

ROBO-EXPO

PLANNING GUIDE

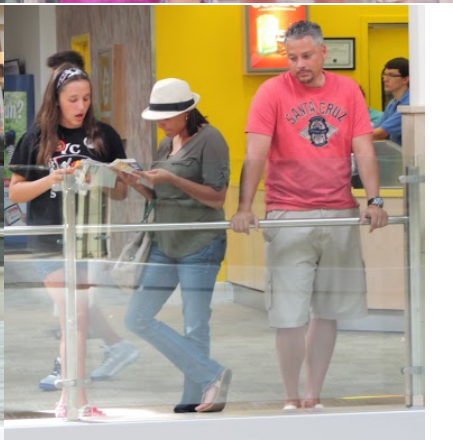


PVC PIRATES TEAM 1058

FIRST ROBOTIC COMPETITION

LONDONDERRY HIGH SCHOOL

LONDONDERRY, NEW HAMPSHIRE



ROBO-EXPO
SEPTEMBER 6, 2014
PHEASANT LANE MALL, NASHUA, NH

March 2015

Congratulations on your decision to host a Robo-Expo event in your area. This manual is a guideline of steps to assist you in hosting a successful event. It is not required that you follow these exact steps.

During the planning process for your event, record notes in this manual to reference for next year. It will be easier to have all the information in one binder. You can even bring the information to the event for easy reference.

If you need assistance or have questions, please contact us.

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LONDONDERRY, NEW HAMPSHIRE 03053-3095
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ROBO-EXPO

Robo-Expo is an all-encompassing public outreach effort designed to showcase FIRST and all the programs it has to offer. Utilizing the high-traffic nature of a shopping mall, teams from all disciplines of FIRST demonstrate their robots to gain the attention and excitement of shoppers, and then engage spectators in discussion about FIRST, and how it can play a role in inspiring students to pursue careers in science and technology.

In short, Robo-Expo is...

A HIGH-VISIBILITY, HIGH-VOLUME, LOW-COST
OUTREACH EVENT TO INSPIRE OTHERS WITH
OUR REAL-WORLD APPLICATION OF ROBOT
BUILDING AND PROBLEM SOLVING SKILLS. IT'S
AN OPPORTUNITY TO SHOW WHY WE LOVE
FIRST, AND HOW IT FOSTERS A PASSION FOR
SCIENCE, TECHNOLOGY, ENGINEERING AND
MATH, WHILE ALSO TEACHING REAL WORLD
SKILLS THAT LAST A LIFETIME.

A successful Robo-Expo will help teams engage literally thousands of individuals in a single day. Many passers-by have never heard of FIRST, or are unfamiliar with all the programs. Robo-Expo provides an opportunity to introduce these people to programs age-appropriate for their children, or engage potential sponsors and mentors and show them what FIRST is all about.

WHO BENEFITS FROM ROBO-EXPO?

THE COMMUNITY:

The local community benefits from Robo-Expo in many ways. Children and shoppers are exposed to a world of learning in science and technology they may have never known existed otherwise. People are inspired by the efforts taken by the team members and their creations. Would-be mentors are introduced to the program and are greeted by energetic students who encourage participation in the program. It also gives members of the local community an opportunity to see the success of their school systems, and in some cases, their tax dollars at work.

THE HOST TEAM:

Creates the opportunity to reach out and interact with a large and varied demographic of the community in a single venue. Through the planning and execution of a Robo-Expo event, host teams gain an in-depth knowledge of what it takes to produce an event. Team members are exposed to many aspects of production including meeting with event-coordinators, facility walk-throughs and planning, coordinating with other teams or vendors, FIRST field setup, and all the smaller logistical tasks that arrive along the way. Beyond this, teams gain great public exposure and recognition for hosting such an exciting event. Additionally, this is a great opportunity for fund-raising by selling lightbulbs through the FIRST E-Watt program, or reaching potential sponsors. Ultimately, through Robo-Expo, the host team is one step closer to meeting the ultimate goals of FIRST by reaching out and inspiring their community.

THE PARTICIPATING TEAMS:

Robo-Expo gives participating teams easy access to high-traffic public outreach. With the host team coordinating most of the logistics, participating teams can more-or-less arrive and drive. With thousands of shoppers passing by, teams can engage many people in a short period of time to discuss FIRST and science and technology. It's also a great opportunity to fund-raise or meet potential mentors and sponsors.

THE MALL:

The Host Mall benefits through increased community involvement and attracting consumers through exciting displays. Through working with the teams the Host Mall is directly contributing to a strong sense of community, and demonstrating their commitment to education and STEM learning. By helping teams host the Robo-Expo, they are also able to use this exciting demonstration to attract shoppers who may have

not otherwise been in the mall, or to engage shoppers for a longer period of time than they may have been at the mall otherwise.

