

Assistive Technology Exposition Planning Guide



Produced by the 2018 Seven Hills Foundation WPI IQP Team,
Laurence Cafaro, Nicholas Day, James Rios, Lara Schmoyer

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Key Contact Information

Department	Title	Name	Email
Assistive Technology	AT Program Director	Jean Des Roches	Jdesroches@sevenhills.org
Assistive Technology	AT Specialist	Steven Kessler	Skessler@sevenhills.org
President's Cabinet	Vice President of Advancement	Kate Myshrall	Kmyshrall@sevenhills.org
Office of Advancement	Assistant Vice President of Advancement	Elizabeth Vittum	evittum@sevenhills.org
Office of Advancement	Marketing & Communications Associate	Nancy Benoit	Nbenoit@sevenhills.org
Office of Advancement	Multimedia Communications Associate	Peter Demko	Pdemko@sevenhills.org
Facilities Engineering	Director of Facilities	Mike Kendrick	Mkendrick@sevenhills.org
Human Resources	Secretary	Judy Vogel	Jvogel@sevenhills.org
Office of Advancement	Vice President of Government & Community Relations	Bill Stock	Bstock@sevenhills.org
Corporate College	Chief Learning Officer	Bill Sodeman	Bsodeman@sevenhills.org
Corporate College	Training Associate	Dana Remian	Dremian@sevenhills.org
Information Technology	IT Associate	Tom Moir	Tmoir@sevenhills.org
Information Technology	IT Associate	Kyle Shays	Kshays@sevenhills.org

AT Expo Toolkit List

File Name	Reference Sections
Autodesk Revit Floorplan 2D Model	1.14.1, 1.20
Autodesk Revit Floorplan 3D Model	1.14.1, 1.20
Brochure AT Expo 2018	1.22
Exhibitor Guidelines AT Expo 2018	1.8
Exhibitor Information Day of AT Expo 2018	1.8
Google SketchUp Exhibitor 2D Model	1.14.2, 1.20
Google SketchUp Floorplan 2D Model	1.13, 1.14.2, 1.20
Google SketchUp Floorplan 3D Model	1.14.2, 1.20
Interactive Project Scheduler AT Expo 2018	1.1
Day of Expo Timeline AT Expo 2018	1.21.2
Landing Page Info AT Expo 2018	1.4
Landing Page Layout AT Expo 2018	1.4
Signs AT Expo 2018	1.11
Volunteer Distribution AT Expo 2018	1.17
Volunteer Schedule AT Expo 2018	1.17
Contact List AT Expo 2018	1.8
Email Examples to Exhibitors AT Expo 2018	1.8
Attendee Exit Survey AT Expo 2018	1.12
Exhibitor Exit Survey AT Expo 2018	1.12
Badge AT Expo 2018	1.24
Promotional Video AT Expo 2018	1.7
Flyer AT Expo 2018	1.5
Staff Survey Questions 2018 AT Expo	1.2
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Introduction

Hi there! We are a group of students from Worcester Polytechnic Institute who planned and executed the Seven Hills Second Annual Assistive Technology Exposition in the spring of 2018 for our junior year IQP Project. This exposition aimed to incorporate the use of interactive hands-on exhibits to display and educate to the Worcester community and staff at the Seven Hills Foundation the various types of assistive technology out on the market.

We created this planning guide to help out future creators like you run an efficient and exciting exposition. When it comes to running and planning an exposition, there are many steps involved. In this guide, we will take you through the process of running an exposition and provide you with resources, tools, and recommendations to make your work easier.

Please refer to the AT Exposition Toolkit for additional information and tools that are not provided in our guide! You can also refer to our Worcester Community Project Center project website to see a few of the same tools. This website is a great resource for understanding our project scope.

Project Website: <http://wp.wpi.edu/wcpc/projects/projects-by-term/spring-2018/seven-hills-foundation-executing-an-assistive-technology-exposition/>

We welcome you to add to this guide and the underlying tools each year as the exposition grows and you bring your own creativity to the exposition, or as information gets outdated (e.g., key contacts), etc! We hope this Planning Guide & Toolkit helps to continue the tradition of the Seven Hills Foundation AT Exposition.

Instructions

This guide gives you a step by step process with explanations on how to run an assistive technology exposition. The first thing to notice in this guide is the key contact information, which is vital for your success when it comes to completing certain tasks. The key contacts are other staff members within Seven Hills that in the past have contributed to certain steps in the execution of an assistive technology exposition.

The second thing you will notice is an AT Expo Toolkit List. This list will provide you with references to what tools are needed for that specific task. If the task or activity section refers you to a tool in the resources box, that name will be the exact file name of the tool in the AT toolkit located on the flash drive. This toolkit is vital to the successful completion of executing the exposition. All files in the toolkit are editable for future events. Use the Guide & Toolkit, hand and hand to achieve the most optimal results.

Below, a sample resources box can be seen which shows all the important information. These boxes are located on the bottom of each section. In each box, there will be at least one of the following four items: contact information, tools, start time before the expo, and expected time to completion.

Resources
Contacts: Department, Name, Email
Tools: Document Name
Start XXX days before the Exposition, XXX days to complete

Organizational Tools

There were many additional organization tools we used when planning the exposition. One very helpful tool was Trello. Trello is a task creating app used for organizational purposes. Trello allowed us to categorize specific tasks by completeness. On the Trello app, we had three main task categories: upcoming, on-going, and completed. Further divisions were added as needed to organize individual meeting points. At the start of every week, we would access the app and create tasks for that given week as well as tasks the distant future. As tasks were created

and completed they were moved into the correct category. Trello was beneficial for us because of its simple display and easy accessibility.

