

# USASEF Webinar



- Welcome USASEF sponsors and exhibitors!
- This webinar will go over important information needed for the 2012 USA Science & Engineering Festival.
- Resources for additional questions:
  - Exhibitor FAQ:  
<http://www.usasciencefestival.org/2012festival/finale-expo/exhibitor-faq>
  - Exhibitor Email: [usasef@csi-dc.com](mailto:usasef@csi-dc.com)
  - Exhibitor Hotline: 703-584-2482

# Meet the Panelist Team



Larry Bock: *Festival Inspiration & Executive Director*



Lauren Raymond: *Festival Co-Director*



Ruth Kiefer: *Festival Co-Director*



Laura Angle: *Festival Community Outreach*



# Meet the CSI Team



Sue Jeon: *Senior Operations Manager*



Jennifer Ziehl: *Senior Production Manager*



Mai Nguyen: *Operations Associate*



# Expo Location



**Walter E. Washington Convention Center**  
**Exhibit Halls A/B/C (Lower Level) & Meeting Rooms (Street Level)**  
801 Mount Vernon Place, NW  
Washington, DC 20001

**\*WCC is a union house. Union rules and regulations must be followed.**





# Expo Dates & Hours

## **Sneak Peek Friday:**

Invitation-only event for students, home-schoolers, government officials, military families and the media

*Friday, April 27, 2012*

Expo: 10:30 AM – 2:00 PM (Exhibit Halls A/B/C)

Nifty-Fifty Event: 9:30 AM – 3:00 PM (Meeting Rooms on Street Level)

## **Expo:**

Open to general public

*Saturday, April 28, 2012*

10:00 AM – 6:00 PM

*Sunday, April 29, 2012*

10:00 AM – 4:00 PM



# Move-In

Wednesday, April 25, 2012:

**3:00 PM – 7:00 PM**

For sponsors by appointment ONLY.

Thursday, April 26, 2012:

**10:00 AM – 5:00 PM**

Best day to move in! Open to all exhibitors.

**Sneak Peek Friday exhibits MUST move-in this day.**

Friday, April 27, 2012:

**5:00 AM – 8:30 AM & 2:30 PM – 8:00 PM**

Hand-carry entrance on 9<sup>th</sup> Street is open until 5:00PM.

Saturday, April 28, 2012:

**5:00 AM – 7:00 AM**

By appointment ONLY.



