaps, postcards, notecards, posters, and books with special non-profit discounts. Additional discounts for using recycled papapaers and for Printed in the USA c

*Sponsor*

**Pan American Fixture Company**

**Booth Number(s): 704**

Representative: Ray Heidfeld

Phone: (505) 881-9200

E-Mail: info@panamfixtures.com

Web: www.panamfixtures.com

Product Description: Designers, manufacturers and installers of complete custom store fixtures, displays and information/reception counters for National Parks and Monuments.

*Sponsor*

**Partners/West Book Distributing**

**Booth Number(s): 413**

Representative: William Hager

Phone: 800-563-2385

Fax: 425-204-1448

E-Mail: bhager@partners-west.com

Web: www.partners-west.com

Product Description: Full service national book wholesale distributor. Nature guides, travel, regional history, hiking guides for the entire United States, and a full selection of children's books.

*Benefactor*

**Panorama/Sierra Press**

**Booth Number(s): 102**

Representative: Jeff Nicholas

Phone: 209-966-5071

Fax: 209-966-5073

E-Mail: siepress@sti.net

Web: www.NationalParksUSA.com

Product Description: Publishers of high quality visual materials celebrating the beauty of America's National Parks, Monuments, and Public lands.

Trade Show Specials: Stop by booth 102 for new products and specials! We will be showing our three new 10x13 titles on Mount Rainier, Mount St. Helens, and the Parks of Washington, as well as our highly anticipated "My National Parks and Monuments Photo Journal". Kevin a

*Sponsor*

**PassionFly**

**Booth Number(s): 534**

Representative: Anne Johnson

Phone: 702-553-3233

E-Mail: aj@getpassionfly.com

Web: www.getpassionfly.com

Product Description: Designer-publisher of eco-friendly note cards featuring threatened wildlife. Custom interpretive text inserts and art created for your site. Online educational information/links. 10% contribution to US wilderness conservation.

Trade Show Specials: Daily Show Raffles \*\*Stationery Kits\*\* APPL Trade Show Special - FREE shipping on orders placed by May 1, 2007. Ask about CustomSolutions (TM) Specials! Expiration Date: 5/1/2007

*New Exhibitor*

**PLM Enterprises dba Promote It For Less**

**Booth Number(s): 527**

Representative: Pegg Miller

Phone: 760-297-1115

E-Mail: [peggy@promoteitforless.com](mailto:peggy@promoteitforless.com)

Web: [www.promoteitforless.com](http://www.promoteitforless.com)

Product Description: Promotional Products featuring Dangle Pens.

Trade Show Specials: End Quantity Pricing or Waive Set Up Charges. Until 6/30/07.

*New Exhibitor*

**Public Broadcasting Service (PBS)**

**Booth Number(s): 528**

Representative: Thomas Bentson

Phone: 703-739-5115

E-Mail: [tsbentson@pbs.org](mailto:tsbentson@pbs.org)

Web: [www.pbs.org](http://www.pbs.org)

Product Description: PBS Home Entertainment distributes enlightening history and science programs, inspiring musical performances, classic dramas, ground-breaking PBS KIDS programming and more to resellers.

**plum**

**Booth Number(s): 606**

Representative: david smith

Phone: 5106587438

E-Mail: [plumtshirts@att.net](mailto:plumtshirts@att.net)

Product Description: imprinted softgoods..tshirts,sweatshirts

**QuinnEssentials Books & Printing, Inc.**

**Booth Number(s): 629**

Representative: Stacy Quinn

Phone: 707 769 7484

E-Mail: [sq@quinnessentials.com](mailto:sq@quinnessentials.com)

Web: [QuinnEssentials.com](http://QuinnEssentials.com)

Product Description: We offer museum quality printing with excellent customer service. We specialize in National Park Associations, museums, and artists/designers. We also offer design services, from review and flight check to complete layout and packaging.