FIRST:

FIRST benefits greatly from Robo-Expo through exposure of all their programs to thousands of individuals. Coordinated by teams and supported by the mall, this program puts very little burden on FIRST with a healthy return in the form of community engagement. By demonstrating all of the FIRST programs, future participants are introduced to the programs appropriate for them, and information about how to join or start a team is provided on-the-spot. This creates a great opportunity to get more people involved and increase the reach of FIRST.

SPONSORS:

Sponsors gain from Robo-Expo through brand exposure and community involvement. With thousands of individuals passing by, a sponsor's name displayed predominantly is a great opportunity to gain more exposure and brand awareness. It also displays their community involvement to shoppers and support of local teams. Lastly, it gives teams an opportunity to invite sponsors to see their robot in action on a regulation field, but in a less intense environment compared to a competition. Teams can stop to let sponsors get up-close and personal with the robots, or even try driving the robot themselves!

HOW TO GET STARTED

FOUR MAIN STEPS:

- **LOCATE AN APPROPRIATE VENUE**
- **ESTABLISH A WORKING RELATIONSHIP WITH THE VENUE**
- **CONTACT**
- **ESTABLISH A PRELIMINARY DATE**
- **RESERVE THE FIELD WITH FIRST**

VENUE SELECTION

When considering a venue you will want to keep the following factors in mind:

Location of the venue:

- Geographically accessible for teams and spectators
- Loading dock for field load in and robot access to the building

Size of the venue: Will the space accommodate:

- Half or full FRC competition field
- One or two FLL competition tables
- One or two Tech Challenge fields
- One or two FLL Jr. displays
- Team toolboxes and supplies
- Team tables to display awards and team handouts
- Table for fundraising sales
- Table for FIRST brochures

Number of spectators/customers:

- Does this venue have enough exposure and foot traffic for this size event?
- Will the event draw enough spectators for the venue to be interested in hosting the event?

Relationship with FIRST?

- Does the venue already have a working relationship with FIRST, your team, school, or mentors?
- Have you previously used this venue?
- Is the venue a Simon Mall?

[HTTP://WWW.SIMON.COM/MALL](http://www.simon.com/mall)

A WORLD OF SHOPPING AWAITS YOU.

ALL OVER THE WORLD



ALASKA

ANCHORAGE: ANCHORAGE 5TH AVENUE MALL

ARKANSAS

NORTH LITTLE ROCK: MCCAIN MALL

ARIZONA

CHANDLER: PHOENIX PREMIUM OUTLETS

TEMPE: ARIZONA MILLS®

CALIFORNIA

BREA: BREA MALL®
CABAZON: DESERT HILLS PREMIUM OUTLETS®
CAMARILLO: CAMARILLO PREMIUM OUTLETS®
CARLSBAD: CARLSBAD PREMIUM OUTLETS®
FOLSOM: FOLSOM PREMIUM OUTLETS®
GILROY: GILROY PREMIUM OUTLETS®
LIVERMORE: SAN FRANCISCO PREMIUM OUTLETS
MILPITAS: GREAT MALL®
MISSION VIEJO: THE SHOPS AT MISSION VIEJO
MONTEBELLO: THE SHOPS AT MONTEBELLO
NAPA: NAPA PREMIUM OUTLETS®
ONTARIO: ONTARIO MILLS®
ORANGE: THE OUTLETS AT ORANGE
PALO ALTO: STANFORD SHOPPING CENTER
PETALUMA: PETALUMA VILLAGE PREMIUM OUTLETS®
PISMO BEACH: PISMO BEACH PREMIUM OUTLETS®
PLEASANTON: STONERIDGE SHOPPING CENTER®
SAN DIEGO: FASHION VALLEY
SAN DIEGO: LAS AMERICAS PREMIUM OUTLETS®
SANTA ROSA: SANTA ROSA PLAZA®
SANTA ROSA: CODDINGTOWN MALL
TORRANCE: DEL AMO FASHION CENTER®
VACAVILLE: VACAVILLE PREMIUM OUTLETS®
WESTMINSTER: WESTMINSTER MALL®

COLORADO

AURORA: TOWN CENTER AT AURORA
GRAND JUNCTION: MESA MALL
LAKEWOOD: COLORADO MILLS®
LAKEWOOD: DENVER WEST VILLAGE

CONNECTICUT

CLINTON: CLINTON CROSSING PREMIUM OUTLETS®
WATERFORD: CRYSTAL MALL

DELAWARE

DOVER: DOVER MALL®
DOVER: DOVER COMMONS®

FLORIDA

BOCA RATON: TOWN CENTER AT BOCA RATON®
BOYNTON BEACH: BOYNTON BEACH MALL
CORAL SPRINGS: CORAL SQUARE
DESTIN: SILVER SANDS PREMIUM OUTLETS®
DORAL: MIAMI INTERNATIONAL MALL
ELLENTON: ELLENTON PREMIUM OUTLETS®
ESTERO: COCONUT POINT®
ESTERO: COCONUT POINT COMMUNITY CENTER
FORT MYERS: EDISON MALL
HOMESTEAD: FLORIDA KEYS OUTLET CENTER
JACKSONVILLE: THE AVENUES
JACKSONVILLE: ST JOHNS TOWN CENTER™
JACKSONVILLE: ST. JOHNS TOWN CENTER STRIP
JENSEN BEACH: TREASURE COAST SQUARE
MELBOURNE: MELBOURNE SQUARE
MIAMI: DADELAND MALL
MIAMI: AVENTURA MALL
MIAMI: THE FALLS®
NAPLES: NAPLES OUTLET CENTER

