

This expo banner for the Oneida-Herkimer-Madison BOCES (OHM) Portable Planetarium served as a crucial marketing tool, directly contributing to the program's success by promoting its unique educational service to a diverse range of stakeholders. The banner's design and content were strategically crafted to generate interest, provide clear information and ultimately drive engagement and bookings. The banner's primary objective was to effectively communicate the value proposition of the OHM Portable Planetarium. It achieved this by clearly outlining the program's key features: engaging 45-minute presentations covering essential Earth and Space Science topics. These topics, including "Night and Day," "Lunar Phases," and "The Solar System," were presented in a concise and visually appealing format, immediately highlighting the program's educational relevance. Furthermore, the banner emphasized the program's flexibility and adaptability. It clearly stated the availability of full-day and half-day presentation options, catering to varying school schedules and needs. The inclusion of contact information, including email and phone number, alongside the program's website, facilitated easy access for interested parties. A significant strength of the banner was its focus on the program's alignment with the New York State Science Learning Standards. This crucial detail addressed a key concern for educators, assuring them that the planetarium experience would directly support curriculum goals. The banner also promoted collaborative opportunities, emphasizing the team's willingness to modify programs to meet specific student needs, further enhancing its appeal to teachers seeking customized learning experiences. Visually, the banner was designed to be eye-catching and informative. It incorporated imagery related to space and astronomy, capturing the attention of attendees at the expo. The concise bullet-point format ensured that key information was easily digestible, even in a busy expo environment.