

Experimental Sounding Rocket Association

Onsite Vendor Information - 2020 Spaceport America Cup

June 16 - 20, 2020, Las Cruces, NM

Spaceport America Vertical Launch Area

Potential Onsite Vendor,

The 2020 Spaceport America Cup is going to be the largest ever with more than 150 teams registered. The Experimental Sounding Rocket Association (ESRA) is inviting rocketry vendors to provide onsite sales and related support to the teams during the week of the event (June 16th - 20th, 2020) in Las Cruces, NM.

This year's Spaceport America Cup is going to bring numerous changes and improvements. One of those changes will be the way vendors interact with student teams. A more structured and formalized agreement will be in place for all approved vendors. Student teams will be advised to only work with approved Spaceport America Cup vendors.

Rocketry vendors seeking to sell products to Spaceport America Cup teams onsite at the event will now register, pay a registration fee and will provide prizes or gift certificates of equal value for the closing awards ceremony. ESRA in turn, will promote and highlight the vendors on our websites, direct emails to the teams and during the opening and closing ceremonies. Approved vendors will be able to provide pre-purchased motors/supplies to student teams at the Tuesday conference or onsite at Spaceport America. Approved vendors will be able to set up onsite within the Rocketry Vendor zone of the Vertical Launch Area (VLA) to sell rocketry supplies, etc. This will be in close proximity to the student teams.

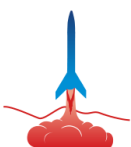
ESRA intends to keep the vendor fees as low as possible but sufficient to avoid having uncontrolled numbers of vendors. We are not intending this to be a fundraiser. It is strictly focused on ensuring that the rocketry vendors supporting the Spaceport America Cup teams are vetted, approved and supported.

The document will explain the requirements, process and expectations for all onsite rocketry vendors. The final page is the agreement form which will need to be signed and returned for final approval.

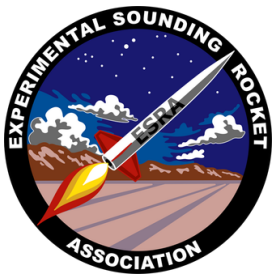
Cliff Olmsted, President, ESRA

Andy Berger, Vice President/Launch Director

Susan Raitt, Business Development, Spaceport America



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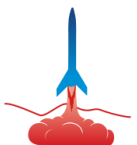


2020 Spaceport America

Onsite Rocketry Vendor Information

Below is a listing of the important information regarding the Onsite Vendor application process:

- Vendors should complete the Onsite Vendor Application/Agreement:
[Click here to complete the application](#)
- All onsite vendors must pay the \$250 Onsite Vendor fee.
[Click Here to pay the fee](#)
- ESRA and Spaceport America have the right to refuse any vendor's application
- Deadline for Onsite Vendor Applications is April 1st, 2020
- Onsite vendors will also provide additional \$250 (minimum) in prize donations to be used for winning student teams (retail value kits, supplies, gift certificates, electronics, etc)
- Optional -- Prize donations to the overall winner (~\$750 value) will allow the vendor to be onstage to present the prize to the winning team.
- Approved onsite vendors can set up their booth/canopy and deliver motors to student teams at the Conference Center **terrace area outside the entrance** on Tuesday.
- Vendors can also go inside the conference center to interact with student teams. However, all rocketry-related transactions should occur outside.
- Vendors receive two access badges to the Tuesday event, launch days and closing ceremony. Additional badges can be purchased.
- If Vendors want a table inside the conference center on Tuesday, they may upgrade to the Sponsor level.
- Approved onsite vendors will need to provide graphics/logos which will be posted on websites, social media, and presentations throughout the event.
- Announcements highlighting onsite vendors will be made over the public address speakers during the event.
- Additional questions, concerns and comments should be directed to Susan Raitt
[<susan.raitt@spaceportamerica.com>](mailto:susan.raitt@spaceportamerica.com)



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