OCALA: PADDOCK MALL
ORANGE PARK: ORANGE PARK MALL
ORLANDO: THE FLORIDA MALL®
ORLANDO: WATERFORD LAKES TOWN CENTER
ORLANDO: ORLANDO PREMIUM OUTLETS® - VINELAND AVE
ORLANDO: ORLANDO PREMIUM OUTLETS® - INTERNATIONAL DR
ORLANDO: OUTLET MARKETPLACE
PANAMA CITY BEACH: PIER PARK
PANAMA CITY BEACH: PIER PARK WEST
PENSACOLA: CORDOVA MALL
PORT CHARLOTTE: PORT CHARLOTTE TOWN CENTER
PORT RICHEY: GULF VIEW SQUARE
SANFORD: SEMINOLE TOWNE CENTER
SOUTH MIAMI: THE SHOPS AT SUNSET PLACE
ST AUGUSTINE: ST. AUGUSTINE PREMIUM OUTLETS®
ST PETERSBURG: TYRONE SQUARE MALL®
SUNRISE: THE COLONNADE OUTLETS AT SAWGRASS®
SUNRISE: SAWGRASS MILLS®

GEORGIA

ATLANTA: LENOX SQUARE®
ATLANTA: NORTHLAKE MALL®
ATLANTA: PHIPPS PLAZA
BUFORD: MALL OF GEORGIA®
CALHOUN: CALHOUN PREMIUM OUTLETS®
DAWSONVILLE: NORTH GEORGIA PREMIUM OUTLETS®
KENNESAW: TOWN CENTER AT COBB
LAWRENCEVILLE: SUGARLOAF MILLS®

HAWAII

WAIPAHU: WAIKELE PREMIUM OUTLETS®

IOWA

CEDAR RAPIDS: LINDALE MALL
SIOUX CITY: SOUTHERN HILLS MALL

ILLINOIS

AURORA: CHICAGO PREMIUM OUTLETS®
CALUMET CITY: RIVER OAKS CENTER
GURNEE: GURNEE MILLS®
HUNTLEY: HUNTLEY OUTLET CENTER
LINCOLNWOOD: LINCOLNWOOD TOWN CENTER
ORLAND PARK: ORLAND SQUARE MALL
PEORIA: NORTHWOODS MALL
SCHAUMBURG: WOODFIELD MALL
SPRINGFIELD: WHITE OAKS MALL

INDIANA

BLOOMINGTON: COLLEGE MALL
CARMEL: CLAY TERRACE
EDINBURGH: EDINBURGH PREMIUM OUTLETS®
GREENWOOD: GREENWOOD PARK MALL
INDIANAPOLIS: CASTLETON SQUARE MALL
INDIANAPOLIS: CIRCLE CENTRE
INDIANAPOLIS: THE FASHION MALL AT KEYSTONE
INDIANAPOLIS: CLAYPOOL COURT
KOKOMO: MARKLAND MALL
LAFAYETTE: TIPPECANOE MALL
MICHIGAN CITY: LIGHTHOUSE PLACE PREMIUM OUTLETS®
MISHAWAKA: UNIVERSITY PARK MALL
MUNCIE: MUNCIE MALL

