Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Class\_\_\_\_\_\_\_\_\_\_\_\_

**A (insert your county) County STEM Fair**

**Objective**

Students will use management decision-making skills to complete all the necessary tasks of staging a STEM Fair.

**Materials**

Computers; projector; Internet; paper and printer for print items

**Procedure**

You are the Chairperson of the “\_\_\_\_\_\_\_\_\_\_ County Robotics Fair” (You supply the name of your county) Committee. Your goal is to ensure 100% occupancy by STEM vendors located within ***your county***. You have space for 30 booths. The event will take place on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (pick a date). Your duties are as follows.

**Duties**

1. Determine your target market (who you want to draw to your event).
2. Select the vendors that will participate.
3. Decide on admission charges.
4. Plan the arrangement of the floor plan for the event.
5. Secure the site (must be in your county). Look up the location on Internet.
6. Decide how you will promote the event to the public.
7. What type of entertainment will participate? When? Variety?

**Prepare**

* One direct mail (postcard or flyer)
* One press release (story that tells who, what, where, when, and why) and you must
* include at least two quotes from someone who has participated in the past
* One TV commercial (use multimedia software or a video production software)
* One non-traditional promotion such as an airplane trailer, a “sandwich promo” walker,
* skydiver, etc.

**Design**

Design a layout and floor plan and list the participating vendors in their booth locations. (Use word processing software.)

**Reflect**

What considerations did you take in deciding where to locate the participating teams and vendors ***within*** your chosen site?