



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

Maker Faire®

Partner packages
Sponsor packages

**Hanover Congress Centre
23.-24 August 2025**

maker-faire.de

Maker Faire®

GREATEST

SHOW & TELL ON EARTH

TECH TRENDS

INNOVATIONS

EDUCATION

VISIONS

INSPIRATION

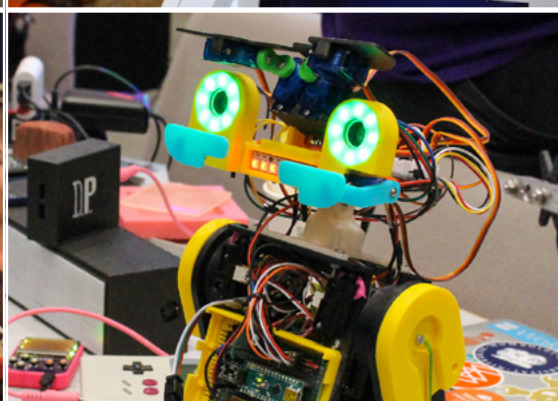
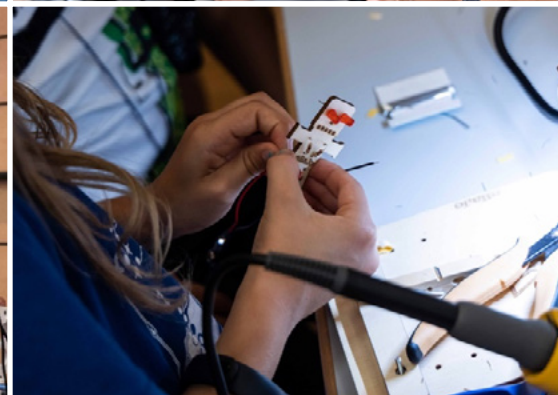
SCIENCE

ENTHUSIASM

COMMUNITY

SHOWS

WORKSHOPS



Maker Faire Hannover **23-24 August 2025**

- First event in 2013
- Since the beginning in the Hannover Congress Centre
- Annually in summer (2021 Digital Edition)
- 250 stands in three halls + outdoor area
- An average of 15,000 participants, around 40% of whom are pupils and students
- 60% of visitors travel from outside the region
- The most important networking platform for the maker community and craft YouTube scene in German-speaking countries
- International popularity: Maker Faire Hannover is one of the most important Maker Faires in the world
- Labelled by the press as one of the "must-see events" in the Hanover region
- [What our exhibitors say \(German-speaking\)](#)



**The format for
Innovation & maker culture**

Registration deadline:
01 June 2025

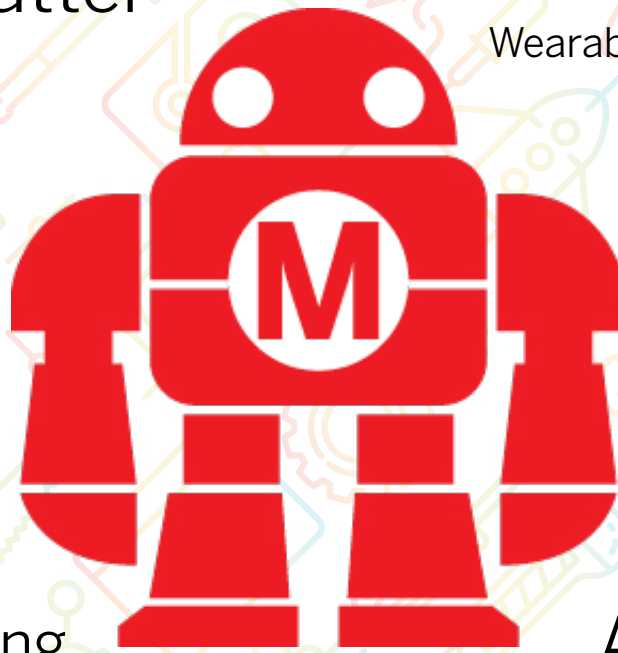


UNTER DER SCHIRMHERRSCHAFT VON
BETTINA STARK-WATZINGER MDB

**Bundesministerium
für Bildung
und Forschung**

***"Being open to new
ideas is the key to
the future"***

Our subject areas



Assistive Technology

Cosplay

Craft

Music

3D printing/laser cutter

Smart City / Smart Home

Wearables

Science & Research

Education

Coding

Virtual Reality

Electronics

Rapid prototyping

Model making

Upcycling

LEGO

Augmented Reality

Quadrocopter

Crafting/handwork

Biohacking

Arduino, Calliope,
Raspberry Pi & Co.

Hardware hacking

Robotics

Sustainability

AI / Machine Learning

Steampunk

Mobility

Internet of Things

Why should you be there?