NOBLESVILLE: HAMILTON TOWN CENTER

KANSAS

TOPEKA: WEST RIDGE MALL

WICHITA: TOWNE EAST SQUARE

WICHITA: TOWNE WEST SQUARE

LOUISIANA

KENNER: THE ESPLANADE®

LAKE CHARLES: PRIEN LAKE MALL

MASSACHUSETTS

DANVERS: LIBERTY TREE STRIP

AUBURN: AUBURN MALL

BOSTON: COPLEY PLACE

BOSTON: THE OFFICES AT COPLEY PLACE

BRAINTREE: SOUTH SHORE PLAZA®

BURLINGTON: BURLINGTON MALL®

CHESTNUT HILL: THE MALL AT CHESTNUT HILL

DANVERS: LIBERTY TREE MALL

HYANNIS: CAPE COD MALL

LEE: LEE PREMIUM OUTLETS®

MARLBOROUGH: SOLOMON POND MALL

NORTH ATTLEBORO: EMERALD SQUARE

PEABODY: NORTSHORE MALL

SAUGUS: SQUARE ONE MALL

WORCESTER: GREENDALE MALL®

WRENTHAM: WRENTHAM VILLAGE PREMIUM OUTLETS®

MARYLAND

BOWIE: BOWIE TOWN CENTER

HAGERSTOWN: HAGERSTOWN PREMIUM OUTLETS®

HANOVER: ARUNDEL MILLS®

HANOVER: ARUNDEL MILLS MARKETPLACE

QUEENSTOWN: QUEENSTOWN PREMIUM OUTLETS®

WALDORF: ST. CHARLES TOWNE CENTER

MAINE

BANGOR: BANGOR MALL®

KITTERY: KITTERY PREMIUM OUTLETS®

MICHIGAN

ANN ARBOR: BRIARWOOD MALL

BIRCH RUN: BIRCH RUN PREMIUM OUTLETS®

NOVI: NOVI TOWN CENTER

MINNESOTA

ALBERTVILLE: ALBERTVILLE PREMIUM OUTLETS®

DULUTH: MILLER HILL MALL

EAGAN: TWIN CITIES PREMIUM OUTLETS

EDINA: SOUTHDALE CENTER®

SAINT PAUL: MAPLEWOOD MALL®

MISSOURI

CHESTERFIELD: ST. LOUIS PREMIUM OUTLETS®

INDEPENDENCE: INDEPENDENCE CENTER®

OSAGE BEACH: OSAGE BEACH PREMIUM OUTLETS®

SPRINGFIELD: BATTLEFIELD MALL

MISSISSIPPI

GULFPORT: GULFPORT PREMIUM OUTLETS®

RIDGELAND: NORTHPARK MALL®

NORTH CAROLINA

CHARLOTTE: SOUTHPARK

CHARLOTTE: THE VILLAGE AT SOUTHPARK

CHARLOTTE: CHARLOTTE PREMIUM OUTLETS

CONCORD: CONCORD MILLS®

SMITHFIELD: CAROLINA PREMIUM OUTLETS®

NEW HAMPSHIRE

MANCHESTER: THE MALL OF NEW HAMPSHIRE

MERRIMACK: MERRIMACK PREMIUM OUTLETS®

NASHUA: PHEASANT LANE MALL

NEWINGTON: THE MALL AT FOX RUN

SALEM: THE MALL AT ROCKINGHAM PARK

NEW JERSEY

EAST BRUNSWICK: BRUNSWICK SQUARE

EDISON: MENLO PARK MALL

EDISON: MENLO PARK OFFICE BUILDING

ELIZABETH: THE MILLS AT JERSEY GARDENS

FLEMINGTON: LIBERTY VILLAGE PREMIUM OUTLETS®

HACKENSACK: THE SHOPS AT RIVERSIDE®

JACKSON: JACKSON PREMIUM OUTLETS®

JERSEY CITY: NEWPORT CENTRE

JERSEY CITY: NEWPORT CROSSING

JERSEY CITY : NEWPORT PLAZA

LAWRENCE TOWNSHIP: QUAKER BRIDGE MALL®

LIVINGSTON: LIVINGSTON MALL®

ROCKAWAY: ROCKAWAY TOWNSQUARE®

TINTON FALLS: JERSEY SHORE PREMIUM OUTLETS®

TOMS RIVER: OCEAN COUNTY MALL®

NEW MEXICO

ALBUQUERQUE: COTTONWOOD MALL

ALBUQUERQUE: ABQ UPTOWN

NEVADA

LAS VEGAS: THE FORUM SHOPS AT CAESARS®

LAS VEGAS: LAS VEGAS PREMIUM OUTLETS® - SOUTH

LAS VEGAS: LAS VEGAS PREMIUM OUTLETS® - NORTH

RENO: MEADOWOOD MALL®

NEW YORK

CENTRAL VALLEY: WOODBURY COMMON PREMIUM OUTLETS®

GARDEN CITY: ROOSEVELT FIELD®

HUNTINGTON STATION: WALT WHITMAN SHOPS®

LAKE GROVE: SMITH HAVEN MALL

LAKEWOOD: CHAUTAUQUA MALL

NANUET: THE SHOPS AT NANUET®

WATERLOO: WATERLOO PREMIUM OUTLETS®

WHITE PLAINS: THE WESTCHESTER

WHITE PLAINS: THE GALLERIA AT WHITE PLAINS®

