



SEATTLE MINI MAKER FAIRE 2017

WELCOME PACKET

Congratulations on being accepted to Seattle Mini Maker Faire 2017!

This packet provides more information to help you navigate the expectations and logistics of Seattle Mini Maker Faire (SMMF) to help make your experience more memorable, positive, and rewarding. The SMMF production team have created a little more information on some of the exhibitor roles and responsibilities to help you prepare and design an exhibit that is safe, interactive, and enjoyable for the public.

Next steps – confirm your spot in Seattle Mini Maker Faire by officially registering with us.

YOUR REGISTRATION CHECKLIST:

- **Registration Confirmation and Fees-** In order to be officially accepted and promoted as an Exhibitor/Presenter in Seattle Mini Maker Faire, you must complete the following:
 - Please be sure to read through this information packet thoroughly.
 - Email AllisonP@mopop.org and officially confirm “YES” you will exhibit.
 - Pay your fee if applicable (payment link provided in your acceptance email)

If you have any specific questions along the way, please contact our Seattle Mini Maker Faire Coordinator at allisonp@mopop.org.

We look forward to seeing you at Seattle Mini Maker Faire on September 16-17, 2017!

In this packet:

- Seattle Mini Maker Faire Overview
- Important Dates
- Primary Contacts
- Pre-event Information: Communication and Promotion
- Onsite Information and Policies: Load-in/Load-out, Booth Specifications and Policies, Security/Theft Prevention
- Photo Release
- Legal Responsibilities and Policies

Note: Information in this document is subject to change. Final load-in information/floor plans will be provided by September 5, 2017.

SEATTLE MINI MAKER FAIRE OVERVIEW

Maker Faire, hailed as the "Greatest Show (and Tell) on Earth," is a family-friendly showcase of invention, creativity, and resourcefulness—and a celebration of the maker movement: people not just hungry to talk about the next big thing, but to make it!

Now in its sixth year, Seattle Mini Maker Faire offers tech enthusiasts, crafters, homesteaders, scientists, garage tinkerers, and commercial makers of all ages and backgrounds a platform to share their passion projects with the public—anyone who embraces the do-it-yourself (or do-it-together) spirit.

Over the course of the weekend, guests are invited to get their hands dirty and try out the latest inventions, activities, and talks that blend art, engineering, science, and technology from more than 130 makers. It's a vibrant gathering of innovative minds, and the perfect opportunity to learn as well as share!

We anticipate the sixth annual faire to include 130+ makers, sponsors, and partners and over 6,000 attendees. The event is produced by MoPOP, with a large community of partners and volunteers.

About Maker Faire

The launch of Maker Faire in the Bay Area in 2006 demonstrated the popularity of making and interest among legions of aspiring makers to participate in hands-on activities and learn new skills at the event. A record 215,000 people attended the two flagship Maker Faires in the Bay Area and New York in 2014, with 44% of attendees first timers at the Bay Area event, and 61% in New York. A family-friendly event, 50% attend the event with children. Also in 2014, 119 independently-produced Mini and 14 Featured Maker Faires occurred around the world, including Tokyo, Rome, Detroit, Oslo and Shenzhen.

Tickets: Tickets are available for purchase www.makerfaireseattle.com and www.mopop.org/makerfaire. (Prices vary \$9-\$18 online advance and \$12-22 at the door). To visit MoPOP galleries, separate admission is required.

IMPORTANT DATES

- **Logistics dates:**
 - Preliminary locations set by mid-late August
 - Final floorplans and load in times published no later than **September 9th**
- **Meet the Makers Happy Hour:** Tuesday, August 15, 5:30pm – 8:00pm (MoPOP, Culture Kitchen)
- **Maker Orientation (one of orientation sessions required for all exhibitors):**
 - Friday, September 8, 1:00pm – 2:30pm (MoPOP, JBL Theater)
 - Saturday, September 9, 1:00pm – 2:30pm (MoPOP, JBL Theater)
- **Maker Load-in Times**
 - Friday, September 15 afternoon/evening, or limited load-in spots on Saturday, September 16 at 7:30am (exact time blocks to be provided by September 6)
- **Maker Faire Event Dates:** Saturday, September 16 – Sunday, September 17, 10:00am – 5:00pm (MoPOP + the Next 50 Plaza of Seattle Center)
- **Load-Out:** Sunday, September 17, 5:00pm - 7:30pm

PRIMARY CONTACT

Your primary contact will be our Seattle Mini Maker Faire coordinator, Allison Preisinger: allisonp@mopop.org, 425-876-7911.

