

# Ann Arbor Mini Maker Faire 2010 Exhibitor Manual

5/29/2010

*(Please note that there are substantial changes in this Manual from earlier versions—we've added more information, and added some provisions to the Exhibitor Agreement. If you have already returned the earlier Exhibitor Agreement, you do not need to send an updated one.)*

Thanks for your interesting in exhibiting at the 2010 Ann Arbor Mini Maker Faire ("the Faire"). Even though it's boring and you'd probably prefer to be out welding up your next Vortex Cannon of Death, please read through this information about the Faire.

Potential exhibitors should first apply using the online application form. After May 28, 2010, please *also* email the organizers if you submit an application.

Once you have been accepted, sign and return the Exhibitor Agreement (attached) so we can make this a great experience for both you the exhibitor and for the many folks who we hope will visit.

If you have been accepted, but then decide not to participate, please let us know by May 26th!

Please Note: Every exhibitor needs to sign and return the Exhibitor Agreement by May 26th! Why not do it today!

The 2010 Ann Arbor Mini Maker Faire is organized by A2 Tech Events LLC, a not-for-profit (but not, alas, a 501(c)3 non-profit), and funding is by donations from the organizers and contributions from kind sponsors. Your participation is greatly appreciated.

If you have any questions that are not answered, a list of contacts is provided at the end of this information.

## **Mission**

The mission of the Ann Arbor Mini Maker Faire is to present interesting or unique exhibits, individuals, and demonstrations in DIY science, technology, engineering, and art that excite, motivate, and educate. The emphasis should be on cool things, skills, and knowledge. As a shorthand, the exhibits should be the kind of thing you'd see in Make Magazine.

People are coming to the Faire not only to see cool things, but to talk to Makers. They want to know how you made it, where you got the parts, how you learned--everything you'd want to ask another Maker. So please display whatever it is that you are bringing, but remember that people will want just as much to talk to YOU!

## **Phone Numbers**

**Police – Fire – Ambulance: 911**

**Ann Arbor Mini Maker Organizers** (Faire Personnel)

A2 Tech Events, LLC

Bob Stack: 586-201-9009 (cell)

Dale Grover: 734-417-8677 (cell)

Jim Deakins: 734-320-1332 (cell)

## **Tickets**

Entry to the Faire is free, but all attendees must have a ticket. Exhibitors will have some type of ID (check in during setup time). We are issuing tickets to track attendance and for liability reasons.

## **Sales**

Commerce isn't bad. Many Makers take their part time hobby and turn it into their full-time business. At the same time, the Maker Faire is about learning and excitement, not shopping. It is not a for-profit event. So the policy on sales at this Faire is: Incidental and occasional sales are allowed, but the main purpose of demonstrations and exhibits should not be sales-related. All items for sale must be pre-approved before or during check-in by one of the principal staff members. The criteria we will be using to approve a sale is "Does selling this item fit with the DIY spirit and culture of the event?" For example, a bristle bot kit would likely be approved, a pre-assembled bristle bot from China would not.

You may charge participants to recover the actual cost of materials used in a "make and take" activity without further approval.

Tasteful advertisements for your exhibit-related business are allowed.

Questions? Please email us ahead of time.

## **Venue**

The Faire is being held at the Washtenaw Farm Council Grounds ("Saline Fairgrounds"), 5055 Ann Arbor Saline Road, Ann Arbor, Michigan 48103. <http://www.washtenawfarmcouncil.org>. This is three miles south of I-94 on Ann Arbor Saline Road (exit 175).

Enter by the main entrance off of Ann Arbor – Saline Road.

The Faire will be in buildings B, C, and D. Building E is available pending demand.

\* Building B is the outside pavilion, about 8,400 sq ft. It will be available for larger-scale demonstrations. No walls will be installed as of our event. It has a dirt floor. <http://www.washtenawfarmcouncil.org/BuildingB.htm>

\* Building C is 7,500 sq. ft., totally enclosed, heated, with a cement floor. <http://www.washtenawfarmcouncil.org/BuildingC.htm>

\* Building D is 9,000 sq. ft., totally enclosed, heated, with a cement floor. <http://www.washtenawfarmcouncil.org/BuildingD.htm>

\* E is heated and has stalls in it; we do not expect to be using it. (The stall walls are fixed, so it is a little constraining.) <http://www.washtenawfarmcouncil.org/BuildingE.htm>

All buildings have lighting and electricity (see below).

