

# Middle Atlantic Planetarium Society 2018 Conference – “Full STEAM Ahead!”

May 30 – June 2, 2018  
Treworgy Planetarium at Mystic Seaport  
Mystic, CT

[www.mapsplanetarium.org](http://www.mapsplanetarium.org)



## Sponsor Packet

Dear MAPS Supporter,

The Middle Atlantic Planetarium Society will bring together its members, vendors, and supporters in Mystic, CT for the 2018 Conference. This year's conference will be hosted by the Treworgy Planetarium at Mystic Seaport starting in the late afternoon on Wednesday May 30<sup>th</sup> and running through the early afternoon on Saturday, June 2<sup>nd</sup>.

This year's theme of "Full STEAM Ahead!" will celebrate the multidisciplinary approach that we all take to fulfill the educational missions of our various institutions. As industry professionals, sponsors / exhibitors are an important component of every MAPS conference. The MAPS Board and membership are grateful to vendor sponsorship, which makes it possible to hold a conference that is affordable to MAPS members.

We hope that you will consider supporting the 2018 MAPS conference through sponsorship! Our goal is to provide ample opportunities for you to interact with conference attendees in several ways. Some of the features for sponsors at MAPS 2018 are:

- *Dome time* – Our 30' dome houses a Spitz A3P star projector and 85 concentric seats. Vendors will be given the opportunity to install temporary equipment for demonstration purposes.
- *Talks, Mini-lessons, Workshops, and Panel Discussions* – There is ample space in the theater as well as meeting rooms for delegate and vendor talks, mini-lessons, workshops, and panel discussions. These spaces are in relatively close proximity for easy movement between them.
- *Vendor Hall* – Vendor exhibits will be in one of the larger function spaces on the Seaport grounds. The Vendor Hall is a very short walk from meal and break areas, and the conference schedule will include times around meals and breaks where delegates will be strongly encouraged to interact with vendors.
- *Educational vendor workshops* – Vendors may offer a workshop where they demonstrate and educate existing and prospective 'customers' about the use of their equipment, software or content materials. This will incur added sponsor fees as shown in the sponsor schedule of fees. Please submit a standard workshop form to propose.

Please make your selection of options on the Exhibit/Sponsor Form and send with payment and registrations for all your attending representatives to Talia Sepersky. Thank you for your consideration of sponsorship. We hope to see you in Mystic at the end of May!

Brian J. Koehler  
Supervisor, Treworgy Planetarium at Mystic Seaport  
Conference Host

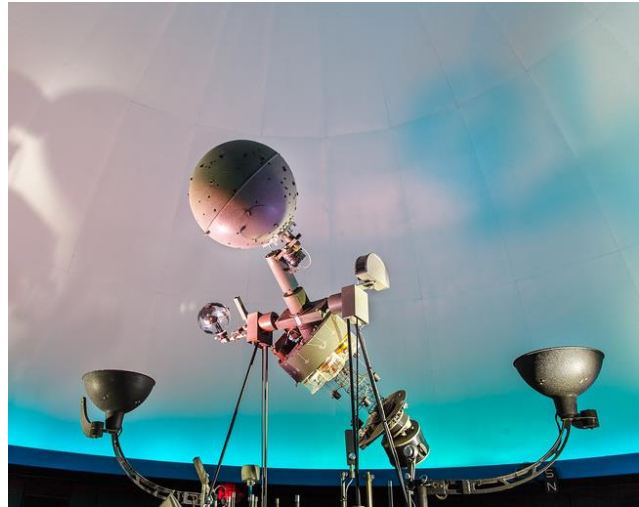
& Your MAPS Executive Board

### **A note about scheduling:**

We realize that our conference is the week before the SEPA/WAC conference and we appreciate that this may complicate your scheduling. Based on discussions with several sponsors, we have made the schedule so that all sponsor presentations and vendor hall times will be completed by noon on Friday, June 1 (but the Sponsor Banner will remain up the full conference). This will hopefully enable easier breaking down and shipping of materials. Thank you in advance for working with us as this was the only week that worked for our MAPS conference this year!

