



A Few Things to Know:

- All exhibits must be set and ready no later than 11:00A, Saturday, April 20 and must be completely removed (including trash) no later than 6:00P. Event strike begins at 4:00P.
- All exhibits must be staffed by qualified personnel during the hours of the carnival (11:00 A-4:00P).
- Materials related to your exhibit, organization, or club may be distributed to those interested, but please refrain from passing unrelated flyers as they add litter to the event site. (You must be registered and approved as a merchandise vendor if you plan on selling anything.)
- The approved exhibit must be operated by the applying organization. No booths are to be subcontracted, assigned or transferred to a third party.
- All exhibitors are required to use marketing style standards for signage, handouts and the like. A current PSF Carnival style sheet can be found in the exhibitor section of the STEM Portal.
- **If you intend to distribute food and/or beverages, please contact Jennie Udell Wicker at 800.901.6136 x102 immediately.** Philadelphia Health Department has complex requirements that must be addressed before you can be approved to distribute food and/or beverages. (Approved Kitchen Science exhibits are the only exception to this.)
- Chemicals and trash must be removed from exhibit space.
- Do not leave valuables unattended at any time.
- Do not accept any Lost & Found items.
- Weather is unpredictable – be prepared! It will take place rain or shine!





Things you may want to bring to the Carnival!

- Power Strips, Extension Cords & Surge Protectors!
 - We will provide the necessary number of 110 outlets based on the electricity requested in your registration, however exhibitors are responsible for supplying their own power strips, extension cords and surge protectors.
- Plenty of Drinking Water
- Snacks
- Chemical Disposal Container (if necessary)
- Protective Gear for Experiments
- Sunscreen
- Rain Poncho (check the weather ahead of time and be prepared)
- Drop Cloths to Protect Items From Rain
- Masking Tape or Gaffer Tape
 - **You are not permitted to adhere anything to the tent walls or ceiling, unless using Masking Tape or Gaffer Tape.**
 - **You are not permitted to hang anything from the tent poles.**
- Office Supplies -- Pens, Pencils, Tape, Staplers...
- Camera!



The Science Carnival 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 April 20, 2013, will again feature more than 120 exhibitors, who provide hands-on activities, live performances, interactive demonstrations, and family-oriented science entertainment.

Carnival Exhibitor Registration FAQ

1. I know that registration opened on January 9, but when does it close?

The deadline to register as an exhibitor is March 8, 2013. We strongly advise, however, that you sign up as soon as possible to guarantee your spot and your activity.

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

Science Carnival 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.

3. Why is there a fee associated with participation?

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). The exhibitor fee allows us to recoup some of these costs so that the Festival can be sustained year after year. We are aware that some of these costs may be prohibitive for certain exhibitors and are willing to work with your group to make entry possible.

4. What if it rains?

The Science Carnival 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.

5. What is included with each exhibit space?

Each registration will include the following:

- 8x10 exhibit space
- (1) 8 foot table
- (2) chairs

6. How many people have attended in the past?

In 2012, the Carnival drew more than 25,000 people. When preparing for the event, be sure to plan to serve a large audience. This includes adequate staffing and materials.

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

Yes—be sure to fill out registration forms for each of the spaces/activities you'll have at the Carnival.

8. I've participated in the past—in thinking about my exhibit, is there anything really different that I should consider?

Yes—this year, to promote the inquiry-based format of the program, we're asking that each exhibit be phrased in the form of a question. (i.e. instead of "How Electricity is Created" it will be "How is electricity created?"

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

Yes! Be sure to watch the [PSF How to Build a Carnival Booth Video](#) before you register. It's just five minutes long and will give you some really helpful tips that will be useful in developing your exhibitor space.

Exhibit Booth Location:

This year, exhibit locations are identified by color. Please use the attached *Science Festival Carnival Exhibit Listing* and maps to find your exhibit area!

Exhibit Booth Signage:

Philadelphia Science Festival will provide and install a sign on the front of your Exhibit Booth with your organization name and exhibit title. You may display your own signage inside your exhibit space.

Any additional signage you wish to place outside of your exhibit space must include the Philadelphia Science Festival Logo, must adhere to the Philadelphia Science Festival Style Guide, and must be pre-approved by the Philadelphia Science Festival Carnival Event Managers. Please submit your signage for approval to psfcarnival@stocktonandpartners.com.

