

1998 Results

'98 MAJOR EVENTS Date Attendance

AAS MEETING, Smithsonian Astrophysical AXAF model and mural	Jan. 6-10	200
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LIFE SUPPORT & BIOSPHERE SCIENCE CONF., Orlando New ECLSS models	Jan. 11-15	5,000
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36th AIAA AEROSPACE SCIENCES, Reno, NV SEE (no staffer) and ASTP (w/staffer) exhibits	Jan. 12-14	4,000
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NORTH CAROLINA VISIT, Gastonia, NC Space Station trailers	Jan. 15-22	19,688
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Note: This visit to the Schiele Museum of Natural History and Planetarium in Gastonia, hosted 90 school groups. Four media interviews with our staffers and a tour of the trailers were completed the first weekend. The Hampton Gazette ran a story and photos and the Gastonia Mayor Porter Macater visited Jan 22. We stopped at the museum in response to a request from Senator Faircloth last March. More than 175 VIPs attended a reception in the Space Station trailers Jan. 15, including former Senator David Hoyle, State Legislator Bud Dixon, and prominent members of the community and Chamber of Commerce.

MEDICAL DESIGN & MANUFACTURING, Anaheim TTO's Technology Exhibit	Jan. 20-22	10,000
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THE SUPER SHOW, Atlanta TTO's Technology Exhibit	Feb. 5-8	20,000 est
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AMER. ASSOC. for the ADVANCEMENT of SCIENCE Space Propulsion display; Code U exhibit	Feb. 12-17	5,000
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Note: Supported this Code U request with Biotechnology assets. MSFC sent a media specialist to look for story marketing opportunities of microgravity topics. Media included the New York Times and Physics publication.

UNIVERSITY RESEARCH CENTER TECH CONF., VBC Marshall Exhibit	Feb. 22-25	2,000
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Note: This was the exhibit's debut.

BIOPHYSICAL SOCIETY, Kansas City, MO Microgravity exhibit	Feb. 23-25	2,000
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Note: The audience consisted of biochemists, physical chemists, physicists, cell biologists, physiologists and students of various science disciplines. Apx. 3,000 people attended the conference. Approximately 20 protein crystal growth (PCG) leads were obtained for the biotechnology database. The Kansas City Star, interviewed Liz Forsythe, an MSFC Research Associate.

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SOCIETY OF AUTO ENGINEERING, Detroit
TTO Exhibit

Feb. 24-26

Note: Over 70,000 people attended this convention. The NASA Technology Transfer exhibit showcased five primary technologies and 13 additional technology opportunities to this audience. Mark Hunter from Lewis provided a special presentation in the booth conference area for invited and interested participants on "High Temperature Thin Film Stain Gauges" and "Microfabricated Gas Sensors". Jim Vranish from Goddard also met with invitees and interested parties on the "Advanced Capaciflector" and the "Continuous Variable and Planetary Transmission (CVPT)". Darryl Mitchell, also from Goddard provided a presentation on the "3-D Roller Locking Sprag." A total of 108 serious contacts were obtained.

MATCHMAKER CONFERENCE, LaFayette, LA
TTO Exhibit

March

NATIONAL DESIGN AND ENGINEERING SHOW, Chicago
Various NASA exhibits

Mar. 16-19

26,700

Note: We hosted panel discussion with appx. 200 science users. Sally Little, director, Tech Transfer Office spoke to appx. 40 assn. members. The exhibit featured the International Space Station, the Reusable Launch Vehicle and Advanced Space Transportation (ASTP) Programs, Technology Transfer, Microgravity Research and Mars Rover. During the event, touted as the third largest trade show in the country, almost half of the total event gate visited the NASA booth, which Marshall organized for the Agency. The Tech Transfer exhibit gathered 285 leads for future future partnerships, 75 of them as a result of a presentation on friction stir welding. We sent a media specialist to identify opportunities with trade press. Approximately 30 national, local and trade media representatives attended a media breakfast reception we hosted. We received several follow-up calls. The assoc. editor of Design News working on an upcoming "careers" issue. She was placed on our mailing list, received releases and is planning to use at least one.

AMERICAN PHARMACEUTICAL ASSOCIATION, Miami
Microgravity research display, LeRC drop tower

Mar. 22-24

2,000

Note: Fourth year attending. A reporter from TV Interactive, a health-related TV show and Internet site interviewed the exhibit staffer. Staffers gathered six research leads. The Microgravity Office provided a panel of speakers on space research at a breakfast meeting during the conference and we hope that feedback from this session will provide clues on how to better serve pharmaceutical research community.

NATIONAL SCIENCE TEACHERS ASSOCIATION
ISS module, X-33

Apr. 16-19

16,800

Note: Code FE request, currently funded to take the Theme Exhibit module. MSFC coordinated the consolidated HEDS Enterprise booth.

