

SCOUT EXPO

June 4, 2011



Prepared. For Life.™

Leader's Guide

Expo 2011: from 11 a.m. - 4 p.m.
SANTA ANITA RACE TRACK INFIELD

Scout Expo 2011

“Prepared. For Life”

PARTICIPATION:

Scout Expo 2011 is an action-packed day where your pack, troop, team, crew or post will be able to feature its talents and skills, earn recognition and work on rank advancement. This packet contains valuable information and will assist your unit in its participation.

Every Scout and leader who participates will receive a Scout Expo 2011 participation patch.

Specific sections you will want to read carefully are:

- Ad Sales
- Booth Judging and Criteria
- Display set-up guidelines
- Rules and safety guidelines

HOW TO BE IN THE SHOW:

1. Determine what your unit wishes to do to participate in Expo 2011.
2. Complete the Unit Participation Form attached to this packet as **Exhibit “A”**.
3. Turn in your unit’s order for Expo Passes with payment.
4. Turn in your form as soon as possible, but no later than May 22, 2011 to the Service Center. The earlier your unit turns in their forms for a booth the more free passes your unit will receive. See Key Dates to Remember for Details.
5. A confirmation will be sent to your unit’s Scout Expo 2011 chairperson, along with any final information identifying your unit’s booth location and size, etc.

Each booth needs a theme. For example:

Cub Scouting—“Cubs in Action”

Boy Scouts – a non-Eagle required Merit Badge,
a Rank Advancement, Outdoor Skills, or Cooking Demonstration Theme

Varsity Scouting – “Teamwork and Success”

Venturing – “High Adventure”

Exploring – “Exploring Special Interest”

DISPLAY SET-UP GUIDELINES:

Booth sizes are 10' x 10' unless a larger area is requested. Drapery is lightweight so do not plan to hang heavy items on the draperies. **One 8-foot long table and two chairs will be provided for each booth.** Units need to provide all other items for set-up and operation.

Units requesting larger areas need to specify the amount of space required for their exhibit.

Electricity is available on a limited basis. Cost for electricity is \$10 per booth and a check payable to the Boy Scouts of America must accompany the Unit Participation Form. We must know *at the time you submit your Unit Participation Form* that you need electricity in order to ensure that it will be available to you.

SET-UP, FRIDAY, JUNE 3, 2011

3:00 p.m. to 5:30 p.m.

ALL EQUIPMENT AND MATERIALS for your unit's display that are too heavy to carry by hand or cart on Saturday morning *must* be trucked in on Friday afternoon between 3:00 and 5:30 p.m. **Gate 8** (located off Baldwin Ave.) will be used for this purpose. Maximum height of the vehicle load cannot exceed 10' 8" and maximum length cannot exceed 40 feet.

GATES OPEN, SATURDAY, JUNE 4, 2011

8:00 a.m. for booth participants

11:00 a.m. for general admission

PARKING AND ENTRANCE for participants will be through **Gate 6** (located off Colorado Place) beginning at 8:00 a.m. No vehicles will be allowed to drive into the infield on Saturday morning before Scout Expo begins. *Bring a handcart* if you think it will be necessary to transport equipment or materials you cannot deliver Friday night or carry in on Saturday morning.

PUBLIC ENTRANCE to Scout Expo will be from **Gate 6** through a long tunnel to the infield. Signs will be posted.

YOUR UNIT'S BOOTH:

CUB SCOUT BOOTHS: All participating Cub Scout Packs should plan to **feature achievements for Tiger, Wolf, Bear, or Webelos Cub Scouts** so as to provide Cub Scouts the opportunity to work on their advancement at Scout Expo 2011. Though it is not a requirement to have achievements featured in your booth, each Pack is strongly encouraged to do so. The Pack should *post signs at its booth indicating the advancements available by level* and furnish individual Cub Scouts a copy of a work sheet verifying all advancement work completed.

