Present your company at the Maker Faire and you gain access to a unique community.

The format for Innovation & Maker Culture

everyone thinks. we make.
What are Makers? What makes them?
- Inquisitive, open-minded and curious
- Technically minded, creative, technically gifted
- Experimental, adaptive
- Drive to understand and do things better, different ways of doing things, solution oriented
- Creating something new, inventiveness
- Alone or in a group (club, FabLab, Makerspace), in private and professional environment
- Too mostly collaborative, interdisciplinary work and knowledge sharing is valued and lived in the community
- For the fun of it or to make the world a better place, Fascination
- Reference to open source (international), but also entrepreneurship and crowdfunding

What is meant by Maker Movement?
- The Maker movement is a cultural trend that places value on an individual’s ability to be both a creator of things and a consumer of things. In this culture, individuals who create things are called „Makers“. Makers come from all walks of life, with different skills and interests.

- It is also referred to as a source of innovation, new products are created and value is produced for the community

- With MakeMagazine, MakeProjects and especially the Maker Faires, we provide a platform to foster the growing community of creative and curious people
MAKERCOMMUNITIES AND MAKERSPACE IN THE REGION

A Makerspace, also called a FabLab, is an open workshop with the aim of giving private individuals and individual tradespeople access to modern manufacturing processes for one-off pieces.

Corresponding workshops usually complement the offer. In the sense of the ideology of unlimited access to knowledge, makerspaces thus become a center for education. Young and old alike find the opportunity here to learn how to make goods, whether for personal use or as a basis for starting their own business.

Map on the left: In German-speaking countries, there are already over 300 places where Makers meet and share tools and knowledge: In Makerspaces, FabLabs, Hack(er)Spaces, open workshops and at schools and universities. Our map at https://maker-faire.de/makerspaces/ helps with networking outside of the Maker Faires.
OUR DISTINCTIVE FEATURES:

The Maker Faire creates space/visibility and is a platform, an access.
• Enthusiasm for the new, the next, the changing.
• Access to creative people and their visions.

It professionalizes the individual and values the maker/the „imperfect“.
• Enthusiasm for individual and innovative ideas in combination with different expertise creates the possibility to raise innovation and individualism on a professional level.

It is special and unique (exclusive) in its offer and inviting, participative in its way. It connects people through inspiration and ideas.
• Our enthusiasm is for making. This makes a Maker Faire authentic and thus creates the opportunity to bundle enthusiasm and give it an exclusive setting.
• Enthusiasm connects people (doers, entrepreneurs, product managers, sales people, personnel, visitors) and creates emotional leads. Visitors become ambassadors. Different people become makers - new projects emerge.
Maker Faire Hanover

- First event in 2013
- Since the beginning at the HCC + Stadtgarten (approx. 7,500 m² exhibition space)
- Steady growth on the exhibitor and visitor side (in 2019 around 1,000 Makers at over 250 stands and 20,000 visitors on a weekend)
- For the community, the most important and largest Maker event in the German-speaking region
- Ambassador Steffen Krach, President of the Hannover Region
- Titled by the press as one of the „must-see events“ in the Hannover region
- Next attendance event: 10-11.09.2022
- Registration deadline 08 July 2022

Maker Faires international

- The first Maker Faire was held in San Francisco in 2006.
- Worldwide, there were 375 events in 44 countries before the pandemic, with a total of over 1,350,000 visitors per year.
- The largest Maker Faire in Europe takes place annually in Rome with up to 100,000 visitors, organised by the Roman Chamber of Commerce, with the aim of providing important impulses for education and business in Italy.
- We issue licences in D/A/CH with Maker Media GmbH and thus work closely with the following partners, among others:

Ruhr

The organiser is the DASA in Dortmund - Germany’s largest working world exhibition.

Sachsen

The organiser is Kreatives Chemnitz, an association in partnership with the Chemnitz Chamber of Commerce and Industry, among others.

Vienna

The organiser is Happylab, the largest Makerspace in Austria with 2,000 members.
WHY SHOULD YOU EXHIBIT?

The interdisciplinary work in a creative environment experienced at a Maker Faire can help to answer your internal questions in your own innovation process. At the Maker Faire you will find talents from the STEM sector (for example programmers, software developers, mathematicians, mechatronics engineers, laboratory technicians and many more) as well as your future trainees or already studied specialists. Get inspired and grow your network or even employee base to further the progress of your business.

