

November 15, 2013

Dear Exhibitor,

It is a pleasure to welcome you to the 2014 USA Science & Engineering Festival Expo!

As the largest and only national Science & Engineering Festival, we are thrilled to have you join us to reinvigorate the interest of our nation's youth in science, technology, engineering and math (STEM) by presenting the most compelling, educational, and entertaining science festival in the United States.

In the following pages you will find a brief overview of the content included in our online Exhibitor Manual, <u>USASEF Expresso</u>. Expresso is your one stop shop for all of your Expo needs!

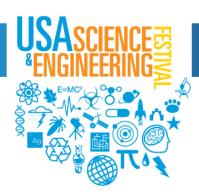
We are hosting informational webinars to walk you through the Expo logistics and answer any additional questions you may have. We recommend all exhibitors attend a session. <u>Click here</u> to register for an upcoming webinar.

We are here to help you with any questions or concerns you might have. If you need additional assistance, please contact our Event Management team at exhibitors@usasciencefestival.org or 202-459-0853.

Sincerely, The Festival Team

Marc Schulman, Executive Director Lauren Raymond, Senior Director





Exhibitor Checklist:

This brief checklist outlines the items each Exhibitor needs to arrange prior to the Expo. Forms, instructions, and contacts for each item are included in the Exhibitor Manual. ☐ I've input all information about my booth into the Exhibitor Portal ☐ I've submitted payment for my booth(s) ☐ I've completed all mandatory questions in the Exhibitor Portal (Deadline: December 2, 2013) 🔲 I've ordered all Audio Visual, Electrical, Internet, Phone, and Furniture equipment that I will need beyond the standard booth package (if applicable) ☐ I've completed the mandatory Booth Layout Form on the USASEF Expresso, located under Booth Furnishings, and returned to GES I've completed the mandatory Risk Assessment Form on the USASEF Expresso, located under Show Information, and returned to exhibitors@usasciencefestival.org ☐ I've arranged for security (if applicable) I've made arrangements to transport my exhibit materials to the Walter E. Washington Convention Center in one of the following ways: 1. I'm transporting my materials in a POV (Privately Owned Vehicle) and will be hand-carrying into the Convention Center OR I have arranged unloading through the loading dock with GES and have scheduled union cart service 2. I'm scheduling Advanced Shipment to the offsite location (shipment MUST arrive between March 19 and April 17, 2014) 3. I'm scheduling Direct Shipment to the Convention Center (shipment MUST arrive between April 22 and April 23, 2014) ☐ I've reserved a hotel room for myself/my staff (if applicable) – click here to reserve a room ☐ I've arranged for catering for staff during Expo (if applicable) ☐ I've made sure that my booth will be staffed by a minimum of 2 people at all times





What to Expect from the 2014 USA Science & Engineering Festival Exhibitor Manual

This comprehensive festival Exhibitor Manual includes all relevant show information, vendor products and services and order forms. While the focus of the manual is to provide information and order forms to meet your Expo needs, please note that detailed information surrounding shipping, union labor, ordering tips, safety and logistics are also included.

Details will be provided for each product and service, followed by the corresponding order form(s). For your convenience, there is a comprehensive table of contents and index located in the beginning and end of the manual, respectively.

The complete 2014 USASEF Exhibitor Manual is available at <u>USASEF Expresso</u>. You may complete the online ordering process or download the PDF version. All questions can be directed to the Event Management team at <u>exhibitors@usasciencefestival.org</u> or 202-459-0853.

Below is important Expo information such as deadlines, key contacts, festival timeline, accommodation information, and FAQs.

Expo Location

Walter E. Washington Convention Center Halls A/B/C/D/E 801 Mount Vernon Place, NW Washington, DC 20001

Expo Dates and Hours

Friday, April 25, 2014: Sneak Peek Friday 9:00 AM to 3:00 PM

Invitation only event for K-12 students and their teachers, government officials, military families and the press; all exhibitors are encouraged to

participate.

