DLESE—DLESE supports Earth system education by helping educators and learners find, use, and create online educational resources about the Earth.

Booth description: This booth was located nearer to the exhibit hall entrance than CIRES was. It was a single booth in the middle of a long row of booths and along a single-wide aisle. Two active staff members worked at the booth during the entire observation hour. The design of the booth was an open U-shape with brochures and goodies along both sides and two computers for demos on one side. A toy raffle encouraged a lot of folks to stop and staff members were active in engaging them in conversation. The booth seemed spacious enough for two staff and several visitors without crowding.

This booth was the most effective for both attraction and holding power. This was probably due to a combination of the raffle, the behavior of the staff, and the setup of the booth allowing space for several people to look over materials without it being crowded. The location of the booth was also on a major path for foot traffic, even though it was not double-sized.
Figure 6. The DLESE comparison booth. Top left photo shows the left-side table. The raffle of the Tornado Toy was in the foreground corner of that table; candy and handouts were located farther into the booth on that table. The top right shows the right-side table; it was taller, at a comfortable height for standing at the two demonstration computers located there. Neither the chair nor the stool was used during the observation hour.