



Maker Faire Detroit 2014

The Henry Ford - Dearborn, Michigan

July 26, 2014: 9:30 a.m. – 6:00 p.m.

July 27, 2014: 9:30 a.m. – 6:00 p.m.

[www.makerfairedetroit.com](http://www.makerfairedetroit.com)

## Maker Manual

The Maker Manual is designed to help you navigate the logistics of Maker Faire Detroit, and most importantly, to help make your involvement a positive, memorable experience. The Maker Faire Detroit Team has outlined some important rules and regulations to make the event safe and enjoyable for both you and our guests. We are looking to you to help us make these two days full of unconventional ingenuity, unbridled creativity and a whole lot of forward thinking!

Please review the Maker Manual as it contains valuable information that each maker is responsible for and offers you guidance as you begin to plan your participation. Returning Makers should note changes in hotel options, new refreshment options available during the Faire, shuttle information and ticket prices. We have provided a copy of the Maker Participation Agreement at the end of the manual for your records.

Dream about all things DIY? Get a deeper look at The Henry Ford's artifacts, collections, events, projects and people related to the Maker movement. Subscribe to THF OnMaking eNews (it's free!) - [http://www.thehenryford.org/enews/signup/enewsletter\\_signup.asp](http://www.thehenryford.org/enews/signup/enewsletter_signup.asp)

Thank you again for your time and dedication, we look forward to seeing you at Maker Faire Detroit!

CONTACT INFORMATION - Maker Faire Detroit Team

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General inquiries and requests can be emailed to [makerfairedetroit@thehenryford.org](mailto:makerfairedetroit@thehenryford.org)

Please be sure to use the Maker checklist shown on the next page to plan your participation.

## Maker Checklist

- Read the Maker Manual to help plan your exhibit set up and learn what to expect at Maker Faire.
- Add Web banners to your website and email signature to tell your friends and family that you will be at Maker Faire. Help us spread the word! Logo can be found at: <http://www.makerfairedetroit.com/media>.
- Design the look and feel of your table or area for Maker Faire Detroit. Create the best way to demonstrate or showcase your project. Determine what props you will use to decorate your area – i.e. tablecloth, supplies, descriptive signage, etc. to share how you made it and enhance the attendee experience.
- Think about how to keep your exhibit safe. If your exhibit has any fire or safety issues, please provide the Maker Faire Detroit Team with a Fire Safety or General Safety Plan. Please email it to [makerfairedetroit@thehenryford.org](mailto:makerfairedetroit@thehenryford.org).
- How are you going to set things up? If your exhibit is larger than a table and two chairs, please think about your layout and provide a rendering, as it will help us find a good spot for your exhibit. If you require power, please indicate with -X where you would like the power pulled to on your drawing. Send layouts with your Maker number to [makerfairedetroit@thehenryford.org](mailto:makerfairedetroit@thehenryford.org).
- Decide if you will need any additional signage (other than the Maker sign we provide) to describe your exhibit or notify attendees of scheduled activities / performances. Determine how you will display it.
- Start a checklist of all items that you need to bring to Maker Faire Detroit. Think about who will help you set up, clean up and how to pack for easy load in and out. Please come to Maker Faire prepared with all that you require for set up. Plan to set up your exhibit on Friday. This is the best-case scenario!
- Determine who will help you with your exhibit on show days. Team members working a minimum of four hours at your exhibit will qualify for entrance at Maker Check-in. You will be given Wristband, good for entry both days, for you and anyone assisting you with your exhibit. We understand larger projects may require more assistants. For more than **six** participant wristbands, you must get prior approval. Extra participants beyond what is approved will need to pay admission to the event. Please email [makerfairedetroit@thehenryford.org](mailto:makerfairedetroit@thehenryford.org) with special requests.
- Accommodations: Please refer to the “tips for out-of-towners” section of the manual for hotel options.
- Are you carpooling to Maker Faire? Shuttle parking? Using public transportation? Plan for the time it will take to get from parking to your exhibit on show days. Check [www.makerfairedetroit.com](http://www.makerfairedetroit.com) for the latest parking and traffic route recommendations.
  