Notification of your specific move-in time available as of: January 31, 2012

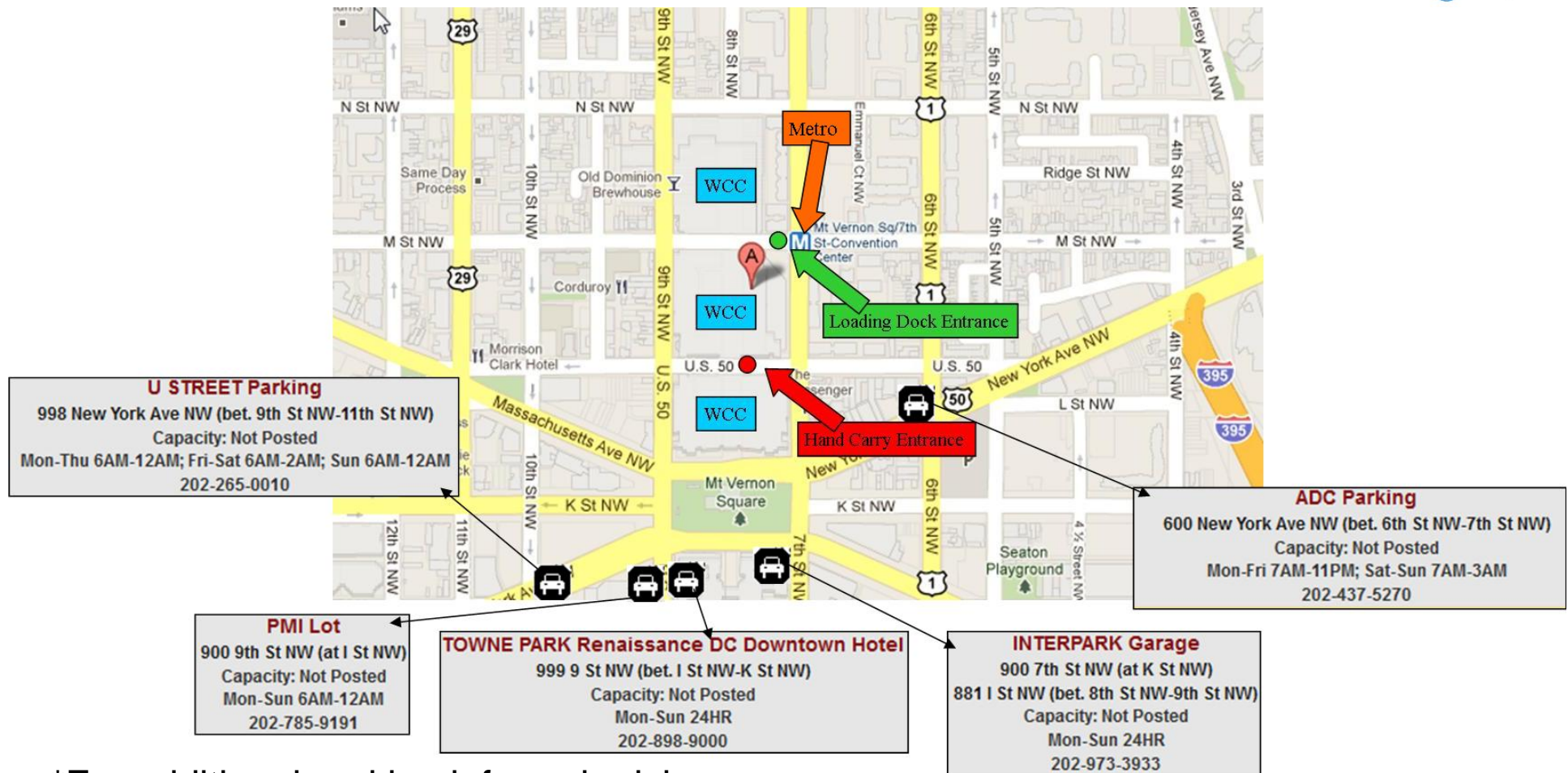
To make appointments for move-in on 4/25 or 4/28: [usasef@csi-dc.com](mailto:usasef@csi-dc.com)

# Hand-Carrying



- 1 trip allowed per exhibitor.
- No use of any mechanical equipment allowed, including dollies, carts, etc.
- Hours: Thursday 10am-5pm, Friday 5am-8:30am, Friday 3pm-5pm
- Location: The south side of L Street between 7<sup>th</sup> and 9<sup>th</sup> Street, NW for unloading & loading.
- Your car **may not be left unattended** at any time.
- You should bring 2 staff: 1 person to stay with your vehicle and 1 to hand-carry.