(For comparison, in 2009, the Faire was in Building A, about 7,600 sq ft of usable space.)

Please note that in 2010, there will be another event in Buildings F and G (a dog show) on Saturday. There will be a dividing fence in place, and each event will use separate entrances.

### **Family Friendly and Safety**

This Faire is intended to be family-friendly and safe. Please keep all ages of visitors in mind when designing your exhibit and conducting demonstrations. And please keep any demonstrations or activities safe. There are no open flames, dangerous chemicals, etc. allowed. Please contact the organizers if there is anything remotely hazardous about your exhibit.

Do not block any exits. Do not block, cover, or obstruct any fire extinguishers. The organizers, as well as the Grounds Personnel, reserve the right to restrict or remove exhibits for any reason, including specifically for safety.

### **Activity Wrist Bands**

If your activity involves any risk of injury (hot glue, soldering, sharp objects, etc.), all participants must sign an activity waiver and wear a special (bright green) wrist band. Once they have a wrist band, they don't need to get another if they participate in another activity. Activity waivers and wrist bands may be provided to exhibitors if requested, but it is vital that everyone issued a wrist band has signed the waiver. Waivers and wrist bands will also be available at the organizers table in Building C.

### **Check-In**

Unless other arrangements have been made, all exhibits should be setup no later than 10 AM Saturday. Please visit the information table when you arrive Saturday morning. We'll have your ID, table location, and other information. If you have not signed an exhibitor agreement, you'll need to do so at that time. (Note that everyone with your exhibit has to have a signed agreement, except employees--or in some cases, members--of a legal entity.)

If you find you will be later than 10 AM, contact one of the organizers as soon as possible. We don't want to give away your table! We will have setup time available on Friday evening 5 PM - 8 PM.

## **Schedule**

### **Friday June 4**

5 pm – 8 pm: Early setup

### **Saturday June 5**

8 am – 10 am: Setup (All sales approvals must occur in this time or before.)

10 am – 5 pm: Show is open to public

5 pm – 7 pm: Tear down

(possible post-event party, to be announced, open to exhibitors and volunteers)

We ask that exhibitors wait until 5 PM Saturday to start packing up.

***Note that we can not be responsible for property at any time, whether in trailers or in buildings.***

## **Booth & Tables**

The standard booth size is 8' x 8'. We will provide a single 8' folding table, plus a plastic table covering. Please provide more substantial protective covering if needed. Don't overload the tables--or, bring your own table if your exhibit is heavy.

## **Electricity**

Please tell us if you need *any* electrical service. If you do require electricity, please bring an extension cord (long, heavy-duty) and power strips, since the nearest outlet may be some distance. Generally speaking, though, these buildings have outlets every 15' of wall distance. With notice, we can get 220V in specific places. 220V is much more plentiful this year (but still costs us money).

## **Internet**

There will be wireless internet access accessible from many booths. If you require internet access for your exhibit, tell us in advance. It may determine your location.

## **Emergencies or other assistance**

A brief summary of emergency procedures and information is attached to this Manual.

## **Unloading/Loading**

Bring any necessary moving equipment with you such as a dolly or cart. We may have a few volunteers during setup, but please don't count on additional labor unloading and/or setting up without contacting us first. Loading and unloading must occur prior to 10 AM Saturday or after 5 PM. We'll have large doors we can open, but probably not have folks drive vehicles into the building unless absolutely necessary.

## **Parking**

Parking on the grounds is free. There is some parking available behind (that is, to the north) of buildings B, C, and D. Spaces behind D are reserved for FIRST Robotics teams. However, vehicles may not block fire access or any exits.

## **Costs and Finances**

There is no exhibitor fee. The Faire is being funded by sponsorships and donations from sponsors and the organizers. (You may feel free to make a donation if you like!) We regret we can not fund any expenses with regard to exhibiting at the Faire, including parking, food, transportation costs, etc.