BOY SCOUTING: All Boy Scout Troops should plan on having a display at Scout Expo 2011. Each booth should feature Scouting skills, outdoor activities, advancement, or anything related to Boy Scouting. Ideally, Troops should emphasize something that they do especially well, are proud of, and would like to showcase to Scout Expo 2011 visitors. Scout Expo is also an opportunity for troops to explore and demonstrate new interests. Troops should *post signs at their booth indicating the subject matter* that is being presented and furnish individual Scouts with a copy of a work sheet for any advancement work completed.

Another big hit are the Merit Badge* booths, where participating Scouts can earn in whole or in part, merit badges in a variety of fields. Each unit should *display signage showing the merit badge subject, the requirements being covered in the booth and the anticipated time to complete the requirements offered*. It may be possible to complete all requirements for some merit badges and “partials” for others. If only some of the requirements are completed, credit for those requirements met should be noted on the Scout’s blue card. We want to teach new Scouts how to earn merit badges and introduce new subjects to all Scouts. Boy Scouts need to have signed blue cards to participate.

***Please note that no Eagle-required merit badges can be offered.**

VARSITY TEAMS: Teamwork and Success! All Varsity Teams should plan on having a Display at Scout Expo 2011. Their booth should feature Varsity Sports, On Target, Mountain Man events, or any related Varsity Scouting activity.

VENTURING CREWS: High Adventure! Here is an opportunity for your High Adventure Crew to display the great adventures that are possible in the Venturing program. Hands-on experience related to the great outdoors will inspire older youth at Scout Expo 2011 and encourage them to join your unit.

EXPLORING: Special Interests! All special-interest Exploring Posts should also plan on being part of this year’s Scout Expo. Show the public and the rest of Scouting what a wonderful job your Post is doing to prepare our youth for a career – in your area of interest. (The most successful units in past years were those that allowed participation and showed actual day-to-day activities.)

TO SIGN UP FOR A BOOTH, HERE IS WHAT YOU NEED TO DO:

Complete a Unit Participation Form; (see **EXHIBIT A**) include the subject you have selected (**except** Eagle-required merit badges). Develop a display or presentation that will allow Scouts to begin working on achievements, requirements or earning the merit badge. Provide the materials for Scouts to complete those achievements or merit badge requirements you have selected during Scout Expo 2011. If you are offering a merit badge, have at least one registered merit badge counselor at your booth.

In planning for your booth size, allow additional space for an instruction area inside your booth area (NOT in the aisle ways around the booth).

***YOUR UNIT’S SCOUT EXPO 2011 BOOTH PARTICIPATION IS A GREAT CONTRIBUTION
TO SCOUTING AND A WONDERFUL OPPORTUNITY FOR YOUR MEMBERS TO
EXPERIENCE EXPO’S SUCCESS!***

HERE ARE SOME EXAMPLES OF PAST BOOTHS THAT MAY GIVE YOU IDEAS

CUB SCOUT TIGER, WOLF, BEAR AND WEBELOS IDEAS

Arts & Crafts
Badminton
Basketball
Bean Bag Toss
Box Hockey
Holiday Gifts
First Aid Kit
Frame Picture
Frisbee/Ultimeate
Handicap Awareness
Marble Bowling
Miniature Golf
Nuts & Bolts
Obstacle Course
Paper Airplanes
Paper Plate Masks
Pin Hole Planetarium
Pinewood Derby
Plant a Seed
Plaster Casting
Recycling
Sand Painting
Soap Bubbles
Songs & Games
Stars
Table Tennis

BOY SCOUTING & MERIT BADGE IDEAS

Archery
Basketry

Chemistry
Collections
Computers
Dog Care
Earthquake Safety
Electricity
Electronics
Engineering
Fingerprinting
Fixing & Building Tools

BOY SCOUTING & MERIT BADGE IDEAS, continued

Forestry
Graphic Arts
Indian Lore
Leatherwork
Maps
Metalwork
Pets
Photography
Pioneering
Plumbing
Public Health
Railroading
Skating
Sculpture
Space Exploration
Ten Essentials
Truck Transportation

