



Sponsor Packet

Conference Hosts:

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Bays Mountain Park & Planetarium
853 Bays Mountain Park Road
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WELCOME

Greetings Friends!

The planetarium staff at Bays Mountain Park & Planetarium are thrilled to be hosting the Stars for All 2023 US Planetarium Conference! We are looking forward to working with you in helping you be a sponsor for this unique event.

This event is different than the normal planetarium conference in that it is a US event. It is the second gathering of all seven of the US planetarium regionals ever. After the success of the Pleiades conference held in 2017 in St. Louis and led by the great staff at the McDonnell Planetarium of the Saint Louis Science Center, it was clear that our community wanted to do it again. This will be the only regional planetarium conference in the US in 2023. The dates of the event are June 20-24, 2023.

Bays Mountain Park & Planetarium is a 3,750 acre nature preserve nestled in the heart of the Appalachian Mountains in East Tennessee. We are the largest city-owned park in Tennessee and Kingsport is our home. Our purpose is to educate and inspire children and the general public about nature and astronomy. Of our many jewels that make the crown of Kingsport, we also have an exceptional planetarium theater run by a dedicated staff. We want all delegates to enjoy this region and help celebrate our profession. Please help us make our theme come true, in that "It Takes a Universe."

We expect delegates from all over the US as well as across the globe. Because of the expected large turnout, we must cap our attendance to 350 persons. This includes all delegates. And yes, vendors are part of our family and are also delegates. Your sponsorship, no matter how small or large, is part of what makes a large conference like this successful and affordable for those attending.

As of this writing, we are asking vendors to establish their sponsorship prior to when registration opens for all the delegates. We expect registration to open in February 2023. The more support we receive from you helps us lower the registration fee to cover our expenses. Any vendor attending the conference will also need to fill out their own registration form in February. This will be handled separately from the vendor sponsorship form.

There are many opportunities for you to help. At the most basic level, you can arrange for a booth in the enormous vendor hall. At the highest level of support, you can have multiple booths, dome time in our theater, sponsorship of one of our more grander events and much more. Please refer to the sponsorship information section for those details. If you have any questions, please contact us.

Thank you for your interest and support of this special conference!

The staff at Bays Mountain Planetarium

Adam Thanz, Jason Dorfman, Edgar Bowlin III & Mackenzie Henley

BAYS MOUNTAIN PLANETARIUM



The interior of Bays Mountain Planetarium

Our Dome

Our theater is a rarity. The only one of its kind in the Western Hemisphere! We have a Zeiss ZKP-4 optical star projector with the new LED star lamps. We also have a 6-channel VELVET LED full-dome digital projection system. It provides a seam-free, bright and colorful full-dome projected image with absolute blacks. We are projecting a 4.3K image with excellent sharpness and a 30bit color space (10bit RGB each). Complimenting this is a Pleiades RGB LED cove lighting system from East Coast Control Systems. All of this is being projected on our 12.2m (40') Astro-Tec dome with a flat springline. The springline is about 7' above the floor. South is to the front. The carpeted floor is raked towards the back starting about a meter in front of the E-W midline of the theater. The rake is shallow enough to allow a person in a wheelchair or walker to access the back row. Persons in any of our seats can look forward to see the presenter and control desk up front. We have 93 permanent seats. An additional five seats are on two removable sleds in front of the star projector. Three seats in one sled then two in front of that. These may be removed to accommodate

equipment if need be. We will add additional chairs to accommodate all of us! Our audio system is an excellent 5.1 surround with two 18" subs.

Time Limits

If your sponsor level includes time in our dome, thank you! Please understand that due to our limited seating in the theater, we need to do three, round-robin sessions on both Tuesday and Thursday evenings. They are 90 minutes each. This way, every delegate will receive a total of 3 hours of dome time presented by you. And yes, you'll need to do your presentation three times on one of those evenings. Due to the limited time, we are limiting dome time to 5, 10 or 15 minute blocks per vendor. These times include any introduction and Q&A. There will not be any breaks between vendor presentations to keep to a tight schedule. Dome time is first come, first served.

Setting Up Equipment

If you need to set up equipment in our dome, please refer to our floor layout plan with precise measurements. This will be managed by Jason Dorfman. We will do our best to accommodate you. We'll be establishing times where only the vendors that need to be in the theater to install equipment will be the only ones in the theater so you can focus on setting up your equipment. Please do not attach anything to our equipment, walls, cove, etc. with anything damaging, like nails or screws. Clamps with soft contact points are OK. Please consider the weight, too. Any kind of projection equipment is fine, though we are not allowing anything that fogs, sprays, confettis, etc. Anything installed must not interfere with nor block our installed equipment nor any exit way. We will have 20A electrical service and stereo audio connection. Please note, we will be providing some public programming during the conference.