*Sponsor*

**Pomegranate Communications Inc**

**Booth Number(s): 513**

Representative: darius burke

Phone: 707 782 9000

E-Mail: [dariusb@pomegranate.com](mailto:dariusb@pomegranate.com)

Web: [www.pomegranate.com](http://www.pomegranate.com)

Product Description: Publisher of fine art, educational, and enviromentaly aware products

Trade Show Specials: Free Freight for orders over \$125.00.

*New Exhibitor*

**Rainbow Symphony/Grotto Productions**

**Booth Number(s): 627**

Representative: Mark Margolis

Phone: 8187088400

E-Mail: [mark@rainbowsymphony.com](mailto:mark@rainbowsymphony.com)

Web: <http://www.rainbowsymphony.com>

Product Description: Manufactures 3D Glasses, 3D Greets(tm) Stereoscopic Post Cards, 3D Cards Packs, 3D stereoscopic photography, graphics and printing services. Large format 3D exhibits and displays. Virtual 3D Tours of National Parks & Monuments.

Trade Show Specials: SHOW SPECIAL - Book at the APPL Show a minimum order of 3D Greets? Postcards or 3D Card Packs and we will include all travel, Stereo Photography of your park, post production, 3D conversion and web versions of your images for FREE. This offer is lim

**Random House, Inc.**  
**Booth Number(s): 614 616**  
Representative: Laura Maldonado  
Phone: 212-572-2034  
EMail: Lmaldonado@randomhouse.com  
Web: www.randomhouse.com  
Product Description: Books

**Ranger Doug's Enterprises**  
**Booth Number(s): 726**  
Representative: Lisa Bergman  
Phone: 206.297.9430  
EMail: mail@rangerdoug.com  
Web: www.rangerdoug.com  
Product Description: Silkscreen reproductions of 1930s  
WPA National Park Posters  
Trade Show Specials: Free bumper sticker kit, card  
sample packs,

*New Exhibitor*  
**Remember the Magic**  
**Booth Number(s): 732**  
Representative: Denise Jones  
Phone: 707.443.0135  
Fax: 707.445.8101  
EMail: denise@remembermagic.com  
Web: www.remembermagic.com  
Product Description: Junior Ranger Badge Sash and  
Compass Nature Craft Kits.  
Trade Show Specials: The first glimpse of a Brand New  
Product for Junior Rangers.

*New Exhibitor*  
**Restop Products div. American Innotek**  
**Booth Number(s): 602**  
Representative: Lara Usinowicz  
Phone: 760-741-6600  
EMail: lusinowicz@aiicorporate.net  
Web: www.whennaturecalls.com  
Product Description: Unique bag containment system to  
contain and treat human waste and comply with Leave  
No Trace principles of outdoor ethics. Bags are gas  
impervious to contain odor and the waste is treated and  
accepted for landfill disposal.

*Sponsor*  
**Rosen Publishing Group**  
**Booth Number(s): 313**  
Representative: Tricia Bauer  
Phone: 212-777-3017  
EMail: triciab@rosenpub.com  
Web: www.rosenpublishing.com  
Product Description: Quality nonfiction books for children  
and young adults in natural science, history, biography  
and high-interest subject areas; custom editions  
available.  
Trade Show Specials: Free freight on orders placed at the  
show.

*APPL Member / New Exhibitor*  
**Sequoia Natural History Association**  
**Booth Number(s): 427**  
Representative: Debby Crain  
Phone: 559-565-3759  
Fax: 559-565-3728  
EMail: debby\_crain@sequoiahistory.org  
Web: www.sequoiahistory.org  
Product Description: Books and interpretive products  
related to Sequoia and Kings Canyon, Sequoia Trees  
and National Parks of the West.  
Trade Show Specials: Any combination of books and  
products at the show and get 60% off. Terms Net 30.

*Sponsor*

**Skyflight Mobiles**

**Booth Number(s): 504**

Representative: Pete Zucker

Phone: 425-844-9199

E-Mail: skyflightmobiles@msn.com

Web: www.skyflightmobiles.com

Product Description: Wildlife mobiles and greeting cards. Fully assembled and ready to hang. Includes interpretive fact sheet.

