



free festival to have fun learning science!
www.stpetescifest.org

The St. Petersburg Science Festival is a large-scale, highly visible outdoor event that provides opportunity for engagement and exchange between children, teens, families, and local scientists. This all day affair, which will take place on October 19, 2013 from 10am-4pm, will again feature more than 100 exhibitors, who will provide hands-on activities, live performances, interactive demonstrations, and family-oriented science entertainment.

Festival Exhibitor Registration FAQ

1. I know that registration opened on July 1, but when does it close?

The deadline to register as an exhibitor is September 4, 2013. We strongly advise, however, that you sign up as soon as possible to guarantee your spot and your activity.

2. How do I build my booth?

All booths should feature hands-on activities that answer a question like “Should I be afraid of a zombie apocalypse?” or “What makes ice cream cold?” Allow your audience to be scientists as they explore possible answers to these and other important questions. Each experiment should be simple and efficient, allowing for 3-5 scientists at a time.

If you’d like ideas about how to create a fun and engaging activity, check out www.howtosmile.org. Have questions or need help with your booth? Please contact the Program Chair Theresa Burress (tburress@usgs.gov) with any questions.

3. What is included with each exhibit space?

Each registration will include the following:

- 10x10 exhibit space under a tent
- (1) 8 foot table
- (2) chairs

4. What if another group has a similar activity to the one we hope to provide?

Science Festival staff will work individually with all exhibitors to minimize potential overlap. The more detail we know about your plans, the easier it will be to avoid repeating the same activity in multiple locations. In the event that multiple groups submit the same activity, our staff will work with you to create a different activity.

5. What if it rains?

The Science Festival is a rain or shine event so please prepare for all types of weather. In an extreme case we will implement an inclement weather plan, which will be relayed to all should it need to be activated.

6. Why is there a fee associated with electricity use?

An event of this scale and magnitude involves many costs (including but not limited to: permitting fees, police, road closures, and rental costs to provide exhibitors with the basic necessities on site). Our \$100 electricity fee for each exhibit that requires electricity will allow us to partially reimburse our electricity provider Paramount Power for their generous donation of electrical power. Festival Sponsors are exempt from this nominal \$100 fee.

7. Can I sell items at my booth?

The primary mission of the St. Petersburg Science Festival is to educate and entertain our festival visitors, and we want the focus of the exhibits to be interactive activities. As a result, festival policy prohibits all exhibitor/vendor sales at our event.

However, the festival is a great way for organizations of all types to introduce themselves to the Tampa Bay region. Exhibitors are welcome to distribute free promotional materials and also to direct festival visitors to their organizations and web sites for off-site giving or purchasing opportunities. We do allow pre-approved food/concession sales, and St. Petersburg Science Festival branded items will be available for purchase in order to defray some event costs.

8. How many people have attended in the past?

In 2012, the St. Petersburg Science Festival drew upwards of 15,000 visitors. When preparing for the event, please plan to serve a large audience, including adequate staffing and materials.

9. Wait—I represent a large organization that will have many exhibits at the Festival. Do I need to fill the registration application out more than once?

Yes, please fill out registration forms for each of the spaces/activities you'll have at the Festival.

10. Is there anything else we should consider before registering?

Yes! Thank you to Philadelphia Science Festival for sharing the following video that provides helpful tips that will be useful in developing your exhibitor space: [PSF How to Build a Carnival Booth Video](http://vimeo.com/48606687) (<http://vimeo.com/48606687>).