PRE-EVENT INFORMATION AND POLICIES:

- **Pre-Event Communication:** It is your responsibility to communicate all your exhibit needs and questions in advance of the event. Allison Preisinger, Seattle Mini Maker Faire coordinator, will be your primary contact for Seattle Mini Maker Faire logistics and can be contacted at AllisonP@mopop.org.
- **Promoting the event:** The Seattle Mini Maker Faire PR and Marketing team will be working hard to get the word out about all exhibitors and the event. The team will be pitching stories about our diverse array of exciting makers, promoting the event on MoPOP and SMMF social media, and providing posters, fliers, and ads for the event. We ask that all exhibitors assist in promoting the event. Here are a few hashtags to use when posting and suggested posts!
 - Link to include in posts: www.mopop.org/makerfaire or www.makerfaireseattle.com
 - Hashtag to include in posts: #MakerFaireSea
 - MoPOP Twitter handle: @MoPOPSeattle
 - Seattle Mini Maker Faire Twitter handle: @MakerFaireSEA

Short form talking points:

Join us September 16 & 17 @MoPOPSeattle for @MakerFaireSea! [[link to www.makerfaireseattle.com](http://www.makerfaireseattle.com)]
#MakerFaireSEA

ICYMI: @MakerFaireSEA is setting up shop @MoPOPSeattle 9/16 & 9/17! Come see hundreds of amazing #makers. #MakerFaireSEA [[link to www.makerfaireseattle.com](http://www.makerfaireseattle.com)]

We're co-presenting this year's #MakerFaireSEA with @MoPOPSeattle on 9/16 & 9/17! Tickets on sale now: [[link to www.makerfaireseattle.com](http://www.makerfaireseattle.com)]

We'll be at @MakerFaireSEA @MoPOPSeattle 9/16 & 9/17! Tickets on sale now: [[link to www.makerfaireseattle.com](http://www.makerfaireseattle.com)] #MakerFaireSea

Long-form talking points:

Proud to be exhibiting at maker at Seattle Mini Maker Faire - **The greatest show (and tell) on earth—a family-friendly festival of invention, creativity, and resourcefulness, and a celebration of the maker movement. Anyone who embraces the do-it-yourself (or do-it-together) spirit and wants to share their accomplishments with an enthusiastic audience is welcome to apply!**

Seattle Mini Maker Faire will be held on September 16 & 17, 2017 at Museum of Pop Culture and the Next 50 Plaza of Seattle Center. #MakerFaireSea [[link to makerfaireseattle.com](http://makerfaireseattle.com)]

The 6th Annual Seattle Mini Maker Faire is the greatest show (and tell) on earth. On September 16-17 visitors can experience the latest inventions across this region when the Seattle Mini Maker Faire sets up shop Museum of Pop Culture. #MakerFaireSEA [[link to makerfaireseattle.com](http://makerfaireseattle.com)]

Join me on September 16 & 17 for the Seattle Mini Maker Faire! This family-friendly festival of invention and creativity offers tech enthusiasts, crafters, homesteaders, scientists, and garage tinkerers of all ages and backgrounds a public platform to show off their passion projects. Come see all the awesome creations! #MakerFaireSEA [[link to makerfaireseattle.com](http://makerfaireseattle.com)]

We invite you to join us at Museum of Pop Culture on September 16 & 17 for the Seattle Mini Maker Faire to experience the latest and greatest inventions from across the region. This family-friendly festival offers tech enthusiasts, crafters, homesteaders, scientists, and garage tinkerers of all ages and backgrounds a public platform to show off their passion projects. #MakerFaireSEA [[link to makerfaireseattle.com](http://makerfaireseattle.com)]

