



September 18-19, 2010

Pacific Astronomy and Telescope Show Club and Vendor Registration

The largest Telescope and Astronomy Show on the West Coast

The Great Attractor(s)

- Top flight presentations from well known personalities in Astronomy: Cosmologist **Alex Filippenko**, Planet Hunter **Geoff Marcy**, Sky and Tel's **Bob Naeye**, and the Society for Astronomical Science's **Brian Warner** have made commitments, and others are being arranged.
- Nearby attractions for amateur astronomers and their families
- Top rate facilities, within walking distance to hotels, restaurants, shopping.
- Stage area for your product demonstrations.
- A huge market of amateur astronomers living nearby, with easy access and travel.

PATS 2010 Coming September 18-19

On September 18 and 19, 2010, the same people who bring you the RTMC Astronomy Expo—perhaps the largest star party on this planet— will be producing the third Pacific Astronomy and Telescope Show, bringing their spirit to the big city. The Pasadena Convention Center will continue to host this great collection of hobbyists, vendors, and presenters.

We have been recruiting the top names in amateur astronomy for the presentations and selecting the best venue for the accompanying vendor exhibition. The Pasadena Center can accommodate both. It is clean, modern, and capable of holding it all.

You will want to reserve a booth or two to display your wares, demonstrate your products, and ring up a few sales in this environment. To do so, just review the information on page two of this brochure, and send in your registration.



Lines of eager amateur astronomers waited for the PATS doors to open.

Astro Clubs and Organizations

Astronomy related clubs and organizations are invited to participate in PATS.

You may reserve a table in the "club" area to promote your organization and its activities. You will have a table and two chairs, and will share the area with similar clubs. This offer is for non-profit astronomy-related organizations only, and you will not be allowed to sell products at these locations.

If your club is interested in selling things (or if you are part of a business, whether you intend to sell anything or not), you should

consider yourself a vendor, and are invited to register for a regular vendor booth.

Your club may also benefit from the pre-sale ticket program. You may purchase tickets at a substantially reduced price, and then re-sell them at a price you determine, keeping all profits for club activities. Contact Alex McConahay for details: clubs@rtmcastronomyexpo.org.

If you would like to have a meeting for your members, or a special presentation for the general attendees, we can arrange space for these activities.

Vendor/Club Info

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CONTACTS

For questions relating to vendors, club tables, product demonstration on the stage, special requests, or booth refunds contact

Allan Guthmiller,
702 558 3548,
vendor@rtmcastronomyexpo.org

For questions regarding club pre-sale tickets, program, and club tables contact

Alex McConahay,
Clubs@rtmcastronomyexpo.org

Commercial Vendor Information

PATS offers vendors four basic plans, but these can be tailored to meet your needs. All booths include 8 foot tall back drape walls, with three foot tall drape dividers.

Standard and **Premium** booths are 10 x 10 and include a table and wastebasket, two chairs, and two event admissions. **Standard** booths are along the side aisles (see map yellow, #40–81, and cost \$325. **Premium** booths are on the more heavily traveled main aisles (map green, #11-39) and cost \$375.

Corner Booths (5, 6, 7, 10 pink on map) are 10 x 20 and include a table, wastebasket, two chairs, and two event admissions. Corner booths cost \$800.

Priority booths are available in two formats (**Blue**, at entrance #1-4 are larger, at 20 x 20 or 40 x 10, with four tables and eight chairs, a wastebasket, and event admission for eight attendees. They also include 5 amps of electrical service and two free hours of cart service. The charge for an Entrance booth is \$1900. (See note regarding sponsorship). **Pink** Priority booths #8,9 are as described under Corner booths, and cost \$800. **NOTE: Priority booths will be assigned only to Event Sponsors. (see page 4).**

Vendors may have two or more contiguous booths. All booths may be customized with extra folding chairs (\$5), 3 x 8 tables (\$40), or wastebaskets (\$10). Vendors are permitted to use their own carts. See notes on

Page four for details on cart service. Two hours of cart service will be free to vendors in the Entrance Booths, and to any Standard or Premium booth vendors who reserve three hundred or more square feet of vendor space.

You may also customize your booth with electricity or internet services. You will need to contact Elden Electrical for additional electric service and Swisscom for internet connections. Except for the first 5 amps provided to the Entrance booths, these services will have an extra charge, and you will be communicating and handling payments directly with the providers. If you would like to enhance your booth décor, you may rent or bring your own furnishings. Top quality exhibit

design features are available at an affordable price from Skyline Exhibits.

Contact information for Peterson, Edlen, Swisscom, and Skyline is available at <http://www.rtmcastronomyexpo.org/PATS/2010/VendorInfo.html>

All vendors and exhibitors who plan to sell items at this event must have a California Seller's Permit. If you do not yet have one, contact www.boe.ca.gov/info/req.htm#sales

For Vendor related questions, special requests, or refunds contact **Allan Guthmiller, 702 558 3548, vendor @rtmcastronomyexpo.org**

PATS Information Summary

NOTE: Priority Booths (1-4, 8,9) will be assigned only to Event Sponsors (see page 4). Apply before March 10.