We also cannot be liable for any losses associated with any aspect of the Faire, including if it is cancelled.

## **Bathrooms**

See map for location of bathrooms, located on the north side of Building A on the outside.

## **Food**

There will be a food vender, probably outside the pavilion. They are not counting on feeding many people—get your food early if possible.

## **Attendance**

In 2009, we had between 1,200 and 1,400 attendees at the Faire, many of which were families with children. We expect much more this year from improved publicity and a massive distribution of flyers within the Ann Arbor Public School system. We had about 25 exhibitors in 2009; we have over 50 in 2010.

## **General Safety**

If you see anything unsafe, let Faire Personnel know. This includes unsafe behavior by attendees, unsafe activities or exhibits, or safety issues with the buildings or grounds. If the activity is something you feel can be addressed by a simple request (“please stand behind the yellow line”), you are welcome to address it, but feel free to ask Faire Personnel for backup. For issues with other exhibitors, please ask Faire Personnel to deal with it.

All building exits must be clear at all times. Fire extinguishers must be visible, and not obstructed.

Note that the show does not provide workman's compensation insurance. Volunteers and exhibitors are responsible for their own medical expenses in the event they are injured.

## **Lost and Found**

Lost and Found will be at the organizers table in Building C.

## **Publicity**

There are posters available on our website. Please spread the word! You can direct people to the website at <http://www.a2makerfaire.com> for more information. And if you have contacts with organizations or media outlets, please let us know.

## **Sponsorships**

Sponsorships are being sought to offset the costs of the Faire. Please contact one of the organizers if your organization or group has an interest. Sponsors at various levels may be acknowledged on banners, tickets, website, and so on.

## **Organizers**

This Ann Arbor "Mini" Maker Faire is being organized by folks from the Ann Arbor tech community. We formed an LLC, A2 Tech Events LLC, to make putting on this kind of event

easier, and to deal in part with the liability of holding a public event like the Faire. This is "not-for-profit," but unfortunately it is not a tax-exempt non-profit, so donations are not tax deductible. (We hope to remedy this situation by next year's Faire.) O'Reilly Media and Maker Faire have been supportive of local-scale, DIY Maker Faires, and we appreciate that a lot. However, they aren't responsible for oversights, mistakes, and other screw-ups that we'll no doubt make.

### **MakerCity Maker Faire at the Henry Ford**

Don't forget that a full-scale Maker Faire is coming to the Henry Ford Museum on July 31 - August 1, 2010. Get the details at [www.makerfaire.com](http://www.makerfaire.com). There is also a new full-scale Maker Faire in New York City, as well as the original Bay-area Maker Faire.

## Emergencies

The following guide is being provided to volunteers and exhibitors, but describes the response by the Faire Personnel overall. **Volunteers and exhibitors generally need only to dial 911 (if appropriate) and contact the Faire Personnel. We'll do the rest.**

### Police – Fire – Ambulance: 911

#### Ann Arbor Mini Maker Organizers (Faire Personnel)

A2 Tech Events, LLC

Bob Stack: 586-201-9009 (cell)

Dale Grover: 734-417-8677 (cell)

Jim Deakins: 734-320-1332 (cell)

#### Washtenaw Farm Council Personnel (Grounds Personnel)

**(Call only if you cannot reach an organizer and it is an emergency.** Because of the potential for complications, we ask that non-emergency issues and requests for information about the grounds and buildings go through a Faire organizer and not to the Grounds Personnel directly. Thank you for your understanding.)

Office: 734-429-3145

Stan Poet: 734-260-1070 (cell)

Lynn: 734-846-5689

### Major Medical Emergencies

(Heart attack, etc.)

0. For major medical emergencies, dial 911.
1. Notify Faire Personnel and Grounds Personnel immediately.
2. Evaluate the number of injured and the type of injuries.
3. Do not move injured unless they are in immediate danger.
4. Offer first aid IF you are trained and have protective equipment.
5. Assist ambulance to the scene.
6. Identify witnesses for investigating officer.
7. Notify parking attendants to divert traffic flow if necessary.

