



Welcome to the NoCo Mini Maker Faire!

About THE SHOW:

MAKER FAIRE:
Saturday, October 5, 2013
10AM - 6PM

LOCATION:
Rocky Mountain Center for Innovation and Technology
815 14th Street
Loveland, CO 80537

What A Maker Needs to know!

MAKER MANUAL

The Maker Manual is designed to help you navigate the logistics of Maker Faire, and most importantly, to help make your involvement in Maker Faire a positive, memorable experience. The NoCo Mini Maker Faire Production Team has outlined the rules and regulations to make the show safe and enjoyable for both you and the public. We ask you to help us make Maker Faire a truly unique, educational, and extraordinary experience by abiding by these rules and regulations.

Please review the Maker Manual as it contains valuable information and offers you guidance as you plan your participation.

CONTACT INFORMATION - NoCo Mini Maker Faire Team

Show Producer
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Operations Director
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MAKER CHECKLIST

- *Read the Maker Manual to help plan your exhibit set up and learn what to expect at Maker Faire.*
- *Add Web banners to your website and email signature to tell your friends and family that you will be at Maker Faire. Thanks for helping spread the word!*
- *Design the “look and feel” of your table or area at Maker Faire. Create the best way to demonstrate or showcase your project. Determine what props you will use to decorate your area – e.g. table cloth, supplies, descriptive signage, etc. to share how you made it and enhance the attendee experience.*
- *Think about how to keep your exhibit safe. If your exhibit has any fire or safety issues, please provide the Product Team with a Safety Plan.*
- *How are you going to set things up? If your exhibit is larger than a table and two chairs, please think about your layout and how it might best fit into your allocated space.*
- *Decide if you will need any additional signage (other than the Maker sign provided) to describe your exhibit or notify attendees of scheduled activities / performances. Determine how you will display it.*
- *Start a checklist of all items that you need to bring to Maker Faire. Think about who will help you set up and how to pack for easy load in. Please come to Maker Faire prepared with all that you require for set up.*
- *Determine who will help you with your exhibit on show day and how you will staff your booth throughout the day. Each 10 x 10 booth is allocated 2 entries. Additional staff for booth will be required to purchase a show ticket at Maker Checkin.*

DEADLINES

Sept 15th – Pay invoice

Sept 22nd – Accept Maker Agreement, signed and returned

Sept 24th – Submit Safety Plan

Sept 25th – Submit Maker Check-in List indicating names for Maker Check-in

SET UP & SHOWTIME!

Friday, October 4 th	Set Up	10am – 3pm
Saturday, October 5 th	Showtime!	10am – 6pm
Saturday, October 5 th	Tear down	6:30pm – 9pm
Sunday, October 6 th	Tear down	8am - Noon (by appointment only)

PREPARING FOR MAKER FAIRE

Maker Faire is not designed like any standard trade show or conference – it is a fun, interactive maze of demonstrations, exhibits, workshops and displays. We encourage makers to create their own look and feel for their exhibits – unique and weird is good!

Outdoor Exhibit Area: If you have been chosen for an outdoor space, your exhibit space will be located either on a concrete slab or grassy area. These area may have access to power if you have advised us the you need it. Some areas may have shade, some may not. If you have an outdoor exhibit, we recommend you bring a small tent or umbrella if you are sensitive to the sun.

Indoor Exhibit Area: Most of the maker exhibits will be located in the main hall. Your exhibit area will be identified as your assigned area, and you will have the freedom to creatively MAKE your exhibit! The spaces will be subdivided into 10 x 10 or 10 x 20, or custom space if you stipulated as such. Please curate your space to the most conducive to making, demonstrating, showing and telling.

We will provide a table and 2 chairs if standard set-up is requested. Please plan to bring anything else that you would like to have, such as any hardware or supplies that will help you display your project. We assume that you will supply and

equipment or supplies you need to make your project functional. Please feel free to make signs for your exhibit that help the attendees understand what you are making!

You will be provided with one show sign for your booth. Show sign template will be provided at Maker Check-in for each maker to write in their data to their specification.

Exhibit details have been compiled from your initial website entry and follow-up discussions. The Production Team will do its best to accommodate all requests, however special requests cannot be guaranteed. If anything has changed with your logistical requirements, please contact Karen Corliss at KC@nocomakerfaire.org for assistance.

LOAD IN

Friday, October 4th 10am – 3pm Print and display MAKER PARKING PASS

Makers arriving to the site will be directed to the loading dock area for checkin if the proper parking pass is displayed. Makers will receive their sign template, wrist bands, booth #, location map and directions for loading their exhibit into the space. In addition to the loading dock area, there is one south entrance for makers to load-in and 2 north entrances for makers to load-in. You will be directed to the most appropriate location for load-in. Once you have loaded-in your booth items, please move your vehicle to the main parking area so other makers can load-in their items.