VIP Preview 3:00 PM to 7:00 PM

Registration and event details to follow

Saturday, April 26, 2014: 9:00 AM to 6:00 PM

Expo Open to the General Public

Sunday, April 27, 2014: 9:00 AM to 6:00 PM

Expo Open to the General Public





Important Deadlines for Exhibitors

- **Monday, December 2, 2013** Deadline to complete all mandatory questions in Exhibitor Portal (i.e. exhibitor description, logo, target age group, etc.)
- Tuesday, December 31, 2013 Deadline to have all information entered into Exhibitor Portal (there will be no changes permitted after this date)
- Wednesday, March 19, 2014 Thursday, April 17, 2014 Date range for materials to arrive at the advance shipping warehouse
- Monday, March 31, 2014 Deadline for advanced rate for ordering audio visual/PC rentals
- Monday, March 31, 2014 Deadline for advanced rate for Internet and phone services
- Friday, April 4, 2014 Deadline for food & beverage orders
- Friday, April 4, 2014 Deadline for advanced rate for ordering electrical, water/gas/plumbing and rigging services
- **Friday, April 4, 2014** Deadline for advanced rate for ordering specialty rental furnishings and display services (must be placed through GES)

Standard Booth Equipment

Each Standard 10' x 10' Booth includes the following equipment:

- 10' High Draped Back & 3' High Side Walls (white)
- 1 6'L x 24"W x 30"H Skirted Table (white)
- 2 Plastic Contour Chairs
- 1 Wastebasket
 - 1 Standard Electrical Outlet (5 Amp)
 (A Standard Electrical Outlet can accommodate 1 laptop or 1 small device. If you need additional electricity, you must order it from Hi-Tech Electric via the <u>order form</u> on <u>USASEF Expresso</u>.)
- 1 11" x 17" Identification Sign with Company Name and Booth Number
- Please note that booth carpet is not included and may be ordered separately

Each Career Pavilion Booth includes the following equipment:

- 1 − 6′L x 24″W x 30″H Skirted Table (white)
- 2 Plastic Contour Chairs
- 1 Wastebasket
- Please note that a Career Pavilion Booth does not include an Electrical Outlet (If you require electricity, you must order this through Hi-Tech Electric unless you requested and paid for this when you signed up.)

Booth Number

Your Booth Number has been provided to you in the email that accompanies this packet. If you have questions about your booth number, or cannot locate your booth number, please contact our Event Management Team at exhibitors@usasciencefestival.org or 202-459-0853.





Move-in & Move-out Procedures

Expo Move-in Hours:

- Tuesday, April 22, 2014: 8:00 AM 5:00 PM per targeted move-in schedule
- Wednesday, April 23, 2014: 8:00 AM 5:00 PM per targeted move-in schedule
- Thursday, April 24, 2014: 8:00 AM 5:00 PM per targeted move-in schedule
- Friday, April 25, 2014: 5:00 AM 8:30 AM and 7:30 PM 8:30 PM per targeted move-in schedule
- Saturday, April 26, 2014: 5:00 AM 9:00 AM per targeted move-in schedule

There are 3 ways to transport your exhibit materials in and out of the Convention Center:

1) Move-in Using a POV (Privately Owned Vehicle):

a. By Hand-Carrying Materials

Hand-Carry Rules: Hand-carrying is allowed for 1 trip per exhibitor as long as you are not using any mechanical equipment including a dolly, cart, etc. during the hours of:

- Tuesday, April 22, 2014: 8:00 AM 5:00 PM
- Wednesday, April 23, 2014: 8:00 AM 5:00 PM
- Thursday, April 24, 2014: 8:00 AM 5:00 PM
- Friday, April 25, 2014: 5:00 AM 8:30 AM and 7:30 PM 8:30 PM
- Saturday, April 26, 2014: 5:00 AM 9:00 AM
- Sunday, April 27, 2014: 6:00 PM 11:00 PM

You must access the building on 9^{th} Street at the corner of Mt. Vernon for unloading. The hand-carry entrance is on 9^{th} Street. Your vehicle may NOT be left unattended at any time. Please make sure to have at least 2 staff per vehicle. Your unloading time will be limited to 15 minutes. You do not need to schedule an appointment for hand-carrying.

b. By Using Union Labor Cart Service

If you have more materials than 1 hand-carrying trip, you need to move in through the loading docks via the Marshaling Yard. This service must be scheduled in advance. Please complete the <u>Cart Load Service Order Form</u> on the <u>USASEF Expresso</u>. All deliveries from the loading dock to your booth must be handled by the union labor and you will be billed accordingly.

GES is offering a one-way special cart rate of \$69.25 per cartload for POVs only (i.e., car, pickup truck, minivan, or SUV) which does not apply to rental vehicles, step vans, box trucks, trailers, or any commercial carrier. This service must be scheduled in advance, please complete the <u>Cart Load Service Order Form</u> on the <u>USASEF Expresso</u>.





A flat cartload is defined as items that will safely fit on the 3' x 5' surface of a flat cartstacked no higher than the top of the cart's push handle, and a shipment that is no more than 200lbs. Each exhibitor is allowed up to two cartloads per booth. All items must be packed in boxes or containers. Loose items may incur additional handling fees.