# Map of WCC & Loading



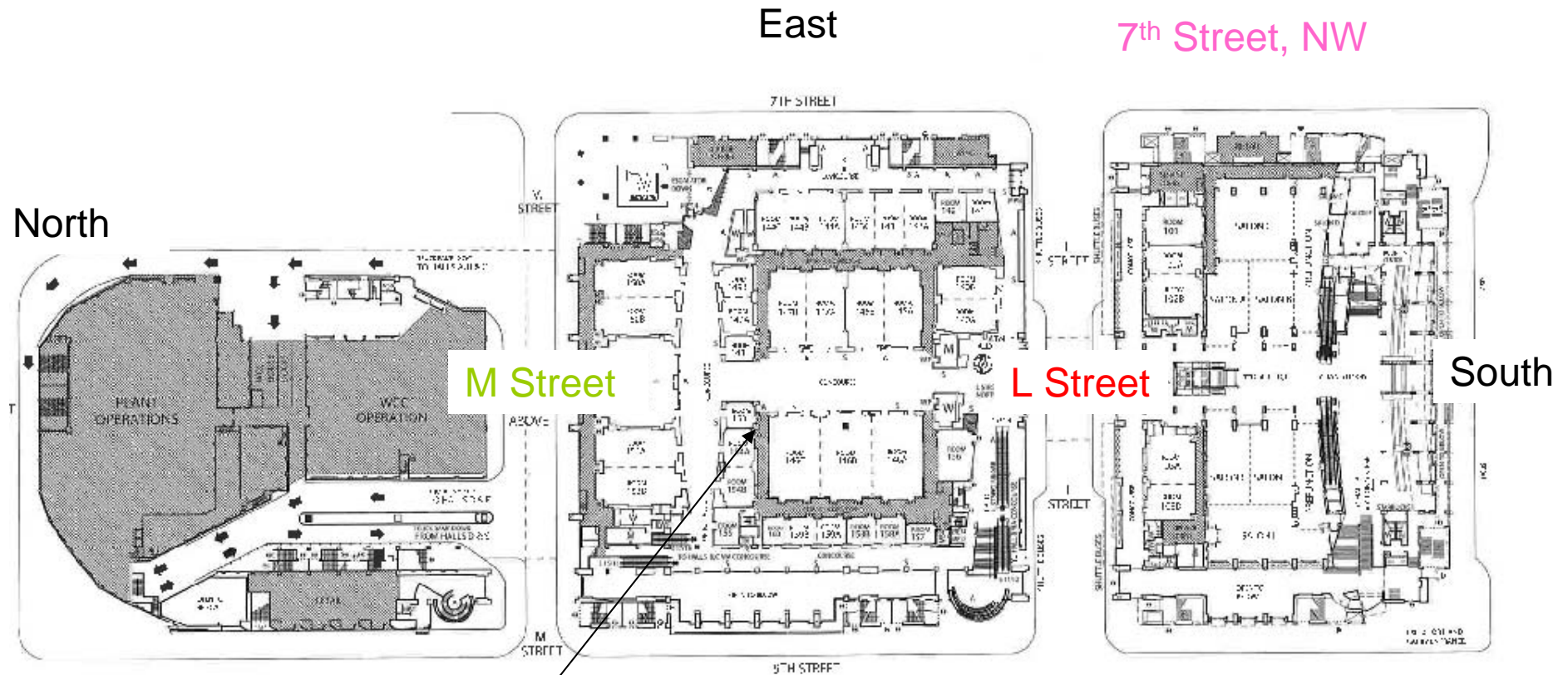
\*For additional parking info and pricing:

<http://washingtondc.bestparking.com/index.php#1>

\*Exhibitors with oversized vehicles will need to contact parking facilities to see if they can be accommodated and for pricing.



# WCC



Meeting Rooms for:  
Nifty-Fifty Event (Friday) &  
Book Fair Author Presentations  
(Saturday & Sunday)