Type	Standard	Premium	Corner 5,6,7,10 and Priority Corner 8,9	Priority 1-4(Entrance)
Size	10 x 10	10 x 10	10 x 20	20 x 20
Location	Yellow (40-81)	Green (11-39)	Pink (5-10)	Blue (1-4)
Cost (before August 1)	\$325	\$375	\$800	\$1900
Cost (After August 1)	\$400	\$475	\$875	\$1975
Registrations	2	2	4	8
Base Furnishings	8' high back wall drape, 3' high sides with drape, 1 wastebasket			
Table(s) (3x8,w/ skirt)	1	1	2	4
Chairs	2	2	4	8
Extra Furnishings	3x8 table/skirt (\$55/\$70), Folding Chair (\$5/\$7), Wastebaskets (\$10/\$13)			
Cart Service (through Peterson Events)	Available, Extra Fee...Two hours free if you reserve three or more booths			Two hours free
Do it yourself Cart	\$25 per hour, first come-first served. (Use your own cart free of charge.)			
Electrical (through Edlen Electric)	Available, Extra Fee			5 amps free, more available, Extra Fee
Internet (through Swisscom)	Available, Extra Fee			
Setup Entrance Time Friday	2:00 pm	1:00 pm	12:00 noon	12:00 noon
Hours/Setup/Takedown Arrangements	PATS Exhibit Floor will be open Saturday 9:00-5:00, and Sunday 9:00-3:00. Vendors will be allowed on exhibit floor Friday afternoon (see Setup Entrance Time) until 8:00 pm, Saturday and Sunday 8:00 am-6:00 pm. The building will be locked and security will be provided around the building at all other times. Petersen Events will arrange materials acceptance and shipment (for a fee).			

Refund Requests must be made in writing (at the above Registration address) before August 1. RTMC, Inc. reserves the right to refuse any application.

Sponsorship and Priority Booths

If you are interested in sponsoring the Pacific Astronomy and Telescope Show, consider one of these three options:

Event Sponsors are those who have paid sponsorship fees to have their name on the event as a whole. They will have their names and logos on our outdoor banners, logos and links on our website, and names and logos in our program and other printed materials. *They will also receive priority selection of their vendor space in the exhibit hall.*

Program Sponsors are those who have provided, at their own expense, a high quality presenter for the event. They will have their names and logos on our program, receive recognition and links on our website, and will have time during the program to talk about their product.

Special Sponsors are those who have provided a substantial additional service, product, or program component.

Glenn Malcolm (951 360 1030 home, or 951 354 5388 work, or gmalcolm@charter.net) can help you if you have any questions about sponsorship.

Note: In order to assure equity in assignment of the priority locations for booths, these booths will be assigned to Event Sponsors ONLY. These booths will be assigned by a lottery. You must indicate your intention to be in that lottery and pay sponsorship fees by March 10, 2010. You may be an event sponsor and not have a booth. See complete information about sponsorships at [WEBSITE LINK](#).

PATS—The Spirit of RTMC Goes Downtown

For forty years thousands of amateur astronomers have staged their annual rustic rendezvous in the mountains to revive old friendships and see the latest in amateur astronomy. Sometimes in the dust and sun, and a few times in the snow, thousands camped out, drawn by the people, traditions, and dozens of vendors, manufacturers, and developers with their new products.

We will continue the Astronomy Expo. But we have enough of the RTMC spirit to take some of it to a new environment. With easy freeway and public transport access, 300 restaurants, four major hotels, and shopping within walking distance of the hall, PATS will be a *different* experience. It is a clean, air-conditioned venue right in the middle of things! Caltech is a mile and a half in one direction, JPL a few in the other. Mt. Wilson looks down from above. In many ways, Pasadena is truly the center of the Astronomical Universe. Most importantly for vendors, nearly 20 million people live within two hours of this site. Southern California is a huge market for the amateur community.



Cart Service and Freight Handling

Hand cart rental: Cart rental will be available for PATS exhibitors at a rate of \$25 / hour. Carts measure 3'x 5' and are designed to carry packages weighing no more than 100lbs. each with a max load of 400lbs.

Hand Cart Service: Hand cart service is provided by Petersen Events Corp. and is free to exhibitors who purchase booths that are 300 sq. ft. or greater. Exhibitors are welcome to provide their own handling services (palette, dolly, forklift, etc.) provided they are capable to operate said handling equipment in a proper manner as to not cause damage to the convention facility, exhibits, and individuals.

Freight Handling: For large crates and pallet's Petersen Events Corp. can provide freight service for an additional fee. Please check the rate schedule. Be sure to make arrangements early with Petersen Events.

Note: Cart service is for packages that weigh no more than 100 lbs. each, with a maximum cart load of 400 lbs. All crated or palletted items are considered freight and require special services for handling.

PATS is produced by:
RTMC, Inc.

8300 Utica Avenue, Suite 105
Rancho Cucamonga, CA 91730

Telescopeshow.com

Enthusiastic throngs gathered for an informal door prize session at one of the PATS vendor booth. The Pasadena Center was chosen because of the excellent, capacious facilities and also because of easy access by freeway and public transportation for a large population of active amateur astronomers. As a vendor or club, you will want to have a presence at PATS to show off your program and your wares.