THE CONRAD CHALLENGE INNOVATION SUMMIT
APRIL 21-24, 2020 - KENNEDY SPACE CENTER VISITOR COMPLEX
CONGRATULATIONS, YOU’RE A FINALIST!! NOW HERE’S WHAT YOU NEED TO DO...

STEP 1: CONFIRM YOUR INVITATION TO SUMMIT
Your team must email info@conradchallenge.org to confirm that your team will attend the Innovation Summit. The deadline for confirmation is MARCH 6, 2020 by 11:59PM EST.

STEP 2: REGISTER FOR SUMMIT
This must be completed through the website.

ALL TEAM MEMBERS, COACHES, and GUESTS will need to complete a registration form and payment separately.

- The registration fee for attending Summit is $499.00 USD per individual.
- Please enter information accurately! All name badges and individual items will be printed exactly as it was input into the registration form!

NOTE: THIS IS A 2 STEP PROCESS
1. SUBMIT YOUR FORM.
2. SCROLL DOWN AND CLICK THE “BUY NOW” BUTTON TO PROCESS YOUR REGISTRATION FEE.
On-screen presentation material is optional, however strongly recommended.

- The current presentation standard for KSC Visitor Complex is Windows 7 with MS Office 2013. Presentations MUST be created in Microsoft Power Point ONLY. Mac presentation formats are not compatible.

- Both 4:3 and 16:9 aspect ratios will be accepted.

- Avoid using an all-white background when possible, as the projectors and lights are very bright and can be uncomfortable to viewers.

- Do not overcrowd your slides by using too much text and small font. Remember, you only have 6 minutes to present, and full slides of content will not be read by the audience.

- Inserted videos are acceptable if embedded properly within the PowerPoint. If you have a video or animations embedded, those original files must be submitted as well.

You control the settings of your video by how you create your file (for example, whether it is auto play or click to play). Please practice your pitches so that you are aware of your video settings. You will operate the “clicker” and the tech crew in the booth will not be able to help advance or stop your video.

We want to ensure all presentations are set up correctly and fully tested by the Conrad Team prior to your time in the spotlight. In order to do this, all presentations must be submitted to your Conrad Challenge Award Force account by the deadline (Friday, April 3 by 11:59 PM EST).

All Finalists in the Transforming Education Through Technology category will need to utilize and build their presentations in the SMART Software in order to present via SMART Boards on stage.

The SMART team is here to help you! Please be on the lookout for instructions from their team. For additional support, email KatieNovak@smarttech.com.
WE WANT YOUR INNOVATION PROTECTED!

All Finalist teams must submit a completed and approved patent application to protect your innovation. The patent application must be submitted to your Conrad Challenge Award Force account by the deadline (Friday, April 12 by 5:00 PM EST).

NOTE: We only require proof of the approved patent application, not the fully approved patent.

• Your teams patent must be in the country of origin.
• We generally expect that each of the team’s members will be considered co-inventors.

APPLYING FOR YOUR PATENT

Be sure to check out the No Box Tool Box for additional resources as you apply for your patent. Don’t forget, we are also here to support you through the SLACK channel!

You can find information regarding the process and requirements for filing a patent application at the U.S. Patent and Trademark Office’s website here.

• You will have to fill out a cover page (see example here) and submit it with your application (either electronically or by mail) with the required fee.

• If you have additional questions after studying the information on the PTO website, you can get additional information by calling the Inventors Assistance Center here.
The Conrad Challenge team will review all presentations in detail. During this time, keep a close eye on your account, as well as the team captain’s main email address, just in case we need additional information from you.

Once your presentation has been checked, you will receive a confirmation email that your files have been tested and are cleared for Summit.

**SYSTEM NOTE:** Large files may take time to upload. If the system says “Processing,” please wait patiently for the upload to complete.

DEADLINE APRIL 3 @ 11:59 P.M. EST
• Power Pitches will be held in Universe Theater, an auditorium-style room with a stage, large projection screen, and tiered seating for 300 guests.

• You will be given 6 minutes on stage for your Power Pitch.

• There will be a timer placed on the judges table to inform you of your remaining time. If you exceed the time limit, your presentation will be ended by the Conrad Team and points will be deducted from your overall score.

• All teams must abide by the time limit and instructions from the Conrad Team while on stage.

• There will be a small stand on the stage for you to place your prototype for the judges and audience to view clearly.

• 2 handheld microphones will be available for use. Please determine which team members will hold the microphones as well as any microphone transitions in your planning. We recommend your team stand on stage in close proximity to share one microphone.

• Your team will have 1 handheld ‘clicker’ to advance your slides. We recommend assigning ‘clicking’ duty to one team member. You will be in full control of your presentation, so don’t forget to practice prior to attending Summit.

• You are not allowed to physically hand any items to the judges (such as flyers, brochures, or any other marketing materials) prior to or during the Power Pitches. Please save your marketing materials for the EXPO portion of the Summit.

• There will be no Q & A after your on-stage pitch. The EXPO portion will provide your team with 15 minutes of exclusive time in front of the judges.
PREPARING FOR THE EXPO

• The EXPO will be a portion of your overall Summit score.

• The EXPO is your opportunity to promote personalized marketing materials, such as flyers, brochures, banner stands, prototypes, business cards and promotional items.

• Each team will be required to create a Executive Summary flyer which outlines your product at a high level. View Example Executive Summary | Download a started Template

• All materials for your EXPO booth must comply with KSCVC’s safety requirements for items allowed into the facilities.

• All EXPO materials will be carried to KSCVC by the teams, stored in the designated EXPO area during the day, and removed at the end of the day to be carried by the teams back to the hotel. Please keep this in mind as you build your prototype and prepare EXPO items.

• Conrad staff is not responsible for any materials brought to KSCVC by student teams, so please use your best judgment when storing items in the EXPO area.

• Teams will only have 30 minutes for the set-up of their EXPO booth, regardless of place in the judges’ queue. Conrad staff and the ALC will be present to ensure that every team follows instructions and time limits.

• You will be given a 5-minute warning before the judges will arrive at your booth. In the meantime, we encourage you to interact with any sponsors, VIPs, family members or other students who may be roaming through the EXPO space.

• Once the EXPO has officially started, your booth will be visited for 15 minutes by our judges to allow for 1-on-1 interaction and a personal Q & A session. Your team and the judges will be given a 2-minute warning before your time is up.

• How and what you present to the judges is up to your team. There are no specific requirements or directions from the staff.

• Team order will be by random selection.

• Once all teams have been visited by the judges, you will have 30 minutes to clear out your EXPO booth.
THANK YOU TO OUR SPONSORS!