West

East

7th Street, NW

South

L Street

9th Street, NW

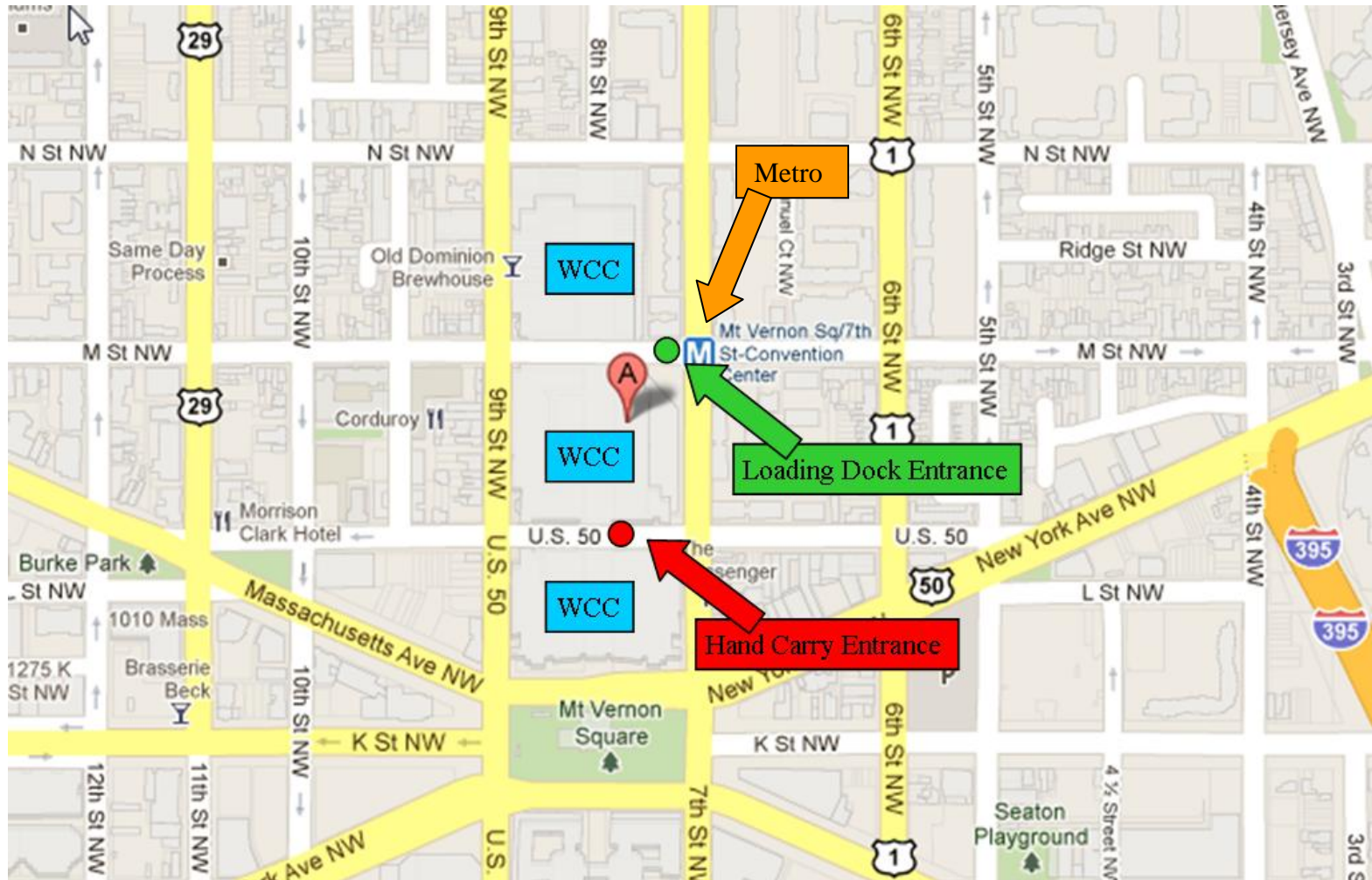
# Move-In Using a POV (1)

## Unloading on the street and hand-carrying materials:

- Only for personally-owned vehicles (POV)
- Extremely limited parking spots around WCC
- Unload on L Street and use the 9th Street entrance
- No appointment needed
- There may be a waiting line



