

Dear USA Science & Engineering Festival Exhibitors and Partners,

The 2nd USA Science & Engineering Festival is quickly gaining momentum and we are looking forward to working with you to make it a huge success! Below is information related to our Partner Portal, spreading the word about the Festival and other useful information for participants.

**Please read this email carefully and keep it for future reference – it contains lots of important information that you will want to refer back to.**

**1. Partner Portal Information:**

By now you should have received an email with your Partner Portal log-in information and instructions. The Partner Portal is the website where all USA Science & Engineering Festival exhibitors will accept the Terms and Conditions, pay for exhibit space, and submit/update their contact and exhibit information throughout the year. If you have not received your log-in information, please contact me and I'll send you this information again.

**If you haven't already done so, please log-in to the Partner Portal and do the following:**

- Review and Accept the Festival Terms & Conditions – then print a copy for your records. The Terms & Conditions will provide you with very important information for planning your exhibit.
- Pay your exhibit fee, either by credit card or check.
- Complete your Contact Information.
- Review and update your exhibit title and description if necessary – this information is viewed live on our website and we want to be sure we are highlighting your exciting exhibit activities as best as possible! For each exhibit, please indicate target age group, keywords, and tracks – this will help people find your exhibit on our website.
- If you have more than one exhibit booth, please click on “Add Exhibit” to create a description and title for each exhibit.
- Answer as many questions about your exhibits as you can - you must provide complete information by September 30.
- Review and update information about your exhibit if necessary – all information is viewed live on our website and we want to be sure we are highlighting your exciting exhibit activities as best as possible!
- If you have more than one exhibit booth, please click on “Add Exhibit” to create a description and title for each exhibit.
- ***Please note: Your exhibit space is not fully secured until you have logged in to the Partner Portal, accepted the T&C's and paid for your booth space***

**2. Help us spread the word about the Festival**

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 prefer not to be a Partner,

please indicate so in the Partner Portal by answering “No” to the question in the “Edit Contact Info” section.

Here are three things you can do right now:

- a) **Place the “Official Partner of the USA Science & Engineering Festival” logo (attached) in a prominent spot on your website and link it to [www.usasciencefestival.org](http://www.usasciencefestival.org). You can also access the logo by [Clicking Here](#).**

***Here is some text you can use alongside the logo:***

[your organization name] is proud to be an Official Partner of the 2nd USA Science & Engineering Festival to be held in the greater Washington DC area in April 2012.

What is the universe made of? Why did dinosaurs go extinct? What do magic tricks and hip-hop have to with math? What will be the next medical breakthrough? What does baseball have to do with physics? Find out at the 2nd USA Science & Engineering Festival Expo on April 28-29, 2012! Explore science & engineering with 1500 free, hands-on activities and over 75 stage shows and author presentations. The two-day Expo is perfect for teens, children and their families, and anyone with a curious mind who is looking for a weekend of fun and discovery. Meet Science Celebrities, award-winning Science Authors and Nobel Prize winners from the past and present. New this year: A Career Pavilion for high-school students and a Book Fair featuring over 30 science authors! For more information, visit [www.usasciencefestival.org](http://www.usasciencefestival.org)

The organization with the most referrals to the Festival website as determined by Google Analytics on April 25, 2012 will be awarded a \$500 prize to be given to the STEM education organization of their choice. The prize will be presented during the Expo in Spring 2012!