- 2) Advance Shipping of Materials to the Offsite Location (shipment MUST arrive between March 19 and April 17, 2014) See the Advance Shipment section of the <u>USASEF Expresso</u> for instructions.
- 3) <u>Direct Shipping to the Convention Center</u> (shipment MUST arrive between April 22 and April 23, 2014) See Direct Shipment section of the <u>USASEF Expresso</u> for instructions.

Important Notes:

- All Exhibitors are encouraged to complete move-in by Thursday, April 24 at 5:00pm to
 participate in Sneak Peek Friday. If you are not participating in Sneak Peek Friday, the deadline
 to set up is Saturday, April 26 at 8:00am.
- If you are not planning to hand-carry, the specific time for your move-in, based on booth location, will be provided at a later date. Due to the amount of exhibitors loading in at the same time, we ask you to abide by the schedule.
- If you plan to move in by using a POV (Privately Owned Vehicle), be sure to read the instructions on hand-carrying and flat cart service below.

Setting up your Own Exhibit

You may set up your own exhibit as long as you are a representative of the organization and don't have to use mechanical tools (i.e. power drill, etc.) or rigging tools (i.e. ladder). If you do require use of mechanical tools, you must use union labor.

Expo Move-Out Hours:

- Sunday, April 27, 6:00 PM 11:00 PM Expo Dismantle (empty container return starts at 7:00 PM)
 - After the close of the Expo, GES will start returning the empty containers to exhibitors who have shipped materials so that exhibitors can pack their exhibit materials. Please keep the aisles clear during this time to expedite the delivery. If you have ordered union labor to dismantle your exhibit, be sure to confirm the start time of your workers by checking with the GES Service Center onsite. Be sure to pick up and review your statement of charges at the GES Service Center prior to move-out. Remember that no adjustments to your account will be made after the close of the Expo (at 6:00pm).
- Monday, April 28, 11:00 AM: Deadline for driver check-in
 - o Exhibitors who wish to ship materials by any carrier other than GES should advise their carrier(s) to be checked in at the Marshaling Yard by 11:00am on Monday, April 28.





Drivers are placed in line for loading on a first-come, first-serve basis, provided the exhibitor is completely packed and a Bill of Lading has been turned in to the GES Service Center. Drivers whose Bills of Lading have not been turned in will be placed in a holding queue until the booth is packed and the Bill of Lading is turned in.

- Should your carrier fail to check in at the Marshaling Yard by 11:00am on Monday, April 28, GES reserves the right to re-route the shipment via the official show carrier, as necessary. Neither GES nor USASEF assumes any liability as a result of such re-routing.
- Monday, April 28, 8:00 AM 5:00 PM: Exhibitor Move-Out

Exhibits packed and Bills of Lading turned into GES

All Bills of Lading must be turned in to the GES Service Center located on the Expo floor to be validated. Do not leave Bill of Lading in your booth, and do not turn in your Bill of Lading until your shipment is packed and ready to be loaded. Bills of Lading and additional labels will be available at the GES Service Center at your convenience. No Bills of Lading will be issued until your balance is paid in full.

Important Contacts

Event Management: Linder & Associates

o Phone: 202-459-0853

o Email: exhibitors@usasciencefestival.org

General Service Contractor: GES
 Phone: 800-804-3214
 Email: www.ges.com/chat

Audio Visual and PC Rental Vendor: EventEQ

o Phone: 410-989-2110

o Email: <u>usasef@eventeq.com</u> Electrical Service Vendor: Hi-Tech Electric

o Phone: 510-293-6151

o Email: dcexhibitorservices@hi-techelectric.com

Water, Gas, & Plumbing Vendor: Hi-Tech Electric

o Phone: 510-293-6151

o Email: <u>dcexhibitorservices@hi-techelectric.com</u>

• Internet/Phone Line Service Vendor: Smart City

o Phone: 202-249-3800

o Email: SSimmons@smartcity.com
Food & Beverage Vendor: Centerplate

o Phone: 202-249-3524

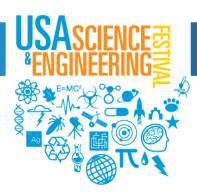
o Email: Karla.Suarez@centerplate.com

Security Vendor: CSI

Name: Margo BriggsPhone: 202-722-3300

o Email: <u>mbriggs@csicorpdc.com</u>





Vendor Details

Audio Visual & PC Rental: EventEQ

Deadline for advanced rate: Monday, March 31, 2014

If you need to rent audio or video equipment or computers, etc., please <u>click here</u> for the order form.

