



The first-ever Rocky Mountain STEAM Fest brought over 3500 people together to celebrate hands-on science and arts, and our second event grew by over 25% to 4400 attendees and over 80 exhibits and activities.

Now it's time for STEAMFEST 3.0!

SATURDAY, APRIL 29TH & SUNDAY, APRIL 30TH, 2017

10a.m. to 5p.m. Boulder County Fairgrounds

The STEAM Fest is two days jam-packed with exhibits and activities that you can touch and play with, classes, educator's workshops, and so much more. It's all designed to connect you to your customers and people of any age and background to the excitement of learning with their sleeves rolled up and all their senses active!

What Is a STEAM Fest?

S.T.E.A.M. may mean different things to different people. Here's what it means to the Rocky Mountain STEAM Fest. This isn't written in stone - in fact, it's changing all the time - that's part of the fun - we're inventing the STEAM Fest as we go.

What do YOU want it to be?



SCIENCE

Organic, earth, human, beast, chemical, biological. If it grows, morphs, is a liquid or a solid, it's probably science. Science is so cool.



TECHNOLOGY

Robots, drones, game design. It's the internet of things, it's 3d, software, hardware and everything in between.



ENTREPRENEURSHIP, ENGINEERING

Whether you're building a new bridge, a new business or a new energy source, it's all invention and innovation!



ARTS

Flutes, knitting needles, pots and pans, dulcimers and toy trains. The arts capture our emotions and bring our personalities to life.



MAKER, MATH, MUSIC

The focus here is on doing. When you make something, rather than reading about it or watching it on YouTube, you create a thing and an experience.

The STEAM Fest is a two-day celebration of these fantastic things. We bring exhibitors, events, presentations, classes, food, drinks and much more together in one place. Every exhibit and activity is hands-on - creating hundreds of opportunities for all attendees to get exposure to new things in experiential ways.

How Can I Get Involved?

There are lots of great ways to get involved with STEAM Fest.

ATTEND

Join an expected 5,000 folks from around the country who will come to STEAM Fest and roll their sleeves up and build, hack, tinker, create, laugh, and learn!

VOLUNTEER

Our Volunteers are the greatest! You can start helping months before the event, or just come for a four-hour shift to the event itself. We need help with everything from recruiting exhibitors and sponsors, to planning activities. At the event itself, we have spots for all ages and all abilities. Sign up today at: GoSTEAMFest.com

EXHIBIT

Booths start at just \$100 (20% discount for non-profit organizations). Your organization will gain incredible access to over 5,000 attendees. Give your students the opportunity to show their projects off. Demonstrate how awesome your product is or bring a science or arts project and share it with the world!



SPONSOR

It costs time and takes resources to build an incredible event. Your sponsorship dollars will gain you broad recognition as an organization that cares about science and arts, and that believes in creating opportunities for children of all ages to see new things and experience them first-hand.

Learn more at
GoSTEAMFest.com

Exhibitor Information

Participation in STEAMFest gave us great visibility and a chance to engage with the surrounding community. We gained contacts for joint promotions, generated interest in our fundraising program, and ... people got to try out our product first-hand.

- L. Dudley, Pizza Rev

Exhibiting at the STEAM Fest is easy and affordable. We welcome companies, individuals, teams, groups, clubs, etc. There is one condition - your exhibit must include a hands-on activity. It can be art, education, science - whatever you want, but it should be experiential and engaging.

If you don't have an idea for an activity, let us know, we have a list of dozens of great activities and we can help you come up with an idea that's a great fit for your mission.

Want more exposure? Sponsorships start at just \$500 (see following pages)

Exhibitors and makers are curated by the Maker Bolder STEAMFest committee. Your space is not guaranteed until you have received an acceptance email from Maker Bolder and your payment has been received.



MAKER/VENDOR - GENERAL BOOTHS

\$100 booth fee per 10x10 space (non-profit rate: 20% off). Premium spaces are available at an extra charge.

MAKER/VENDOR - COMMERCIAL BOOTHS

\$150 + 10% of sales OR \$300 per 10x10 space (non-profit rate: 20% off). Premium spaces are available at an extra charge.

FOOD VENDORS

\$150 + 10% of revenue for Food Trucks. We also have one kitchen available to rent which is \$400 + 10% of revenue.

Please note: There is an additional \$25/day permit fee due to Bolder County Fairgrounds. Additional proof of insurance and other requirements exist, you will be contacted by the Maker Bolder Food Coordinator to ensure all insurance requirements are handled

SIGN UP TO EXHIBIT TODAY!

To apply for exhibitor space, please **email Anne@MakerBolder.com**. Anne is amazing. She'll work with you to figure out the details, make sure you have a great space and arrangement payment.

**Or, you can go directly to our application page at:
GOSTEAMFEST.COM**

Click on the yellow "Exhibit" button at the bottom of the page. You'll find our full application at the bottom of that page.

I was able to connect with a lot of great people and other vendors... I loved the diversity of offerings and the whole vibe! Lots of exposure for your business and a wonderfully curious and engaged crowd!

- Liza, Robots-4-U.com

Sponsorship Information

OUR REACH

- 5500 attendees at Boulder Mini Maker Faire
- 4400 attendees at STEAM Fest
- Over 200,000 impressions the month before the event
- Nearly 29,000 page views on our blog and website
- Media coverage including ABC, NBC, CBS and over 15 in-region and out-of-region digital media outlets

Sponsoring the Rocky Mountain STEAM Fest will help you reach your specific goals. We offer sponsorships starting at just \$500 and going up to \$30,000. Here are some of the things our previous sponsors have told us about how STEAM Fest helped them.