- Deadlines Upon Acceptance - approve the Maker Participation Agreement (link provided in acceptance email)
- July 18th - Submit Safety Plan – General Safety or Fire Safety
- July 14th – If you are prepping food onsite, please submit appropriate Food Maker Health Department paperwork
- July 18th - Commercial Maker fee payment

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## Maker Faire at a Glance

### Set Up & Showtime!

|  |   |  |
|--|---|--|
| <input type="checkbox"/> Thursday, July 24 <sup>th</sup> | (By Appointment Only – <a href="mailto:makerfairedetroit@thehenryford.org">makerfairedetroit@thehenryford.org</a> ) |  |
| <input type="checkbox"/> Friday, July 25 <sup>th</sup>   | Set Up 10:00 a.m. – 8:00 p.m.   | <b>(Inside Museum set up begins at 3 p.m.)</b> |
| <input type="checkbox"/> Saturday, July 26 <sup>th</sup> | Set Up 6:30 a.m. – 9:30 a.m.  | Showtime 9:30 a.m. – 6 p.m.                    |
| <input type="checkbox"/> Sunday, July 27 <sup>th</sup>   | Set Up 7:30 a.m. – 9:30 a.m.  | Showtime 9:30 a.m. – 6 p.m.                    |

\*The Maker Check-in tent will be staffed until 2 p.m. on Saturday and Sunday.

We recommend that you set up on Friday. On Saturday and Sunday morning, please plan for heavy traffic and delays and we recommend being onsite by 7:30 a.m. Arriving early will make things easier for you and the Maker Faire Detroit Team. You will not be permitted to park overnight in any Henry Ford lots. Lots need to be cleared by 10 p.m.

### MAKER AND EXHIBIT OVERVIEW

Maker Faire is not designed like any standard trade show or conference — it is a fun, interactive maze of demonstrations, exhibits, workshops, and displays. We have tried to keep it environmentally friendly and simple in design. Just think of the old state fair where everyone arrives with their wares and sets up their exhibit! We have a few different kinds of exhibit areas to accommodate the diversity of projects, and we encourage makers to create their own look and feel!

Outdoor Exhibit Area: Your exhibit space will be located outside in the Museum West Parking Lot and will vary in size depending on your requirements. We have a variety of spaces: a few grassy areas but mostly asphalt. There will be limited access to power outdoors and we are making every effort to accommodate your requests. If you have an outdoor exhibit we are working to provide a shade structure. If you have a small tent or umbrella, please bring it.

Indoor Exhibit Area: Some of the maker exhibits will be located in The Henry Ford Museum. Your exhibit space will be identified as your assigned area, and you will have the freedom to creatively MAKE your exhibit! The spaces will be subdivided into table top exhibits, 10x10 or 10x20 areas, unless you have stipulated that you need a larger area and/or you will curate your space with an association or a group of makers.

### Types of Makers

Maker: Individuals demonstrate what they make and/or how it works, in an interactive environment.

Maker Groups: We ask that you have one point person, a curator, to coordinate your group exhibit(s). Curators, please notify [makerfairedetroit@thehenryford.org](mailto:makerfairedetroit@thehenryford.org) and include a list of the group Maker number(s) in your email. If you are curating one large group exhibit, please contact [makerfairedetroit@thehenryford.org](mailto:makerfairedetroit@thehenryford.org) to request additional wristbands.

Commercial Maker: Individuals pay a fee to show and demonstrate a product that they make and/or show how it works, in an interactive environment, with the opportunity to sell products. Commercial Maker Fee is \$100 for both days and due on July 15<sup>th</sup>. Please note, companies or commercial entities do not qualify as Commercial Makers, please ask about Exhibitor opportunities.

Maker with Sponsor Subsidy: From time to time, some makers may receive financial or material support from a company. This support is welcomed; however, there are rules around this level of support. Before you ask to receive sponsorship funds or materials for your maker exhibit, please inform us of your intent by emailing [makerfairedetroit@thehenryford.org](mailto:makerfairedetroit@thehenryford.org) as full sponsor disclosure is required.

