



"The Muse provided a **WONDERFUL** opportunity for the Knoxville community to **EXPERIENCE** & get to know the robotics programs that are available for STEM education!"

Charles Spencer, TVA Program Manager

ROBOTICS REVOLUTION 2016

HOSTED BY **the muse** KNOXVILLE

"This was a perfect opportunity for our traveling science fair to participate in an event that allowed ORNL to bring our science to the **COMMUNITY**. I felt that this event allowed people of all ages to learn about different areas of science and robotics. You definitely succeeded in setting a **FUN** and **EXCITING** environment for children who have a true passion for science and technology. I hope that we can continue to attend the event in the future. THANKS!"

Dale Heidenreich, ORNL
Traveling Science Fair Logistics Coordinator

We were excited to welcome:
1,646 Total Attendees
and
34 Total Exhibitors

93% of who are very or extremely likely to attend next year and who would recommend our event to a friend or colleague.



THANKS TO ALL OUR SPONSORS AND CONTRIBUTORS



Bertelkamp Automation
Beyond a Brick
Bricks 4 Kids
Knox County Schools
Hobby Town
Sam's Club

NX36T
REC Foundation
STEM Spark
TN Valley Lego User Group
Snappy Tomato
Kroger

PRE-EVENT MARKETING STATS

OVER 580,000 MARKETING IMPRESSIONS MADE IN PROMOTION OF THIS EVENT!

- ▶ Website Views: 30,000 +
- ▶ Knoxville Moms Blog Facebook Post
- ▶ Billboard Impressions: 250,606
- ▶ Knoxville Mercury (Print Ad) Impressions: 25,000 +
- ▶ Farragut Press (Print Ad) Impressions: 35,000 +
- ▶ Hot 104.5 Radio and Website Impressions: 165,000 +
- ▶ WBIR 15 second PSA spots for 2 weeks
- ▶ Local Movie Theater 15 sec. PSA Impressions: 80,000
- ▶ Muse Newsletter Total Views: 1700 +