What is the name of the booth or host you observed? __________________________

Start time: ____________  End time: ____________

Part 1: Describing the Booth

1. How long did you have to wait to get to the booth table?
   - No wait
   - < 5 mins
   - 5-9 mins
   - 10-14 mins
   - 15-19 mins
   - 20+ mins

2. Was there a hands-on activity at the booth?  Yes  No
   
   If yes:  2a. How long did it take to complete? _____ minutes
   
   2b. Did you do the activity:
       - without guidance from the booth team
       - with the booth team guiding you

   2c. Did it seem that the activity was designed for:  Kids  Adults  Both

   2d. Did the booth have enough materials for everyone?  Yes  No

3. Did the booth include a demonstration?  Yes  No

4. How many people were working at the booth? ______

5. Did the booth provide suggestions for how visitors could learn more about the topic featured? Options would include handouts, suggestions to visit the web site, suggested reading, calls to action, etc.?  Yes  No
Name of Expo: ______________________________

Part 2: Describing the Interaction

6. Were you greeted by a member of the booth team?  □ Yes   □ No

7. Was the booth team enthusiastic about interacting with you?  □ Yes   □ No

8. Did they know the material well?  □ Yes   □ No   □ Sort of

9. Did you have the chance for a one-on-one interaction with someone on the booth team?  □ Yes   □ No

<table>
<thead>
<tr>
<th>If yes, did the team member:</th>
<th>□ Yes</th>
<th>□ No</th>
</tr>
</thead>
<tbody>
<tr>
<td>9a. Use jargon that you did not understand</td>
<td></td>
<td></td>
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<tr>
<td>9b. Ask if you had any questions</td>
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<td>9c. Connect the booth topic to a real-world example</td>
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<tr>
<td>9d. Ask you a question about yourself, your interests, and/or your knowledge</td>
<td>□ Yes</td>
<td></td>
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<td></td>
<td>Circle Which: You Interests Knowledge</td>
<td>□ No</td>
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<tr>
<td>9e. Share something about his/her work or studies</td>
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</tbody>
</table>

Part 3: Summary

10. Was the “big idea” of the booth clear to you? □ Yes   □ No

11. How much time did you spend at the booth overall? ________ minutes

12. How would you rate this booth overall?
   □ Poor   □ Fair   □ Good   □ Very Good   □ Excellent

   12a. Why did you pick that rating?