If you, your club and/or maker space obtain approval and sponsor support; you will be able to offer one small sponsor appreciation sign with their logo, 4 inch x 6 inch maximum size, at your exhibit. You will not be able to offer any large brand recognition at Maker Faire or give away sponsor products. If your sponsor would like to upgrade their sponsorship and obtain brand recognition at Maker Faire, please contact us immediately and we would be happy to work with them to accommodate their support in the Maker Movement.

Food Maker: Individuals or groups show and demonstrate food products that they make, in an interactive environment.

Note: If you serve samples, only 2oz or less can be given away.

Commercial Food Maker: Individuals pay a fee to show and demonstrate a food product that they make, in an interactive environment, with the opportunity to sell products. Samples 2oz or less can be given away. Commercial Food Makers may sell pre-packaged foods; the Commercial Food Maker fee is \$60 per space for both days due by July 18th. Please note, food companies or commercial food entities do not qualify as Commercial Food Makers.

Ingredients: Food Makers are requested to display a list of ingredients for any tasting so that the audience is informed in case of allergies or food sensitivities.

Health Permits: Food Makers are not required to have a health permit unless they are preparing food onsite. Please email [makerfairedetroit@thehenryford.org](mailto:makerfairedetroit@thehenryford.org) if you plan to prepare food at Maker Faire.

Craft Faire: An independent craft fair hosted in partnership with DIYpsi. Crafters are chosen by a jury of guest judges from the craft community. Participants are selected for their appeal to the aesthetic of the indie craft scene and have innovative approaches to traditional craft forms. The fee to sell as Crafters is \$60.

## **Types of Exhibits**

Standard: A 10x10 area with a table and two chairs to show what you make.

Activity Area: Hands on, fun, interactive area that encourages audience participation to - show how to make, do or learn - how to make what you are teaching.

Demonstration Workshop: During a short show-and-tell session, makers demo (and teach) particular skills, techniques, or processes, explaining materials and tools and stepping through a building process, sharing their knowledge, and interacting with the audience. Sessions are less than 30 minutes and may be repeated. Demonstrations will be done in your exhibit area.

Maker Groups: A group of makers collaborate to organize a larger exhibit with several exhibitors.

Interactive Performance: Makers engage and entertain the attendees, and enable them to interact in a fun way. Performers may be scheduled at a stage or roving through the outdoor exhibit area as a kind of street theatre. Performances can be musical or theatrical, but they can also involve a collaborative building process.

Roaming Exhibits: If you have an exhibit that will roam throughout the outdoor exhibit area during the show, please let us know and we will provide a location to use as a home base for non-roaming activities. If your exhibit needs access to an outlet to be charged, ask us about the charging station locations.

Attraction: A wonderful, unusual thing that doesn't fit in to any of the categories above.

## **SHIPPING**

If you can guarantee your delivery anytime Monday, July 21st, through Thursday, July 24th, between the hours of 8 a.m. and 3 p.m., direct your delivery with a detailed shipping label that includes all of the following information to:

The Henry Ford  
ATTN: MAKER FAIRE  
Project – Maker Name & Local Phone Number  
20900 Oakwood Blvd.  
Dearborn, MI 48124

Tracking number: Please forward the tracking info to [makerfairedetroit@thehenryford.org](mailto:makerfairedetroit@thehenryford.org) so we can follow your packages. Please include your name and Maker Number.

Early Shipments: The Henry Ford does not accept freight deliveries in advance of Maker Faire shipping dates. For shipments that may arrive earlier and/or require forklift assistance, please contact the Maker Faire Detroit Team to define an alternative plan.

Return Shipments: Please make appropriate arrangements for a Sunday evening load-out. The Henry Ford and the Maker Faire Detroit Team will not be held responsible for any items left at the site after 9 p.m. on Sunday, July 27, 2014. We recommend that you bring packing tape and shipping labels to the site if you plan to ship materials from your exhibit. We will have a staging area at the Show Office for UPS and FedEx pick up for Monday morning.

