



**Where it's cool
to be smart**

Maker Faire®

Partner & Sponsor
Packages

**Hannover Congress Centrum
August 17-18, 2024**

maker-faire.de

Maker Faire®

GREATEST

Show★

& TELL

ON

★ Earth

TECH TRENDS

INNOVATION

EDUCATION

VISIONS

INSPIRATION

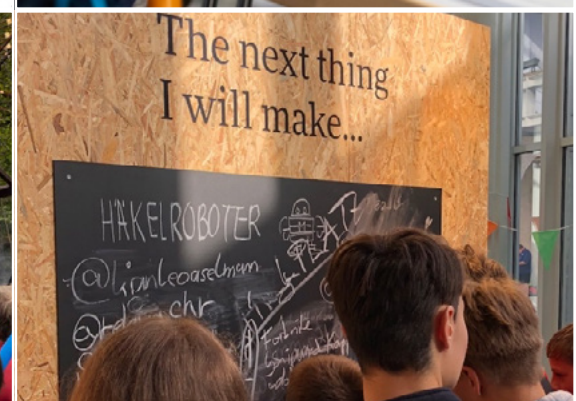
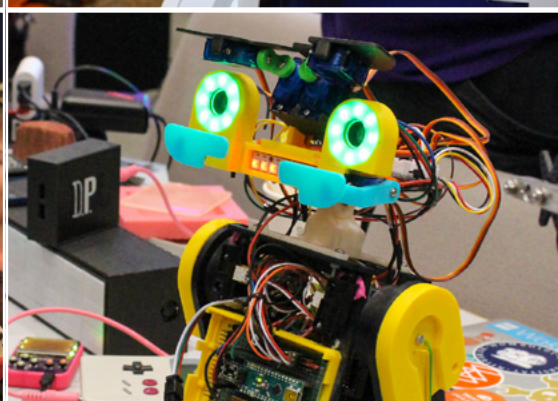
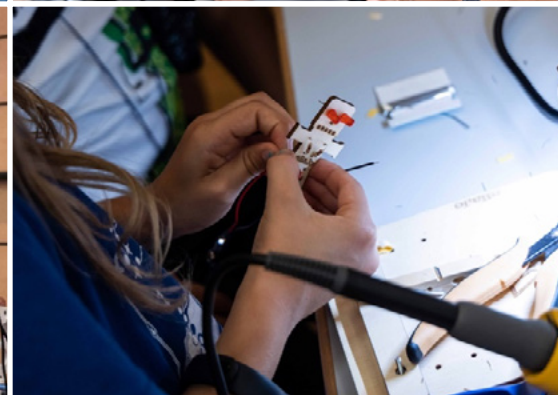
SCIENCE

ENTHUSIASM

COMMUNITY

SHOWS

WORKSHOPS



Maker Faire®

August 17-18, 2024

10th anniversary

- First event in 2013
- Since the beginning at the Hannover Congress Centrum
- Annually in summer (2021 Digital Edition)
- Around 7,000 sqm exhibition space
- Over 200 booths, indoor & outdoor
- On average 15,000 visitors, all ages
- For the maker community and craft YouTube scene, the most important networking platform in the German-speaking area
- Internationally popular: Hannover is one of the three most important Maker Faires in the world
- Dubbed by the press as one of the „must-see events“ in the Hannover region