Progress

The Maker Faire Hannover is a place for the unconventional and the imperfect. It thrives on change and the drive of each individual. The opportunities for progress and innovation lie in interdisciplinary collaboration and the **exchange of knowledge**.

Immerse yourself in the diverse **pool of ideas**, in the maker community and its visions. Find new **contacts and inspiration** for your company's own development. The Maker Faire Hannover can help answer your internal questions in your own innovation process.

In addition, the direct dialogue with visitors enables them to receive authentic **feedback** on their own products. There is an opportunity to recognise market requirements and **trends** at an early stage.

Reach

The Maker Faire Hannover has a high media and emotional reach.

The event is organised by Maker Media GmbH, a subsidiary of the heise group and publisher of the german Make Magazine. The Maker Faire Hannover is placed in magazines such as c't and heise online with a wide reach and target group-orientated cross-media placement.

Significantly more people are reached than the participants present. The Maker Faire Hannover fascinates and tells stories. It is the **enthusiasm** that turns visitors into ambassadors. For the format and your brands. So every new contact is worth more. We call this **"Emo Leads"** !

Access

At the Maker Faire Hannover, you'll meet cool people, **makers and innovators**, experts and the curious. Maker Faire Hannover visitors are interested in technology and digitally savvy. They bring a lot of their own **expertise** with them and are looking for exchange and inspiration. Becoming a partner of the Maker Faire Hannover doesn't just mean being an exhibitor - you have the opportunity to become **part of an idea** for something big and future-orientated.

The Maker Faire Hannover is also ideal for employer branding. You will find **numerous talents** from the STEM sector here, whether future trainees or already graduated specialists. **Recruiting** is easy in the creative and neutral environment of the Maker Faire Hannover, as the approach can be informal. Offering hands-on activities at the stand increases the length of time your visitors stay and the chance to get to know each other.

Visibility

The Maker Faire Hannover is the ideal place to present the latest products, services and innovations to a wide audience and sell them directly.

Whether you are a start-up or an industry player. The presentation of your brand at the Maker Faire Hannover generates a high level of visibility among your target group.

As a partner of the Maker Faire Hannover, you create **acceptance and appreciation** for your brand, which strengthens your position in the market.

Exhibitor packages

| SERVICES AND DESCRIPTION | PACKAGE 1 | PACKAGE 2 | PACKAGE 3 | PACKAGE 4 | PACKAGE 5 |
|---|--|---|--|--|---|
| Stand space | 6 square metres (usually 3x2m row stand) | 12 square metres (usually 4x3m row or corner stand) | 24 square metres (usually 6x4m corner or head stand) | 36 square metres (usually 6x6m corner or head stand) | 48 square metres (usually 8x6m head or block stand) |
| 1x Schuko power connection 3KW , without further distributors, incl. consumption | Included | Included | Included | Included | Included |
| Additional Schuko connections at the stand | 150 EUR / piece | 150 EUR / piece | 150 EUR / piece | 150 EUR / piece | 150 EUR / piece |
| Rental furniture as required (tables and chairs) | Included | Included | Included | Included | Included |
| Extended online exhibitor entry (Short profile, reference to join-in campaigns, company logo, two product photos, Links to website and social media channels) | Included | Included | Included | Included | Included |
| Community grant (The Maker Faire thrives on the community that meets here, networks and share their knowledge. Private makers exhibit free of charge. The community grant promotes this. In return, a logo is included on the Website under Partner and on the thank-you banner at the event) | Included | Included | Included | Included | Included |
| WLAN access | Included | Included | Included | Included | Included |
| LAN cable at the stand | 280 EUR | 280 EUR | 280 EUR | 280 EUR | 280 EUR |
| Exhibitor passes included | 2 | 4 | 6 | 9 | 12 |
| Further exhibitor passes | 45 EUR / piece | 45 EUR / piece | 45 EUR / piece | 45 EUR / piece | 45 EUR / piece |
| Admission tickets included | 5 day tickets | 10 day tickets | 20 day tickets | 40 day tickets | 50 day tickets |
| More tickets (contingent of 50 day tickets) | 500 EUR | 500 EUR | 500 EUR | 500 EUR | 500 EUR |
| Sub-exhibitor fee (Sub-exhibitors must be registered. As soon as another company is represented on the stand with a brand and/or personnel, a sub-exhibitor fee will be charged. This includes a separate exhibitor entry and two exhibitor passes) | 800 EUR | 800 EUR | 800 EUR | 800 EUR | 800 EUR |
| 20min. Lecture in the Maker Faire knowledge hub | 400 EUR | 400 EUR | 400 EUR | 400 EUR | 400 EUR |
| Package rate | 2,890 EUR | 4,375 EUR | 7,390 EUR | 10,505 EUR | 13,590 EUR |
| Early bird price for bookings until 31.12.24 | 2,692 EUR | 3,979 EUR | 6,598 EUR | 9,317 EUR | 11,806 EUR |
| Start-ups (An offer for start-ups whose entry in the commercial register is not older than 2 years. The offer can only be booked once and is therefore only valid for new exhibitors) | 990 EUR | On request | On request | - | - |