Image

The charisma of the Maker Faire and its implied values can be authentically and individually transferred to your brand. Come to the Maker Faire Hannover as an exhibitor and become part of a unique community. The Maker Faire stands for new, surprising and unknown solutions and ideas. With your brand presence you make a statement for your own understanding of innovation and individuality.

Visibility

The presentation of your brand in the context of the Maker Faire generates high visibility in an emotional environment (spirit). Your presence at the Maker Faire symbolizes your own drive, your conviction for and belief in your product. Your brand joins those of the inventors and tinkerers, innovators and makers present. You draw level and your enthusiasm and passion connects your product with the spirit of the event and the attitude towards life of the tech-savvy target group. You transform visibility into acceptance by the target group and this acceptance turns into appreciation for your brand.

Access

The Maker Faire offers authentic community access at „eye level“ through its relaxed way of presentation. You get access to the makers of tomorrow: to creative people and their visions.

The Maker Faire is the place for the unconventional and the imperfect. It lives from change and from the drive of each individual. This makes it a trusting place. Let yourself in on this trust. With us you will not become an exhibitor, with us you have the opportunity to become part of an idea. Share the idea of the Maker Faire with your employees and share the ideas of your brand with the people on site.

Media

The Maker Faire is a licensed brand of Maker Media, a subsidiary of Heise Medien. It is placed cross-medially with a wide reach and tailored to the target group.

The media with the widest reach include heise online with over 9 million UU* and the tech-savvy print titles such as the Heise flagship c’t, which together with Make reach just under a million readers**.

* AGOF daily digital facts, March 2021 (df)
** with booking of one issue each in the title combination c’t, Mac&i, iX and Make (AWA2020, IVW III/21)

Range

The Maker Faire has a high media and emotional reach, far beyond the defined target groups.

The Maker Faire reaches significantly more people than the participants present. It fascinates and tells stories. It is this enthusiasm that turns visitors into ambassadors. Thus, the impressions multiply and are transported far beyond the original target group. Thus, every new contact gained is worth more. We call this „Emo Leads“!
WHAT ARE THE AREAS AT THE MAKER FAIRE?

- Science & Research
- AI / Machine learning
- Wearables
- Modelling
- Virtual reality
- Steampunk
- Music
- Smart city / Smart home
- Sustainability
- Upcycling
- Mobility
- 3D Printing/Laser cutter
- Coding
- STEM
- Craft
- Vocational orientation
- Virtual reality
- Rapid prototyping
- LEGO
- Quadrocopter
- Arduino, Calliope, Raspberry Pi & Co.
- Assisting technology
- Cosplay
- Electronics
- 3D Printing/Laser cutter
- Robotics
- Crafting/Handwork
- Biohacking
- Augmented reality
- Hardware hacking
- Woodworking
- AI / Machine learning
- Programming
- Internet of Things
- Sustainability
## Rates Exhibitor Packages

**All rates plus VAT**

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<tr>
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| Rates | €1,400 | €2,300 | €4,000 | €5,700 |

**Hannover**

10-11 September 2022

Registration deadline 08 July 2022
# Sponsorship Packages

## Rates Sponsor Packages

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<td><strong>Rates</strong></td>
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All rates plus VAT

Hannover Maker Faire®

10-11 September 2022

Registration deadline 08 July 2022
General Terms and Conditions of Maker Media GmbH for Events (as of September 2021)

§ 1 Scope of application
The following general terms and conditions apply to all contracts concluded between the organizer and sponsors and/or exhibitors (hereinafter referred to as „customer“) for the implementation of events by Maker Media GmbH („organizer“). The inclusion of deviating general terms and conditions of the Customer is hereby expressly objected to.

§ 2 Organizer
Organizer is the Maker Media GmbH

§ 3 Conclusion of the contract
The customer can choose from different packages after a presentation carried out by the organizer and informs the organizer of his selection. These General Terms and Conditions, the Maker Manual, the house rules and all other necessary regulations of the event are to be accepted as integral parts of the contract. The contract is concluded with a confirmation by the organizer.

§ 4 Services/Costs
The services of the organizer and the associated remuneration amount depend on the selection of the corresponding package. Details can be found in the price list, which is part of the contract concluded between the parties. Deviating special agreements take precedence over these GTC.