To organize our written materials, we created Microsoft OneDrive and Google Drive accounts. This allowed us to share documents, Powerpoints, and sheets on the most appropriate platform. The Google Drive was primarily used when drafting emails and letters, determining details of the exposition, and keeping track of the vendors. The Microsoft OneDrive was used for organizing the necessary documents and Powerpoints for the weekly and final reports. These tools are helpful since they are cloud-based services that can share information relatively quickly and effectively.

These apps and software are only being recommended because they are what worked for our team. These platforms need to be something that everyone who is helping plan the event will be able to easily use.

Chapter 1.0

Planning the Exposition



1.0 Planning the Exposition

Organizing the entirety of an exposition may seem complicated, but a how-to guide with ample resources can simplify the process. Within this chapter there are many steps laid out to make it easier to handle hosting an exposition.

1.1 Interactive Project Scheduler

The first tool that you should use is the Interactive Project Scheduler which was created in Microsoft Excel. This tool advises you on when to start tasks and how quickly the tasks must be accomplished. The schedule has four interactive values: the date of the exposition, the duration of the task, the number of days necessary before the exposition, and the activity title. Excel codes were built into the schedule so changes would be automatically formatted into the system. More details on the use and structure of the spreadsheet are included on a notes tab in the Excel workbook. A Gantt chart is connected to the values in the spreadsheet to give a visual representation of the information. To make the Gantt chart function properly, the manually entered start date must be the same as the start date that is automatically coded for. An example Gantt chart can be seen in Figure 1 below. The Gantt chart also is customizable; more rows can be added by going to "Select Data" and more rows can be added by dragging down the cursor for new values.

Resources
Tools: Interactive Project Scheduler AT Expo 2018
Start 130 days before the Exposition, 1 days to complete

