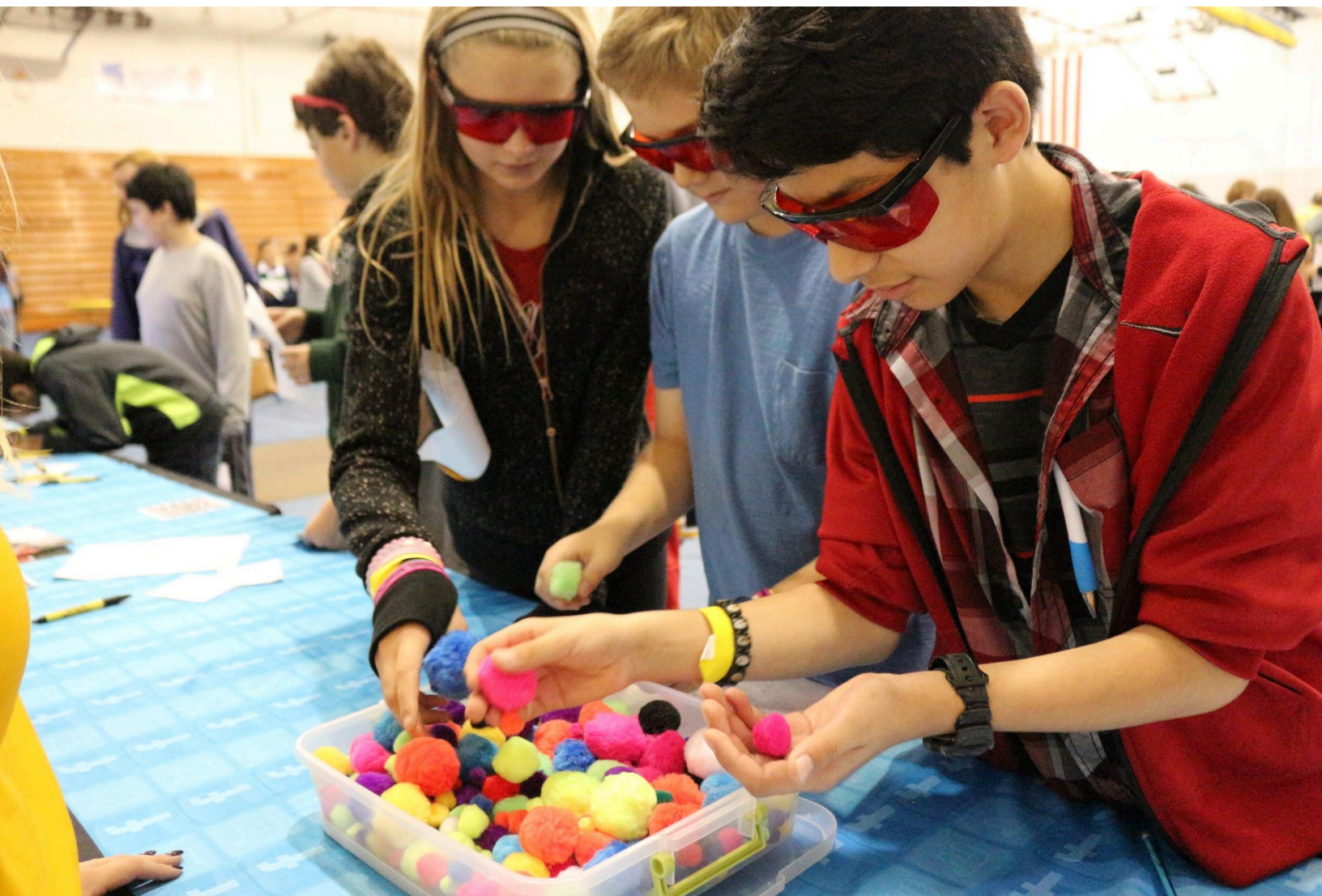




Event Exhibitor FAQ:

For Departments or Organizations Deciding to Host Activities at a Mind Trekkers Event





What is Mind Trekkers?

The Mind Trekkers Road Show is Michigan Technological University's traveling K-12 outreach initiative founded in 2010. The group brings the excitement of science, technology, engineering, and mathematics (STEM) directly to K-12 students in hands-on venues. Mind Trekkers attends expos and events throughout the nation to showcase engaging, hands-on experiments and activities. Undergraduate and graduate student volunteers serve as a pipeline, connecting thousands of prospective students to higher education and STEM career opportunities while enjoying one-of-a-kind opportunities and experiences. Mind Trekkers is inspiring our next generation of leaders to seek answers and get excited about STEM education.

What does a Mind Trekkers event look like?

A Mind Trekkers event is a hybrid cross between a science fair and a carnival. It is a high-energy, upbeat atmosphere that promotes hands-on learning and interaction between volunteers and attendees. Each table will have a demonstration and attendees will be free to move about them at their own pace. There will be music playing and Mind Trekkers will do their signature LN2 explosion throughout the day. A typical event is a Friday/Saturday structure with Friday being a field trip day for schools only, typically for middle school-aged students. Saturday is free and open to the public and the entire community is invited to join us.

What kind of time commitment is a Mind Trekkers event?


A typical Mind Trekkers event, using the Friday/Saturday structure, runs from 9:00 am to 2:30 pm on Friday for registered schools, and from 10:00 am to 3:00 pm on Saturday for the general public. There will be additional time for set-up and cleanup, dependent on the exhibitor and the types of demonstrations you bring to the event.

What are the benefits of becoming an event exhibitor?

A Mind Trekkers event will typically host 2,500-6,000 local students, families, and community members and leaders over the course of two days. You will have the opportunity to showcase the services and opportunities your group provides. You will also help Mind Trekkers inspire students to continue their education in STEM fields, learn more about careers in the STEM fields, and show them how fun STEM can be.

Our friends at the USA Science & Engineering Festival also point out that supporting STEM Outreach is beneficial for your organization for the following reasons:

- Raise Awareness for Workforce Development in STEM

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- Illuminate Your Organization
 - Connect with Future Employees
 - Highlight Diversity in STEM
 - Build Partnerships with Other Participating Organizations
 - Marketing and Media ROI
 - Volunteer Opportunities for Your Employees/Members
 - A Positive Future for STEM

What if we don't have any demonstrations on hand?

Have no fear! Mind Trekkers has an entire stockpile of demonstrations that can be lent out at the event or can be created from simple household items. If finding a demonstration is an issue for your organization, we are more than happy to help brainstorm ideas or select demonstrations to bring with us for your group. Having an activity attracts more students to your table and they will engage with you longer. When you register for the event, just let us know that you would like to borrow a Mind Trekkers demonstration.

How can we advertise our organization at the event?

Your organization is more than welcome to use your own table cloths and have some signs promoting yourselves. We ask that you do not hang things on the host site's walls to avoid possible damages. There will be some space right next to or behind your tables for these promotional items. You can also supply your own giveaways to send home with attendees.

How do we sign up?

Mind Trekkers exhibitor registration is usually sent through a Google Form. We will ask for the number of tables/chairs your group requires, how many volunteers will be staffing your tables, your power requirements, and other details about your activities. Once you are signed up, Mind Trekkers will confirm the details of your group closer to the event and provide additional logistical information about the event. Non-sponsoring exhibitors can usually request up to 3 tables (or equivalent open floor space).

