



Bay Area
SCIENCE
FESTIVAL
October 25, 2025

2025 Exhibitor Guide



WHAT IS THE BAY AREA SCIENCE FESTIVAL?

This free family event is unlike any other - with dynamic demonstrations, engaging experiments, geeky games and astounding activities for all ages! This super-charged, super-fun celebration will include hundreds of hands-on activities, robots and opportunities to meet local scientists and engineers.

WHEN IS IT?

Saturday, October 25 from 11 AM - 4 PM. Exhibitors will be scheduled to arrive starting at 8am to set up and prepare their activities. A detailed load-in schedule will be distributed in advance.

WHERE IS IT?

The Science Festival takes place at the [UCSF Mission Bay Campus](#), at Gene Friend Way and the Koret Quad.

Koret Quad is a large outdoor lawn area surrounded by wide walkways. We will also close 4th Street between Koret Quad and Gene Friend way to create a pedestrian friendly environment and fill the space with family-friendly STEM activities.

HOW DO I GET INVOLVED?

This guide contains all the information you'll need to register your booth activity for the Festival. Read on for logistical details and tips for having a great booth!

If you would like to volunteer at the event visit the [Volunteer Information Page](#) to register.



WHAT SORT OF ACTIVITIES WORK BEST?

There are no rules for which booths are most popular, but interactivity is key. The best exhibits immediately engage visitors with playful, open-ended discovery. The content fascinates people by helping them see themselves and the world in new ways, be it through the experience of unfamiliar things or a new perspective on the familiar. These exhibits then provide the opportunity for unscripted human interaction, creating a personal connection between the visitor and the people leading the exhibit.

WHAT KEEPS THEM ENGAGED?

Here are a few factors to keep in mind when designing activities. While these aren't strict guidelines, we have found that the most well-liked booths have these elements:

Hands-On Activity: An easy yet demonstrative task that teaches people of all ages about a specific topic and allows them to be the scientists, engineers, mathematicians, and doctors!

Plan for a large crowd: It's best to have an efficient activity that can handle about 3-5 participants (if not more) at a time.

Short Activity: The activity should last about 5 minutes to keep traffic flow at a peak and ensure that a steady stream of visitors can move in and out throughout the day.

Easily acquired, cost effective and plentiful materials will make sure to last the day.

A good resource for ideas for hands-on activities can be found at:
HowToSmile.org

WHAT WILL I HAVE TO DO THE DAY OF THE EVENT?

You are responsible for creating the content of your booth, providing staff or volunteers to run your activity (we suggest having shifts), supplying any materials required, promoting the booth to your networks and managing your activity on the day.



ARE ANY ACTIVITIES PROHIBITED?

The event is primarily a STEM-focused event, but we are delighted to include any booth that engages children and families, invites and rewards curiosity, and celebrates the diverse expertise of the Bay Area community.

We do not permit booth activities that focus on restricted substances such as recreational drugs or alcohol, firearms or adult themes. We also do not allow vending. You can give materials away, but you cannot sell items.

If you are in any doubt as to the suitability of your booth, please contact info@bayareasciencefestival.org and a member of the team will be in touch.

WHAT IF ANOTHER GROUP PROPOSES SIMILAR ACTIVITIES?

BASF will review submissions to minimize redundancy. But, keep in mind that attendees will not be able to visit every booth. Thus, we have found that some overlap works well. When submitting a proposal, please provide as much detail as you have, so we can avoid too much repetition.



WHAT IF IT RAINS?

Been there, done that! The event will be rain or shine. But we're putting in an order right now for 70 degrees and sun. If there is threat of heavy rain, most booths will be moved indoors, and those activities that can only happen out-of-doors may need to be cancelled.



WHAT DOES THE FESTIVAL PROVIDE?

We are so thankful for all that our collaborators do to make BASF so memorable. We would like to support your efforts as much as possible, and will provide the following:

Audience: Through our broader BASF marketing, we'll help connect you to new audiences.

Social Following: You'll have access to BASF's growing social media following through general Festival promotion, as well as opportunities to participate in specific social media campaigns leading up to the Festival and year-round.

At the Event: We provide a 6'x2' table, 2 chairs as well as assistance loading-in if your booth activity involves large or heavy items. Wifi, water and electricity are offered in some exhibiting locations,

Connection: BASF is expecting to attract 10,000 visitors, offering participants a fantastic opportunity to connect with the Bay Area community, to share your work or ideas with a devoted family audience, and to meet other STEAM-minded enthusiasts.

Consult: The BASF team is available to help you develop your booth idea, troubleshoot with you, and if necessary provide technical advice as you finalize your plans.