Overnight security will be provided. If you have been assigned an outdoor location, your exhibit will be loaded-in on the interior with final set-up Saturday morning between 7am – 8:30am.

Makers who have pre-arranged to load-in on Saturday morning will follow the same procedure. Saturday, day of show, load-in is between 7am – 8:30am only.

RULES & REGULATIONS:

- Makers will need to be responsible for their own load in, set up and tear down, including any lifts, dollies or other moving equipment that may be necessary. Industrial grade material handling equipment is not available at this location. If your exhibit requires material handling equipment, please utilize local rental companies for acquiring required equipment and manpower.
- Makers who need power are to arrive with a **50' UL approved extension cord** plus a surge protector power strip as necessary. Makers who have requested power will have access to ONE 110v power plug. 220v power will not be available.
- Please bring with you sundries for water consumption. This facility has no water fountains in use. No running water will be available.
- WiFi access will be available only to those booths requiring WiFi for booth operation. WiFi password will be provided at Maker Checkin.
- Separate storage is not available, all crates, cases, boxes etc must be contained within your assigned space.
- It is the Makers responsibility to keep their booth space open for attendees until 6pm. You don't want to miss an opportunity to showcase your make! At the end of the day please clean up your booth site and remove/dispose of trash in provided receptacles nearby.
- It is the Maker's responsibility to comply with all federal, state and local laws, rules and regulations, and shall have all appropriate licenses, permits and other required documentation.
- All commercial Makers must provide a City of Loveland Sales Tax permit. The document can be found here: Please submit attached form for those makers selling on site.
- 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.

- No drilling of holes, painting of the floor or any other defacement to floors or walls. When such damage occurs, the maker is solely responsible and is liable to the owner of the property so damaged. No duct tape allowed.
- 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 Colorado, as well as the ordinances of the City of Loveland and all rules and regulations of the Police and Fire Departments of the City of Loveland and the County of Larimer. Make no violation or breach of peace. Do not endanger or harm any person, property, or the environment, including all the Rocky Mountain Center for Innovation and Technology property, including the parking lot, entrance ways, ticket booth area, and other areas used by NoCo Mini Maker Faire or its employees, contractors, agents, members or guests.

PRECAUTIONS

Do not leave purses, laptops, cell phones, or any easily portable items unattended at any time in your exhibit area. Avoid leaving any small items of significant value in your booth overnight.

TERMS & CONDITIONS OF PARTICIPATION

O'Reilly Media, Inc. agrees to the participation of the person or organization identified above ("Maker") in NoCo Mini Maker Faire 2013 ("Maker Faire"), and the Maker agrees to participate, in accordance with terms of this Agreement. In this Agreement, "we" or "us" means O'Reilly Media, and "you" means the Maker identified above. "Exhibit" means the display and/or demonstration, and/or other activities and materials that you provide or present in the space or work area assigned to you by us at Maker Faire.

RULES and LAWS: You agree to comply with all applicable laws, the Maker Manual, and any other requirements, and/or rules issued by us in connection with Maker Faire. You are responsible for obtaining any permissions required for your performance, distribution, or posting of copyrighted material; for obtaining any necessary licenses and permits; and for payment of all taxes (including sales and use taxes), license fees, or other charges applicable to your participation in Maker Faire. We may terminate this Agreement and/or your participation in Maker Faire if you violate this Agreement, or the standards of conduct established by us or by the venue proprietor.

LIMITATIONS ON LIABILITY - INDEMNITY: You agree that we will not be liable in any way to you if we cancel Maker Faire. You waive any claim or potential claim against us if Maker Faire is cancelled, and release us from any resulting or related liability, cost, expense, or damage. Neither you, nor we, our affiliates, or the venue proprietor (collectively, the "Event Providers") will be liable for lost profits or other indirect, incidental, consequential, or exemplary damages in connection with Maker Faire and/or this Agreement, whether or not such Event Provider or you have been advised of the possibility of such damages or lost profits. Neither party's liability in connection with Maker Faire, or under this Agreement (except for your indemnity obligations), exceeds three thousand dollars (\$3,000). No Event Provider shall be liable to you for any damage, loss, harm, injury or death to your person, property, or business, or any of your visitors, officers, agents, or employees, resulting from theft, fire, earthquake, water, unavailability of facilities, any errors or omissions in Maker Faire-related materials, insufficient participation, accident, or any other reason in connection with Maker Faire or related activities (such as staging), except to the extent directly attributable to our willful misconduct or gross negligence. You agree to indemnify, and hold harmless the Event Providers from and against any claim, cost, expense, loss, liability, or damage incurred as the result of any third-party claim based on (i) your construction or maintenance of an unsafe Exhibit, and/or (ii) your (or your agent's) negligence or willful misconduct, and/or (iii) your material breach of this Agreement.

