



Are you America's next great inventor? Sealed Air Corporation, the creator of Bubble Wrap® cushioning, is sponsoring the Bubble Wrap® Competition for Young Inventors to encourage students in grades 5–8 to demonstrate their creativity and ingenuity by creating an invention that incorporates the use of Bubble Wrap® cushioning. Three finalists will win a three-day trip to New York City, where the Grand Prize Winner will be announced at the Bubble Wrap™ Awards Ceremony on Saturday, May 22, 2010. The Grand Prize Winner will receive a \$10,000 savings bond, while the 2nd and 3rd place winners will receive \$5,000 and \$3,000 respectively in savings bonds.* The teacher/mentor of each finalist will receive a \$500 gift card. In addition, the school of the Grand Prize Winner will receive a \$5,000 donation.

Bubble Wrap® cushioning was invented in 1960 by Alfred Fielding and Marc Chavannes, and was originally intended to be used as textured wallpaper; however, the two inventors quickly realized it was actually a superior cushioning material and went on to found Sealed Air Corporation, now a global, Fortune 500 company that offers a wide range of packaging solutions and has annual sales in excess of \$4 billion. Sealed Air is widely recognized for its strong commitment to innovation and continues to be an industry leader in research and development.

The Deadline for entries is Wednesday, March 3, 2010.

How to become a National Semi-finalist:

1. Young Inventors must be students in grades 5–8 for the school year 2009-2010.
2. Original inventions must incorporate the use of Bubble Wrap® cushioning.
3. **To enter the competition, the following must be received at The National Museum of Education no later than 6:00 p.m. EST on Wednesday, March 3, 2010.** This should include:
 - A written description in English that includes the name of the invention, its purpose, how it works, how the idea was created and how it will be used, or make everyday life easier or more enjoyable. The description must be no more than 1000 words.
 - An indication of which category and topic in which the student is entering the invention. (See Official Rules for the categories and invention topics).
 - A clear design or drawing (drawn in thick dark blue or black ink or flair tip pen).
 - One or more clear photograph(s) of your invention that shows it in full and you using it.
 - Any of the following visuals (optional): a VHS, CD or DVD depicting the invention and its use.
 - The young inventor’s name, his or her age, grade and school, sponsor (teacher/parent/guardian), along with an address, phone number, and cell phone, FAX and email (if available), clearly marked on all mailed items.
4. If you are selected as one of the national semi-finalists, you will be contacted by Monday, March 22, 2010 by phone, email or FAX (if available), and mail. The national semi- finalists that are not selected as finalists will each receive a \$500 savings bond.*
5. Young inventors and one parent/guardian must be prepared to fly to New York City the weekend of May 21-24, 2010 and to attend Bubble Wrap® Awards Ceremony on Saturday, May 22, 2010. Sealed Air Corporation, along with The National Museum of Education will be responsible for all travel arrangements within the domestic U.S. along with accommodations for the three finalists and their respective parent/guardian
6. Young inventors must be willing to participate in publicity events and media interviews surrounding the Bubble Wrap™ Awards Ceremony.
7. The National Museum of Education and Sealed Air Corporation cannot return the contestant submissions except the models chosen for semi-finalist and finalist judging.

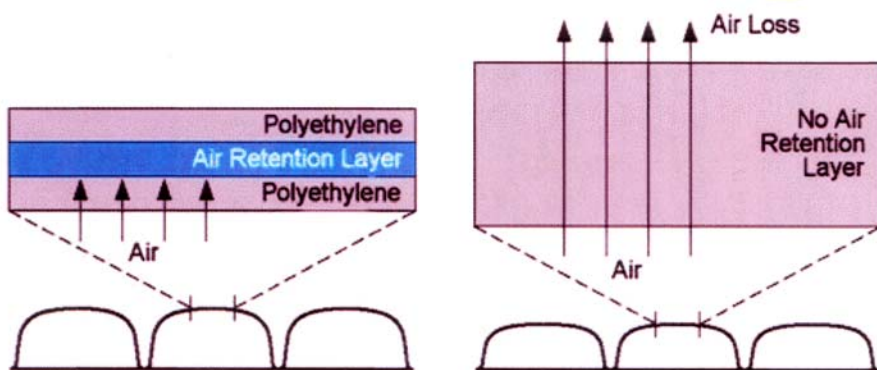
*savings bond values are at maturity for United States Series EE paper savings bonds.

