



2025 NORTHEAST ASTRONOMY FORUM & TELESCOPE SHOW APRIL 5-6

EXHIBITOR REGISTRATION PACKET

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THE LARGEST AND MOST EXCITING ASTRONOMY SHOW IN THE WORLD, NEAF FEATURES RENOWNED SPEAKERS & AMERICA'S BIGGEST EXHIBITOR FLOOR WITH MORE THAN 120 VENDORS FROM ALL OVER THE WORLD, ASTRONOMY WORKSHOPS, PRO/AM COLLABORATIONS, DAILY SOLAR OBSERVING, STEM WORKSHOPS & MUCH, MUCH MORE!

SPONSORED BY



skyandtelescope.org



DEAR EXHIBITOR

Rockland Astronomy is proud to announce our 34th annual blockbuster event, the Northeast Astronomy Forum (NEAF), taking place LIVE at the convenient SUNY Rockland Community College campus in Suffern, NY on Saturday April 5th, and Sunday April 6th, 2025.

You will want to be a part of our 90,000 square ft astro-paradise showcasing your outstanding products and services – and tapping into this once-a-year buying frenzy.

As our valued vendor we never lose focus on you. It is your participation and support that has helped NEAF to become the largest show of its kind in the world. Not all shows recognize the importance of their vendors but be assured that NEAF does. Our goal is to make your participation as pleasurable as possible, and bring you nothing less than a world-class event.

Be a part of it, register early and secure your space. We look forward to seeing you in April but remember to lock in your space early for what we promise will be another truly exceptional event.

Standard booths start at only \$593 (early bird), and include one (1) 8-foot table, two (2) folding chairs, two (2) admission badges to the show as well as a sign with your company name in 3-inch letters. Please see attached pages for further information. Booths can be ordered on line at NEAFexpo.com. But don't delay, as space is limited!

The Vendor Help Site is now open for any questions, please contact Sarah Colker at NEAFteam@NEAFexpo.com

Also, this year we are pleased to announce our annual Northeast Astro Imaging Conference (NEAIC). NEAIC is a two-day imaging seminar held at the nearby Crowne Plaza, Suffern, New York on April 7th and 8th, Monday and Tuesday (holiday schedule) following NEAF. The conference is devoted to the many aspects of astronomical imaging, including deep-sky imaging, high resolution and planetary imaging, imaging using digital SLR cameras, photometry and spectroscopy.

For more information, please visit NEAFexpo/NEAIC.com

We look forward to seeing you in April!

Ed Siemenn

NEAF Producer

Rockland Astronomy Club, Inc.



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Show Dates Saturday & Sunday, April 5th & 6th, 2025

Setup Friday, April 4th, 2025

Venue Indoor Field House at SUNY Rockland Campus,
145 College Road, Suffern, New York 10901

Lodging Crowne Plaza (NEAIC location & closest to NEAF) - 845.357.4800

NEAFexpo.com

NEAF@rockland
astronomy.com

Note: You must mention the 'Northeast Astronomy Forum' to receive reduced rates (discount rooms are limited).

Registering & Ordering Booths You may order online at NEAFexpo.com using your credit card. See details on page 3.

Electricity All Booths are available with Electricity for an extra fee. NO SHARING IS ALLOWED. 500 Watt maximum (additional current is available: Contact us for special requirements).

Setup Hours Friday from Noon to 7 pm. Sorry, no exceptions.

Show Hours Saturday, 9:00 am to 6 pm
Sunday, 10 am to 5 pm

Exhibitor Entrance Exhibitor personnel will be permitted entry on the day of the show between 8:00 and 9:00 am on Saturday, and 9:00 to 10:00 am on Sunday at the EXHIBITOR ENTRANCE at the rear of the building.

Badges Your preregistered badges will be distributed at the Exhibitor Entrance upon your arrival on Friday.

Security guards will not allow re-entry to anyone who is not displaying an Exhibitor Name Badge.

PERSONNEL MUST HAVE A BADGE ON AT ALL TIMES!