APPLICATION DEADLINE 01.06.2025

Optional advertising packages (can only be booked in combination with an exhibitor package)

ADVERTISING PACKAGE 1 (for advance notice)

Consisting of: 1x advertising banner 600x100px in the Maker Faire Germany Newsletter (approx. 10,000 subscribers), logo integration under partner on the visitor flyer (circulation of at least 10,000) and posters from DIN A1 size

1,500 EUR

ADVERTISING PACKAGE 2 (for advance notice)

1x advert in the german Make Magazine issue 4/25, ET directly before the Maker Faire (1/2 page, 210x152, 4C)

1,500 EUR

ADVERTISING PACKAGE 3 (at the event)

Consisting of: 1x insert in the exhibitor welcome bag (250 copies, give-away or flyer), display of a flyer (max. DIN length) or sticker at the information desk and box office, 1x advert in the visitor guide (1/3 page, 95x70, 4C)

1,500 EUR

Sponsorship package „Presenting“

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 Make:, Exhibitors and visitors, press

Reach

Chance of over 1 million contacts

SERVICES

Reference to "sponsored by" in communication, including press releases

✓

Logo on all Maker Faire visitor advertising material (A4 adverts in c't and Make Magazines. Visitor flyers. Posters. Visitor guide)

✓

Introduction as main sponsor on the event website under News

✓

Logo on the lanyard for all exhibitor, partner, CREW and press passes

✓

Promotion area after coordination at the event

✓

Option for a timeslot in the lecture area, time of your choice

✓

Possibility of enclosing a give-away in the exhibitor welcome bag

✓

Display of a flyer at the information desk and box office

✓

1/1 advert in the german Make Magazine in 2025

2x, ET before the Maker Faire, issues 3/25 + 4/25

2/3 Display in the visitor guide

✓

Native advertising "briefly introduced" in the Maker Faire Germany Newsletter

1x, ET shortly before the Maker Faire (text approx. 1,000 characters + image 600x350)

Banner in the Maker Faire Germany Newsletter (approx. 10,000 subscribers)

2x, ET by arrangement (format 600x100)

Admission ticket package, invitation of employees and/or customers

500 day tickets

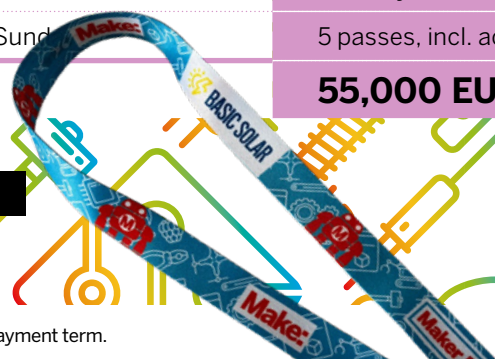
Partner passes included for access to the Maker Faire on Saturday and Sunday

5 passes, incl. access to the get-together

Rate

55,000 EUR

BOOKING DEADLINE 31.03.2025 (can only be booked once)



Sponsor package „Get-together“

Joint invitation to the popular networking event

Target group

Maker community present, participants of the get-together

Reach

approx. 700 people

SERVICES

Provision of a 3x3 m pavilion + two bar tables for presence at the get-together. Incl. option to set up your own roll-up or similar advertising

✓

Possibility for a short greeting (microphone + sound system available)

✓

Partner passes included for access to the Maker Faire on Saturday and Sunday

4 passes

Logo inclusion on the event website under Partners and on the Thank you banner at the event

✓

Rate

5,000 EUR

BOOKING DEADLINE 01.06.2025 (2x bookable)



Sponsor package „Welcome Bag“

Maximum attention from exhibitors

Target group

All exhibitors

Reach

250 bags + long-term advertising material if the bag continues to be used

SERVICES

Your own logo digitally printed on one side of the bag

✓

Possibility of providing 250 give-aways, which are packed in the bags

✓

Partner passes included for access to the Maker Faire on Saturday and Sunday

4 passes

Logo inclusion on the event website under Partners and on the Thank you banner at the event

✓

Rate

5,000 EUR

BOOKING DEADLINE 01.06.2025 (can only be booked once)



Sponsorship package „LEGO Volvo“

Highlight of the little ones - generating leads

Target group

Participants of the Maker Faire

Reach

up to 15,000 people

SERVICES

Possibility to set up your own roll-up and display flyers. This can also be a competition, with the option of throwing the completed competition cards into the car through a window slot and generating leads

✓

Logo inclusion on the event website under Partners and on the Thank you banner at the event

✓

Partner passes included for access to the Maker Faire on Saturday and Sunday

4 passes

Rate

5,000 EUR

BOOKING DEADLINE 01.06.2025 (can only be booked once)



General Terms and Conditions of Maker Media GmbH for the Maker Faire Hannover 2025 (as of September 2024)

§ 1 Scope of application

The following General Terms and Conditions apply to all contracts concluded between the Organiser and exhibitor/partner or sponsor (hereinafter referred to as "Customer") for the staging of the Maker Faire Hannover ("Event") by Maker Media GmbH ("Organiser"). The Event will take place from 23-24 August 2025 at the Hannover Congress Centrum (HCC). The inclusion of deviating general terms and conditions of the customer is hereby expressly rejected.