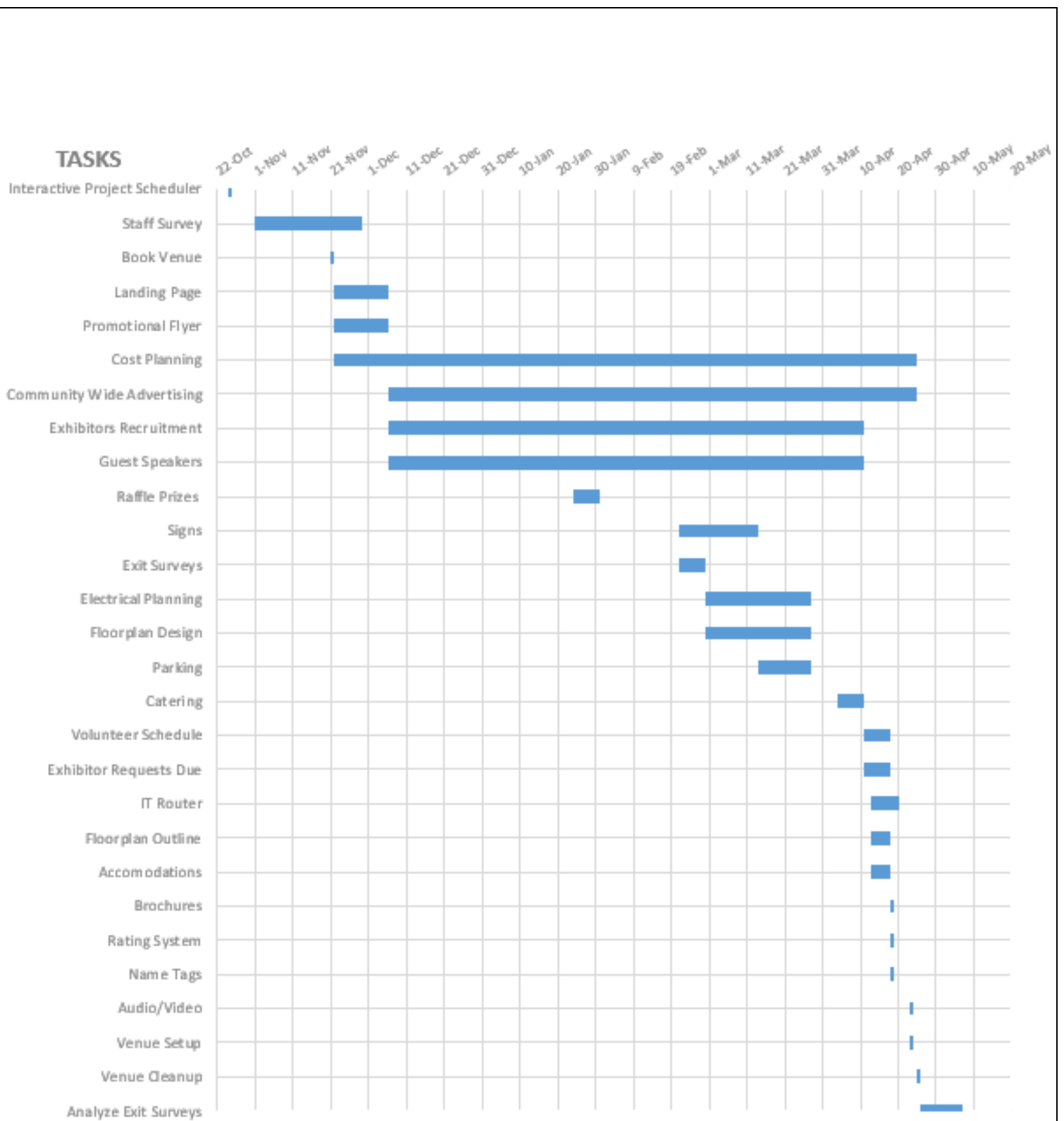


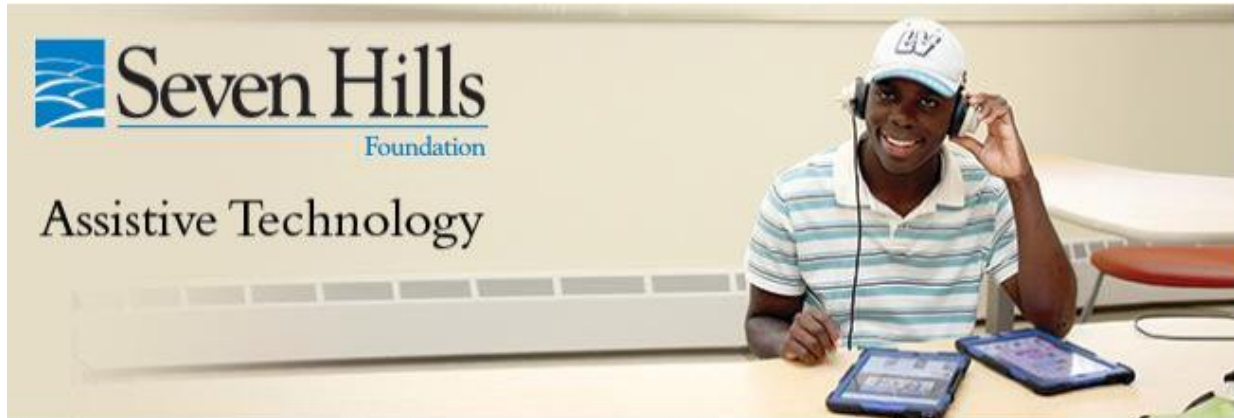
Figure 1: Interactive Project Scheduler

1.2 Staff Survey

Surveying the needs of the staff should be completed to identify the gaps in information and technology throughout Seven Hills. This information will be used when contacting exhibitors and determining a potential theme for your upcoming exposition. Using the survey information will help give you a guideline to prioritize exhibitors to contact and categories of disability to focus on. The survey used by the 2018 Expo team can be seen in the toolkit and in a snapshot in Figure 2. Use this survey as a guide or re-use this survey to identify the information and technologies needed throughout Seven Hills.

The survey was generated in Qualtrics, a software available to WPI students, but the survey was regenerated in and distributed using Constant Contact. Constant Contact is an alternative method to email used by the Seven Hills staff. The tool can send automatic messages on specific dates and track how many people view it. Then, the effectiveness of the email in reaching the staff is reported back to the sender. Constant Contact is recognized by the Seven Hills staff as a reliable way to deliver important information and dates. The Qualtrics survey was transferred into Constant Contact, and the results were received in .csv file formats, which are easily read by Microsoft Excel. The results were compiled into one Excel file and transferred onto the Google Drive. This was to minimize the number of transfers from Excel into Google Drive, reducing the number of chances of errors occurring in the change. You can find this survey in the archives of Constant Contact at Seven Hills and in Word in the toolkit.

Informal interviews should also be done as a form of casual conversation-based questioning. We identified people to interview based on the recommendations from the sponsors and other Seven Hills board members. The interviews consisted of learning about the staff member's job and asking after any situations in which they had encountered an unmet AT need, as well as what resources they possessed and needed. The anecdotes gathered through the interviews were sorted into the same categories of assistive technology the survey used.



Assistive Technology Survey for Staff

Seven Hills Foundation is working with a team of **Worcester Polytechnic Institute** juniors to organize and run an Assistive Technology Expo on April 25th. To best assess the needs for assistive technology and assistive technology education for Seven Hills staff, and focus the Expo content effectively, please take a moment to answer the questions below.

These results will be gathered anonymously unless identifying information is provided by the respondent. Any identifying data will be used only to connect with the respondent for further contact about the survey and expo. Any emails and phone numbers provided will be saved in an internal database but will not be shared with any third parties.

Figure 2: Staff Survey

Resources

Tools: Staff Survey Questions 2018 AT Expo

Contact: Office of Advancement, Nancy Benoit, Nbenoit@sevenhills.org

Start **125** days before the Exposition, **20** days to complete

1.3 Book Venue

For the past two years, the Corporate Office, 81 Hope Avenue, Worcester, MA, has been the location of the expo venue. However, the target audience should be considered when determining the location. If the venue is far away or difficult to get to, fewer people will feel they can take the time out of their day to come. The size of the venue is important so all the exhibitors have enough room to present and the attendees can move easily around the room. Reserving the room for the entire allows for plenty of time for set up and breakdown. The room can be booked with the secretary at the front desk at 81 Hope Avenue, Worcester, MA. If considering a different venue, the secretary will be able to assist in booking the venue.

Sensory break rooms and an exhibitor lunch room should also be booked. A sensory break room is a designated space where people can take time to relax and remove themselves from the busy atmosphere. The space needed for sensory break rooms and the exhibitor lunch should be booked based on the number of attendees and exhibitors expected. The rooms should not be far away from the exposition floor to keep people from interfering with the rest of the building. To make the reservations, go again to the secretary at the front desk. If considering a different venue, these additional rooms will have to be discussed with the staff at the considered location. Booking the venue for us took 1 day, however, this may take more time for future expositions.

Resources

Contact: Human Resources, Judy Vogel, Jvogel@sevenhills.org

Start **111** days before the exposition, **1** day to complete

1.4 Landing Page

The landing page is a central location on the Seven Hills Foundation website where attendees, volunteers, and exhibitors go to register and learn more about the event. This tool organizes critical information, promotional material, and gives a total overview of the event. More details on registration can be found in the following sub-sections. To publish this page, prepare the necessary information and present it to the Office of Advancement at the Seven Hills Foundation. The page from the 2018 Exposition can be seen in the toolkit and accessed through the below link.