- Sponsoring STEAM Fest gives you a way to show your commitment to hands-on education for youth in the Rocky Mountain region
- STEAM Fest helps you reach an audience of well educated, engaged families from middle to high income households
- STEAM Fest will get your product in front of thousands of elementary, middle and high school aged children and their parents

If you sign up early, you can also be featured on our events leading up to STEAM Fest including our exciting Girls Explore Entrepreneurship in November, Girls Explore Technology in January and several other community science and arts events.

SPONSORSHIP LEVELS

With packages and special events that start at just \$500 and go up to \$30,000, we've got a sponsorship package that's right for you. Check out the following list for great ideas. But don't fret, if you don't see the perfect package for your business - let's talk!

We find that everyone needs something a little different - we'll work with you to understand your specific goals and craft a sponsorship package that is both affordable and that helps you achieve the most "bang for your buck."

Check out these examples - or let's pick and choose from the list on page 5.

THE BOLDER BRONZE SPONSORSHIP - \$500

- 10x10 exhibitor space with "dibs" on premier locations
- Logo featured on the Maker Bolder website
- Logo featured in on-site program, on t-shirts and event banners
- Use of STEAM Fest logo on your company materials

THE BOLDER SILVER SPONSORSHIP - \$1,500

Includes everything in the Bronze sponsorship level plus:

- First access to premium end-cap exhibitor locations if desired
- Company or individual profile on the Maker Bolder blog
- Inclusion on our sponsor web page
- Priority access to 50 minute presentation time slot in the Creative Classroom
- Inclusion in Girls Explore events based on timing of your contract
- Flyer or brochure included in the STEAM Fest tote bag (you will need to supply 3,000 copies of the flyer, or product you want to include)
- Featured listing in the event mobile app

THE BOLDER GOLD SPONSORSHIP - \$5,000

Includes everything in Beaker and Palette, plus:

- Premier location of logo on all event materials
- Your events information will be featured in our newsletter and events pages
- Specific company mentions on social media
- Specific company mentions included in press releases about STEAM Fest
- Tickets donated in your name to local charities
- Priority access to up to 90 minute presentation time slot in the Creative Classroom
- Premium advertisement in the event mobile app

Don't see what you need? Our sponsorships go up to \$30,000 - contact us today and we'll create a customized package to meet your needs.

We went back to the shop to get more supplies, and a customer had come straight from the Faire to our store to buy more goodies. It was an amazing event!

- J. Walter, Aime's Love Bakery

DIY Sponsorship Ideas

What's STEAM Fest if not hands-on, make-it-yourself awesomeness?

Your company, product, cause, school, foundation, group, club - whatever it is you are and you do - you are unique - and a unique you needs a unique sponsorship package that will meet your specific needs and goals.

We have a team of folks dedicated to creating the most outrageous and wonderful special activities, promoting things on social media, getting great coverage across the country - and oh, so much more. Check it out. But don't be shy, if it's not here, we'll still consider it.

Email Martha Lanaghen at Martha@MakerBolder.com to explore your options.

SPONSORSHIP PERKS TO PIQUE YOUR INTEREST

- Featured exhibitor space - 10x10 is standard, additional space, up to 20x40 is available in our Main Exhibit Hall area, larger spaces are available outdoors or in the Indoor Arena area
- Logo features on our website, programs, thank you pages, and on signage around the event
- Inclusion in the children's passport - this unique opportunity ensure extra traffic to your booth as children seek to get enough stamps in their passport to win prizes.
- Extra weekend entrance passes
- Featured article in our newsletter, distributed to thousands of makers, geeks and hackers in the Rocky Mountain region
- Blog article on Maker Bolder website, including promotion on Facebook and Twitter and linkbacks to your website
- Opportunities to conduct classes, do product demonstrations and/or present unique information on one of our stages or in the Creative Classroom
- Help us shape the event - invite speakers or special activities that feature your products
- Materials included at the check-in / ticketing area
- Tote bag sponsorships (there are many take-home items at STEAM Fest, families would welcome a tote bag that they could re-use and your logo / information would get great visibility all over town for months to come)

- Donate tickets to families in need or youth organizations such as the YMCA, Boulder Housing Authority, and more
- T-shirt logo and/or special t-shirt design featuring your company logo (design must be approved by STEAM Fest)

And many more ideas - contact us to explore! Martha@MakerBolder.com

ACTIVITIES THAT GARNER EXTRA ATTENTION

We have tons of great ideas about booth activities, or special events that your organization could sponsor, or bring to STEAM Fest. These are crowd-pleasers and are guaranteed to ensure that your booth will be busy, busy, busy throughout the whole event.

- Human Minecraft
- Mario the Magician (will feature your product or service in his science and maker-oriented magic show)
- Marshmallow Arcade (PVC, marshmallows. Need we say more?)
- Life-size Pinball (a two-player game with a pinball machine that's over 6 feet long!
- Radical Race Cars (participants build and race cars with recycled materials)
- DIY Lazy River (use recycled and reusable materials to build a boat then test it and adjust until it will float the whole river)
- Paper Airplane Craft and Fly Cage
- Robot Battles
- Flying Zipline Races
- Drone Zone and many more!

STEAM Fest was the perfect opportunity for us to be involved and interact with our community. I am still thinking about it. We cannot wait until the next one!

- L Paskvalich, The Temple Grandin School



**Saturday & Sunday
April 29th & 30th, 2017
Boulder County Fairgrounds
10am to 5pm**

GoSTEAMfest.com

**info@goSTEAMfest.com
303-257-6222**