YORKTOWN HEIGHTS: JEFFERSON VALLEY MALL

OHIO

AURORA: AURORA FARMS PREMIUM OUTLETS®

DUBLIN: THE MALL AT TUTTLE CROSSING®

FAIRLAWN: SUMMIT MALL

LIMA: LIMA MALL

MENTOR: GREAT LAKES MALL

MONROE: CINCINNATI PREMIUM OUTLETS®
RICHMOND HEIGHTS: RICHMOND TOWN SQUARE
YOUNGSTOWN: SOUTHERN PARK MALL

OKLAHOMA

OKLAHOMA CITY: PENN SQUARE MALL®
TULSA: WOODLAND HILLS MALL®

OREGON

TROUTDALE: COLUMBIA GORGE PREMIUM OUTLETS®
WOODBURN: WOODBURN PREMIUM OUTLETS®

PENNSYLVANIA

BETHEL PARK: SOUTH HILLS VILLAGE
GROVE CITY: GROVE CITY PREMIUM OUTLETS®
KING OF PRUSSIA: KING OF PRUSSIA®
KING OF PRUSSIA: KING OF PRUSSIA® THE PAVILION
LANGHORNE: OXFORD VALLEY MALL®
LANGHORNE: LINCOLN PLAZA
LANGHORNE: ONE OXFORD VALLEY
NORTH WALES: MONTGOMERY MALL®
PHILADELPHIA: PHILADELPHIA MILLS®
PITTSBURGH: ROSS PARK MALL
POTTSTOWN: PHILADELPHIA PREMIUM OUTLETS®
SPRINGFIELD: SPRINGFIELD MALL
TANNERSVILLE: THE CROSSINGS PREMIUM OUTLETS®
WHITEHALL: LEHIGH VALLEY MALL

PUERTO RICO

BARCELONETA: PUERTO RICO PREMIUM OUTLETS®
CAROLINA: PLAZA CAROLINA

SOUTH CAROLINA

ANDERSON: ANDERSON MALL
GAFFNEY: GAFFNEY PREMIUM OUTLETS®
GREENVILLE: HAYWOOD MALL

SOUTH DAKOTA

RAPID CITY: RUSHMORE MALL
SIOUX FALLS: THE EMPIRE MALL

TENNESSEE

KNOXVILLE: KNOXVILLE CENTER
KNOXVILLE: WEST TOWN MALL
LEBANON: LEBANON PREMIUM OUTLETS®
MEMPHIS: OAK COURT MALL
MEMPHIS: WOLFCHASE GALLERIA®
MEMPHIS: OAK COURT OFFICE BUILDING
NASHVILLE: OPRY MILLS®

TEXAS

ALLEN: ALLEN PREMIUM OUTLETS®
AUSTIN: BARTON CREEK SQUARE
AUSTIN: THE ARBORETUM
AUSTIN: GATEWAY SHOPPING CENTERS
AUSTIN: THE DOMAIN®
AUSTIN: THE SHOPS AT ARBOR WALK
AUSTIN: THE OFFICES AT THE DOMAIN
CEDAR PARK: LAKELINE® MALL
CYPRESS: HOUSTON PREMIUM OUTLETS®

DALLAS: GALLERIA DALLAS
EL PASO: CIELO VISTA®
EL PASO: SUNLAND PARK MALL
FORT WORTH: THE SHOPS AT CLEARFORK
FORT WORTH: UNIVERSITY PARK VILLAGE
GARLAND: FIREWHEEL TOWN CENTER
GARLAND: THE OFFICES AT FIREWHEEL TOWN CENTER
GEORGETOWN: WOLF RANCH
GRAND PRAIRIE: GRAND PRAIRIE PREMIUM OUTLETS
GRAPEVINE: GRAPEVINE MILLS®
HARLINGEN: VALLE VISTA MALL
HOUSTON: THE GALLERIA®
HURST: NORTH EAST MALL
IRVING: IRVING MALL
KATY: KATY MILLS®
LONGVIEW: LONGVIEW MALL
MCALLEN: LA PLAZA MALL
MERCEDES: RIO GRANDE VALLEY PREMIUM OUTLETS®
MIDLAND: MIDLAND PARK MALL
ROUND ROCK: ROUND ROCK PREMIUM OUTLETS®
SAN ANTONIO: INGRAM PARK MALL
SAN ANTONIO: ROLLING OAKS MALL
SAN MARCOS: SAN MARCOS PREMIUM OUTLETS®
TEXAS CITY: TANGER OUTLETS IN GALVESTON / HOUSTON
TYLER: BROADWAY SQUARE®

VIRGINIA

ARLINGTON: FASHION CENTRE AT PENTAGON CITY
ARLINGTON: THE WASHINGTON TOWER
CHARLOTTESVILLE: CHARLOTTESVILLE FASHION SQUARE
CHESAPEAKE: CHESAPEAKE SQUARE
GLEN ALLEN: VIRGINIA CENTER COMMONS
LEESBURG: LEESBURG CORNER PREMIUM OUTLETS®
WILLIAMSBURG: WILLIAMSBURG PREMIUM OUTLETS®
WINCHESTER: APPLE BLOSSOM MALL
WOODBIDGE: POTOMAC MILLS®

WASHINGTON

KENNEWICK: COLUMBIA CENTER
NORTH BEND: NORTH BEND PREMIUM OUTLETS®
SEATTLE: NORTHGATE MALL
TACOMA: TACOMA MALL
TULALIP: SEATTLE PREMIUM OUTLETS®

