



September 26-27, 2009

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: Astronaut Rusty Schweickart, Observer Stephen O'Meara, AAVSO's Arne Henden, Planetary Society's Bruce Betts, ALPO's Mike Reynolds, Sky and Tel's Sean Walker, Sky-scape artist Wally Pacholka, and more
- 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 Returns September 26-27, 2009

PATS premiered with a splash last fall, with crowded aisles, busy presentations, and lots of happy vendors and attendees.

On September 26 and 27, 2009, the same people who bring you the RTMC Astronomy Expo—perhaps the largest star party on this planet— will be producing the second Pacific Astronomy and Telescope Show, bringing their spirit to the big city.

We are 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.



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.

Lines of eager amateur astronomers waited for the new Pacific Astronomy and Telescope Show last fall.

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 (5-10, pink on map) are 10 x 20 and include 3 tables, wastebasket, two chairs, and two event admissions. They cost \$900.

Entrance booths (map blue, #1-4) are larger, and carpeted, 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 \$1700.

Vendors may have two or more contiguous booths. All booths may be customized with carpeting, extra folding chairs, 3 x 8 tables, or wastebaskets.

Vendors are permitted to use their own carts (or a 3x5 cart provided by PATS organizers on a first-come-first-served basis at \$25 per hour) to load and unload merchandise and materials. If you would like to use our decorator, Peterson Events, for

that service, you may contact them directly. Two hours of this service will be free to vendors in the Entrance Booths, and to any Standard or Premium booth vendors who reserve three or more booths.

You may also customize your booth with electricity or internet services. You will need to contact Elden Electrical for additional electric service and PSAV 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 fea-

tures are available at an affordable price from Skyline Exhibits.

Contact information for Peterson, Edlen, PSAV, and Skyline is available at <http://www.rtmcastronomyexpo.org/PATS.htm>

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

CLUB/VENDOR/EXHIBITOR REGISTRATION FORM

CONTACT NAME _____


COMPANY / ORGANIZATION NAME _____ PHONE _____

ADDRESS _____ EMAIL _____

CITY _____ STATE _____ ZIP _____

TO REGISTER:

1. Complete the registration form. Attach additional sheets if needed.
2. Make checks payable to: Riverside Telescope Makers Conference.
3. Mail your Registration to: PATS c/o Fox and Stephens, CPA 8300 Utica Avenue, Suite 105 Rancho Cucamonga, CA 91730

	Location	Cost		Times	Equals Amount	Notes
	Preferred	Before 9/1	After 9/1	Number of		
Astro Club/Organization		Free	Free	_____ Table		1 table, 2 chairs in shared area (No free admission to members)
Standard		325	400	_____ Site(s)		Spaces 40-81
Premium		375	475	_____ Site(s)		Spaces 11-39
Premium Corner		900	975	_____ Site(s)		Corner 5-Corner10, carpet
Entrance	Sold out as of June 24	1700	1775	_____ Site(s)		Entry 1-4, Includes 5 amp electric, 2 hours Cart Service, carpet
TOTAL						

Carpeting, Extra 3 x 8 Tables, Chairs, Waste-baskets, and Cart Rental:	http://www.rtmcastronomyexpo.org/PATS/orderforms2009/Petersen.doc
Electrical Service:	http://www.rtmcastronomyexpo.org/PATS/orderforms2009/Electric.pdf
Internet Service:	http://www.rtmcastronomyexpo.org/PATS/orderforms2009/AV_internet.doc

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

Floorplan: The floorplan indicates positions of the booths. Note: Plan is subject to change. "Sold" spaces are accurate at time of printing, but change daily.

Demonstrations: We have reserved an area in the conference center for exhibitors to demonstrate their products or host panel discussions involving particular products of interest. Contact Alex at clubs@rtmcastronomyexpo.org

Late Registration Policy: A \$75 fee will be added to any registrations paid after September 1, 2009.

Refund Policy: You may receive a full refund by requesting one in writing before September 1. Requests after that date will be denied.

Clubs: Non-Profit astronomy related clubs and organizations may request a free table and two chairs in a shared area to promote their membership and activities. Note that this table and chairs is not a full, separate booth. Also note that such clubs may not sell items from this space. Clubs and organizations may also register for a vendor booth should they desire.