Electrical Service: Hi-Tech Electric

Deadline for advanced rate: Friday, April 4, 2014

One 120V/5 amp is included in your 10' x 10' booth. It is not a dedicated circuit and the outlet will be in the back of your booth. You need to bring your UL-approved extension cords if necessary. If you need additional electricity, please submit the <u>order form</u>.

Internet/Phone Line Service: Smart City

Deadline for advance rate: Monday, March 31, 2014

There is Wi-Fi service available for exhibitors and various options for Ethernet and Phone. If you need Wi-Fi service only, it can be purchased onsite using web browsers. You do not need to order it in advance. If you need faster service that requires a hard line connection, please complete and submit the <u>order form</u>. For Ethernet and Phone service, advance purchase is required.

Food and Beverage: Centerplate

Deadline for advanced rate: April 4, 2014

Please note Centerplate is the exclusive caterer at the Washington Convention Center. Exhibitors may purchase food from the food court, concession carts, or Centerplate. Washington Convention Center concession stands will be open during show hours. If you would like to provide food and beverage for your staff or guests, please contact Karla Suarez at 202-249-3524, Karla-Suarez@centerplate.com or submit the order form.

Security: CSI

The Washington Convention Center security services will patrol the entire Expo premises. USASEF will also hire a private security firm to monitor the Expo Halls. Expo Halls will have security guards at the entrance during the move-in/out hours and exhibitors will be asked to show credentials, which you will receive upon entry. Expo Halls will be locked overnight; however, if you have valuables we recommend that you hire a private security firm specifically for your booth. Washington Convention Center, USASEF, Linder & Associates, GES, EventEQ, Hi-Tech Electrical, Smart City, and their agents are NOT liable for any lost or stolen items.

Water, Gas & Plumbing: Hi-Tech Electric

Deadline for advanced rate: Friday, April 4, 2014

There will be 4 cold water fill & drain sink stations, two in Halls ABC and two in Halls DE. Exhibitors may access these freely to fill and empty SMALL hand carried vessels no larger than 1 gallon. Any vessel (tank, pool, etc.) larger than 2 ½ gallons, (the size of a small 12x6x8 aquarium) with a fill weight over 27 lbs. must be drained by Hi-Tech Electric & Plumbing personnel at the booth. Please contact dcexhibitorservices@hi-techelectric.com for more information about labor charges relating to your





display that may require a fill & drain over 27 lbs., or other draining services. All hand carried filled vessels that are brought back to your booth must be sealed to prevent spills. Hazardous chemicals are not permitted to be emptied into the sinks. All hand carried vessels must only be emptied in the fill and drain sink stations. Public restrooms or floor port drains are not to be used for draining. All vessels that are hand carried for draining must be clear of all other objects (stones, marbles, clay, etc.) before emptying into the fill & drain stations.

Exhibitor Registration & Credentials

There will be an exhibitor check-in desk located outside the Expo Halls during the designated move-in times. The person indicated in the Exhibitor Portal as the onsite point of contact must be present with a government-issued photo ID to pick up the credentials. Five (5) exhibitor staff credentials will be included for every one (1) 10' x 10' booth. The credentials are transferrable so your staff may share them between shifts. If you need additional credentials, please contact our Event Management Team at exhibitors@usasciencefestival.org.

Expo Volunteers

Expo Volunteers for the 3rd USA Science & Engineering Festival play a critical role in creating the largest celebration of science in April 2014. Expo Volunteers will get to participate in 4 exciting days of STEM activities. Positions will be announced in late 2013. Interested Volunteers should sign up for either the X-STEM Ambassador program or Community Ambassador program for pre-Festival volunteer opportunities. Volunteer Outreach Team members will get preferred Expo Volunteer placement. For more information regarding volunteer opportunities, <u>click here</u>.

Accommodation

For hotel information, rate comparisons, and reservations, please click here.

Travel and Area Information

The Walter E. Washington Convention Center is located at 801 Mount Vernon Place (between 9th and 7th Streets NW on L Street NW). The Green and Yellow line Mt. Vernon Square/7th St Convention Center Metro Stop exits into the Convention Center. Click here to download the Metro map. For a map of the Walter E. Washington Convention Center's surrounding parking lots, click here. No event parking is provided.

FAQ

For answers to the Festival's Frequently Asked Questions, please click here.

And lastly, please help us spread the word about the Festival by promoting your participation. <u>Click here</u> to learn more!

Thank you very much for taking the time to read through the Exhibitor Manual Overview and for your cooperation in making the Festival a great success!