Trade Show Specials: Free ground shipping with minimum \$150 orders for orders placed at show. Expires April 21, 2007.

**Southwest Inspirations Inc**

**Booth Number(s): 707**

Representative: Bobbi Bryant

Phone: 435 676-8951

E-Mail: swi.utah@gmail.com

Product Description: Petroglyph jewelry/Urban Fetishes recycled paper products by Semaki & Bird Pottery jewelry by Designs by Anna

**Smokey Signals, Inc.**

**Booth Number(s): 103**

Representative: Robin Sykes

Phone: 530-628-4136

Fax: 530-628-1612

E-Mail: sykesservices@snowcrest.net

Web: www.smokeysignals.com

Product Description: Smokey Bear and fire prevention/education materials.

*Sponsor*

**Specialty Incentives, Inc.**

**Booth Number(s): 2001**

Representative: Gene Gillette

Phone: 720-210-1090

E-Mail: gene@specialtyinc.com

Web: www.specialtyinc.com

Product Description: See all of your Junior Ranger needs in one location plus a host of exciting new products.

From our list of over 3500 suppliers we have access to most anything you need, just ask! This year we have a new line of embroidered baseball caps in a variety of colors. Trade Show Specials: Once again this year we will be offering a free adventure tool to the first 50 to stop by our booth 2001. We also are offering 100 free lip balms that can be attached to your Lanyard, and a Website journal to keep track of those usernames and passwords.

**Soundprints**

**Booth Number(s): 633**

Representative: Jennifer Brabson

Phone: 203 846-2274

Fax: 203-846-1776

E-Mail: jennifer.brabson@soundprints.com

Web: Soundprints

Product Description: Soundprints is an award-winning publisher and distributor of children's books, audio books, and realistic plush toys. Soundprints' mission is to produce unique products that educate while they entertain.

Trade Show Specials: Free Freight on all show orders.

*Sponsor*

**Split Pine Books**

**Booth Number(s): 406**

Representative: Susie von Mettenheim

Phone: 303 258 3992

Fax: 303 258 3884

E-Mail: splitpinebooks@msn.com

Product Description: Independent publisher's sales rep. representing The Mountaineer Books, Houghton Mifflin and Co., Avalon Travel Publishing (Moon Handbooks) and Hachette Book Group USA. (Formerly Time Warner Book Group)

Trade Show Specials: Show Specials: Hachette Book Group USA are as follows: With an order of 25+ assorted books, receive either a 52% discount OR net 90 day dating. All orders ship free freight with a \$75 net minimum. Houghton Mifflin; 50+ assorted books = +3% OR NET 90.

**Stackpole Books****Booth Number(s): 509**

Representative: Judy Miller

Phone: 717-796-0411

EMail: [jmmiller@stackpolebooks.com](mailto:jmmiller@stackpolebooks.com)Web: [www.stackpolebooks.com](http://www.stackpolebooks.com)

Product Description: Books: Stackpole books is committed to publishing books of the highest quality and authority in the following subject areas: History, Nature/Birding, Outdoor Sports, Crafts & Hobbies, and Regional.

Trade Show Specials: APPL Special: Order 25+ books by March 30, 2007 and receive an additional 5% discount.

Mention APPL when placing your order.

*New Exhibitor***Star Finders, Inc.****Booth Number(s): 711**

Representative: Larry Deckman

Phone: 541-731-1227

EMail: [ldeckman@starfinders.com](mailto:ldeckman@starfinders.com)Web: [www.starfinders.com](http://www.starfinders.com)

Product Description: We make tools to learn the stars in the sky--star wheels, glow-in-the-dark maps of the constellations, and constellation posters and greeting cards.

**Stuffed Animal House****Booth Number(s): 508**

Representative: Debbie Van Allen

Phone: 800 387-5874

EMail: [info@stuffedanimalhouse.com](mailto:info@stuffedanimalhouse.com)Web: [www.stuffedanimalhouse.com](http://www.stuffedanimalhouse.com)

Product Description: Stuffed Animal is known for it's selection of North American Wildlife quality plush products. Many items now include a Interpretive Hand tag as well.

