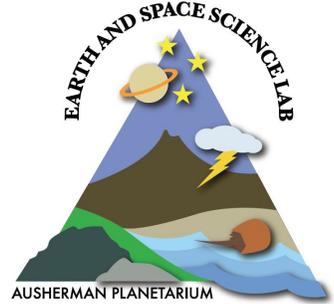




**2013
Middle Atlantic
Planetarium Society Conference
July 17-20, 2013**



Spaceship Earth: Educating Its Crew

www.MAPSplanetarium.org

<https://sites.fcps.org/essl>

Hosted by the Earth and Space Science Laboratory (ESSL)
at Frederick, Maryland

Dear MAPS Supporter;

For 2013 the Middle Atlantic Planetarium Society will once again gather its members, vendors and supporters in a professional development conference. This year we meet at the Frederick County Public Schools Earth and Space Science Laboratory, a vibrant educational resource in Frederick MD from July 17-20 under the theme, "Spaceship Earth; Educating Its Crew".

Vendors from a variety of industries are encouraged and welcome to participate in the conference. **Register by June 1, 2013.** Some such industries or products are: Projection systems, Astronomical instruments, exhibit design, ticketing systems, multi-media control systems, content producers, equipment service providers, educational resources, lighting systems, and more.

The MAPS Board and membership are grateful that vendors make our meetings possible and enrich these experiences through their generous sponsor support. This year, we hope to enhance the win-win experience that these meetings bring to everyone with more opportunities for supporters to engage with attendees. These are some of the features you may appreciate about MAPS 2013:

- Dome time - Our 35' dome is located in a science resource center with epi-centric 90 seats under a horizontal dome with opto-mechanical and full dome projection in the center of the theater.
- Plenary sessions - Vendor and delegate talks will be held in the Lincoln school cafeteria just down the hall from the vendor exhibit area.
- Breaks with the vendors and a vendor hall refreshment table will allow delegates plenty of vendor interaction.
- Spacious vendor hall - Vendor exhibits will be in the gymnasium with ample space for tables, and portable domes.
- Educational vendor workshops - We can now host workshops where a vendor demonstrates and educates existing and prospective 'customers' about the use of their equipment, software or content materials. This must be a tutorial form of service to delegates, not a sales pitch, and will incur added sponsor fees. Please submit a standard workshop form to propose.
- New benefits to upper level sponsors, Third Magnitude and higher, include an advance list of conference delegates; up to 2 tables; and Second Magnitude and higher also merit prime time scheduling of dome demo time, and preferential location of exhibit booths; and all sponsors get free advertising and exposure in the MAPS Constellation and web site.

{This registration packet is available for electronic download in Acrobat pdf format at the MAPS web site. Online registration is NOT available for vendors. }



Contacts and Important Deadlines:

ESSL Mailing and Shipping Address:

Earth and Space Science Lab
c/o Bowman/Grills
210 Madison St.
Frederick, MD 21701
Phone: 240-236-2694
Host email: Jeffrey.Grills@fcps.org
Technical questions email:
Jeffrey.grills@fcps.org, or
Mark.bowman@fcps.org

Holiday Inn Frederick-Conf Ctr At Fsk Mall

5400 Holiday Drive
Frederick, MD 21703
Phone: (301) 694-7500 Fax: (301) 694-0589

MAPS Treasurer:

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MAPS web: www.MAPSplanetarium.org

Important Deadlines:

- Reserve hotel rooms: June 1
- Send Vendor Registration by: June 1
- Send representative registrations by: June 8
- Deliver bag stuffer items: July 8
- Send host up-dated identity copy: June 15
- Deliver equipment to ESSL starting: July 15
- Install equipment starting: July 17
- Remove equipment from ESSL: July 20 AM



The Earth and Space Science Laboratory (ESSL) at Frederick MD:

Digistar 3/ Goto-Chronos Hybrid Planetarium Projector; 35 foot horizontal dome with seating for approx. 90;Center mount (zenith) Optomechanical Goto-Chronos projector (cannot be lowered into floor); 5.1 Surround Sound audio. For importing content, videos must be in MPEG format, Audio WMV , and provided in a format compatible with equipment. Hosts **will not** be converting frames for playback. Video play scripts can be written and provided by ESSL staff. Please contact host technical rep for more information, and see the enclosed diagram of the facilities.

Digistar projectors are fixed, but platforms will be mounted on top of the Digistar projectors to support equipment beside the Chronos. Please refer to the Ausherman planetarium diagram.

Vendor Sponsor Levels:

First Magnitude: \$2500+: Up to 30 min. dome demo time (Dome content -not powerpoints) in prime schedule time, AND up to 20 min. plenary talk time; Up to 2 tables in the exhibit hall; two (2) registration fees paid; two (2) Full Page ads in Constellation in next 12 months (\$200 value); advance delegate list; logo on bags, program, and web site with link to vendor (send graphics & info); recognition for meal sponsorship.

Second Magnitude: \$1500+: Up to 20 min. dome demo time (Dome content -not powerpoints) in prime schedule time; AND up to 15 min. plenary talk time; up to 2 tables in the exhibit hall; one (1) registration fees paid; one (1) Full Page ads in Constellation in next 12 months (\$100 value); advance delegate list; logo on program, and web site with link to vendor (send graphics & info); recognition for refreshment sponsorship.

