



Baltimore Science Fiction Society, Inc.

P.O. Box 686

Baltimore, MD 21203-0686

www.bsfs.org

LAUNCH EVENTS AT BALTICON

We encourage the release of new works at Balticon and will include launch events throughout the weekend — morning, afternoon and evening. Obviously, space is limited — we cannot accommodate everyone, so we can only offer function space for launches celebrating the release of two or more works by two or more celebrants. If Balticon has provided you with function space for your group launch event, please consider making a donation to the Balticon Operating Fund.

If you wish to have a solo launch, consider having a room party. We'll help you to promote it and kick in six 2-liter bottles of soda to help you get the party going.

Whether you elect to have a solo launch party or a group launch event, we offer you publicity support. Give us 2,500 pieces of your announcement to insert into registration packets. Post your Launch Event on the party board and in the party book at the Info Desk. Ad copy (jpg, gif, or pdf) we receive by midnight on April 20th can be included in the Balticon Pocket Program. Copy received later after that date can be included in the Rocket Mail. Launch events can place BSFan and Balticon website ads (pdf please) at generously discounted rates. Email Patti at BSFan@Balticon.org and Webmaster@Balticon.org.

For group launches, we offer the use of four different venues:

New Garden (aka Maryland Salon F) has sound and projection equipment and can accommodate reception-style seating for about 100 people or theater seating for 200 people. It can be set up with 8-foot tables for autograph signings, or you can have a few small cafe tables and chairs randomly placed with several rows of chairs up front facing the presentation area. Event time is limited to 2 hours and must promote a minimum of 6 creatives and 3 or more products. Please make a donation of \$100 or more for use of New Garden for your event.

The **Con Suite** is smaller, rated for occupation by about 55 people and offers the advantage of bringing you folks who might not have actually scheduled themselves to attend your launch event. There is large screen TV but no other audio-visual equipment is available for the Con Suite. There are three slots available: 6 to 7:30 pm on Friday night, and 7 to 8:30 pm Saturday and Sunday nights. The room will remain open for Con Suite services during your event. Event time is limited to 1-1/2 hours and must promote a minimum of 3 creatives and their works. Please donate either 20 pounds of assorted fruit for the Con Suite or \$50 for use of the Con Suite for your event.

The Dance Hall will have a dance floor all weekend long. Consider having a dance to launch your new work! Dance launches must seek preliminary booking no later than November 15th, with final commitment required by January 15th. Music must be provided by a live band or experience DJ. You can reserve the Private Dining Room as a social and autograph area congruent to your dance. Please donate \$75 for use of the Dance Hall for your event, and an additional \$25 for use of the Private Dining Room. Contact (tech@Balticon.org) to discuss your sound and lighting arrangements with our Tech department as soon as you have received confirmation for preliminary booking.



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Parlors accommodate around 35 people in a more intimate setting. There is a conference table, side counters and/or tables for snacks and drinks and casual seating areas. There is a television and some parlors will have, instead of the casual seating area, rows of chairs set up theatre style facing the TV. If you have a presentation or film you would like to show during your event, you may bring a DVD player, media player, or laptop to connect to the TV. Be sure to bring your own equipment and don't forget to bring HDMI and S-video cables — we cannot guarantee we'll have the cables you need and we cannot provide media equipment. Please donate \$25 or an equivalent Con Suite snacks donation for use of a parlor for your event. We can schedule event start times in Parlors between 8 am (Early Bird launch?) and 11 pm. If your event start time is scheduled for 10 pm or later, please be aware that you are on a hall with regular hotel sleeping rooms. Be considerate of your neighbors and keep noise levels low. The parlors are closed from 1 am to 8 am.

For launches in Balticon function space, we'll provide a "launch helper" package — bus tub, trash bags, paper, or plastic table covers for tables, disinfectant wipes for cleanup. Pick the launch package up from and return it to Convention Operations.

Creatives provide varying degrees of fare for their launch events, ranging from elaborate spreads (veggies and cheese platters, munchies like chips and pretzels, dips, drinks, baked goods like Danishes, cookies and cake, candy, chocolate fountains) to a modest offering of cups and ice, 2-liter soda bottles and chips. It's really up to you how extravagant you want to be with it. We have had a brunch launch event with coffee, tea, juices, Danish platter, and bagels and fixings to offer their visitors and we have had a chocolate-lovers launch with hot chocolate, mocha coffee and lots of chocolate confections. A theme related to the work you are releasing is a good marketing approach.

Talk to Hospitality Services Manager Leigh Eirich (ConSuite@balticon.org) about gaining access to preparation and cold storage areas for your event. Contact her no later than April 25th to make arrangements. You may store non-refrigerated supplies in Convention Operations. We suggest that you donate leftovers to the Con Suite or pass them on to one of the WorldCon bid parties.

Let us know if you want to have the hotel cater your event. Our hotel liaison can assist you in interfacing with the hotel. Email Hotel@Balticon.org. Alcohol cannot be served at open door launch events unless you contract with the hotel to set up and run your bar (a bar in the Con Suite must be a cash bar). If you book a bar or other services through the hotel, you're pretty much locked into having the hotel cater your event, except for a special cake if you are going to have one.

If you are providing your own food, beverages and supplies for your event, do not bring it in through the hotel front entrance. Please bring the makings for your feast in more discretely, through one of the galleria or garage entrances.

Time allotted for setup and cleanup will appear on your schedule as separate items for whatever function space your event is scheduled in. (If you are allotted 2 total hours, you have a ONE hour event bracketed by 30 minute slots.) If you are POSITIVE you do not need setup time, contact program@balticon.org to start the time of your event 30 minutes earlier. A minimum of 30 minutes cleanup time is required.



My Launch Event is scheduled for _____, _____ at
Day Date

_____, in _____.
Time Name of Function Space your event is scheduled in

By entering into a Launch Event booking arrangement, I agree to abide by the following rules:

1. Use **ONLY** painters tape to affix signs and decorations to hotel surfaces.
2. Flyers may be placed on hall tables near elevators and at the info desk, and must be removed after your event.
3. You may not enter to set up while a prior item is in progress. If the prior event is running late, call the Program Ops phone number immediately.
4. You must vacate the room by the end of allotted cleanup time.
5. Clean up after your event. All decorative, promotional materials, and trash must be removed from the room. Failure to leave the room in ready-to-use condition will make you ineligible to hold a launch event at a future Balticon.
6. Closed trash bags can be left next to the trash can near the floor's ice machine.
7. Furnishings in Parlors must be returned to their original positions. Use the wipes in the Launch Helper Package to wipe down tabletops and counters.
8. Alcoholic beverages cannot be served at your Launch Events in Balticon function space except by staff provided by the hotel.
9. Autographs at Balticon are always free, even at your Launch Event.
10. Use the bus tub to take dishes you need to wash to the pastry kitchen sink on the fifth floor. Hospitality staff will expect you. They will not do your dishes for you. Please work quickly and leave the space clean.
11. If your Launch Event is in one of the Parlors, put furniture back the way you found it.
12. Complete any work commissioned at your launch event as agreed upon with the commissioning patron. Give your email and telephone contact information to all commissioning patrons.
13. Deliver the completed, signed copy of this page with your donation to the Program Operations staff when you pick up your badge and schedule.

Signature: _____ Date: _____

Print Name: _____ Phone: _____



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