

San Diego STEAM Maker Fest

Dear Exhibitor,

Welcome to 2018 San Diego STEAM Maker Festival Series!

This Educator Kit has been designed to provide you with all of the information necessary to plan a well-organized and successful event. The Exhibitor Kit provides you with all of the operational details you need to be familiar with when planning your participation, including move-in and more-out schedules and exhibitor rules and regulations.

Please be sure to read this kit carefully and note the forms that need to be returned by their deadline dates! Should you need assistance in completing any forms, or if you have questions about the event, please e-mail us at Victor@STEAMMaker.org or Brian@STEAMMaker.org. You can also call us at 619.487.9851.

We look forward to working with you to make the San Diego STEAM Maker Festival a successful event for you, your company and our shared community!

Sincerely,
The San Diego STEAM Maker Festival Team

Index and Contents

Index and Contents	2
Section 1 - Key Dates and Times.....	2
Section 2 - Prior to the Show	3
Registration	3
Ordering Electrical.....	3
Tickets, Fees, and Entry to the Festival	4
Activity / Make-n-Take Approval	4
Mandatory Preshow meeting	4
Section 3 - At the Show	5
Set Up Hours.....	5
Locating the Venue	5
Parking	5
Checking In.....	5
Finding Your Booth Space.....	6
Setting Your Booth Up	6
What Your Booth Includes	6
Dimensions of the booth	6
Use of Booth/Rules	6
Section 4 - After the Show.....	8
Tear Down	8
Clean Up	8
Section 5 - Booth Specs	9
Standard Booths:.....	9
Island Booths:	9
APPLICATION & EXHIBITOR CONTRACT	10
Contact information	12

Section 1 - Key Dates and Times



Show Set Up

Schools – Friday Nov 30th 1:00pm to 5:00pm and Saturday Dec 1st 8:00am to 9:30 am. School booths are authorized to arrive and set up on Saturday morning; however you must cart/carry all items in from the

parking lot. Carts are **not** provided, and ***YOU CAN NOT DRIVE UP TO THE BUILDING ON SHOW DAY (DEC 1st, 2018)***. *It is highly recommended you at least drop off booth materials on Friday.*

Section 1 - Key Dates and Times (Continued)

Registration Deadline

Oct 31st, 2018

Deadline for Activity / Make-n-Take approval

Nov 2nd, 2018

Mandatory Preshow meetings:

All Schools & Exhibitors must send one person to one of the preshow meetings. 4 or 5 meetings will be held between: Nov 2nd and Nov 26th (all registrants will be notified by email).

Exhibitors, Vendor, School Setup (with badges)

Friday Nov 30th – 1:00 PM to 5:00 PM

Saturday Dec 1st – 8:00 AM to 9:30 AM

Deadline for requesting electrical services or equipment

Oct 31, 2018

Show Hours (Open to the Public)

Saturday Dec 1, 2018 10am to 3pm

Educator personnel with badges may enter the building

1pm to 5pm Friday Nov 30, 2018

8am Saturday Dec 1, 2018

Show Tear Down

Saturday Dec 1, 2018 3pm to 5pm

Schools **may not** tear down early without penalty

Section 2 - Prior to the Show

Registration

Prior to the show you should have an Application (**page 10 of this document**) on file with the San Diego STEAM Maker Festival office. If you have not signed your Application, please take a moment to review it, sign it and return it by email or in person. If you do not have one, you must fill one out or have the STEAM Maker office provide one for you.

Ordering Electrical

All electrical connections at the Del Mar Fairgrounds need to be preordered.

School booths come with a sponsor funded single electrical drop (5 amp/120 VAC) power outlet, however, there is no guarantee. This can run a single TV, Computer or Standard Electrical device and not intended for cell phone charging. Those who are in **need** of more power, or require excess power, will

need to preorder filling out the Electrical Order section on the Application Form and additional charge will apply.

Tickets, Fees, and Entry to the Festival

General Entry tickets for the 2018 STEAM Maker Festival are \$8 for Adults and \$6 for Students.