## **DAY OF FAIRE SET UP**

### VENUE

The Henry Ford  
20900 Oakwood Blvd.  
Dearborn, MI 48124  
Website: [www.thehenryford.org](http://www.thehenryford.org) or [www.makefairedetroit.com](http://www.makefairedetroit.com)

Use the Beech Street entrance off Oakwood Blvd. for Maker Check-In.

### **MAKER FAIRE SHOW HOURS (open to the public)**

|                   |                      |
|-------------------|----------------------|
| Saturday, July 26 | 9:30 a.m. – 6:00p.m. |
| Sunday, July 27   | 9:30 a.m. – 6:00p.m. |

We request Makers to be available to present during all show hours in order to provide a consistent experience for our guests.

### **SET-UP HOURS**

Maker Faire starts promptly at 9:30 a.m. on Saturday and Sunday. **Please keep traffic in mind** and plan to arrive with enough time to prep your exhibit once you arrive on-site. Note: Please see Load-In details for advanced set-up dates and hours.

|  |
|--|
| Saturday, July 26 – 6:30 a.m. – 9 a.m. |
| Sunday, July 27 – 7:30 a.m. – 9 a.m.   |

All vehicles (that are not part of an exhibit) **must be off the grounds by 9 a.m. Saturday and Sunday.** Vehicles will **not** be allowed to drive onto the grounds (beyond the parking lot) after 8:45 a.m. Saturday and Sunday morning.

### **ENTRANCE GATE & PARKING**

Parking is free during set-up days and throughout Maker Faire. Please note, the Beech Street entrance off Oakwood Blvd. is the only event entrance for maker check-in and the main entrance gate beginning Friday, July 25<sup>th</sup>. While there is construction for the new train station in the area, it will not affect our parking for Makers.

**Public Parking:** During Maker Faire (Saturday & Sunday only), public parking is free. We will also offer complimentary shuttle service from the UM Dearborn Fairlane Center campus: [http://www.umd.umich.edu/maps\\_directions](http://www.umd.umich.edu/maps_directions).

**Maker Parking: Maker parking is free. You will be directed to the space reserved for makers, one vehicle per maker.** Additional Maker vehicles will be directed to the appropriate parking area.

For up-to-date freeway construction information, visit MDOT online at [www.michigan.gov/mdot](http://www.michigan.gov/mdot) or call MDOT at 800.641.MDOT(6368).

### **BIKE PARKING**

Bicycle Parking is available at The Henry Ford. Please provide your own lock. Check back on the website for exact location and more details two weeks prior to Maker Faire.

**MAKER CHECK-IN**

At Check-In, please identify yourself as a MAKER. If you have paid a fee, you are a COMMERCIAL MAKER. You are not a Sponsor or Exhibitor.

|                    |                   |                        |
|--------------------|-------------------|------------------------|
| <u>Desk Hours:</u> | Thursday, July 24 | By appointment only    |
|                    | Friday, July 25   | 10:00 a.m. – 8:00 p.m. |
|                    | Saturday, July 26 | 6:30 a.m. – 2:00 p.m.  |
|                    | Sunday, July 27   | 7:30 a.m. – 2:00 p.m.  |

Wristbands: You will be given six wristbands for each exhibit for in/out access all weekend. Team members working a minimum of four hours at your exhibit will qualify for entrance at Maker Check-in.

**LOAD-IN**

Pre-Show Days:

|                   |  |
|-------------------|--|
| Thursday, July 24 | (By Appointment Only)  |
| Friday, July 25   | 10:00 a.m. – 8:00 p.m. (Outdoor exhibits only)   |
| Friday, July 25   | 3:00 p.m. – 8:00 p.m. (Indoor Museum exhibits – Makers setting up inside the Museum will be contacted separately to confirm) |

Please consider attending the Maker Mixer on Friday, July 25 when planning your set-up schedule. It is scheduled from 6:00 p.m. – 8:00 p.m. More information to follow (Times Subject to Change).