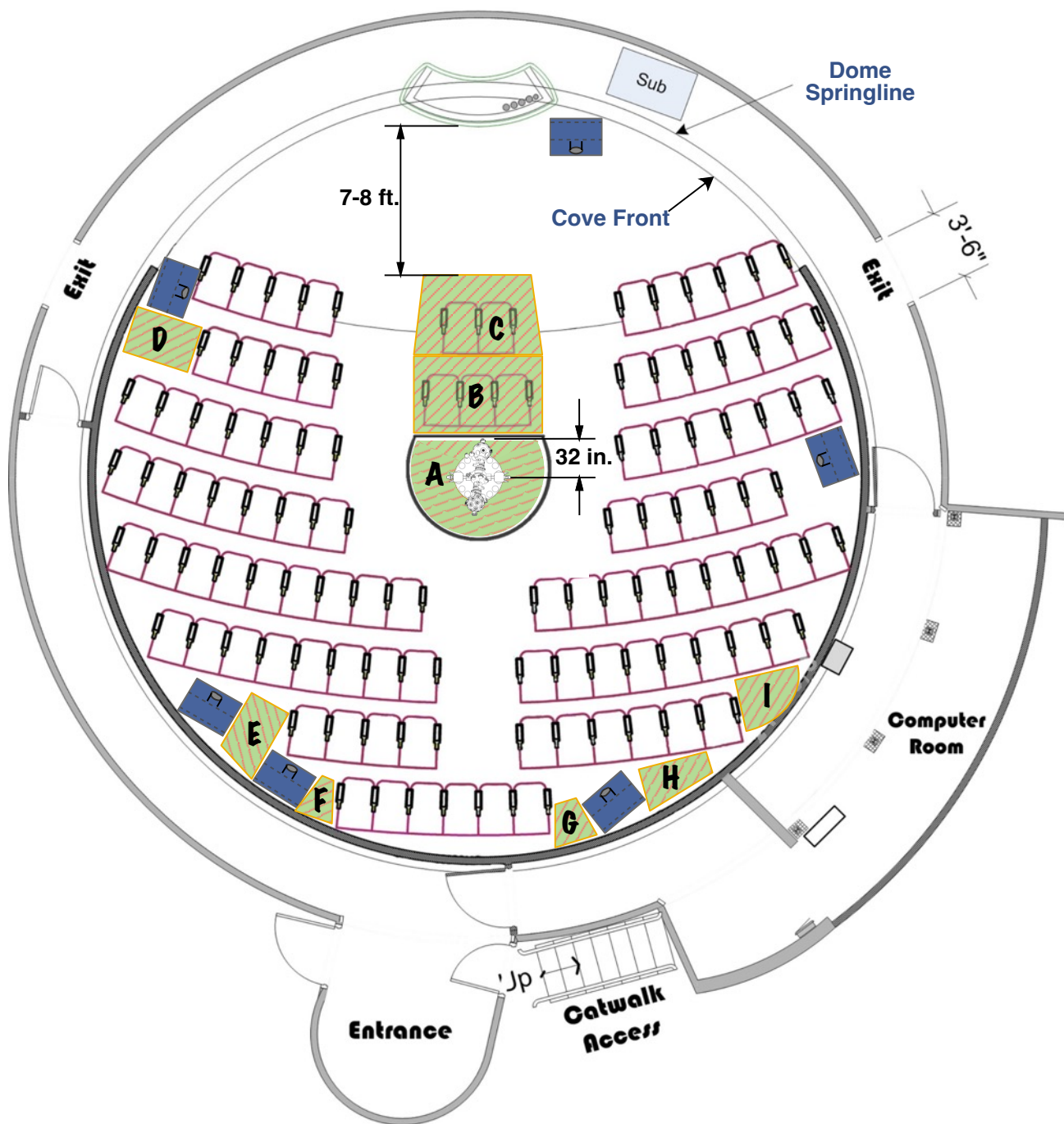
Your Content

If you need to use our projection equipment (with surround) to show a full-dome trailer or such, we must have the content no later than May 20, 2023 so we have time to encode and program it. Earlier is much better! Audio files can be in stereo or 5.1 surround. We suggest a 4K PNG frame sequence for the best quality. We can also accept processed m2v, hevc and mp4 (H.264 & H.265) files. We can accept both 8bit and 10bit color space frames. [Note: if your content was originally in 8bit, don't reprocess it to 10bit.] We are able to download large amounts of data quickly, so you can provide a link for us to receive your assets instead of sending a hard drive!

More to Know

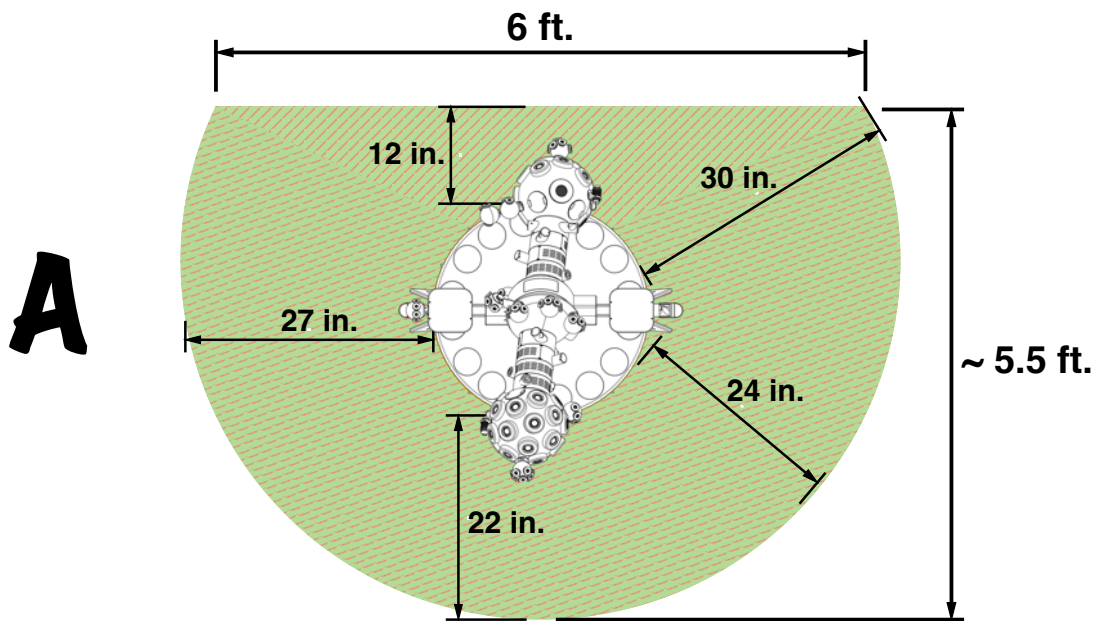
The day you are in the dome will be partly determined by the needs of the physical installation of equipment and the content. To increase interest and delegate retention, we're mixing up what is presented to best highlight you.

