



STEM Expo Prospectus

FREDERICTON [Virtual] 2022

May 18-20



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 2022 will be virtual and free for visitors from May 18-20. **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 students and teachers (grades 5-11) across Canada
- 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
- Up to three customizable **call-to-action buttons** (e.g., win a draw prize, sign up for a newsletter, request information)
- Live chat with visitors when they're at your booth – turn it off when you're not available
- Create a virtual pin to collect during the scavenger hunt and escape room activities, or just for visiting your booth (see left) – in 2021, over 10,000 virtual pins were collected
- **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 March.

This was such an awesome experience. My students explored the displays & projects. I would love to have this opportunity again. It gave us the opportunity to attend without the expense of travel.

Edith Presseau, Gr 7 Teacher, ON

I love the virtual event. It's so well organized and the booths are so fun to attend!

Terry Chin, QC

For my Grade 6/7 class, exploring the science fair projects in Project Zone and STEM Expo was a welcome addition to our remote learning science curriculum. My students really enjoyed playing the scavenger hunt and the escape room activities. Navigating the site and learning about new ideas and innovations, provided us with rich learning discussions!

Michelle, Gr 6/7 Teacher, ON

My students were SUPER eager to engage in the CWSF activities this week!

Kelsey Knoblauch, Gr 6 Teacher, SK



VIRTUAL BOOTH - CONCEPT*

*subject to change



STANDARD VIRTUAL BOOTH REGISTRATION

\$200 by January 31, 2022

\$275 after January 31, 2022

[Register now!](#)

ADD-ONS - ADDITIONAL COST

- Provide swag to CWSF participants (finalists & delegates).
[View swag items and cost](#)
- *Post-secondary Education: Find Your Fit!* - Showcase your university/college STEM programs in a 30-minute scheduled webinar with CWSF finalists. 30 spots available. Cost: \$250
- 15- or 30-second ads on CWSF-TV. (Ads play 9 times over three days.) 12 spots available. Cost: \$100 & \$200 respectively
[View sample ads](#)

Deadline for add-ons is January 31, 2022. Booking is on a first-come, first-served basis - limited quantity available.

QUESTIONS?

To inquire about exhibiting at CWSF 2022 STEM Expo, contact:

Liette Philippe

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This is one of the most important annual events in Canada, bringing together thousands of kids interested and engaged in STEM. For Science Odyssey, it is an honour to be partnering with YSC and CWSF, and together contribute to foster a strong science culture in Canada
José-Manuel Gil, Science Odyssey - Powered by NSERC

Wonderful interaction with students and teachers. The virtual booth is beautiful and easy to build. I will definitely do this again next year.
Nicky Middleton - Brainspace

Well planned and well delivered.
Antoine Garwah - Science Timmins

As a strong science and engineering university, CWSF-ESPC was a wonderful virtual space for Memorial University of Newfoundland to provide insight into our programs to students right across Canada. We really enjoyed encouraging them to think about Newfoundland as a great place to continue their educational adventure.
Jennifer White - Memorial University of Newfoundland