Exhibitor booths will be issued 4 early access setup/teardown passes and 6 Adult and 10 Student tickets.

School booths will be issued 4 early access setup/teardown passes and 10 Adult and 40 Student tickets.

Additional tickets and group discounts are available upon request. Contact us for more information.

Tickets are on sale on the www.SanSMF.org website. Use the discount code “STEAM” for a two dollar discount on full price tickets.

Activity / Make-n-Take Approval

STEAM Maker Festival is about activities and Make-n-Takes. Your assistance in providing those opportunities is greatly appreciated. However, all Activities or Make-n-Takes must be approved prior to Nov 2, for safety and appropriateness of its content.

Mandatory Preshow meeting

Each School must send at least one representative to one of the preshow meetings. Meetings will be held between Nov 2nd and Nov 26th at times and dates to accommodate most schedules. Each School only needs to attend **ONE** of the meetings. This meeting is mandatory as it is where School tickets and booth assignments will be handed out. Additionally, this is the best place where all questions and concerns can be answered and resolved.

At the meeting, your representative will receive booth placement, tickets, lanyards, passes and other important information. No “first time” check-in will be allowed at the Festival.

All Preshow meetings will be held at the STEAM Maker Workshop:

4619B Mission Gorge Place, San Diego CA 92120.

Contact Support@STEAMMAKER.org for assistance.



Section 3 - At the Show

Set Up Hours

Schools - May set up on Saturday Dec 1st, 2018 from 8am to 930am. However you must cart/carry all items in from the general parking lot. Carts are not provided by the venue or STEAM Maker Festival staff and **YOU CAN NOT DRIVE UP TO THE BUILDING ON SHOW DAY.**

If your display is complex or you need to drive up to the building to drop off items, please arrange for a Friday setup by notifying the San Diego STEAM Maker Festival office in advance.

San Diego STEAM Maker Festival 4619 B Mission Gorge Place, San Diego, CA 92120 or Tel: 619.487.981; Email: Info@STEAMMaker.org; Website: www.STEAMMaker.org

If your display is complex or you need to come drive up to the building to drop off items, please arrange for a Friday setup. If you are given advanced permission to set up on Saturday, you must cart/carry all items in from the parking lot as carts are not provided and **YOU CAN NOT DRIVE UP TO THE BUILDING ON SHOW DAY.**

There is no food for sale on Friday at the venue but there are several restaurants nearby *off* the venue grounds.

Show Hours: The show opens to the public from 10am to 3pm Saturday.

Exhibitors may enter as early as 8am on Saturday. Typically, the fairgrounds have the indoor food court open with coffee and pastries available for purchase.

Locating the Venue

The Del Mar Fairgrounds is located at **2260 Jimmy Durante Blvd, Del Mar, CA 92014**. After exiting the freeway, continue going straight through the Jimmy Durante intersection and turn left into the next left called the Solana Gate. Park in the rear parking lot near the Exhibit Hall. Enter the building in the front right corner behind the ticket booths.

Parking

Parking is located behind the building by entering at the Solana Entrance. The Del Mar Fairgrounds charges parking to all exhibitors and attendees. The parking fee is **\$14 per day** for attendees but Exhibitors and Sponsors **may request a 2 day parking pass** good for Friday and Saturday by simply notifying the parking attendant that you are part of the STEAM Maker Festival. This pass is good for in and out privileges and also can be passed to other staff of your booth if someone is not returning the next day. On Friday, you may park near the building to unload in designated unloading areas and move your vehicle once completed unloading. Do not leave your car unattended for more than 10 minutes.

Checking In

When you arrive the first time on Friday, check in at the STEAM Maker Management booth at the front entrance, once you enter the building. During the show, this booth will be staffed with exhibition management personnel that can assist you with questions or concerns regarding the STEAM Maker Festival. If you lose your badges, you must purchase a ticket to re-enter the building

All members in your party age 17 and under must have a waiver filled out and signed by a legal guardian. A school representative must turn these in to the STEAM Maker Management upon check-in. All members of your party under 17 must remain at your designated booth during set-up hours.