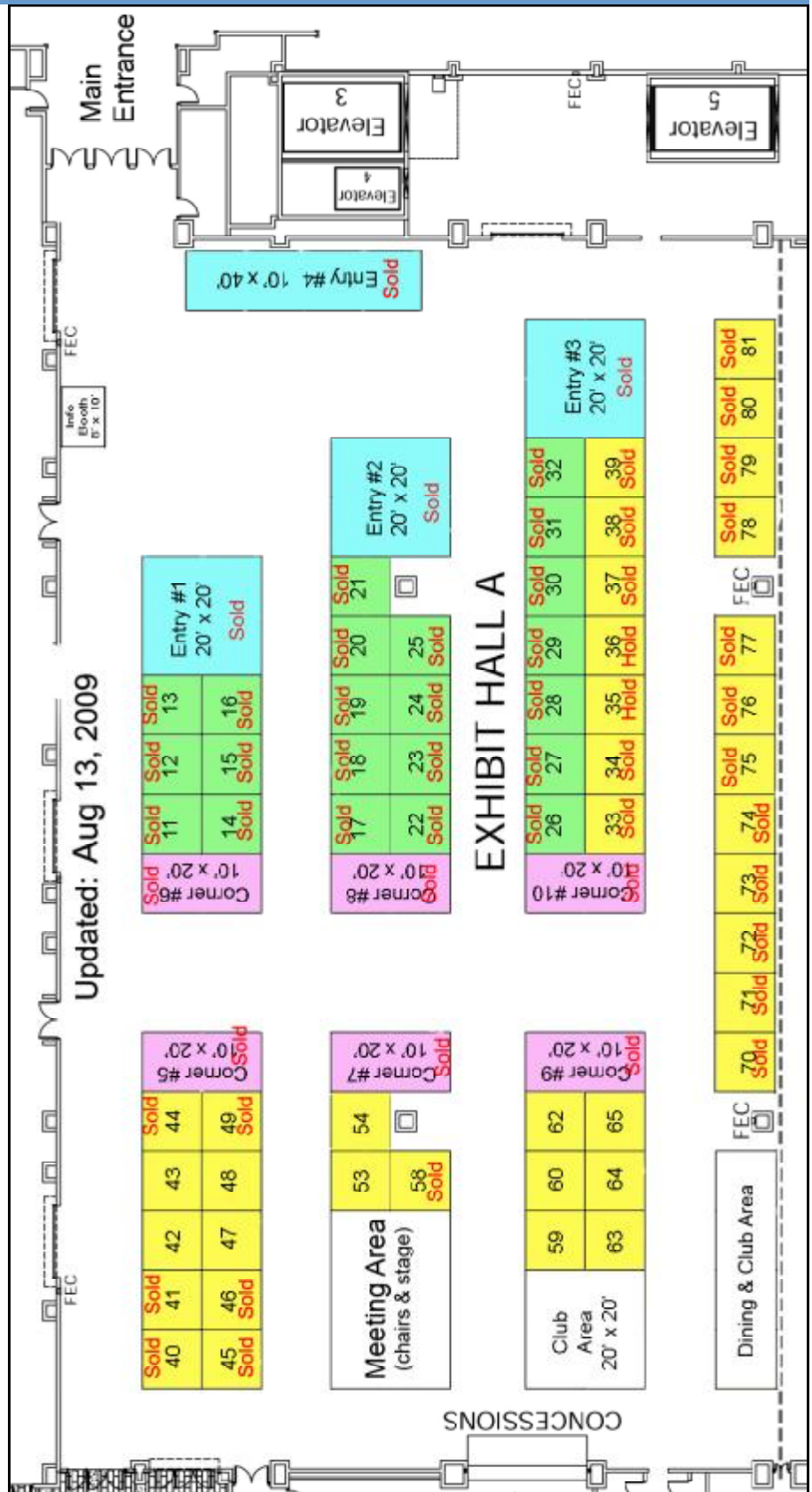
Club Tickets: Non Profit astronomy related clubs and organizations may purchase deeply discounted tickets in advance and re-sell them to members and others, keeping any proceeds for club activities. (Contact clubs@rtmcastronomyexpo.org for details.)

Riverside Astrolmaging Workshop will be Friday, September 25. For information or to participate, contact clubs@rtmcastronomyexpo.org.

Register early to assure the space you want at what promises to be one of the largest astronomical exhibits in the country! We will be working with the convention center and others to provide a wonderful place for you to show off and sell your products.



Old town Pasadena, with its restaurants, shopping, hotels, and other attractions, surrounds the Conference Center.



CONTACTS

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For questions regarding club pre-sale tickets, contact Alex McConahay, Clubs@rtmcastronomyexpo.org

PATS Information Summary

Type	Standard	Premium	Corner	Entrance
Size	10 x 10	10 x 10	10 x 20	20 x 20/10 x 40
Location	Yellow (40-81)	Green (11-39)	Pink (5-10)	Blue (1-4)
Cost (before September 1)	\$325	\$375	\$900	\$1700
Cost (after September 1)	\$400	\$450	\$975	\$1775
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	3	4
Chairs	2	2	4	8
Extra Furnishings	3x8 table/skirt , Folding Chair , Wastebaskets by request (for a fee)			
Cart Service (through Petersen 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 PSAV Presentation Services)	Available, Extra Fee			
Setup Entrance Time Friday	3:00 pm	1:00 pm	1:00 pm	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 with security provided around the building at all other times. Petersen Events will arrange materials acceptance and shipment (for a fee).			

PATS—The Spirit of RTMC AE 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.

PATS is sponsored by the fine people at:



And produced by:
RTMC, Inc.

8300 Utica Avenue, Suite 105
Rancho Cucamonga, CA 91730



Enthusiastic throngs gathered for an informal door prize session at one of the PATS vendor booth at the initial PATS in 2008. 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.