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Registration Deadline

March 15, 2025 is our 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. Booth pricing increases after January 31st, so be sure to get your order in early.

Ordering

You may order online at NEAFexpo.com using your credit card. For early bird specials, your order must be received online by the stated Early Bird deadline of January 31st, 2025. **Orders received after the deadline will be charged at the regular rate.** Please note that there is a \$50 fee for foreign checks (including Canada) and bank transfers.

Booth Packages

Standard booths and premium booths differ by location (see map on following page). All single booths, both Standard and Premium, are 10 x 10-feet and include:

One (1) 2 x 8-foot dressed table

Two (2) chairs

One (1) 8-foot drape behind

One (1) sign with your company name in 3-inch letters.

All drape and booth trim is medium blue – sorry, color options are not available. Additional chairs and tables are available at additional cost, as well as electrical connections (500 watt max) and carpet. See on line order form for price options.

Additional booths may be added in multiples of 10 ft x 10 ft. See map on following page.

One vendor per booth order. Booth sharing is not allowed.

Sharing of electric is not allowed.

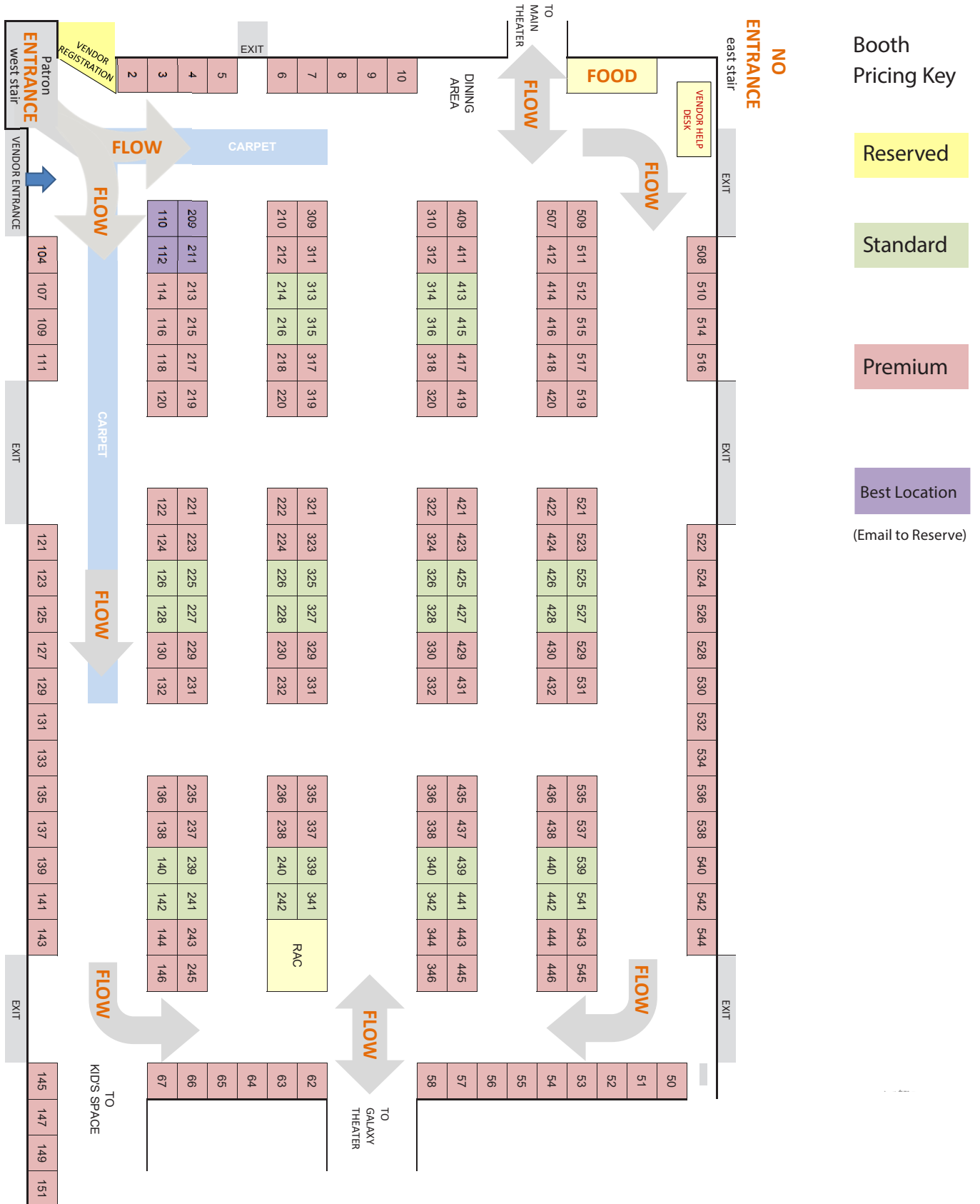
Booth Placement

While we will do everything we can to meet your requests for booth placement, final layout will be at the discretion of Rockland Astronomy Club. Booth layout and map will be finalized in April, placement flexibility is based on overall booth demand, fire safety requirements and traffic flow management.



EXHIBITOR BOOTH / REFERENCE MAP

Booth placement is at the discretion of Rockland Astronomy Club.
 Booth layout is finalized in April. Placement flexibility is based on overall booth demand, fire safety requirements, and traffic flow management.



SETUP & SHOW HOURS



Show Hours

Saturday, 9 am to 6 pm
 Sunday, 10 am to 5 pm

Exhibitor personnel will be permitted entry on the day of the show between 8 and 9 am Saturday, and 9 to 10 am on Sunday at the EXHIBITOR ENTRANCE at the rear of the building.

NEAFexpo.com

Friday Set Up

Set up for vendors opens Friday at 12 noon. All vendors are requested to have their booths set up by 7 pm. The Field House is closed to vendors at 7 pm. NOTE: for safety purposes, all vehicles entering the Field House for loading MUST be escorted by a staff flagman.

NEAF@rocklandastronomy.com

Late Arrivals
Early Departures

