



Philadelphia Science Festival Carnival 2015 Exhibitor Registration Packet

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Science Carnival Exhibitor Planning Checklist

Registration Opens- January 12, 2015

- | | |
|--|---|
| <input type="checkbox"/> Identify hands-on activity and potential activity providers <i>-Need help? Visit www.howtosmile.org, watch our "How to Build a Carnival Booth", or PSF staff can assist with the development of activity.</i> | Immediately |
| <input type="checkbox"/> Register for the Partner Portal on PSF Website by completing the following: <ul style="list-style-type: none">- Go to the Philadelphia Science Festival's main website<ul style="list-style-type: none">o Link: http://www.philasciencefestival.org- Click "Get Involved" at the top right page of the website- Click "Become an Exhibitor"- Click the link to access Partner Portal- Update your contact information, logos, organizational description, etc. | Immediately |
| <input type="checkbox"/> Click HERE to review the Carnival Exhibitor Registration FAQ | Immediately |
| <input type="checkbox"/> Register your exhibit by completing the following: <ul style="list-style-type: none">- Go to the Philadelphia Science Festival's main website<ul style="list-style-type: none">o Link: http://www.philasciencefestival.org- Click "Get Involved" at the top right page of the website- Click "Become an Exhibitor"- Click on the Exhibitor link- Click "New Registration" on right side of page | April 3, 2015 (March 15, 2015 for early bird special rate) |

Planning Begins

- | | |
|--|--------------------------------|
| <input type="checkbox"/> Add the email address PSFCarnival@stocktonandpartners.com to your address book so you don't miss any important information! | Immediately |
| <input type="checkbox"/> Review and approve final version of your activity title <i>-PSF will send emails regarding this</i> | April 3, 2015 |
| <input type="checkbox"/> Update any technical requests (extra table and/or electricity) <i>-Modify your registration by clicking HERE & selecting "modify registration"</i> | April 3, 2015 |
| <input type="checkbox"/> Submit any outstanding Payments & COI's <i>- Click HERE for details</i> | April 3, 2015 |
| <input type="checkbox"/> Prepare questions/concerns for conference call with PSF and other activity providers <i>-PSF will schedule call and provide next steps and necessary information</i> | April 17 & 20, 2015 |

Details, Meetings, and Marketing

- ☐ **Request PSF promotional materials (buttons, stickers, rack cards, posters, etc.)** **Beginning January 15**
- Order form will be available on the Partner Portal
- ☐ **Distribute materials once received** **Ongoing**
-PSF will provide tips and ideas for best practices.
- ☐ **Participate in Carnival exhibitor conference call** **April 17 & 20, 2015**
-PSF will schedule and send "save-the-date" calendar request.
- ☐ **Post to social media outlets about your event participation (Twitter, Facebook, E-blasts, Instagram, etc.). Once-a-month is requested, but feel free to promote more!** **February - April**
-PSF will provide guidelines about how to best engage your potential audience via social media

Home Stretch, Presentations, Promotion, Finalized Events

- ☐ **Prepare for event by purchasing needed supplies, making copies, etc.** **Recommended:
April 24, 2015**
-PSF will provide tablecloths and exhibit signs. If you don't see them when you arrive, check with PSF staff on-site.
-To estimate the quantity of materials you may need, think about how many of your activities can be completed in one hour and multiply by 6!
- ☐ **Final social media push! Post as much as possible about your Science Festival participation in the week leading up to the event.** **Week before/of
Festival**
-PSF will provide additional support in pushing events in final week where needed

Cancellation Policy, Payment information, and Certificate of Insurance (COI)

All Payments and Certificates of Insurance (COI) are due no later than April 3, 2015.

Cancellation Policy:

Cancellation requests must be sent in writing to psfcarnival@stocktonandpartners.com.

Cancellations made prior to April 1, 2015 will be refunded 75% of the total cost. Cancellations made between April 1 and April 17, 2015 will be refunded 25% of the total cost. We are not able to refund any costs for cancellations made after April 18, 2015.

To Make a Payment By Check:

Please make your check payable to *The Franklin Institute* and send to:

Philadelphia Science Festival Carnival Registration

C/O: The Franklin Institute

Attn: Josette Hammerstone

222 North 20th Street

Philadelphia PA 19103-1194

To Make a Payment By Credit Card

- Click [HERE](#) or go to www.philasciencefestival.org/page/5-become-an-exhibitor
- Click the "Register Now" button
 - o Click "Modify Registration" if you have already registered your exhibit but and not yet paid.
 - o Click the "Register Now" button if you have not yet registered your exhibit
- Click through the payments page
- Select "Pay by Credit Card"
- Please note, a 3.5% processing fee will be added to your total

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 that includes the below verbiage, 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.

You will not be permitted to load in your exhibit until your COI has been submitted

PSF Carnival Terms & Conditions

*The terms "exhibit(s)", "exhibitor(s)" include food and merchandise vendors.