ONSITE INFORMATION AND POLICIES:

Load-in

Load in will be on Friday, September 15 in the afternoon/evening at assigned time blocks (TBA in early September). Once provided, please review and arrive inside your assigned load in time to help ease the process for all exhibitors (and so you are not all arriving at the same time). A limited number of outdoor booths will be permitted to load in on Saturday, September 16 at 7:30am. **Load in location will be at the Harrison Street turnaround on the North side of MoPOP's building located at 5th Avenue N and Harrison Street.** You will check in here and be given directions on how best to access your booth space.

Process: Check in at MoPOP's Group Entrance (located at the 5th and Harrison car turnaround) to collect your badges, T-shirts, sign release forms, and you will be directed on how best to get to your booth. Quickly check-in, unload, go park your vehicle in nearby parking lots, and then return to set up your exhibit. This allows space for your neighboring Makers to drive in and unload. Do not block any entrance or park in fire lanes. Please also remember to lock your vehicle. Load in and Load out is your responsibility, please plan accordingly. Volunteers will be onsite to guide and assist you. Contact us if you need to bring equipment that you can't haul with a hand-truck or simple cart. A limited number of hand trucks will be available, so please bring your own if you have one. Load in and load out requires the use of standard sized doorways and elevators. Limited freight elevator access is available for indoor booths. Parking will be located in the garages near MoPOP. Please note that we are not able to provide parking for exhibitors. There is ample parking located in the garage across from MoPOP.

Presentations: We will send you separate load in times and instructions for setting up for your presentations. Presenters will check-in at the Info Table located at MoPOP's Group Entrance on the north side of the building at 5th and Harrison.

Load Out

Tear down begins immediately after the event closes on Sunday after 5:00pm. **All exhibits must be intact and open to the public until 5:00pm.** Exhibits must be removed by 7:30pm on Sunday. Recycling, paper, bottles and glass, non-toxic waste, and general trash receptacles will be available. Please bring your vehicle around for load out only when your booth is packed and ready. Vehicles will not be allowed to stage for load out until after 5:00pm on Sunday. We appreciate your exhibit area being completely cleared before you leave the venue, and that the following actions are taken:

- **Please pull off the butcher paper covering on your table (all tables provided by MoPOP will be covered)**
- **Leave all tables and chairs provided by MoPOP in your booth**
- **Leave all signs provided by MoPOP in your booth**

Day-of Information

- **Maker Check-in:** Makers are required to check in at the info booth inside of the MoPOP Group Entrance each morning prior to the start of the Faire. Check in is open from 8:30am - 9:30am. **All Makers must be onsite by 9:30am. Doors to the Faire are open to the public at 10:00am.**
- **Full Seattle Mini Maker Faire Schedule:** To see full presentation schedule and other scheduled activities at Seattle Mini Maker Faire, please check our website and onsite program/map (to be

published in September).

- **T-shirts:** Each booth will receive up to two free Seattle Maker Faire t-shirts. Additional t-shirts will be available for purchase at MoPOP's Retail Store during the event.
- **Food and beverages:** Food and beverages are not allowed inside MoPOP's indoor exhibiting and gallery spaces. Water is allowed in a clear resealable container. No food or beverage may be offered or sold as part of any exhibit, demonstration, presentation, or workshop inside MoPOP.
- **Badges & Staffing Your Booth:** Makers will receive up to four badges for staffing their booth over the weekend. Badges can get collected at one of the Orientation Meetings or Load-in at check-in. You will be responsible for passing out badges to all volunteers staffing your booth. If you are a school group representing a large number of youth students, please check in with allisonp@mopop.org. Please make sure your staff knows your booth name to find your location. **Your booth must be staffed at all times.** Please plan accordingly.