We'll have microphones available and ask all presenters to use them to make sure everyone can hear you! WiFi in our dome will be available to presenting vendors only. Please be aware that we can lose our internet at any time so don't rely on our internet for your presentation. We are on a mountain and things can happen. :)

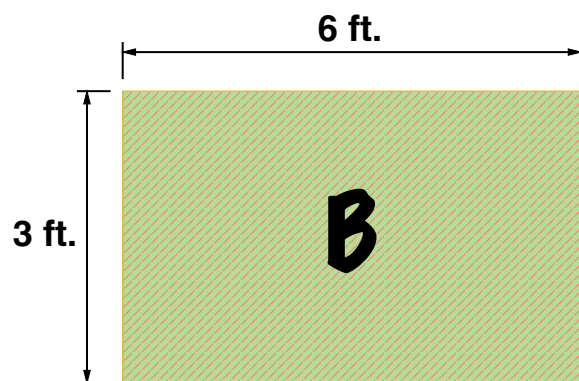


Floor Layout of Bays Mountain Planetarium

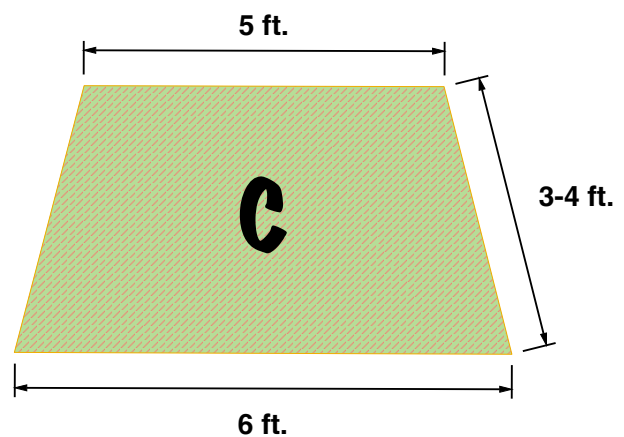
The schematic of our theater shows blue rectangles for our VELVET projectors. The star projector is enclosed within a metal stanchion. There is space inside the stanchion to allow for equipment with smaller footprints to be installed. Sections of the stanchion can be temporarily removed for easier access. There is also space in the back and in other small spaces. There is no access behind the dome. Jason will assist you in determining where your equipment will fit best.



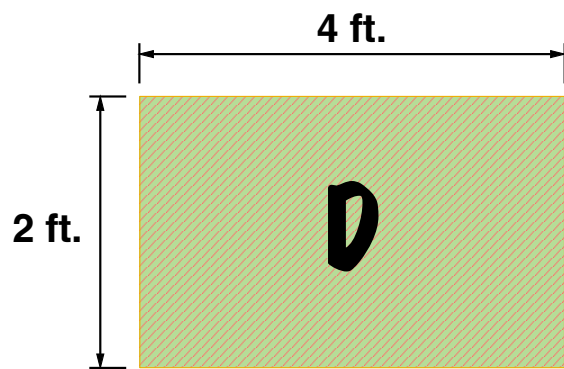
***See Star Projector dimension for height limits.**