If your exhibit set-up materials are more than can fit on to a hand cart, you can drive onto the grounds and quickly unload near the maker entrance. Please move your vehicle to the parking lot and return to set up your exhibit. This allows space for your neighboring makers to drive up and unload. All vehicles must be cleared by 9 a.m. (30 minutes before the gates open); vehicles may re-enter after 6:30 p.m. (30 minutes after the gates close) pending security approval.

Makers who need to work longer hours than listed must make arrangements with the Maker Faire Detroit Team. Major construction must be completed on Friday, and all final touchups must be completed by 9:00 a.m. on Saturday, July 26th. **All projects subject to approval by the Fire Marshall need to be set-up by noon on Friday, July 25<sup>th</sup>.**

During load-in days, upon entering the parking lot, check-in staff will issue a Temporary Vehicle Entry Permit to all vehicles entering the grounds. This Entry Permit will require your cell phone number to be listed. Please drive with caution when entering the outdoor exhibit area and respect those giving directions. Please do not block any entrance or park in fire lanes. Please also remember to lock your vehicle and make certain to have your cell phone number listed on the permit so we can contact you, if we need you to relocate.

**Load-in Gate Entrances:** Use the Beech Street entrance just north of the Automotive Hall of Fame. Staff and volunteers will be on hand to provide direction. This gate will open at the following times for registration:

Thursday: by appointment only

Friday: 10 a.m.

Saturday: 6:30 a.m.

Sunday: 7:30 a.m.

Carts/Dollies: We will provide staff with a limited number of carts and hand trucks to assist with Maker check in.

Museum Load-in Door Sizes: Doors at the back of the Museum are 11ft wide x 15ft high.

Forklift: If scheduled in advance by emailing [makerfairedetroit@thehenryford.org](mailto:makerfairedetroit@thehenryford.org) we can provide forklift equipment and an operator to assist with your load-in/load-out. Please share specific date/time/duration required so we may coordinate with other usage; requests made in advance will be scheduled, requests made on site will be accommodated in the order they

are received.

Complicated Exhibits: Please email [makerfairedetroit@thehenryford.org](mailto:makerfairedetroit@thehenryford.org) for assistance. Makers who need time outside the scheduled hours must make arrangements with the Maker Faire Detroit Team in advance. You will not be permitted to park overnight in any Henry Ford lots. Parking lots must be cleared by 10 p.m.

## EXHIBIT SET-UP AND DETAILS

**So that we are in agreement as to what you will require for your Exhibit, please review the following details:**

We will provide a table and two chairs, if standard set-up is requested. We have made a note of additional requests made in your exhibit entries and those requests will be noted in your confirmation letter. Please plan to bring anything else that you would like to have, such as extension cords/power strips and any hardware or supplies that will help you display your project. We assume that you will supply any equipment or supplies you need to make your project functional. In some cases, the Maker Faire Detroit Team will assist with some elements of your set-up as long as it has been agreed upon in advance.

Signage: We will fabricate a sign for your exhibit area. Each sign includes a short bio, image, and project description based on the project proposal you submitted via The Henry Ford Event Registration website. Please feel free to make signs for your exhibit that help the attendees understand what you are making!

Internet Connectivity: The Henry Ford IT Staff is proud to bring you Maker Faire Detroit WiFi. There are access points spread throughout the parking lot and Henry Ford Museum. This is part of a large Cisco Unified Wireless deployment, in a configuration we hope optimizes our chances for successfully offering wireless to Makers and public alike.

Our wireless access points will offer two networks.

- MakerFaire-PublicWiFi – for the general public
- MakerProtected – protected (WPA2-PSK) network for Makers

The pass code for the MakerProtected network is madeindetroit

We will **organize** our internet traffic so that makers using the protected MakerProtected network get priority internet access throughout the lot and inside the museum .

