



How to Build A Stellar STEM Display

THANK YOU for your participation!
We look forward to an amazing event and we are very excited to have you join us.

CONSIDER THE BASICS

THINK FUN!

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- ❖ **IS IT SAFE?**
- ❖ **IS IT A DRIVER?**
- ❖ **ACCESSIBLE TO ALL?**
- ❖ **IS IT REPEATABLE?**
- ❖ **THROUGHPUT?**



TIPS FOR A SUCCESSFUL EXPERIENCE



THINK FUN!

STEM EVENT AUDIENCE

The age and background of your audience members could range widely. Most of your audience will be non-scientists, so basic ideas will be your foundation, with layers of complexity added to offer something for everyone.

- ❖ **SPARK IMAGINATION** - Present a topic you and your visitors will have fun sharing, discovering and exploring together!
- ❖ **CREATE CURIOSITY** - Share a science idea, research, advancement, or application: identify a clear take-home message.
- ❖ **STIMULATE LEARNING** - An interactive/hands-on component is essential. Information is received, understanding improved, and dialogue increased with hands-on activities.
- ❖ **BE ACCESSIBLE** - Present your topic so it is easily accessible, relatable, and without jargon or words easily misinterpreted (e.g. "green"). Keep things as simple as possible with just a couple of points. Have content appropriate for all ages; something for everyone.
- ❖ **INSPIRE OTHERS** - Have fun sharing your common interest! Share what inspires you! -- what are you passionate about?



TIPS FOR A SUCCESSFUL EXPERIENCE (CONTINUED)

**Plan for
the Best!**

STAFF YOUR BOOTH WITH THE BEST

Only send your best, happiest, and most outgoing staff – no matter what their position within the company. You need people willing and able to initiate conversation with anyone, answer questions about your product or program, and help inspire others in STEM careers.

- ❖ **REASONABLE STAFF SCHEDULE** - Working a booth can be grueling. In order to ensure that your staff is at their best, regular scheduled breaks are necessary. Every 3-4 hours is the ideal length of time to spend at a booth before a break is needed.
- ❖ **HOW TO ENGAGE** - Inviting and initiating conversation is essential! Tips: start with a "Hello!" or a question (e.g. "Have you ever tried... seen... wondered....?") Invite them to interact with the activity you are featuring.
- ❖ **MAKE A CONNECTION** - Connect your take-away message to something people can relate to in everyday life and care about. If you can, have something that a visitor can take home -- (even a list of websites to visit).
- ❖ **DON'T OVERLOOK YOUR FELLOW EXHIBITORS** – they could be your next collaborator or future employer!



TIPS FOR A SUCCESSFUL EXPERIENCE (CONTINUED)

BE INVITING!

EASY WAYS TO ATTRACT VISITORS TO YOUR BOOTH

We understand this is a long 4-day event, and it can be difficult to know how best to plan (especially if it's your first year exhibiting) – we would like to offer the following suggestions to help ensure your success:

- ❖ **CREATE AN OPEN ATMOSPHERE** - Eliminate all other physical and psychological barriers to your booth by making it open and inviting. Create an interactive space for attendees to come into your booth for discussion Don't sit behind your table. Stand up; greet people as they pass your booth. Make eye contact. Give them a pleasant invitation to stop and chat with you.
- ❖ **MAKE SOMETHING MOVE** - Provide movement to attract attendees' eyes and in turn their bodies toward your booth. Activity attracts people's attention and piques their curiosity. Your exhibit doesn't move? Toss a giveaway in the air, create skit or an impromptu competition to draw people in!
- ❖ **PERSONALIZE YOUR EXHIBIT** - Use props or decorate with items you plan to give away – all to attract attention and initiate conversation.
- ❖ **PRE-SHOW PROMOTION** - Help promote your participation and share a sneak peek about what they will experience at your exhibit.



TIPS FOR A SUCCESSFUL EXPERIENCE (CONTINUED)



INITIATE CONVERSATION!

PRESENTATION STYLE

If you are an Event presenter, the ability to invite and initiate conversation with passerbys is essential. Your presentation should be special and fun! Not sure how to do this? We can help, so email us at sparkstemfest@osc.org.