FREQUENTLY ASKED QUESTIONS ABOUT SEALED AIR'S BUBBLE WRAP® BRAND CUSHIONING

1. Do I have to use Bubble Wrap® brand cushioning to make my invention?

We recommend you use Bubble Wrap® brand cushioning to create your invention for several reasons. Bubble Wrap® brand cushioning was the first air cellular cushioning to be invented, and this brand offers many advantages over alternative products.

All air cellular packaging material is made from polyethylene; however, polyethylene alone allows some of the air to escape over time or under a weight load. That's why Sealed Air's Bubble Wrap® brand cushioning incorporates an extra layer of barrier material that is 100 times more resistant to the passage of air than even a thick single layer of polyethylene. The picture below demonstrates how this works:



Sealed Air's Barrier Bubble® technology also provides superior cushioning and longer lasting protection as well as many environmental benefits such as source reduction (using less material), damage reduction, reusability and recycle-ability.

Also, please keep in mind that while you are allowed to use brands other than Sealed Air's Bubble Wrap® cushioning, if your invention makes it to the semi-finals, we may ask you to rebuild the invention with Bubble Wrap® brand. This will occur if the integrity of the invention is altered by the type of cushioning used. You can be assured that the product you are using is Sealed Air's Bubble Wrap® brand cushioning by looking for use of the Bubble Wrap® brand on the packaging.

2. Where can I find Bubble Wrap® brand cushioning?

You can find Sealed Air's Bubble Wrap® brand cushioning at a Staples, OfficeMax or Wal-Mart store near you, or online at www.staples.com or www.officemax.com.

3. What sizes and colors of Bubble Wrap® brand cushioning may I use to make my invention?

You can use a variety of sizes of Bubble Wrap® cushioning to make your invention. In order to make the competition fair to all contestants, young inventors should stick to clear Bubble Wrap® cushioning only. If you wish to use color, we suggest dyeing or painting your invention in order to make it as personal and creative as possible.

4. May I receive help and input from my friends, family and teachers?

No great inventor works alone. While the main concept and the bulk of the work associated with dreaming up and putting together your invention should be your own, we understand that bouncing ideas off of parents, friends and teachers is normal and often necessary. We just ask that you let us know who worked with you throughout the process and that you make sure to let your own ideas shine through.

5. Who invented Bubble Wrap® brand cushioning?

Bubble Wrap® cushioning, just like the great inventions that you will bring to this competition, was the brainchild of two ambitious inventors working in their garage. The story begins in Hawthorne, NJ with two engineers, Marc Chavannes and Al Fielding. Marc and Al were trying to make a plastic wallpaper with a paper backing. Surprisingly, this product didn't take off. They quickly realized, however, that their invention could be used as a cushioning material for packaging. At that time, only abrasive paper products were used for packaging, which did not suffice for cushioning heavy or delicate items. They founded Sealed Air Corporation in 1960; and today, Sealed Air is a leading global manufacturer of a wide range of food and protective packaging materials and systems.

6. How is Bubble Wrap® brand cushioning made?

Bubble Wrap® brand cushioning starts as polyethylene (plastic) resin, in the form of beads about the size of small peas. The beads go into an extruder - a long cylinder with a screw inside that runs its entire length. As the screw is turned, heat builds up and the resin melts into a liquid that is squeezed out of the cylinder into two stacked sheets of clear plastic film. One layer of the film is wrapped around a drum with holes punched in it, and suction is applied drawing one web of film into the holes that form the bubbles. The second layer of film is then laminated over the first so that when the two films are joined, they stick together and trap the air in the bubbles.

This may sound easy, but polyethylene is a porous material like a sponge. Air can easily leak out through the pores, which tends to limit the cushioning ability of the packaging. Realizing this, Sealed Air started using a barrier coating to seal the air in the bubbles. Eventually, a method of encapsulating an air retention barrier in the polyethylene during the extrusion process was developed. This process is a trade secret of Sealed Air Corporation.



HOW TO ENTER OFFICIAL RULES

- Inventions must be original. Each entry should be submitted by one student working alone, with the mentorship of parent(s) and/or a teacher/mentor.
- Invention categories:
 1. Fun & Learning and the Arts
 - Sports
 - Games/Toys
 - Entertainment
 - Sculptures/Models
 - Dance
 - Architecture
 2. Make a Difference
 - Health & Wellness
 - Environment
 - Energy
 3. Time, Convenience & Money-Saving Products
- **Mark the category and the topic on the required line of the Official Entry Form.**
- **Official Entry Form.** Submit a neatly completed Official Entry Form with your entry. It must be **signed by the inventor, his/her parent or guardian, and his/her teacher/mentor.** The signature on this form attests to the originality of the entry and verifies that the invention submitted meets the rules of the competition. Entry forms lacking the required signatures will be disqualified.
- **Sketch of Invention.** Draw your invention with a diagram of how it works. Please use a thick, dark blue or black ink or flair pen. No pencil!