Finding Your Booth Space

School booths are assigned at check-in on a first come first served basis during the Mandatory meeting and are placed in the general school area. No prior assignments can be made for general School booths. If you desire a custom location, please plan on attending the Mandatory meeting.

Setting Your Booth Up

Be sure to bring dollies and carts to move your items to your booth area.

Although we have access to some dollies and a golf cart, they may not be readily available when you need them. If you need to bring a vehicle into the venue to unload, you must have written arrangements prior to the show dates. You may be required to come in prior to others loading in and our staff must drive your vehicle in and out of the venue.

What Your Booth Includes

School - Showcase Booth (10'X10')

3' tall back drape, 3' tall side drapes, 10 adult, 40 youth tickets, one table and two chairs, one electrical drop (5 amp/120 VAC)(if available). Please consult with the San Diego STEAM Maker Festival staff as to what you are expecting and requesting in your booth.

A corner booth does not have a second 3' tall side drape. If you rented more than one space, you may remove the dividing drape if there is one still in your space.

If you requested a large area, please consult with the San Diego STEAM Maker Festival staff as to what you are expecting and requesting at your area.

Dimensions of the booth

A standard booth is 10' by 10' with a 3' tall back drape and 3' tall side drapes. Please refer to the attached dimension sheet for more information about sizes and restrictions.

Use of Booth/Rules

All demonstrations or other promotional activities must be confined to the limits of your rented exhibit space. Sufficient space must be provided within the exhibit booth area for the comfort and safety of persons watching demonstrations and other promotional activities. Each Exhibitor is responsible for keeping the aisles near its booth free of congestion caused by any promotions or other demonstrations.

Show Management reserves the right to restrict exhibits which, because of safety concerns, noise, method of operation, materials or for any other reason, become objectionable; and also to prohibit or remove any exhibit which, in the opinion of Show Management, may detract from the general character of the Exhibition as a whole. This includes persons, things, conduct, printed matter, and anything of a character which Show Management determines objectionable. In the event of such restriction or removal, Show Management will not be liable for any refunds or other exhibit-related expenses.

The use of sound systems is permissible, provided that they are not audible more than 3-feet into the aisle or neighboring booths, and that the sound is directed into the Exhibitor's booth or vertically. Show Management will have absolute control over the implementation of this regulation.

Your booth must be operational during event times, which is 10am to 3pm Saturday. Showing up late on event days, leaving your booth unattended and/or tearing down early is not acceptable. This is for the benefit of all exhibitors and attendees. **You will be fined \$50 per hour for leaving your space unattended or tearing down early.**

Empty Crates:

Empty crates must be removed and stored by the exhibitor off the premises. The fire marshal will not allow storage of any flammable packing goods in or around exhibits.

Fireproofing:

All drapes, curtains, drops and all other decorative material, that would tend to increase the fire and panic hazard, shall be made from non-flammable materials, or shall be treated and maintained in a flame-retardant condition by means of a flame-retardant solution or process approved by the state fire marshal. Exits and fire extinguisher locations shall not be concealed or obstructed by any decorative material. *A pop-up shade canopy is not allowed indoors due to blocking fire sprinklers.*

Liability:

Neither Show Management, nor its agents or representatives, will be responsible for any injury, loss or damage that may occur to the Exhibitor or to the Exhibitor's employees, agents, or property from any cause whatsoever. Each exhibitor shall obtain, at its own expense, adequate insurance in the amount specified by Show Management, against any such injury, loss or damage. Show Management may specify itself and/or other entities to be named as additionally insured parties in such insurance. Show Management shall not be liable for failure to perform its obligations as a result of strikes, riots, acts of God, or any other cause beyond its control.

Anyone visiting, viewing, or otherwise participating in the Exhibitor's exhibit, is deemed as the invitee or licensee of the exhibitor, rather than the invitee or licensee of Show Management. Show Management shall not be liable for any injury whatsoever to property of the exhibitor, or to persons conducting or otherwise participating in the conduct of the exhibit, or to invitees or guests of the exhibitor.