§ 5 Terms of payment
Invoices will be issued by the organizer after the contract has been concluded, but not before June 1st, 2022 (Maker Faire Hanover) respective March 1st, 2022 (Maker Faire Baden-Württemberg). Payment is due within 10 days of the invoice date without any deductions. If the customer is in default of payment, the organizer reserves the right to terminate the contract and to dispose of the stand space elsewhere. With regard to the costs to be reimbursed § 7 of these GTC. If the customer does not pay, he will be excluded from participation in the event.

§ 6 Stand allocation/advertising
Stand allocation is carried out by the organiser. The set-up and dismantling times announced before the event are binding. Costs incurred due to non-compliance with these times shall be borne by the party responsible. Customers may only use exhibits and advertising materials on their stands or in advertising spaces allocated by the organizer.

§ 7 Cancellation
The following cancellation policy applies:

<table>
<thead>
<tr>
<th>Cancellation period</th>
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<tbody>
<tr>
<td>up to six months</td>
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<tr>
<td>after closing date</td>
<td>25%</td>
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<tr>
<td>4 weeks before the event</td>
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</table>

If the staging of the event is prohibited as a result of a general decree, a prohibition order or as a result of an official order, both contracting parties are entitled to withdraw from the contract. In this case, no cancellation costs will be incurred. Any fees already paid will be reimbursed by the organizer. Costs already incurred, including any service providers already commissioned, shall be borne by each contracting party itself.

§ 8 Warranty/Liability
The organizer assumes neither duties of care nor liability for loss of or damage to the customer’s exhibition goods and stand furnishings. The organizer shall be liable without limitation in the event of intent or gross negligence, for injury to life, limb and health, in accordance with the provisions of the Product Liability Act and to the extent of a guarantee or warranty.

In other respects, the organizer shall only be liable for slight negligence if an obligation is violated, the fulfillment of which is essential for the proper execution of the contract, the violation of which endangers the achievement of the purpose of the contract and on the fulfillment of which the customer can rely (cardinal obligation). In the event of a breach of a cardinal obligation, liability shall be limited to the foreseeable damage typical for the contract. This also applies to lost profits and savings. Liability for other remote consequential harm caused by a defect is excluded.

If the organizer is liable for the breach of a material contractual obligation, the amount of liability for all damages occurring under this contract and its associated individual contracts is limited to the total remuneration payable under these contracts per calendar year. The unlimited liability for intent remains unaffected by this.

This does not apply to damages caused intentionally by the organizer, his legal representatives, executives or vicarious agents, to claims for tort, as well as to claims for damages due to injury to body, life and health or due to damage caused by gross negligence or intentionally. Likewise, this does not apply to claims under the Product Liability Act. The above provisions shall also apply in favour of the legal representatives, executives, employees and vicarious agents of the organizer.

The participant is responsible for his own material and/or presentation and/or other display (“exhibition”) and participates in the event at his own risk. He shall be liable to the organizer, visitors to the event and/or third parties for his exhibition in accordance with the statutory provisions. The customer shall obtain all necessary official or other permits for his exhibition. The customer assures to be in possession of all necessary rights of use, should third party property rights be affected by his exhibition. The customer shall indemnify the organizer in this respect against any claims by third parties.

§ 9 Reservations
The organizer reserves the right to make minor changes to the content of the event, to change the date and location and to shorten, extend or temporarily close or cancel the event in whole or in part. If any of the aforementioned events occur, any claim for damages shall be excluded for reasons for which the organizer is not responsible, in particular in cases of force majeure. If the organizer is responsible for the cancellation of the event, the customer is entitled to a refund of the fee paid. There are no further claims.

§ 10 Miscellaneous
Place of performance and jurisdiction is Hanover, Germany.

Verbal collateral agreements do not exist. Amendments to these General Terms and Conditions must be made in writing in order to be effective. This also applies to the agreement of the written form itself. Should a provision of these GTC be or become invalid, this shall not affect the validity of the remaining GTC. The invalid provision shall be replaced, if necessary, by a clause that comes as close as possible to what was intended.
We are always happy to answer any questions you may have. Give us a call!

Heise Medien / Maker Media
Marcel Ossenkop
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E-mail: maos@heise.de

Find us on the Internet:
https://en.maker-faire.de/

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makerfairedeutschland
MakerFaireDACH

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