MISCELLANEOUS: This Agreement constitutes the final, complete, and exclusive agreement between you and us. This agreement is made in consideration of the parties' mutual promises contained in it. This Agreement may only be modified by the parties' express written agreement signed by both of them. You are an independent contractor and not our agent or employee. This Agreement will be interpreted under Colorado law. Any action to enforce this Agreement must be brought in the federal or state court located in Loveland, Colorado and the parties agree to the exclusive venue and jurisdiction of these courts. You are not permitted to assign or otherwise transfer your rights or obligations under this Agreement to anyone else. The Limitations on Liability section (above) of these Terms and Conditions of Participation, shall survive the termination or expiration of this Agreement.

You and your Exhibit may appear in recordings of Maker Faire and related promotional or documentary materials. Your rights are waived to any images and/or recordings you may appear in while at Maker Faire and any/all related promotional or documentary materials.

You acknowledge that Maker Faire, including the Exhibit(s), may be recorded in audio, visual, and/or audiovisual media by us and/or our licensees, and you consent to the making and use of such recordings by us and/or our licensees for any purpose, such uses including without limitation the transcription, modification, reproduction, public display, distribution, broadcast, and transmission in any form. You release us, and our licensees, from and waive any claims related to or arising by reason of the making and/or use of any such recordings. You grant us, and our licensees, the right to use, in connection with the promotion and production of Maker Faire, your name, likeness, and any trade name and/or logo. The provisions of this paragraph will survive termination of this Agreement.

DURING THE EVENT

The show floor manager will be available to answer questions and help with miscellaneous requests. Each maker exhibit should be staffed at all times by you or a colleague. All exhibits must be intact and open to the public until show close at 6pm. Exhibits must be removed by 9pm on Saturday. For exhibits being removed on Sunday, please make prior arrangement with the Production Team. Vehicles will not be allowed to line up at the load-out points until 6:30pm after show close.

Emergency: In the event of a medical emergency, dial 911 and contact the show floor manager for expedited coordination of emergency personnel.

Pets: Coloradans love their pets, but for the safety and well being of our four-legged friends, please leave your pets at home.

Refreshment: Please bring with you sundries for water consumption. This facility has no water fountains in use and no running water will be available. Food and beverages will be available for sale.

Weather: The average climate in Loveland, Colorado at this time of year is 65 °F. In the case of rain or snow, the show will go on!

We are very excited to have you as a maker and we appreciate you taking the time to read the Maker Manual. We hope your participation in the NoCo Mini Maker Faire is a wonderful experience!



TIPS FOR MARKETING YOUR BOOTH at the NoCo Mini Maker Faire

The BIG DAY is coming up quickly! Make sure YOUR friends, family & colleagues know about your role!

1. **CREATE** at least one incentive for people to visit YOUR booth (e.g. a hands-on activity, contest, coupon, give-away, special demonstration, a first-time introduction, a unique experience, etc.)
2. **EMAIL** your people! Include:
 - the date and location of the event (Oct 5, old Agilent building at 14th and Taft, Loveland)
 - brief description of your booth & incentive WITH your BOOTH # AND
 - an enthusiastic invitation to purchase tickets (<http://bit.ly/14YpMKN>) + visit your booth
3. **POST** to your social media OFTEN!
 - Come to the Event Facebook Page, join and invite your friends to come as well
<https://www.facebook.com/events/379070685526408/>
 - Post to your facebook the details of the event (and ask friends to SHARE)
 - photos or short videos representing you or your work
 - the hashtag #NCMMF OR one of the links below

WEBSITE: makerfairenoco.com

FACEBOOK: NoCo Mini Maker Faire 5th October

TWITTER: NoCo Maker Faire

INSTAGRAM: NoCoMiniMaker

PINTEREST: NoCo Mini Maker Faire

GOOGLE PLUS: NoCo Mini Maker Faire

LINKEDIN: NoCo Mini Maker Faire

4. **ADD** the details above to your regular communications! Including your:
 - Website
 - Newsletters & Eletters
5. **BLOG** about the Maker Faire and Your Plans / Share the same info with BLOGGERS you know
6. **PROMOTE** your role and your booth by:
 - Distributing posters or postcards (e.g. libraries, schools, retail stores, cafes, rec centers, upcoming meetings and events, etc.)
 - Asking your own membership groups to announce your participation
 - Sending a media release to your local newspaper

🔊 **Tell everyone you meet between now and Oct 5 about the Maker Faire and your participation!**





MAKER

PARKING