Exhibitor agrees to abide by existing agreements and regulations covering the use of services or labor in the exhibit facility. The Exhibitor assumes full responsibility and liability for the actions of its agents, employees and independent contractors, whether acting within or without the scope of their authority, and agrees to indemnify, defend and hold harmless Show Management, its employees, contractors and the exhibit hall from all losses, costs, damages or expenses, including attorneys' fees, resulting directly or indirectly from the actions or omissions of Exhibitor, its agents, employees, or independent contractors.

Conduct of Exhibits:

Exhibits must be staffed during all show hours. **Dismantling of your booth prior to the official close of the show is prohibited and will incur a fine of \$50 per hour.** Storage of empty packing materials within the booth confines or behind any curtains is against fire marshal regulations. Exhibitors are expected to consider noise levels from equipment or from demonstrations when planning their booth layout, so as not to interfere with neighboring exhibitors. Exhibitors should be reminded that any demonstrations or presentations must provide enough of a viewing area for attendees watching such displays.

Security:

Show Management will provide security guard service during the hours that exhibit area is closed. However, the Exhibitor is solely and fully responsible for its own exhibit material and should insure its exhibit against loss or damage from any cause. All property of the Exhibitor is understood to remain in the Exhibitor's care, custody and control in transit to or from or within the confines of the exhibit area.

Security Tips

We take great pride in a high level of security. To maintain our successful security program, we need the help of all exhibitors. Our experience shows that, unfortunately, many exhibitors become complacent regarding the protection of their exhibits, thereby inviting theft by simply failing to exercise minimal security precautions. Therefore, in the interest of providing maximum exhibit security, we would like to offer the following “security tips”.

- Don't ship display material directly to the facility for receipt prior to the first set-up day. Del Mar Fairgrounds does not have proper secure storage to ensure against theft. Any deliveries of exhibit materials should be scheduled the day of set-up.
- Don't indicate the contents on the outside of your shipping cartons or crates. Cartons showing a picture of a TV, VCR, or computer on the outside are more likely to disappear than one that is unmarked.
- Do ship exhibits in sturdy containers, which do not indicate contents. Your company name, date of your show, and your booth number must be clearly marked on all cartons and crates.
- Do consolidate small boxes into one large crate or carton to minimize loss or misdirected freight.
- Don't leave unpacked display material unattended during setup or removal hours.
- Do securely fasten all lightweight high-theft-risk items such as cameras, calculators, stereos, etc. to display boards or lock-in show cases. Personal items of value should never be left in an unattended exhibit. We sincerely want you to have a satisfying and protected exhibiting experience. Should you have any additional questions, please feel free to contact our staff at any time.

Section 4 - After the Show

Tear Down

Tear down is done directly following the show on Saturday beginning at 3pm and shall conclude not later than 5pm. Exhibitors may not tear down their exhibit prior to the close of the show without penalty.

Clean Up

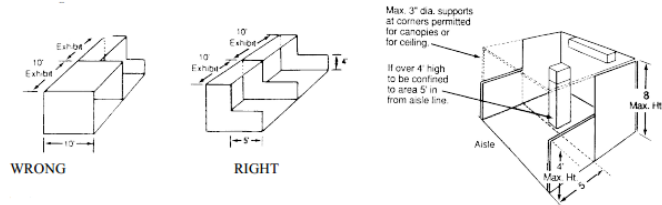
Please put all trash in trashcans to avoid being charged by the clean up staff of the fairgrounds. Any trash having to be picked up or removed by the clean up staff will incur a charge directly to the exhibitor to the on file account.



