



**EXPERIENCE THE WORLD'S
PREMIER ASTRONOMY EXPO**

**THE ROCKLAND ASTRONOMY CLUB
IS PROUD TO PRESENT THE**

The 21th Annual

**2012 NORTHEAST ASTRONOMY
FORUM & TELESCOPE SHOW**

APRIL 28th & 29th 2012

At the State of New York University

Rockland Campus

Suffern, New York

For further information, please visit our website at:

<http://rocklandastronomy.com/neaf.htm>

E-Mail NEAF@RocklandAstronomy.com



**Rockland Astronomy Club
769 Lafayette Ave
Hawthorne, NJ 07506**

Dear Sir or Madam,

You are cordially invited to participate as an exhibitor / vendor at the **2012 Northeast Astronomy Forum & Telescope Show (NEAF)**, held on April 28th and 29th 2012. It will be hosted by the Rockland Astronomy Club of NY/NJ. In the past 20 years, NEAF has grown in both size and stature, becoming the largest and most eagerly anticipated astronomical products trade show in the world. And with this being our 21th anniversary you can expect it to not only exceed last year's show in experiences and attendance but also in products and information available.

Held just 28 miles northwest of New York City at SUNY / Rockland Campus in Suffern, NY NEAF is a 2-day event featuring the largest commercial exhibit and sales of telescopes and related astronomical products in the world. The show includes workshops and lectures by well-known professional's, amateur astronomers, television personalities, astronauts as well as other experts in their fields.

With attendance expected to exceed more than 6000, we can assure you will be very busy both days as amateur astronomers as well as many "newbie" shop for new "toys" to add to their already extensive collection of equipment while networking and learning from both amateur and professional astronomers.

Over the years NEAF has become the world's largest networking platform, where manufacturers, suppliers, and vendors have the opportunity to build partner ships, expand their relationships, and preview new products for the upcoming year.

Also, this year we are pleased to announce our sixth annual "Northeast Astro Imaging Conference" It will be a 2 day event preceding NEAF held on April 26th and 27th. The conference is devoted to various aspects of Astronomical Imaging, including deep-sky imaging, high resolution and planetary imaging, imaging using digital SLR cameras, photometry and spectroscopy. The conference will host leaders and acknowledged experts in these various fields with the intention of fostering pro-am collaborations. For more information, visit our website.

NEAF naturally involves some expenses, but they are reasonable considering the exposure and profit you will realize. We have updated our pricing information please see attached file for further information "Exhibitor Registration Form". Economy booth's start at \$300.00 and includes an 8-foot table, 2 folding chairs, 2 admission tickets to the show, and a sign with your company name in 3-inch letters. for particulars. Higher tiered booths are also available.

If you require additional information, please contact NEAF Chairman, Alan Traino. He can be reached by e-mail at NEAF@RocklandAstronomy.com or by phone at 973-427-2020 during regular business hours. But don't delay, as space is limited!

I await your positive response,

Alan Traino NEAF Chairman Rockland Astronomy Club

THE 2012 NORTHEAST ASTRONOMY FORUM & TELESCOPE SHOW
EXHIBITOR SUMMARY INFORMATION SHEET

Dates: Saturday & Sunday April 28th and 29th 2011

Venue: Indoor Field House at SUNY Rockland Campus, 145 College Road, Suffern, NY.

Lodging:

Crown Plaza formally the Holiday Inn (845-357-4800). \$129.00*

Homewood Suites Mahwah N.J. (201-760-9994) \$129.00

Sheraton Crossroads Mahwah N.J (201-529-0887) \$136.00

Double Tree Hotel Mahwah N.J (201-529-5880) \$109.00 includes breakfast for 2

Marriott Courtyard, Mahwah N.J. (201-529-5200) \$99.00

Hilton Garden Inn & Hampton Inn (845-623-0600) \$99.00

*****You must mention the Northeast Astronomy Forum to receive reduced rates.*****

Sponsors:

Astronomy Magazine, Astronomy Technology Today Magazine, Sky & Telescope Magazine

CloudyNights.com, Astromart.com

Electricity:

All Booths are available with Electricity \$125.00 **500 Watt maximum, additional current is available please call Alan Traino for higher power needs.**

Setup Hours:

Friday, April 27th from Noon to 9:00PM. Sorry, no exceptions.