Booth Specifications and Logistics

- **The Standard Booth** includes a 10' x 10' outdoor space or an 8' x 8' indoor space with one six-foot table, two chairs, and electrical if specified in your application (as required).
- **Outdoor Booths and Shelter:** Please note that this year Seattle Mini Maker Faire will be taking over the Seattle Center Next 50 Plaza and the majority of booths will be outdoors. This space is rain or shine. Some larger outdoor spaces will be tented. You will be notified if you will be placed in a tented location. If you are not, you are responsible for bring your own shelter if desired. We recommend using 10'x10' pop up tents. **Very important: Please plan for wind, and have appropriate weights for your shelter.** If your tent is not properly weighted you will be asked to take down your tent.
- **Additional tables and chairs** may be requested and purchased upon registration at the link provided in your acceptance letter. We cannot provide additional tables on site without advance request and payment. Furniture requests made in application without formal registration requests are not guaranteed. Payments for additional furniture are due by August 15th.
- **Internet Connectivity:** We will be able to provide limited Wi-Fi internet connectivity and coverage during Seattle Mini Maker Faire. We ask that you refrain from streaming video at your booth if possible.
- **Power and Electricity:** We will do our best to make sure you will have this power available at your booth area (within reason) that you requested in your application/registration form. Onsite requests cannot be guaranteed. Please bring anything else that you will require, such as extension cords, power strips, surge protectors, hardware for power distribution at your booth. MoPOP will be unable to supply these additional items onsite.
- **Additional Supplies:** You must supply any equipment or supplies needed to make your project functional.
- **Booth Signage:** MoPOP will provide a standard informational 8.5"x11" sign for each exhibitor

that must be displayed at your booth. Makers are invited to provide any additional informational signage about what you are making. Some outdoor spaces will have fencing to hang signage on, you will be alerted if your booth has this option for signage placement. Otherwise, if you are bringing signage of your own, please make a free-standing sign or display board.

- **Displaying at your booth:** Signage and/or decorations may not be taped, nailed, tacked, stapled, or otherwise fastened to any wall, ceiling, column, stone, window, drape, or painted surface in any area inside the building or on the premise without advance permission. Some outdoor spaces will have fencing to hang signage on, you will be alerted if your booth has this option for signage placement. Otherwise, if you are bringing signage of your own, please make a free-standing sign or display board.
- **Fire and safety or hazard issues:** If your project can be considered hazardous or can present a concern for MoPOP—especially fire safety—please be sure to notify us as soon as possible so that we can include these details in our Safety Plan. All open flames are strictly prohibited. As part of the setup process, we will need you to declare all hazardous materials in your possession as this will help to determine the best storage and overall safety precautions to take. (Note: At this stage in the process, we should already be aware of this.)
- **Damage liability:** No drilling of holes, attaching to, or painting of the floor, or any other defacement of floors or walls. When such damage occurs, the Maker is solely responsible and is liable to the owner of the damaged property (see Indemnity statement below). If your exhibit is located inside MoPOP, the following policies apply. Per MoPOP policy, no helium balloons, glitter or excessively messy items, animals, or plants are permitted inside the museum.
- **Noise and safety restrictions:** Management reserves the right to restrict exhibits, displays, demonstrations, presentations, or workshops that become objectionable because of noise, method of operations, materials, safety, or any other reason.
- **Exits:** No exits, fire-fighting equipment, or emergency equipment may be blocked or obstructed under any circumstances.
- **Space consideration:** Sufficient space must be provided within the booth for the comfort and safety of persons watching exhibits, demonstrations, displays, or workshops.
- **Refund Policy:** Please note, Seattle Mini Maker Faire will offer a 50% refund on booth fees with 30 days advance notice that the exhibitor will not be participating. Booth fees are non-refundable within 30 days of the event.

Security and Theft Prevention

Security officers will be onsite throughout the event indoors and outdoors, including after hours. For exhibitors located outdoors, we will have overnight security present and can provide safe storage for

small electronics and appliances inside on Friday and Saturday nights after the Faire.

The potential of theft and disappearance can be greatly reduced if a few simple precautions are taken. Do not leave purses, laptops, cellphones, or any portable items unattended at any time in your booth area.

