

Good Morning,

We are looking forward to your participation as an exhibitor at the **2nd USA Science & Engineering Festival!** Please see below regarding deadlines and other important information.

1. Important Deadlines Coming Up:

December 31: All information in the Partner Portal must be completed. Please double-check that you have completed all info by doing the following (*NOTE: Mozilla Firefox works best, we do not recommend using Internet Explorer*):

- Log-in to the Partner Portal here: <http://www.usasciencefestival.org/partnerportal>
- Click on “Edit Contact Info” and make sure all information is complete and accurate - check off “Yes” if you plan to participate in Sneak Peek Friday here.
- Click on “Edit Exhibit Info” and click on “Edit” under your exhibit(s). Answer questions 1-18, including age group, thematic tracks, equipment you are bringing, etc.

There will be no changes permitted to the Partner Portal after this date – you must consult CSI if you have any last minute changes. I will be sending invoices to you if you owe a balance for additional booth space, additional tables/chairs and/or additional electricity in mid-January.

Please note: Cancellation fee in affect after Dec. 31, 2011 (all exhibitors will be charged \$500 per booth if you cancel after this date). All deadlines and other important information regarding the Convention Center rules and regulations, ordering additional exhibit materials, shipping, move-in options, etc. can be found in the Exhibitor Kit. If you haven't viewed this yet, visit our website and click on the **“Exhibitor Information Letter”** link at the top of the page to get started: <http://www.usasciencefestival.org/2012festival/finale-expo/exhibitor-resources>.

2. Festival Mobile App

We are very excited to let you know that we will be offering a free, downloadable mobile app to help attendees navigate their way through the massive offerings of the 2nd USA Science & Engineering Festival Expo. Thanks to Lockheed Martin's generous sponsorship, the app will list all exhibits, stage shows, and author talks and be searchable by age group, subject matter and keywords. All exhibitors will be listed in the mobile app with a “Standard Profile,” which includes your organization name, your exhibit title, your exhibit description, and your booth location with a link to a floor plan.

Please make sure that you tag your exhibits by age group and subject matter by December 31, 2011 (per instructions in #1 above), otherwise they will not be searchable for attendees based on these criteria either on our website or on the mobile app.

“Enhanced Profiles” will be available for an additional cost. For \$199 you can add an image gallery, PDF brochures, your logo and other rich content to your profile. More information on Enhanced profiles will be coming soon.

3. Washington Post Supplement

The USA Science & Engineering Festival will have a 6-8 page supplement in the *Washington Post*. In this supplement, we expect to have editorials from people like Bill Nye the Science Guy, Jamie Hyneman and Adam Savage of the MythBusters, Titanic Discoverer David Gallo and others. We will also have featured articles about the Festival and the Festival Map and Performance times. Here is your opportunity to reach students and their families with this extraordinary section. It will publish on Thursday, April 26, 2012 wrapping the very popular local news section Local Living which will enhance readership. The section will reach 50% of all adults in the Washington, DC market and substantially high income levels. It will reach leaders on Capitol Hill and prospective attendees of the festival. The daily paid *Washington Post* circulation is 625,000 and bonus circulation for thousands of extra copies will be made available to area schools, events and festival dates on the Mall and locations around the city. To view last year's Supplement, please [click here](#). If you are interested in advertising in this section, please contact Bruce

Ewan at (202)334-7828 or your *Washington Post* Media sales representative. *Note: special advertising rates may be available upon request.*

4. Logistics Info Webinars

To better assist you with handling all logistical issues or questions, we will be hosting periodic Webinars led by our logistics manager, Sue Jeon. To sign up for one of the upcoming webinars, please [Click Here](#) and complete the registration form.

If you have questions outside of the webinar or want to talk one-on-one with our logistics firm, CSI, then please contact them here:

Contact: usasef@csi-dc.com or phone 703-584-2482.

5. Hotels

April is the busiest time of year for travel to DC, so if you are in need of a hotel, don't delay! Discounted rates have been negotiated for Festival exhibitors and attendees at a number of convenient downtown DC hotels. Visit our [Exhibitor Resources page](#) to book your hotel rooms and get the special discounts reserved for the USA Science & Engineering Festival. **Rooms are going quickly and are nearly sold out in our Partner hotels, so don't wait to book your room(s).**

6. Remember to Sign on As a Festival Partner

We encourage all Exhibitors to become a Festival Partner and help us spread the word about the Festival and Expo! As a Partner, you commit to spreading the word about the Festival to your members, constituents and communities. In exchange, we will place your logo on our official Festival Partner webpage (<http://www.usasciencefestival.org/about/2012partners>) and you will be recognized on various Festival promo pieces as a Partner. Additionally, we often get media inquiries to highlight exhibitors, and we give priority to our Partners. If you haven't signed up as a Partner or do not have the information we provided to promote the Festival, then please [Click Here](#) and under the header "Previous Emails to Exhibitors" read "7/21/2001 - Important Information Regarding the 2nd USA Science & Engineering Festival" for the information on Partnering. You can also download the Festival Partner Logo on this page. **We appreciate your support of the Festival!**

7. Write to your Congressman/woman and invite them to Sneak Peek Friday

We urge you to invite your state Senator/Representative to the Festival! This would be a tremendous asset to the Festival by underscoring the true importance of STEM education and as a national priority. [Click Here](#) to download and print a sample letter. If you need help in getting contact information for your representative let us know.

8. PR Update

Our latest Press Release entitled "2012 New Year's Resolution: a More Meaningful Family Vacation Than Another Trip to the Beach or Amusement Park" was distributed nationwide to the Media yesterday. Attached please find a template release that you can tailor to highlight your organization's involvement in the Festival and send out to your own media contacts to help spread the word. We have highlighted in red several areas where you can add information and customize the release so that it is more relevant for your organization and the media that follow you.

All press releases can be found on our website at the following link:

<http://www.usasciencefestival.org/news/press-releases>, and we encourage you to review them at your convenience.

Lastly, you can find all past Exhibitor email updates and other important info on the [Exhibitor Resources page](#). Please feel free to contact me or [Sue Jeon](#) with any logistical questions.

We wish you all a happy and healthy Holiday season!

The Festival Team

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<http://www.usasciencefestival.org/>