The format for
innovation & maker culture

Registration deadline:
09 June, 2024

UNTER DER SCHIRMHERRSCHAFT VON
BETTINA STARK-WATZINGER MDB

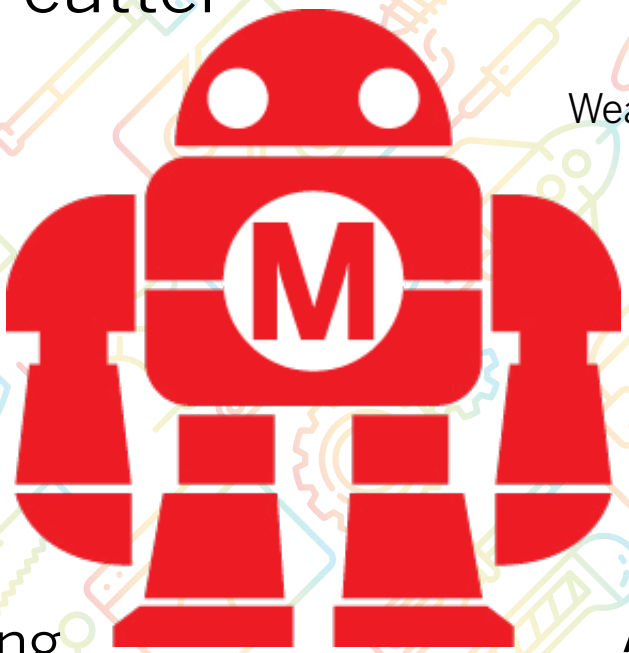


Bundesministerium
für Bildung
und Forschung

*Germany needs
exactly this spirit!
Doing instead of
complaining!*

Patroness, Federal Minister
Bettina Stark-Watzinger,
Federal Ministry of Education
and Research

Our topics



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

Why should you be part of it?

Advance

The interdisciplinary work in a creative environment at a Maker Faire can help to answer your internal questions in your own innovation process.

At the Maker Faire, you will find talent from the STEM field, whether future apprentices or already studied professionals. Get inspired and build your network or even employee base to further the progress of your company.

Access

With its relaxed presentation style, the Maker Faire offers authentic community access at eye level. 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 thrives on change and on the drive of each individual. This makes it a trusting place. Let yourselves 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 co-workers and share the ideas of your brand with the local people.

Media

Maker Faire Hannover is a licensed brand of Maker Media, a subsidiary of Heise Medien. It is placed in cross-media media 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 almost one million readers**.

* AGOF daily digital facts ,Oct 2020 (df)

** with booking of one issue each in the title combination c't, Mac&i, iX and Make (AWA2020, IVW III/20)

Image

The charisma of the Maker Faire and its implied values can be authentically and individually transferred to your brand. Come to Maker Faire Hannover as an exhibitor or sponsor 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

Presenting your brand at Maker Faire creates high visibility in an emotional environment (spirit).

Your presence at Maker Faire symbolizes your own drive, conviction and belief in your product. Your brand joins those of the inventors and tinkerers, innovators and makers present. You are pulling in the same direction and your enthusiasm and passion connects your product with the spirit of the event and the attitude towards life of the technophile target group. You transform visibility into acceptance by the target group and this acceptance turns into appreciation for your brand.

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, impressions multiply and are transported far beyond the original target group. Thus, every newly acquired contact is worth more. We call this [„EmoLeads“!](#)