# Map of WCC & Loading





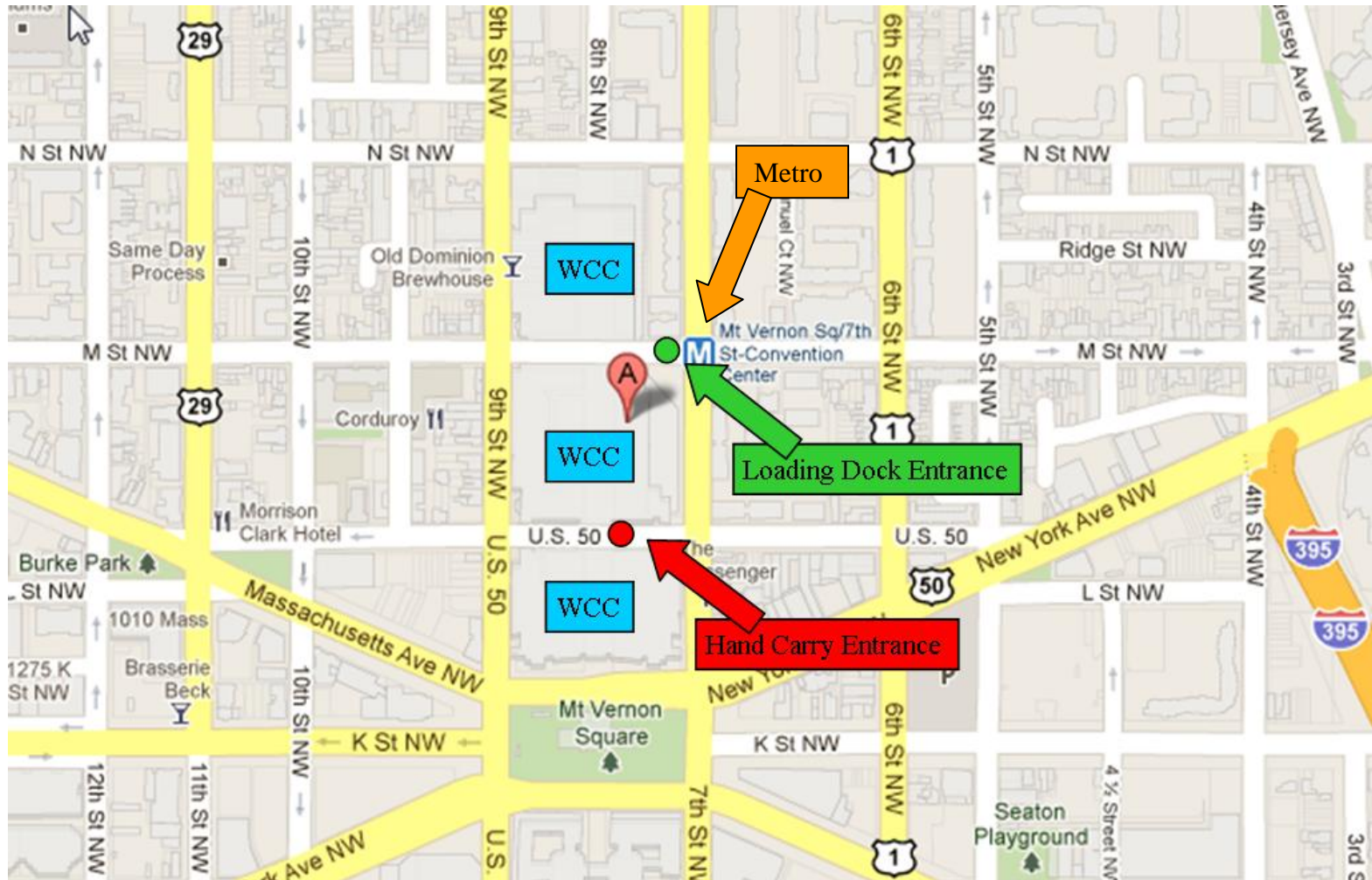
## Move-in Using a POV (2)

### Unloading through loading dock and using union labor:

- For exhibitors that have more than 1 hand-carry amount
- Email CSI if you have a preferred arrival time, otherwise you will be assigned a timeslot
- Discounted flat cart service provided by Hargrove
- USASEF will host union labor ONLY for non-profit organizations with 1 booth (limit 1 cartload per exhibitor) - Must apply in Partner Portal by 12/31/11
- Your vehicle may NOT be left unattended.



# Map of WCC & Loading



# Discounted Flat Cart Service

- Union labor managed by Hargrove: \$109.00 per cart load
- POV's only (i.e., sedan, pickup truck, minivan or SUV)
- No rental moving vans (U-Hauls, etc.), step vans, box trucks, trailers or any commercial carrier, etc. (need to use shipping/material handling service)
- This service must be scheduled in advance
- A flat cart load: Boxes must fit on the 3' x 5' surface
- No loose items



# Shipping & Material Handling



## **The Official Drayage Contractor: HARGROVE, INC.**

“Drayage (Material Handling)” is the moving of exhibit materials from one location to another. Whether you ship to the warehouse or directly to WCC, your materials still need to get to your booth location.

