



## 2<sup>nd</sup> USA Science & Engineering Festival Overview

### Introduction:

*Science Spark's mission is to re-energize the interest of our nation's youth (particularly underserved communities) in science, technology, engineering and math (STEM) by producing and presenting the most compelling, exciting, educational and entertaining science festivals in the United States. We are currently planning the 2<sup>nd</sup> USA Science & Engineering Festival, which is scheduled to kick off with nationwide contests and school programs taking place throughout 2011 and culminate with a Finale Expo to be held **April 27-29, 2012** at the Walter E Washington Convention Center and surrounding areas in Washington, DC. The 2<sup>nd</sup> USA Science & Engineering Festival (USASEF) will build on the success of the inaugural USASEF.*

### Highlights of the Inaugural Festival:



With **nearly one million participants**, the inaugural USA Science & Engineering Festival was the country's first national science festival - the ultimate multi-cultural, multi-generational and multi-disciplinary celebration of science and engineering in the United States. The month-long Festival, which brought over 100 leading scientists and 25 Nobel Laureates into underserved schools, culminated in a two day Expo on the National Mall that gave over 550 of the nation's leading science & engineering organizations the opportunity to present themselves with over 1,500 hands-on, fun science activities and 75

stage shows to inspire the next generation of scientists and engineers. The Expo featured science celebrities such as Bill Nye the Science Guy, Kari Byron, Jamie Hyneman and Adam Savage from the Mythbusters, the Meteorite Men, Erno Rubik, the Biggest Loser, Sid the Science Kid, cast members of NCIS and CSI, and others. In addition, there were 82 Satellite Events that took place simultaneously in 30 States. The Festival was endorsed by President Obama and received unanimous bipartisan support of the House and Senate.

### What's New at the 2<sup>nd</sup> USA Science & Engineering Festival:

The Expo will be held in the **Spring of 2012 (April 27 – 29, 2012)** to increase school participation and to encourage attendance by tourists visiting the area. The Expo will also expand from 2 to 3 days to include a "Sneak Peek Friday," allowing students from under-served schools and U.S. Government representatives from the House, Senate, White House and government agencies to visit the event in advance. In addition, the entire Expo will be held in one contiguous venue in Washington to further enhance logistics and accessibility to all activities.

The Festival has also created two new programs as part of the Finale Expo: a STEM Career Pavilion and a Festival Book Fair, featuring your favorite contemporary science and engineering authors. In addition, we will increase international participation by engaging the foreign embassies, allowing us to share with students and others the innovative developments in science and engineering taking place in other countries.

### How To Get Involved Now in the 2<sup>nd</sup> USA Science & Engineering Festival:

In the spirit of the Inaugural Festival, participants will include the nation's leading high technology, life sciences and clean technology companies, universities, colleges and research institutions, government agencies and federal laboratories, professional science societies and industry associations and informal science outreach organizations. Read on to find out how you can get involved!

## Finale Expo Programs:

### Apply to Host an Exhibit or Perform at the Finale Expo



We are looking for exhibitors and performers who can present valid science and engineering principles in a novel, fun, educational, engaging, captivating and hands-on interactive format. While people of all ages will attend the Finale Expo, the activity or performance should be geared towards a 12th grade science understanding or below. As an exhibitor, we strongly recommend that you have the capacity to staff your booth with a scientist or engineer at all times – kids love to “meet the scientist”!

### Participate in the New STEM Career Pavilion

We are currently seeking scientists, engineers, companies, STEM organizations, universities, colleges and other organizations to be part of the first STEM Career Pavilion at the Festival’s Expo Finale. The Pavilion will give students a chance to explore tomorrow’s hot careers in renewable energy, robotics, space tourism, nanotechnology, virtual reality, clean technology, genetics and education.

### Participate in the New Festival Book Fair



Science and engineering authors, publishers, independent booksellers - apply to host a book exhibit at the premiere USA Science and Engineering Festival Book Fair. Or submit your book and become a featured speaker! Green Technology, Physics Discoveries, Novel Number Theories, Science Fiction - we are looking for books which make scientific principles interesting and relevant to everyday life, and make science fun

and accessible to the general public.

## Pre-Expo Programs:

### Apply to Host a Pre-Expo Festival Event

We are now accepting proposals for events to be held during April 2012 in the one month period leading up to the finale Expo. The ideal Festival Event is fun and engaging, with the science or engineering component incorporated in a clever or unusual way. Whether you are planning a workshop, family activity, scavenger hunt, open house, panel discussion, reading, movie screening, performance, or whatever else you want to do, pre-Expo Festival Events are a great opportunity to show people of all ages and backgrounds how fascinating science and engineering can be. Create an event that will attract people from all walks of life and give them a glimpse into the amazing world of science.

### Apply to Host a Satellite Event

Our goal is to have hundreds of Satellite Events throughout the country, anchored to the 2nd USA Science & Engineering Festival Finale Expo on April 27-29, 2012. You can make it as small or as big as you want. It can be a single activity put on by your student club, a small celebration at your school or company, a larger event that involves organizations from your community, or a full-fledged Festival modeled after the USA Science & Engineering Festival. It’s a great way to get your community excited about science, and to put your organization on the national map.

*To learn more about these programs and other ways to get involved in the Festival, please visit our website at [www.usasciencefestival.org](http://www.usasciencefestival.org)*

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### For Other Questions and Inquiries, Please Contact:

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