### **Host Planetarium:**

The **Treworgy Planetarium** rests within the Formal Galleries region of the Mystic Seaport Museum. Originally named the “Seaport Planetarium”, it was re-named in 2009 after Don Treworgy, its beloved director of 44 years, who had passed away earlier that year. Our current staff and volunteers are honored to work at a Planetarium that bears Don’s name, and his memory inspires us all to continue the mission of Education in the fields of Astronomy, Navigation, and Maritime History.



### **Treworgy Planetarium: Theater Technical Specifications**

- 30-foot (9-meter) dome
- Concentric bench seating for up to 85 visitors at a time
- Spitz A3P optical-mechanical star projector in the center of the room
  - *Upgraded in February 2018 with a new LED star bulb (richer colors, and greater diversity of apparent star brightness)*
- Additional room in the “pit” (center) of the theater allowing for temporary installation of full-dome equipment
  - *During the 2014 LIPS Conference, we had both a Spitz SciDome and a Digitalium Kappa system along with our A3P in the center pit together.*
- Spring line of 82” (just under 7’)
  - *Circular outer perimeter walkway under spring line, behind back row of benches*
- Two digital projectors (installed just under the spring line) which project square-frame (non-full-dome) slides, images, and video clips onto the east/west faces of the dome

We are very grateful to Spitz, Inc. who will be lending the Treworgy Planetarium a SciDome system for full-dome capabilities during MAPS 2018!

## Other Conference Facilities:

The **Howell Room** is one of two classroom spaces located in the basement of the Treworgy Planetarium. Better suited for workshops, this room can hold up to 30 people at a time with tables and chairs.



The **Campbell Room** is the other classroom below the Planetarium. Best suited for lecture-type presentations, this room can seat approximately 70 people in an auditorium setting.



The **Olin Stephens Reading Room** is located on the third floor of a nearby exhibit building on the Mystic Seaport grounds. This room is well-equipped for presentations, with an integrated projection system. Elevator access is available to reach the OSRR.

The **Masin Room** will serve as the Vendor Hall for the 2018 MAPS Conference. It is located in the Thompson Exhibition Building, the newest, most state-of-the-art facility on the Mystic Seaport grounds.



## Conference Hotel:

Hilton Mystic  
20 Coogan Boulevard  
Mystic, CT 06355  
860-572-0731



## Directions to hotel:

From I-95 North or South, take exit 90 and head south on Route 27. Just south of the highway, turn left onto Coogan Blvd. The hotel will be on your right about ¼ mile ahead.

When making reservations mention the MAPS Conference for our group rate. April 30<sup>th</sup> is the deadline for reservations to receive the conference rate of \$139-220 per night. For more info, please visit: <http://goo.gl/VZSZZs> or the full URL of <http://www.hilton.com/en/hi/groups/personalized/M/MYSMHFF-MAPS-20180530/index.jhtml>

## Contacts and Important Deadlines:

### Mailing and Shipping Address for Conference Host:

Treworgy Planetarium at Mystic Seaport  
75 Greenmanville Avenue  
Mystic, CT 06355  
Attn: Brian Koehler

### Vendor sponsorship forms due: April 30, 2018

*Mail:*

Middle Atlantic Planetarium Society  
Attn: Talia Sepersky  
1 Science Park  
Boston, MA 02114

### MAPS Program Committee Chair:

April Whitt  
[april\\_whitt@dekalbschoolsga.org](mailto:april_whitt@dekalbschoolsga.org)

The Treworgy Planetarium has a 30-foot dome with concentric seating for 85 and a Spitz A3P star projector. We do not currently have an in-house fulldome capabilities, but we can accommodate the temporary installation of fulldome projection equipment for your demonstration. To coordinate installation of temporary equipment, please contact Brian Koehler ([planetarium@mysticseaport.org](mailto:planetarium@mysticseaport.org)).