Section 5 - Booth Specs

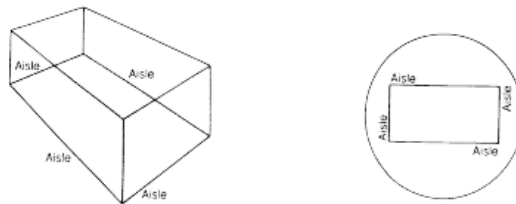
Standard Booths:

A standard booth is defined as one or more 10' X 10' booth(s) in a straight line. Booths may not exceed 16 feet in height with canopy or displays.



Island Booths:

In island booth units, bounded on four sides by aisles, the full cubic content of the space may be used. All display material is restricted to 16 feet in height with sufficient see-through areas. A minimum of 40 percent open space must be provided so as not to block the view of the adjacent exhibits.





APPLICATION & EXHIBITOR CONTRACT

December 1st, 2018, Del Mar Fairgrounds

EVENT:	San Diego STEAM Maker Festival	Date:	
EXHIBITOR INFO:	Shipping Address: <input type="checkbox"/> Same <input type="checkbox"/> Different (please provide shipping address)		
Company:	_____	Authorized Rep:	_____
Address:	_____	Email:	_____
City, State, Zip:	_____	Website:	_____
Phone:	_____	Signature:	_____

This application for School exhibit space at the San Diego STEAM Maker Festival (“Promoter”), which will welcome a contract upon signature of school representative (“Exhibitor”), is based upon the plan of exhibits information and additional provisions all of which are included in, or attached to, this form and constitute a part of the contract. Additional terms and conditions of this contract are contained on the second page of this contract and are incorporated by reference as though fully set force at length herein. Exhibitor, by executing this contract, represents that they have read all terms and conditions on this contract. Exhibitor parking is \$14 per vehicle for the entire event including load in.

School exhibitor will be allocated one 10' x 10' booth, one electrical drop (5 amp/120 VAC)(if available), one table and two chairs. **A credit card reserve of \$100 is required; this will not be charged unless there is loss or damage to exhibition materials provided.**

TYPE OF PAYMENT:

Card Number: _____ Expiration Date: _____ Security Code: _____

Card Issued to: _____ Signature: _____

Billing Address:
 Same as above

Street Address _____ City _____ State _____ Zip _____

If additional electrical services beyond what is provided through sponsorship is needed, indicate below:

5 Amp / 120V Electrical Services	X \$94.00 =	_____
20 Amp / 120V Electrical Services	X \$210.00 =	_____
Additional 6 Foot Table/2 Chairs	X \$55.00 =	_____
	Grand Total	\$ _____

ASSIGNMENT OF EXHIBIT SPACE: Promoter will make every effort to comply with requests for a space assignment for booth locations on a “first-come/first-served” basis. Space assignments will be made solely at the discretion of the Promoter within a reasonable time prior to start of the Exhibition.

ADDITIONAL TERMS AND CONDITIONS: If any action or proceeding is instituted to enforce the terms of this contract, the Promoter will be entitled to recover the costs and expenses thereof, including attorneys’ fees. California law applies to this contract. No action or proceeding may be instituted on or related to this contract except in the Municipal or Superior Court, San Diego County, California, or the Federal District Court, Southern District of California. Time is of the essence in this contract.

LOCATION OF EXHIBITS: The Exhibition will be held in the Del Mar Fairgrounds, Dec 1, 2018. All measurements and booth layouts shown on the floor plan are as accurate as possible, but Promoter reserves the right to make such modifications and change booth assignments as may be necessary to adjust the floor plan at any time to meet the needs of the Promoter, Exhibitors and the Exhibits. Promoter also reserves the right to change booth assignments if Exhibitor has not met the agreed upon payment schedule herein.

EXHIBITION RULES: Exhibitor further agrees to abide by the additional exhibition rules in the Exhibitor Service Kit supplied to the Exhibitor by Promoter prior to the commencement of the show. These additional rules and regulations are incorporated by reference into this agreement.

USE OF SPACE: All demonstrations or other promotional activities must be confined to the limits of exhibit space rented. Sufficient space must be provided within the exhibit booth for the comfort and safety of persons watching demonstrations and other promotional activities. Each Exhibitor is responsible for keeping the aisles near its booth free of congestion caused by the demonstrations or other promotions. No person, firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit area.