SPACE AWARENESS EXPO, Joplin, MO
Space Station Trailers

Apr. 21-27

11,000

<u>'98 MAJOR EVENTS</u>	<u>Date</u>	<u>Attendance</u>
AMERICAN SOCIETY FOR QUALITY, Philadelphia Space Station module Note: Funded by Code M. Channel 6 local covered NASA exhibit.	Apr. 21-23	1,490
SOCIETY FOR BIOMATERIALS, San Diego, CA Microgravity exhibit	Apr. 23-25	
STENNISFEST, Baton Rouge Space Station trailers Note: requested and funded by Stennis. At Mall of Louisiana. Special visitors included Astronaut John Phillips, Stennis Space Center Director Roy Estes, Louisiana state legislators and Baton Rouge Chamber of Commerce members, 36 schools.	Apr. 29-May 2	12,968
MONTANA SPACE STATION TRAILER TOUR East. Plains Event Ctr, Glendive, MT	May. 7-9	2,436
Laurel Aviation & Tech Conf., Laurel, MT	May 11-15	13,386
Museum of the Rockies, Bozeman, MT	May 16-18	6,966
Butte Civic Center, MT	May 20	2,892
Helena College of Technology, MT	May 21-23	5,505
Malmstrom Air Force Base, Great Falls, MT	May 24-27	9,392
Note: Congressional request. Media coverage for the tour included 9 TVs, 6 radios, 9 print outlets. A sampling of special visitors included Senator Conrad Burns; the mayor of Glendive; Lt. Governor Judy Martz; former Governor Tim Babcock; members of the Cascade County, Lewis & Clark County and Bozeman-area county commissioners; members of the Helena and Butte Chambers of Commerce; Congressional staffers from 5 local offices, 30 members of the Museum of Rockies board; the Malmstrom AFB commander and 116 school groups. In addition, JSC set up one electronic field trip between JSC and Montana State. Example of special events included VIP/media receptions in Glendive, Laurel, Bozeman, Helena, and Great Falls. Ames supported the tour with Aerospace Education presentations at eight schools and one college in MT.		
AMERICAN SOCIETY FOR MICROBIOLOGISTS, Atlanta Microgravity displays	May 17-21	12,400
LEWIS RESEARCH CENTER OPEN HOUSE ISS Trailers	Jun 26-28	2,200
AARP BIENNIAL CONVENTION, Minneapolis, MN Space Station Trailers, other Agency displays Note: We served as the exhibit lead for the agency here. The NASA booth included exhibitry and demonstrations from all NASA enterprises, as well as HQ	Jun 2-4	14,400

Education. Distinguished visitors to the NASA displays included Margaret Dixon, the president of AARP, and Horace Deets, AARP executive director. As a direct result of NASA's role on the AARP Exhibits Advisory Council, Astronaut Shannon Lucid was the convention keynote speaker June 2. NASA hosted a reception in the booth for 100 AARP delegates and guests. An additional 10 delegates were provided a special tour of the ISS exhibit trailers the next day. On June 3, Astronaut Bob Cabana, a Minneapolis native, spoke to a group of 30 local students and teachers in the exhibit. NASA's participation in this convention was the culmination of two years of careful coordination led by Marshall with the AARP and HQ. This event set a new standard for what integrated NASA enterprise outreach cooperation can accomplish. Susan Levine, in a Washington Post article, characterized NASA's presence at the convention this way: "NASA fills a significant and popular corner of the room with replica rockets and a section of the future space station. John Glenn aside, neither the agency nor the association sees its appearance as incongruous. 'This is the generation that put America in space,' one AARP official said."

<u>'98 MAJOR EVENTS</u>	<u>Date</u>	<u>Attendance</u>
BIO '98, New York, NY	Jun15-17	4,000
NAACP, Atlanta ISS trailers, various ISS exhibits, TTO Exhibit	Jul 10-15	8,716
<p>Note: The ISS trailers served as the anchor to a 70 x 90 NASA. MSFC supported NASA Headquarters and NAACP with the following exhibits: ISS trailers, Mars exhibit, Diversity exhibit, HEDS Enterprise Wall, Technology Spin Off Display and Space Shuttle model, along with a small "theater area" (TV and a few chairs) showing NASA videos. Distinguished visitors that toured the ISS trailers were Kweisi Mfume, President & CEO of the NAACP; Julian Bond, Chairman, NAACP; George Reese, AA Code E NASA Headquarters; Dr. Yvonne Cagle; Joan Higginbotham, Stephanie Wilson, and Frederick Gregory (NASA astronauts); and Brandon Hammond, entertainer. In addition, glimpses of the ISS name and exhibit were seen in CNN convention coverage. The images were mentioned in context of NAACP's desire to focus on the future. An estimated 17,000 people attended this year's Convention in Atlanta.</p>		
AMER.CRYSTALLOGRAPHIC ASSOC., Wash, DC Microgravity exhibit	Jul. 19-22	3,300
HENRIETTA, MONROE COUNTY, NY Space Station trailers	Jul 28-Aug 2	21,162
<p>Note: An estimated 39,686 people visited this year, with 53% coming through the NASA exhibit. Volunteer support was provided by the Rochester area chapter of the National Space Society. Distinguished visitor included officials from Monroe County, the City of Rochester, and the Township of Henrietta. Special tours were conducted for Fair representatives from South Carolina and North Carolina, and mentally and physically challenged persons from the Rochester/Henrietta area. Local media included three televisions and two radio outlets.</p>		
EAA - AIRVENTURE AIR SHOW (OSHKOSH), WI Microgravity exhibit, X-33 models and hardware	Jul 28- Aug 4	250,000