### Urgent Medical

(Cut requiring stitches, etc.)

1. Notify Faire Personnel and Grounds Personnel immediately.
2. If the injured wishes to seek their own medical treatment, you may advise them that St. Joseph Mercy Saline Hospital is located about 3.7 miles away, 400 West Russell Street, Saline, MI 48176. Go south on Ann Arbor – Saline Road (towards Saline), then turn right on Russell Street (there are signs for the hospital).

### Minor Medical

(For minor cuts, scraps, etc., that can be addressed with a simple band-aid or cold pack.)

1. Notify Faire Personnel.
2. Accompany the injured to the Grounds Office. (We may have some band-aids at the Faire Table in building C.)

### Child Has Lost Parents

1. Call Faire Personnel or Grounds Personnel immediately. **Stay where the child was found.**
2. Get child's name and name of parent(s).

3. If the parent turns up, ask them to wait with you for Faire Personnel or Grounds Personnel just to be on the safe side.

### **Parents Have Lost a Child**

1. Notify Faire Personnel and Grounds Personnel immediately.
2. Request police assistance.
3. Get a physical and clothing description.
4. Have parent stay with you until Faire or Grounds Personnel arrive.
5. Let police handle the situation, but offer assistance to Faire and Grounds Personnel.
6. If requested by police or Grounds Personnel, implement lock down and do not allow anyone to leave grounds.

### **Severe Weather**

(Storms, tornadoes, etc.)

1. Grounds Personnel has a National Weather Service radio.
2. If severe weather is predicted or seen, notify Faire Personnel and Grounds Personnel immediately.
3. A public announcement from Faire or Grounds Personnel shall be made advising of the current or predicted weather conditions.
4. The public should be advised to evacuate the buildings and seek shelter in their vehicles.
5. Help assess damage and injuries following the storm.

### **Vehicle Accident**

(Including parking lot damage.)

0. If anyone is injured or there is imminent danger to property (e.g., fire), dial 911.
1. Notify Faire Personnel and Grounds Personnel immediately.
2. Respond as for medical emergencies if there are any.
3. Stop and direct traffic away from the scene. Notify traffic attendants to divert traffic from scene.
4. Check for any fluid leaks.

### **Electrical Emergency**

0. If anyone is injured or there is imminent danger to property (e.g., fire), dial 911.
1. Notify Faire Personnel and Grounds Personnel immediately.
2. Keep area clear. Do not attempt rescue until power has been shut off.
3. Assess the scene and report any injuries to Faire Personnel and Grounds Personnel.
4. If power loss occurs, keep public calm and assist Faire and Grounds Personnel as directed with restoration.

### **Animal Bites**

0. If there are severe injuries or ongoing physical danger, dial 911.
1. Notify Faire Personnel and Grounds Personnel immediately with the following information:
  - a. Location of incident.
  - b. Number of people involved.
  - c. Injuries.
  - d. Severity.
  - e. Type of animal.
  - f. Name of witnesses.
2. Assist responders.
3. Keep spectators away.

### **Fights / Civil Disturbances**

0. If there are severe injuries or ongoing physical violence, dial 911.
1. Notify Faire Personnel and Grounds Personnel immediately with the following information:
  - a. Location of incident.
  - b. Number of people involved.
  - c. Injuries.
  - d. Severity.
  - e. Name of witnesses.
2. Keep spectators away.

### **Fire / Explosion / Bomb Threats**

0. If anyone is injured or there is imminent danger to property (e.g., fire), dial 911.
1. Notify Faire Personnel and Grounds Personnel immediately.
2. Alert the public to evacuate the area.
3. If the fire is small, attempt to extinguish with fire extinguisher (located in each building). Aim the extinguisher at the base of the fire.
4. Faire Personnel are responsible for exhibitors.
5. Notify parking volunteers to divert traffic flow.

