Welcome Science Festival Expo Participants and thank you for joining us for the first Science Expo!

This packet includes:
- Booth Assignment: Confirmation of space, tables, chairs and electrical
- Event Area Map
- Event Reminders and Terms
- Helpful Booth Tips
- Driving Directions and Parking Instructions
- Risk Assessment- PLEASE RETURN BY 3/9/09

If, after reading this packet, you have any questions, please contact me at acrynne@gmail.com. If you have any questions once you arrive onsite, please call my cell phone at 619-252-9883.

I look forward to seeing you at the event!

Sincerely,
Allison Rynne
acrynne@gmail.com
619-252-9883
Booth Assignment

You have been assigned to Booth #: _____________

This booth is in the ______________________________ area of Balboa Park.

You have requested:

8’ tables: ________________

Chairs: ________________

Electrical Power: ________________

Internet Access: yes/ no

(please note: We will do our best to provide internet access to those participants who requested it. However, we can not guarantee access. If you have an activity that depends on internet access, we suggest that you have an alternative plan just in case. Once you arrive onsite, a code giving you access to the internet will be provided.)

Expo Performance

You have been assigned to the ______________________________ stage.

Your performance is from ________________ to _________________.

Please arrive at least 30 minutes prior to your performance to check in.

You will have access to the following:
Event Reminders

Unloading: Please unload all of you equipment and supplies from your vehicle and then immediately remove your vehicle from the venue. Do not begin set-up until your empty vehicle has been moved to the appropriate parking area.

Unloading and Set-up Time: Friday, April 4 beginning at 6:00 am.
If your exhibit is located inside a Museum, you will have a separate sheet in this packet addressing your unloading instructions.
If you need to discuss an earlier set-up, please contact Allison.

Set-up: Do not set up anything outside your designated booth area. Do not leave any valuables unattended in your booth. The San Diego Science Festival is not responsible for lost of stolen property.

Electrical: We are setting aside electrical power for your booth as outlined in this confirmation packet. If you exceed your power allotment, you will cause a power outage for yourself and your neighbors. Please be respectful of the power needs of those around you and stay within your power allotment.

Parking: Parking is not assigned for this event. We do ask that you park as far away from the event area as possible, to allow parking for visitors to the Park. There will be a free shuttle from the City College parking lot. If possible, please instruct your volunteers and any other participants to park at this lot and utilize the free shuttle.

Recycling: Please help us to produce a green event. Should you have any cardboard boxes, they should be broken down and stored in your booth. At the end of the event, we will collect them. Also, we will have recycling containers throughout the event. Please recycle all materials that you can at these centers and encourage visitors to do the same.

Storm Drains: Please adhere to all storm water policies as outlined in your Terms and Conditions and Risk Assessment sheet.

Event Hours: The event hours are Saturday, April 4, 2009 from 10:30 AM - 6:00 PM.
Terms and Conditions

Please note: These Terms and Conditions are directly from the MOU that you signed and submitted to the San Diego Science Festival. They are reproduced here for your reference.

• The distribution of stickers and/or gum is strictly prohibited.

• Smoking is strictly prohibited in all areas of Balboa Park.

• Please comply with the Expo’s trash and recycling program. Ample receptacles will be provided throughout the venue.

• Polluting storm drains is prohibited. Please dispose of trash properly. Failure to comply with municipal code 43.0301 as it relates to storm drain protection may result in citation by city officials.

• Unless specifically indicated, you are not allowed to do any sales transactions at the event.

• You may provide flyers for take-away at your booth. However, the passing out of flyers and other materials should be kept to a minimum.

• If you are plugging in any type of appliance or device, please confirm that it complies with the Uniform Fire Code of San Diego County.

• Decorations and exhibit construction must conform to any and all fire regulations. All materials used must be flameproof.
Driving Directions to Balboa Park for The San Diego Science Festival:
Science Expo

From the North:
5 South to the 805 South to the 163 South (towards Downtown) to the I-5/Park Boulevard exit. Go North on Park Boulevard.

From the East:
8 West to the 163 South (towards Downtown) to the I-5/Park Boulevard exit. Go North on Park Boulevard.

From the South:
805 North to the El Cajon Boulevard exit. Turn left and follow west to Park Boulevard. Turn Left on Park Boulevard OR take the 163 North to the Robinson exit. Go east on Robinson to Park Boulevard and turn Right.
Helpful Booth Tips

Frequently Asked Questions:

What will the SDSF provide for my booth?
The SDSF will provide the festival tent, 8’ tables, folding chairs and electrical power as indicated in this confirmation packet. The SDSF will also provide a rubber stamp. Maps passed out to visitors will have a space for each type of activity at the Expo- Your Body, Your Art, Your Sports, Your Transit, Your Heroes, Your Discoveries, Your Planet, and Your Future. You will be given a corresponding stamp to use as visitors engage in the activities at your booth.

What will I need to provide for my booth?
Please bring your own tablecloths, power strips, extension cords, and any materials that you will need to decorate your booth. We encourage you to make your booth as visually interesting as possible!

Can I hang a banner on my booth?
We encourage you to hang banners and signs indicating your activity and your organization! Please decorate your booth to make it as visually interesting as possible. Remember, you will want to bring tape, zip ties, and/or twine to hang things. You will also want to bring a step stool or ladder if you intend to hang things up high.

Do I need to stay until the end of the Expo?
You can not dismantle your activity until the event closes at 6:00 PM. Once the event closes, tear-down will begin immediately. (If you are located inside a museum, there may be exceptions to this. If there is a special museum sheet inside your packet, please use this as the guide for set up and tear down of your exhibit.)