Third Magnitude: \$1000+: Up to 15 min. dome demo time (Dome content-not powerpoints);AND up to 10 min. plenary talk time; up to two (2) tables in the exhibit hall; one (1) registration fees paid; two (2) 1/2-Page ads in Constellation in next 12 months (\$100 value); advance delegate list e-mailings; logo on program (send graphics & info); recognition for break sponsorship.

Fourth Magnitude: \$500+: Up to 10 min. dome demo time (Dome content- not powerpoints); OR up to 15 min. plenary talk time; up to 2 tables in the exhibit hall; one (1) 1/2-page ad in Constellation in next 12 months (\$50 value); logo program (send graphics & info).

Basic Vendor: \$100+: Up to 10 min. vendor talk time; part of shared table in exhibit hall.



Ausherman Planetarium

Exhibit space :

This is a precious commodity. Standard booths are either one or two tables, or one small dome based on the level of sponsorship.

Sponsors can add to their allowance within reason including

adding a portable dome space by paying additional exhibit space fees. All options are subject to the limit of available space and will be allowed and allocated whenever possible. In 2013, we expect to have abundant space and tables will be 8' long. Please refer to the *Exhibit Space diagram*.

Portable Domes:

Portable domes are proliferating, and growing in size. Sponsors can add or opt up in size and pay a differential for a bigger dome size. A dome sponsor willing to share with any and all other vendors will be allowed a discount on fees.

Schedule Highlights: Up-dated schedules will be provided before the conference

Wednesday

Pre-Conference Field Trip

Evening

Welcome Reception - refreshments

Vendor demos

Shoot your mouth off

Observatory Time- Weather permitting

Thursday

Welcome

Vendor Hall open ALL DAY

Lunch with speaker

Break w/vendors

Vendor Demos & Talks

Break w/vendors

BUSINESS MEETING

Plenary Talks

Dinner with speaker

Observatory Viewing

Friday

Vendor Hall open ALL DAY

Committee meetings

Panel discussions

Break w/vendors

Lunch with Speaker

Vendor demo or talk

WORKSHOP SESSIONS

Banquet and Noble address

Saturday Morning

Plenary talks (final)

Door prizes & Conclusion



Campus of the ESSL and Lincoln School

Thank you for considering a leadership role in the 2013 MAPS Conference. We appreciate your contributions to the profession and the planetarium field and value your participation. If you have any questions please do not hesitate to contact the key contacts listed above.

Sincerely,

Jeffrey Grills *Mark Bowman*

Jeffrey Grills and Mark Bowman, Your ESSL Hosts



Livefest



When: July 16, 2013

Time: 8:00AM-5:00PM

Where: Ausherman Planetarium, Earth and Space Science Laboratory,
Fredrick County Public Schools, Frederick, Maryland

Cost: Free!

Educators interested in astronomy and space science and planetarians who are working either full or part time in a small or portable planetarium are invited to attend. Meeting with colleagues this way can give you a needed "shot in the arm" to your efforts in teaching astronomy.

This is an event where both Livefest and MAPS Delegates are welcome to attend. Plan on it now and register ASAP!

Livefest! - a special day of workshops, sponsored by Powerful Interactive Planetarium Systems (PIPS) and the Middle Atlantic Planetarium Society (MAPS), for those primarily interested in presenting participatory lessons to school children and their teachers. During the day workshop leaders will offer lessons and guidance to classroom teachers and portable and small dome educational presenters. Techniques for presenting interactive lessons that enhance learning in classrooms, small portable domes and school planetariums will be emphasized and modeled.

This professional development day will run from 8am-5pm and participants are invited to join in a field trip the next day, Wednesday, to Robinson Nature Center with lunch sponsored by Spitz, Inc. 10:00 – 1:30.

The Program: Check-in and breakfast will begin at 8:00 a.m. and sessions will run from 9:00 a.m. to 12 Noon and 1:00 p.m. to 5:00 p.m. with a one hour break for lunch. This hour will be used for discussion and experimentation. Three portable planetariums will be available for presentations and materials will be displayed for participants to peruse and review. These materials will include audio and video media, printed lessons with pre and post planetarium lesson activities.

Here are just some of the topics to be addressed: The Common Core, State Standards, the Moon, Seasons, Celestial Motion, light speed, the size of the Universe, Storytelling, NASA Resources and any questions you may have.

Registration Procedure: On the **MAPS Conference Registration Form** fill out Sections 1 and 8

(You are also invited to attend the MAPS Conference; if interested please fill out the remainder of the registration form!)

Questions? Contact: Jeffrey.grills@fcps.org or Mark.Bowman@fcps.org

Robinson Nature Center – Columbia Maryland



<http://www.co.ho.md.us/RobinsonNatureCenter.htm>

Transitional Conference Event Wednesday, July 17, 10:00 – 1:30

Following Tuesday 's Lifest, a field trip to the Robinson Nature Center in Columbia, Maryland, is planned for Wednesday. **Lifest and MAPS members are welcome to attend.** This event will be held before the welcoming reception at the Earth and Space Science Lab that will begin the official MAPS Conference.

All Lifest attendees are encouraged to stay for the MAPS conference and all MAPS attendees are encouraged to come early!

We will tour the grounds and the facility. Part of the adventure will be held in the Naturesphere – a 24' dome equipped with a Spitz SciDome.

Joel Goodman, planetarium director, will be our host . Spitz, Inc. will provide lunch and a demonstration of new astronomy lessons and curriculum.