WISCONSIN

FOND DU LAC: FOREST MALL
GREEN BAY: BAY PARK SQUARE
GREENDALE: SOUTHRIDGE MALL®
JOHNSON CREEK: JOHNSON CREEK PREMIUM OUTLETS®
PLEASANT PRAIRIE: PLEASANT PRAIRIE PREMIUM OUTLETS®

INTERNATIONAL

CANADA

HALTON HILLS: TORONTO PREMIUM OUTLETS™
MIRABEL: PREMIUM OUTLETS® MONTREAL

JAPAN

AMI: AMI PREMIUM OUTLETS®
FUKUOKA: TOSU PREMIUM OUTLETS®
GOTEMBA CITY: GOTEMBA PREMIUM OUTLETS®
HYOUGO-KEN: KOBE-SANDA PREMIUM OUTLETS®
IZUMISANO: RINKU PREMIUM OUTLETS®
SANO: SANO PREMIUM OUTLETS®
SENDAI: SENDAI-IZUMI PREMIUM OUTLETS®
SHISUI MACHI INBA GUN CHIBA: SHISUI PREMIUM OUTLETS®
TOKI: TOKI PREMIUM OUTLETS®

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KOREA, REPUBLIC OF

GIJANG-GUN: BUSAN PREMIUM OUTLETS
PAJU: PAJU PREMIUM OUTLETS
YEOJU: YEOJU PREMIUM OUTLETS

MEXICO

MEXICO CITY: PREMIUM OUTLETS PUNTA NORTE®

MALAYSIA

JOHOR BAHRU: JOHOR PREMIUM OUTLETS

ESTABLISH WORKING RELATIONSHIP WITH VENUE CONTACT

Our experience has been working with our local Simon Mall representative. The following steps can be modified to fit any venue.

- Contact the mall for the name and contact information (name, email address and telephone number) for the “Event Coordinator” or “Marketing Department.”
- Send the contact person an explanatory email and then follow up in person. The email should include information about:
 - Your team and school
 - FIRST
 - Robo-Expo – What it is and what you need from them
 - The benefits of hosting the event
 - Plan for future communication
- Remember to be formal and polite – this is not a personal email to a friend
- If you are having difficulty locating the contact information for your mall, you can send a message by email at the following address: www.simon.com/contact
- This is an example of an email and the Simon Mall response.

From: Event Planner Team 1058
To: pr@simon.com,
Date: 06/11/2014 07:12 PM
Subject: Possible FIRST Robotics Event: Robo-Expo

To Whom it May Concern,

Hello, I'm the student representative for FIRST Robotics Competition Team 1058, The PVC Pirates from Londonderry High School. FIRST is a non-profit organization that is dedicated to encouraging young people to be leaders in STEM fields.

I am contacting you to see if you would be interested in working with us to host an outreach event. The robotics exposition event, which we call Robo-Expo, has been held in the Pheasant Lane Mall for the past three years, although we're hoping to expand the event to multiple venues. We've worked with Simon representatives on this event in years past, and it has been very successful.

The event is usually held in mid-August, for 6-8 hours. It's a robotics exposition that is intended to spread the word of FIRST to younger kids during the back-to-school shopping time. We set up part of a competition field with several other local FIRST

teams of various ages and levels of competition. It attracts shoppers from surrounding areas to the mall as well. In years past, we've counted about 1,000 spectators per hour.

Please let me know if you're interested in collaborating with us on this event, and thank you for your consideration.

Sincerely,
(Name removed)
Event Planner
FRC Team 1058

----- Forwarded message -----

From: <CBeaulieu@simon.com>
Date: Thu, Jun 12, 2014 at 9:24 AM
Subject: Re: Fw: Possible FIRST Robotics Event: Robo-Expo
To: xxxxxxx@gmail.com
Cc: AFritchey@simon.com

Hi (Name removed) -

I was forwarded your email from our corporate office and would be more than happy to set up a time to discuss your thoughts on an event here or at other NH Simon properties.

Let me know what your availability is to meet here at the mall and we can go from there - thanks!

Candice Beaulieu
Director of Marketing & Business Development
Pheasant Lane Mall

310 Daniel Webster Highway
Nashua, NH 03060
T 603.888.0005 F 603.888.2514
cbeaulieu@simon.com

-
- Follow up with the Mall Event Coordinator to discuss a date and time for an in-person appointment

- Ask for a few available dates
- Immediately communicate these available dates with your team mentor and two team members.
- Choose a date from the selection provided and call the Mall Event Coordinator to confirm the date. This will show that you are respectful of his/her schedule and that you are professional.
- Two or three days before the in-person appointment, confirm the date and time with the Mall Event Coordinator. Be sure to copy your team mentor and team representatives. Arrange for team representative transportation to the mall, if needed.