Partner package 1

SERVICES AND DESCRIPTION	PACKAGE 1	OPTIONAL ADVERTISING PACKAGE 1 (for pre-announcement)	2,500 EUR
Stand rent (220,- EUR / sqm)	1,320 EUR	Consisting of: 1x advertising banner 600x100px in the German Maker Faire Newsletter, logo integration under partner on the visitor flyer (circulation 10.000) and posters from 4/1 size, 1x advertisement in German Make Magazine issue 4/24 (1/2 page, 210x152, 4C)	
Stand size	6 sqm (usually 3x2m row stand)		
Desired type (row, corner, head, block), according to availability			
Desired size, according to availability			
Desired location (Niedersachsenhalle, Glashalle, Eilenriedehalle, outdoor area)			
Electricity		OPTIONAL ADVERTISING PACKAGE 2 (at the event)	1,600 EUR
1x Standard 3KW, without further distributors, incl. consumption (included in the package).	160 EUR	Consisting of: 1x insert in the exhibitor welcome bag (circulation 250, give-away or flyer), display of a postcard or sticker at the information desk and box office, 1x ad in the visitor guide (1/3 page, 95x70, 4C)	
Optional additional connections per piece = 145,- EUR			
Optional extra charge 1x CEE16A instead of 1x Schuco-Standard = 190,- EUR			
Furniture flat rate (included in the package)	70 EUR	OPTIONAL ADVERTISING PACKAGE 3 (Exclusively bookable for Maker Faire Hannover exhibitors)	5,940 EUR
Number of tables 160x70x74 cm (WTH) white top / Number of upholstered chairs light grey	1 / 2	Consisting of: 3x full-page ads in a Make magazine or Make special issue of your choice worth about 15.000,- EUR (1/1, 210x297, 4C). Concerns exclusively the German-language Make Magazine issues.	
Optional additional tables per piece 40,- EUR			
Optional additional chairs per piece 15,- EUR			
WLAN (included in the package)	50 EUR	OPTIONAL CONTENT PARTICIPATION IN THE LECTURE FORUM	450 EUR
Optional LAN connection at the booth for 300,- EUR		1x 20+5 min timeslot, subject to availability	
Extended exhibitor entry (included in the package)	400 EUR		
Entry in Meet-the-Makers (online exhibitor list) with short profile, company logo, two product photos, links to website and social media channels		OPTIONAL SUB-EXHIBITOR	800 EUR
Community allowance / advertising fee (included in the package)	750 EUR	Sub-exhibitors must be registered. As soon as another company is represented at the booth with brand and/or personnel, which is not part of the main exhibitor, a sub-exhibitor fee will be charged. Included are a separate exhibitor entry and two exhibitor passes.	
The Maker Faire thrives on the community that meets, networks and shares their knowledge. Private Makers exhibit free of charge. The community allowance encourages this. In return, a logo will be included on the event website under Partners and on the thank-you banner at the event.			
Exhibitor passes (included in the package)	90 EUR		
Exhibitor passes are required for stand personnel. The passes are transferable if changing personnel are required. The pass allows access to the exhibitor opening hours on Sat. and Sun. and during set-up and dismantling. It is also valid as an invitation to the exhibitor Get-together on Saturday evening. Number of passes according to Booth size.	2	START-UPS	990 EUR
Optional additional passes per piece 45,- EUR		An offer for start-ups whose commercial register entry is not older than 2 years. The offer can only be booked once and is therefore only valid for new exhibitors. Only valid for exhibitor package 1.	
Ticket contingent (Special price, included in the package)	50 EUR		
Voucher codes included for inviting customers for one day ticket each.	5		
PAKET PRICE (for booking from January 2024)	2,890 EUR		
15% early bird bonus on booth rental if booked by 31.12.2023. New package price:	2,692 EUR		

REGISTRATION DEADLINE: JUNE 09, 2024

All prices plus VAT. Invoicing will be done after booking, earliest in January 2024. Payment term 30 days. Cancellation fee is 50% after booking and 100% after registration deadline. Stands will be allocated after the closing date for registrations.

