



# STEM Expo Prospectus

**OTTAWA [Virtual] 2021**

May 19-21



# ABOUT STEM EXPO

## CANADA'S LARGEST YOUTH STEM EVENT

On the last three days of the weeklong Canada-Wide Science Fair (CWSF), Youth Science Canada hosts the country's largest youth science, technology, engineering and mathematics (STEM) outreach and promotion event—CWSF STEM Expo.

STEM Expo is designed for visiting students and teachers to explore interactive STEM exhibits from post-secondary institutions, agencies, companies, museums and other youth STEM related organizations, along with the top STEM projects by grade 7-12 students from across Canada.

CWSF STEM Expo 2021 will be virtual and free for visitors from May 19-21. **We hope you will join us as a STEM Expo exhibitor.**

## WHY EXHIBIT AT STEM EXPO?

Raise your STEM profile with students, teachers, parents and visitors from across Canada – no travel required!

You'll have the opportunity to:

- Interact with Canada's top young scientists in grades 7-12
- Connect with over 30,000 students and teachers (grades 5-11)
- Expose youth to STEM-related products, education and career opportunities

**All in a virtual environment.**

## WHAT IS INCLUDED AS AN EXHIBITOR?

- Custom virtual exhibitor booth for your organization. Add organization name, logo, description, promotional videos, downloadable documents and links to your resources
- Include a fun activity (template will be provided by Youth Science Canada)
- One-click **call-to-action button** (e.g., offer a chance to win a draw prize)
- National exposure – your organization listed in the virtual STEM Expo lobby
- Communicate with visitors via the chat platform
- **PLUS:** to spotlight exhibitors during the official event dates, we have created audience activities that will encourage participants to visit STEM Expo booths – with a chance to win a daily prize. Your organization will have an opportunity to supply a clue that will direct participants to your booth. More information will be provided in April.

## VIRTUAL BOOTH - CONCEPT\*

\*subject to change

Floorplan



Booth



## STANDARD VIRTUAL BOOTH - \$250

Registration deadline: April 15, 2021

Register at: [events.ely.com/STEMExpo2021](https://events.ely.com/STEMExpo2021)

## ADD-ONS - ADDITIONAL COST

- Provide swag to CWSF participants (finalists & delegates).  
[View swag items and cost](#)
- 30-minute scheduled virtual webinar with CWSF finalists.  
Cost: \$250
- 15- or 30-second ads on CWSF-TV. (Ads play 9 times over three days and are embedded in on-demand segments.)  
Cost: \$100 & \$200 respectively

Deadline for add-ons is March 15, 2021. Booking is on a first-come, first-served basis - limited quantity available.

## QUESTIONS?

To inquire about exhibiting at CWSF 2021 STEM Expo, contact:

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