Show Hours:

Saturday, 8:30AM to 6:00PM and Sunday, 10:00AM to 5:00PM. Exhibitor personnel will be permitted entry after 7:30AM at the EXHIBITOR ENTRANCE at the rear of the building. Security guards will not allow entry to anyone who is not displaying an Exhibitor Name Badge. All Personal MUST HAVE A BADGE ON AT ALL TIMES!

Registration Deadline:

We have established **March 1, 2012** as the deadline for accepting booth reservations from exhibitors. All reservations received by this date are guaranteed space at the show. Reservations received after this date will be accepted on a “space available” basis, and your company name may not appear in our promotional advertising. Please refer to the EXHIBITOR RESERVATION FORM included with this letter.

Security Issues:

Professional security guards will be employed around the clock commencing at 4:00PM on Friday, April 27th. After 9:00PM on Friday, all doors providing access to the exhibit area will be locked. Overnight security is provided. Security guards will also be stationed at all entrances and exits during show hours on Saturday and Sunday. Roaming undercover security will also be in attendance during all show hours. Please keep alert notify security of any concerns. Show is Under Video Surveillance

Exhibitor personnel are advised to remain at their booths at 6:00PM on Saturday, until Security guards have cleared the building of visitors. This should take no more than 10 – 15 minutes and will eliminate the chance of theft from your booth.

Insurance issues:

The Rockland Astronomy Club requests copies of proof of General Liability and Workman’s Comp insurance. If you are a sole proprietor this does not apply.

Loading and Parking:

ANY SPECIAL NEEDS PLEASE LET US KNOW, WE ARE HERE TO HELP!

The driveway on the east side of the building is “off limits”. You must use the parking area and entrance at the west side “rear” of the building. We will provide “helping hands”. If your vehicle is a large RV, please let us know so we can reserve a parking space for you.

PLEASE KEEP ALL FIRE LANES OPEN AT ALL TIMES. VEHICLES WILL BE TOWED AWAY AT OWNERS EXPENSE.

Door and Raffle Prize Donations:

1. The donation of prizes is requested, but optional.
2. Merchandise with a retail value of \$150.00 or more will be listed as a raffle prize.
3. When donated, gift or discount certificates should be valued at \$50.00 & greater
4. Donated prizes will be picked up at your booth during setup hours.
5. If you plan a donation, we request that you tell us what it is, and its retail value when returning the Vendor Reservation Form.

Shipping Merchandise to NEAF:

1. Merchandise may be shipped and delivered directly to NEAF at Rockland Community College, 145 College Road, Suffern, NY 10901.
2. **Must be delivered only on Friday, April 27th between the hours of 8:00AM and 5:00PM.**
3. Must be marked "Deliver to Field House at roll-up door on East side of building".
4. A RAC staff member will sign for all packages delivered.
5. You may alternately have merchandise shipped to your hotel and held until you arrive. We strongly advise you to contact the hotel beforehand to make arrangements.
6. Contact Alan Traino for other options

Shipping Merchandise to your home base:

1. You must make your own arrangements for post-show storage, pickup and shipping.
2. Merchandise cannot be stored at, or picked up for shipment, at the college.

Miscellaneous:

1. Request for placement and location of booths will be accepted whenever possible, however, it will be a first come first serve basis, we will honor requests from two vendors to be located next to each other as long as space allows. All final decisions are at the discretion of the Rockland Astronomy Club.
2. On-site food service will be provided on Saturday and Sunday.
3. You are responsible for damage to the floor within the confines of your booth. Please ensure that sharp or pointed merchandise does not tear or puncture the rubberized floor.
4. **ALL VENDORS MUST BE OUT OF BUILDING BY 9:00PM SUNDAY NIGHT! ALL EXPENSES FOR OVERTIME WILL BE BILLED TO VENDOR!**

NEAF-2012 EXHIBITOR REGISTRATION FORM
Friday to Sunday, April 27th – 29th

Use this form to select the size of the booth and any additional items you require. Additional tables and chairs **WILL NOT** be available at the show, so plan accordingly.

