

Middle Atlantic Planetarium Society 2022 Conference “Dome Visualization and Climate Change”

May 18-21

Versant Power Astronomy Center & Jordan Planetarium
University of Maine
Orono, ME

www.mapsplanetarium.org



**VERSANT POWER
ASTRONOMY CENTER**
and the Maynard Jordan Planetarium



Sponsor Packet

Dear MAPS Supporter,

The Middle Atlantic Planetarium Society will bring together its members, vendors, and supporters in Orono, Maine for the 2022 Conference. This year's conference will be hosted by the Versant Power Astronomy Center & Jordan Planetarium at the University of Maine starting in the late afternoon on Wednesday May 18th and running through the early afternoon on Saturday, May 21st.

This year's theme of "Dome Visualization and Climate Change!" will explore a variety of new tools we use to create content for our domes and look at one of the most pressing issues planet Earth faces – Climate Change. 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 2022 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 2022 are:

- *Dome time* – Our 10m (33 foot) dome has 52 unidirectional seats with a digital 4K Sky-Skan/SSIA-Tech system. Vendors will be given the opportunity to install temporary equipment for demonstration purposes. Check with host, Shawn Laatsch to discuss specific needs.
- *Talks, 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.
- *Vendor Hall* – Vendor exhibits will be in one of the larger function spaces on the University of Maine grounds in the Innovation Media Research & Commercialization Center (IMRC). The Vendor Hall is a very short walk from the planetarium, and we will have our morning and afternoon breaks in this area to encourage delegates to interact with vendors. The conference schedule will include dedicated vendor time in the dome and vendor hall.
- *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.
- *Special Opportunities* – We currently are working to secure one of Maine's astronauts for the conference, a special cocktail evening, trip to our local Challenger Learning Center, and some

other unique items in the works. Contact the conference host for details and opportunities around this.

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

Shawn Laatsch, Director
Versant Power Astronomy Center & Jordan Planetarium
University of Maine
Conference Host

& Your MAPS Executive Board

Host Planetarium:

The **Jordan Planetarium** rests within the Versant Power Astronomy Center at the University of Maine. The facility originally opened in 1954 in Wingate Hall and is named in honor of Maynard Jordan, professor of mathematics who taught astronomy at the University of Maine. The facility was upgraded and relaunched in October of 2014 as the Emera Astronomy Center with an upgraded planetarium, multipurpose room, 20" PlaneWave research observatory, and the 8" historic Alvin Clark refractor.

Jordan Planetarium: Theater Technical Specifications

- 10-meter (33-foot) dome, tilted 15 degrees
- 52 unidirectional seats
- Sky-Skan/SSIA-Tech 4k digital system
 - *Upgraded in July 2019 with a new computer cluster, 5.1 audio system and 2 JVC Laser Projectors*
 - *Digital Sky/Dark Matter software packages*
 - *OpenSpace and WWT*
- Cove area/walkway around the dome is 6 feet wide
- Spring line of 72" in south, 148" in north
- One digital inset projector installed in North cove for PowerPoint, etc.

Conference Hotel:

Black Bear Inn & Conference Center
4 Godfrey Drive
Orono, ME 04473
(207) 866-7120



The hotel is 2.8 miles from the planetarium. When making reservations, mention the MAPS Conference for our group rate. April 15th is the deadline for reservations to receive the conference rate of \$99 per night. For more info, please visit: <https://blackbearinnoronono.com>

Contacts and Important Deadlines:

Mailing and Shipping Address for Conference Host:

Versant Power Astronomy Center
167 Rangeley Road
Orono, ME 04469
Attn: Shawn Laatsch

Vendor sponsorship forms due: April 1, 2022

Mail:
Middle Atlantic Planetarium Society
c/o Mike Francis,
2143 Commonwealth Avenue
Auburndale, MA 02466

MAPS Program Committee Chair:

Noreen Grice

noreen@youcandoastronomy.org

Other Important Deadlines:

