National Space Grant Booth Subcommittee Report

Crystal City, VA
March 2, 2012

Presented by A. Galvin on behalf of the Subcommittee
Booth/Display Subcommittee

• **Proposition:** Creation of a booth display to advertise the capabilities and opportunities provided by the National Space Grant Program.

• **Subcommittee:** Formed at the National Space Grant Directors Meeting in Green Bay WI, September 21-23, 2011. Members: D. Whitaker (IN), J. Gregory (AL), A.B. Galvin (NH), Technical Advisor: K. Donahue (NH). Special thanks to Nevada and Idaho Space Grants, and to Chris Koehler.

• **Charge to the Subcommittee:** Determine the **feasibility** of putting together a National Space Grant booth/display. This task was broken down to providing recommendations on the following items (subtasks):
  – Type of display/booth
  – Cost Estimates
  – Time to produce and deliver
  – Ideas on how to and/who could produce it
  – Concept of what could be on the display (not necessarily the message)
  – Determine if the display could be easily re-configured for different venues and opportunities
  – Determine if the display should be specific vs. a “timeless” message
The subcommittee “met” via telecoms and emails. The subcommittee’s consensus report with various options and recommendations was submitted to the Chair and Executive Committee of the National Council of Space Grant Directors on November 23 and December 5, 2011.

Upon the ExComm acceptance of the feasibility report, and choice of options, the subcommittee was further charged to create and carry out a booth implementation plan. Ancillary items such as table skirts and possible educational handout items were also explored. This plan was submitted to the Chair and Executive Committee on February 2, 2012.

Booth commission was executed and booth has been delivered to the March 2012 meeting in Crystal City VA.

Cost of booth itself was under $2500; with table skirts $3000. This modest cost makes having in the future different displays available (with different functions of Space Grant highlighted) a viable option.

Next stops for the booth: NSTA Conference in Indianapolis March 29 - April 1; Space Foundation National Space Symposium in Colorado April 16-19.
General Exhibit Considerations

- Potential audiences include, but may not be limited to:
  - Potential future employers of SG students
  - University and College faculty and students
  - K-12 Teachers
  - Informal Educators
  - NASA, Congress, State Government

- The message of the main display is meant to be “timeless” and generic, but at the same time specifically highlighting a Space Grant activity. Secondary displays (e.g., student hardware) and handouts should address the specific target audience. The organizer for a given conference takes lead (or designates) on providing any secondary display/handouts.

- Coordination of the booth usage is through the Council Chair.
Nimlok brand compact pop-up display with large graphic panel includes:

- 10’ frame with channel bars
- 4 panel graphic with fabric end caps
- light kit for top of display
- travel case (40” x 26” x 18”)
  with wheels for transport

Sold by: Imagecraft Exhibits
4155 Patriot Drive, Suite 100
Grapevine, Texas 76051
ph 972.350.0404

Contact: Kathy Glidewell
kglidewell@imagecraftexhibits.com

Cost: $2324 + shipping (est.$85)= $2409
From a Space Grant-sponsored scientific balloon mission:
18 August 2007, 8:01am    Location: N40°33′31.61″ W119°20′24.44″
Elevation 93,343 feet above sea level

Courtesy of Nevada Space Grant, Eric Wang, Jeff LaCombe, Blake Poe, & Travis Fields
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Courtesy of Nevada Space Grant, Eric Wang, Jeff LaCombe, Blake Poe, & Travis Fields
Assembly ... only six pages of instructions
National Space Grant Booth Tablecloths...

Tablecloth set includes:
1 – 8ft. black tablecloth
2 – 6ft. black tablecloths
1 – imprinted white tablecloth runner
2 – grey carrying cases

Imprinted runner can be used atop any of the tablecloths

Vendor: 4 Imprint
101 Commerce St.
Oshkosh, WI 54901
www.4imprint.com
Ph 1.800.7.446.7746
Item# 2212 tablecloth kit

Cost for tablecloth set:
$535 + $41.01 shipping = $576.01
Sample postcards provided at this meeting ... similar items may be used as educational handouts at conferences --

4” x 6”, 4-color front, black back
Glossy UV coating on front

Files for future reprints (which includes the SG url) are available from Toni Galvin, NHSGC. (Zip archive is 13 MB. Format is *.indd)

http://national.spacegrant.org

Postcard samples provided by NH Space Grant. Cost for 250 with a discount was $63.63. Normal price for 500 would be $196.10 plus S&H.

Vendor: PsPrint
2861 Mandela Parkway
Oakland, CA 94608
Ph 800.511.2009
www.psprint.com
Identifying Display Items...

Display booth and tablecloth carrying cases have been equipped with identification tags using the image that appears on the display and postcard.

The plastic ID holders can be assembled to include your business card/contact information.

Tags for cases are provided courtesy NH Space Grant, available for $.99/each at [www.amazon.com](http://www.amazon.com).

Similar items may be of interest for distributing at booth.