



# AstroImage 2006 Conference

## Exhibitor Benefits Package

<http://www.ocastronomers.org/astroimage/2006/>

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## **Background of Orange County Astronomers**

The Astrolmage 2006 conference is presented by Orange County Astronomers (OCA), one of the largest amateur astronomy clubs in the country, which has been presenting conferences on astrophotography and related subjects for over 20 years. We greatly expanded the conference format in 2002, which was a great success. This is our third expanded conference.

OCA is a non-profit educational organization that started as a focal point for area residents interested in astronomy, telescopes, and space exploration. Although we are centered in Orange County, California, we have many members from adjoining counties and beyond, and we have a 20-acre club-owned dark site located in western Riverside County.

Our 800+ members have interests that cover the full range of amateur astronomy, from cosmology to optics, observing to imaging to publishing. We have many members who are beginning-level amateur astronomers, but most range from moderate to very experienced, and we have several members who teach astronomy professionally. We are committed as a club to providing an environment in which beginners are encouraged to explore and learn, and where more experienced members can also advance their skills and share their experience and knowledge with others and with the general public. The range of our club's activities can be seen by visiting our website, [www.ocastronomers.org](http://www.ocastronomers.org).

The Astrolmagers Special Interest Group (SIG) is composed of club members who have a special interest in capturing images of astronomical subjects by any means, including film, video, digital camera, and CCD. It is one of our largest SIGs and its monthly meetings include informational talks on different topics related to imaging as well as sessions for members to show their work and to get help with any problems and suggestions for improvement. The Astrolmage conferences are the largest special activity of the Astrolmagers SIG, and are also strongly supported by the club as a whole.

## **Conference Overview**

The Astrolmage conference is a biannual event designed to immerse attendees in all aspects of astroimaging through a full day of technical presentations and product exhibits plus special training sessions during the first evening of the conference. Another goal is to bring a wide range of people interested in astroimaging together in one place for informal exchanges of techniques, tips, and equipment discussions.

This conference is a tremendous opportunity for providers of products aimed at or used by astroimagers to interact with existing and potential customers and to showcase or demonstrate their products, and is particularly helpful for those whose products need to be demonstrated for the customer to fully realize their potential. Our attendees have been very interested in all of the products exhibitors have shown at past conferences, and many look forward to these conferences as opportunities to experience products in person that they might otherwise only know through catalogs or the Internet, or might never see at all.

## Where & When?

Astrolmage 2006 is scheduled on Friday evening, August 11, and Saturday, August 12, in and around the Curtis Theatre in the Brea Civic Center. This is across the street from a major shopping mall, and not far Disneyland, Knott's Berry Farm, and many other entertainment venues. Nearby airports include Los Angeles International (LAX), Orange County/John Wayne (SNA), and Ontario International. In addition to the conference itself, conference attendees will have the option of attending a special imaging-related tour of at least two of the telescopes at Palomar Mountain on Sunday, August 13.

## Who will attend?

With a strong keynote speaker and in-depth coverage of the field, we expect that more than 150 people will attend this conference, including OCA members and non-members who are experienced imagers and are interested in learning about new equipment and techniques. From past experience, we also expect that a certain number of less experienced imagers will attend and benefit from the range of topics covered. We have found that these conferences typically draw attendees from well beyond the Southern California area, including people from other states and from outside the United States.

## Media Exposure

The conference will be advertised continuously for at least 6 months in "The Sirius Astronomer," the official publication of the Orange County Astronomers, which is sent to all 800+ members of the club as well as to outside organizations. It will also be prominently advertised on the club's website, [www.ocastronomers.org](http://www.ocastronomers.org), which generally has an average of 1000 visitors a day, and 3000-4000 unique visitors per month. The conference will also be advertised through Astromart and all of the major imaging email groups, such as APML, SBIG, OCA's Astrolmagers, Canon\_DSLR\_Digital\_Astro, and Digital\_Astro, and will appear on the calendars in *Sky and Telescope* and *Astronomy Magazine*.

## Conference Agenda

The conference begins on Friday evening with a reception for attendees and sponsors, followed by two simultaneous presentations. The first is an introduction to imaging with DSLR cameras and lower cost cameras such as Meade's DSI and Orion's Deep Space Imager, presented by Alan Smallbone; images he has taken with this type of equipment can be seen on our Image Gallery (<http://www.ocastronomers.org/astroimages/album.asp>) or his website (<http://www.pbase.com/snowlep/astrophotography>). The other is an in-depth presentation on advanced Photoshop techniques for astroimagers, designed to provide information particularly helpful for experienced imagers.