VARSITY BOOTH IDEAS

Bernoulli's Principle
Camp Display
Climbing Wall

Creative Fire Building
Cycle Safety
Dried Foods
Golf Campsite
Handicap Trail
Monkey Bridge
Neckerchief Slides
Rope Making
Scout Q & A
Tents

VENTURING

Auto Mechanic
Caving
Canoeing
High Adventure
Ice Axing & Snow Camping
Rock Climbing & Rappelling
Whitewater
Wilderness Survival

EXPLORING

CPR
Computers
Emergency Truck
Engineering
Fire Fighting
Medical
Police Car
TV Broadcasting

BOOTH JUDGING:

1. Each Unit's exhibit will earn a special Expo ribbon based upon points earned out of 100 maximum possible points. Award ribbons will be awarded as soon as judging is completed.
2. A volunteer panel will judge your exhibit. Your *youth members' involvement in the exhibit planning, creating, and manning will be considered heavily during judging.*

A. Exhibit Appearance – 15 possible points

Your exhibit should be attractive and well planned and be easily understood. It should reflect planning and preparation, as much as possible, by your youth members.

B. Subject Matter – 20 possible points

The Cubs / Scouts / Explorers should be able to converse with spectators and answer questions about the subject matter and how the exhibit was prepared.

C. Attitude – 15 possible points

Courtesy should be shown to visitors and other Expo participants.

D. Personal Appearance – 15 possible points

All booth participants should be in appropriate and correct uniform or Post identity, unless the exhibit requires special costumes or protective dress, i.e., aprons, coveralls, etc.

E. Attendance – 10 possible points

At least three youth members and two adults should man the exhibit booth at all times. The exhibit's subject matter will determine the total number of participants needed; however, over-staffing should also be avoided.

F. Identification – 10 possible points

Each display should have *the following identifying items:* Your unit flag, a banner, sign or other method which identifies the charter partner and district with which your unit is affiliated, and a sign illustrating the booth theme or giving a brief overview of the display.

G. Promptness – 15 possible points

Judging begins immediately upon Expo 2011 opening at 11:00 a.m. Your exhibit should be complete and functioning at this time. Judging will be finished by 2:00 p.m. Contact the information booth by 2:00 p.m. if your booth has not been judged by that time.

RULES AND SAFETY GUIDELINES (the “other Ten Essentials”):

1. In the event of illness or accident requiring medical treatment, all adult leaders in charge of a unit **must** have in their possession a permission slip with the consent for medical treatment, signed by a parent or guardian for every youth member under the age of 18.
2. All major and minor medical emergencies must be referred to the official Expo First Aid Station.
3. **NO** balloons are allowed at the Santa Anita Race Track at any time. **NO** live animals are allowed at the Santa Anita Race Track.
4. **Sales of any type are prohibited** (Scout Shop excepted). Feel free, however, to post acknowledgements of loaned equipment or donated materials in your exhibit.
5. Please give all visitors their money’s worth and wait until the conclusion of the show to disassemble your exhibit. *Exhibits may be taken down at 4:00 p.m. on Saturday. All equipment and materials must be removed from Santa Anita by 5:00 p.m.* Vehicles will be permitted to **enter** through the main tunnel (**Gate 6**) only after 4:00 p.m. and, to facilitate traffic flow, must **exit** through **Gate 8** onto Baldwin Avenue.
6. Exhibits featuring climbing towers, rope bridges, rappelling walls, etc. must comply with rules in the *Guide to Safe Scouting* and must provide gym-quality mats under them.
7. Strict adult supervision and adequate areas for safety lines (not crossing walkways) must be provided for displays involving projectiles, i.e. bean bags, blunt darts, rubber band guns, etc.
8. Safety goggles are required for participants in activities involving metal striking metal (hammer and nails). Wooden or leather mallets are recommended for leather tooling, and if nails are needed, aluminum nails are suggested.
9. Keep the area in and around your exhibit area clean. Remember that Scouts always leave an area better than they found it.
10. For the comfort of all participants, **NO** amplified music will be allowed.

