

North York Astronomical Association
PO BOX 693 STN MAIN
Cobourg, ON
k9a4r5

Dear Vendor,

On behalf of the North York Astronomical Association, we invite you to Saugeen Country and Wellington Township for Starfest, which this year runs from Thursday August 8th through Sunday August 11th 2013.

Another Starfest is upon us, and we are already receiving email inquiries about when Starfest is to be held, and what our program is going to be about! As always, the Starfest Team has been working tirelessly towards another exceptional program for 2013.

Our theme this year is Starfest 2013: A Comet Tale!

I hope that you will join us and participate in what Starfest has to offer. Your participation is so very important to our mutual continued success. If you are a returning participant, welcome back! And if you are just getting to know us, then welcome as a new vendor and participant.

As a vendor you can participate in the Starfest Conference in the following ways:

A) Commercial Vendor Program: \$225.00

- Set up of a vendor booth with 8 foot long tables and electrical power provided.
- Exhibit, demonstrate and sell products in commercial exhibit area.
- Include your promotional material in the famous red Starfest registration kits
- Includes owner plus 4 staff

NOTE: Riverplace access charge of \$20.00 per company, per day OR trailer site fee of \$32.00 per company, per day which is required *in addition* to the registration fee.

Hours: Please comply with these hours of operation in fairness to all.

Friday: Open at 10:00am close at 6:00pm

Saturday: Open at 11:00am close at 5:00pm

Only Registered Vendors are permitted to sell product at Starfest.

The Commercial Vendor Program provides retailers and manufacturers with unsurpassed exposure to potential customers. As an exhibitor you will be able to promote and sell your products at Starfest and fully participate in all of the activities.

Your displays will be set up in the designated commercial exhibit area. This area is in the field to the west of the Main Tent in front of the baseball diamond. Space in this area is available on a first come, first served basis. Commercial signage is not allowed on the grounds outside of this area. Commercial exhibitors provide their own shelters. Be prepared in the event of inclement weather. Indoor facilities are not available.

Exhibitors assume full responsibility for the security of their property. Starfest, the NYAA or River Place will not accept liability for any loss or damage. Refunds will not be provided if the maximum number of staff do not attend.

B) Advertiser Program

This program provides for retailers and manufacturers that may not be able to attend Starfest. By advertising in the Starfest newsletter Astrotent, or by including promotional pamphlets in the Starfest registration kit, you will be assured of maximum exposure to your target audience – your customers.

Astrotent Advertisement

The advertisement must be 300dpi black and white only.

Only digital graphics can be accepted. Submissions must be copy ready and suitable for printing. Priority of placement of advertising will be on a first come, first served basis. Please use a CD-ROM if mailing ad by snail mail. Sizes and cost are:

Full Page ad: 24x18.9cm \$75.00

Half Page ad: 12x18.9cm \$50.00

Quarter page ad 12x9cm \$25.00

Please contact John Merchant to arrange advertising in Astrotent jmerchant@sympatico.ca or Malcolm Park malcol@outlook.com

Your advertisement, application form, and full payment should be received by July 1st 2012 to meet our press deadline. Regretfully, any advertisements received after that date may be returned.

Registration Kit Inserts

The inclusion of promotional material in the Starfest registration kit is a cost effective way of reaching potential customers. Promotional material such as advertising flyers, product catalogs, software on cd's and so on can be included. If you wish to include advertising material in these kits, please prepare 600 pieces and send them to:

Malcolm Park malcol@hotmail.com

North York Astronomical Association

PO BOX 693 STN MAIN

Cobourg, ON

Starfest/NYAA will print the material for you for a \$75.00 surcharge, just email the materials to Malcolm. Printing at Staples will cost somewhere between \$50 and \$70 for 500 units of 20lb colour paper, so this covers the cost. Registration Kit material must be received by July 15th 2013. Any material received after that date may not be included.

The cost of Registration Kit inserts is \$100.00 if you are not registering as a Vendor, and you supply the materials, and \$175.00 if we arrange to print for you.

(registration kit inserts are included for Commercial Vendors, add \$75.00 if we print it for you.)

Advertise on our website with a Banner Ad

The Starfest website gets thousands of hits throughout the year.

To put your brand out there in front of these potential customers, use a web banner ad!

Your purchase is good for a full year on our website.

A large "anchor" banner ad in pixel size 106 wide x 179 tall \$100.00

A small banner ad in pixel size 106 wide x 72 tall \$50.00

Room for these ads is limited. First come, first served.

C) Door Prize Program

This program provides your organization with another means of attracting the attention of Starfest participants. By donating equipment, accessories, software, or publications the full body of those in attendance at the conference will see your company name front and centre.

The door prize draw will be held in the main tent on Saturday August 10th as part of the evening program at about 7:00pm

Winners must be in attendance and claim their prize in person at the time their name is drawn. If they are not present, another name will be drawn until the prize is given away. People's names are automatically entered in the draw if they paid a registration fee as follows: One draw ticket per individual registration, two draw tickets per family registration, and one draw ticket per youth.

The name of your company and the description of your donation will be displayed on the overhead screen in the main tent at the time of the draw, and a verbal description of the prize will be announced as the winner is announced. You may request to introduce and present your door prize. Please advise Susan Engels if you wish to do this.