**We discourage independent WiFi onsite as we already have a crowded RF spectrum. We cannot guarantee consistency as it is dependent on the number of makers and guests using WiFi at any particular time during the event.**

**If your project could interfere with our wireless service, please let us know by emailing [makerfairedetroit@thehenryford.org](mailto:makerfairedetroit@thehenryford.org) so we can accommodate you and your Faire neighbors. Hardwire connections are not available.**

Electricity: If you provided details of your power requirements, we will work to accommodate your power requests. If we are unable to provide the amount of power you require, we will notify you in advance. Makers need to bring their own power strips, extension cords and/or surge protectors for power distribution at your exhibit. On-site power requests cannot be guaranteed. Any excessive power will require approval.

Safety Barricades: If the nature of your exhibit requires safety barricades or assistance to make it safe, and you did not indicate this during the registration process or if anything has changed, please notify [makerfairedetroit@thehenryford.org](mailto:makerfairedetroit@thehenryford.org)

Water: If your exhibit requires any form of water, please let us know so we place you near a water source. If you did not indicate water needs during the registration process or if anything has changed, please notify [makerfairedetroit@thehenryford.org](mailto:makerfairedetroit@thehenryford.org)



Radio Frequency: Due to the nature of the event, we need to know if you plan to use radio frequencies and if so, what frequency and/or frequencies and the amount of power you are using so we can coordinate placement and usage. There was a detailed list of potential radio frequency issues requested on the Maker registration form. If you did not indicate radio frequency issues on your registration form or if anything has changed, please notify [makerfairedetroit@thehenryford.org](mailto:makerfairedetroit@thehenryford.org)

Fire and Safety or Hazard Issues: If your project can be considered hazardous or a concern for the Maker Faire Safety Crew (especially fire safety), please be sure to notify us as soon as possible so that we can include these details in the Safety Plan. As part of the set-up process, we will need you to declare all hazardous materials that you have with you, as this will help in determining the best storage and overall safety concerns of such materials. If required, submit your Fire Safety Plan prior to [makerfairedetroit@thehenryford.org](mailto:makerfairedetroit@thehenryford.org) by July 1st if you have not yet done so.

Exhibit details have been compiled from your initial website entry. If anything has changed with your logistical requirements, please email [makerfairedetroit@thehenryford.org](mailto:makerfairedetroit@thehenryford.org). Changes for your signage, bio, project description, and/or program information should also be sent to [makerfairedetroit@thehenryford.org](mailto:makerfairedetroit@thehenryford.org).

## **DURING THE EVENT**

Area Supervisor: Each area of Maker Faire will have a designated Area Supervisor who will introduce themselves to you and be available to answer your questions and assist you with your set-up.

Breaks: Each maker exhibit should be staffed at all times by you or a colleague. If you do not have an assistant and you need a short break, please notify the Area Supervisor and we will do our best to assist you in finding someone to watch your exhibit. If you need to be away from your exhibit for an extended period of time, please inform the area Supervisor.

Smoking: Smoking on The Henry Ford properties is prohibited except in designated areas. Designated areas are signed as such.

Electrical: Please make note of your power usage to insure you have what you need and you will not create a problem for your fellow makers by tripping the circuit breaker. Most consumer electronic devices have a little label on them that will tell you how many watts or amps they draw. In the U.S., most power is 110 volts. As a quick reference, you can convert Watts to Amps by dividing the Watts by Volts (typically 110). Example, a 500 watt bulb requires a 4.5 amp circuit. Please notify [makerfairedetroit@thehenryford.org](mailto:makerfairedetroit@thehenryford.org) if the power you indicated on your application increases or decreases.

Refreshments: No outside food or beverages are permitted. Special discounted food options are available for Makers, staff and volunteers inside the Automotive Hall of Fame on Saturday and Sunday (10:30 a.m-3 p.m.). This space is considered a behind-the-scenes break area and will also house the Sponsor and Media Lounge. Additionally, concession stands will be open during the event; all food sold in the outdoor mid-way requires food tickets which are available for purchase near food tents and trucks. Vendors, promoters, makers, or guests are not permitted to sell or give away food or beverage items. The Henry Ford has the exclusive right to provide all food and beverages, including the sale of alcohol. Only approved Food Makers can offer 2oz samples.