### Other Important Deadlines:

Send vendor representative registrations by:	April 30
Send door prize donation forms by:	April 30
Send bag stuffer items to Mystic Seaport by:	May 15
Deliver equipment to Mystic Seaport starting:	May 29
Install equipment starting:	May 30
Remove equipment by:	June 2

## MAPS 2018 Conference Sponsor Levels

*Sponsor levels are named after maritime-themed constellations, largest to smallest*

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### “ARGO NAVIS” Top Conference Sponsor | \$3,000

- 36 square feet of space in Vendor Hall (may include 1 table and 2 chairs)
  - 30-minute Demonstration Session in the planetarium
  - 2 conference registrations & 2 MAPS memberships for 2018
  - Recognized as a Banquet Sponsor
  - Large sponsor logo in conference program and on banner & Sponsor logo on conference bag
  - May place a promotional item in the conference bags\*
  - 2 full page ads in the MAPS newsletter, *The Constellation*
- 

### “PUPPIS” Major Conference Sponsor | \$2,000

- 36 square feet of space in Vendor Hall (may include 1 table and 2 chairs)
  - 20-minute Demonstration Session in the planetarium
  - 2 conference registrations & 2 MAPS memberships for 2018
  - Recognized as a Lunch or Dinner Sponsor
  - Medium sponsor logo in conference program and on banner
  - May place a promotional item in the conference bags\*
  - 1 full page ad in the MAPS newsletter, *The Constellation*
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### “CARINA” Conference Sponsor | \$1,000

- 36 square feet of space in Vendor Hall (may include 1 table and 2 chairs)
  - 10-minute Demonstration Session in the planetarium
  - 1 conference registration & 1 MAPS membership for 2018
  - Recognized as a Break Sponsor
  - Small sponsor logo in conference program and on banner
  - May place a promotional item in the conference bags\*
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### “VELA” Conference Sponsor | \$750

- 36 square feet of space in Vendor Hall (may include 1 table and 2 chairs)
  - 5-minute Demonstration Session in the planetarium
  - 1 conference registration & 1 MAPS membership for 2018
  - Sponsor name in conference program and on banner
  - May place a promotional item in the conference bags\*
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### “PYXIS” Conference Sponsor | \$250

- Sponsor name in conference program and on banner
  - May place a promotional item in the conference bags\*
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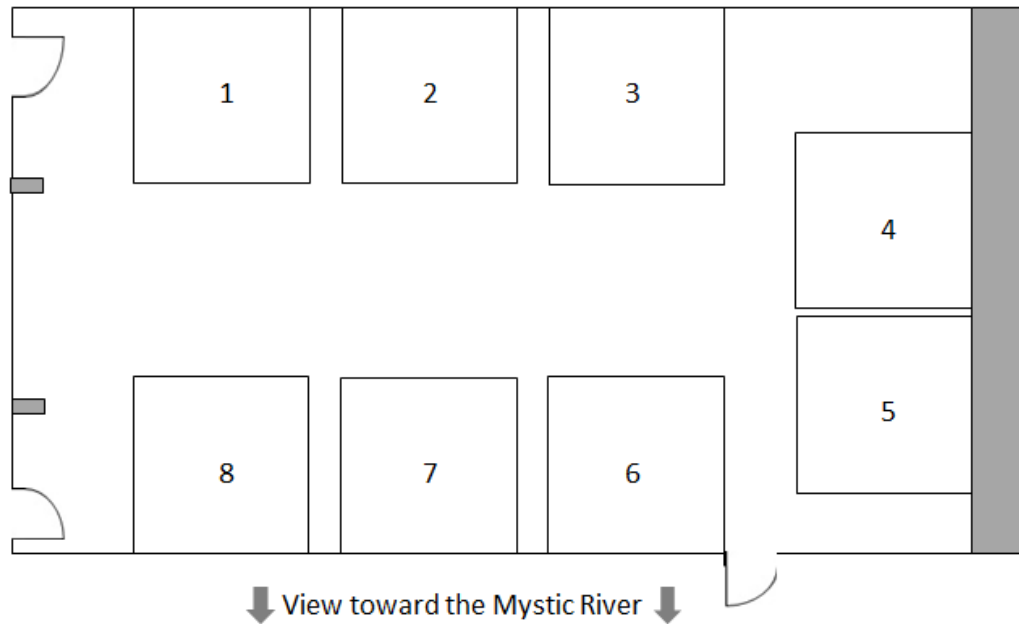
Organizations displaying free educational materials will be provided space for free, but that space may not be in the vendor hall. Contact Brian Koehler to arrange ([planetarium@mysticseaport.org](mailto:planetarium@mysticseaport.org))

