



THE PRODUCTION POST

The World's Leading Fun Science Show Provider

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2002
Trade Show
Issue

Turnkey Entertainment and Custom Show Development the Focus at IAAPA

IAAPA

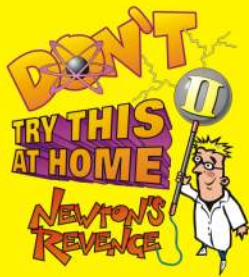
BOOTH
#2909

Mad Science Productions, a three-time award-winning IAAPA member, will be exhibiting at the association's annual trade show in Orlando, Florida from November 20th-23rd. Personnel will be on hand to promote the company's live stage show products available in 2003. Entertainment buyers can learn more about next year's line-up including "Newton's Revenge," "Funky Farmworks" and "Mad Mission to Mars: 2025."

Can't find a stage show to meet your particular needs?

If you've been looking for live children's entertainment for your venue but haven't found the right stage show, you may want to consider **customized show development**. Mad Science Productions is ready to lend its brand and show development expertise to your unique concept. If you have a specific idea you'd like to explore in detail at the trade show, book a private consultation by calling 1-800-586-5231 ext. 120. Attendees can also visit booth #2909 anytime to find out how customized show development can satisfy their particular entertainment needs.

Sir Isaac Newton Kept Mad Science Moving from Coast to Coast in 2002



Professor Pruvitt and Crash helped demystify the Laws of Motion for Canadian and American audiences in this season's stage show success, **"Newton's Revenge."** This year's performance season saw two sold-out tours of "Newton's Revenge," while "Taking the World by Storm" and "Mad Mission to Mars: 2025" entertained park and fair guests in Saskatchewan, Idaho, Wisconsin, Virginia and California.



"The Mad Science shows are terrific. The teachers love that the shows are upbeat and very interactive. . . I love the shows because the Mad Science team is very self-sufficient. I don't have to worry or do a thing. I would recommend them to anyone."

**George Starostka, Educational Marketing Representative,
Six Flags Elitch Gardens, Denver, Colorado.**

"Mad Science was exactly what we needed to boost our school program during June! Everything about Mad Science is top notch - from the planning to the show staff. We plan to use their shows year after year!"

**Brandi Gilbert, Education and Special Event Coordinator,
The Great Escape and Splashwater Kingdom, Lake George, New York.**

Mad Science Merchandise Available in 2003

Mad Science Productions is pleased to be able to offer its clients a way to increase per cap revenue with Mad Science-themed merchandise. Give guests the opportunity to purchase fun, interactive, and educational products that will spark any child's interest. Kids can build and launch their own rockets or assemble their own periscope and learn about light reflection! With over a dozen items to choose from, Mad Science products will be a success at point-of-sale locations in your designated Mad Science venue.



2003 tours are booking up quickly! To ensure that Mad Science will be available for you next year, secure your dates by calling: 1-800-586-5231 ext. 120.

"Funky Farmworks" Show Development Near Completion



The new agricultural show "Funky Farmworks" is in the final stages of development! This summer, the Mad Science Research and Development team visited local area farms to learn more about the latest developments in agriculture. The show will contrast turn-of-the-century farming methods with modern techniques while emphasizing the ways in which science and technology have increased the yield and efficiency of farm production today. Using fun science, special effects, and hands on experiments, the Mad Scientists will investigate some scientific innovations that have revolutionized modern agriculture while highlighting the important role agriculture plays in day-to-day life for everyone.



Managing Director, Leonard Lipos (right), and Creative Director, Reid Janisse, get a lesson in pollination.

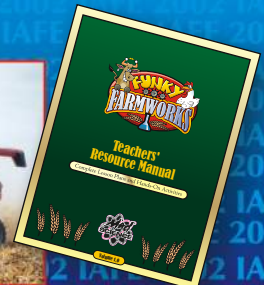


The Mad Science Research and Development team after learning about recent developments in corn harvesting.

Mad Science to Showcase the New Agricultural Show at IAFE 2002

BOOTH #1001

Offering the fair industry information about "Funky Farmworks" will be company's focus at IAFE this December. Visit booth 1001, located in the front foyer of the convention hall, to find out more about the new show. Information about other 2003 stage show offerings, including "Newton's Revenge" and "Mad Mission to Mars: 2025," will also be available. Speak to a representative about correlated Teachers' Resource Manuals designed to help create or complement school group programs at your fair.



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Mad Science and IAFE: Seminar on Biotechnology

Don't miss the seminar on Biotechnology scheduled for **Wednesday, December 4th at 10:00AM**. As a contributing speaker, Managing Director Leonard Lipos will talk about the application of the company's brand of children's entertainment to interest audiences in the science of agriculture. Lipos will explain how "Funky Farmworks" treats advances in biotechnology, such as plant breeding, crop cultivation, and food processing in a fun and interactive stage show format.



From the Director's Chair:

A message from Leonard Lipos



I would like to take this opportunity to thank our clients for their instrumental role in making our 2001-2002 season such a success. I am equally grateful to our tremendous team of creative and technical personnel for their continued energy and professionalism.

During the course of a trying year for everyone, it was encouraging to see that we didn't lose sight of the values we hold dear. Enlightening younger generations is ever so important as we plan for the future. We strive to play an integral role in this development as we continue to create new shows. We are proud to announce "Funky Farmworks" as the latest addition to our show inventory. I believe this show will fill a void in the fair and exposition market which has held true to the agricultural foundation on which it was built. With the strong and quick market reaction to this production, I believe it will be the first in a series of many agricultural shows.

We wish you continued success and prosperity as you plan for next year. I look forward to seeing you all as the trade show season approaches.



www.madscience.org/stageshows