Partner package 2

SERVICES AND DESCRIPTION	PACKAGE 2	OPTIONAL ADVERTISING PACKAGE 1 (for pre-announcement)	2,500 EUR
Stand rent (220,- EUR / sqm)	2,640 EUR	Consisting of: 1x advertising banner 600x100px in the German Maker Faire Newsletter, logo integration under partner on the visitor flyer (circulation 10.000) and posters from 4/1 size, 1x advertisement in German Make Magazine issue 4/24 (1/2 page, 210x152, 4C)	
Stand size	12 sqm (usually 4x3m row or corner stand)		
Desired type (row, corner, head, block), according to availability			
Desired size, according to availability		OPTIONAL ADVERTISING PACKAGE 2 (at the event)	1,600 EUR
Desired location (Niedersachsenhalle, Glashalle, Eilenriedehalle, outdoor area)			
Electricity			
1x Standard 3KW, without further distributors, incl. consumption (included in the package).	160 EUR	Consisting of: 1x insert in the exhibitor welcome bag (circulation 250, give-away or flyer), display of a postcard or sticker at the information desk and box office, 1x ad in the visitor guide (1/3 page, 95x70, 4C)	
Optional additional connections per piece = 145,- EUR			
Optional extra charge 1x CEE16A instead of 1x Schuco-Standard = 190,- EUR			
Furniture flat rate (included in the package)	140 EUR	OPTIONAL ADVERTISING PACKAGE 3 (Exclusively bookable for Maker Faire Hannover exhibitors)	5,940 EUR
Number of tables 160x70x74 cm (WTH) white top / Number of upholstered chairs light grey	2/4		
Optional additional tables per piece 40,- EUR			
Optional additional chairs per piece 15,- EUR		Consisting of: 3x full-page ads in a Make magazine or Make special issue of your choice worth about 15.000,- EUR (1/1, 210x297, 4C). Concerns exclusively the German-language Make Magazine issues.	
WLAN (included in the package)	50 EUR		
Optional LAN connection at the booth for 300,- EUR			
Extended exhibitor entry (included in the package)	400 EUR	OPTIONAL CONTENT PARTICIPATION IN THE LECTURE FORUM	450 EUR
Entry in Meet-the-Makers (online exhibitor list) with short profile, company logo, two product photos, links to website and social media channels			
Community allowance / advertising fee (included in the package)	750,- EUR		
The Maker Faire thrives on the community that meets, networks and shares their knowledge. Private Makers exhibit free of charge. The community allowance encourages this. In return, a logo will be included on the event website under Partners and on the thank-you banner at the event.		1x 20+5 min timeslot, subject to availability	
Exhibitor passes (included in the package)	135 EUR	OPTIONAL SUB-EXHIBITOR	800 EUR
Exhibitor passes are required for stand personnel. The passes are transferable if changing personnel are required. The pass allows access to the exhibitor opening hours on Sat. and Sun. and during set-up and dismantling. It is also valid as an invitation to the exhibitor Get-together on Saturday evening. Number of passes according to Booth size.	3		
Optional additional passes per piece 45,- EUR			
Ticket contingent (Special price, included in the package)	100 EUR	Sub-exhibitors must be registered. As soon as another company is represented at the booth with brand and/or personnel, which is not part of the main exhibitor, a sub-exhibitor fee will be charged. Included are a separate exhibitor entry and two exhibitor passes.	
Voucher codes included for inviting customers for one day ticket each.	10		
PAKET PRICE (for booking from January 2024)	4,375 EUR		
15% early bird bonus on booth rental if booked by 31.12.2023. New package price:	3,979 EUR		

REGISTRATION DEADLINE: JUNE 09, 2024

All prices plus VAT. Invoicing will be done after booking, earliest in January 2024. Payment term 30 days. Cancellation fee is 50% after booking and 100% after registration deadline. Stands will be allocated after the closing date for registrations.

Partner package 3

SERVICES AND DESCRIPTION	PACKAGE 3	OPTIONAL ADVERTISING PACKAGE 1 (for pre-announcement)	2,500 EUR
Stand rent (220,- EUR / sqm)	5,280 EUR	Consisting of: 1x advertising banner 600x100px in the German Maker Faire Newsletter, logo integration under partner on the visitor flyer (circulation 10.000) and posters from 4/1 size, 1x advertisement in German Make Magazine issue 4/24 (1/2 page, 210x152, 4C)	
Stand size	24 sqm (usually 6x4m corner or head stand)		
Desired type (row, corner, head, block), according to availability			
Desired size, according to availability		OPTIONAL ADVERTISING PACKAGE 2 (at the event)	1,600 EUR
Desired location (Niedersachsenhalle, Glashalle, Eilenriedehalle, outdoor area)			
Electricity			
1x Standard 3KW, without further distributors, incl. consumption (included in the package).	160 EUR	Consisting of: 1x insert in the exhibitor welcome bag (circulation 250, give-away or flyer), display of a postcard or sticker at the information desk and box office, 1x ad in the visitor guide (1/3 page, 95x70, 4C)	
Optional additional connections per piece = 145,- EUR			
Optional extra charge 1x CEE16A instead of 1x Schuco-Standard = 190,- EUR			
Furniture flat rate (included in the package)	280 EUR	OPTIONAL ADVERTISING PACKAGE 3 (Exclusively bookable for Maker Faire Hannover exhibitors)	5,940 EUR
Number of tables 160x70x74 cm (WTH) white top / Number of upholstered chairs light grey	4/8		
Optional additional tables per piece 40,- EUR			
Optional additional chairs per piece 15,- EUR		Consisting of: 3x full-page ads in a Make magazine or Make special issue of your choice worth about 15.000,- EUR (1/1, 210x297, 4C). Concerns exclusively the German-language Make Magazine issues.	
WLAN (included in the package)	50 EUR		
Optional LAN connection at the booth for 300,- EUR			
Extended exhibitor entry (included in the package)	400 EUR	OPTIONAL CONTENT PARTICIPATION IN THE LECTURE FORUM	450 EUR
Entry in Meet-the-Makers (online exhibitor list) with short profile, company logo, two product photos, links to website and social media channels			
Community allowance / advertising fee (included in the package)	750 EUR		
The Maker Faire thrives on the community that meets, networks and shares their knowledge. Private Makers exhibit free of charge. The community allowance encourages this. In return, a logo will be included on the event website under Partners and on the thank-you banner at the event.		1x 20+5 min timeslot, subject to availability	
Exhibitor passes (included in the package)	270 EUR		
Exhibitor passes are required for stand personnel. The passes are transferable if changing personnel are required. The pass allows access to the exhibitor opening hours on Sat. and Sun. and during set-up and dismantling. It is also valid as an invitation to the exhibitor Get-together on Saturday evening. Number of passes according to Booth size.	6		
Optional additional passes per piece 45,- EUR		OPTIONAL SUB-EXHIBITOR	800 EUR
Ticket contingent (Special price, included in the package)	200 EUR		
Voucher codes included for inviting customers for one day ticket each.	20		
PAKET PRICE (for booking from January 2024)	7,390 EUR	Sub-exhibitors must be registered. As soon as another company is represented at the booth with brand and/or personnel, which is not part of the main exhibitor, a sub-exhibitor fee will be charged. Included are a separate exhibitor entry and two exhibitor passes.	
15% early bird bonus on booth rental if booked by 31.12.2023. New package price:	6,598 EUR		