Report any suspicious persons or theft in the building immediately to the Maker Faire Staff. We will notify Security Officers and file an incident report, if applicable. Lock valuables in the trunk of your car where they are not visible. If you are demonstrating a valuable piece of equipment, please do not leave it unattended at your booth.

Lost & Found will be run through MoPOP security. Please turn in any found items to an MoPOP security officer. For lost items, please contact a security officer.

Photo Release and Indemnity Agreement:

When you applied, we asked that you accepted and agreed to the Seattle Mini Maker Faire and MoPOP Photo Release and Indemnity agreement. Below are the terms that you agreed to in your application process.

Photo Release:

I hereby agree to be interviewed; videotaped; filmed; audio recorded; and/or photographed by MUSEUM OF POP CULTURE ("MoPOP"), a not-for-profit 501(c)(3) museum and educational institution whose mission is "to celebrate creativity and innovation as expressed through popular music and culture." I agree that all interview notes, recordings, videotape, film and/or photographs (hereinafter referred to as the "Material"), as may be applicable, made by MoPOP, may be used with any other materials (including animation, graphics, other recordings and photographs) in and in connection with MoPOP activities and promotions as MoPOP may deem appropriate, but that in no way would defame me or otherwise diminish my personal and/or professional reputation.

I hereby grant MoPOP permission to use, adapt, modify, reproduce, distribute, and display, in any form now known or later developed, the Materials specified in this release throughout the world, by incorporating them into any and all MoPOP exhibits, publications, recorded programs, promotional materials, databases, web sites and other works, in all media now or hereafter known (collectively, the "Exhibits"), in furtherance of and in support of and to help promote the museum and its mission. I also grant MoPOP the right to sublicense those rights to other entities if MoPOP, in its sole discretion, determines that such sublicense is consistent with the mission of MoPOP. Anytime MoPOP or its sublicensee utilizes any of the Materials, I will receive credit in a manner consistent with MoPOP policies, and in a similar format accorded to other credits throughout MoPOP and/or the Exhibits.

In addition, I do hereby approve of MoPOP or its sublicensee's use of my name, voice, visual likeness, biographical data, and, to the extent applicable, my musical performance and copyrighted or copyrightable materials, and any other applicable rights, in the Exhibits and to promote the Exhibits.

I release MoPOP, its agents, employees, licensees, sublicensees and assigns from any and all claims I may have now or in the future for the use, reproduction, adaptation, distribution, broadcast, performance or display (or any decision not to do so) of the Materials in Exhibits, as defined above.

Legal Obligations and Indemnity Laws

Every participant, employee, agent, or contractor connected with the use of the premises shall abide by, conform to, and comply with all the laws of the United States, the State of Washington, as well as the

ordinances of the City of Seattle and all rules and regulations of the Police and Fire Departments of the City of Seattle and King County. Make no violation or breach of peace. Do not endanger or harm any person, property, or the environment, including all MoPOP property, including the parking lot, entrance ways, ticket booth areas, and other areas used by the Seattle Mini Maker Faire or its employees, contractors, agents, members, or guests.

Maker shall indemnify, defend, protect, and hold harmless MoPOP; its agents, officers, and employees (the "Indemnitees") from any and all claims, liabilities, damages, losses, liens, and expenses of any nature whatsoever, including, without limitation, attorneys' fees, arising out of or relating to, in whole or in part, Makers' or any of its agents', employees', representatives', subcontractors', performance (including, but not limited to, errors, omissions, or negligent acts), under or breach of, this Agreement; provided, however, that Maker shall not be obligated to indemnify MoPOP (i) for claims arising out of the sole negligence of MoPOP or any party for whom MoPOP are responsible, or (ii) for claims for cleanup of hazardous substances on the Project, unless Maker is negligent in its handling of such hazardous substances or Maker brings such hazardous substances onto the site solely for the purpose of effectuating the indemnity contained herein and not for the benefit of any third parties. Maker specifically and expressly waives immunity as an employer under the Washington Industrial Insurance Act, Title 51 RCW and all other applicable worker's compensation laws and acknowledges that its indemnification extends to claims.