Exhibitor Information
What Makes a Great Exhibit?

• Interesting Title

• Interactive or Dynamic exhibit
  – Activity – Parachute Station
  – Contest – Egg Drop Crash Survivability; Balloon Racers
  – Video – example: Tornado Technology
    http://youtu.be/kUQ7un_Z39w
  – Moving parts – Helicopter rotor and control
• Introduces something new to the audience
  – Robots in Agriculture
  – Digital Design Lab

• Show a way that engineering applies to everyday life or something they already know
  – Ice Cream Demonstration
  – Gridlock Buster (traffic light control)
• Things to Avoid
  – Acronyms
  – Static Displays: poster, brochure, and mints
  – Overly technical exhibits (remember your audience is school-aged kids, not other engineers)
FINDING UK, THEN FINDING ENGINEERING

You can use the MapQuest or Google maps link on the E-Day site to help you reach campus from your location. This customized campus map will be very helpful once you're in the area.

- Main Engineering Buildings with red background,
- Designated parking lots with highlighted background and P sign,
- Loading/unloading areas (Administration Drive/Limestone and the ASTeCC loading dock (with a blue dotted line leading up to it from Washington Avenue through a parking area).
Loading and Unloading

• Doors will open for exhibitors at 7am. The event is open to the public from 9am to 1pm. We would very much appreciate it if you can be set up by 9am and avoid tearing down before 1pm. Alternatively, you may set up on Friday, Feb. 24 between 4 and 5 pm. Some of the classrooms might still be in use at that time, so we might have to store your equipment in a neighboring room. If your location is already available, you are welcome to set up. Student volunteers will be working on Friday to move tables and chairs based on your request into and out of your location. *If you want to come in on Friday, please let us know so that we can meet you at the loading dock and open up for you.*

• The best location for loading and unloading is through the ASTeCC loading dock doorway. The location of the loading dock is marked with the dashed arrow on the attached map. The physical address is 145 Graham Avenue.

• You can also go to the main gate on Limestone Street into Administration Drive and drive up the hill. This is right in front of the Engineering complex. You may park along the blue curb temporarily and unload your car. Simply tell the gate attendant you are unloading or reloading for Engineer’s Day. If you unload there, it will be easiest after unloading to move your car into Parking Structure 5, which is next to the Peterson Building, between Limestone and Upper Streets, close to the Student Center.

• After unloading, you may not leave your vehicle parked in either loading zone or in any lot NOT highlighted on the attached map. DO NOT LEAVE YOUR VEHICLE PARKED ON A BLUE CURB OR IN ANY SPACE MARKED WITH BLUE LINES, ANY CURB OR SPACE MARKED WITH YELLOW AND BLACK OR YELLOW AND WHITE STRIPES, OR ANY HANDICAPPED SPACE unless you have a UNIVERSITY ISSUED handicapped permit. If you park in one of these locations, you will almost certainly be ticketed and possibly towed.

• Most of the exhibitor parking is close to the buildings. If you want to park and carry in your materials, you may certainly do that.
Parking During the Event

• Surface lot off Rose Street (Funkhouser Lot) - reserved for exhibitors and volunteers until 9:00 am. Just tell the attendant that you are an exhibitor for E-Day and are setting up, and they will let you park. You will NOT need a parking pass or permit.
• Surface lot off Washington Ave - reserved for exhibitors and volunteers until 9:00 am. Just tell the attendant that you are an exhibitor for E-Day and are setting up, and they will let you park. You will NOT need a parking pass or permit.
• Parking Structure #5, next to Kennedy Bookstore (open only on the Limestone Street side) is open to visitors and exhibitors. Use the pedway on the 3rd floor to cross Limestone.
• The Scott Street Lot is open to visitors and exhibitors.

• All of these are marked with a “P” sign on the map.
Resources at Exhibit Location

• Hallway tables will be skirted and all tables will be labeled with your group's name. (The skirts we provide are very basic blue plastic skirts so if you want a more attractive table you might wish to bring your own.)

• Each exhibit location will have the resources that you already requested: tables, chairs, outlets, etc. *Wireless internet is available throughout the area.*

• If anything is missing or if you need anything else please let us know and, if at all possible, we’ll get you what you need.
Food

• A hospitality room is provided in Room 161 Raymond (OHR). There will be coffee and light refreshments provided.
• The Rising Roll restaurant will likely be open in the Ralph G. Anderson Building (RGAN) first floor
• Some Bowman’s Den (temporary student center) venues will be open: Starbucks, Chick-fil-A, and Subway.
Tips from Discover Family Day

Large-scale engineering events are a great way for volunteers to reach lots of kids and for kids to try lots of activities. However, your one-to-one time with individual kids will be limited as a result. You may have only 5 to 10 minutes to make an impression on a child. Make this time count by following these tips.
Introducing the activity:

• **Try every challenge yourself** before doing it with kids. This will help you respond to kids’ questions and anticipate where they might need help.

• **Be friendly and patient.** People of all ages may feel shy about joining in the challenge. Smile and encourage them to take part.

• **Enlist the help of the adult who came with the children.** Ask them to read instructions and help younger kids with cutting, taping, and folding.

• **Adapt instructions to fit your audience.** Younger children may need to have you show them how to do the challenge step--by--step.
While kids are working:

• **Let kids explore freely as they investigate.** They will come up with lots of interesting solutions and learn from their mistakes.

• **Talk to the kids about the engineering, science, or math concept** behind the activity in kid--friendly language after they have had the opportunity to explore it themselves.

• **Talk to the kids about what you do,** what projects you are working on, and the people you work with—all in kid--friendly language. Rather than talking about the process of becoming an engineer, focus on the rewards of being an engineer. Ask kids what they like to do and see if you can link their career interests to engineering.

• **Point out to kids which part of the design process** they are doing as they progress through the engineering challenges, particularly as they test their designs. Testing/retesting is not only crucial to the design process, but it’s a great opportunity to take the pressure off kids if they don’t “get it right” the first time.
Ask kids questions to guide them:

- **To help a child stay focused on the activity, ask:**
  
  “What do you need to do now?”
  “How does your idea work?”

- **To help a child answer his/her own question, ask:**
  
  “Interesting question! How can we find out?”
  “Why do you think this happened?”

- **To help a child problem-solve or try another approach, ask:**
  
  “Is there another way to look at this?”
  “Why do you think this is happening?”

- **To help a child make real-world connections, ask:**
  
  “What does this remind you of?”
  “What are other examples where this happens?”

- **To help a child improve his/her design, ask:**
  
  “Could you change something to make it work better?”
  “What else would you like to try?”
  “Do you have any questions?”
Maximize your time:

Keep in mind the 5 to 10 minute time constraint as you interact with kids. It might be a good idea to have three main points you plan to make each time so that each kid you meet is likely to have a positive hands-on engineering experience.

• Share at least one way they are following the design process.
• Provide a simple explanation of the science or math behind the activity.
• Talk about your job as an engineer and/or how this activity links to the real world.