

Starfest Vendor Information Package

Dear Vendor,

On behalf of the North York Astronomical Association, we invite you to Starfest, which this year runs from Thursday July 20 through Sunday July 23, 2017.

Please note that Starfest is a month earlier this year because of the August Solar Eclipse.

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 \$42 /\$45 per company (see registration pages at the end of this document), per day which is required *in addition* to the registration fee. This fee covers up to 4 workers.

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: Half Page ad: Quarter page ad

24x18.9cm - \$75, 12x18.9cm - \$50, 12x9cm - \$25

Your advertisement, application form, and full payment should be received by May 15, 2017 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 are attending Starfest the insert is included in your \$225 fee. If you are not attending, the insert fee is \$100. In either case there is a \$75 fee if we do the printing. If you do your own printing please supply 600 copies.

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 July 22nd 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 Dave Cotterell 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

Dave Cotterell

Starfest Vendor Liaison 1908-62 Forest Manor Road Toronto, ON M2J 0B6

416-757-3833

cotterell_david51@yahoo.ca

Starfest 2015 important dates:

May 15th, 2017 Astrotent ads are due.

June 1st, 2017 Registration Kit material for red bags is due.

July 25th, 2017 First day of vendor exhibits with sales hours of 10:00am till 6:00pm Final collection date for door prizes.

July 26th, 2017 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.

Registration

To register for attendance at Starfest or for advertising or for handout package inserts or donation of a door prize without attending or any combination of the four, please complete the following **2-page form** and include your cheque payable to N.Y.A.A. to Dave Cotterell, Starfest Vendor Coordinator, 1908-62 Forest Manor Rd., Toronto, ON, M2J 0B6. **(We are not set up for electronic registration for vendors so snail mail is the only way.....)**

Starfest Vendor Registration Form

(be sure to include BOTH pages)

Company name: _____

Name of Contact person: _____

Email of contact person: (required for confirmation) _____

Address _____

City: _____ Prov./State _____ Postal/Zip _____

Telephone: _____

Arrival date: (Circle) Monday / Tuesday / Wednesday / Thursday / Friday / Saturday

Names of company workers (maximum four) _____

Door Prize Provided: (circle) YES / NO

Description of Door Prize(s) _____

Determination of Fees:

Vendor Registration: (includes registration insert) \$225 \$ _____

River Place access: Number of days _____ X \$20 \$ _____

OR

Full Hookup Trailer Site Number of Days _____ X \$45 \$ _____

Partial hookup trailer site Number of days _____ X \$42 \$ _____

Single Camping Number of days _____ X\$19 \$ _____

Registration insert (if not attending Starfest) \$100 \$ _____

Insert Printing (if we do it, attending or not) \$75 \$ _____

Astro - Tent Advertising:

Full Page Ad \$75 \$ _____

Half Page Ad \$50 \$ _____

Quarter Page Ad \$25 \$ _____

Website Banner Ads

Large, 106p x 179p, \$100 \$ _____

Small, 106p x 72p, \$50 \$ _____

Optional and Miscellany

Saturday Dinner #Adults _____ X \$29 \$ _____

Child _____ X \$15 \$ _____

T-shirts S _____ M _____ L _____ XL _____ X \$20 \$ _____

XXL _____ X \$22 \$ _____

Hoodie Sweat top S _____ M _____ L _____ XL _____ X40 \$ _____

XXL _____ X46 \$ _____

Baseball Cap _____ X \$16 \$ _____

Pins _____ X \$10 \$ _____

.....

Total: _____ > \$ _____