



A free festival to have fun learning science!  
[www.stpetescifest.org](http://www.stpetescifest.org)

## Exhibit Best Practices

### How do I build a hands-on booth?

All booths should feature hands-on activities that answer a question like “Should I be afraid of a zombie apocalypse?” or “What makes ice cream cold?” Allow your audience to be scientists as they explore possible answers to these and other important questions. Each experiment should be simple and efficient, allowing for 3-5 scientists at a time. If you’d like ideas about how to create a fun and engaging activity, check out [www.howtosmile.org](http://www.howtosmile.org) and the following video that provides helpful tips in developing your exhibit: (<https://sciencefestivals.org/resource/discovery-day-how-to-build-a-carnival-booth/>).

### What age group should I target with my exhibit?

The St. Petersburg Science Festival attracts visitors of all ages. During the Saturday public festival, you may choose the age range of your desired audience, from pre-K to senior citizens. Friday exhibitors should target their exhibit activity to groups of 15-20 4th-5th grade students.

### What if another group offers a similar exhibit activity?

The program committee will work individually with all exhibitors to minimize potential overlap. The more detail we know about your plans, the easier it will be to avoid repeating the same activity in multiple locations.

### What else should we consider? Sustainability!

The St. Petersburg Science Festival is taking steps to ensure that this event uses best practices with regard to sustainability. Please join us in reducing the use of single-use plastics and waste when you are making decisions regarding exhibit materials and giveaways.

### Social Media: Engage your audience!

We aim to engage the science-interested community with local science events in the Tampa Bay area and tag our exhibitors and sponsors with captivating material to keep our community excited about science year-round. Please tag us in your posts pertaining to hands-on activities, share that you will be attending the festival, and share your photos and videos from the event. Please use our hashtag #ScienceInTheSun and tag us in any social media platforms you use: @StPeteSciFest