REGISTRATION DEADLINE: JUNE 09, 2024

All prices plus VAT. Invoicing will be done after booking, earliest in January 2024. Payment term 30 days. Cancellation fee is 50% after booking and 100% after registration deadline. Stands will be allocated after the closing date for registrations.

Partner package 4

SERVICES AND DESCRIPTION	PACKAGE 4	OPTIONAL ADVERTISING PACKAGE 1 (for pre-announcement)	2,500 EUR
Stand rent (220,- EUR / sqm)	7,920 EUR	Consisting of: 1x advertising banner 600x100px in the German Maker Faire Newsletter, logo integration under partner on the visitor flyer (circulation 10.000) and posters from 4/1 size, 1x advertisement in German Make Magazine issue 4/24 (1/2 page, 210x152, 4C)	
Stand size	36 sqm (usually 6x6m corner or head stand)		
Desired type (row, corner, head, block), according to availability			
Desired size, according to availability		OPTIONAL ADVERTISING PACKAGE 2 (at the event)	1,600 EUR
Desired location (Niedersachsenhalle, Glashalle, Eilenriedehalle, outdoor area)			
Electricity			
1x Standard 3KW, without further distributors, incl. consumption (included in the package).	160 EUR	Consisting of: 1x insert in the exhibitor welcome bag (circulation 250, give-away or flyer), display of a postcard or sticker at the information desk and box office, 1x ad in the visitor guide (1/3 page, 95x70, 4C)	
Optional additional connections per piece = 145,- EUR			
Optional extra charge 1x CEE16A instead of 1x Schuco-Standard = 190,- EUR			
Furniture flat rate (included in the package)	420 EUR	OPTIONAL ADVERTISING PACKAGE 3 (Exclusively bookable for Maker Faire Hannover exhibitors)	5,940 EUR
Number of tables 160x70x74 cm (WTH) white top / Number of upholstered chairs light grey	6/12		
Optional additional tables per piece 40,- EUR			
Optional additional chairs per piece 15,- EUR		Consisting of: 3x full-page ads in a Make magazine or Make special issue of your choice worth about 15.000,- EUR (1/1, 210x297, 4C). Concerns exclusively the German-language Make Magazine issues.	
WLAN (included in the package)	50 EUR		
Optional LAN connection at the booth for 300,- EUR			
Extended exhibitor entry (included in the package)	400 EUR	OPTIONAL CONTENT PARTICIPATION IN THE LECTURE FORUM	450 EUR
Entry in Meet-the-Makers (online exhibitor list) with short profile, company logo, two product photos, links to website and social media channels			
Community allowance / advertising fee (included in the package)	750 EUR		
The Maker Faire thrives on the community that meets, networks and shares their knowledge. Private Makers exhibit free of charge. The community allowance encourages this. In return, a logo will be included on the event website under Partners and on the thank-you banner at the event.		1x 20+5 min timeslot, subject to availability	
Exhibitor passes (included in the package)	405 EUR		
Exhibitor passes are required for stand personnel. The passes are transferable if changing personnel are required. The pass allows access to the exhibitor opening hours on Sat. and Sun. and during set-up and dismantling. It is also valid as an invitation to the exhibitor Get-together on Saturday evening. Number of passes according to Booth size.	9		
Optional additional passes per piece 45,- EUR		OPTIONAL SUB-EXHIBITOR	800 EUR
Ticket contingent (Special price, included in the package)	400 EUR		
Voucher codes included for inviting customers for one day ticket each.	40		
PAKET PRICE (for booking from January 2024)	10,505 EUR	Sub-exhibitors must be registered. As soon as another company is represented at the booth with brand and/or personnel, which is not part of the main exhibitor, a sub-exhibitor fee will be charged. Included are a separate exhibitor entry and two exhibitor passes.	
15% early bird bonus on booth rental if booked by 31.12.2023. New package price:	9,317 EUR		