Promoter reserves the right to restrict exhibits which, because of noise, method of operation, materials, or for any other reason, become objectionable; and also to prohibit or remove any exhibit, which in the opinion of the Promoter, may detract from the general character of the Exhibition as a whole. This reservation includes persons, things, conduct, printed matter, and anything of a character which the Promoter determines is objectionable. In the event of such restriction or removal, the Promoter shall not be liable for any refunds or other exhibit-related expenses.

LIABILITY: Neither the Promoter nor its agents or representatives will be responsible for any injury, loss or damage that may occur to the Exhibitor or to the Exhibitor’s employees, agents or property from any cause whatsoever. Exhibitor shall obtain at its own expense adequate insurance in the amount specified by Promoter against any such injury, loss or damage. Promoter may specify itself and/or other entities to be named as additional insured parties in such insurance. The Promoter shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other cause beyond its control. Anyone visiting, viewing, or otherwise participating in the Exhibitor’s exhibit is deemed to be the invitee or licensee of the Exhibitor, rather than the invitee or licensee of the Promoter. The Promoter shall not be liable for any injury whatsoever to property of the Exhibitor or to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the Exhibitor. Exhibitor agrees to abide by existing agreements and regulations covering the use of services or labor in the conference and exhibit facility. The Exhibitor assumes full responsibility and liability for the actions of its agents, employees and independent contractors, whether acting within or without the scope of their authority, and agrees to indemnify, defend and hold harmless Promoter, its employees and contractors and the Exhibit Hall, from all losses, costs, damages or expenses, including attorneys’ fees, resulting directly or indirectly from the actions or omissions of Exhibitor, its agents, employees, or independent contractors. There is no other agreement or warranty between the Exhibitor and the Promoter except as set forth in this document. The rights of the Promoter under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized officer of the Promoter.

SECURITY AND INSURANCE: Promoter will provide guard service during the hours the exhibit area is closed. However, the Exhibitor is solely and fully responsible for its own exhibit material and should insure its exhibit against loss or damage from any cause.

LIABILITY INSURANCE: Insurance certificates must be available for inspection prior to Oct 31, 2018, by show management. Exhibitor shall carry comprehensive general liability coverage, including premises, operations and contractual liability coverage, of at least \$1,000,000 for personal injury liability, and \$1,000,000 for property damage liability, and statutory workmen’s compensation with employer’s liability with a limit of at least \$500,000. Failure of Promoter to request such certificate(s) shall not relieve Exhibitor from carrying above insurance. Promoter may specify itself and/or other entities to be named as additional insured parties in such insurance.

CARE OF BUILDING AND EQUIPMENT: Exhibitors, or agents, must not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. When such damage appears, the Exhibitor is liable to the owner of the property so damaged. All materials used in decoration must be flame proofed. Electric wiring must conform to Government requirements and safety rules, and all applicable fire laws, electrical codes and other laws, which affect the installation, conduct and disassembly of the exhibit. Combustible materials or explosives are not permitted in the exhibit hall. The Exhibitor shall also comply with all reasonable requests of officials of the exhibit hall and the Promoter with respect to the installation, conduct and disassembly of its exhibit.

Contact information



Support@STEAMMaker.org / www.STEAMMaker.org
619.487.9851

Event Management / Sponsor Relations

Victor Ciccarelli, Victor@STEAMMaker.org / 619.321.7029

Brian Alvara, Brian@STEAMMaker.org / 805.217.9584

General Vendor / Booth Sales and Support

STEAM@STEAMMaker.org

School Coordination

Schools@STEAMMaker.org

Maker / Crafter Booth Coordinator.

Makers@STEAMMaker.org

Press / Information

Support@STEAMMaker.org

San Diego STEAM Maker Festival 4619 B Mission Gorge Place, San Diego CA 92120

Tel: 619-487-9851 Info@STEAMMaker.org

Event Website: www.STEAMMaker.org