



# THE PRODUCTION POST

The World's Leading Fun Science Show Provider

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## Robots Have Gone Mad!

### Mad Science Productions unveils a show like no other for 2006

Mad Science Productions has great news for amusement parks, fairs, performing arts centers and museums: Professor Pruvitt and Crash are back in their most exciting adventure yet, Robots Gone Mad! Thrilling experiments and interactive demonstrations introduce audiences to the world of robotics. Audience members will be captivated by real robotics, amazed by a giant interactive video screen, and delighted by hilarious, energetic performers who make science fun for everyone. Children of all ages will see how robots work, how they are used everyday, and how important they will be in the future! Mad Science's unique brand of interactive, educational entertainment is guaranteed to satisfy family audiences everywhere. From space exploration to household chores, robots are at work everywhere and now they're going Mad! Be a part of it!

Advance sales have surpassed all expectations. Book now! Robots are standing by!



# Success That Matters : Satisfied Customers !

In 2005, Mad Science Productions and Herschend Family Entertainment enjoyed a tremendously rewarding relationship.

Mad Science Productions performed at **Silver Dollar City** and **Dollywood** during the busy summer season, and thrilled audiences beyond their wildest imagination. Herschend Family Entertainment measures customer satisfaction levels for each of its attractions. On a four-point scale (where four represents full satisfaction) Mad Science appears to have thrilled park-goers!

Park: **Silver Dollar City**  
Show: **Newton's Revenge**  
Customer Satisfaction Level: **3.58 (90%!**)



"Nearly 100,000 people learned about Newton's Laws of Motion at Silver Dollar City this summer and had fun doing it, all thanks to Mad Science's cleverly entertaining show, 'Newton's Revenge.' This show epitomizes the term 'edu-tainment' in a wonderfully wacky way."

**Brad Schroeder,**  
Director of Entertainment  
& Events, Silver Dollar City  
Attractions



Park: **Dollywood**  
Show: **Movie Magic**  
Customer Satisfaction Level: **3.86 (97%!**)



"The high level of audience participation in the Movie Magic show was a dynamic element of surprise for our guests. Kids enjoyed being stars in the show, and their parents loved seeing them on stage! The Mad Science cast was thoroughly professional and could not have been more cooperative throughout the entire run of the show."

**Tim Berry,**  
Director of New Product  
Development, Dollywood



# Mad Science Teams Up with Management Resources



Mad Science Productions and Management Resources have joined forces to bring award-winning Mad Science programming to museums, science centers, zoos and aquariums. Mad Science is proud to bring non-profit venues interactive, mission-related programming which instill a clear understanding of what science is really about, and how it affects the world around us.

This month, Toni Aloï, the Vice President of the Exhibition Division of Management Resources, participated in the Association of Science-Technology Centers conference in Richmond, Virginia. As the conference made clear, an association between Mad Science Productions and North America's premiere educational institutions holds promise for everyone!

"We are very excited at the level of interest and enthusiasm Mad Science has generated within our target markets. The educational opportunities and entertaining programming elements of Mad Science, coupled with Management Resources' extensive contacts in the world of museums and science centers, opened many doors at some of this country's most prestigious institutions"

David Schmitt, principal of Management Resources

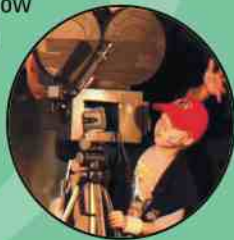
## Mad Science and the Performing Arts



**Brad Simon Organization, Inc.**

The Mad Science Productions' performing arts business is growing rapidly. After a successful 2005 touring season, Mad Science is gearing up for a phenomenal season in 2006. Movie Magic alone is tightly booked across the United States. From January to April 2006, the show can be seen in such

diverse venues as the Raue Center for the Arts in Crystal Lake, Illinois; the Waco Hippodrome in Waco, Texas; the Bergen Performing Arts Center in Engelwood, New Jersey; and the Lucher Theatre in Orange, Texas... and that's just to name a few!



## Come See Us at IAAPA and IAFE!

This November, Mad Science Productions will be at the IAAPA Attraction Expo in Atlanta, Georgia and the IAFE Convention in Las Vegas, Nevada. We invite you to visit us! Call us today to schedule an appointment in the Mad Science hospitality suite.

### IAAPA Attraction Expo

Georgia World Congress Center, Atlanta, Georgia  
November 16-19, 2005  
Booth # 5274

### 2005 IAFE Convention

Paris Hotel, Las Vegas, Nevada  
Nov. 28-Dec. 1, 2005  
Booth # 1001

**The Early Bird Gets the Discount**

Book your Mad Science show by November 1<sup>st</sup> and receive a special discount for the show of your choice! Choose from "Movie Magic," "Newton's Revenge," "Funky Farmworks" or "Robots Gone Mad."



## Teachers Resource Manuals Now at No Charge!

Mad Science Productions is thrilled to announce that all Teachers Resource Manuals are now available for download **free of charge**. Teachers Resource Manuals are designed to enhance the educational value of our shows by providing teachers with a suite of relevant pre- and post-show activities and lesson ideas. Our manuals, like our shows, are tremendous draws for educators, and meet National Science Education Standards and the Canadian Common Framework of Science Learning outcomes.

To receive a hard copy or to find out more, please contact Jill Cooperman by phone at 514-344-4181 (ext. 139) or by e-mail at [jillc@madscience.org](mailto:jillc@madscience.org).



## Call now!

1-800-586-5231  
(ext. 120).



[www.madscience.org/stageshows](http://www.madscience.org/stageshows)