IMPORTANT DATES

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| May 22 | Exhibitor Application form opens |
| September 14 | Exhibitor Application deadline |
| September 21 | Registrations approved |
| October 25 | Bay Area Science Festival at UCSF Mission Bay Campus in San Francisco |



FAQs

How do I become an exhibitor?

We anticipate significant demand for space. We will be reviewing applications on a rolling basis and will require that all forms are complete and that activities meet compliance for safety and appropriateness before confirming space. Robotics Teams are encouraged to register and exhibit in our "Robot Zoo". If you have a question about exhibiting, please email us at: exhibit@bayareasciencefestival.org

Is there a cost for Exhibitors?

Exhibitors from Bay Area K-12 schools, University groups, and non-profits can all exhibit for free. To make the Festival sustainable year after year, we ask that businesses participate by becoming a sponsor.

When does the Exhibitor application close?

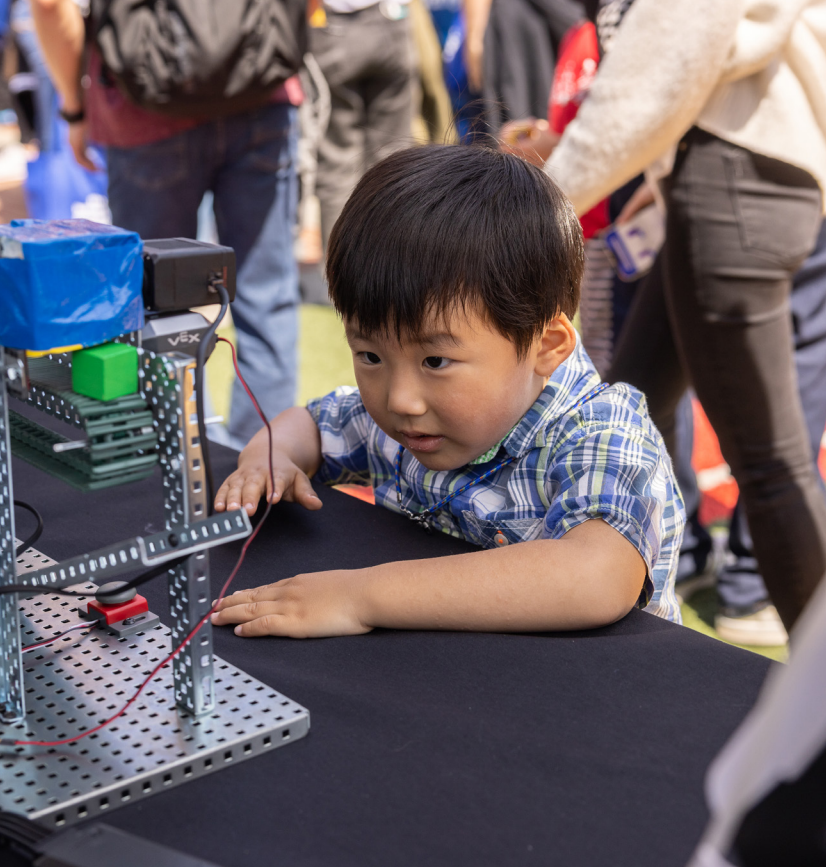
The deadline to apply as an exhibitor is on September 14, 2025. We strongly advise, as space is limited, that you sign up as soon as possible to guarantee your spot and your activity. BASF will review applications for activity safety, compliance and appropriateness for a family audience, and, once approved exhibitors will be notified.

What is included with Science Festival Exhibit Space?

- Exhibitor listing on the Bay Area Science Festival website
- Exhibitor listing on site map
- 6'x8' space with 6'x2' table and 2 chairs

Multiple exhibits at the Festival – Do I need to fill out the Exhibitor application more than once?

Yes - be sure to submit a new form for each of the activities your organization wants to have at the Science Festival. Doing so will allow us to approve each activity according to our safety standards and content requirements and accommodate your needs for each booth.



FAQs

Is the Science Festival the same thing as a Science Fair?

No, a science fair is a competition where students present their science and engineering projects, while a science festival is a broader, more public event that aims to engage the community with science through various activities, demonstrations, and exhibits. Our event features over 100 exhibitors that are STEM organizations (universities, non-profits), businesses, and science or robotics teams, not individual people.

What are the hours for The Science Festival?

11 AM - 4 PM. Setup starts at 8 AM the day of the event. For larger installs, previous day installation is possible.

How many people should staff each booth?

We recommend 4-6 people per shift with 2-3 hour shifts.

How many attendees can I expect at our booth?

We estimate that at least 400 people will visit your booth over the course of the day. Be sure to prep enough materials and consider how to clean materials in between groups of attendees.

Questions? Email us at:

exhibit@bayareasciencefestival.org