The Philadelphia Science Festival Style Guide can be downloaded from the Partner Portal.

If you would like to hang lightweight materials on the inside of the tent walls, please use **Gaffers Tape or Masking Tape only**. You may not hang any items from the tent poles.

Please do not hang any materials from trees or shrubbery. Please use utmost care in grass and green spaces!

EXHIBITOR LOAD IN AND LOAD OUT PROCEDURES HAVE CHANGED THIS YEAR. PLEASE READ THROUGH THE BELOW INFORMATION IN FULL.

Load In:

Exhibitor Load in times will be assigned and communicated via email the week of April 8. We appreciate your cooperation in adhering to your assigned time to ensure a smooth and timely set up. **Your load in time is listed in the attached document, *Science Festival Carnival Exhibit Listing*.**

- Registration for all exhibitors and vendors is on the 2300 block of the Ben Franklin Parkway. You can enter the check in area by traveling **east bound** on the parkway (please see the attached map).
- Please arrive at registration 10 minutes prior to your assigned load in time.
DO NOT UNLOAD HERE, remain in your vehicle!
 - You will receive your loading zone location, your Parking Pass (one per exhibiting organization) and your Exhibitor Packet.
 - Your loading zone location will be within steps of your exhibit area. After checking in at exhibit registration, you will enter the event space and be directed to your exhibit area.
 - You will have 20 minutes to unload your vehicle.
 - Included in your Exhibitor Packet are badges that must be worn by all exhibitor staff.
- Exhibitors are responsible for the load in of all equipment and supplies.
 - NOTE: Exhibitors will be able to park much closer to their assigned exhibit area this year!!
 - Exhibitors are expected to be self sufficient in transporting materials to and from their assigned booth.
- The Carnival space must be cleared of all vehicles by 10:30AM. All exhibitors must be completely set up no later than 10:45AM.
- No advance shipments will be accepted.
- **Cars cannot be left unattended during registration, load in, or load out.** Vehicles left unattended will be towed.
- Complimentary Parking is available for 1 vehicle (car or SUV) per exhibiting organization at an assigned parking lot. You will receive your parking

assignment and parking voucher when you check in at exhibitor registration. Out of pocket parking expenses will not be reimbursed.

EXHIBITOR LOAD IN AND LOAD OUT PROCEDURES HAVE CHANGED. PLEASE READ THROUGH THE BELOW

INFORMATION IN FULL. **Changes have been made to load in/out based on feedback received from last year's event.*

Load Out

- Load out will commence at the end of the event, 4:00PM, and must be complete by 6:00PM.
- Exhibitors are responsible for the load in and out of all equipment and supplies.
- **If you need to bring your vehicle back to the exhibit area for load out, re-enter the registration area where you checked in. (2300 Ben Franklin Parkway). We will allow you to proceed to your exhibit area once the event has ended and pedestrians have cleared the streets.**
- Exhibitors must remove all trash, cardboard, pallets and other items from the event site. Any items left behind will be disposed of with disposal charges billed to the exhibitor.
- Exhibitors may not deposit ice, water, or any other liquids in sewer grates/drains, on grass, around trees or other landscaping. (Exhibitors will be responsible for any city fines resulting from violations of this.)
- No outgoing shipments will be coordinated.

Certificate of Insurance and Exhibitor Fees

YOU WILL NOT BE PERMITTED TO LOAD IN IF YOUR COI AND/OR EXHIBITOR FEES HAVE NOT BEEN SUBMITTED.

Certificate of Insurance (COI)

*Only one COI is required from each organization. If you have more than one exhibit, please coordinate internally to submit one COI for your organization.

A Certificate of Insurance (COI) is a document provided by your insurance company confirming your organization's liability insurance policy.

Philadelphia Science Festival Carnival requires that all exhibiting and vending organizations provide a COI including the below information, as well as proof of workers compensation.

Please contact your insurance company directly and request a Certificate of Insurance with the following (exact verbiage may vary per your insurance company):

- "The Franklin Institute, Stockton & Partners, Inc., and the City of Philadelphia, it's officers, employees and agents are listed as additional insureds"
- If an address is requested, please use The Franklin Institute, 222 N 20th Street, Philadelphia, PA 19103.