Landing Page Link: bit.ly/AT-EXPO-18

1.4.1 Volunteer and Attendee Registration

This page is linked from the main landing page and allows attendees and volunteers to sign up for the exposition. In the toolkit, you can see the pages used in the 2018 exposition. A recommendation for future events would be to have this be two separate pages, to make the download information from the site less confusing since attendees and volunteers would be separate.

1.4.2 Exhibitor Registration

This page is also linked from the main landing page. This form asks the exhibitors about their accommodations they need for their exhibits. One recommendation that we have for this page is a spot for the full name of the attending exhibitors so that name tags can be printed out before the day of the exposition. The page used for the 2018 exposition can be seen in the toolkit.

Resources

Tools: Landing Page Info AT Expo 2018, Landing Page Layout AT Expo 2018

Contact: Office of Advancement, Nancy Benoit, Nbenoit@sevenhills.org

Start **110** days before the Exposition, **10** days to complete

1.5 Promotional Flyer

A promotional flyer helps attract attendees to an event. The layout of the promotional flyer should be quick, to the point, and contain all necessary information about the exposition. Such information is: the date, time, location, exhibitors, and a registration link. Highlights about the event, to draw interest, is also highly recommended. This will make the flyer one of the best advertisement/informational tools and can be sent to all attendees and exhibitors as they are contacted. Once this information is gathered, the flyer will be made by the Marketing and Communications Department. The flyer can be seen in Figure 3 on the next page.

Resources

Contact: Office of Advancement, Nancy Benoit, Nbenoit@sevenhills.org

Tools: Flyer AT Expo 2018

Start **110** days before the Exposition, **10** days to complete



**ASSISTIVE
TECHNOLOGY**
Accessibility for All

AT EXPO

Wednesday, April 25, 2018

10am - 3pm

Seven Hills Foundation, 81 Hope Ave., Worcester

- Assistive Technology on Display
- In-Depth Demonstrations
- Hands-On Activities
- Do-It-Yourself Low-Tech Tools
- Raffle Prizes

Learn about the wide range of AT solutions that are opening the doors of opportunity and life experiences for individuals with disabilities.

Exhibitors Include: Apple, Microsoft, Perkins Library, Easter Seals MA, Tobii Dynavox, MassMATCH and more!

Register Today: bit.ly/AT-EXPO-18

Admission is free, registration is required.

**Participants, families,
and staff of Seven Hills
Foundation:**

See the latest in innovative Assistive Technology (AT) on display at Seven Hills Foundation! Leading AT innovators from Worcester Polytechnic Institute and Apple, Inc., as well as premier exhibitors will demonstrate various AT solutions that are paving the way for the accessibility of us all!

For more information:

Contact Jean DesRoches at jdesroches@sevenhills.org

 **Seven Hills**
Foundation

81 Hope Avenue, Worcester, MA 01603 • 508.755.2340 • sevenhills.org

Figure 3: 2018 Exposition Flyer

1.6 Cost Planning

When developing your exposition, you must take into consideration all material and operational costs. Seven Hills did not have a dedicated budget for the expenses of the 2018 exposition, but provided all the necessary equipment and small refreshments for the attendees and lunch for the volunteers and exhibitors. Catering was ordered 2 weeks in advance. Seven Hills also partners with outside organizations that provide volunteers and funds for events. Apple & Microsoft were the two largest contributors and provided 5 volunteers. With each volunteer, Seven Hills was paid for providing community service and advertisement for these companies.

Resources
Contact: Office of Advancement, Kate Myshrall, kmyshrall@sevenhills.org Start 110 days before the Exposition, 110 days to complete

1.7 Community Wide Advertising

Advertising needs to be done well in advance to increase the attendance of the expo. There are many ways to advertise to the individuals, families, staff of Seven Hills and the Greater Worcester Community. Examples of all the following can be seen below and in the toolkit. These examples can be changed to use on future events.

Signs: These should be printed out and put up out front of the venue about a week before the exposition.

Flyers: A flyer should be sent out through inter-office mail to all the Seven Hills locations and then hung up in heavily trafficked areas to increase awareness of the event.

Newspaper: Contacting the local newspaper should be done to get the word out to the local community.

Social Media: Media sites such as Facebook, Instagram, and Twitter are free methods of reaching out to a wider audience.

Radio: The Seven Hills Foundation has their own radio station. A member of the team can be interviewed and this recording can be played on air multiple times.

Press Release: This will be in the form of a short article that is written and submitted to media outlets, who will repurpose the information and release an advertisement on it. This can be used on a community calendar or on an article. Refer to the Office of Advancement at Seven Hills for guidance.

Hype Video: A hype video is a promotional video sent out to all attendees a few days before exposition. It's a great tool for marketing and giving out key information about your event. To create the hype video for the exposition, Adobe Premier Element 12 was used to piece together photos and sections of the time-lapse from last year's exposition, interview and voice-over sections from Seven Hills' board members, and music. The video was shared through a Constant Contact page for the staff and exhibitors to see. It was also published on the Seven Hills social media pages which were able to be shared by other organizations. GoPro cameras can be used to capture activity during the exposition. The GoPro Quik program was used to make a time-lapse of the exposition. Photos were taken by Seven Hills' staff. The time-lapse and photos were uploaded to Seven Hills' Flickr account, as well as other Seven Hills sites.