- ❖ **BE AS INTERACTIVE AS POSSIBLE** - whether it is a hands-on activity or simply asking questions during your presentation. Your presentation should be more of a conversation than a lecture.
- ❖ **ASK YOUR AUDIENCE QUESTIONS** - (e.g., Are they familiar with the subject?). Connect the topic with relatable, real-life examples, and how it relates to your work or field of study. Speak as though you are conversing with a friend, who isn't a scientist.
- ❖ **BRING PROPS OR DEMOS** - Inclusion of an activity is great for all presentations, and essential for Event events. Show interesting pictures of your workplace, bring tools of the trade to show, and share real examples of research. If you offer a powerpoint, opt for pictures instead of graphs or text.
- ❖ **HIGHLIGHT KEY CONCEPTS** - What do you want the attendees to take away from your presentation? Take away items are popular- even website recommendations on how they can learn more are great!



ACCESSIBLE AND INCLUSIVE PROGRAMMING

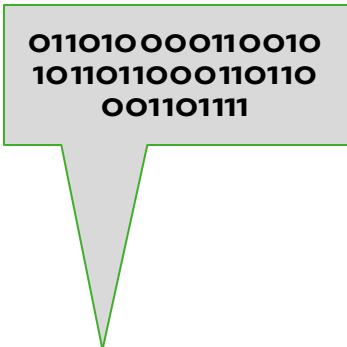
HOW TO MAKE EXHIBITS AND PRESENTATIONS ACCESSIBLE AND INCLUSIVE:

Orlando Science Center is committed to removing hardships and strives to be a safe and welcoming place for all people to engage with informal science learning in an impactful way.

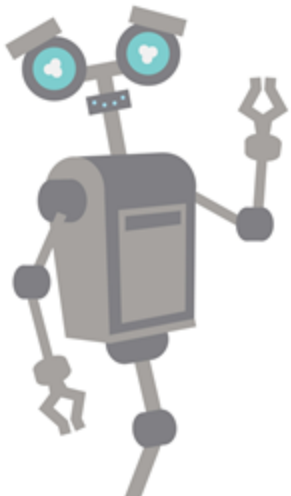
Exhibitors are encouraged to help us with this goal by attempting to make your exhibit accessible for all attendees.

Please consider including any of the following within your exhibit:

- ❖ An educational flyer to help explain the technology and stimulate knowledge.
- ❖ An instructional handout, to guide users through the experience.
- ❖ Have materials available in both English and Spanish, if possible.
- ❖ Accessible controllers or other tech for individuals faced with physical, developmental, and/or sensory needs.
- ❖ Place exhibit tables and structures so all walkways are wheelchair accessible.

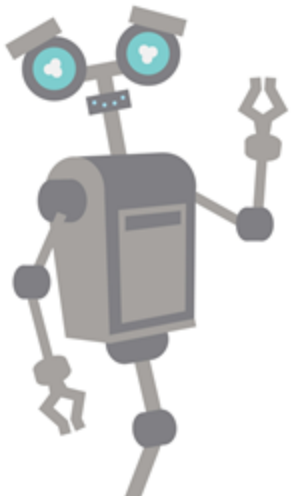


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HANDS-ON MAKING

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REPEATABLE POP-UPS

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POPULAR PARTNER EXPERIENCES



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We are very excited to have your help at this year's Spark STEM Fest!

Great partners make this event one of the best in Central Florida!

You are encouraged to check out the Spark STEM Fest website and find awesome experiences and learn more about this unique event. More information can be found online at [Spark STEM Fest](https://www.sparkstemfest.org)

If you have any questions, please email us at sparkstemfest@osc.org





CODE OF CONDUCT

ALL EXHIBITORS are subject to Orlando Science Center's Code of Conduct and Regulations noted in this guide. Please communicate these policies and procedures to all individuals who will be supporting the exhibit on the event day.

Disclaimer:

The exhibitor agrees to protect, keep and save Orlando Science Center forever harmless from any damage(s) or charge(s) imposed for violations of any law or ordinance by any exhibitor, their employees, as well as for failure to comply with the terms and agreements.

The exhibitor shall at all times protect, indemnify, save and keep harmless Orlando Science Center against and from any loss, cost, damage, liability, or expense which arises out of or by reason of any act or omission of exhibitor, staff, volunteers or guests.

Code of Conduct:

Exhibitors shall not discriminate against any person, or directly or indirectly display, circulate, publicize or mail any advertisement, notice or communication which states or implies that service shall be refused or restricted because of sex, race, color, religion, ancestry, national origin or disability.