AT THE IN-PERSON APPOINTMENT WITH THE MALL EVENT COORDINATOR

Tour the Event Area

- Take a tour of the event area
- Confirm there will not be a fee for hosting the event at the mall
- Establish the schedule for spectators
- Take picture to reference later
- Draw a rough draft of the area

Discuss Logistical Questions

- Where the fields and tables will be set up?
- Where is the electrical access? Will the mall be able to provide extension cords? How many? Length?
- What entrance or load dock will be available to load in the field boxes? This is important because of their weight and size.
- What will the mall be able to supply for tables, chairs, and crowd control roping?

Discuss Load-In Requirements

- When will the teams be able to arrive to load in?
- Will the teams have access to the event area to build the field the day/night before the event?
- What time must they exit?
- Where will the field boxes be stored overnight?
- What security will be provided during the overnight?

Establish a Preliminary Event Date

Things to consider when establishing an event date:

- When is a high-traffic time for the mall? Coincide with Back-to-school time or busy weekends
- What other events would be taking place at the mall on the event date?
- Would these other events draw spectators away from Robo-Expo or add to the number of spectators?
- Do not finalize the Robo-Expo event date until you have secured a field from FIRST and contacted other teams.
- Tentatively set the event date with a promise to confirm it with the Event Coordinator within a week.

Mall Event Permissions and Requirements

- Does the mall require an insurance binder from your school or sponsoring group as the hosting team?
- Do participating teams need to provide liability forms or waivers?
- Are there any rules regarding team fund raising at the event?
- Will the mall prepare any press releases before or after the event to notify the public? Request that the team receive a copy of all of this information.
- Are there any rules regarding the teams preparing their own press releases and inviting the media?
- Are there any rules regarding signage and if it can be displayed outside of the event area?

SECURE THE PLAYING FIELD FROM FIRST

- Contact FIRST Headquarters or your Regional Office to secure the field for the day before, day of, and possibly the day after the event.
- Confirm what will be included with the field?
 - FRC Field
 - FLL Tables
 - Field components for each
 - Carpeting
 - Directions
 - Other Supplies needed? Duct tape?
 - Tools required
 - Vacuum
 - Other?
- Discuss the size of the vehicle needed to transport the field
- Reserve a truck from a rental company, if needed.
- Confirm a drive for truck rental
- Discuss the process for formalizing the field rental
- Complete that paperwork process

*****IMMEDIATELY CONFIRM THE EVENT DATE AND LOGISTICAL INFORMATION WITH THE MALL EVENT COORDINATOR*****

CONTACT LOCAL FIRST TEAMS TO PARTICIPATE

Once the date has been confirmed, immediately begin contacting local FIRST teams to participate in Robo-Expo.

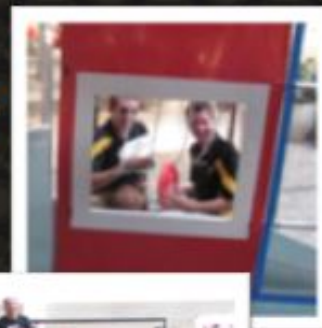
- The goal is to have FIRST Robotic Competition teams, FIRST Lego League Teams, FIRST Tech Challenge and FIRST Lego League Jr. Teams.
- The FIRST website, www.usfirst.org, is a good resource to find them through their team website link, Facebook pages, and Twitter accounts.
- When the teams have committed to participate, remind them to invite:
 - families and friends
 - their sponsors
 - teachers
 - school principals
 - local representatives
 - school board members
- Emphasize that your team is counting on their attendance and that you require notification if they cannot attend.
- Remind them to bring their banners, trophies, and other team brochures.
- Confirm that a mentor, student, or other individual is able to set up scoring and operate the electrical and lighting for the goals.
- Confirm that a mentor, student, or other individual is available to provide music, if interested.
- Music must be age appropriate and allowed by the mall.
- Provide a sound system. Test the system to maintain volume that does not overpower the team members speaking with spectators and the robot demonstrations.

THREE WEEKS PRIOR TO ROBO-EXPO

- Confirm the date with the Mall Event Coordinator
- Confirm Local Team attendance and schedules
- Contact FIRST to order promotional material:
 - What is FIRST? (Includes all the programs)
 - Scholarship information
 - Volunteer information
 - Sponsorship information
 - I Love Robot Stickers (if available)
- Create Public relations schedule and write press releases for
 - Local Newspaper
 - Local Schools
 - Create a plan to have team members attend the grade schools to promote the event
 - Posters in the schools
 - TV Media
 - Letters to School Board Members
 - Principals – Get on the school district calendars
 - Teachers – Let the faculty and staff of your school district celebrate your accomplishments with you.
 - Mall postings