Since door prizes are handed out to the winners at the time of the draw, we need to have all the door prizes in our possession before the draw. Starfest is not responsible for delivery after Starfest.

Important: THERE WILL BE NO "FIELD" PRIZES GIVEN OUT BY VENDORS. ALL PRIZES ARE TO BE AWARDED AT THE DOOR PRIZE EVENT IN THE BIG TENT AT 7:00PM ON SATURDAY NIGHT.

American vendors, please make arrangements with your Canadian distributor for delivery. This is most important in order to avoid any situations where the NYAA may be charged taxes or duties in the process of receiving your door prize. We do not have a customs broker of our own. If you are sending a door prize, we require that you cover this expense.

If you are attending Starfest and would prefer delivering your door prize to us at Starfest that is not a problem. Please bear in mind that we need time to include your company and prize details in the presentation that we create for use during the draw.

We encourage you to participate in the Starfest program, and we look forward to hearing from you and seeing your name on this year's list of participants.

Please do not hesitate to contact me with any questions about this years event.

Clear Skies

John Merchant
Vender Liaison
jmerchant@sympatico.ca
416-691-4419



Starfest 2013 important dates:

- | | |
|---------------------------|---|
| July 1 st 2013 | Astrotent ads are due. |
| July 15 2013 | Registration Kit material for red bags is due.
Door prizes are due. |
| Aug 08 2013 | Starfest begins |
| Aug 09 2013 | First day of vendor exhibits with sales hours of 10:00am till 6:00pm
Final collection date for door prizes |
| Aug 10 2013 | Day 2 of vendor exhibits with sales hours of 11:00am till 5:00pm
Evening program at 7:00pm in the big tent, followed by Door prize draw. |
| Aug 11 2013 | Starfest ends |

ELECTRICAL HOOKUPS

We are trying our best to resolve problems regarding the use of AC power from our electrical power distribution system. Some were caused by technical issues with our system, but the majority were caused by mis-use of and overloading of some of our power lines. The use of computers and other electronic astronomy and imaging equipment has greatly increased the demands placed upon our system. Unless you are at one of the trailer campsites that includes its own AC outlet, the use of any equipment other than that used for astronomy is not allowed. This especially includes electric teapots, heaters, coolers, refrigerators, air conditioners, TVs, incandescent lighting, etc. We ask that everyone use battery packs when at all possible (which can be recharged during the day). Our daily fee to use our electrical system is very affordable, so that should not be an issue for anyone attending Starfest. We will not allow others who do not have a tag to plug into your power cord.

TRAILER SITES

Partial service trailer sites are available by **advance reservation only**, on a first-come, first-served basis. Please indicate the size of your trailer and your hookup requirements (water, sewer, electrical) on the registration form, as well as your phone or email address in case we need further details. The majority of available trailer sites have good clear views of the sky, but do not have sewage services (we call these partial service sites). If having access to 30 amp power, and water are ok then partial service sites should work for you. If full service (sewer access) is required, we have a waiting list and you can email starfest@nyaa.ca to request being put on the waiting list.

Starfest Commercial Program Registration Form

To register, please complete this form and send it with your payment to: Starfest PO BOX 693 STN MAIN Cobourg, ON K9A4R5 **Make cheques payable to Starfest.** Please note all prices are in Canadian Dollars.

Company Name: _____

Name of Contact Person: _____

Address: _____

City: _____ Prov/State: _____ Postal/ZIP: _____

Telephone number: _____ email address: _____ *(Required for Confirmation)*

Arrival Date – please circle one: Monday Tuesday Wednesday Thursday Friday Saturday

Names of company attendees:

_____/_____/_____/_____

Door Prize Provided: Please circle one YES NO

Description of Door Prize(s): _____

PLEASE NOTE THAT YOU MUST PAY FOR "X" # OF DAYS RIVER PLACE ACCESS AS WELL AS REGISTRATION.

Commercial Programs

Vendor Registration		\$225.00	\$ _____
River Place Access	Number of days _____	x\$20.00	\$ _____
or			\$ _____
Trailer Site Full Hookup	Number of Nights _____	x\$32.00	\$ _____

Advertising

Astrotent ads			
Full page ad	24.0cm x 18.9cm	\$75.00	\$ _____
Half page ad	12.0cm x 18.9cm	\$50.00	\$ _____
Quarter page ad	12.0cm x 9.0cm	\$25.00	\$ _____

Registration Kit Insert

(included with Commercial Vendor Programs)

\$100.00 \$ _____

Insert Printing

Email file to malcol@outlook.com \$75.00 \$ _____

Website Banner ads

Large website Banner	106p x 179p tall	\$100.00	\$ _____
Small website Banner	106p x 72p tall	\$50.00	\$ _____

Optional Items

Saturday Dinner	Adults: _____	x\$26.00	\$ _____
	Children: _____	x\$15.00	\$ _____

Promotional Items

T-Shirts	S M L XL _____	x\$20.00	\$ _____
	XXL _____	x\$24.00	\$ _____
Baseball Caps	_____	x\$16.00	\$ _____
Pins	_____	x\$10.00	\$ _____

Total \$ _____