What happens if it rains?
The show must go on! The Expo is a rain or shine event. We will closely monitor the weather reports and, should there be rain in the forecast we will activate our inclement weather plan, which involves increased tenting.
How to design and implement an effective booth at SDSF

For all suggestions listed below, it is important to remember that Expo Day is an all-ages, family-oriented event.

Have Enthusiastic and Knowledgeable Staff!

Do you have at least two or three people that are knowledgeable about the content?
All staff should be able to answer questions and make connections between the content of the booth and the visitor’s everyday life.

TIP: Find out about the visitor’s level of experience with your particular subject, so that you know how to guide them through the experience.

TIP: Don’t be afraid to say “I don’t know” but be willing to seek out answers or resources from other staff, among the provided materials within the booth, or encourage visitor to seek information on their own.
If you are a school group, encourage students to be your staff and share their experiences and knowledge with the public!

Stagger your staff throughout the day. The booth is relatively small, so have only a few staff working at any given time.

Does your staff enjoy working with people of all ages?
Patience, Kindness, and Understanding should be practiced with all visitors.

All visitors, young and old, should be encouraged to share what they know or want to know about the subject and should not feel like they don’t belong, or that the material is too complex for them to understand.

Young children will be visiting and will want to touch and interact with the materials in your booth.

You and your staff will be interacting with hundreds, maybe thousands of people, over several hours and should consider taking breaks, creating shifts throughout the day, and have the same enthusiasm at the end of the day that they exhibited at the beginning (for the visitors sake!).

Provide Exciting and Appropriate Content for All Ages

Do you have ways to engage both children and adults?

FACT: Families will choose what activities and how much time they will spend engaged with an activity based on their children’s level of interest.
Your booth and staff should be able to engage a 6-year-old as well as their parent. Have materials available that children can touch, manipulate, and interact with. Children love to share stories and tell you what they know about a topic. Staff should ask a lot of questions and invite children to share what they know, what they see, what they think, and what they wonder about.

**Do your materials, activities, and signage reflect a level of understanding for the average person (non-scientist)?**

**FACT:** Most museum exhibits are written and designed at an sixth to eighth-grade level, both in content and reading level. Why? To engage EVERY VISITOR! Adults can understand the content, read more text based on their interest level, and interpret the text to non-readers or younger children. Think about what activity or idea would be interesting and understandable to most people visiting your booth. Prepare to communicate this idea to every visitor. Be prepared with more advanced material and content for those that want to continue to engage with the content and are interested in knowing more. Try to anticipate what questions visitors might have. Do not throw out too many facts or assume they want to know everything you know. Find out what they know and want to know first.

**Upon approaching your booth, what will visitors be able to within the first few minutes of visiting your booth and what might encourage them to stay longer?**

**FACT:** Most visitors in a museum will spend only a few (1-5) minutes at any one exhibit.

Consider: If you only have three to five minutes with each visitor What do you want the visitor to understand and be able to do when they are in your booth? How about once they leave? Try to have a “take home” message. What will you say, what activities will be available to the visitor in order for them to have the best experience possible?

**If a visitor is truly interested in spending more than a few minutes in your booth, what kind of information, resources, and activities do you have prepared to engage the visitor?**

**What kinds of activities can visitors do without the assistance of your staff?** Your booth may be very crowded and each staff person can only interact with a handful of visitors at one time. Consider how people can still learn and engage with your content without having to have a conversation or have an activity facilitated by someone.

TIP: Include signage, photos, and other visuals that visitors can look at, read, touch, and engage with on their own. This will allow more people to be interacting with your booth without overloading staff or excluding people from the experience. A simple flip
panel with a question on the front and answer on the back can enhance your exhibit posters.
Risk Assessment

Please return this form by 3/9/09. Please fax to Allison at 858-715-8538.

Organization Name:_____________________________________

Storm Drains

Will you be using water or liquid as part of your activity? yes no

If yes, where will this liquid come from? ________________________________

What is your plan to properly dispose of this liquid after the event? __________
______________________________________________________________________

Only rain water is allowed in storm drains.

At no time is trash, debris, or any type of liquid to enter a storm drain. These drains are connected to the ocean. Which means that any trash or liquid that goes down the storm drain automatically becomes pollution. It does not matter if it is “just water.” If it is not rain water, it is not allowed in the storm drain.

San Diego Municipal code 43.0301 makes it illegal to pollute storm drains. Your organization must dispose of all pollutants such as trash, dirt, unfinished beverages and any other type of trash in the proper manner. Failure to comply with Storm Drain protection may result in forfeiture of deposit and/ or citations by city officials.

Signed: ______________________________________________

Date: ___________________

If you have any questions about storm drain protection, please ask!

Are you using any type of chemicals in your activity? yes no

If yes, please list all chemicals ________________________________

Will you have any type of live animals as part of your activity? yes no

If yes, please list all animals ________________________________
Special Instructions

You are located on the Federal Lot Lawn

UNLOADING

You will have access to the space at 8:00 for your set up. There will be a Science Festival Block Captain assigned to your location. They will be onsite to assist you with any questions as you set-up and they will be in your location throughout the day.

PARKING

To unload your materials, we recommend that you temporarily park in the Palisades Parking Lot.

Once you have unloaded your vehicle, you must move your car to one of the outlying lots. Parking will be limited the day of the Expo— we would like to keep the lots closest to the event as clear as possible for the visitors to the Park and to our event.