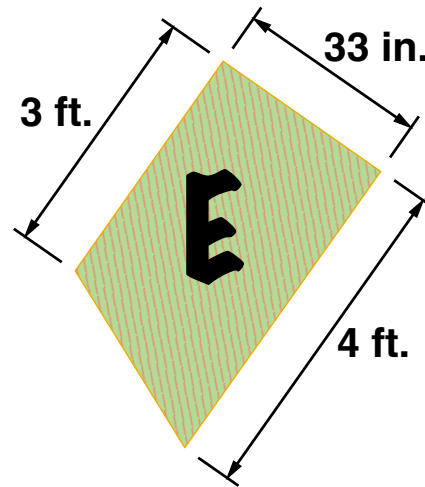
~6 ft. Springline Height



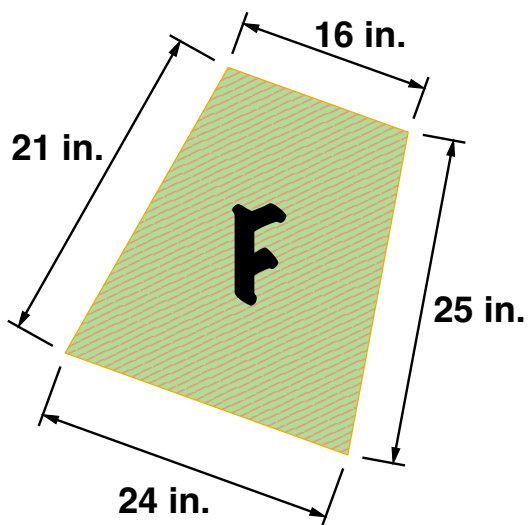
~7 ft. Height to Springline



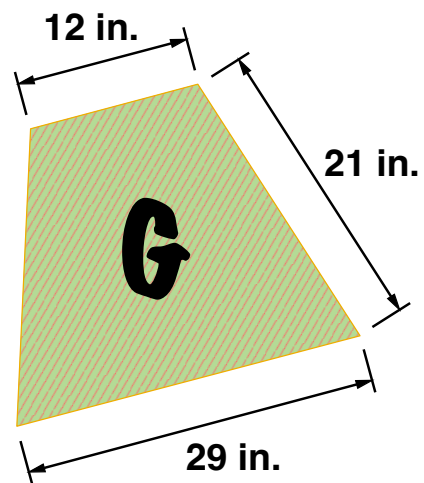
~5 ft. 10 in. Springline Height



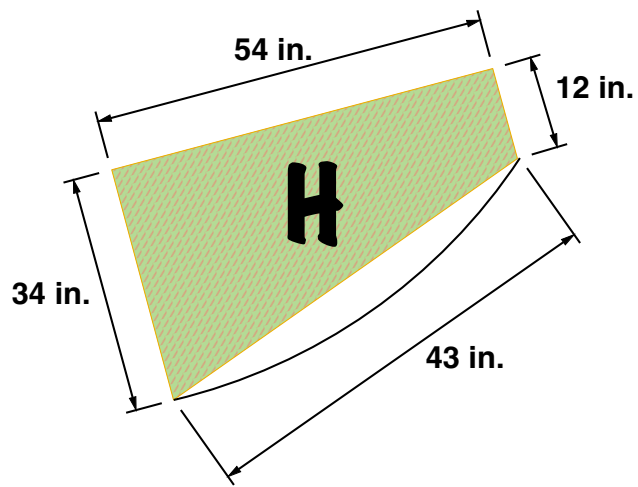
~5 ft. 10 in. Springline Height



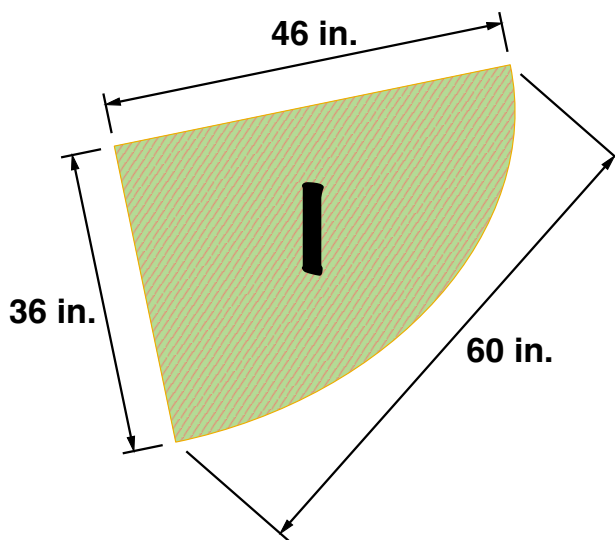
~5 ft. 7 in. Springline Height



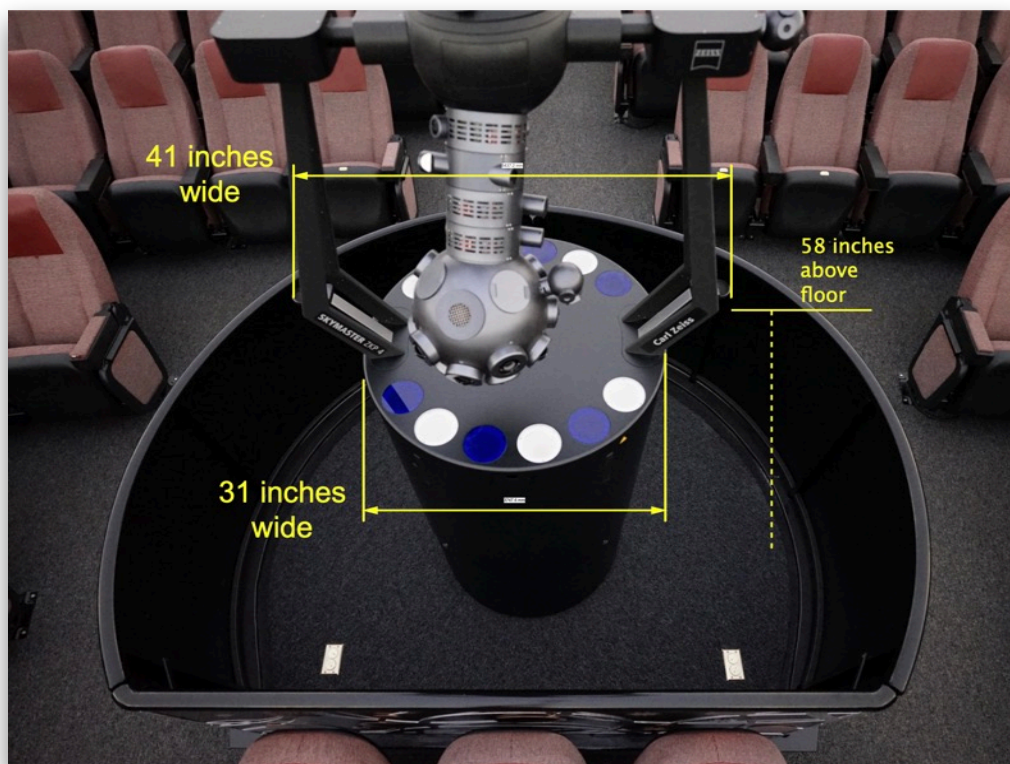
~5 ft. 7 in. Springline Height



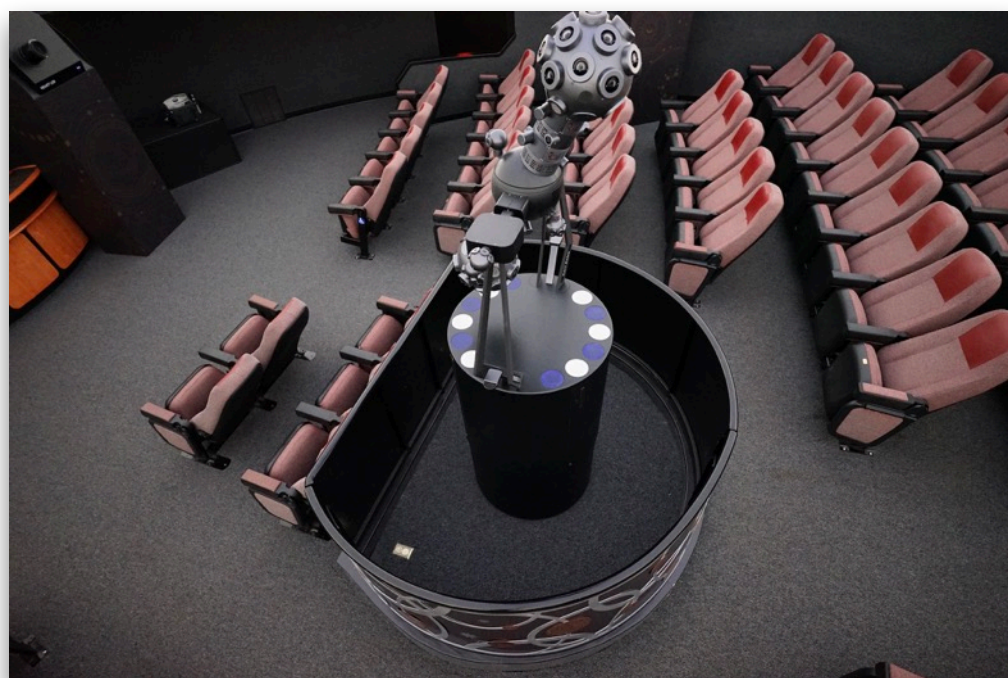
~5 ft. 8 in. Springline Height



~5 ft. 10 in. Springline Height



Detail showing space inside metal stanchion.



Alternate view of space inside stanchion.



Overhead view of theater.

VENDOR TIME

Here are the times that vendors will be highlighted during the conference. We have spent many hours over the past few years listening to your needs. As such, we have tried our best to make sure there is plenty of non-concurrent time for just vendors to make sure you have excellent opportunities to make contact and impress your fellow delegates. For Vendor Hall details, see the section on the MeadowView Conference Site. Note: there may be last minute, minor variations of these times.

Monday, June 19, 2023

- TBD - Setup of equipment in BMP Dome

Tuesday, June 20, 2023

- TBD - Setup of equipment in BMP Dome
- 9a-3:30p - Vendor setup in MeadowView Convention Center (Vendor Hall)
 - Note: You can stay later if you must. The buses leave to go to BMP starting at 4p. The opening reception at BMP is that night.
- 6p-7:30p - BMP Dome Demos 1 Blue
- 7:45-9:15p - BMP Dome Demos 1 Yellow
- 9:45p-11:15p - BMP Dome Demos 1 Green
- TBD - Removal of equipment in BMP Dome

Wednesday, June 21, 2023

- TBD - Setup & Removal of equipment in BMP Dome
- 9a-12p - Vendor Hall - non-concurrent
- 10a-11a - Coffee/Tea Break in Vendor Hall

Thursday, June 22, 2023

- TBD - Setup & Removal of equipment in BMP Dome