Tips for Recruiting Participants

Contacting Seven Hills Staff: The professional staff at the Seven Hills Foundation was one of the main focuses for the 2018 exposition. With about 4,000 staff members, reaching out to all of them was impossible, in part because not all staff members read their emails in a timely manner. We worked with Nancy Benoit, Seven Hills' Marketing & Communications Associate, to set up an email on Constant Contact. This allowed us to increase the importance of the email sent out, ensuring more staff would see it. This email had a direct landing page link on it that allowed the staff to sign up to volunteer or register to attend. Additionally, flyers for the exposition were sent to each of Seven Hills' locations' mailboxes. These flyers had the details of the exposition and the link to follow to register as a volunteer or attendee. Due to this, Seven Hills had two methods to contact staff about the exposition.

Informing the Seven Hills Individuals: Seven Hills' current individuals were informed about the exposition by the Seven Hills staff. We suggested that all the staff members mention the exposition and invite their individuals and family members. We also talked with heads of other Seven Hills locations to advertise the exposition.

Informing the Greater Community in the Worcester Area: There are multiple ways to reach out to the Worcester community, and other communities, about the assistive technology exposition. Online social media was used, since it is very quick and convenient to present a message. Websites such as Facebook and Twitter were used to post information about the upcoming exposition. Perkin's School of the Blind posted information about the 2018 exposition on their social media sites to attract their followers. We also reached out to local organizations similar to Seven Hills, such as Easter Seals MA and their contacts, who deal with assistive technologies. These organizations were asked to spread the news of the exposition to their customer base. Exhibitors that signed up to come to the event also shared the flyer on social media sites.

In addition, the Telegram & Gazette was contacted. The Telegram & Gazette is a newspaper that serves the Worcester County, delivering print newspapers and hosting an online news-site. A press release was submitted to The Telegram to advertise the exposition.

Here is the link to the 2018 promotional hype video:

<http://wp.wpi.edu/wcpc/projects/projects-by-term/spring-2018/seven-hills-foundation-executing-an-assistive-technology-exposition/video-gallery/>

Resources
Tools: Promotional Video AT Expo 2018
Contact: Office of Advancement, Kate Myshrall, Kmyshrall@sevenhills.org
Start 100 days before the Exposition, 100 days to complete

1.8 Exhibitor Recruitment

Using the Exhibitor Contacts spreadsheet provided in the 2018 toolkit, reach out to exhibitors with personalized emails. Personalized emails are very important because they put you on a first name basis with exhibitors. You can see general sample emails to different type of exhibitors in the toolkit. Use these samples to generate emails to all your future exhibitors.

Contacting Exhibitors: Exhibitors were contacted by email to invite them to the exposition. We introduced the team, the event, and attached Save the Date flyer provided by our sponsors. After waiting 4 to 5 business days, if there was no response from an exhibitor, then another email was sent. We called as well to see if they were interested in participating in the exposition. The exhibitors' contact information and attendance status were logged in an Excel sheet to keep track of responses and times we contacted them. Exhibitors were encouraged to come to this exposition by informing them about the two hundred plus expected client in attendance and Seven Hills' broad background in serving people with all types of disabilities.

Exhibitor Requirements

Guidelines for Exhibitors: A list of participation guidelines were developed before exhibitors committed to the exposition. These were critical in maintaining the safety and flow of the exposition. We modeled the guidelines after the Exhibitor Rules and Regulations released by the Assistive Technology Industry Association (ATIA) for their 2019 conference. The guidelines included a designated setup time for exhibitors to arrive, rules on loading and unloading, and requirements on designated table space. For safety, it was mandated that exhibitors not pack up or move out equipment early and must stay by their booths at all times. It was also within the interest of Seven Hills to state that exhibitors were liable for their own belongings, preventing any repercussions or lawsuits related to damage. However, due to the size of the exposition and its informal nature, it was determined that these guidelines were not necessary for this year's exposition, as they were too complicated. A simplified version of the guidelines was created and used instead. Both the complex and simplified guidelines are attached in the toolkit for future expositions so that when the event grows you will have it at their disposal. The guidelines should be agreed to by exhibitors before the exposition during the exhibitor registration process.

At the 2018 exposition, we requested that all exhibitors have assistive technologies at their tables for people to try out, or have otherwise interactive displays, as well as prices and insurance guidelines for anyone interested in buying their assistive technologies. The exhibitors were allowed to market and advertise their products and services, but they were not allowed to directly sell their assistive technology at the exposition.

Accommodations for Exhibitors: The registration form for the exhibitors should ask if they needed any accommodations. These accommodations can range from requiring access to electrical outlets to requiring extra space due to wheelchairs. Take into consideration all the needs of the exhibitors to make sure that they were satisfied with our event. Once these accommodations are met, the process of beginning the space allocation should begin. Accommodations should be allocated on a first-come, first-served basis, with the exhibitors that commit earlier given priority in placement. This will incentivize exhibitors to register early. In addition, exhibitors offering similar products or services should be grouped together to allow attendees to more easily compare the exhibitors' offerings.

Resources

Tools: Contact List AT Expo 2018, Email Examples to Exhibitors AT Expo 2018, Exhibitor Information Day of AT Expo 2018, Exhibitor Guidelines AT Expo 2018

Contact: Assistive Technology, Jean Des Roches, jdesroches@sevenhills.org
Start **100** days before the Exposition, **90** days to complete

1.9 Guest Speakers

Guest speakers are great as an introduction for an exposition. To determine strong candidates relevant to the event, contact the Office of Advancement and the AT coordinators. Recruiting the right potential guest speaker can be very time consuming, so researching and reaching out to multiple candidates is ideal and should be done as early as possible. For the 2018 exposition, an individual from Seven Hills Foundation was asked to give an introductory speech for the event using an Eyegaze.