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June 4, 2011 Santa Anita Race Track Infield

EXPO PASS INFORMATION:

An Expo Pass to park at Scout Expo is available for **only \$5 per car**. This will cover the admission for any vehicle to park at the race track. Drop off's will not require an Expo Pass. Upon arrival and depending upon your election, you will be directed to a location for drop off only or for parking. If you park, you will be allowed to enter and return on your Expo Pass during that day. For each parking pass purchased, you will also receive an Expo Council Shoulder Patch (CSP) – a \$5 value! (That's the cost of one Expo Pass!) This is a great family entertainment value!

Each unit participating with an Expo Booth will be provided with free Expo Passes for the purposes of transporting their booth materials.

Expo Passes will be available, by district, on **April 23, 2011** at the Council Office.

EVERYBODY WINS AT SCOUT EXPO 2011!

Expo is the biggest day of the whole year to show the very best that Scouting has to offer...

Have fun! Start planning **TODAY** for **Expo 2011**

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YOUR UNIT CAN EARN DOLLARS WITH ADS or DEDICATIONS TO FAMILY OR FRIENDS AND BOOTH SALE COMMISSIONS!

HERE'S A GREAT CHANCE TO ADD TO YOUR UNIT'S BANK ACCOUNT!!!

→ → DON'T MISS OUT ← ←

Reduce your dues. Build your camp fund. Send more Scouts to camp, or take a special trip. **You will receive 25% commission from the sale of all ads/tributes/booths as follows:**

Ad or Dedication	Sale	Commission
Diamond	\$5,000	\$1,250.00
Platinum	\$2,500	\$ 625.00
Gold	\$1,500	\$ 375.00
Full page (7.25 x 9.5)	\$1,000	\$ 250.00
Half Page	\$ 500	\$ 125.00
Quarter Page	\$ 250	\$ 62.50
Business Card size	\$ 100	\$ 25.00
Commercial Booth		
10' x 20'	\$ 500	\$ 125.00
10' x 10'	\$ 250	\$ 62.50

For each ad/dedication or commercial booth your unit sells, your unit will receive **25% commission** and we will send it to you within two weeks of when the ad or booth purchaser makes full payment.

Encourage each family in your unit to sell a business card ad to their employer or business.

Buy a Unit ad with family signatures, charging each family \$5 to \$10 to sign on the ad or buy a dedication to honor your unit leader or family member.

Example:

1. Sell 5 business card ads and your unit will receive \$125.
2. Sell one full page and three quarter-page ads and your unit will earn \$437.50 in commissions.

3. Sell two quarter-page ads and 4 business card size ads and earn \$225 in commissions.

PROSPECTS FOR AD SALES:

- First contact companies that purchased ads in the past.
- Companies that employ leaders or parents of Scouts.
- Local “small” business, such as barber shops, drug stores and other retail operations.
- Service clubs, social groups, P.T.A.’s, etc.
- Businesses located in the neighborhood near your meeting location.
- Unit ad - Honor an outstanding volunteer.
- Parent owned or operated businesses.
- District committee contacts.

AD SALES ARE GREAT VISIBILITY FOR THOSE SEEKING TO SELL THEIR GOODS OR SERVICES AS SCOUTS AND SCOUTERS USE THE EXPO BOOKS CONTAINING THE ADS ALL YEAR LONG!

IT ALSO ENABLES US TO SUPPORT THOSE BUSINESSES WHO SUPPORT SCOUTING!

The form for advertising in the Expo Program Book is attached as Exhibit B.

The form for securing a commercial booth at Expo is attached as Exhibit C.

