

Exhibit POST SHOW Report

1. Event Name: 2008 AMERICAN ASSOCIATION FOR THE ADVANCEMENT OF SCIENCE (AAAS) ANNUAL MEETING		2. 02/28/08
3. NOAA Office(s) Participating NOAA Corporate Event: NOS, NMFS, NWS, OAR, NOAA office of Communication		
4. Exhibit Booth Size	10' X 20''	
5. Dates of Event	Feb 14 – 16, 2008	
6. Location	Hines Convention Center, Boston, MA	
7. Number of Booth Personnel	5	
8. Number of Event Attendees	2,700 (3,500 were projected to attend)	
9. Mission: (Reason to attend)	This is a conference NOAA has been exhibiting at for many years. NOAA HQ has established this venue as an opportunity to reach the scientific, research, and academic community to promote the NOAA science.	
10. Mission accomplished?	<p>While the actual number of conference attendees was much lower than projected, the NOAA booth averaged 350 visitors per day. Therefore the NOAA booth only met its objective by 66% to goal in reaching half the conference attendees. However this number may be increased significantly with non-exhibit activities that NOAA personnel were active in such as press conferences and specific NOAA presentations during the conference.</p> <p>The NOAA Office of Communication provided public affairs support to 10 NOAA presenters and subsequent press interviews and/or interactions.</p> <p>Pre show Objectives:</p> <ul style="list-style-type: none"> • Exhibit staff will aim to promote NOAA science, products, and services to approximately 50% of conference attendees. • NOAA Office of Communication will provide on scene public affair support for 9 NOAA presenters. • NOAA representatives will participate in 2 press conferences. 	
11. Estimated Costs	\$10,000 (One-NOAA Exhibits Fund)	
12. Actual Costs	\$ 9,000 (One-NOAA Exhibits Fund)	

13. Positives:	<ul style="list-style-type: none"> • Staff from the local weather forecast office in addition to staff from the Stellwagen National Marine Sanctuary (SNMA) provided a benefit to highlight local activities with minimal expenses. • Dave Wiley, chief scientist from the SNMA, was active in the booth highlighting his work in adjusting local shipping lanes to avoid boat strikes with humpback whales in the area. This work was also highlighted on NBC Evening News with Brian Williams the night prior to the exhibit hall opening.
14. Negatives:	<ul style="list-style-type: none"> • Booth traffic was very slow after the first day. Overall conference attendance was 23% lower than projected by AAAS organizers. The frigid temperatures of Boston in February may have impacted visitors attending this year.
15. Lessons Learned:	<p>If attendance is much lower than projected for the show in Chicago next year, sizing down to a 10' x 10' booth should be considered. The two Maxatrx and internet kiosk worked well. The backlight Maxatrx displays stood out amongst other exhibitors and were eye catching hooks to draw people to the booth.</p> <p>Consider working with local NOAA offices or partners (Shedd Aquarium, Sea Grant Program) in Chicago next year.</p>
16. Next Year:	Hyatt Regency & Fairmont Hotels - Chicago, IL, Feb 12 – 16, 2009

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