



FutureFest Exhibitor Information

Thank you for joining us for FutureFest! We appreciate your contributing to the interesting activities at the festival. It is going to be a great day filled with fabulous cultural performances, amazing innovations, and lots of things for the public to see and do.

The information below should give you a clear picture of what to expect on Sunday, September 15, 2019.

Attached please find the program with map for FutureFest as well as an unattractive map that has a detailed list of booths and booth numbers. Your table will also be marked with a sign and your booth number as you enter. The map isn't to scale and is meant to give an overview of the festival layout. Some changes may have to be made in our site plan on Sunday if we find that the tents aren't fitting where we anticipate.

UNLOADING is between 10:00am-12noon (indoors) and 9am-11:30am (outdoors).

All booths are either on the Plaza or in the Civic Building. Parking is available in the Montgomery County garage across the street on Ellsworth Drive. If you are able, the best plan to unload is to park and carry your items across the street. There is also a street directly behind the building, Veterans Place, on which you can pull up and unload. Meters on Veterans Place will be bagged for you to pull up and unload. If you use this street you need to quickly unload, move your car, and then set-up your booth. We will have volunteers on-site to help you unload and get to your booth. We will have a limited number of hand-carts/dollies, so bring one if you can. The building will be accessible through the double doors on the loading dock, back-door, and front entrance. You need to be in and completely set-up by noon. If no-one is at your space, we will reassign it.

Directions via Metro:

Take the red line to the Silver Spring Metro Station. After exiting on Wayne Avenue, walk three short blocks north to the intersection of Wayne and Fenton Street. Turn left and walk one block to the intersection with Ellsworth Drive.

Directions From 495:

Take 495 to Colesville Road South (Exit 30B). After approximately 1.5 miles turn left onto Cedar Avenue (it is Spring Street on the opposite side). Turn right onto Pershing Drive. To access the back of the building, turn right onto Veterans Place.

Parking:

The Town Center Parking Garage is available on Ellsworth Drive. This garage is accessible by Ellsworth Drive or Roeder Road. The Wayne Avenue Parking Garage is available from the alleyway off of Ellsworth Drive or Wayne

Avenue. As it is a Sunday, no fee will be required to park at either garage. Do not park in the Whole Foods lot, you will be towed.

Rain or Shine

The event is rain or shine. We will begin the day outside, but if it begins to rain unceasingly, or we have lightning, we will all move inside. If it does not look like the storm will pass quickly, we will make a decision about moving indoors and someone will come around to tell you to move your belongings to a table indoors or under cover in the pavilion.

In Your Booth

Outdoor booths have a tent, 6' table, and two chairs. Indoor booths have a 6' table, 2 chairs, and 8' of space. Tables have a tablecloth provided, please be sure to leave it behind at the end of the day. **Indoor spaces do not have a tent so you should bring an easel to display any signs.** Nothing can be affixed to the walls or floor. There will be a limited amount of extra tables or chairs on site. Our resources are limited, so please be conservative in your request.

Checking In

Go straight to your booth. You don't need to check-in, we will come by your booth to make sure you are in attendance prior to the event. If you are not present by 11:30am, your booth will be reassigned. In your section, an Area Manager is available to answer any questions and assist you with your setup.

Electricity

Electricity is available on the Plaza and in the Building for those who indicated it was necessary it in your application. **Bring surge protectors, extension cords and mats to cover the extension cords to prevent tripping.** As much as possible, we placed electrical requests in booths backing to electricity so cords would not have to cross pedestrian paths. We will have back-up generators to support the electricity in the plaza. Unfortunately, the plaza has a very poorly designed electrical system. **You should absolutely come with all of your electronics pre-charged and only plug in when it is necessary.**

Signage

The festival is supplying a standard identifying maker sign for your booth. If you would like additional signage, please feel free to make it. **Your signage (and any display) may not interfere with the look of the festival, the site lines of your fellow exhibitors or impede the walkways. Signage displays are restricted to standard conference/free standing/ pull up vertical display banners (8'x3'); or horizontal banners of 8'x3'.**

Internet Connectivity

Wireless service is provided in the building but can be spotty at the edges of the plaza. A hardwire connection will not be available.

Festival Breakdown

The Festival is open until 5pm and early breakdowns will not be permitted. Booth areas must be clean and free of trash by 6:30pm. PLEASE place your trash in trash receptacles at the end of the day and don't leave your area a mess. For larger trash, there are dumpsters behind the building. Please separate your recycling and distribute that in a recycling container. Our goal is to be as green as possible!