Resources

Contact: Assistive Technology, Jean Des Roches, jdesroches@sevenhills.org

Start **100** days before the Exposition, **90** days to complete

1.10 Raffle Prizes

To determine the raffle prizes that are given away at the end of the event talk with exhibitors and ask if they are interested in donating a gift card or a product. This will be additional advertisement for them since everyone who attends the exposition is automatically entered to win a prize with the tickets they receive once they register, complete the exit survey, and fill out the exhibitor rating sheet. One table should be designated to be the raffle table rear the exit of the exposition floor. Each item should be set on the table with a jar to collect the tickets. All tickets should have the attendee's name, email, or phone number so when the raffle is drawn the winners can be contacted. The drawing should take place around an hour to thirty minutes before the closing of the exposition.

Resources

Contact: Assistive Technology, Jean Des Roches, jdesroches@sevenhills.org

Start **65** days before the Exposition, **5** days to complete

1.11 Signs

Signs will help keep the flow of the exposition. The list of signs and amount that were used in the 2018 exposition can be seen below. When designing signs, it would be beneficial for you to refer to the Media and Marketing Department in Seven Hills; they have a lot of great resources and can provide insight when designing. The documents for the signs can be found in the toolkit and can be easily updated for upcoming expositions.

- 1 - Registration
- 2 - Advertisement signs for out front
- 1 - Exit Survey
- 1 - Sensory Break Room
- 2 - Sensory Break Room with Left Arrow
- 3 - Bathroom with Left Arrow
- 1 - EXIT
- 2 - Assistive Technology Exposition Here
- 1 - WIFI Password and Username
- 4 - Vendor Lunch Room Signs

1.11.1 Interior Signs

Setting up interior signs are beneficial for giving information and directing attendees where to go based on their needs. Signs need to be hung in places where people will be able to easily read them. The signs from the 2018 exposition are in the toolkit. Please reference and use them.

1.11.2 Exterior Signs

As part of the advertisement, the sign for the expo should be put up out front of the venue with about a month before the event. The other signs that will be hung up outside will be hung up the day of the event which tell the attendees where to enter the building and parking instructions. These signs are located in the toolkit for future use.

Resources
Tools: Signs AT Expo 2018 Contact: Office of Advancement, Peter Demko, pdemko@sevenhills.org Start 45 days before the Exposition, 15 days to complete

1.12 Exit Surveys

Designing exit surveys are a good way for receiving any feedback about previous events. Having an exit survey can identify the likes and dislikes from the audience about the event. Exit surveys should be implemented in a way that the data you receive back will be useful. Ideally, there will need to be two surveys to gage the entire experience of the expo: one for the exhibitors and one for attendees/volunteers. The surveys that were used in the 2018 Exposition are can be seen in the toolkit. Use the 2018 survey as a guide to generate future surveys. To produce an easy to use exit survey that records the data a software such as Qualtrics is needed. However, another software platform that Seven Hills Foundation has available is Constant Contact. Constant Contact is good because the results are automatically uploaded in an Excel spreadsheet that can be quickly analyzed.

Resources
Tools: Attendee Exit Survey AT Expo 2018, Exhibitor Exit Survey AT Expo 2018 Contact: Office of Advancement, Nancy Benoit, nbenoit@sevenhills.org Start 45 days before the Exposition, 5 days to complete

1.13 Electrical Planning

Since the space in the WDH Program Area does not have a lot of electrical outlets you need to know which exhibitors are in need of a power supply. Those needs are identified from the accommodations requested during registration. A floorplan of the WDH Program Area should be developed which highlights all the outlets. The number of surge protectors and extension cords needs to be recorded, as this affects how flexible the floorplan of the exhibit hall can be. A floorplan can be created in Google SketchUp. On Google SketchUp outlets can be highlighted which makes determining the placement of exhibitors that need power easier. Please refer to the toolkit for the Google SketchUp floorplan.

Resources
Tools: Google SketchUp Floor Plan 2D Model
Contact: Facilities, Mike Kendrick, mkendrick@sevenhills.org
Start 40 days before the Exposition, 20 days to complete

1.14 Floorplan Design

A model of the 81 Hope Avenue floorplan was provided by the Facilities and Maintenance Department of Seven Hills. The floorplan was then created in software programs with exact measurements. These programs were used to create representations of what the floorplan could look like. Having a digital representation improved our accuracy of estimating how many tables and exhibitors we could accommodate for the 2018 exposition. These floorplans were created in softwares that are accessible and adjustable to for future years.

1.14.1 Revit

We started the design of the floor in Autodesk Revit since our group had civil engineers familiar with the software. This was then translated into a Google SketchUp file that is accessible for future years. The Autodesk Revit file is included in the toolkit because it is a more complex and powerful tool than Google SketchUp. A free 30-day trial can be used to modify this. This trial can be found on Autodesk (<https://www.autodesk.com/products/revit/free-trial>).

1.14.2 Google SketchUp

Google SketchUp is a free software that is easy to use for beginners. It provides a color pallet that can be applied to any surface or texture. Autodesk Revit has this as well, but Google SketchUp has this feature more openly-accessible without having to duplicate the material and change the specific properties. There is a free-form sketch tool that we used to lay out our tables in a 2-D view. Using this and a ruler tool, we sectioned the exposition floor to find the optimal table layout with enough spacing between each area to be handicapped-accessible. This also was re-purposed to become our floor plan template we handed out the day of the exposition. This file has been added to the toolkit and can be easily modified. This program can be download through the link below. If you do not know how to operate Google SketchUp, use YouTube as a resource for directions. YouTube contains a lot of good videos that can provide you with good insight.

