

6 October 2010

Dear Educator,

First and foremost let me thank you for your interest in Engineering Expo. This informational packet will outline not only what is involved with the Engineering Expo, but also the guidelines for the Formal Design Project.

The Engineering Expo is an annual event held at Purdue University and hosted by highly motivated students and faculty from various engineering disciplines. The purpose of the Engineering Expo is to educate college-bound high school students about the profession of engineering and its role in society. This is accomplished through presenting problems similar to those faced by engineers and engineering students in an Impromptu Design Contest. Traditionally, the problem posed to students is given a story and theme. This year's theme "**Where Ideas Take Flight**" incorporates an aeronautical engineering theme into the days events and competition. The Impromptu Design Contest is an open-ended design problem; however, it is issued on the day of Expo and forces students to work as a team to solve a problem using given materials within a certain time limit. The teams then compete against one another to test their solution. **NOTE TO PREVIOUS COMPETITION PARTICIPANTS: There will be no formal design portion of the competition this year. Consequently, all scholarship awards will be based on Impromptu Competition scores only.**

Aside from the design problems, we hope to promote the engineering profession through several planned educational and entertaining activities. We will be obtaining a keynote speaker to discuss engineering. We are also organizing activities for the students to participate in that will help describe the assortment of engineering disciplines. As in previous years, the top three teams will split \$3,000 in scholarship money. The scholarship money can only be redeemed by students who will attend Purdue University's West Lafayette Campus. Unlike years past, the students are no longer required to go into the First Year Engineering Program. In addition to the scholarship, the winning team will receive the traveling PSEF Engineering Expo Trophy to display wherever they choose for one year, before returning it to the PSEF Expo Team. Certificates will be given to the First, Second, and Third place teams, and all teams will receive a certificate of participation.

Enclosed are some event details, a promotional flyer to hang at your school, and a registration form. Students who wish to compete must have the Registration Form completed and postmarked by **February 1st, 2010**. The event itself is scheduled for **March 30th, 2010**. An entry fee of \$12.00 per participant must accompany the Registration Form in the form of a check made payable to the Purdue Student Engineering Foundation. This fee will cover a lunch for each participant and advisor, a commemorative gift, and the event itself. **A second informational packet will be sent out in February 2010 detailing parking and event logistics information.**

If you have any further questions, feel free to contact the Expo Team at expo@psef.purdue.org. Additional information will be available at the Engineering Expo website as well: <https://psef.purdue.org/teams/expo/>. This packet should provide all necessary information for the time being, but please do not hesitate to contact us with any questions or concern. Finally, we appreciate your time and interest in Purdue University's Engineering Expo, and we look forward to seeing you on March 30th, 2010!

Sincerely,

Adam Golubski
Director
PSEF Engineering Expo 2010

**get out of the classroom,
away from the books,
and off the computer!**



what: **engineering expo**
scholarship money
hands-on engineering competition
fun engineering
opportunity to visit a premier engineering university
network with current collegiate engineering students

where: **purdue university**
memorial union north ballroom

when: **march 30th, 2010**
8am – 4pm
register by: february 1, 2010

information: **psef.purdue.org/teams/expo**
or email us: **expo@psef.purdue.org**



Come Join the Fun

MARCH 30, 2010

Please print or type and return by
February 1, 2010.

Please submit one form per team, making copies as necessary.

School/Advisor Information

School Name	Total # Teams	Total # of Students
Advisor Name (Last, First)		
Address 1		
Address 2		
City	State	Zip
Email	() Phone	

Team/Student Information

Team sizes should be 3-5 students

Student 1	Name (last, First)	Grade
Student 2	Name (last, First)	Grade
Student 3	Name (last, First)	Grade
Student 4	Name (last, First)	Grade
Student 5	Name (last, First)	Grade

There is a registration fee of \$12 per student. Please make checks payable to Purdue Student Engineering Foundation.

Mail this form to: Purdue Student Engineering Foundation
550 Stadium Mall Drive, Rm G216B
West Lafayette, IN 47907-2051

Fax to: (765)-496-PSEF (7733)

Email information to: exporegistration@psef.purdue.org
(please mail in payment)

Watch: www.purdueexpo.org for updates

Questions: Email: expo@psef.purdue.org Call: (765) 496-PSEF