You are expected to have your booth set up and operating for the 9 am Saturday opening. If you are not present by 8 am on Saturday, your booth location may be forfeited. Our goal is to present a full and exciting showroom floor to our arriving guests – empty booths become problematic.

Of course, there are always emergencies and special circumstances. We urge you to contact Ed Siemenn the moment you suspect that you may be late so you can make special arrangements and avoid the disappointment of your booth location having been moved.

If you observe the Sabbath on Saturday, you will be expected to have a full display of catalogues, merchandise photos, signs and other items to fill your table in an appropriate manner during the business day on Saturday. This must be setup prior to your departure Friday evening. You must also arrive early on Sunday, prior to the 10 am opening to ready your table for sales before guests arrive.

No early departures or breakdowns prior to 5 pm on Sunday will be tolerated. Early breakdowns will risk forfeiting preferred booth locations for the following year and other penalties. If you have an emergency or handicap and must leave early, you must notify the Floor Manager as soon as possible for assistance and discrete exit procedures.

ALL VENDORS MUST BE OUT OF BUILDING BY 9 PM SUNDAY NIGHT. ANY EXPENSES FOR OVERTIME WILL BE BILLED TO THE VENDOR.





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Security

Professional security guards are employed around the clock commencing at 4 pm on Friday. After 7 pm 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. However, please keep alert and notify security of any concerns. You are ultimately responsible for merchandise and valuables at your booth. RAC cannot take responsibility for lost or stolen goods.

Exhibitor personnel are advised to remain at their booths until 6:15 pm on Saturday, at which time, Security guards will 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.

Loading & 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 assistants to help you unload and move your merchandise.

**PLEASE KEEP ALL FIRE LANES OPEN AT ALL TIMES.
VEHICLES WILL BE TOWED AWAY AT OWNER'S EXPENSE.**

Insurance

The Rockland Astronomy Club requests copies of your General Liability and Workman's Comp insurance. If you are a sole proprietor this does not apply. Vendors are required to have copies of their insurance on hand during the show in the event of state inspection. RAC will not be held responsible for noncompliance of vendor state insurance regulations.