Trade Show Specials: Free shipping on orders placed at the show and up to 30 days after the show.

*Sponsor***TAM Retail****Booth Number(s): 603**

Representative: Lynn Lode

Phone: 708-460-0999

EMail: [llode@tamretail.com](mailto:llode@tamretail.com)Web: [www.tamretail.com](http://www.tamretail.com)

Product Description: Point of Sale and Inventory Management Software

*Sponsor***TdB Press, LLC****Booth Number(s): 719**

Representative: Trefoni Rizzi

Phone: 626-585-1763

EMail: [trizzi@tdbpress.com](mailto:trizzi@tdbpress.com)Web: [www.tdbpress.com](http://www.tdbpress.com)

Product Description: Publisher of Teddy's Travels - America's National Parks, the Interactive Guide to the National Parks. Learn by experiencing the world around you. Join Tedrick de Bear on a fun-filled Venture to his favorite National Parks.

*Sponsor***The Mountaineers Books****Booth Number(s): 404**

Representative: Luis Borella

Phone: 206 223 6303

EMail: [luisb@mountaineersbooks.org](mailto:luisb@mountaineersbooks.org)

Product Description: Publisher of Outdoor Books  
Trade Show Specials: 10 book minimum receives a 48% discount, net 30 day dating. With an order of 25 + books receive a 48% discount, net 30 day dating and Free freight.

*Sponsor*

**Thomas McFadden & Associates**

**Booth Number(s): 613**

Representative: Tom McFadden

Phone: 303-771-2898

E-Mail: [tmcfadden@msn.com](mailto:tmcfadden@msn.com)

Web: not available

Product Description: Publisher's representative for Bellerophon, Graphic Arts, Grolier, Johnson Books, Kids Can Press, Northland, Sleeping Bear Press, and Westcliffe.

*Sponsor*

**Univ. of California Press/Princeton Univ. Press**

**Booth Number(s): 415**

Representative: Don McIlraith

Phone: 510-642-6685

E-Mail: [don.mcilraith@ucpress.edu](mailto:don.mcilraith@ucpress.edu)

Web: [www.ucpress.edu/www.pupress.princeton.edu](http://www.ucpress.edu/www.pupress.princeton.edu)

Product Description: University of California Press is one of the oldest and largest academic publishers in the world. We offer titles in Natural History, Science, and US History. UC Press distributes Sierra Club Books & The Huntington Library Press.

Trade Show Specials: University of California Press- 48%  
Princeton University Press- 50%/Free Freight

*Sponsor*

**Tour-Mate Systems Canada Ltd.**

**Booth Number(s): 217**

Representative: James Cusack

Phone: 416-636-5654

E-Mail: [info@tourmate.com](mailto:info@tourmate.com)

Web: [www.tourmate.com](http://www.tourmate.com)

Product Description: Millions of visitors have experienced Tour-Mate Audio Tours at Historic Sites and Botanical Gardens. Our easy-to-use SC550 System features MP3 sound quality and the Eco-friendly EB100 hand powered unit is ideal for all outdoor locations.

*Sponsor*

**University of Illinois Press**

**Booth Number(s): 414**

Representative: Lynda Schuh

Phone: 217-333-9071

E-Mail: [lschuh@uillinois.edu](mailto:lschuh@uillinois.edu)

Web: [www.press.uillinois.edu](http://www.press.uillinois.edu)

Product Description: Publisher of books on American History, Military History, Native American Studies, Cultural Studies, and Asian American Studies.

Trade Show Specials: 50% discount on orders taken at the show.

*Sponsor / New Exhibitor*

**Tyca Corporation**

**Booth Number(s): 309**

Representative: Maryann Castillo

Phone: 978 612 0002

E-Mail: [tyca@tyca.com](mailto:tyca@tyca.com)

Web: [tyca.com](http://tyca.com)

Product Description: USA and union made embossed denim, canvas, cotton and leather apparel and accessories with custom and destination designs low minimums-only 6 pieces.