Send vendor representative registrations by:	April 1
Send door prize donation forms by:	April 1
Send bag stuffer items to Versant Power Astronomy Center by:	April 15
Deliver equipment to Versant Power Astronomy Center starting:	May 9
Install equipment starting:	May 14
Remove equipment by:	May 23

MAPS 2022 Conference Sponsor Levels

Sponsor levels are named University of Maine/Jordan Planetarium themes

“URSA MAJOR – Black Bear” Top Conference Sponsor | \$3,500

- 36 square feet of space in Vendor Hall (may include 1 table and 2 chairs)
- 30-minute Demonstration Session in planetarium
- 2 conference registrations & 2 MAPS memberships for 2022
- 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*

“URSA Minor – Bear Cub” Major Conference Sponsor | \$2,500

- 36 square feet of space in Vendor Hall (may include 1 table and 2 chairs)
- 20-minute Demonstration Session in planetarium
- 2 conference registrations & 2 MAPS memberships for 2022
- 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*

“MOOSE” Conference Sponsor | \$1,250

- 36 square feet of space in Vendor Hall (may include 1 table and 2 chairs)
- 10-minute Demonstration Session in planetarium
- 1 conference registration & 1 MAPS membership for 2022
- Recognized as a Break Sponsor
- Small sponsor logo in conference program and on banner
- May place a promotional item in the conference bags*

“LYNX” Conference Sponsor | \$825

- 36 square feet of space in Vendor Hall (may include 1 table and 2 chairs)
- 5-minute Demonstration Session in planetarium
- 1 conference registration & 1 MAPS membership for 2022
- Sponsor name in conference program and on banner
- May place a promotional item in the conference bags*

“FOX” Conference Sponsor | \$350

- Sponsor name in conference program and on banner
- May place a promotional item in the conference bags*

Organizations displaying free educational materials will be provided space for free, but that space may not be in the vendor hall. Contact Shawn Laatsch to arrange (shawn.laatsch@maine.edu)

* Promotional items for conference bags are due by April 15, 2022 and should be sent directly to the Versant Power Astronomy Center (shipping address is on previous page):

Vendor Hall Floor Plan

Sponsor exhibit booths are in Room 104 of the IMRC (the Fernald Adaptive Presentation and Performance Environment). The space is 60'x40' and has a ceiling height of 22'. Power outlets are available, and the area has full darkness shades. Each exhibit booth space is 6 ft x 6 ft. You may choose whether to have an empty space or include a table with 1 or 2 chairs. The space can accommodate some portable domes.

Please contact Shawn Laatsch at shawn.laatsch@maine.edu for information about space for a portable dome.

Preliminary 2022 MAPS Conference Schedule

Wednesday, May 18

Morning	Vendor Hall set-up beginning at 8am
Afternoon	Hotel check-in & Conference registration
Evening	Welcome Reception in Vendor Hall

Thursday, May 19

Morning	Delegate talks, Vendor Hall time
Afternoon	Lunch with invited speaker, Workshops, Vendor demonstrations , Poster presentations, Vendor Hall time
Evening	Challenger Learning Center tour and activity

Friday, May 20

Morning	Vendor talks, Vendor Hall time, Vendor demonstrations
Afternoon	Lunch with invited speaker, MAPS Business Meeting Delegate talks, Group photo Vendor breakdown after lunch
Evening	Cocktail Reception and Conference Banquet 2022 Margaret Noble Address

Saturday, May 21

Morning	Delegate talks, Workshops
Afternoon	Lunch, Door Prizes, and Closing Remarks Optional Post-Conference Outing: Maine Mineral and Gem Museum or Acadia National Forest

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



MAPS 2022 Sponsor Registration Form

Company Name: _____

Contact Person: _____

Mailing Address: _____

Sponsorship Level: _____

Vendor sponsorship forms with payment due: **April 1, 2022**

Mail to:

Middle Atlantic Planetarium Society
c/o Mike Francis,
2143 Commonwealth Avenue
Auburndale, MA 02466