



YOUTH MOBILE FESTIVAL
SCIENCE+TECH
MEETS MOBILE
OCTOBER 22-24, 2019
LOS ANGELES CONVENTION CENTER

Activity application form questions

You will be asked the following questions when completing the online application form. Please make sure you have prepared your answers before starting, as you will not be able to save your entry before it is complete.

When you're ready to submit your activity, please visit:

www.yomola.com/activity-submission

STEP 1 of 5: Exhibitor category

Your organization type will determine under which category you can apply to participate at YoMo (see section 4 of the Application Guidelines).

In which exhibitor category are you applying?

- YoMo Sponsor
- YoMo Exhibitor
- YoMo Supporter
- GSMA Awarded Activity Provider*

* Please note that only organizations that specialize in delivering STEAM outreach activities to schools and youth, and not-for-profit organizations or foundations not linked to a commercial brand can apply to become a GSMA Awarded Activity Provider.

STEP 2 of 5: About your organization

Legal name of the organization

Name of your department, brand, acronym or project

Tax / EIN number

Address

Website

Phone

Organization type (please mark all that apply):

- Private company
- Public university
- Private university
- Public research center
- Private research center
- Public foundation
- Private foundation
- 501(c)3 registered organization not linked to a commercial brand

- 501(c)3 registered organization linked to a commercial brand
- National government institution
- International (i.e. outside USA) government institution
- Organization specialized in delivering STEAM outreach activities to schools and youth
- Other – please specify

Please upload the logo of your organization

Main contact person

First name

Last name

Job title or role in the organization

Cell or direct phone

Email address

Confirm email address

Please also send me email updates about what’s happening at YoMo for educators and STEAM-sector professionals

STEP 3 of 5: About your activity

Type of activity:

- Interactive stand
- Workshop in classroom format
- Presentation
- Theatre show
- Other

If your organization wants to deliver multiple activities, you will need to submit one application per activity.

If the activity is an interactive stand

Interactive stands have to present an engaging, hands-on activity designed for attendees to simply drop in and participate on an ad-hoc basis.

Find out more about the type of interactive activities at stands we are looking for in section 6 of the Application Guidelines.

On which day(s) are you going to participate with an interactive stand?

- Tuesday October 22
- Wednesday October 23
- Thursday October 24

A number of interactive stand spaces are available across the show floor in varying sizes from 10ft x 10ft or more. All stand spaces are provided as ‘space

only' stands, with signage indicating your stand number. We only provide the space – we do not provide exhibition structures, carpet or power. Only YoMo Supporter and GSMA Awarded stand spaces include basic power outlets and carpet.

The stand packages do not include any dedicated Wi-Fi or wired Internet services, but YoMo will provide a public Wi-Fi service at the show floor that includes up to 2Mbps of upload connectivity per device.

Please indicate the approximate size of stand space for which you are applying

If the activity is a workshop in classroom format

Workshops are hands-on, project-based activities in a classroom setting for up to 45 young people for a set period of no more than 60 minutes that enables attendees to complete a set task. Each workshop should be designed to provide a hands-on experience for all attendees. Workshops should begin by briefly showing children the basics (the workshop materials and processes), and by giving a demonstration.

Find out more about the type of workshops we are looking for in section 6 of the Application Guidelines.

Each workshop session will be scheduled for at least two repeated sessions either during the morning or during the afternoon. If timeslots are available, workshop sessions may be scheduled repeatedly for multiple days.

On which day(s) are you going to deliver your workshop?

- Tuesday October 22
- Wednesday October 23
- Thursday October 24

The workshop sessions will take place in a dedicated seating area that accommodates up to 45 participants on several workshop tables, each with power and (optional) laptops and dedicated internet access. Due to the proximity of workshop spaces to the noise of the show floor, each workshop space will have a small audio system available to assist presenters in communicating to participants.

Please indicate what is needed to deploy your workshop session:

- Dedicated Internet access
- A laptop per pair of attendees
- A presentation screen

If the activity is a presentation

Presentations are an expert explanation with a theoretical component that is as engaging and interactive as possible. Each presentation session will be held in front of about 40 teenage kids and should last no longer than 45 minutes.

The presentation room will be equipped with a laptop, lectern and presentation screen. Due to the proximity of presentation spaces to the noise of the show floor, each presentation space will have a small audio system available to assist presenters in communicating to participants.