- **Essay.** Prepare a description of the invention that does not exceed 1000 words. The description should be neatly written in black or blue ink or typed. The description should give the **name of the invention** and include the following paragraphs:
 - **Paragraph 1** –Explain the use of the invention. What does it do?
 - **Paragraph 2** –Explain the invention’s mechanics. How does it work?
 - **Paragraph 3** –Tell how you came up with the idea.
 - **Paragraph 4** –Explain why you think there is a need for this invention and how people will benefit from it in society.

- **Photographs.** You must send one or more clear photograph(s) of your invention that shows it in full and you using it.

- **Videos, CDs, DVDs.** You may also send a video (VHS format), a CD, or a DVD of no more than 10 minutes showing your device and how it works. Indicate the format that you are using.

- **Send Your Entry Materials.** Send all entry materials including Official Entry Form, Essay, Sketch, Photo(s) and optional VHS Video, CD or DVD to:

| The National Museum of Education: | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| Address: | 80 W. Bowery Street, Suite 305, Akron, Ohio 44308 |
| ...: Because of the digital size of photos & videos, please limit those submissions through mail. Line drawings and written entries may be submitted through email or fax. ... | |
| Email Address: | info@nmoe.org |
| Fax: | 330.376.0566 or 330.376.3727 |

DO NOT SEND YOUR INVENTION MODEL UNLESS YOU ARE NOTIFIED BY MONDAY, MARCH 22, 2010 THAT YOU ARE ONE OF THE FIFTEEN SEMI-FINALISTS. If you are notified that you have been selected as a semi-finalist, you must immediately submit a working model of your invention via Federal Express to the address provided to you upon notification to arrive no later than Wednesday, March 31, 2010. (A Federal Express shipping charge number will be provided to you. Pack your model well; models received in broken or non-working condition will be disqualified.) Also, you and one parent/guardian must be prepared to travel to New York City during the weekend of May 21-24, 2010 for possible national media appearances and for Bubble Wrap® Awards Ceremony on Saturday, May 22, 2010 as a finalist and/or Grand Prize Winner.

- **Entry Deadline.** All entries **must be received by The National Museum of Education by 6:00 p.m. EST on Wednesday, March 3, 2010.** Entries received after the above date will be disqualified. Faxed and emailed entries are acceptable, but keep in mind that photographs do not fax well, and you may have time restraints if you choose to FAX your entry on the last day.

- **The National Museum of Education is not responsible for:** lost, late, mutilated or illegible entries nor for mail or shipment errors or delays resulting in omission, defect, delay, theft or destruction or unauthorized access to or alterations of entry materials, or for technical limitations of any kind, or

inaccurate transmissions of or failure to receive entry information by The National Museum of Education or Sealed Air Corporation on account of technical problems, or shipment problems or errors.

- **Please Note:**
 - Do not put your name or other identification on any page other than the Official Entry Form.
 - Do not use report covers, binders or folders. All sheets should be 8-1/2" by 11".
 - Staple all written materials, sketch, and photo(s) including the Official Entry Form with one staple in the left-hand corner.
 - Essays, sketches or diagrams, photos, videos, CDs, and DVDs will not be returned to contestants.
 - Students may enter only one invention.
 - Contestants who are selected as finalists and one parent/guardian must be prepared to travel to New York City during the weekend of May 21-24, 2010 for possible media appearances for the Bubble Wrap® Awards Ceremony.

- **Permission to Duplicate.** Students, teachers, and parents are welcome to duplicate any part of this competition information (including the Official Entry Form). All entries must be accompanied by a copy of the Official Entry Form.

ABOUT THE COMPETITION

- This competition is open to full-time students who are in grades 5–8 for the 2009-2010 school years. These students must attend an accredited public or private school, charter school, or be home schooled, and must reside within the United States or U.S. Territories. Employees of Sealed Air Corporation, The National Museum of Education, and each of their affiliates, subsidiaries, advertising and promotion agencies and their immediate family members and/or those living in the same household of each are not eligible.

- All federal, state and local taxes are the sole responsibility of the winner. All federal, state, and local laws and regulations apply.

- All trip expenses will be awarded to the finalists and their respective parent/guardian. There will be no substitution of trip prizes.

