

2024 STEAM Carnival

Vendor Partner Guide



History of the STEAM Carnival DFW

In November of 2015, a quick San Francisco coffee shop visit would start the journey to take an existing idea of Los Angeles-based Two Bit Circus out of California and introduce it to now more than 8,000 students in the North Texas area.

An immediate connection with Two Bit Circus founders Brent Bushnell and Eric Gradman and the ESC team helped the idea pick up a lot of STEAM, and the carnival came to town for the first time in October 2016. The ESC facility was transformed for three days into a hands-on field trip experience like no other.

Partnering with Two Bit Circus as well as others such as Bell Helicopter, Lockheed Martin, NASA, Cisco, Microsoft, Sphero, Texas Parks and Wildlife, zSpace, and multiple local museums, the carnival provides a three-hour experience that leaves the kids wanting more. From indoor planetariums to coding to robots and even life-size animatronic dinosaurs, there is something that will pique the curiosity of all in attendance while allowing them to “play” during the learning experience.

During the 2018 event, more than 4,200 students participated from 50+ schools as 23 partners showcased their products and services throughout four Carnival Zones. Each partner station provides hands-on experiences for students and contains something for everyone.

The 2023-24 STEAM Carnival is poised to be even bigger and better than the first two successful years. Beginning March 2nd, the three-day event has been generating buzz and ticket requests since early July.

Stats from Previous Carnivals

Average Statistics (Year 1-3)

46 Schools

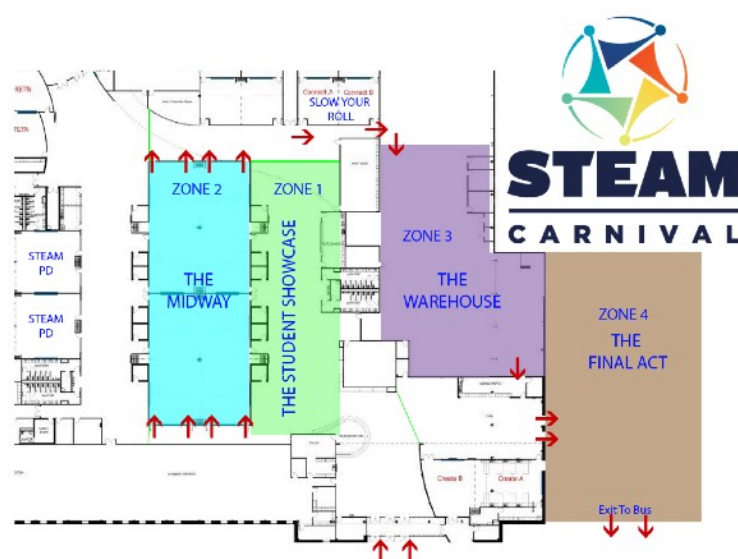
4,100+ Student Participants

210+ Teachers and Administrators

20+ Vendor Partners

Flow of Attendees

The Carnival is set up in four separate “Zones” that the students proceed through in a structured timeframe. Each zone is scheduled for a 45-minute rotation based on a starting time for Zone 2. This allows participants from schools arriving early or late to take part in as much of the student showcase as possible while still maintaining a schedule for the groups. Schools are welcome to stay in Zone 4 for as long as they wish before heading back to their campus.



Zone 1: The Student Showcase

The Student Showcase is a collection of student demonstrations and activities that are created and run by the schools themselves. From the moment students hit the door, they are engulfed with STEAM learning. There is no standing in lines and moving from station to station. Where they see an interesting area, they are encouraged to go check it out.

Zone 2: The Midway

The Midway is where most of our partners are set up for booth-style engagement with the students and teachers. It is a large two-room indoor area where students are allowed to explore their interests. This is an air-conditioned area with typically 16-20 different setups for the students. It is recommended to have something available for up to 6 students at a time to maximize their opportunity and partner exposure.

Zone 3: The Warehouse

The warehouse is another area where our partners can set up and interact with the students. This is a very large open space where you may see rockets flying, tight ropes (slack lines), and our famous recycling challenge. It is also an air-conditioned area with concrete floors, perfect for anything dealing with potential spills.

Zone 4: The Final Act

The Final Act takes place in the gated parking lot just outside our East doors. In the past, students have taken advantage of archery, full-size dinosaurs, escaped a technology-filled bus, and even climbed into a helicopter that was flown in Vietnam. This is the final stop before heading back to their schools.

Location/Facilities

The STEAM Carnival is located at the ESC Region 11 facility at 1451 S. Cherry Lane in White Settlement, TX. Access to the facility is directly off of Interstate 30, west of the downtown Fort Worth area.



The facility has large double doors for ease of entry as well as a loading dock for oversized items transported via 18-wheeler or large box truck. Amenities include gated parking, ample storage area during the event, mini snack bar, coffee, and clean restroom facilities. The indoor ceilings are 15 feet high with some hanging lights throughout the facility. The warehouse ceiling height is 20+ feet high.

Set Up/Tear Down

Members of the ESC STEAM Team will be on-site beginning Saturday, March 2nd, at 2:00 p.m. to begin setup (unless special arrangements have been made otherwise). Assistance with loading and unloading will be available during move-in. The facility will close at 8:00 p.m. on Saturday evening and will reopen Sunday, March 3rd, by 8:00 a.m. Sunday setup will go until 8:00 p.m.

Tear down will begin at 3:00 p.m. on Wednesday, March 6th. Warehouse storage will be available until Friday, March 8th, for oversized and shipped freight. All internal rooms will need to be cleared, at least into the warehouse, by 6:00 p.m. on Wednesday to make way for additional session preparation. Assistance with tear down will be available on Wednesday until 5:00 p.m.

For shipping purposes, please utilize the following address:

ESC Region 11
% Rory Peacock, STEAM Carnival
1451 S. Cherry Lane
White Settlement, TX 76108

Schedule of Events

Students will begin arriving for the event each of the three days around 8:00 a.m. with the anticipation of beginning their adventure through the attractions closer to 9:00 a.m. Each day we will be wrapping up at approximately 2:30 p.m.

IMPORTANT: Please be ready to enjoy more than 4,000 students and approximately 300 educators through the event. In addition, we will be hosting more than 100 administrators from the districts and surrounding regions to enhance the exposure for your business or organization.

Setup Location

Team members will be available once you arrive to help guide you to the area for your setup. Power, network, and other needs will be handled onsite to ensure that you have exactly what you need to make your experience positive and, more importantly, the students' experience unlike any they have ever experienced!

Lunch and Refreshments

A boxed lunch will be served each day of the Carnival for our presenters/vendors. In addition, a hospitality cart will make rounds with snacks, drinks, and other refreshments throughout the day to keep you energized for our students.

Questions

Questions can be directed to:

Rory Peacock @ rpeacock@esc11.net (General Questions)

Tom Call @ tcall@esc11.net (Vendor Area Questions)

Hotels

There are several hotels in the near vicinity of the ESC facility. We have had multiple partners and guests stay at the hotel below, which is very close to the ESC.

Comfort Inn & Suites - Fort Worth West (Great reviews from our guests)

7801 Scott St.

White Settlement, Tx 76108

817-246-2402