Find out more about the type of presentations we are looking for in section 6 of the Application Guidelines.

On which day(s) are you going to deliver your presentation?

- Tuesday October 22
- Wednesday October 23
- Thursday October 24

If the activity is a theater show

Shows will perform in our up-to 200 seat auditorium with a basic configuration, audio and lighting along with operating technicians.

Find out more about the type of theater shows we are looking for in section 6 of the Application Guidelines.

In order to maximize audience and available content all shows must last no longer than 60 minutes (but ideally 30 mins).

We will schedule one show in the morning and one show in the afternoon. Shows may be scheduled as a one-off, once per day, or repeatedly per day or for multiple days.

Please confirm your theatre show can be delivered in 60 minutes, and the stage can be cleared or set in 60 minutes:

- Yes
- No

On which day(s) are you going to deliver your show?

- Tuesday October 22
- Wednesday October 23
- Thursday October 24

STEP 4 of 5: Activity description

Sell your activity to us as organizers

We are looking for activities that deliver exciting and interesting content, encourage interaction, and – above all – inspire and educate young people.

Activities should be related to STEAM and answer to YoMo's "ingredients" of being inspiring, attractive, fun, hands-on, interactive, innovative and daring.

Please use the following questions to explain to us why your activity is "right" for YoMo.

Please explain the experience the visitor will have if they participate in your activity, what will they do, what journey will they go on?

e.g. "Visitors can explore the research in bioengineering applied to cardiac regeneration. With the aid of a 3D pen attendees can replicate one of the techniques that are used for research in this area. They will reflect on the advantages and disadvantages of these types of therapies and will also have the opportunity to see using the microscope some small tissue samples made with the 3D bioprinter."

What will be the key things visitors will learn when they participate in your activity?

e.g.: "The visitors will learn about the most pioneering research in organ and tissue regeneration"

Sell your activity to the attendees

You need to describe the activity as best you can; appear attractive and appealing as you are competing for attendee attention on a large interactive event.

Your answers to the following questions will appear within YoMo marketing materials including the YoMo website, social media and the Event Guide.

Official title of your activity

Make sure the title is intriguing (ideally between 6 to 8 words and between 30 to 50 characters). This will be used on the website and in the Event Guide.

e.g. "*Bioengineering for regenerative medicine*"

Please provide a teaser statement for your activity (maximum 30 words)

Tell students what they actually can do, learn, play, discover, understand, see, watch, experience, find out, etc., by participating in your activity.

Use the imperative to invite them to your activity (between 20 and 30 words and between 100 to 130 characters). This will be used together with the title in the Event Guide.

e.g.:

- Use a 3D printing pen to simulate the regeneration of body tissue
- Program a robot to escape from a maze
- Build a heart rate monitor and measure your own heart rate

Summary of your activity (maximum 200 words)

This will be used together with the title on the YoMo website, and will be used to promote your activity to schools and educators so please ensure it sells your activity well.

e.g.: *“Explore the research in bioengineering that we are carrying out, in this case applied to cardiac regeneration. With the aid of a 3D pen, you can replicate one of the techniques that are used for research in this area. We will reflect on the advantages and disadvantages of these types of therapies and we will also have the opportunity to see using the microscope some small tissue samples made with the 3D bioprinter.”*

URL for more information about your activity

What is the core age range that your activity is targeted to?

Select all that apply:

- Elementary school (11 years and under)
- Middle school (11-13 years)
- High school (14 years and over)

In which zone would you classify your activity?

- Science, chemistry & biology
- Engineering & robotics
- Technology & coding
- Arts, design & makers
- Maths, physics, geography & others

YoMo supports the United Nations Sustainable Development Goals. These are 17 goals established by the United Nations and supported by all members as essential to ensuring we sustain the planet.

What does your activity demonstrate its contribution towards?