- Prize consists of only those items specifically listed herein as part of the prize. Hotel accommodations do not include incidentals, tips, telephone calls, or any other personal expenses incurred during the trip. Finalists and their respective parent/guardian must travel together. All taxes, fees and surcharges on prize or gratuities associated with any part of the prize are the sole responsibility of the winner.

ABOUT THE JUDGING

1. Fifteen Semi-finalists will be selected and informed by phone by Monday, March 22, 2010. Three finalists will be selected and notified on or about Monday, April 12, 2010.
2. All entries received in accordance with the rules will be judged on the following basis:
 - **35% Creativity**
 - **35% Practicality or Usefulness**
 - **15% Benefit to Society (How will it help people?)**
 - **10% Cost Effectiveness (Would the invention have a market?)**
 - **5% Clarity of essay, including spelling and grammar.**
3. Each contestant is limited **to** one entry.
4. Winners are selected by a panel of distinguished scientists, business executives, and educators. The decision of the judges is final.
5. After the judging of essays, drawings, photos, videos, CDs or DVDs, semi- finalists will be selected and notified through The National Museum of Education by Monday, March 22, 2010. **Each semi-finalist must then ship his/her invention to the address provided at the time of notification.**
6. **Three finalists** will be selected and notified on or about Monday, April 12, 2010. The three finalists will then be flown, along with one parent/guardian, to New York City for the Bubble Wrap® Awards Ceremony, May 22, 2010 and the weekend before, May 21-24, 2010. All travel arrangements, accommodations and a \$50 per person, per diem for meals or a gift card to cover incidentals will be provided by Sealed Air Corporation. All travelers must execute a Liability/Publicity Release prior to travel and must possess applicable travel documents (e.g. valid photo I.D.) prior to departure.
7. Entry materials, consisting of an essay, sketch, photo(s), video, CD or DVD will not be returned to the contestants. Semi-finalist inventions will be returned by Sealed Air Corporation, subject to the following: The three finalists' inventions may be retained by Sealed Air Corporation and/or The National Museum of Education for up to 18 months, for promotional purposes.
8. Sealed Air Corporation and The National Museum of Education are granted permission, upon entry into the competition, to use (in their sole discretion) the contestant's name, photograph, likeness, and entry materials including the invention, for publicity purposes. Acceptance of the prizes constitutes permission to Sealed Air Corporation and its agencies to use the winner's name and/or likeness for purposes of advertising and promotion and trade without further compensation unless prohibited by law. By accepting the prize awards, winners agree to hold harmless Sealed Air Corporation and The National Museum of Education, their respective officers, directors, agents, employees, attorneys, shareholders, partners, controlling persons, predecessors, subsidiaries, affiliates, parent corporations, insurers, successors, and assign against any and all claims and liability arising out of their participation in this promotion or the use of the prize. Winners assume all liability for any injury or damage caused or claimed to be caused, by the participation in this promotion or use or redemption of any prize. By participating in this promotion, contestants agree to be bound by the Official Rules and the decisions of the judges.

FREQUENTLY ASKED QUESTIONS ABOUT THE COMPETITION

1. What size of Sealed Air's Bubble Wrap® cushioning may be used?

You may use any size Bubble Wrap® cushioning, but we encourage you to use Bubble Wrap® brand cushioning because of its unique qualities.

2. Does the invention have to consist of Bubble Wrap® cushioning alone?

No, Bubble Wrap® cushioning may be used with another product or products, but Bubble Wrap® cushioning should be a major component of the invention.

3. Is this Bubble Wrap® brand competition open only to science classes or science projects?

No, this competition is open to any discipline. (See suggested categories in the “How to Enter” Section of the application.

4. May we FAX photos?

Yes, however, remember any FAXed photos may be unclear, at best – or of very poor quality.

5. May we use pencil on any portion of the Entry Form and its attachments?

No, the forms and sketches are often difficult to read/see.

6. May we use colored Bubble Wrap® cushioning?

No, only clear Bubble Wrap® cushioning may be used.