- All exhibits must be set and ready no later than 10AM, Saturday, May 2, 2015 and must be completely removed (including trash) no later than 6PM. Event strike begins at 4PM.
- All exhibits must be attended by qualified personnel from your organization during the hours of the carnival. (10AM - 4PM)
- Materials related to the exhibit or organization may be distributed to those interested, but please refrain from unrelated flyers as they add to litter on the event site.
- All exhibitors are required to use marketing style standards for signage, handouts and the like. A PSF Carnival style sheet will be available in the STEM Portal.
- Please notify PSF if your approved exhibit changes in any significant manner.
- All exhibit content must be suitable for a family audience.
- The Franklin Institute, as organizing entity of The Philadelphia Science Festival reserves the right to refuse any exhibitor registration.
- Exhibits selling merchandise require city permits and must be approved in advance by Philadelphia Science Festival and registered through this site. Please contact psfcarnival@stocktonandpartners.com with any questions.
- No exhibit materials should infringe on any copyright, trademark, patent or other third party right.
- The approved exhibit must be operated by the applying organization. No booths are to be subcontracted, assigned or transferred to a third party.
- The Franklin Institute, as organizing entity of The Philadelphia Science Festival, reserves the right to allow commercial sound, video recording, and photography by themselves and their sponsors. This material will be used to promote and market both the PSFC and their sponsor organizations. Exhibitors allow the use of these images by The Franklin Institute, it's partners, and sponsors without any limitation.
- Exhibitors agree to indemnify and hold harmless The Franklin Institute as the organizing body of the Philadelphia Science Festival, its producers, planners, sponsors, partner organizations and agents as well as the City of Philadelphia from and against any and all claims, losses, damage, injury and liability arising out of or in relation to Exhibitors participation in and attendance at the Carnival to the fullest extent of applicable law.
- Exhibitors must provide a certificate of insurance evidencing general liability and automobile insurance naming The Franklin Institute, Stockton & Partners, Inc., and the City of Philadelphia, its officers, employees and agents as additional insureds. In addition, Exhibitors must provide evidence of workers compensation insurance. Without this, you are not permitted to exhibit.
- The Franklin Institute, as organizing entity of the Philadelphia Science Festival, reserves the right to cancel without damages or other liability for lack of performance due to acts of God, war, terrorist act, government regulations, riot, disasters, strikes or other circumstances outside of the Philadelphia Science Festival's control, any one of which makes performance impossible.
- If an exhibitor chooses to cancel their registration and participation in the Science Carnival cancellation requests must be sent in writing to: psfcarnival@stocktonandpartners.com. Exhibitors who cancel prior to April 1, 2015 will be refunded 75% of their total costs. Cancellations between April 1 and April 17 will be refunded 25%. We are not able to provide any refunds for cancellations made after April 18, 2015.

Carnival Exhibitor Registration FAQ

1. I know that registration opened on January 12, but when does it close?

The deadline to register as an exhibitor and/or vendor is April 3, 2015. We strongly advise, as space is limited, that you sign up as soon as possible to guarantee your spot and your activity.

2. What is the early-bird special and when does it end?

Early-bird registration allows exhibitors to register at a discounted rate. The special pricing begins on January 12 and ends on March 15 at midnight. As of March 15, all registration prices increase by 15%.

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

Philadelphia Science Festival staff will work with all exhibitors to minimize potential overlap. The more detail we have about your plans early in the process, 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 develop a different activity.

4. 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 these costs may prohibit participation for some exhibitors and we would like to work with all groups to make entry possible. Contact Ellen Trappey at etrappey@fi.edu should you to discuss options.

5. What if it rains?

The Science Carnival is a rain or shine event so please be prepared for all types of weather. In an extreme case we will implement an inclement weather plan, which will be communicated to all via email.

6. What is included with each exhibit space?

Each registration will include the following:

- 8x10 tented exhibit space
- (1) 8 foot table
- (2) chairs
- (1) sign identifying your space

7. How many people have attended in the past?

In 2014, the Science Carnival drew more than 35,000 people. When preparing for the event, be sure to plan to serve a large audience. We ask that all exhibitors provide adequate staffing and materials to manage a crowd of this size. To estimate the amount of materials you may need, determine how many people your activity can accommodate in one hour and multiply by 6!

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

Yes - be sure to complete the registration forms for each of the spaces/activities your organization will have at the Carnival.

9. I've participated in the past – and was asked to phrase my exhibit title a certain way. Is anything this required again this year?

Yes - As in 2014, to promote the inquiry-based format of the program, we're asking that each exhibit again be phrased in the form of a question. For example, instead of "How Electricity is Created" it will be "How is Electricity Created?"

10. 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 provide some really helpful tips that will be useful in developing your exhibitor space. Additionally, please review the list of questions we're asking in the application in advance of beginning it. This will allow you to provide all of the information once you start the registration process.

2015 Carnival Registration Pricing

| Category | Early Bird Special | Full Price |
|--|--|-------------------|
| Festival Partners | \$0.00 | \$0.00 |
| Festival Partner Add'l Space | \$275.00 | \$316.25 |
| Festival Sponsors <i>(Contact Casey Drummond at cdrummond@fi.edu for sponsorship information)</i> | | |
| College or University | \$0.00 | \$0.00 |
| Corporation | \$0.00 | \$0.00 |
| Festival Sponsor Additional Space - | | |
| College or University | \$1000.00 | \$1,150.00 |
| Corporation | <i>Contact Casey Drummond at cdrummond@fi.edu for more information</i> | |
| College / University (non-sponsor) | \$1000.00 | \$1,150.00 |
| College or University Student Group | \$275.00 | \$316.25 |
| Corporation | \$2,500.00 | \$2,875.00 |
| Corporation Add'l Space | \$1000.00 | \$1,150.00 |
| K-12 Private School | \$275.00 | \$316.25 |
| K-12 Public and Parochial School | \$0.00 | \$0.00 |
| Non-Profit Organization | \$275.00 | \$316.25 |
| Non-Philadelphia Government Agency | \$550.00 | \$632.50 |
| Philadelphia Government Agency | \$0.00 | \$0.00 |
| Small Business (see qualifications) | \$750.00 | \$862.50 |
| Vendors | | |
| Food Vendor | \$250.00 | \$287.50 |
| Merchandise Vendor <i>(Must be science related merchandise)</i> | \$250.00 | \$287.50 |
| Partner Food Vendor | \$0.00 | \$0.00 |