- 8:15a-11:45a - Optional Vendor Hall - Concurrent with delegate presentations
 - Note: It was requested by some vendors to have additional Vendor Hall time for more low-key, extended times for one-on-one visits with perspective clients. This is that time.
- 9:45a-10:45a - Coffee/Tea Break in Vendor Hall
- 1:15p-3:30p - Vendor Hall - non-concurrent
- 3:30p-4:30p - Vendor Hall breakdown
 - Note: You can break down earlier if you like and you can take longer than this time if you need. The buses leave to go to BMP starting at 4:15p. The second BMP dome demos are that night.
- 5p-6:30p - BMP Dome Demos 2 Green
- 7:30-9p - BMP Dome Demos 2 Yellow
- 9:15p-10:45p - BMP Dome Demos 2 Blue
- TBD - Removal of equipment in BMP Dome

MEADOWVIEW

Please reference the MeadowView Map for the following descriptions. Please note that the map is to scale. There is a small 25' length reference below the "Map to Scale" on the upper right. The map is vector-based, so you can really zoom in.

MeadowView (MV) is a large convention center and resort space managed by Marriott. It is part of the same structure that includes the hotel. All meetings, Vendor Hall, most meals, Hospitality Suite, etc. will be at MV. One can walk to any space within MV from indoor walkways.

Access

Access to MV is very easy. MV is immediately off of Exit 3 on I-26. It is about 3 miles down a neighboring road to Bays Mountain Park & Planetarium. MV is also about 30 minutes away from the Tri-Cities Airport (TRI). You can arrange for a shuttle between TRI & MV for a small fee. If you park, there is a small area for valet parking with a fee. The rest of the huge parking lot is free access. We recommend parking in the area to the lower left on the map. Access to the complex, just next to the Vendor Hall, is through the round extension at the left where the women's restroom is adjacent (Left-center on the map).