Google Sketch up link: (<https://www.sketchup.com/download>)

Resources

Tools: Autodesk Revit Floorplan 2D Model, Autodesk Revit Floorplan 3D Model, Google SketchUp Exhibitor 2D Model, Google SketchUp Floorplan 2D Model, Google SketchUp Floorplan 3D Model

Start **40** days before the Exposition, **20** days to complete

1.15 Parking

Parking can be an issue at any event if there is a lot of people attending. To help resolve this issue at Seven Hills, an email should be sent out from Office of Advancement asking the staff to park further from the door or at a nearby location on the day your event. Please coordinate with facilities as well for other alternative options. With this being said, orientation, training sessions, and department testing should also be relocated or cancelled if they occur on the same day of your exposition.

Resources

Contact: Facilities, Mike Kendrick, mkendrick@sevenhills.org

Start **30** days before the Exposition, **10** days to complete

1.16 Catering

To confirm that the catering is adequate, a tally of the total number of exhibitors, volunteers, and attendees is needed. This number can be gathered from the online registration page. From experience, not all attendees will register prior to the event, so the total number of attendees should be estimated in advance to determine how much refreshments need to be provided. Use the 2018 exposition's numbers as a guide for estimating attendees. The exhibitors and volunteers should be provided lunch, while the attendees should only be offered refreshments.

Resources

Contact: Office of Advancement, Kate Myshrall, kmyhrall@sevenhills.org
Start **15** days before the Exposition, **5** days to complete

1.17 Volunteer Schedule

Volunteer requests should be due a week out from the exposition. This should give you enough time to analyze every participants' availability. A schedule should be created in Excel and sent out via email and Constant Contact. When assigning volunteers, make sure to take the participants expertise into consideration. For example, when helping individuals get in and out of the vans to attend the exposition make sure that only Area Directors (AD) and Resident Directors (RD) are the ones participating in this action. This is because these directors are familiar and work with these individuals on a daily basis. Please refer to the 2018 exposition volunteer schedule in the toolkit for an example.

Resources

Tools: Volunteer Schedule AT Expo 2018, Volunteer Distribution AT Expo 2018
Start **10** days before the Exposition, **5** days to complete

1.18 Exhibitors Requests Due

Please encourage exhibitors to register as early as possible when reaching out to them. Having exhibitors register early helps get an idea of how many tables, chairs, and extra materials they will need. Asking exhibitors to register as early as possible will also give you enough time to fill any accommodations they request, such as access to power, number of chairs or extra space. These exhibitor requests should be due at the latest one week prior to the exposition, when exhibitor registration closes.

Resources
Start 5 days before the Exposition, 5 days to complete

1.19 IT Router

Due to the increase in the number of people at the building on the day of the exposition an extra wifi router is needed. If exhibitors and attendees were to sign into the normal Seven Hills' guest wifi the system will run dramatically slow and might crash. To schedule an additional router to be installed contact the staff of the IT department.

Resources
Contacts: <ul style="list-style-type: none">• IT, Tom Moir, tmoir@sevenhills.org• IT, Kyle Shays, kshays@sevenhills.org
Start 8 days before the Exposition, 5 days to complete

1.20 Floorplan Outline

In order to outline the set up for the exposition floor, the finalized list of vendors and their accommodations is needed. This includes identifying electrical power and the number of tables/chairs per exhibitor. The WDH Program Area floorplan can be accessed through the facilities department. During the 2018 exposition, we modeled the WDH Program Area in Autodesk Revit and Google SketchUp to help coordinate placement of tables and chairs. Pictures of these are in the toolkit. Outlining the floor is useful because it saves the effort of moving tables around beforehand and can be used in future years if the location of the venue is the same. This method of modelling in a program can be used to determine maximum occupancy of tables and help the coordinator decide when to stop recruiting exhibitors.

Resources
Tools: Autodesk Revit Floorplan 2D Model, Autodesk Revit Floorplan 3D Model, Google SketchUp Exhibitor 2D Model, Google SketchUp Floorplan 2D Model, Google SketchUp Floorplan 3D Model Start 8 days before the Exposition, 3 days to complete

1.21 Accommodations

Accommodations for exhibitors with disabilities, such as location on the floor or extra space, should be started a week prior to the exposition and then implemented the day before. On the exhibitor registration page there is a space for any requested ADA needs. For the 2018 exposition there were no requests that needed attention. However, we recommend keeping this a question in case of future events.

Resources
Start 6 days before the Exposition, 5 days to complete

1.22 Brochures

Once the floorplan of the exposition is complete, the designing of the brochures can start. Brochures should be available at the registration table on the day of the exposition. The brochure should include the layout of the exposition including all bathrooms and sensory break room locations. Additional information on the brochure is encouraged. For the 2018 exposition, a small part of the brochure talks about the Seven Hills Foundation mission, their definition of assistive technology, upcoming events within the organization. Our brochure can be found in the toolkit and used as a guide. Brochures need to be cleared by the Office of Advancement before being printed.

Resources
Tools: Brochure AT Expo 2018 Start 5 days before the Exposition, 1 days to complete

1.23 Rating System

This step is optional but may produce good feedback for the future exposition planners. The rating system sheet was given to all attendees to rate exhibitors on their experience. This document can be found in the toolkit and can be easily changed to fit a new event. All that needs to be changed is the list of attending exhibitors.