### **Advance shipping:**

- Ship your materials to the Hargrove warehouse
- March 26<sup>th</sup>- April 23<sup>rd</sup>, 2012 12PM noon (10am-4pm)
- The materials will be delivered to your booth before you start setting up your exhibits on site. On-site union labor is included in price.

### **Direct Shipping:**

- Ship your materials directly to the Exhibit Hall loading dock.
- Only during move-in dates & hours on Thu, 4/26 and Fri, 4/27.
- You **MUST** schedule the arrival time and arrange material handling service (union labor to move materials from loading dock to booth) with Hargrove.
- May use any shipping company of your choice or transport materials yourself.

\*Detailed drayage cost information can be found in the Exhibitor Kit.

# Expo Hall Layout





# Your Booth Package

- **Each Indoor 10' x 10' Booth Package has:**

- 8' drape (on three sides)
- One (1) 6'L x 24"W x 30"H Skirted Table
- Two (2) chairs
- One (1) wastebasket
- Standard Electrical Outlet (120V/20 Amp): enough for two standard PC or Laptops with monitors
- One (1) 7" x 44" Booth ID sign w/ booth number\*



\*The Booth ID sign provided is only to serve as an indicator for each exhibitor to know which booth is theirs. We strongly suggest you bring larger signage for the expo so it will be visible to attendees.

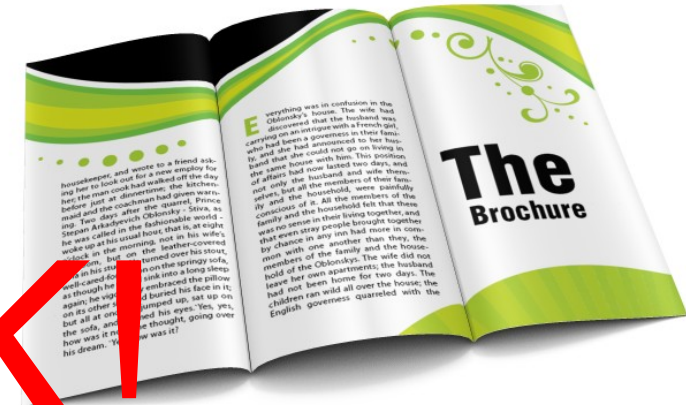
- **Additional booth requirements need to be entered into the Partner Portal by December 31, 2011**

1. Additional standard tables, chairs and/or electrical needs
2. Configuration/floor plan of your booths if you have multiple booths

# Signage, Handout, Swag



OK!



# Setting Up Your Exhibit

## 1. Can I set up on my own?

- If you do not require the use of mechanical or rigging tools...absolutely!



## 2. When do I need to use union labor?

- If the installation or dismantle of your exhibit requires the use of power tools and or rigging instruments such as ladders.
- Contact Hargrove for hiring union labor

## 3. Can I bring in my own Exhibitor Appointed Contractor (EAC)?

- Yes, all contractors must submit the EAC form included in the exhibitor kit

# AV



- Rental service: audio, video, PC, laptop, etc.
- By 4/10/12, send a form from the exhibitor kit to CSI for discounted rates.
- After 4/10/12, contact Projection AV at WCC directly.