COLLECTION OF SALES TAX & MISCELLANEOUS



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Collection
of Sales Tax

All vendors who are registered at NEAF and who are selling tangible merchandise (and are not a NY State registered not-for-profit) are required to collect NY State sales tax from the purchaser at the time of the sale as per NY State tax law, regardless of the state in which their business is located. NY State sales tax is 8.875%.

Vendors shall be solely responsible to register and report the amount of sales tax owed based on their sales at the show. Refer to NY State Sales Tax Bulletin TB-ST-175 for additional information. For information on how to register your firm to collect state sales tax, see attached NY State Tax Bulletin TB-ST-360 starting on page 17.

Vendors may elect to include the cost of sales tax in the purchase price of their merchandise, however vendors are NOT allowed to advertise that they or their merchandise is "Tax Free", as this is unlawful, misleading, and may result in fines and serious repercussions.

Failure to collect or report the amount of sales tax collected is considered fraud by the State of New York. Any vendor not abiding by NY State tax law may be subject to audit and substantial fines by the State.

Note: Vendors are required to keep their NY sales tax ID number or NY tax exempt number on hand during show operating hours.

Miscellaneous

1. 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. Please provide padding under these kind of items. Tape of any kind is not allowed on the rubberized floor.
2. Venue address is:
Rockland Community College Field House
145 College Road, Suffern, NY 10901
3. Hotel address is:
Crowne Plaza
3 Executive Boulevard, Suffern, NY 10901



NEAF SHIPPING OPTIONS



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Truck to Field
House Direct

You may either ship directly to the Field House or ship to our warehouse. See below for information and limitations on these options.

You may make arrangements for your own carrier or a trucking company to deliver your merchandise directly to the RCC Field House on the Friday before the show between the hours of 8:30 am and 4:30 pm. We will have forklift service to unload your truck for you. This merchandise should be picked up in the same fashion by your shipper either on Sunday, between 5 and 8 pm or on Monday, between 8:30 am and 4 pm.* Forklift service will be available between these hours to load your truck for you. There is no additional charge for forklift service at the Field House during these hours. If you are unsure you can guarantee your deliveries and pickups within these time frames, you will need to ship to our warehouse for holding and delivery to the show and pick up afterwards.

Truck to
Warehouse

Shipping to our warehouse offers you the flexibility of not having to worry about your carrier making the Friday and Monday time deadlines or incurring third party moving fees. You may make arrangements for your trucking company to deliver your merchandise ahead of time to our warehouse facility up to a week prior to the show. Your pallets/boxes will be held until the Friday of the show, then loaded onto a truck and moved to the Field House and off-loaded and brought to your booth. The pallets will then be picked up Sunday after the show and delivered back to the warehouse to await your shipper's pickup for up to a week after the show. **There is a \$289 flat rate moving and storage fee per pallet of merchandise using this service.** Please note, all deliveries and pickups from the warehouse must be made during normal business hours. Please have your trucking company call 12 hours in advance to assure forklift operators will be ready.

Warehouse
Information

Our warehouse is operated by a professional, fully insured, moving and storage company to assure you the best possible service and security for your merchandise. The warehouse is located in nearby Mahwah, NJ. If you intend to use this service, please order online and you will receive the warehouse shipping information.

Continued on next page.





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Overseas Shipments

We strongly urge you to ship your overseas merchandise to our warehouse since these types of deliveries are difficult to control time-wise. Using our warehouse service will give you a one week buffer before and after the show. **There is a \$289 flat rate moving and storage fee per pallet of merchandise using this service.**

UPS, FEDEX, USPS, DHL, etc.