The Vendor Hall

The Vendor Hall is 35,000 ft² and has 28' ceilings. MV labels this space as the Convention Center. The main access is the group of doorways at the "top" of the Convention Center. The booth/dome layout will be determined by our needs. The doorways to the "bottom" are exits and cannot be blocked. Also to the bottom is the loading dock for very large trucks. Most of you will just use one of the hotel dollies to transport your materials from the parking lot. There is also a shipping cage for early drops for vendor cases. Those cases need to arrive within three days of the event. The cage is about 15'x12'x20'. There are shelves inside. Contact MV directly about this or any other facility question you have. 423-578-6600.

Electricity

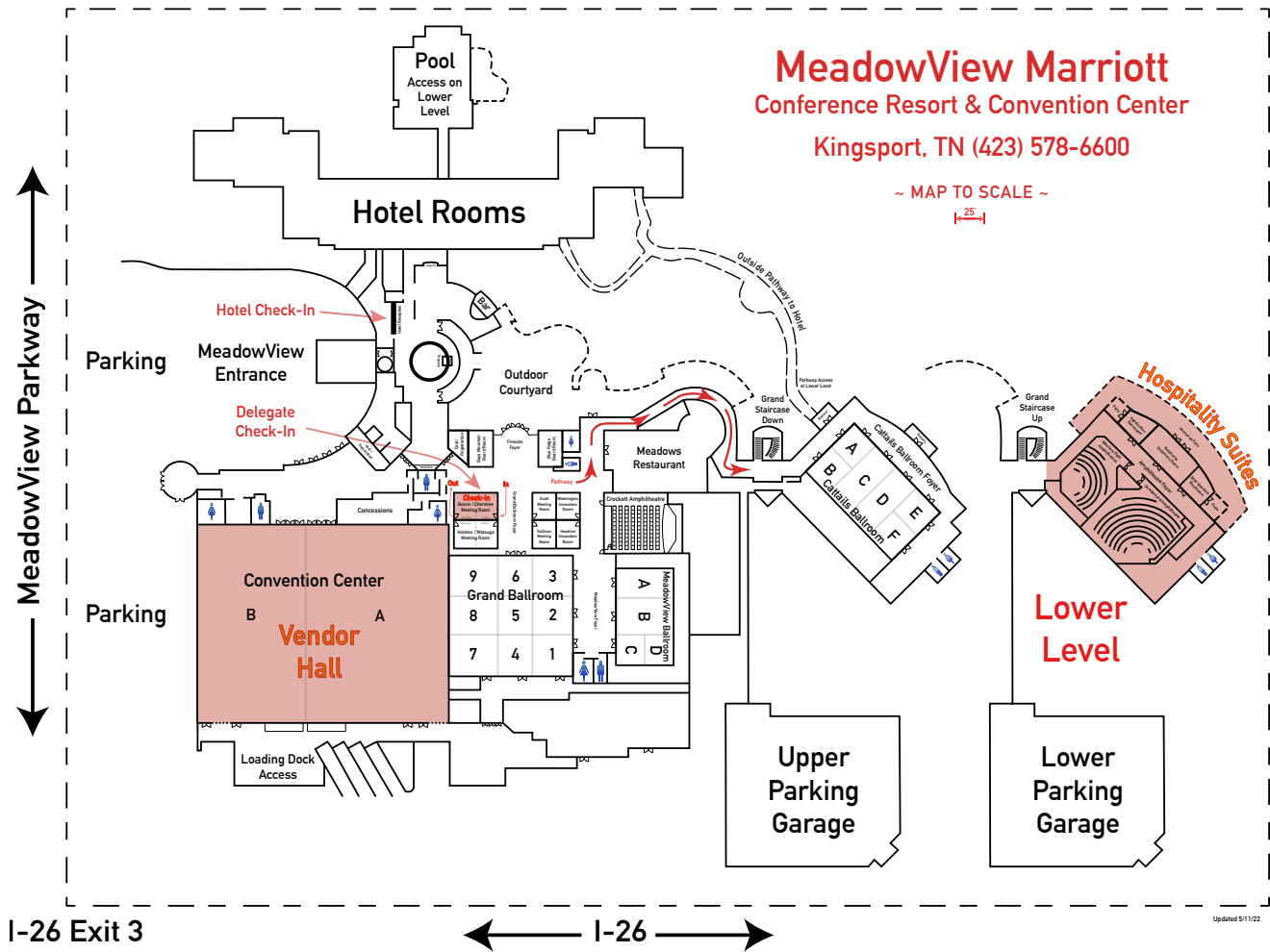
MV is charging us for power drops per vendor. If you need power, it is a single charge and is for the entire conference. Power will be from a 20A breaker. If you need a larger amount of power, contact either Adam Thanz or MeadowView directly to arrange that special need.