Exhibitors agree to represent in a mature and professional manner. Exhibitors should be kind and courteous to all guest and event staff. Exhibitors should be prepared to engage with the audience. Exhibitors shall not threaten, intimidate or harass, behave in an overtly discourteous, abusive or disrespectful manner towards any Orlando Science Center employee(s), other exhibitors and/or guests.



CODE OF CONDUCT (CONTINUED)

Code of Conduct:

Stealing, unauthorized removal, use, loss, damage or destruction of property belonging to Orlando Science Center, exhibitors, its guests or employees is strictly prohibited.

Exhibitors shall not consume alcohol or use illegal narcotics at any time at the Science Center. Orlando Science Center reserves the right to restrict, close and/or remove any exhibitor at any time due to failure of meeting the policies and procedures.

Any exhibitors with helpers under the age of 13 must be accompanied by a chaperone of at least 21 years of age, at all times and adhere to the organization's behavior expectations and guidelines. We have implemented the code of conduct to help ensure guests have an enjoyable experience while visiting the Orlando Science Center. We ask youth volunteers and their chaperones to sign a Youth Volunteer Code of Conduct Document. For more information, please contact volunteer@osc.org.

While exhibiting, participants are not to leave their exhibit space unattended. Recruit enough personnel to staff your booth in shifts, so that no one person gets burned out. Take breaks, visit the other exhibits, get food, or have some down-time away from the exhibit floor. Please be aware, Orlando Science Center volunteers are not allowed to be left alone with your exhibit.



CODE OF CONDUCT (CONTINUED)

Exhibitor/Vendor Regulations:

The appearance and presentation of your booth is critical to the overall feeling of the Event and to your success. All booths should be neat, attractive, and well-maintained throughout the event. All booths utilizing tables shall have tablecloths extending to the ground. No boxes, extra merchandise or debris should be visible.

If you would like to bring a tent, this must be approved by the event director. Please include as much information as you can about your tent in your exhibitor registration form. Tents must be weighted down and equipped with a fire extinguisher. Tents are only allowed to be put up inside the building if the tent has a mesh top and would allow water to permeate through the top.

No helium balloons, glitter, confetti, pyrotechnics, propane tanks, live flame, or smoke generators of any kind are allowed in the Orlando Science Center. All props and materials that are brought in with you must leave with you. Decorations and exhibit construction must conform to any and all fire regulations. All materials used must be flameproof.

Your exhibit must not impede the flow of walkways, ingress, or egress. Exhibits must provide enough room within the walkway to avoid guest tripping or injury. Exit signs and doors must not be covered or blocked and must allocate a six-foot space. Leave allowance for emergency exits. These doors are prohibited from being propped open. Set-up for each exhibit is confined within the designated exhibit space. Entering unauthorized locations is prohibited.



CODE OF CONDUCT (CONTINUED)

Flyers/promotional material or other information that will be available at your exhibit must be described on your exhibitor registration form. Handouts may only take place in your exhibit or presentation space. Promotional materials that are in direct conflict with programs offered by Orlando Science Center should not be openly displayed.

Although there will be police presence at the event, exhibitors shall be responsible for the safekeeping of their exhibits, displays, merchandise and supplies. Orlando Science Center will not be responsible for items on premises that are stolen, damaged, or missing. An authorized representative from the exhibit must be present at all times.

Early Load-out is NOT Permitted:

All displays **MUST** remain intact until the official close of the event. No exhibitor may begin dismantling, packing or move-out prior to close of the show **at 5 p.m. on the final day of their commitment**. Early dismantling, packing or move-out may result in loss of priority points. There are safety issues (with attendees and other exhibitors moving about) and also, attendees have paid admission to come enjoy the event and to see your exhibit. We want to ensure their experience is a positive one. Additionally, it's rude to your fellow exhibitors to leave an empty space. Load-out will begin immediately after the general public has been cleared and swept from the building. We understand that emergencies arise that force you to leave early. Please coordinate with the event director or floor captain on duty if an emergency should arise.

Exhibitors are responsible for the removal of all their set up and the cleanup of trash from their designated area. Trash receptacles are located throughout the event area. If you have excessive trash, please bring your own trash bags and clean up after your area.



CODE OF CONDUCT (CONTINUED)

Know Your Audience:

Orlando Science Center is a family friendly facility. Content deemed offensive by Orlando Science Center to its patrons, may be asked to be removed from your exhibit. Please tell us if your exhibit contains content that may not be appropriate for all ages. This includes the use of nudity, blood, harsh violence, etc. Participants violating this rule will be asked to remove inappropriate content from the building. In extreme cases violators will be asked to leave the event.

