

## Exhibit PRE SHOW Plan

<b>1. Event Name:</b> 2008 AAAS Annual Meeting		<b>2. Date</b> Jan 19, 2008	
<p>Each year at the AAAS Annual Meeting, science and technology professionals-from across disciplines and around the world-gather to discuss new research, emerging trends, and exciting new possibilities. The 2008 theme – “Science and Technology from a Global Perspective” emphasizes the power of science and technology as well as education to assist less-developed segments of the world society, to improve partnerships among already-developed countries, and to spur knowledge-driven transformations across a host of fields.</p>			
<b>3. Dates of Event</b>	Feb 14 – 18, 2008	<b>4. Warehouse Shipment Deadline</b>	Jan 30, 2008
<b>5. Location</b>	Hynes Convention Center, Boston, MA		
<b>6. Line Offices Involved</b>	One-NOAA Exhibit: NOS, NMFS, NWS, OAR, NOAA Office of Communication		
<b>7. Lead Office</b>	NOAA HQ – Office of Communications, Les Adams		
<b>8. Exhibit Booth Size</b>	10' X 20'		
<b>9. Number of Booth Personnel</b>	8 – 10 (3 from NOS)		
<b>10. Number and Type of Event Attendees</b>	3,500 - Attendees are from the general scientific communality to also include education, academia, research, and members of the global science media.		
<b>11. Why Are We Attending?</b>	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.		
<b>12. NOAA Exhibit Message/Theme</b>	<p>Since the audience of AAAS covers a broad range of scientific topics, the NOAA exhibit will provide a multitude of topics to meet the diverse group. Content and messaging will cover NOAA’s expertise in ecosystem management, marine protected areas, weather, research, marine transportation, the interaction between oceans and human health, and International Year of the Reef initiatives.</p>		
<b>13. Specific Objectives</b>	<ul style="list-style-type: none"> <li>• Exhibit staff will aim to promote NOAA science, products, and services to approximately 50% of conference attendees.</li> <li>• NOAA Office of Communication will provide on scene public affair support for 9 NOAA presenters.</li> <li>• NOAA representatives will participate in 2 press conferences.</li> </ul>		
<b>14. Exhibit Hardware</b>	The exhibit will be made up of MaxaTrax backlit display panels, computer kiosks, and tables.		
<b>15. Key Information From Previous Exhibit Participation</b>			
<b>16. Estimated Exhibit Costs</b>	\$10,000 (One-NOAA Exhibits Fund)		