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KEY DATES TO REMEMBER

<input type="checkbox"/> April 23, 2011	EXPO PASSES available at the Council Scout facilities for pickup
<input type="checkbox"/> May 6, 2011	LAST DAY to turn in AD SALES, and camera-ready as copy
<input type="checkbox"/> May 6, 2011	Unit Participation Forms to have a booth must be submitted by this date to receive 8 Free EXPO PASSES / Unit
<input type="checkbox"/> May 13, 2011	Unit Participation Forms to have a booth must be submitted by this date to receive 6 Free EXPO PASSES / Unit
<input type="checkbox"/> May 20, 2011	LAST DAY to turn in commercial booth sales
<input type="checkbox"/> May 20, 2011	Unit Participation Forms to have a booth must be submitted by this date to receive 4 Free EXPO PASSES / Unit
<input type="checkbox"/> May 22, 2011	LAST DAY to turn in Unit Participation Forms to have a booth and receive 2 Free EXPO PASSES
<input type="checkbox"/> May 30 2011	SCOUT EXPO at Santa Anita 10:00 a.m. to 4:00 p.m.

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EXHIBIT A: UNIT PARTICIPATION FORM

Booth #: _____

District _____

Unit # _____

Contact Person: _____

Address: _____

City: _____ Zip: _____

H-Phone: _____ B-Phone: _____ e-Mail _____

Expo Pass Order:

of Expo Passes (recommend one per family) _____ X \$5.00 = \$ _____

Earn the Special Expo 2011 Patch with the purchase of each Expo Pass

>>>All Expo Passes issued to the unit are to be sold by the unit.<<<

Yes! We will have a booth in the Expo. Here's what we're going to do at Expo 2011:

BOOTH REGISTRATION

Category: _____ Cub Scout _____ Boy Scout _____ Varsity _____ Venturing _____ LFL/Exploring

Booth Title: _____

(If merit badge booth, indicate which merit badge can be earned)

Booth Size: _____ 10' X 10' _____ 10' X 20' _____ Open Area (indicate how much space needed)

_____ Electricity (enclose \$10.00) What will the electricity be used for _____

Indicate if grass or pavement is necessary for your booth: Check one: Grass _____ Pavement _____

Adult responsible for planning and set-up:

Name: _____

Address: _____

H-Phone: _____ B-Phone: _____ e-Mail _____

TO GUARANTEE THAT YOUR UNIT GETS THE SAME LOCATION AS LAST YEAR OR A CHANCE TO CHOOSE A NEW LOCATION:

Return to: SAN GABRIEL VALLEY COUNCIL, Boy Scouts of America

3450 East Sierra Madre Blvd., Pasadena, CA 91107

BY MAY 22ND

Scout Expo 2011

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Unit _____

District _____

Leaders Participating

Youth Participation

1. _____

1. _____

2. _____

2. _____

3. _____

3. _____

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20. _____

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June 4, 2011 Santa Anita Race Track Infield

EXHIBIT B: EXPO BOOK ADVERTISING ORDER FORM

The Council Calendar with Expo Program and Ad's will be distributed at Scout Expo Saturday, June 4, 2011. The Expo will be held on the infield at Santa Anita Race Track in Arcadia and is attended by over 15,000 parents, volunteers, and community members from the San Gabriel Valley. In addition, the Program will be passed out at various Scout functions, therefore providing broad year-round exposure for **ADVERTISERS**. With your sponsorship of either a full page, half page, quarter page, business card ad or sponsorship of an existing booth, more youth will benefit from the aims and ideals of Scouting.