You may ship packages directly to our warehouse via these mail services, up to two weeks before the show. Your packages will be held until the Friday of the show, then loaded onto a truck and moved to the Field House, off loaded and brought to your booth. On Sunday after the show, all packages should be boxed and pre-labeled / pre-paid for return shipment. They will be picked up by our moving company and brought to the warehouse where we will call for pickup by your prepaid shipping service. **The round trip fee for this service is \$20/small box, \$50/large boxes or crates weighing over 50 lbs., \$125 for any box or crate requiring a forklift, and \$300 for palletized goods.**

Shipping Direct

Truck deliveries are only allowed on the Friday prior to the show. We are not contracted to receive and store goods prior to that. Any deliveries will be turned away. Please use our warehouse services if goods are to be received prior to Friday. Shipping of packages i.e. UPS, FEDEX, USPS, etc., directly to Rockland Community College is not allowed. The campus mail service will not accept items intended for a show event and it may be lost or misdirected.

Left Merchandise

* **Rockland Astronomy Club assumes no responsibility for merchandise left at the Field House beyond the Monday 4 pm deadline. Our contracts conclude at this time and we no longer have control of the facilities. Forklift and security service will not be available after this time, and you may incur substantial moving charges from outside parties to have your items removed from the premises.**



BECOME A NEAF SPONSOR EXHIBITOR SPONSORSHIP PACKAGES

The Rockland Astronomy Club is a 501c3 non-profit educational organization. Aside from providing a major advertising opportunity for your company, your sponsorship dollars go toward defraying the huge cost of producing the Northeast Astronomy Forum. This helps to keep admission prices affordable for the attendees who are purchasing your products.



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Thank you for considering a NEAF sponsorship. We look forward to your company becoming a Team NEAF Member and helping to support our event, the leading show of its kind in America.

RAC has various levels of NEAF sponsorships available (see below). Please contact Sarah for further information by emailing: NEAFteam@NEAFexpo.com

PLATINUM Sponsorship \$5,000

- Main lecture theater named after your company or product, i.e.: "The [your company name] Theater".
- Theater will be identified as such at both main entrances with your logo on large signage provided by us.
- A "Welcome Slide" with your company name and logo or a Video Commercial Opportunity. A Welcome Slide with your name and logo will be projected on the large main screen at the front of the theater during the seating of guests throughout the day and until each speaker begins (5 each day), or you may choose to have your own video commercial played (3 minutes max) between seatings.
- Your Theater Name would also be prominently included in the Show Program and all other theater signs.
- Prominent positioning and a link on the RAC web site home page and NEAF landing page.

GOLD Sponsorship \$3,500

- Two 6 x 2 ft. full-color vertical advertisement banners at both sides of the main entrance doors to the ticket area.
- One large full-color advertisement poster in ticket booth area. Every attendee entering the show will see your promotion. The banners may each be the same or they can be different. They may simply state your company name with a logo or also display a product. Artwork must be provided by the sponsor in an appropriate format.
- Prominent positioning and a link on the RAC web site home page and NEAF landing page.

Continued on next page.



EXHIBITOR SPONSORSHIP PACKAGES



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SILVER
Sponsorship
\$1,000

- Fieldhouse theater named after your company or product, i.e.: "The [your company name] Theater".
- The Fieldhouse theater will be identified with your company name and logo at the entrance to the area. All directional signage to theater will also bear your company name and logo. Signage will be provided by us.
- In addition to the regular Fieldhouse Theater schedule, it can be used by you for product demos, and will be an ideal venue to show your sponsorship and promote your product.
- Your theater will also be identified with your company name in all references on our web site.

SHOW
PROGRAM ADS
\$1000

- Full Page Ad in 'Forum', the official NEAF Souvenir Program. A highly visible advertisement in this handsome 4-color "Broadway-style" program. Your company name/logo and message will be in the hands of all 4,000 attendees visiting NEAF.

SHOW
PROGRAM ADS
\$500

- Half Page Ad in 'Forum', the official NEAF Souvenir Program.
- A highly visible advertisement in this handsome 4-color "Broadway-style" program. Your company name/logo and message will be in the hands of all 4,000 people.