- b) **List the 2<sup>nd</sup> USA Science & Engineering Festival Expo in your online events calendar**

***Here is some text you can use:***

Don't miss the largest celebration of science in the US!  
USA Science & Engineering Festival Expo at the Walter E. Washington Convention Center, Washington D.C.  
April 28 & 29, 2012, 10:00am-6:00pm (4:00 pm on Sunday)

What is the universe made of? Why did dinosaurs go extinct? What do magic tricks and hip-hop have to with math? What will be the next medical breakthrough? What do fossils and rocks tell us about the Earth's secrets? What does baseball have to do with physics? Find out at the 2nd USA Science & Engineering Festival Expo! Explore science & engineering with 1500 free, hands-on activities and over 75 stage shows and author presentations. The two-day Expo is perfect for teens, children and their families, and anyone with a curious mind who is looking for a weekend of fun and discovery. Meet Science Celebrities, award-winning Science Authors and Nobel Prize winners from the past and present. New this year: A Career Pavilion for high-school students, a

Book Fair featuring over 30 science authors, and a science carnival for children! The Expo is the pinnacle event of the 2nd USA Science & Engineering Festival to be held in the greater Washington D.C. area in April 2012. The Festival is a collaboration of over 500 of the nation's leading science and engineering organizations. For more information on all Festival events and how you can get involved, visit [www.usasciencefestival.org](http://www.usasciencefestival.org)

**c) Tweet about your participation in the Festival/Add Festival info to your Facebook page**

If you use Twitter: please tweet about your participation in the Festival. Our hash tag is #scifest – please use it in future tweets about the Festival. Here is a suggested tweet:

#SciFest Our students are excited to participate in 2nd USA Science & Engineering Festival April 28-29, 2012 More at [usasciencefestival.org](http://usasciencefestival.org)

If you have a Facebook Page, please invite your Fans to join the USA Science & Engineering Festival Facebook Fan Page (<http://www.facebook.com/pages/USA-Science-Engineering-Festival/133949023335104>) and tell them about your participation in the 2nd USA Science & Engineering Festival.

***Here is some text you can use:***

What is the universe made of? What will be the next medical breakthrough? How does the brain make sense of the world? What do magic tricks and hip-hop have to do with math? What do fossils and rocks tell us about the Earth's secrets? Find out at the 2nd USA Science & Engineering Festival Expo on April 28-29, 2012 at the Walter E. Convention Center in Washington DC! Explore science & engineering with more than 1500 fun, hands-on activities and over 75 stage shows. New this year: Career Pavilion and Book Fair! The Expo is free of charge and is perfect for teens, children and their families. [www.usasciencefestival.org](http://www.usasciencefestival.org)

- d) As a Partner, get press coverage for YOUR exhibit! In the Partner Portal under the "Edit Contact Info" section, you can tell us why your exhibit would be an interesting news feature and we will pitch your stories to various news agencies. In addition, please be sure to fill in the question "Name of Communications Director" if applicable

**3. Upcoming Online Info Sessions for Exhibitors – Get All Your Questions Answered**

We are hosting ongoing Webinar sessions for Exhibitors to find out about plans for the entire Festival and get any questions answered. The Webinar Sessions start with a brief slide presentation by Larry Bock including some very useful tips for your exhibit design. The rest of the time will be spent answering your questions. When you register, you will have an opportunity to let us know which questions you would like us to address during the Info Session.

**Upcoming Webinar Dates:**

Thursday, July 21: 1:30pm-2:30pm EST

Thursday, August 4: 1:30pm-2:30pm EST

[Sign Up Now](#) if you haven't already attended one. After registering, you will receive login and dial-in instructions by email.

Can't make it to a session? You can view a past session by [clicking here](#).

#### **4. Expo FAQ and Exhibitor Resources**

Visit our website to read answers to the most [Frequently Asked Questions](#) about the Expo (<http://www.usasciencefestival.org/2012festival/finale-expo/exhibitor-faq>)

If you have additional questions you think we should add to the FAQ, please email [Lauren Raymond](#).

Also be sure to visit our [Exhibitor Resources](#) page (<http://www.usasciencefestival.org/2012festival/finale-expo/exhibitor-resources>) for information on Festival Hotel Blocks and Materials for download.

We look forward to working with you on making the 2<sup>nd</sup> USA Science & Engineering Festival a huge success! Please don't hesitate to contact me or [Larry Bock](#) should you have any further questions.

Best regards,  
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<http://www.usasciencefestival.org/>