



MIDDLE ATLANTIC PLANETARIUM SOCIETY

2011 Conference

May 4-7, 2011

INVITATION to VENDORS to MAPS 2011: *Teaching in the Dark*

GENERAL INFORMATION

You are cordially invited to participate in a MAPS first: a conference hosted by three separate facilities in southeastern Pennsylvania and southern New Jersey, May 4-7, 2011. This first page includes general information sent out to all members. Information intended especially for vendor members will be found on subsequent pages.

Hosts. Your hosts will be the Sandy Run Middle School Planetarium, directed by Kim Small, in Dresher PA; the H. W. Ray Special Experiences Room, Centennial School District, directed by Don Knapp, in Warminster PA; and the Edelman Planetarium, directed by Keith Johnson, in Glassboro NJ.

Hotel. The Holiday Inn Fort Washington (www.fwholiday.com; (800) 339-0209; 432 W. Pennsylvania Ave., Fort Washington PA 19034) will serve as the conference headquarters. It's located north of Philadelphia, just off the Pennsylvania Turnpike (I-276) at exit 339. The closest airport is the Philadelphia Airport on the south side of the city. We won't be able to provide shuttle service, but an hourly shuttle directly to the hotel is available for \$53 roundtrip, cash only (Tropiano Transportation, www.tropianotransportation.com/shuttle/, 610-640-9494; reservations required). Regional rail from the airport to very near the hotel is also available (www.septa.org) for about \$10; trip time is slightly over an hour.

The hotel will provide single and double rooms at a cost of \$99 per night if you identify yourself as an attendee at the conference. Hotel registration is the responsibility of the member, of course. To be sure of getting a room at this reduced rate, be sure to **book your reservation on or before April 6** (which is also the conference registration deadline, after which you'll be assessed a late fee). The hotel provides free wireless internet, a fitness center, free parking, and doors with government-approved doorknobs.

Theme. Since all three host planetariums are part of a school, we chose the theme "Teaching in the Dark." If you've found a new way to entice children—and adults!—to learn in your dome, using new formats or old, why not let us see it? We all have creative methods to share. And we're all educators!

Meals. Your conference registration will include the evening reception on Wednesday, breakfast and lunch on Thursday and Friday, the banquet on Friday night, and cookies and coffee on Saturday. Thursday night you'll be on your own for dinner; maps and directions will be supplied, or you can take advantage of the hotel restaurant and lounge. The famous (notorious?) MAPS hospitality suite will be open Thursday and Friday nights.

Keith Johnson

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MAPS 2011 Conference

VENDOR INFORMATION

Thank you for considering attending the 2011 MAPS conference! Vendors are a recognized and important part of the planetarium community, and have forged strong links with planetarium users, more so than for most enterprises. In particular, vendors are crucial to the success of our annual conferences. We recognize your generosity in past years, and hope we can continue the partnership at this event. Below is information about the conference setup. Most of this is similar to past conferences, but do take note of the changes in registration forms requested.

Format. We recognize that hosting the conference in four separate places may represent a challenge for vendors! We will make every attempt to make this as smooth as possible.

Vendor Hall. The vendor exhibit hall is located in the hotel, in a room with high ceilings*. Food for the opening reception on Wednesday night will be served on a raised platform on one side of this room, so delegates will have an opportunity to stroll through your booths while munching. Breakfast on Thursday and on Friday will also be served at this same place. These will be the best times for delegates to meet and talk with you.

We'll be in New Jersey on Thursday from 8:30 to late afternoon. Delegates will be on their own for Thursday dinner. It may be that many will choose to eat at the hotel restaurant/lounge; the hospitality suite will be open that night. Some may want to visit the exhibit hall after their return from New Jersey, around 5:00, and some may want to pay you a visit that evening after dinner. We can make that happen, and can encourage delegates to do so, if you feel it would be useful.

1st-, 2nd-, and 3rd-Magnitude sponsors receive a free space in the vendor hall. Others may obtain a space by payment of a fee of \$100. You may also provide a door prize worth at least \$50 and pay a reduced fee of \$50 for a space.

Dome presentations. The main thing to be aware of here is that most, if not all, of our presentations, including non-vendor individual presentations as well as vendor demos, will be made inside a dome.

We have three domes at which presentations and demos can be made. This may pose some challenges, but I think it will also offer benefits. For one thing, it should be easier for you to set up the day before, since not all vendors will be competing for time in a single dome. All three will be available on Tuesday during the day, and at least the Glassboro dome will be available that night if necessary. Conference hosts will decide who presents in which dome; we'll do our best to make this reasonable and fair.

FYI: the Warminster and Glassboro planetariums have 40-foot domes and (by that time) Spitz SciDomes. The Dresher planetarium has a 30-foot dome, with a Spitz A3P and a Konica-Minolta Mediaglobe. All have 110 V outlets; I don't believe any of them have 220 volts easily available (if this is a necessity, let me know ASAP).

We will try to assign each requesting vendor to the facility that matches your requirements as best we can, but we may not be able to satisfy everyone with our choice. The more information you provide about what you need, the better we can serve you!

Registration forms. We are providing two kinds of forms. One is for your company, asking for information about your intended funding level and company information. We are also providing an individual registration form; one of these should be submitted for every person attending, including the primary attending contact (*aka* "Boss"). This differs from past practices,

but we believe this will help clarify the registration process. We'll ask you to make photocopies of this form.

Door prizes. This is always a high point for the conference, and allows delegates to leave on a note of fun. They also serve to help coerce delegates to attend the business meeting. ☺ If you can provide a door prize, we will be grateful, and so will the recipient.

Sponsorship. Vendors have the opportunity to sponsor conference events at various standardized levels. There are four levels of support available. All levels include exhibit space, recognition in the conference program, a listing in *The Constellation* newsletter, and a listing on the MAPS Web site (you may provide logos for the last two if you wish). We will post signs indicating sponsorships at the various events; if you wish your logo to be displayed, please send a copy to Keith Johnson (johnsonk@rowan.edu).

Here are the benefits and funding limits for the different levels of sponsorship.

1st Magnitude: \$2,500+: Recognition as a major sponsor (e.g., for the closing banquet), one complimentary conference registration, a full-page ad in the fall issue of *The Constellation*, your logo on the inside cover of the conference program

2nd Magnitude: \$1,500+: Recognition as a sponsor (e.g., for the opening reception), one complimentary conference registration, a half-page ad in the fall issue of *The Constellation*

3rd Magnitude: \$1,000+: Recognition as a sponsor (e.g., for breakfast or lunch), one complimentary conference registration, a quarter-page ad in the fall issue of *The Constellation*

4th Magnitude: \$500+: Recognition as a sponsor (e.g., for coffee breaks) (must pay individual conference registrations)

In addition to the benefits designated above, we have discussed allowing more time in the three domes for demonstrations to those who provide higher levels of support. We cannot specify details at this point: it will depend on how much total dome time we have available, including individual presentations, and how many sponsors at each level we receive.

Questions? If you have any questions, please contact

Keith Johnson; johnsonk@rowan.edu; 856-256-4389

** At press time, we were unable to obtain a figure for the ceiling height. If this is of concern to you, let me know, and I should have an answer by the time you get back to me. —KHJ*