Resources
Tools: Exhibitor Rating System AT Expo 2018 Start 5 days before the Exposition, 1 days to complete

1.24 Name Tags

For the 2018 exposition, name tags and sharpies were bought and used to identify exhibitors/volunteers. For future years, we recommend that name tags are designed and printed out before the exposition for a more professional look. Name tags can be created in Excel with the print to labels feature. First and last name and their company name can be easily added and pulled via the registration page. Also, lanyards were made and laminated to identify the main organizers of the exposition, this helped when someone had a question they could talk with the correct person.

Resources
Tools: Badge AT Expo 2018
Contact: Office of Advancement, Kate Myshrall, kmyshrall@sevenhills.org
Start 5 days before the Exposition, 1 days to complete

1.25 Audio/Video

When it comes to setting up the audio/video make sure cameras, microphones, and speakers are in a specific location that doesn't affect the flow of the exposition. For example, these devices should be near the corners of the venue or hung up if there is a possibility. Please coordinate with facilities/maintenance to determine the amount of each devices needed for your exposition along with directions of how to set them up. When it comes to hanging cameras, the TV stands are a good location. This is because the stands are elevated roughly 8 feet above the floor and provided a great angle to film for a video/time lapse. For the 2018 exposition, GoPros' were used to capture the film of the exposition because they are easy to operate, have good battery life, and are accessible enough to be placed in multiple locations. The 2018 exposition had two speakers, one in each room, with two microphones to make any necessary announcements.

Resources
Contact: Office of Advancement, Peter Demko, Pdemko@sevenhills.org
Start 2 days before the Exposition, 1 days to complete

1.26 Venue Setup

Setting up the venue should be done one to two days in advance. This should give you enough time to move all the tables, chairs, speakers, and other materials to the specific locations on your developed floorplan. Prior to setting up the venue, make sure that there are no other scheduled events in your venue for the days you decide to set up.

Resources
Contact: Facilities, Mike Kendrick, mkendrick@sevenhills.org Start 2 days before the Exposition, 1 days to complete

1.27 Tables

On the day before the exposition, tables need to be set up so that they are ready for exhibitors the following day. Setting up tables can take a good amount of time and need a lot of volunteers. Use your floorplan as a guide when it comes to setting up tables and chairs.

Resources
Contact: Facilities, Mike Kendrick, mkendrick@sevenhills.org Start 2 days before the Exposition, 1 days to complete

Chapter 2.0

Running & Evaluating the Exposition



2.0 Running and Evaluating the Exposition

This chapter occurs on the day of the exposition and will take a little bit of time after the completion of the exposition.

2.1 Confirm Provisions from Seven Hills

Before the exhibitors show up, the provisions from Seven Hills should be reconfirmed. These provisions include the refreshments for attendees, the lunches for exhibitors and volunteers, and any accommodations necessary for the exhibitors. This allows for time to meet any provisions that have not been met yet.

2.2 Coordinate Parking

The employees of Seven Hills should be directed to park further into the parking lot in order to leave the most accessible parking area for attendees. As the parking lot fills, lining up cars behind parking spots should be done where possible. If the parking lot becomes completely full, the attendees should be instructed to park along the street on the same side of the road as the Seven Hills Corporate Office.

2.3 Direct Volunteers

Volunteers should arrive at least 15 minutes before their designated time to volunteer to allow for briefing on their job. As volunteers show up, they should be signed in and sent to the roles they have been allocated. In the case of volunteers not showing, the most important jobs need to be filled first. These jobs are the registration and exit survey tables, the parking lot guide, and hallway guide. As volunteers for the second expo shift arrive, they should be briefed and then sent to relieve the corresponding person on the first expo shift.

2.4 Set Up Exhibitors

When the exhibitors arrive they should be allowed to temporarily park directly in front of the building in order to make it easier to bring in their supplies. Once all supplies have been unloaded, the exhibitors should be asked to move into a parking spot. The exhibitors will be provided assistance in bringing in their supplies and setting up their tables as necessary and as help is available.

2.5 Sign In General Attendees

Volunteers should not allow or sign any general attendees in until the exposition officially starts at 10 am. All general attendees will be required to sign in, whether by confirming that the attendee had already registered or by signing a Walk-In Attendee Sheet. Each attendee, after signing in, should be given the exposition brochure, the exposition map, the bingo card, and a raffle ticket. The attendee should also be told that filling out the exposition exit survey and the bingo card will win them another raffle ticket each.

2.6 Manage Exit Survey Table

Volunteers at the survey table should be prepared to assist people in taking the exit survey. If an attendee requests help in reading or answering the survey, the volunteer will provide the requested assistance. In addition, the volunteers will reset the laptop surveys after each attendee takes the survey, in order to allow the next person to start the survey. The volunteers will also ensure that the laptops are not damaged and are collected at the end of the exposition.

2.7 Venue Cleanup

Once the entire exhibitor floor is cleared all the tables must be set up to their normal positions. All tables should be wiped down and the floor should be cleaned. Any excess food should be disposed of according to Seven Hills' regulations. Extra brochures, signs, and handouts, should be collected and either disposed of or saved for future years. The signs should be gathered and saved. The sensory break rooms should be reset to their original condition, if any changes had occurred during the exposition.

Resources
Contact: Facilities, Mike Kendrick, mkendrick@sevenhills.org Start 1 days after the Exposition, 1 day to complete

2.8 Analyze Exit Survey

The exit survey results should all be gathered in one program, as the surveys should all be made and taken in said program. The results of the questions, except for the open responses, can all be analyzed by the program. The open responses must be sorted through and analyzed by hand. The results from these surveys should be kept to implement ideas and try to improve upon the suggestions of the attendees if at all possible. The results from the 2018 expo can be found in the AT expo toolkit.

Resources
Start 1 days after the Exposition, 7 days to complete