FIELDHOUSE
BANNERS
\$300

- Hang Your Company Banner or Advertisement from the Field House balcony.
- A prominent display of your company name, logo, or product.
- Up to 4-feet wide x 8-feet long (vertical).
- Banners with top hanging grommets are the responsibility of the vendor.
- Location is strictly "first come, first serve" ('no hang' zones will apply).
- Banner art is subject to review by RAC. PDF or facsimile of banner art should be sent to RAC on or before April 1st for review to: NEAFteam@NEAFexpo.com. Note: RAC retains the right to reject banner art for inappropriateness of content.

Continued on next page.





**AD & LINK on
NEAF Website – \$200**

- Your logo banner (360 wide x 480 tall pixels) and link on NEAF website (NEAFexpo.com). Ad runs until November 2023.

**LOGO & LINK on
NEAF Website – \$50**

- Your logo banner (360 x 75 pixels) and link on NEAF website (NEAFexpo.com). Logo runs until November 2023.

**PROGRAM
FLYERS
\$750**

- Your ad flyer or brochure will be placed in up to 2500 show programs. This is the Official Souvenir Program of NEAF handed out free to all attendees as they enter the show.
- The flyers must be printed by you and sent to us 4 days prior to the start of the show.

**LIVESTREAM ADS
\$2,000**

- Up to two 3-min commercials of which one will be played each hour throughout both days on all large screens in the fieldhouse and also on our exclusive NEAF live stream YouTube channel. Where there are two commercials, they will be alternated every hour.
- The option to have one 30-minute product demo talk at the Field house theater on Saturday or Sunday.
- LOGO & LINK on NEAF Website.
- Your 3-min commercial must be produced by you in a professional manner and sent to us in an MPEG-4 format a minimum of 4 days prior to the start of the event.

Rockland
Astronomy
Club, Inc.
Attn: Ed Siemenn
225 Route 59
Suffern, NY
10901-5203

NEAFexpo.com

NEAF@rockland
astronomy.com

*RAC is a 501(3)c
nonprofit educa-
tional organization,
your sponsorship is
tax deductible.

Disclaimer: Company
sponsorships assist RAC in
defraying the costs associ-
ated with the production of
the NORTHEAST
ASTRONOMY FORUM.

RAC is a non profit organiza-
tion, all sponsorship funds
become the sole property of
RAC for dispensation at their
sole authority and discretion.

Sponsorship of the NORTH-
EAST ASTRONOMY FORUM
does not constitute involve-
ment or approval of produc-
tion, advertising, scheduling
or management of the show
or its contents.



EXHIBITOR PERSONNEL LIST

To ensure that unauthorized persons are not permitted access to the building, persons without proper ID will be denied entry. Computer printed ID CARDS and NAME BADGES will be provided for each individual you submit on the vendor order page of the website and must be worn at all times.

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 at the show ticket booths. Guests will NOT be permitted access to the exhibit floor during non-show hours. ANY badges requested during show setup or days of the Show will Be \$89.00 each. NO Exceptions!

ID cards will be given out when you arrive on Friday. 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 your name badge requests on line **no later than March 15th**. We understand emergencies come up. Badge name changes can be emailed to: NEAFteam@NEAFexpo.com.



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NEAF@rockland
astronomy.com

NEAF Exhibitor
Reservations
Rockland
Astronomy Club
225 Route 59
Suffern, New York
10901-5203



PRIZE DONATIONS

If you are able to donate merchandise as door or raffle prizes for the show, please describe in the on line form or in the form below and email to NEAFteam@NEAF expo.com or on line. We require this information in advance so that a list of raffle prizes can be established and published at the show, thus providing you with additional publicity.

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.

Donated prizes will be picked up at your booth during setup hours.

Company Name _____

(This is a separate form - please fill in your company name above) _____

Prize 1 _____

Retail Value _____

Prize 2 _____

Retail Value _____

Thank you for your generosity and cooperation. Have a great show!



NEAF@rockland astronomy.com





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The Rockland Astronomy Club is a non-profit 501(c)(3) national educational organization dedicated to expanding public awareness of the universe and to furthering an appreciation of astronomy and space sciences education. Rockland Astronomy Club is a proud recipient of the Pride of Rockland Award.