Trade Show Specials: No tooling custom design.

**University of Nevada Press**

**Booth Number(s): 407**

Representative: Monica Robertson

Phone: 775.682.7394

Fax: 775.784.6200

E-Mail: [mrobertson@unpress.nevada.edu](mailto:mrobertson@unpress.nevada.edu)

Web: [www.unpress.nevada.edu](http://www.unpress.nevada.edu)

Product Description: Publisher of high-quality, deserving works that advance scholarly research and contribute to the understanding and appreciation of the nature, culture, and history of the West.

Trade Show Specials: 30% off and free shipping from orders placed at the show and orders placed online with code APPL07. Offer good 3/18/07-4/18/07.

*Benefactor*

**University of New Mexico Press**

**Booth Number(s): 417 419**

Representative: Glenda Madden

Phone: 505-272-7178

Fax: 505-277-9270

E-Mail: gmadden@unm.edu

Web: www.unmpress.com

Product Description: UNM Press is a publisher of quality histories, biographies, and fiction for adults and children.

Trade Show Specials: UNM Press will grant a 50% discount and net 60 days on all orders taken at the APPL booth.

**US Geological Survey**

**Booth Number(s): 523**

Representative: Gene Jackson

Phone: 303-202-4600

E-Mail: ask@usgs.gov

Web: www.usgs.gov

Product Description: An unbiased science organization that focuses on biology, geography, geology, geospatial information, and water we are dedicated to the study of the landscape, our natural resources, and the natural hazards that threaten us.

*Sponsor*

**University of North Carolina Press**

**Booth Number(s): 106**

Representative: Michael Donatelli

Phone: 919-966-3561

Fax: 919-966-3829

E-Mail: michael\_donatelli@unc.edu

Web: www.uncpress.unc.edu

Product Description: Publisher of authoritative books since 1922 on American history, nature and natural history, African-American, Native-American, the Carolinas, and the South.

Trade Show Specials: 50% discount through April 15, 2007

**USAOPOLY**

**Booth Number(s): 522**

Representative: Cyndi Baskerville

Phone: 760-431-5910

E-Mail: cyndi@usaopoly.com

Web: www.usaopoly.com

Product Description: Licensed National Parks board games, including Monopoly and Checkers/ TicTacToe Combos.

Trade Show Specials: Not yet determined

*Benefactor*

**University of Oklahoma Press**

**Booth Number(s): 105**

Representative: Tara Malone

Phone: 405-325-3328

Fax: 405-325-4000

E-Mail: tmalone@ou.edu

Web: www.oupublish.com

Product Description: Publishers of outstanding books on American Indian history and culture and the American West.

Trade Show Specials: 30% off discount with free shipping good through May 1, 2007

**W. W. Norton**

**Booth Number(s): 506**

Representative: Meg Sherman

Phone: 888-494-3197

Fax: 719-213-2688

E-Mail: msherman@wwnorton.com

Web: www.wwnorton.com

Product Description: Norton is the largest independent publisher in the country. We publish a wide variety of adult books on American history, American Indian history, nature, and regional travel guides.

**Waterford Press**

**Booth Number(s): 405**

Representative: Lee Miller

Phone: 203-458-2798

Fax: 203-458-2704

E-Mail: lmill@waterfordpress.com

Web: www.waterfordpress.com

Product Description: Waterford Press can produce a customized nature guide for your national park. The Pocket Naturalist series highlights common regional species of animals & plants, in a pocket-sized & laminated folding guide.

**Watership Trading Co.**

**Booth Number(s): 113**

Representative: Greg Frechette

Phone: 800-676-4305

E-Mail: info@watership.com

Web: www.watership.com

Product Description: Outdoor headwear for men and women. Hat for all four seasons.

Trade Show Specials: 2% discount on all orders placed at show.

*APPL Member*

**Western National Parks Association**

**Booth Number(s): 607**

Representative: Chris Anderson

Phone: 888-569-7762

E-Mail: info@wnpa.org

Web: www.wnpa.org

Product Description: Creator of over 500 interpretive products including: books, posters, videos, children's items, collectibles and much more.