REGISTRATION DEADLINE: JUNE 09, 2024

All prices plus VAT. Invoicing will be done after booking, earliest in January 2024. Payment term 30 days. Cancellation fee is 50% after booking and 100% after registration deadline. Stands will be allocated after the closing date for registrations.

Partner package 5

SERVICES AND DESCRIPTION	PACKAGE 5	OPTIONAL ADVERTISING PACKAGE 1 (for pre-announcement)	2,500 EUR
Stand rent (220,- EUR / sqm)	10,560 EUR	Consisting of: 1x advertising banner 600x100px in the German Maker Faire Newsletter, logo integration under partner on the visitor flyer (circulation 10.000) and posters from 4/1 size, 1x advertisement in German Make Magazine issue 4/24 (1/2 page, 210x152, 4C)	
Stand size	48 sqm (usually 8x6m corner or head stand)		
Desired type (row, corner, head, block), according to availability			
Desired size, according to availability		OPTIONAL ADVERTISING PACKAGE 2 (at the event)	1,600 EUR
Desired location (Niedersachsenhalle, Glashalle, Eilenriedehalle, outdoor area)			
Electricity			
1x Standard 3KW, without further distributors, incl. consumption (included in the package).	160 EUR	Consisting of: 1x insert in the exhibitor welcome bag (circulation 250, give-away or flyer), display of a postcard or sticker at the information desk and box office, 1x ad in the visitor guide (1/3 page, 95x70, 4C)	
Optional additional connections per piece = 145,- EUR			
Optional extra charge 1x CEE16A instead of 1x Schuco-Standard = 190,- EUR			
Furniture flat rate (included in the package)	630 EUR	OPTIONAL ADVERTISING PACKAGE 3 (Exclusively bookable for Maker Faire Hannover exhibitors)	5,940 EUR
Number of tables 160x70x74 cm (WTH) white top / Number of upholstered chairs light grey	9/18		
Optional additional tables per piece 40,- EUR			
Optional additional chairs per piece 15,- EUR		Consisting of: 3x full-page ads in a Make magazine or Make special issue of your choice worth about 15.000,- EUR (1/1, 210x297, 4C). Concerns exclusively the German-language Make Magazine issues.	
WLAN (included in the package)	50 EUR		
Optional LAN connection at the booth for 300,- EUR			
Extended exhibitor entry (included in the package)	400 EUR	OPTIONAL CONTENT PARTICIPATION IN THE LECTURE FORUM	450 EUR
Entry in Meet-the-Makers (online exhibitor list) with short profile, company logo, two product photos, links to website and social media channels			
Community allowance / advertising fee (included in the package)	750 EUR		
The Maker Faire thrives on the community that meets, networks and shares their knowledge. Private Makers exhibit free of charge. The community allowance encourages this. In return, a logo will be included on the event website under Partners and on the thank-you banner at the event.		1x 20+5 min timeslot, subject to availability	
Exhibitor passes (included in the package)	540 EUR		
Exhibitor passes are required for stand personnel. The passes are transferable if changing personnel are required. The pass allows access to the exhibitor opening hours on Sat. and Sun. and during set-up and dismantling. It is also valid as an invitation to the exhibitor Get-together on Saturday evening. Number of passes according to Booth size.	12		
Optional additional passes per piece 45,- EUR		OPTIONAL SUB-EXHIBITOR	800 EUR
Ticket contingent (Special price, included in the package)	500 EUR		
Voucher codes included for inviting customers for one day ticket each.	50		
PAKET PRICE (for booking from January 2024)	13,590 EUR	Sub-exhibitors must be registered. As soon as another company is represented at the booth with brand and/or personnel, which is not part of the main exhibitor, a sub-exhibitor fee will be charged. Included are a separate exhibitor entry and two exhibitor passes.	
15% early bird bonus on booth rental if booked by 31.12.2023. New package price:	11,806 EUR		