Exhibitors must agree to fully comply with the request to remove or change out any part of the exhibit that Orlando Science Center employee(s) may deem too questionable and/or is a threat to public safety and/or comfort of other attendees. The consequences for a severe violation of the rules can include being asked to leave Spark STEM Fest and/or bans from further expos.

Personal data collection Policy:

Exhibitors are permitted to collect personal information such as name, address, phone, email, and age range directly from attendees from their booths as long as participation in activities is not contingent on sharing personal data. Exhibitors must be transparent about how they will use the data that they collect/store. At any time, an individual can request you delete their personal data. Any additional questions would need to be approved by the Event Director and the Orlando Science Center.



CODE OF CONDUCT (CONTINUED)

Exhibitors are strictly prohibited from collecting personal data from any attendees age 17 or under. Orlando Science Center Employee(s) will monitor exhibit areas for compliance and report back to the event director with exhibitors violating this or any other policies.

The federal Children's Online Privacy Protection Act (COPPA) outlines the basic parameters companies must follow when collecting and using identifying information online about minors.

Under the 1998 law and its 2013 update, companies must obtain consent from parents or guardians when collecting information online from children under 13, and the law prohibits companies from disclosing or selling the data to third parties without notice. Other US health privacy and education laws also carry restrictions about how children's personally identifiable information is treated, by generally discouraging disclosure of a minor's information except in limited situations.

Surveys and Raffles:

Should an exhibitor want to offer a raffle opportunity, prizes need to be awarded on the same day as the drawing. Raffle drawings are limited to one per day. Exhibitors must identify what time the raffle drawing will take place and the recipient must be present to win. Orlando Science Center must approve in advance all surveys, raffles and sign up lists.



CODE OF CONDUCT (CONTINUED)

Cosplay:

Exhibitors are welcome to come dressed in their favorite family friendly cosplay attire. This is a family-friendly, rated “G” event and small children will be present in the audience. To that end, there must be NO nudity, suggested OR real, foul language, or lewd conduct throughout the event. All private parts must be covered with no risk of indecent exposure. We are a family friendly facility so use your head.

No real or simulated weapons are allowed. This includes but is not limited to airsoft guns, paintball guns, baseball bats and steel weapons. Participants violating this rule will be asked to leave these weapons in their car. In extreme cases violators will be asked to leave and no refunds will be rewarded. Futuristic weapons that look like they are from another world such as light sabers, staffs and costume swords must be zip-tied to a costume and will be subject to inspection.

Your costume must allow you freedom of movement so that you can go up steps. Make certain your costume allows you to do this unassisted. For liability reasons, Orlando Science Center employee(s) will not assist Cosplayers to maneuver in difficult situations. Participants must wear shoes/slippers; no bare feet allowed.

If your costume is deemed offensive by Orlando Science Center to its patrons, you may be denied admittance to Spark STEM Fest. Exhibitors must fully comply with the request to remove or change out of any part of the costume that Orlando Science Center may deem too questionable and/or is a threat to public safety and/or comfort of other event attendees. Costume sensibly. The consequences for a severe violation of the rules can include being asked to leave the event and/or bans from further events.

Credentials and a daily wristband for admission to Spark STEM Fest and both must be visible at all times.



CODE OF CONDUCT (CONTINUED)

Noise Levels:

Noise levels within the exhibitor's space should not exceed 80 decibels and must not interfere with neighboring exhibits and presentations. Please let us know if your exhibit contains any startling sounds that could alarm attendees.

Photography:

Photos may be used by the Orlando Science Center in Marketing, Social Media and other publications. So don't forget to SMILE!

Solicitation Policy:

Orlando Science Center has a no-solicitation policy covering all of our special expos and programming. In order to provide a distraction-free environment for our attendees we do not allow donation solicitation at our expos by attendees or unauthorized parties without the express written permission of Orlando Science Center. Any person and/or organization found to be violating this policy may be expelled from the event. No refunds.

Weapons Policy:

The possession of weapons of any kind are strictly prohibited. If someone is suspected of having a weapon in their possession, they will be detained, and the necessary authorities will be contacted so a search and seizure can be conducted. By agreeing to exhibit, you understand and agree that, for your own safety and the safety of everyone, no real or simulated weapons are allowed whether carried openly or concealed and even if the weapons are inoperable or unusable. This policy includes hand-held firearms used in simulation exhibit experiences.