Londonderry High School
Team 1058



ROBO EXPO

Live Robot Demonstration

**SATURDAY,
SEPTEMBER 6
10 A.M. to 4 P.M.**



Located between
Dick's Sporting
Goods and Macy's
Pheasant Lane Mall, Nashua, NH

TWO WEEKS PRIOR TO ROBO-EXPO

- Do a walk-through at the mall with the Mall Event Coordinator, your mentor, and Team Representatives
- Confirm all of the logistical details with the Mall Event Coordinator
 - Load-in schedule
 - Electrical needs, tables, chairs, crowd control roping
 - Security
 - Breakdown schedule
- Confirm the field rental, schedule, and location with FIRST.
- Confirm rental vehicle and driver to transport field to and from the mall
- Contact local participating teams to confirm their number of team members attending, and their availability for load-in, the Robo-Expo event, and breakdown.
- Create a schedule of participating teams, team captains, and mentors with phone numbers for quick reference.
- Send local participating teams a check list of what to bring:

LOCAL PARTICIPATING TEAM CHECK LIST

- ☐ Robot
- ☐ Drivers Station
- ☐ d-Link
- ☐ Field Components
- ☐ Spare Parts
- ☐ Batteries
- ☐ Tool Kit
- ☐ Extension cords
- ☐ Team Handouts/Stickers
- ☐ Team Banners
- ☐ Trophies
- ☐ Photobooks
- ☐ FIRST brochures

HOSTING TEAM CHECK LIST

HOSTING SUPPLIES

- ☐ Event Binder
- ☐ Camera
- ☐ Mall posters
- ☐ Marketing supplies
 - FIRST brochures
 - FIRST website business cards
- ☐ Office Supplies
 - Tape (regular, masking, duct)
 - Scissors
 - Stapler and staples
 - Pens
 - Clipboards
 - Paper
 - Zip ties
 - Garbage bags
- ☐ Fundraising
 - Products for sale
 - Change for fundraising sales
 - Change box
 - Fundraising Signs
 - Tablecloth
- ☐ Lost and found box
- ☐ Water
- ☐ First Aid kit
- ☐ Donation containers

TEAM SUPPLIES

- ☐ Robot
- ☐ Drivers Station
- ☐ D-Link
- ☐ Field Components
- ☐ Spare Parts
- ☐ Batteries
- ☐ Tool Kit
- ☐ Extension cords
- ☐ Team Handouts
- ☐ Team Banners

- ☐ Trophies
- ☐ Photobooks
- ☐ FIRST brochures
- ☐ Fundraising packets
- ☐ Mentor/Team business cards

ONE WEEK PRIOR TO ROBO-EXPO

- Address any unforeseen details
- Contact Mall Event Coordinator for any final details and load-in, arrival times, and break down schedule
- Create Host team checklist of items needed

LOAD-IN FOR ROBO-EXPO

- Conversation with the Mall Event Coordinator upon arrival
- Welcome Local Participating teams
- Load-in and team area set up
- Set up field once the mall closes
- Hang banners
- Test electrical and robots
- Store field boxes securely and safely

ROBO-EXPO EVENT

- HAVE FUN AND BE PROUD!
- All team members in their team shirts
- Welcome Local participating teams
- Set up demonstrations – More spectators when robots are interacting
- Test electrical and sound system, if used
- Test robots – adjustments as needed
- Photographer for team pictures, candid shots with spectators, and entire teams participating pictures for press releases
- Designate official counter for documenting number of participants at the top of each hour
- Initiate conversation with every spectator – Could be a future team members, mentor, coach, sponsor, or school/town representative. This is why you are hosting Robo-Expo!
 - Lead in questions:
 - Can I answer any questions about our robot?
 - How long do you think it took us to build that robot?
 - Do you know what FIRST is?
 - Do you know what FIRST programs are offered in your town or schools?
 - Would you be interested in mentoring a team?
- Have a brochure or other FIRST information in your hands at all times.
- Make sure every person is given something with FIRST information
- Have fundraising packets available for potential sponsors
- Have mentor/team business cards available for follow up with new mentors and sponsors

AFTER ROBO-EXPO EVENT

- Break down the field and reload in field boxes per instructions
- Vacuum carpeting
- Load out robots and tools
- Organize and pack brochures and handouts – Label boxes accordingly
- Make sure you leave the Mall event area perfectly clean
- Request that the Mall Event Coordinator takes a picture of the entire group
- Reiterate request for all press releases
- Return the field to FIRST
- Return the rental vehicle – Be sure to have a ride for the driver from the rental company

A FEW DAYS AFTER ROBO-EXPO EVENT

- Thank you card to the Mall Event Coordinator signed by Host Team members with 5 x 7 photo of the entire group.
- Request to schedule a date for next year.
- Initiate press release schedule
- Save newspaper articles and pictures
- Thank you emails to local teams for participating including an evaluation request.

ROBO-EXPO

SPONSORED BY
LONDONDERRY HIGH SCHOOL
FRC TEAM 1058 PVC PIRATES
DATE: _____

SURVEY

What three things worked well that should not be changed?

What three things did not work well and should be changed?

THANK YOU. WE APPRECIATE YOUR INPUT.

HOST TEAM EVALUATION

- Evaluate Robo-Expo event at next Team meeting. Be sure to make notes of the successes as well as areas that could use some improvement.
- Celebrate your accomplishments.