REGISTRATION DEADLINE: JUNE 09, 2024

All prices plus VAT. Invoicing will be done after booking, earliest in January 2024. Payment term 30 days. Cancellation fee is 50% after booking and 100% after registration deadline. Stands will be allocated after the closing date for registrations.

Presenting Sponsor

Become a main sponsor and achieve maximum visibility through exclusive branding!

Target group	Simply everyone! Interested parties such as participants, readers of c't and German Make Magazine, exhibitors such as visitors, press.
Reach	Well over 1 million contacts through extensive advertising.
SERVICES	
Reference „sponsored by“ in the communication	✓
Logo on all visitor advertising material for Maker Faire (A4 ads in c't and Make magazines, visitor flyers, posters, visitor guide)	✓
Logo on the lanyard for all exhibitor, partner, CREW and press badges	✓
Promotion space by arrangement at the event	✓
Option of a timeslot in the lecture forum, time of your choice	✓
Display of a flyer at the information desk and the box office	✓
1/1 ad in German Make magazine in 2024	3x
2/3 ad in the visitor guide	✓
Product placement in a YouTube video of German Make Magazine	1x
1x Native advertising in the German Maker Faire newsletter „briefly introduced“	1x
1x Ad Banner in German Maker Faire Newsletter, 600x100px, published every 14 days, approx. 7,000 subscribers	3x
Admission ticket package, invitation of employees and/or customers	500 one-day tickets
Partner badges incl. participation at the get-together	5 badges
German Make Magazine annual subscription	5x
Rate	55,000 EUR

BOOKING DEADLINE DECEMBER 31, 2024 (bookable only 1x)

All prices plus VAT. Invoicing takes place after booking, at the earliest in January 2024. Payment term 30 days.

Main Highlight Sponsorship

Visitor magnet and main motive in visitor promotion, presented by ...

Target group	Visitors of the event website, readers of the info flyer and participants of the Maker Faire
Reach	At least 15,000 people
SERVICES	
Reference „sponsored by“ in communication	✓
Placement of a roll-up/banner at the highlight	✓
Display of a flyer at the information desk and the box office	✓
1/3 ad in visitor guide	✓
Ad Banner in the German Maker Faire Newsletter, 600x100px, published every 14 days, approx. 7,000 subscribers	1x
Ticket package, invitation of employees and/or customers	100 one-day tickets
Partner badges incl. participation in the get-together	2 badges
German Make Magazine annual subscription	1x
Rate	15,000 EUR

BOOKING DEADLINE MARCH 31, 2024 (bookable only 1x)

Get-together Sponsorship

Joint invitation to the popular networking event

Target group	Maker community in attendance, attendees of the get-together.
Reach	Approx. 750 Makers
SERVICES	
Reference "sponsored by" in communication	✓
Placement of a roll-up/banner at the Get-together	✓
Short welcome speech	✓
Partner badges incl. participation in the get-together	10 badges
German Make Magazine annual subscription	1x
Rate	7,500 EUR