Booths

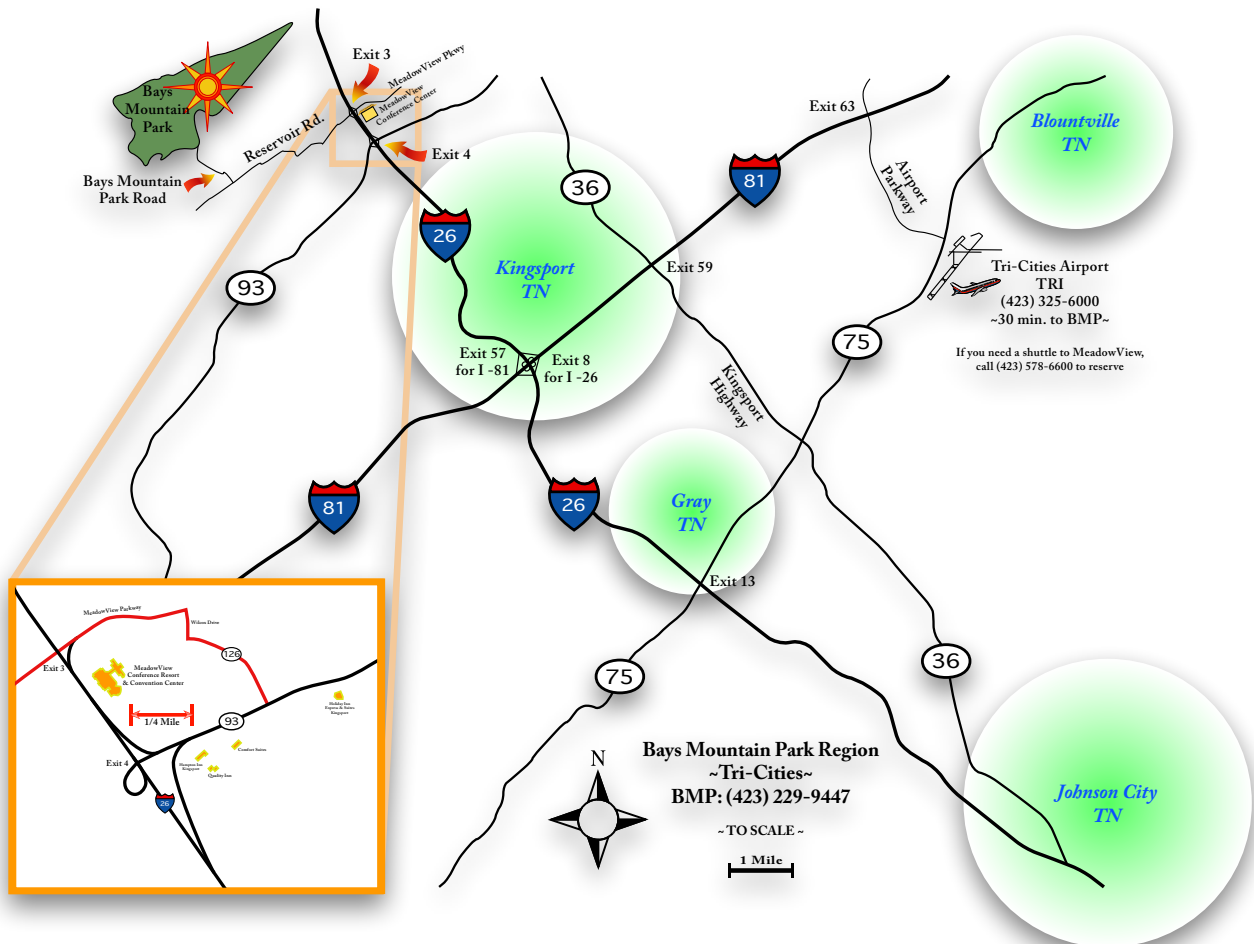
Booths are 10'x10' with an 8' table, two chairs and black table cloth. You can acquire additional booth space through the vendor form. If you need to bring a dome, we are simplifying this process. The fee will be for four booths, even if your dome is much larger. It will include a table and two chairs (or more if you need it). Extra chairs can be arranged through MV for your dome interior if you need.

Flat Vendor Presentations

If you have arranged to present a "flat" presentation, i.e. Power Point or such, those will be in a corner of the Vendor Hall for your convenience and easy delegate access.



A detailed map of MeadowView.



Map of the Tri-Cities region. Notice the TRI Airport near Blountville. Bays Mountain is a city park of Kingsport and is just to the NW of the city. The inset shows the MeadowView Marriott Conference Center along with four other nearby hotels.

SPONSORSHIP LEVELS

ANNIE JUMP CANNON - \$350 USD

- 1 - 10'x10' Booth Space. Includes 8' table, two chairs and black table cloth.
- Recognition - Conference Program - Name listed.
- Recognition - Conference Website - Name with link to your website.



HENRIETTA LEAVITT - \$650 USD

- 1 - 10'x10' Booth Space. Includes 8' table, two chairs and black table cloth.
- 1 - Flat Presentation in Vendor Hall.
- Recognition - Conference Program - Logo - 1/8 page width.
- Recognition - Conference Website - Logo with link to your website.



HEDY LAMARR - \$1,200 USD

- 1 - 10'x10' Booth Space. Includes 8' table, two chairs and black table cloth.
- 1 - Flat Presentation in Vendor Hall.
- Recognition - Sponsorship Opportunity - Palladium Level.
- Recognition - Conference Program - Ad - 1/4 page.
- Recognition - Conference Program - Logo - 1/4 page width.
- Recognition - Conference Website - Logo with link to your website.



BILLIE HOLIDAY - \$2,000 USD

- 1 - 10'x10' Booth Space. Includes 8' table, two chairs and black table cloth.
- 1 - 5m Dome Presentation in BMP Planetarium.*
- Recognition - Sponsorship Opportunity - Osmium Level.
- Recognition - Conference Program - Ad - ¼ page.
- Recognition - Conference Program - Logo - ¼ page width.
- Recognition - Conference Website - Logo with link to your website.



GEORGIA O'KEEFE - \$3,000 USD

- 1 - 10'x10' Booth Space. Includes 8' table, two chairs and black table cloth.
- 1 - Electrical Power at booth for entire conference.
- 1 - 5m Dome Presentation in BMP Planetarium.*
- Recognition - Sponsorship Opportunity - Iridium Level.
- Recognition - Conference Program - Ad - ½ page.
- Recognition - Conference Program - Logo - ¼ page width.
- Recognition - Conference Website - Logo with link to your website.