\* Promotional items for conference bags are due by May 15, 2018 and should be sent directly to the Treworgy Planetarium (shipping address is on previous page):

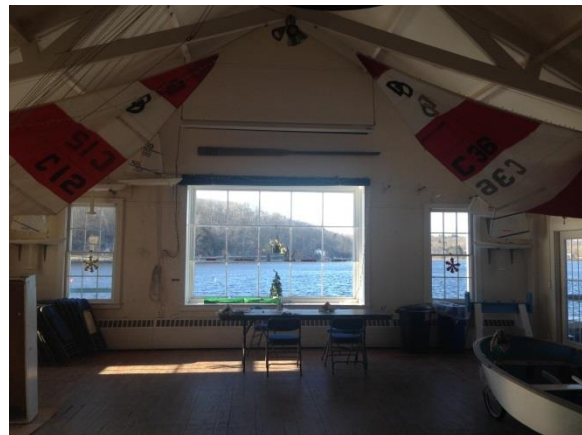
## Vendor Hall Floor Plan

Sponsor exhibit booths are located in the Masin Room at Mystic Seaport. Although the hall is in close proximity to all other activities, it will only be open at specified times during MAPS 2018. See preliminary schedule on next page.

Each exhibit booth space is 6 ft x 6 ft. You may choose whether to have an empty space or include a table w/ table cloth and/or 1 or 2 chairs. Booths 6 - 8 along the windows will have pipe and drape behind them. The windows also have blinds to keep out the afternoon sun.



Example set up with table and 2 chairs.



Space for a portable dome in other building.

Please contact Brian Koehler at [planetarium@mysticseaport.org](mailto:planetarium@mysticseaport.org) for information about space for a portable dome.

## Preliminary 2018 MAPS Conference Schedule

### Wednesday, May 30

- Afternoon Hotel check-in & Conference registration  
**Vendor Hall set-up**
- Evening Welcome Reception at the Mystic Seaport Museum  
Fun & Games “under the dome”

### Thursday, May 31

- Morning Delegate talks, **Vendor Hall time**
- Afternoon Lunch with invited speaker, Workshops, **Vendor demonstrations**,  
Poster presentations, **Vendor Hall time**
- Evening Dinner and Evening Activities at the Mystic Seaport Museum  
**Vendor demonstrations and/or Vendor Hall time**  
Group outing to U.S. Coast Guard Observatory (North Stonington, CT)

### Friday, June 1

- Morning **Vendor talks, Vendor Hall time, Vendor demonstrations**
- Afternoon Lunch with invited speaker, MAPS Business Meeting  
Delegate talks, Group photo
- Evening Cocktail Reception and Conference Banquet  
2018 Margaret Noble Address by Patty Seaton

### Saturday, June 2

- Morning Delegate talks, Workshops
- Afternoon Lunch, Door Prizes, and Closing Remarks  
Optional Post-Conference Outing: Downriver Cruise on the Steamboat SABINO

***Descriptions of invited speakers and other workshops will be posted on the MAPS website as information becomes available.***