BOOKING DEADLINE JUNE 09, 2024 (bookable only 1x)

Welcome Bag Sponsorship

Maximum attention from the exhibitors

Target group	All exhibitors
Reach	approx. 250 bags + long-term advertising media if the bag continues to be used

SERVICES

Logo on the product incl. insert	✓
Partner badges incl. participation in the get-together	2 badges
German Make magazine annual subscription	1x

Rate **5,000 EUR**

BOOKING DEADLINE JUNE 09, 2024 (bookable only 1x)

General Terms and Conditions of Maker Media GmbH for Maker Faire Hannover 2024 (as of August 2023)

§ 1 Scope of application

The following general terms and conditions apply to all contracts concluded between the organizer and exhibitor/partner or sponsor (hereinafter referred to as „customer“) for the implementation of the Maker Faire Hannover („event“) by Maker Media GmbH („organizer“). The Event will take place from August 17-18, 2024 at the Hannover Congress Centrum (HCC). The inclusion of deviating General Terms and Conditions of the customer is hereby expressly objected to.

§ 2 Organizer

The organizer is Maker Media GmbH, Karl-Wiechert-Alle 10, 30625 Hannover, Germany, register court: Amtsgericht Hannover HRB 201300, Management: Ansgar Heise, Beate Gerold

§ 3 Formation of the contract

The customer can choose from various partner and sponsoring packages as well as supplementary optional offers and notifies the organizer of his selection by June 9, 2024 (registration deadline). These General Terms and Conditions, the Maker Manual (Important Notes on the Event Procedure), the House Rules and Technical Guidelines of the Hannover Congress Centrum 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 provided by the organizer and the amount of remuneration associated with them depend on the selection of the relevant package and any additional services booked. 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 after the conclusion of the contract by the organizer, but not before January 2024. Payment is due within 30 days from the date of invoice without any deductions. If the customer is in default of payment, the organizer reserves the right to cancel the contract and to dispose of the offered services otherwise. With regard to the costs to be reimbursed, § 7 of these GTC applies. If the customer does not pay, he will be excluded from participation in the event.

§ 6 Booth allocation/advertising

Booths will be allocated by the organizer by the end of June 2024. 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 at their booths or in advertising spaces allocated by the organizer.

§ 7 Cancellation

The following cancellation conditions apply:

- Cancellation until registration deadline 09 June 2024: 50%.
- Cancellation from the registration deadline until the event: 100%.

If the implementation of the event is prohibited as a result of a general order, 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 fees will be charged. Any fees already paid will be refunded 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 equipment. 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 in the case of slight negligence if an obligation is breached, the fulfillment of which makes the proper execution of the contract possible in the first place, the breach of which jeopardizes the achievement of the purpose of the contract and the observance of which the customer can rely on (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 shall also apply 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 in total per calendar year shall be limited to the total remuneration payable under these contracts per calendar year. The unlimited liability for intent remains unaffected.

Claims for damages against the organizer become time-barred within one year. 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 injuries to body, life and health or due to damages 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 favor of the legal representatives, officers, 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 of the event and to shorten, extend or temporarily close or cancel the event in whole or in part. If any of the aforementioned occurs, any claim for damages shall be excluded in the case of 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 paid fee. Further claims do not exist.

§ 10 Miscellaneous

Place of performance and jurisdiction is Hanover. Oral 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 any provision of these GTC be or become invalid, this shall not affect the validity of the remaining provisions of these GTC. The invalid provision will be replaced, if necessary, by a clause that comes closest to what was intended.

Your contact persons

**everyone
thinks.
we
make.**

The next steps:

1. Choose package
2. Contact and book
3. Benefit from the Maker Faire!



Daniel Rohlfing
Director Maker Faire Germany
e-mail: dnr@maker-media.de

phone: +49 (0) 511 / 5352 844
Maker Media GmbH

Sascha Ditgens
e-mail: sditgens@verlagsbuero-id.de
Ines Walter
e-mail: walter@verlagsbuero-id.de

phone: +49 (0) 511 / 616 595 0
Verlagsbüro ID GmbH & Co. KG