Our Mission

Our mission is to create meaningful experiences that promote a culture of lifelong learning and career readiness with an emphasis in science, technology, engineering, arts and mathematics (STEAM).
3:30 – 4:30 - History, Mission & Format of iMAGINE Upstate, Explain Registration Process

4:30 – 5:00 - Elements of a Successful STEAM Exhibit
• ScanSource presentation

5:00 – 6:00 - Small Group Time/Guidance

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FAQs

When will the festival take place?
• The Festival will take place on April 6th, 2019, in the Heart of Downtown Greenville from 11 AM-5 PM.

When does the application close?
• The application period will close on February 14th.

When will I be notified if my exhibit application has been accepted?
• All applicants will be notified regarding the status of their application acceptance on or before February 16th. You will be required to register when your application is accepted.

What if it rains?
• The iMAGINE Upstate festival will take place rain or shine! If extreme or unsafe weather conditions do arise, we will promptly relay our inclement weather plan to your organization’s main contact.

What if another group has a similar activity to the one we hope to provide?
• iMAGINE Upstate staff will work with all exhibitors to minimize potential overlap. The more detail we have about your plans, the easier it will be to avoid repeating the same activity in multiple locations. In the event that multiple groups submit the same activity, our staff will work with you to develop a different activity.

Will I be able to request volunteer help for my exhibit?
• Yes. While we encourage you to host your festival experience with the help of your organizations staff, if at any time you feel that you need to request some outside assistance, please contact us and we will work to assist you. Volunteers for the day of the exhibit may be requested, but are not guaranteed. Please send volunteer requests to info@imagineupstate.org
What does a typical exhibit space look like?
• Each tent space will be provided with a tent, banner with organization name, 8 ft. x 2 ft. table and two chairs. Additional chairs and tables may be available upon request. Standard tent size is 10’ x 10’. Large tent sizes (double tents) are based on Partnership Levels. You will be notified of tent specifications at the end of the registration process. Tent space is limited and sizes cannot be guaranteed.

How many supplies will I need to provide for activities?

How many attendees should I expect at my tent?
• The festival will run from 11 AM-5 PM. Last year’s festival saw an attendance of over 12,000 children and families. That being said, we ask that you prepare activities for at least 1,000-2,000 participants at the festival. The more supplies you can provide, the less likely you will be to run out of supplies. If you run out, please be prepared to offer a demonstration or educational experience for the remainder of the event. Leaving the event early is strongly discouraged.

Can I bring giveaway items to hand out to festival attendees?
• Exhibitors may give away items that include a company logo, provide business cards or flyers, or other small promotional materials at their tent. However, it is important that the promotional materials in no way distract from the educational experience. All materials must be listed in the application and approved.
Registration Process

• Registration will be from **February 16 – March 8**. You will find a link to the registration page on our website. **Registration is required to confirm your participation.**

**Steps for Registration**

• Confirm your information from the application and revise as needed. Let us know of any changes to your application.
• Upload the following required documents:
  • Certificate of Insurance (COI)- Clemson University must be added to your liability insurance
  • Business license
  • IRS Tax Determination Letter (Nonprofits only)
  • Signed waiver (not for Greenville County Schools or contracted organizations)

**Payment Information**

- **Standard rate for businesses is $350.** All businesses and for-profit schools will be invoiced in mid-March. Payment must be made to Clemson University and designated for iMAGINE Upstate.
- **THIS FEE MAY NOT BE SATISFIED VIA IN-KIND DONATIONS.**
Judging Criteria

Exhibits will be selected by a Peer Review Committee based on the following criteria:

**Eligibility Requirements**
Exhibitors must have a geographic presence in South Carolina. Exhibitors are responsible for hosting their own exhibit area, providing supplies, planning activities, and providing volunteers to instruct and facilitate participation from the audience. All exhibits are required to demonstrate and/or facilitate learning related to Science, Technology, Engineering, Arts and Mathematics.

**Disqualifiers**
Exhibitors may not sell items or services at their booth without exception. Arts-related exhibits must also provide an explicit connection to one of the other four STEM areas. All exhibits must comply with policies established by iMAGINE Upstate and the City of Greenville.
Judging Criteria

1. FOSTER INTERACTIVE LEARNING
Provide an interactive, hands-on learning experience related to STEM.

2. PROMOTE INNOVATION AND CREATIVITY
Are engaging, fun and showcase innovation and creativity, featuring new and exciting education and career opportunities. Preference will be given to up-and-coming innovations and technologies.

3. ALIGN WITH AGE-APPROPRIATE STEM EDUCATION STANDARDS
Are designed for an appropriate age range to foster grade-level STEAM learning.

4. ALIGN WITH COLLEGE AND CAREER PATHWAYS
Are designed and implemented to showcase specific college and career pathways by linking activity to “real-world” jobs and educational fields.

5. OFFER EDUCATION AND CAREER GUIDANCE
Offers volunteers the opportunity to interact with students and offer educational and career guidance as well as instruction on the activity itself.

6. ORGANIZED AND SCALABLE FOR LARGE AUDIENCE
Are well-organized and plans are described in detail, including set-up requirements and the ability to provide activities for 1,000+ participants. # of volunteers is sufficient. Activities should be easy to replicate and cost-effective.

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Elements of A Successful Exhibit

1. Be realistic! Consider your volunteer to student ratio. If you’re short on people to man your booth, plan an activity that is more self-led by the participants (signs can help with this, see #3). You should have at least 2 volunteers per 10 people visiting your booth at any given time.

2. Think about the flow of your exhibit space. Does your activity need a starting point and have participants move down your table from one end to the other? Do you need space next to your table to perform your activity? Do you need a way to divide your space (i.e. curtain)?

3. Think about what signage you need- signs can help when the major crowds hit in the afternoon. If you are going to have a starting point at your exhibit for your activity, you may want a sign for that. If you’re going to have multiple activities at your exhibit, you’ll want a sign for each one (it’s helpful to have a little info on what the activities are about for when things get crowded).

4. Brand your exhibit and provide handouts or promo items. It’s always good to have information about what your business/organization does, career information, etc.

5. Plan for crowds. Make sure you have enough people and enough supplies for your exhibit to serve at least 1,000 participants.

6. Pre-pack any give-away bags and bring extra supplies (I always bring a sharpie, duct tape, masking tape, clear packing tape, pens and pencils, and more materials than I need to do my activity.)

7. Bring snacks and water. You are also free to visit the Volunteer Tent for snacks! Just make sure you have someone to cover for you.

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List & Links for STEAM Activities

- Pbskids.org
- EIE.org
- https://imagineupstate.org/stem-activities/
- https://www.nasa.gov/audience/foreducators/index.html
- https://www.teachengineering.org/
- http://discoverere.org/our-activities
- https://www.howstuffworks.com/
- https://globaldigitalcitizen.org/36-stem-project-based-learning-activities

Via Pinterest:
- https://www.pinterest.com/explore/steam-activities/
- https://www.pinterest.com/imagineupstate/steam-in-the-streets/
- Playdough To Plato - https://www.playdoughtoplato.com
- Left Brain Craft Brain - https://leftbraincraftbrain.com/28-days-hands-on-stem-activities-kids/
Recap & Sharing Suggestions
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