Promotion

Please take five minutes today to promote the event, and share it with all of your followers. We have a great line-up of free activities planned and we need your help spreading the word about the festival!

- FutureFest [Facebook event](#) (hashtag #KIDFutureFest)
- FutureFest website: kid-museum.org/futurefest
- FutureFest marketing [resource page](#)
- Brief blurb describing the event:

_____ is proud to be a part of FutureFest™—where kids can spark their imagination and families can celebrate their collective power to invent the future! This free family festival, one of the DC region’s largest, has it all: Real fun. Real tools. Real skills for the future. Join us! FutureFest™, brought to you by KID Museum in partnership with Montgomery County and Fund for Montgomery, takes place Sunday, September 15, 12-5pm at Veterans Plaza and the Silver Spring Civic Center — One Veterans Place, Silver Spring MD 20910. kid-museum.org/futurefest

CONTACT INFORMATION - FutureFest Team

The FutureFest is being organized by KID Museum. KID Museum is a new kind of museum, offering unique, interactive learning experiences to children and families in the Washington, D.C. region. Through hands-on science, technology, engineering, art and math, integrated with an exploration of world cultures and global citizenship, KID Museum is inspiring the next generation of innovators.

Museum’s prototype space is at Davis Library, Bethesda. www.kid-museum.org

If you have questions prior to our call, please email: Elizabeth Gallauresi, Event Coordinator at egallauresi@themodernmuse.com

Exhibitor Checklist

- Read this exhibitor manual to help plan your exhibit setup and learn what to expect at FutureFest.
- Post on facebook, send a tweet, add web banners to your website and email to tell your friends and family that you will be at FutureFest. Thanks for helping spread the word!
- Design the “look and feel” of your table or area at FutureFest. Create the best way to demonstrate or showcase your project. Determine what props you will use to decorate your area – e.g. finished projects or components, tablecloth, supplies, descriptive signage, etc. to share how you made it and enhance the attendee experience.
- Decide if you will need any additional signage (other than the standard sign we provide) to describe your exhibit or notify attendees of scheduled activities/performances. Make sure you determine how you will display it. The Festival is only supplying one standard sign, the rest is up to you.
- Start a checklist of all items that you need to bring to the festival. Think about who will help you set up and how to pack for easy load in. Please come prepared with all that you require for setup.
- Determine who will help you with your exhibit on show day. Crowds will be large and you will need assistance.
- Don’t forget to return your Exhibitor agreement.

Deadlines

- TODAY** – Promote the Festival!
- September 13** – FutureFest Exhibitor Agreement emailed back

Set Up & Showtime

- Sunday, September 15** Set Up 10:00 am-12noon (outdoors 9-11:30) Showtime 12:00 noon – 5:00 pm

Booth Tips & Suggestions

The most important draw for having people visit your organization is having an interesting looking, colorful booth with a good activity for the public. Booths with colorful projects, beautiful décor, interactive exhibits and activities, and staff/volunteers that are engaging the public always attract a lot of attention.

Make your booth attractive so that people will come to see you!

- Bring a tablecloth for any extra tables. Cover our cloth with paper or plastic if your project will ruin it (or bring your own).
- Wrap a backdrop around the back of your booth by hanging curtains or material or use free standing screens for posters and signs. (Adhere to the signage rule, banners not to exceed 8'x3'.)
- Hang a banner if you have one. (Adhere to the signage rule, banners not to exceed 8'x3'.)
- Place free standing exhibits, décor, things that represent your organization around the booth to draw people in to look at.
- Arrange completed projects to display, interesting project components, or photographs in your booth.
- Arrange plants or flowers in your booth.
- Arrange the booth so people can enter and talk to you.
- **At the FutureFest if there is room by your booth or in front of you (don't block the walk-way) please feel free to spill out of your booth. In fact, we encourage you to do so! Please always keep your neighbors in mind and be considerate!**

Engage their attention!

- Stand and talk to the people who approach your table.
- Call out to passer-bys to encourage traffic at your booth.
- Have an activity for adults or kids.
- Provide a giveaway.

Items that you might want to bring:

- Information on your organization
- A supplies list for your maker project with directions
- Extension cords, power strips, and mats
- Flyers for upcoming programs
- Card table (one table and 2 chairs are provided)
- Box of giveaways
- Raffle bowl, raffle form, pens
- Mailing list
- Banner, twine, or bungee cords, pins
- Laptop (pre-charged)
- Table cloths, flowers, balloons, décor for your tent
- Supplies for your activity