Saturday features an excellent line-up of speakers: John LaBorde, Chuck Vaughn, Rob Gendler, Ron Dantowitz, and Robert Reeves, with Tony Hallas as the Keynote Speaker on Saturday night. The tentative schedule for the conference is:

11 Aug. (Friday)

- 6:00 PM (Equipment setup: tables, displays, etc.)
- 6:30 PM Registration / check-in for pre-registered attendees  
**Reception**
- 7:00 PM Room 1: Intro to AstroImaging with Digital Cameras and other  
Room 2: Image Processing with Photoshop (Advanced Techniques),  
Part 1
- 8:15 PM Break
- 8:30 PM Room 1: Intro to AstroImaging with Digital Cameras, Part 2  
Room 2: Image Processing with Photoshop (Advanced Techniques),  
Part 2
- 9:00 PM End of formal presentation. Equipment setups available for viewing,  
speakers & other imagers available for Q&A
- 9:30 PM [End of Friday session]

12 Aug. (Saturday)

- 7:30 AM (Facilities open for display & vendor setup)
- 8:00 AM Registration / check-in for pre-registered attendees
- 8:15 AM Opening remarks
- 8:30 AM **John Laborde: Creating Mosaics**
- 9:30 AM Break (refreshments available)
- 9:45 AM **Robert Reeves – Webcam Imaging**
- 10:45 AM **Rob Gendler – Hybrid Imaging**
- Noon Lunch / Display Viewing
- 1:30 PM **Ron Dantowitz – Video Astrophotography**
- 2:30 PM **Chuck Vaughn: Going Digital – An Astrophotographer’s  
Perspective (DSLR)**
- 3:30 PM Break (coffee)
- 3:45 PM **Chris Butler – Preview of the Changes at Griffith Observatory**
- 4:45 PM Closing remarks
- 6:00 PM Hot buffet dinner (prepaid attendees only)
- 7:00 PM **KEYNOTE SPEAKER: Tony Hallas: Imaging for Print**
- 8:30 PM [End of conference]

13 Aug. (Sunday)

- 9:00 AM Optional "insiders" tour of the Palomar Observatory, hosted by Scott Kardel from Palomar Observatories.

[Note: The order in which the talks will be given is tentative and subject to change.]

The image gallery, featuring prints and an electronic gallery, poster sessions and exhibits are also scheduled for all day Saturday, and are planned to be near the exhibit area. Lunch and refreshments at morning and afternoon breaks are included to encourage informal interaction between speakers, attendees and exhibitors.

Saturday evening features the keynote talk by Tony Hallas, who will discuss “Imaging for Print,” illustrated by many of his own spectacular images. An optional sit-down dinner will be available before the keynote talk to pre-registered attendees.

## **Sponsorships**

So that we can provide the caliber of speakers and range of topics and related events that make these AstroImage Conferences valuable to the imaging community, we have to look outside our club for sponsorship to help us adequately fund these events. Sponsorship allows greater exposure for exhibitors over the course of the conference as well as allowing us to provide a much more robust curriculum to the attendees. We have developed the following sponsorship levels and benefits, and ask that exhibitors provide sponsorship at the levels they are most comfortable with.

In addition to the sponsorship levels given below, sponsors can sponsor specific portions of the event, such as the refreshment breaks, the reception on Friday night, or the lunch – please contact the planning committee if you are interested in this type of sponsorship.

## **Sponsorship benefits**

The particular benefits an exhibitor can expect are determined by sponsorship level, which is shown in the chart below. This is a general summary of the benefits we can provide our sponsors:

- Your company name and logo included in AstroImage promotions
- Ad space on cover 4 of program booklet given to all attendees
- Ad space on Front cover of program booklet given to all attendees
- Your company information provided in the information folder given to all attendees
- Banner and link to your company website from the OCA website homepage for a year
- Your company name on slides in slide shows running between talks
- Your company name on slides included in electronic gallery slide show
- Premium booth location
- 4' x 30" table display space
- 10' x 10' booth space
- 10' x 20' booth space
- Product advertising on CD seminar materials

- Conference entryway banner space. (Sponsor to provide banner)
- Link from Astrolmagers Conference website to your website.

NOTE: If you are unable to have representatives from your company physically attend Astrolmage 2006, please consider supporting the conference in an “absentee” capacity. Contact the organizing committee to arrange the setup of a display and distribution of your company literature to all attendees with our registration materials. We at Orange County Astronomers appreciate your support in whatever capacity you can manage!

## Sponsorship Levels

<b>Benefits</b>	<b>Universal - \$2000.00</b>	<b>Galactic - \$1000.00</b>	<b>Solar – \$500</b>	<b>Lunar – \$200</b>
Company Name included in “Sirius Astronomer” advertisements	<b>X</b>	<b>X</b>	<b>X</b>	
Ad space on front cover of program booklets	<b>X</b>			
Ad space on Cover 4 of program booklets		<b>X</b>		
4' x 39" table display space in exhibit area.				<b>X</b>
10' x 10' booth space in exhibit area			<b>X</b>	
10' x 20' booth space in exhibit area	<b>X</b>	<b>X</b>		
Advertising on CD ROM. Allows a link to your website	<b>X</b>	<b>X</b>	<b>X</b>	
Conference entryway banner (provided by exhibitor)	<b>X</b>			
Web link from the OCA Astrolmagers webpage to yours	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Web link from the OCA website homepage to yours for a year	<b>X</b>			
Banners on Image Gallery slides	<b>X</b>	<b>X</b>		
Slides in slideshows between speakers	<b>X</b>			
Catalog or other sponsor-provided material included in Attendee package	<b>X</b>	<b>X</b>		
Logo and notice in Sirius Astronomer for a year	<b>X</b>			
Notice in Sirius Astronomer for a year		<b>X</b>		