**Sponsored by Sealed Air Corporation
Administered by The National Museum of Education**

OFFICIAL ENTRY FORM - 2009-2010

(To be neatly completed in full by inventor, printed in blue or black ink or typed)

Name of Invention: _____

Category & Topic of Invention: _____

Student Data:

First Name: _____ MI: _____ Last Name: _____

Male _____ Female _____ Date of birth (mm/dd/yy): ____/____/____ Age: _____

Home Address: _____

City: _____ State: _____ Zip Code: _____

Daytime Phone: (____) _____ Evening Phone: (____) _____ - _____

Cell Phone: (____) ____ - _____ Fax: (____) ____ - _____

E-mail: (if available) _____

Parent(s)/Guardian(s) Names: _____

School District: _____

School Name: _____ School Phone: (____) ____ - _____

School Email: _____ Grade Level: _____

Sponsoring Teacher or Mentor: (One teacher/mentor per entry)

Title (Mr./Mrs./Ms./Dr.): ____ First Name/Middle: _____ Last Name: _____

School Name: _____ School Address: _____

City: _____ State: _____ Zip Code: _____

School Phone: (____)____-____ Fax: (____)____-____ Home Phone: (____) ____-____

Email _____ Grade Level(s) Taught _____

I hereby affirm that the information I have provided on this form is, to the best of my knowledge, true and correct and that the invention that I have submitted is the sole idea of the inventor or an improvement on a previous invention.

Signatures:

Inventor Signature: _____ **Date:** _____

Parent/Guardian Signature: _____ **Date:** _____

Teacher/Mentor Signature: _____ **Date:** _____

Make sure you review the checklist below BEFORE sending in an entry so you can ensure that your creative efforts will not be disqualified:

I have included: (Please use this as a checklist to be certain that all rules have been followed. Put a line through each bullet when completed.)

- Complete Official Entry Form signed by the student, parent/guardian, and teacher or mentor.
- Information on the entry form is complete (name, age, address, phone number, email [optional], school name, address, and telephone number)
- A description of no more than 1000 words which is neatly written in dark blue or black ink or typed.
- Entry form submitted in English.
- A clear design or drawing (in thick dark blue or black ink or with a felt tip flair pen.)
- One or more clear photograph(s) of your invention that shows it in full and you using it.
- Any of the following visuals that will best explain your invention: (optional)
A CD, VHS, or DVD of the invention with you demonstrating it.

Important: Do not send your actual invention at this time.

REMINDER: Did you go through the checklist (page 2) to make sure you have checked off each item and have included the necessary materials with your entry?

IF, BY MONDAY, MARCH 22, 2010, I AM NOTIFIED THAT I HAVE BEEN SELECTED AS A SEMI-FINALIST, I WILL:

- Be prepared to immediately submit a **working model** of my invention via Federal Express to the address provided to me upon my notification. A Federal Express shipping charge number will be provided to me. (Pack your model well; models received in broken or non-working condition will be disqualified.)
- Be prepared to travel to New York City with one parent/guardian during the weekend of May 21-24, 2010 for New York City sightseeing and for the Bubble Wrap® Awards Ceremony, Saturday, May 22, 2010. Travel and lodging costs will be paid by Sealed Air Corporation (see below).

Airfare and ground transportation for the three Finalists and one parent and/or guardian will be provided by Sealed Air Corporation to New York City. No substitutions may be made, and any changes to flight or hotel arrangements made by the finalist and/or his/her family will be at the cost of the finalist. Sealed Air Corporation will also provide a \$50 per-person, per diem food allowance or a gift card to cover incidentals for the finalist and one parent/guardian accompanying each finalist.

FINALIST AND PARENT/GUARDIAN AGREEMENT:

Upon notification that I/my child am/is a finalist, The National Museum of Education will coordinate with us to book appropriate domestic airfare and Sealed Air Corporation will provide accommodations and arrangements for ground transportation from the airport to the hotel as well as to all scheduled events, and back to the airport for the return flight. Any subsequent changes to transportation (including travel from the airport, to the airport for the return flight, and travel to scheduled events) arranged by The National Museum of Education and Sealed Air Corporation, and confirmed by us will be at our own expense. Personal frequent flyer/hotel credit redemptions cannot be utilized for any National Museum of Education or Sealed Air Corporation travel bookings.

Inventor Signature: _____ Date: _____

Parent/Guardian Signature: _____ Date: _____

Completed Official Entry Form must be received by 6:00 pm EST, Wed., March 3, 2010
Mail completed Official Entry Form and any visuals to:

The National Museum of Education

80 W. Bowery St., Suite 305

Akron, OH 44308-1148

Phone: (330) 376-8300

Web site: www.nmoe.org

You may also FAX* and/or email** your Official Entry Form and entry requirements to:

FAX: (330) 376-0566

E-mail: info@nmoe.org

* Keep in mind that photos and drawings frequently do not fax clearly.

** If digital files (photos, videos, etc.) are very large, we recommend sending a CD or DVD through the mail.

IMPORTANT – Make a copy of the final entry form and attachments for your files!