### **HAZMAT (Hazardous Materials) / Chemical Spills**

0. If anyone is injured or there is imminent danger to property (e.g., fire), dial 911.
1. Notify Faire Personnel and Grounds Personnel immediately.
2. Direct public away from area.
3. Request assistance from police and fire units.
4. If there are injured, assist only if you can safely do so. Otherwise wait for emergency personnel.
5. Notify parking volunteers to divert traffic flow.
6. Make public announcement to leave the area.
7. Direct emergency vehicles to the correct location.

### **Protestors / Demonstrators**

0. If there are severe injuries or ongoing physical violence, dial 911.
1. Notify Faire Personnel and Grounds Personnel immediately with the following information:
  - a. Location of incident.
  - b. Number of people involved.
  - c. Injuries.
  - d. Severity.
2. Keep spectators away.

## Exhibitor Agreement

*This contract limits the liability of A2 Tech Events, LLC ("A2TE"), the Washtenaw Farm Council, any invited exhibitors, sponsors, and O'Reilly Media, Inc. ("ORM"). You acknowledge that there are risks to you and your exhibit by being a part of the Ann Arbor "Mini" Maker Faire ("the Faire"), including physical injury, death, and property damage. By participating in the Faire, you assume all risks to you and/or your children of such, including damage, loss, harm, injury and death to your person(s) and property, and including, but not limited to, all risks caused by negligence of any of the Releasees described below or otherwise, including negligent instruction or supervision, and you waive, release, covenant not to sue and promise to hold harmless A2TE, the Washtenaw Farm Council, any of their members, employees, volunteers and representatives, any invited exhibitors, other participants and ORM (collectively "Releasees") from all corresponding liability to you and your heirs and personal representatives.*

*If despite the release, waiver of liability and assumption of risk you, or your minor child, or anyone on your behalf or behalf of your child, makes a claim against any of the other Releasees, you will indemnify, defend and hold harmless each of the other Releasees from any loss, liability, damage or cost, including attorney fees.*

*Also, if anyone makes a claim against any other Releasee based on a claim arising out of any of your act(s) or omission(s) as an exhibitor, you agree to indemnify, defend and hold harmless such other Releasee(s) from any loss, liability, damage or cost, including attorney fees, incurred by any other Releasee because of such claim.*

*You agree that we will not be liable in any way to you if we cancel the Faire. You waive any claim or potential claim against us if the 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 the 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 the 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 the Faire-related materials, insufficient participation, accident, or any other reason in connection with the 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.*

*You agree to comply with all applicable laws, the Exhibitor Manual, and any other requirements, and/or rules issued by us in connection with the Faire. You're 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 the Faire. We may terminate this Agreement and/or your participation in the Faire if you violate this Agreement, or the standards of conduct established by us or by the venue proprietor.*

*You acknowledge that the 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, including, but not limited to any claims for royalties, proceeds or other benefits derived from such images or recordings. You grant us, and our licensees, the right to use, in connection with the promotion and production of the Faire, your name, likeness, and any trade name and/or logo. The provisions of this paragraph will survive termination of this Agreement.*

*You also agree that in accepting an offer to exhibit, you'll abide by the goals and intent of the Faire, follow the terms and conditions described in the Exhibitor Manual, and not hassle the organizers any more than is necessary. You'll notify the organizers of any change in your ability to exhibit, have any participants sign a Participant Waiver (or establish that they already have) before participating in any activity with risk of injury, and try to have a good time.*

*By signing below, you confirm that you have read this Agreement and that you understand and agree that your compliance with this Agreement is a condition of your participation in the Faire, and i) if you are signing on behalf of yourself as an individual, you warrant and represent that you are over 18 years of age, and ii) if you are signing on behalf of an organization (including a business), that you are fully authorized to execute this Agreement on behalf of the organization.*

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Name of Minor (if applicable): \_\_\_\_\_