<u>'98 MAJOR EVENTS</u>	<u>Date</u>	<u>Attendance</u>
JSC BALLOONER FESTIVAL and OPEN HOUSE	Aug. 8-9	5,000
WORLDFEST, Stamford, CT ISS Trailers, JSC exhibits	Aug. 24-31	64,000
AIR FORCE ASSOCIATION CONVENTION RLV and ASTP exhibits	Sept. 14-16	4,000
S.E. U.S. & JAPAN BIENNIAL CONF., Mobile, AL ISS Backdrop, ISS 1:100 model, ECLSS racks Note: Staffers spoke to four governors, the Japanese ambassador, and mayor of Huntsville. NASA and NASDA were the only two exhibitors.	Oct 4-6	750
NORTH CAROLINA AND VIRGINIA STATE FAIRS ISS model, Infrared Camera and Exhibit Note: This is in support of LaRC PAO request. Loan only.	Oct. 8-28	n/a
CANADIAN SPACE DAY ISS Trailers Note: The exhibit took place on Canada's Parliament Hill in Ottawa. Visitors included the President of the Canadian Space Agency, W. Mac Evans, and his family, as well as Danielle Lessard, House of Commons; and Alan Dubeau, the CSA ISS manager. Media coverage included Canadian freelance writer Craig Gibson; Colin Trethewey, CHRO-TV Channel 6 from Nepean, Ontario; Rachael Gavlin, French TV in Ottawa; and Olv Saul, Life Space Program, Almadon Production's Discovery Channel.	Oct. 16-21	7,400
"TURNING GOALS INTO REALITY", LeRC RLV/ASTP exhibit Note: Also included support of Lewis Research Center's Open House in Cleveland.	Oct. 9-11	3,150
STS-95 MEDIA SUPPORT ISS Trailers, Microgravity staffers Note: This is in support of a KSC PAO request. Some of the over 3000 media that have taken advantage of viewing the Space Station trailers exhibit located near the press area include Johathon Alte, Newsweek; John Holt, Canada's Discovery Channel's LifeSpace program; Joel Achenbach, Washington Post; Rachael Drummond, Christ Church Press, New Zealand; Teresa DeLaFuentes, Madrid TVE, Madrid; Kiyosh Ando, Nikkei's Washington Bureau; GeneLepley, WWBY-12 (NBC), Richmond, VA; Jim Bailey, WKJB-TV (NBC), Ft. Wayne, IN; Fanis Papathanasion, ERT/WNYE (CNN World Report), ERT, Greece; Charles Boring, Penn-Franklin News, Philadelphia; Angela Swafford, Multi-media Journeys, Inc., Miami; Dominique Detain, French-TV, Paris. Jim Sperring, KYW (CBS)-Philadelphia; Kate Fox, Bay News 9-Pinellas Park, Fla.; Ken Veda, K&H VEDA-Tokyo; and Valerie Boey, WINK TV (CBS)-Naples, Fla.	Oct. 26-30	1,500
TECH 2008, Boston, MA Technology Exhibit, ISS Module	Nov. 4-7	6,000

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AMER. ASSOC. OF RESEARCH PHARMACISTS Nov. 15-19 5,000
Microgravity Display, San Francisco

Note: Exhibits Team secured speaking session for Dan Carter.

AMERICAN PUBLIC HEALTH ASSOCIATION, Wash, DC Nov 17-21 15,000
Space Station module w/Enterprise Walls

STS-88 Dec. 3-5 1,000
Space Station trailers

COUNCIL OF STATE GOVERNMENTS, San Antonio Dec. 6-8 950
X-33 and X-34 exhibits

Note: In all, an estimated 1,500 people attended the CSG Annual Convention this year, with 63% coming through the NASA exhibit. Distinguished visitors that viewed the NASA exhibit included state senators and representatives from 22 states and Puerto Rico, representatives from Quebec, Canada, and officials from various high-profile businesses and governmental agencies. Of particular note was: Oklahoma State Senator Gilmer Capps, who is on the committee that is trying to get X-33 test flights to land in Oklahoma; Utah State Senator Joseph Hull, who expressed an interest in taking a Utah delegation to view the X-33 landing at Dugway Proving Ground; New Mexico State Senator Tim Jennings (House Minority Leader) who was very interested in progress of X-34 and future test flights at White Sands, NM; Ohio State Senator Charles Horn, who was an original member of Board of Regents that created the Ohio Space Grant Consortium; and Florida Department of Management Services Director John Owens, who expressed an interest in future RLV/ASTP concepts and noted that his department has designed and built several launch pads for the Florida Space Authority.

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