



# **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

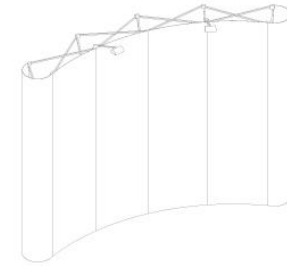
# Booth/Display Subcommittee

- 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.

## National Space Grant Tradeshow Display...



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](mailto:kglidewell@imagecraftexhibits.com)

Cost: \$2324 + shipping (est.\$85)= \$2409

## About the Image...

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





## About the Image...

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



# Assembly ... only six pages of instructions

**nimlok**  
DISPLAY AND EXHIBIT SYSTEMS

**1 OPENING THE FRAME**  
3 feet (0.91 meters) should be positioned at the top of the frame.

**2**

**3**

**4 ATTACHING PANELS**  
To attach panels, use Panel #1 on the left side of the unit, as per the location of the unit.

**5**

**6**

**SHADOWBOX ASSEMBLY**

**1** After installing the Channel Bars, insert the Top & Bottom into the Frame.

**2** While holding up the Top, insert the Sides between the Top & Bottom.

**3** To finish the installation, slide in the Clear Struts & attach the Back.

**PACKING INSTRUCTIONS**

1. Insert Channel Bars into the holder in the bottom of the case.

2. Place the Counter Top in the Protective Bag, then place it in the case along the side opposite the door.

3. Place the Framework into the Channel Bar holder.

4. Place the unopened Panels between the Counter Base and Counter Top.

5. Roll up the Counter to Counter Outer Panel, insert it with caution bands & insert it in the center of the Wagon/Panel, then seal the bottom of the case.

Slide the Light Cover between the Frame and Counter Base.

Refer to Front Cover for packing diagrams.





## National Space Grant Booth Tablecloths...

#2212-kit

NATIONAL SPACE GRANT  
COLLEGE & FELLOWSHIP PROGRAM

Taking students to the edge of space...and beyond



Tablecloth runner imprint:

National Space Grant  
College & Fellowship Program

Taking students to the edge of space...and beyond

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](http://www.4imprint.com)

Ph 1.8077.446.7746

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 --

Image 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

© 2007 courtesy of Nevada Space Grant,  
Eric Wang, Jeff LaCombe, Blake Poe, & Travis Fields

The NASA National Space Grant College and Fellowship Program is a national network of colleges and universities, industry, museums, science centers, state and local agencies, working together to expand opportunities for Americans to understand and participate in NASA's aeronautics and space projects. There are 52 Space Grant consortia representing all 50 states, the District of Columbia and the Commonwealth of Puerto Rico.

<http://national.spacegrant.org>



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)



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](http://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.



Amazon.com: White Rigid Plasti...  
www.amazon.com

amazon.com FREE Two-Day Shipping: See details

Shop All Departments Search Office Products GO Cart Your Lists

Office & School Supplies Printers & Ink Office Electronics Pens & Writing School Supplies Notes & Paper Office Organization Shipping & Moving

White Rigid Plastic Luggage Tag Holder 1840-6208 and 6" Loop  
by Specialist ID  
Be the first to review this item | Like (1)

Price: \$0.99  
In Stock.  
Ships from and sold by Specialist ID.

Quantity: 1  
\$0.99 + \$3.49 shipping  
In Stock. Sold by Specialist ID  
Add to Cart  
or  
Sign in to turn on 1-Click ordering.

**Product Specifications**

Brand Name:	Specialist ID
Manufacturer Part Number:	1840-6208

**Technical Details**

- White Rigid Plastic Luggage Tag Holder
- P/N 1840-6208
- 6" Worm Loop Strap Included (P/N 2410-2000) Holds a business card or Photo ID

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.