# Electricity

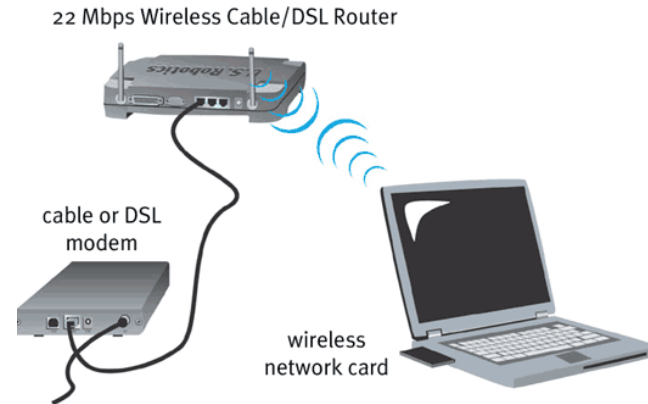


 <p>1 LISTED 2 CLASS 3 POWER SUPPLY 3 8888</p>	<p>1: UL trademark 2: "LISTED" in capital letters 3: Product identity (optional for molded Marks) 4: Control or issue number</p>
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UL.com

- One (1) 120V/ 20 amp (not a dedicated circuit) is included in your 10' x 10' booth.
- The outlet will be located in the back of the booth.
- Bring UL-approved extension cords.
- Additional electrical needs are to be entered in the Partner Portal by 12/31/11.
- For a quote: CSI ([usasef@csi-dc.com](mailto:usasef@csi-dc.com)).

# Internet & Phone Line



## 1. Wi-Fi Service for exhibitors

- Basic for \$49.95 and premium for \$99.95 per day
- On-site purchase using web browsers
- Not recommended for core exhibit activities

## 2. Ethernet & Phone

- By 1/15/12, send order form from exhibitor kit to CSI.
- USASEF will provide internet connections for bookstores.

# Water, Gas, Plumbing



1. Self-Service for Water
  - A designated water source on expo hall floor
  - Possible waiting line
  - Flat fee
2. Fill & Drain Service
  - Water filling and draining service in the booth
  - Water cost plus labor charge
3. Chemical Dump
  - Dumping ports on the Expo Hall Floor
  - No cost for self service
  - Removal fee for draining service from your booth
4. Deadline
  - By 1/15/12, send form from the exhibitor kit to CSI.
  - After 1/15/12, contact Hightech at WCC directly (rates may go up).



# Food & Beverage

## 1. Food Services

- Food court on 2<sup>nd</sup> floor at WCC
- Concession stands in expo halls (Saturday and Sunday as of now)



## 2. No outside food and beverage allowed at WCC

- Staff or volunteer may bring an individual meal only.
- Group meals must be set up by WCC exclusive caterer.
- Contact CSI for a menu/quote.

## 3. Food and beverage sampling / give-away

- Bite-size food samples
- Less than 4 oz beverage
- Original product of the exhibitor
- Guideline and authorization form in the exhibitor kit



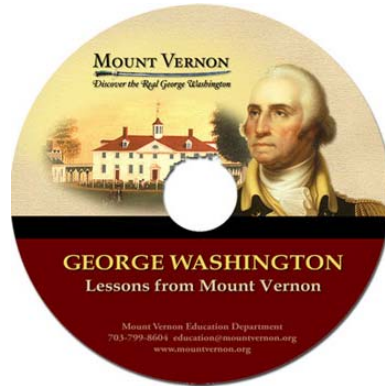
# Security

1. Expo halls:
  - 24 hr security at door
  - 5 Exhibitor credentials per booth
  
2. Outdoor exhibits
  - 24 hr police presence
  - Security patrol of expo site
  
3. Private security
  - No Valuables in booth overnight
  - Liability for any lost or stolen items.
  - Contact: Simmons Security  
(Form 12 in the exhibitor kit)





# Sales & Give-Away



- All sale items outside of the Book Fair must be pre-approved by USASEF staff by 12/31/11.
- Tax forms will be sent when approved.
- Books, CDs, or other educational materials
- No Food and Beverage sales
- Give-away item requirements:
  - Legal, Safe for kids, Ethical
  - No restriction on promotion or logo use.