Company Name _____
 Your Name _____
 Address _____
 City/State/Zip _____
 Telephone _____
 E-mail address _____

Due to Overwhelming Request For Tables The Day of Setup. PLEASE Plan Ahead

NO Tables Will Be Given Out Without Payment at Time of Request. Plan Ahead!

Choose Type of Booth and quantity. **Economy** - \$300.00 **Standard** - \$350.00 **Premium** - \$400.00

Quantity	Type _____	* _____
Total Booth Price	A	\$ _____
Additional 8' tables required	# _____ @ \$50.00 ea.	B \$ _____
Additional chairs required	# _____ @ \$ 5.00 ea.	C \$ _____
Additional admission tickets/name badges	# _____ @ \$25.00 ea.	D \$ _____
* Electricity (please check if required)	_____ @ \$125.00	E \$ _____
Add amounts 'A' thru 'E' and enter the total on this line	Total F	\$ _____
Amount remitted with this registration form (Due by March 15, 2011)		\$ _____
Balance due (To be paid no later than March 31, 2011)		\$ _____

NOTICE: Wireless Internet Service available directly from RCC cost is \$100 Contact Alan

ONLY 2 BADGES INCLUDED IN PRICE PER BOOTH ALL OTHER PERSONEL MUST PURCHASE BADGES AND ADMISSION

All registration forms received after March 1, 2012 will have an additional \$25.00 per booth fee.

Checks should be payable to "Rockland Astronomy Club". Mail check and all completed forms to:

NEAF Exhibitor Reservations
 Alan Traino NEAF Chairman
 769 Lafayette Ave, Hawthorne, NJ 07506

NORTHEAST ASTRONOMY FORUM & TELESCOPE SHOW
EXHIBITOR PERSONNEL LIST

To ensure that unauthorized persons are not permitted access to the building, security guards will have instructions to deny access to anyone unable to provide credentials that identify himself / herself as an exhibitor, paying customer or NEAF staff member. To help you avoid the embarrassment of being questioned by security guards, computer printed ID CARDS and NAME BADGES will be provided for each individual you list on this form.

ID cards will be given out when you arrive on Friday April 27th. Badges should immediately be clipped to shirts or blouses and be displayed at all times. If during the process of setting up your booth you observe any person near your booth that is not wearing a NAME BADGE, notify a security guard or NEAF STAFF member immediately.

To allow sufficient time to print credentials, we must receive this form **no later than March 01, 2011**.

Alternatively, you can send the required information by e-mail to pollackopticians@aol.com or by fax to the following number: 973-427-8866

Please **PRINT CLEARLY** all names **exactly** as you want them to appear on your credentials.

Names submitted are restricted to people who will be working at your booth. Admission tickets for guests (employees, family members, friends, or customers) must be paid for in advance or purchased at the show ticket booths. **Guests will not be permitted access to the exhibit floor during non-show hours.**

Company Name _____

Name-1 _____

Name-2 _____

Name-3 _____

Name-4 _____

Name-5 _____

Name-6 _____

ANY Badges Requested During Show Setup or Days of Show Will Be \$30.00 no Exceptions

NORTHEAST ASTRONOMY FORUM & TELESCOPE SHOW

PRIZE DONATION FORM

If you are able to donate **merchandise** as door or raffle prizes for the show, please describe them below. We require this information in advance so that a list of raffle prizes can be established and published at the show.

Merchandise valued at \$150.00 or more will be used as a raffle prize. Merchandise valued at \$25.00 to \$149.00 will be awarded as a door prize.

Please return this form with your registration papers.

Company Name: _____

Prize-1: _____

Retail Value: _____

Prize-2: _____

Retail Value: _____

Thank you for your generosity and cooperation.