Diamond	\$5,000
Full-page-Back, or inside cover-color ad in Expo Journal, plus Booth at Show 10' x 40' (Electric , Subject to Availability)	
Platinum	\$2,500
Half-page-inside cover-color ad in Expo Journal, plus Booth at Show 10' x 40' (Electric , Subject to Availability)	
Gold	\$1,500
Full-page-black & white ad in Expo Journal, plus Booth at Show 10' x 30' (Electric , Subject to Availability)	
Full Page	\$1,000
(Full-page-black & white ad in Expo Journal)	
Half Page	\$500
(Half-page-black & white ad in Expo Journal)	
Quarter Page	\$250
(Quarter-page-black & white ad in Expo Journal)	
Business Card	\$100
(Business card black & white ad in Expo Journal)	

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AD SALES FORM

Scout Expo 2011 will take place on **Saturday, June 4th**, on the infield at **Santa Anita Race Track**. Over 15,000 participants are expected to attend this unique exhibition of Scouting skills, adventures, activities and program concepts.

Local business can support Scouting and Scout Expo by advertising.

The 2011-2012 Council Calendar will be distributed at Scout Expo and it includes a business directory. This directory is used by Scouters throughout the year to reference businesses in our community who support Scouting. Proceeds from the sale of advertisements will be used directly in the production of Scout Expo.

Company: _____ Contact: _____

Address: _____

City: _____ St: _____ Zip: _____

Signature of Advertiser _____ Telephone: (____) _____

Person Selling Ad _____ Telephone: (____) _____

(circle one) Pack / Troop / Crew / Team / Post # _____ District: _____

Address: _____

Units selling ads will receive 25% commission on ads sold.

For more information on your commission, please contact your District Executive.

Ad Copy Details

Camera-ready ad copy must be received by May 6, 2011. Ads received after this date will appear in the Scout Expo Supplement.

Ad size: Full Page \$1,000 Half Page \$500 Quarter Page \$250 Business Card \$100

Method of Payment (please choose one):

- Enclosed is a check made payable to:
San Gabriel Valley Council, BSA
Attn: Scout Expo
3450 E. Sierra Madre Blvd.
Pasadena, CA 91107

- Bill my credit card
(please circle one) Visa / MasterCard / Discover / American Express
Account Number _____ Expiration: _____

Name: _____ Authorizing Signature: _____

(as it appears on the card)

- Bill me by invoicing my company address listed above.

Payments due by April 15, 2011
For information, contact (626) 351-8815 ext. 223

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EXHIBIT C: COMMERCIAL BOOTH EXHIBIT AREA ORDER FORM

An exciting area in Scout Expo is the commercial booth display. Booths are 10' X 10' to 10' X 20'. Hobby stores, sporting goods stores, or any business that appeal to Scouts and their families would benefit from a booth. **No selling is allowed at the Expo.** Catalogs, information and interesting displays will make the commercial exhibits area an enjoyable and memorable part of the Expo. Commercial exhibitors may do a drawing to generate a list of potential customers/clients. Order forms and promotional materials are encouraged.

Ad plus Booth: Diamond \$5,000 Platinum \$2,500 Gold \$1,500

Camera ready ad copy must be received by May 6, 2011

Booth Only: 10' x 20' \$500 10' x 10' \$250

Booth Options: Grass Cement Electricity \$10

Total money enclosed: \$_____.

Unable to participate enclosed is \$_____ as a contribution for the event.

Company (Organization)

Name: _____

Address: _____ City _____ ZipCode _____

City: _____

Contact Person: _____ Work Phone _____

-----**For B. S. A. unit affiliated sales**-----

BSA District: (select one) Rose Bowl Mission Amigos Lucky Baldwin Valle Del Sol
 Golden Eagle Trails of the Valley Exploring Learning for Life

Scout Representative name: _____

Address: _____ City _____ Zipcode _____ - _____

Unit Number _____ Telephone Number Home _____

Work _____

Circle one Pack Troop Team Crew Post e-mail _____

Please make checks payable to: **San Gabriel Valley Council, Boy Scouts of America** and mail along with Ad copy to: **Scout Expo, 3450 E. Sierra Madre Blvd., Pasadena, CA 91107-1934.**

For more information, please call (626) 351-8815, Extension 223

Date received _____ **Date payment received** _____ **Date check issued** _____