# Move-Out



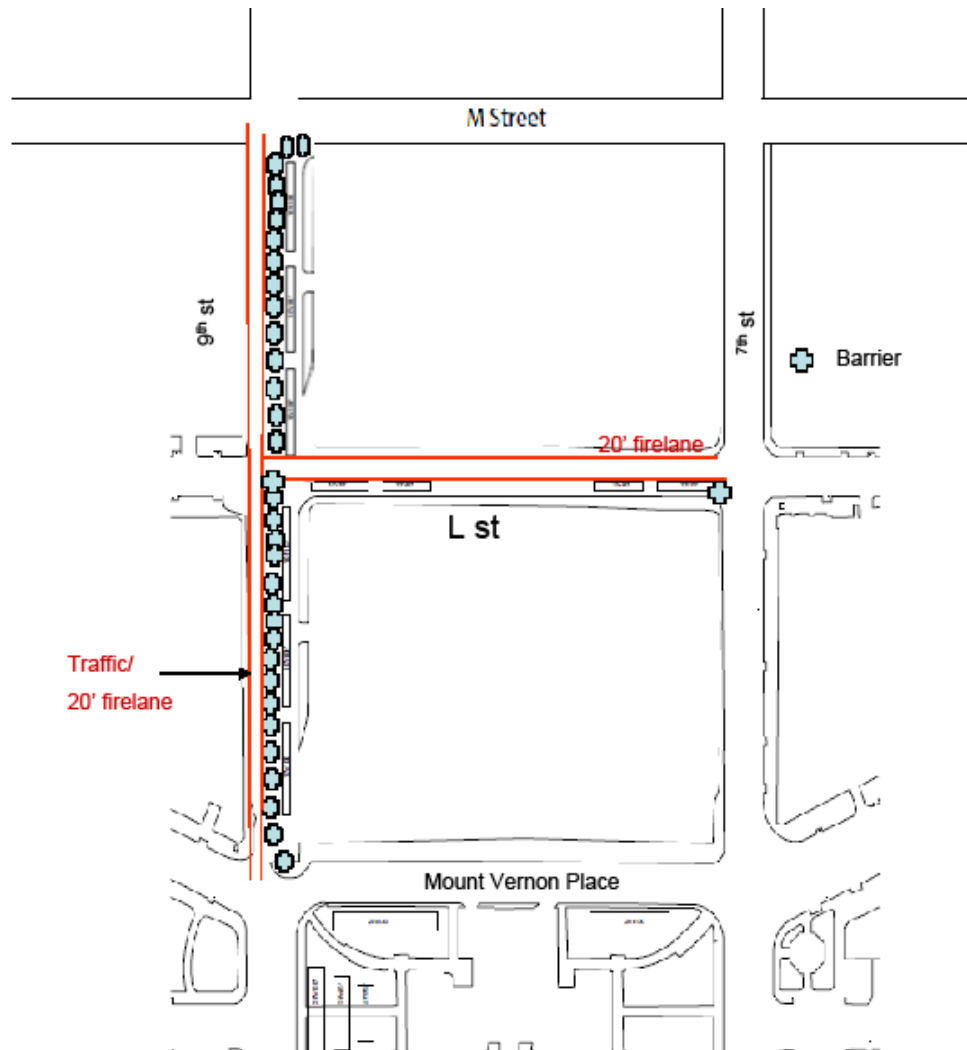
1. **4:00 PM – Start packing!**
  - Distribution of Empty containers
  - For exhibitors hiring dismantle labor: check start time.
  
2. **9:00 PM – Deadline for driver check-in.**
  - Shipping company other than Hargrove
  - Bill of lading
  
3. **10:00 PM – Bills of Lading**
  - Shipping through Hargrove
  - After everything is packed.
  
4. **11:00 PM – Move out ends.**
  - Late move out scheduled by CSI.
  
5. **Hand-carrying POV**
  - Exit through 9<sup>TH</sup> street.
  - No idling cars on street.



BILL OF LADING	
PIECES	WEIGHT
COMMENTS	



# Outdoor Space



# Outdoor Exhibits



1. Show Hours: Saturday & Sunday Only
2. Weather
3. Security
4. Move-In/Out
5. Generator-Powered Electricity
6. No Internet
7. Give-away Only & No Sales
8. No Signage Restrictions
9. No Union Labor Rules Apply