

# SUPER SATURDAY

science, technology, engineering and math expo

## May 19, 2012 @ the Harlem Armory

### FAQ for Activity Partners

#### What is Super Saturday? >>

This is a one-day expo, designed for youth and their families, featuring Science, Technology, Engineering and Math (STEM) interactive activities and demonstrations. Additionally, public school students (Pre-K-Grade 12) are docents who exhibit their own STEM projects. It is a free event, held in partnership between Manhattan's Community School District 5, Morningside Area Alliance and Abyssinian Development Corporation. This will be the 6<sup>th</sup> Super Saturday event to take place since 2008.

The goal is to create a high-quality experience for families through the activities offered. There will be **100+ hands-on activity booths** in the 50,000 square-foot Harlem Armory: from solar power, to the science of nutrition, to educational video games, booths will showcase the diversity of STEM fields and the infinite applications to the real world. In a move toward STEAM education (STEM + Art) we will also show ways that both visual and performing arts are connected to STEM and make a connection between the right and left brain.

From their experience we hope that youth are inspired to take action: to get excited about their science and math classes, sign up for a special program, pursue a STEM college education, or connect with a new mentor. Can your organization help to do that? See last year's [video](#) and [photo album](#).

#### Who can participate? >>



Anyone with a STEM focus can facilitate an activity booth: museums \* science and technology centers \* colleges and universities \* non-profits \* professionals \* companies \* libraries \* corporations \* government agencies \* and more. Our goal is to curate a collective of high quality STEM-related organizations (large and small, from the renowned to the lesser known) in the NYC area. With the collaborative effort of all activity partners we will send the message that “knowledge is power” and that STEM can solve our world and communities’ biggest challenges in health, education, and environment.

#### Why should my organization or institution participate? >>

Because you have the resources to help excite and motivate students and parents to consider the wide possibilities of STEM careers, education and how STEM can solve today's most pressing challenges.

Besides your commitment to the goal stated above, you want:

- An opportunity for publicity and outreach in the Upper Manhattan community
- To meet other STEM organizations, institutions and professionals in the field
- To promote your offerings to a wide and diverse community
- To apply innovative teaching methodologies
- To increase awareness of your programs, products and professions
- To reach 1,500 or more children and parents in a few hours
- To be a STEM mentor and role model for youth
- To help build a more diverse STEM community of problem solvers
- To share your passion for STEM education



## When and where is the event? >>

The event takes place on **Saturday, May 19, 2012**, and is open to the public from **10:00 AM to 3:00 PM**.

It is held at the **Harlem 369<sup>th</sup> Regiment Armory**, 142<sup>nd</sup> St and 5th Avenue, NY, NY 10037. All exhibitors arrive between 8:00-9:00 AM to set up activity booths. \*There may be an opportunity to set up / drop off materials the day before.

## What community does this event serve and attendance? >>

We primarily serve families in upper Manhattan, and specifically the 30 schools / 13,000 students in District 5, but the event is promoted city-wide with families attending from all boroughs. Last year's attendance hit about 1,500 youth and adults. We hope to see that increase at least 25%; although it could be more!

## What are the guidelines for participating? >>

- Activity booths clearly demonstrate applications, principles or theories of science, math, technology or engineering
- Bring your best and create a stimulating experience for participants: activities are hands-on, interactive and experiential for youth, adults and educators that attend the event. All participants should have the opportunity to touch, manipulate, investigate and interact with what you bring
- Make it relevant - for youth, parents and educators. Each of our audience member types has unique needs and values. Customize your method of engagement, and be prepared to be equally resourceful to each. This is how we will create an enriched STEM community.
- Facilitators are personable and engaging with children and adults. They are experienced educators that facilitate inquiry and make links to real world STEM applications
- Activity booths are suitable for indoor space (8 foot tables and/or floor space). The Armory is a large, open floor space, with little to no constraints for activities.
- Activities are large or small (or medium or extra large). We try not to limit your available space, but we do need advance time to prepare for your space needs. First come, first serve for special needs.
- There are no sales of products or information of any kind on the premises

## What do we provide? >>

- 8 foot table (more than one table can be provided-- first come, first serve upon request)
- Wi-Fi access and electricity (you will be within at least 15-20 feet of electricity access)
- Lunch and beverages



## What should you bring? >>

- All needed materials, equipments and supplies. Bring extra extension cords, power strips - and duct tape is usually handy!
- Signage for your booth. Free-standing banner signs and table cloths tend to work best. There is no wall space to hang signs
- Enough staff to support your booth for the full event, as well as to take breaks and visit other booths at the expo
- Wear clothing that represents your organization or affiliation as possible
- Snacks and water. We provide lunch and beverages for you, but it never hurts to be prepared on this active and busy day

## What you can do to promote Super Saturday >>

- Distribute fliers or postcards to families either by email or in person (let us know if you need fliers)
- If you participated in the event in the past, use word of mouth to let people know about it
- Tweet about the event. Follow [@supersaturday](#) on Twitter and mention us. We will mention your involvement, too!
- "Like" our [Facebook page](#) and follow it for posts about the event
- Post the event on your website calendar
- Write a blog post about your involvement (before or after the event)
- Share last year's [video](#) or [photo album](#)

## How does my organization participate? >>

Just tell us by that you would like to participate! Then once you are approved, complete an activity form detailing the scope of your activities and your needs for the event. Submit a completed form on or before **April 1, 2012**. We love early birds!

## Contact >>

For more information or ideas about how your organization could participate, contact [Christine Petro](#) or [Jamel Scutchins](#) at Morningside Area Alliance, (212) 749-3705 or (212) 749-1570.

**Christine Petro** / m. (814) 289-6217 / [Christine.Petro@morningsidealliance.org](mailto:Christine.Petro@morningsidealliance.org)

**Jamel Scutchins** / m. (917) 399-8209 / [Jamel.Scutchins@morningsidealliance.org](mailto:Jamel.Scutchins@morningsidealliance.org).