



September 13-14, 2008

# Pacific Astronomy and Telescope Show Club and Vendor Registration

RTMC, Inc. presents a new indoor exhibition

## The Great Attractor(s)

- Top flight presentations from well known personalities in Amateur Astronomy: Story Musgrave, David Levy, Terry Mann, Gary Palmer, Todd and Robin Mason
- Nearby attractions for amateur astronomers and their families
- Top rate venue 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 Premiere set for September 13-14, 2008

At last it will be a reality.

On September 13 and 14, 2008, the same people who bring you the RTMC Astronomy Expo—perhaps the largest star party on this planet— will be bringing their spirit to the big city.

We have been organizing for more than a year, 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, you can just review the information on page two of this brochure, and send in your registration.



The East Pavilion of the Pasadena Convention Center will be home to the premier Pacific Astronomy and Telescope Show. This air conditioned, carpeted building has room for 80 or more vendors, catering, demonstration areas, and the perfect atmosphere for showing off products. It is immediately adjacent to the Conference Center, with rooms for general and breakout sessions featuring some of the top names in amateur astronomy.

## 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.

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

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.

PATS offers vendors three 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, #4-41, and 78-83) and cost \$325.

**Premium** booths are on the

more heavily traveled main aisles (map green, #42-77, 84-102) and cost \$375.

**Entrance** booths (**Sold out as of May 8.**) (map blue, #1,2,3) are larger, at 20 x 20, 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 \$1650.

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 (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 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.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](http://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 8/1	After 8/1	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 4-41, 78-83,
Premium		375	475	_____ Site(s)		Spaces 42-77, 84-102
Entrance <i>(Sold out as of May 8)</i>		1650	1725	_____ Site(s)		Spaces 1,2,3. Includes 5 amp electricity, 2 hours Cart Service
Extra 3 x 8 Table		55	70	_____ Table(s)		
Extra Chair		5	7	_____ Chair(s)		
Extra Wastebasket		10	13	_____ Basket(s)		
Do it Yourself Cart Rent		25		_____ Hour(s)		
Total						

To make individual arrangements for additional Electric Service, Internet Service, Merchandise Shipment and Cart Service see the forms at PATS website <http://www.rtmcastronomyexpo.org/PATS.htm>.

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



## PATS Information Summary

Type	Standard	Premium	Entrance
Size	10 x 10	10 x 10	20 x 20
Location	Yellow (4-41, 78-83)	Green (42-77, 84-102)	Blue (1,2,3)
Cost (before August 1)	\$325	\$375	\$1650
Cost (After August 1)	\$400	\$475	\$1725
Registrations	2	2	8
Base Furnishings	8' high back wall drape, 3' high sides with drape, 1 wastebasket		
Table(s) (3x8,w/ skirt)	1	1	4
Chairs	2	2	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	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
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).		

(Entrance Booths Sold out as of May 8)

## 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, gathering for a large Star Party annually in the future. 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, carpeted, air-conditioned venue right in the middle of things! Cal Tech 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.

The PATS planning committee, meeting with Pasadena Conference Center staff last August, are dwarfed in the 26,650 square foot East Pavilion. This site 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.

PATS is sponsored by the fine people at:



And produced by:

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[www.rtmcastronomyexpo.org/PATS.htm](http://www.rtmcastronomyexpo.org/PATS.htm)