Select no more than 3 that apply:

- Goal 1: [No Poverty](#)
- Goal 2: [Zero Hunger](#)
- Goal 3: [Good Health and Well-being](#)
- Goal 4: [Quality Education](#)
- Goal 5: [Gender Equality](#)
- Goal 6: [Clean Water and Sanitation](#)
- Goal 7: [Affordable and Clean Energy](#)
- Goal 8: [Decent Work and Economic Growth](#)
- Goal 9: [Industry, Innovation and Infrastructure](#)
- Goal 10: [Reduced Inequality](#)
- Goal 11: [Sustainable Cities and Communities](#)
- Goal 12: [Responsible Consumption and Production](#)

- Goal 13: [Climate Action](#)
- Goal 14: [Life Below Water](#)
- Goal 15: [Life on Land](#)
- Goal 16: [Peace and Justice Strong Institutions](#)
- Goal 17: [Partnerships to achieve the Goal](#)

Choose your Crew

YoMo has developed a careers program aimed to get young people thinking about what sort of career they would be best suited to. We start this process by showing that all careers operate in some sort of team environment. We have identified 14 different teams or ‘crews’ that cover the broad matrix of STEAM sector roles. Please let us know which crew(s) would best suit your activity.

Communications Crew: From the Apple Icon to the Nike ‘Swoosh’, this crew knows how to create an emotional attachment, a visual appeal and loyalty to any object, service or experience by drawing on the power of brands effectively, marketing and communicating them both online and offline.

Construction Crew: Multi-tasking is a must for this capable crew, which is involved in designing, building, calculating, working with different materials, using technology and making buildings safe, green and fit for purpose.

Design Crew: This creative crew combines artistic talent with technical ability. From designing clothes, cars and cameras to developing websites, widgets and wearable technology – you can rely on the Design Crew to bring all your ideas to life!

Film & TV Crew: This camera-shy crew is frequently found behind the scenes. Using digital tools this crew can make new worlds come alive. The technical and creative skills of the Film and TV Crew both play a starring role in making sure our favourite films look spectacular, sound incredible and play without a hitch.

Food Crew: You are what you eat! From farm to fork, scientists, technologists and engineer’s work on the processes we need to grow, manufacture, package and transport food, all around the world.

Green Crew: From looking at climate change to reducing CO2 emissions, the Green Crew is on a mission to protect our planet. By finding sustainable ways to grow food, build houses and travel, this eco-conscious crew helps us preserve our natural environment and cope with an ever-growing population.

Health Crew: This health-conscious crew helps us look and feel great. Scientists are the brains behind many of the hair styling products we use and chemists and medical professionals help protect our bodies against pain and harm.

Ideas Crew: Short on ideas? Call in the Ideas Crew! Members of this cunning crew use their brilliant minds to find solutions to just about everything, from working out how to improve health and nutrition in poor countries to designing new ways for people to navigate crowded cities.

Leisure Crew: This clued-up crew doesn’t sit still for long. It’s a big wide world out there and explorers are always looking for the next big adventure. From designing new family fun adventures to constructing unforgettable experiences these crew aren’t afraid to experience everything the world has to offer.

Energy Crew: The race is on and the Energy Crew is certainly up for the challenge. Scientists and engineers in this fully-charged crew are finding and developing new sources of energy to

power our homes, schools, hospitals and transport systems, looking after the planet in the process.

Space Crew: The Space Crew is simply out of this world. From space exploration to satellite technology, we rely on this courageous crew – firstly to explain our world and then to go far and beyond it. Inventing new technology in the process!

Sports Crew: The Sports Crew certainly has the competitive edge. Helping athletes improve their performance, researching how the body responds to exercise and designing high-tech equipment and sportswear are all in a day’s work for this cheerful crew.

Tech Crew: In times of crisis you need the cool, calm and collected Tech Crew to find a solution. Everything from chasing cyber thieves to developing the latest computer games is on the hit list for this clever crew.

Travel Crew: Always on the move. Transport planners help us get from A to B as quickly as possible, while engineers are behind the design and safety of anything that moves – from planes, trains and automobiles!

STEP 5 of 5: Other information

Does your activity comply with the next generation science standards?

- Yes
- No

Does your activity comply with the Career Technical Education standards framework?

- Yes
- No

Upload any photographs of your activity

Do you have any other supporting documents about your activity?

e.g.: evaluation reports or testimonials

Is there anything else you would like to comment regarding your activity or the delivery of your activity?

How did you hear about YoMo’s Call for Content?

- From a colleague
- From a contact involved in the production of YoMo
- Involvement in previous YoMo events
- Social media
- Press or online media
- Other – please specify

Would you be interested in applying for the upcoming Call for Content for YoMo’s Teacher Track?

Teacher Track is our exclusive program for educators, and features keynote presentations and workshops. It commences after the main show floor closes.

- Yes
- No