Please email your COI to psfcarnival@stocktonandpartners.com or fax it to 800.974.3075, to the attention of Jennie Udell.

Exhibitor Fees

Payment must be received in full by 10:00AM Saturday, April 20, 2013.
(We prefer that you mail your check in – directions were included in your registration confirmation.)

If you have an outstanding balance on April 20, please make sure to bring a check to Registration on Saturday morning by 10:00AM. You will not be permitted to load in if you have an outstanding balance.

Checks should be made payable to The Franklin Institute. Include your organization name and contact phone number on your check. If we cannot easily connect your check to your organization, it will not be accepted!

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- Camera!



Information Cheat Sheet!

(you may want to fold this up and put this in your pocket)

Science Carnival Hours

- **11:00AM – 4:00PM**

Bathrooms?

- **(see map) 21st Street between Winter and Race, behind The Franklin Institute**

Medical Emergency?

- **Band-Aid? First Aid Tent, Red Section, at the corner of the BF Parkway and 20th Streets – look for the big red flag.**
- **Life Threatening? Call 911!**

Questions? We've got answers at the....

- **Info Booth, Red area (see map)**
- **Science Carnival Staff in your area**
- **Exhibitor Registration area**
- **Strolling PSFC Staff & Volunteers**

This one is REALLY important....

In the Case of a Lost Child

If the lost child comes up to you: Take the child on a quick walk around the exhibit where they found you; you may find their guardian. If not, IMMEDIATELY escort the child to the Lost & Found Tent located at the corner of the BFP and 20th Street (next to the First Aid area).

If the guardian comes up to you: Take the guardian to the Lost & Found tent located at the corner of the BFP and 20th Street (next to the First Aid area). The guardian must remain with the staff member until the child is found.

Lost & Found Tent Staff:

IF YOU HAVE A LOST CHILD - Use your Nextel to announce a Lost Child to all staff. Your Nextel is connected to the Science Festival Producers, staff, and the Stage Managers. Stage managers will interrupt the programs on stage to relay the message to the public. Notify the nearest police officer.

IF YOU HAVE THE GUARDIAN AND THE CHILD IS LOST – Walk to guardian to the Lost & Found tent. Staff at the tent will notify the nearest police officer and Jennie Udell (event producer). **DO NOT** make a public announcement of any kind about a child is lost.

Carnival Exhibitor's Guide

The Festival will again open with an outdoor carnival on the Benjamin Franklin Parkway on April 20, 2013. The fun and excitement of science will be brought to life through hands-on, interactive exhibits, science-themed performances and demonstrations, and family-oriented science entertainment.

Why participate in the Carnival?

The Philadelphia Science Festival Carnival provides STEM scholars and organizations with the opportunity to share their expertise with the public through interactive, hands-on, activities. The event serves as an exciting way for the region's amazing STEM resources to come together through fun and interactive experiences.

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. Families are major participants at the Carnival, so make sure your activity is engaging for both children and adults. We hope to have around 15,000 people in attendance, so make sure you come prepared!

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? Contact us at PSFCarnival@stocktonandpartners.com.

What else do I need to know?

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- You will be notified about load-in times and locations via email the week of April 1.
- Exhibitors are responsible for the load-in AND load-out of all equipment and supplies. You are expected to provide carts/hand trucks to transport materials to your assigned booth. A limited number of volunteers with hand trucks and carts will be available, however, please plan on being self-sufficient to help make load in as smooth as possible for all exhibitors.
- All exhibits must be staffed by qualified personnel during the hours of the carnival (11:00A-4:00P). We recommend 4-6 energetic individuals to get participants excited about your activity and to make sure things run quickly and smoothly.
- Materials related to your exhibit, organization, or club may be distributed to those interested, but please refrain from passing unrelated flyers. Be creative and go green! Try QR Codes or other paperless options to get the word out about your organization.
- You must be registered and approved as a merchandise vendor if you plan on selling anything.
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Anything else?

One more thing! We require that all participating organizations have a Certificate of Insurance (COI). A Certificate of Insurance (COI) is a document provided by your insurance company confirming your organization's liability insurance policy, including the below information as well as proof of workers compensation. Please contact your insurance company directly and request a Certificate of Insurance with the following (exact verbiage may vary per your insurance company):

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If an address is requested, please use:

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