Exhibit Name: \_\_\_\_\_

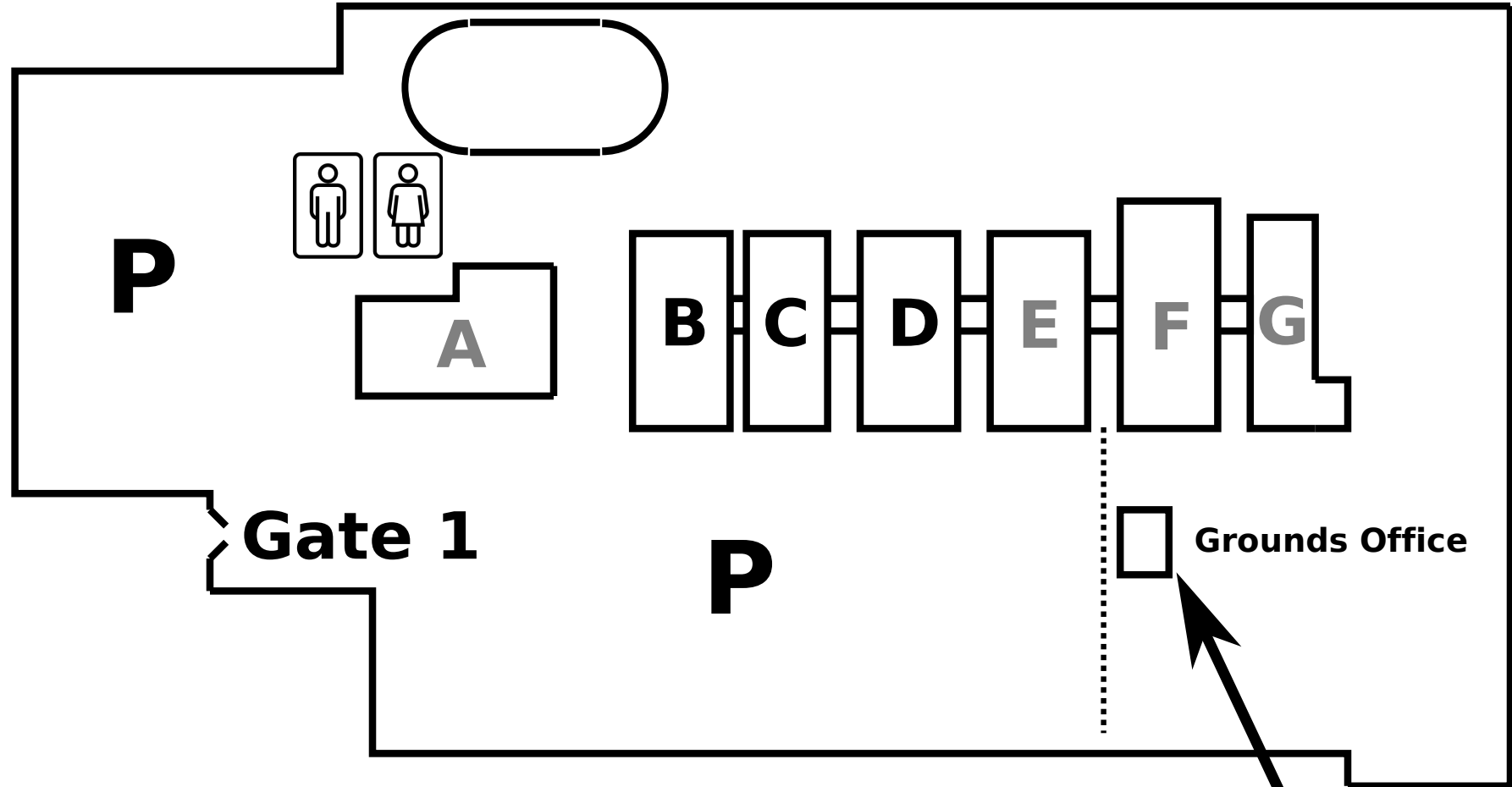
Cell Phone during show: \_\_\_\_\_

Emergency Contact: \_\_\_\_\_

*Please date and sign this Exhibitor Agreement and fax (734-206-1031) or email a scanned copy to [dgrover@redcedar.com](mailto:dgrover@redcedar.com) by **Sunday May 30, 2010**. **Each person in your exhibit has to sign one of these** unless you all are members exhibiting as an organization that is a legal entity, in which case we just need one signed copy.*

Pleasant Lake Rd / Travis Pointe

Ann Arbor - Saline Road



# Ann Arbor 2010 Mini Maker Faire®