RACHEL CARSON - \$4,000 USD

- 1 - 10'x10' Booth Space. Includes 8' table, two chairs and black table cloth.
- 1 - Electrical Power at booth for entire conference.
- 1 - 10m Dome Presentation in BMP Planetarium.*
- 1 - Delegate Registration
- 1 - Bag Stuffing Item
- Recognition - Sponsorship Opportunity - Ruthenium Level.
- Recognition - Conference Program - Ad - ½ page.
- Recognition - Conference Program - Logo - ⅓ page width.
- Recognition - Conference Website - Logo with link to your website.



KATHERINE JOHNSON - \$5,000 USD

- 2 - 10'x10' Booth Space. Includes 8' table(s), two/four chairs and black table cloth(s).
- 1 - Electrical Power at booth for entire conference.
- 1 - 10m Dome Presentation in BMP Planetarium.*
- 1 - Delegate Registration
- 1 - Bag Stuffing Item
- Recognition - Sponsorship Opportunity - Gold Level.
- Recognition - Conference Program - Ad - 1 page.
- Recognition - Conference Program - Logo - 1/3 page width.
- Recognition - Conference Website - Logo with link to your website.



ELLA FITZGERALD - \$7,500 USD

- 4 - 10'x10' Booth Space. Includes 8' table(s), chairs and black table cloth(s).
Large enough for a dome!
- 1 - Electrical Power at booth for entire conference.
- 1 - 15m Dome Presentation in BMP Planetarium.*
- 2 - Delegate Registration
- 2 - Bag Stuffing Item
- Recognition - Sponsorship Opportunity - Platinum Level.
- Recognition - Conference Program - Ad - 1 page.
- Recognition - Conference Program - Logo - 1/2 page width.
- Recognition - Conference Website - Logo with link to your website.



MARIE CURIE - \$8,750 USD

- 4 - 10'x10' Booth Space. Includes 8' table(s), chairs and black table cloth(s).
Large enough for a dome!
- 1 - Electrical Power at booth for entire conference.
- 1 - 15m Dome Presentation in BMP Planetarium.*
- 2 - Delegate Registration
- 2 - Bag Stuffing Item
- Recognition - Sponsorship Opportunity - Rhodium Level.
- Recognition - Conference Program - Ad - 2 pages.
- Recognition - Conference Program - Logo - 1/2 page width.
- Recognition - Conference Website - Logo with link to your website.



Extra Amenities

If you need extra amenities, like an extra booth, or space for a dome, the fees are listed below. If you need space for a dome, you'll need a total of four booth spaces, regardless of how large your dome is. Just pay the difference based on the number of booth spaces you already get with your sponsor level. The same is true for ad space. Just pay the difference.

Bag stuffing is essentially based on how easy is it to work with. If you want to include a single item, like an info sheet or a small gift in the conference bag, easy. If you want a small pack of flat paper items, it would need to be contained in a folder or such so it is handled as one item. We need to receive said packet already self-contained. If you send a bunch of single items not contained, then the fee applies to each item. Please remember that attendance will be capped at 350. We will need at least 350 of any item.

- Booth Space - \$300 ea.
- Electricity - \$75
- Ad Space in Conference Program - [¼ page - \$100]; [½ page - \$200]; [full page - \$400]
- Bag Stuffing - \$75 for each item

Additional Information

*Due to the large amount of delegates and the seating capacity of our dome, there will be very limited time for dome presentations; a total of 180 minutes. We may have to restrict the amount of 15, 10 or 5 minute dome presentations.

You may have noticed the interesting sponsorship opportunity level titles. These are the seven most rare precious metals and are commensurate with their sponsorship levels. Conference sponsor opportunities, like meals, breaks, etc., are also limited. Some may have to be co-sponsored. Thank you for your understanding!

ADDITIONAL SUPPORT OPPORTUNITIES

One of the many goals of this conference is to highlight our region's heritage and history. Part of that is food! Yes, we'll have lots of great meals planned. We're also planning on providing some snack items for all the delegates that are regionally-based. There are some local items to East TN that would be great to offer and be sponsored by a generous vendor. If interested, please contact Adam Thanz about this.

And speaking of food.... What about *your* regional "flavor?" Usually, vendors give nice thank-you gifts to those that visit your booth. Would there be a food item that you think represents your region? If so, please consider this as a suggestion. Something that is packaged would be great! When everyone gets home, they'll be going through their goodies and they'll be sharing these items with their family or friends and... remember! Please note that MeadowView will not allow food trays/open food at the booths.

Another support opportunity are door prizes. This is a great way to also say thank you to the delegates and is always appreciated.

Something that can be a unique opportunity and be directly supportive of the regionals is donating an item(s) to the Silent Auction. The auction is planned to go along with Wednesday's dinner. This year, we'll be asking everyone from all the regions to bring something to donate. Raised funds will be provided to the regions. Many of the regions already have support programs like a professional development fund, mini-grant, etc. That is where much of these funds will go. Do you have something that the delegates would like to bid on? Any kind of item would be great!

VENDOR WORKSHOP OPPORTUNITY

Would you like to provide an extended workshop related to your product? You can! Contact Adam Thanz regarding this. An example can be a morning & afternoon in a meeting room at MeadowView on Tuesday. It must end before events start in the later afternoon, but it can be any length of time and we can provide basic AV equipment for you. Fees will include the meeting room and any food/meals you want to provide. This is limited by room availability at MeadowView. The earlier you set this up, the better your chances of this opportunity.