

# 2010 AREA Program



Since 1995, AALAS has conducted the AREA (Animal Research Education & Awareness) Program each year at the AALAS National Meeting. The AREA program promotes the benefits and importance of laboratory animal science and biomedical research to 100–150 middle/high school students and educators from schools in the Atlanta area.

## What's in it for exhibiting companies?

- Pride in knowing you have made a positive impact on the lives of children interested in science and medicine
- Knowledge that teachers will use knowledge they learned from you to educate more students for years to come
- Gratification in knowing you introduced potential, future employees to careers in lab animal science

## What's in it for the students?

- Exposure to the "real" world of caring for animals in research (not that of TV, movies, and other propaganda)
- Introduction to a wide variety of career opportunities in the biomedical research field
- Enlightenment to the amount of care and compassion lab animal professionals possess
- Excitement of attending a learning event unlike any they have probably ever attended before

## How companies can participate:

- Submitting a question for an "exam" the students will be taking during their tour of the Exhibit Hall
- Providing promotional items/gifts such as pens, stuffed animals, key chains, etc. (less than \$5 value), that can be given to 150 students as they tour the Exhibit Hall
- Conducting short demonstrations or other interactive opportunities at your booth (less than 5 minutes)
- Volunteering booth staff as tour guides for the Exhibit Hall tour

## How the AREA Program works:

The 2010 event will be held on Tuesday, November 10, and includes a short classroom presentation followed by guided tours of students through the Exhibit Hall from approximately 10:30 am–12:30 pm. Small groups of students will stop by booths of participating companies to learn about the company and its role in laboratory animal science while getting answers to that company's questions.

All companies submitting the following form and appropriate materials to AALAS by August 1, 2010 will be formally recognized in the *Final Program*.

If your company is interested in participating in the AREA Program, please submit the following information as soon as possible.

- Yes, we want to participate in the 2010 AREA Program and have submitted our booth registration. We are aware that submission of this form simply shows our company's interest in participating and that once this form is received by AALAS, an AALAS staff member will contact our designated contact person (listed below) with specifics on creating questions, donating prizes, and participating in the AREA Program itself (contact AALAS if this has not occurred by September 15, 2010.)
- Not sure yet. Please contact us with more information.
- No thanks, we are not interested in participating this year.

Our interest in the AREA Program is (check all that apply):

- Submitting 1 multiple choice question
- Providing promo items at our booth (under \$5 value) for up to 150 students
- Conducting a product demonstration at our booth (less than 5 minutes)
- Providing a tour guide for the program

Company Name: \_\_\_\_\_

The following will be our company's AREA Program contact person:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

For further questions, contact Melissa Cole at the AALAS office. Email: [melissa.cole@aalas.org](mailto:melissa.cole@aalas.org). Phone: (901) 754-8620.