§ 2 Organiser

The organiser is Maker Media GmbH, Karl-Wiechert-Alle 10, 30625 Hanover, registration court: Hanover Local Court HRB 201300, management: Ansgar Heise, Beate Gerold

§ 3 Conclusion of the contract

The customer can choose from various partner and sponsoring packages as well as additional optional offers and must inform the organiser of their selection by 01.06.2025 (booking deadline). The present GTC, the Maker Manual (important information on the course of the event), the house rules and technical guidelines of the HCC and all other necessary regulations of the event must be accepted as integral parts of the contract. The contract shall come into effect upon confirmation by the organiser.

§ 4 Services/costs

The organiser's services and the associated remuneration amount depend on the selection of the corresponding 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 shall take precedence over these GTC.

§ 5 Terms of payment

Invoices will be issued after the contract has been concluded by the organiser, but not before January 2025. Payment is due within 30 days of the invoice date without any deductions. If the customer defaults on payment, the organiser reserves the right to terminate the contract and dispose of the services offered elsewhere. With regard to the costs to be reimbursed, § 7 of these GTC shall apply. If the customer does not pay, he/she will be excluded from participation in the event.

§ 6 Stand allocation/advertising

Stands will be allocated by the organiser by the end of June 2025. The set-up and dismantling times announced prior to the event are binding. Costs incurred due to non-compliance with these times shall be borne by the organiser. Customers may only use exhibits and advertising material on their stands or in advertising spaces allocated by the organiser.

§ 7 Cancellation

The following cancellation conditions apply:

- Cancellation until registration deadline 01 June 2025: 50%
- Cancellation from the registration deadline until the event: 100%

If the organisation of the event is prohibited as a result of a general decree, a prohibition order or 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 organiser. Any costs already incurred, including any service providers already commissioned, shall be borne by each contracting party.

§ 8 Warranty/Liability

The organiser assumes neither duty of care nor liability for loss of or damage to the customer's exhibition goods and stand equipment. The organiser 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.

Otherwise, the organiser shall only be liable for slight negligence if an obligation is breached, the fulfilment of which is essential for the proper execution of the contract, the breach of which jeopardises the achievement of the purpose of the contract and on the fulfilment 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 of the contract. This also applies to loss of profit and loss of savings. Liability for other remote consequential damages is excluded.

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

Claims for damages against the organiser expire within one year. This does not apply to damage caused intentionally by the organiser, its legal representatives, executives or vicarious agents, to claims based on tort, or to claims for damages due to injury to life, limb or health or due to damage caused by gross negligence or intent, as well as for claims for damages due to injury to life, limb and health or due to damage caused by gross negligence or wilful misconduct. This also does not apply to claims under the Product Liability Act.

The above provisions also apply in favour of the legal representatives, executives, employees and vicarious agents of the organiser.

The participant is responsible for his/her own material and/or presentation and/or other display ("exhibition") and participates in the event at his/her own risk. He shall be liable to the organiser, visitors to the event and/or third parties for his exhibition in accordance with the statutory provisions. The customer must obtain all necessary official or other authorisations for his exhibition. The customer warrants that he is in possession of all necessary rights of use should third party industrial property rights be affected by his exhibition. The customer shall indemnify the organiser against any third-party claims in this respect.

§ 9 Reservations

The organiser reserves the right to make minor changes to the content of the event, to postpone dates and locations and to shorten, extend or temporarily close or cancel the event in whole or in part. If one of the aforementioned cases occurs, a claim for damages is excluded for reasons for which the organiser is not responsible, in particular in cases of force majeure. If the organiser is responsible for the cancellation of the event, the customer shall be entitled to reimbursement of the fee paid. There are no further claims.

§ 10 Miscellaneous

The place of fulfilment and jurisdiction is Hanover. There are no verbal collateral agreements. Amendments to these GTC must be made in writing 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 shall be replaced by a clause that comes as close as possible to the intended purpose.

Your contact persons

**everyone
thinks.
we *make.***

The next steps:

1. Select package
2. Get in touch and book
3. Benefit from the Maker Faire!



Daniel Rohlfing

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