Trade Show Specials: 90 day dating and no minimum needed for 50% discount. Expires 5/1/2007

*Sponsor*

**Whistle Creek Hiking Sticks**

**Booth Number(s): 409**

Representative: George Barker

Phone: 970 586 7310

E-Mail: george@whistlecreek.com

Web: www.whistlecreek.com

Product Description: "America's Hiking Stick", Whistle Creek is the largest producer of walking and hiking sticks in the US. Fixtures, Assortments, Name-Drops, Show Special. 100% US Made

Trade Show Specials: Free Freight on all orders placed at show for domestic (lower 48) shipments.

*Sponsor*

**Wild Republic / K&M Int'l**

**Booth Number(s): 533 632**

Representative: Paul Cugini

Phone: 1-800-800-9678 x268

Fax: 1-888-329-8656

E-Mail: pcugini@kmt toys.com

Web: www.kmt toys.com

Product Description: Quality, realistically detailed, highly interpretive plush and toys plus gifts for home, garden and more!

Trade Show Specials: Not yet determined.

*Sponsor*

**Wilderness Press**

**Booth Number(s): 514**

Representative: Heather Harrison

Phone: 510-558-1666, x109

E-Mail: heatherh@wildernesspress.com

Web: www.wildernesspress.com

Product Description: Berkeley based Wilderness Press sets the mark for comprehensive and accurate outdoor hiking and activity books. For over 35 years, we have published and distributed the highest quality outdoor books and maps in the industry.

Trade Show Specials: 10+ books ordered earn a 48% discount + free freight

*Sponsor*

**Wildflower Trading Company**

**Booth Number(s): 432**

Representative: Steve Peterson

Phone: 888-836-8384

Fax: 707-836-8699

E-Mail: [steve@createdbynature.com](mailto:steve@createdbynature.com)

Web: [www.createdbynature.com](http://www.createdbynature.com)

Product Description: Geographically specific wildflower seed postcards, wildflower seed gardens, and wildflower home fragrances from many of the most beautiful areas of America.

*Sponsor*

**Your True Nature, Inc**

**Booth Number(s): 312**

Representative: Ilan Shamir

Phone: 970-282-1620

E-Mail: [grow@yourtruenature.com](mailto:grow@yourtruenature.com)

Web: [www.yourtruenature.com](http://www.yourtruenature.com)

Product Description: Bestselling Advice from a Tree, Advice from a River, Mountain & Hummingbird books, journals, cards and now introducing Advice from a Moose, Butterfly, Bat and Snowman! Also Pocket Rangers - your site specific customized pocket guide and journal.

Trade Show Specials: We will waive \$300 set up fee on all site specific Pocket Rangers ordered at the show. Part of proceeds benefit National Association for Interpretation. Also enter drawing for free framed Advice from a Tree Poster.

*Sponsor*

**Wildlife Artists Inc.**

**Booth Number(s): 532**

Representative: George C. Hutton

Phone: 1-800-444-6945

E-Mail: [GeorgeH@WildlifeArtistsInc.com](mailto:GeorgeH@WildlifeArtistsInc.com)

Product Description: Large selection of North American Animals in Plush Toys, with educational tags attached to each piece, giving it's own unique species information. (Wholesale to Gift Shops and Donation Programs)

Trade Show Specials: Special pricing for APPL members --15% discount on all items.

*Sponsor*

**Wildlife Education, Ltd./Zoobooks**

**Booth Number(s): 408**

Representative: Kurt Von Hertsenberg

Phone: 858-513-7600

Fax: 858-513-7660

E-Mail: [kurt@zoobooks.com](mailto:kurt@zoobooks.com)

Product Description: Educational books and products on wildlife. 59 titles available in our award winning Zoobooks series, 9 titles in our younger reader Zootles series and 6 titles in our Critters-up close board book series.

Trade Show Specials: Discounted prices for all Zoobooks titles and special introductory prices for our new Zootles, younger reader series and Critters-up close, board book series.