Alcohol: Alcoholic beverages that are not sold on premises are not allowed. (Alcoholic beverages are sold and served by The Henry Ford Food Services and Catering departments)

Pets: For the safety and well being of our four-legged friends, please leave your pets at home. There are loud noises, many moveable parts, fire elements, and large crowds, all of which do not create a safe environment for pets. Pets are not permitted on the grounds of The Henry Ford. For those with special needs, Certified Service Dogs (12 months or older) are allowed,

Volunteers: We encourage you to spread the word about volunteering at Maker Faire! We hope to have volunteers available to assist you as needed. Please let your Area Supervisor know if you could use a volunteer to assist you. Your friends can volunteer by submitting their information: [allstaff@thehenryford.org](mailto:allstaff@thehenryford.org)

Janitorial Services: The cleaning crew will complete a clean sweep of the aisles after 7:00 p.m. on Saturday night. Please

consolidate garbage into larger bags when possible. We do have an area for all items that need to be recycled. **Please note that the crew will not enter your exhibit area to clean on Friday or Saturday night.**

Security: Maker Faire Production will maintain 24-hour roaming perimeter security, Friday thru Sunday, inside Henry Ford Museum and in the parking lot exhibit area. If it is valuable, take it with you!

Weapons and dangerous objects: Carrying weapons or dangerous objects while visiting The Henry Ford properties is prohibited

Emergency: In the event of a medical emergency, notify security personnel, or anyone with a radio or walkie-talkie. They will contact The Henry Ford security dispatcher. If someone dials 911 from their cell phone, the above procedure still needs to be followed for the best possible care, as this will expedite the response of medical assistance. Please report all incidents by contacting any security officer.

**WRAPPING UP**

We ask for your commitment to display beginning Saturday at 9:30 a.m. through Sunday 6:30 p.m. If you (or someone from your group) cannot display for the duration, please reconsider participating in the event. We strive for a consistent experience for our guests both Saturday and Sunday. It can also be unsafe for Makers and guests to load out during the middle of a crowded show. Therefore, once set-up, you will not be permitted to use equipment for the purposes of tear down or load-out until 6:30 p.m. on Sunday evening.

Tear Down: Tear Down begins after 6:00 p.m. on Sunday. All exhibits must be open to the public until that time. Exhibits must be removed by 8:00 p.m. on Sunday night. For exhibits that need to be removed on Monday, please email [makerfairedetroit@thehenryford.org](mailto:makerfairedetroit@thehenryford.org) arrange for pickup. With approval, Monday pick-up is between the hours of 10:00 a.m. and 1:00 p.m.

Load-Out: Vehicles will not be allowed to line up at the gates until after 6:30 p.m. on Sunday. Makers’ vehicles may enter the grounds at the gates or doors assigned to each area as soon as the public is clear from the grounds. If your exhibit requires more set/strike time, storage, or is cued for shipping off the grounds, please email [makerfairedetroit@thehenryford.org](mailto:makerfairedetroit@thehenryford.org) to make alternate arrangements. We thank you in advance for clearing your exhibit area completely. You will not be permitted to park overnight in any Henry Ford lots. Lots need to be cleared by 10:00 p.m.

**TIPS FOR OUT-OF-TOWNERS AND WEATHER EXPECTATIONS**

What to Pack: The average climate in the Detroit area this time of year is 85° F. Please wear comfortable shoes. Be prepared with hats, sunscreen, and even chance of rain, the show must go on rain or shine!

**Hotel Accommodations for Maker Faire Detroit Participants – New for 2014**

|   |   |  |   |   |
|---|---|--|---|---|
| <b>Adoba Hotel Dearborn/Detroit</b><br>(formerly known as the Hyatt - full service hotel) | 600 Town Center Dr.<br>Dearborn, MI 48126 | 313-59-ADOBA<br><br>Ask for the Maker Faire Room Block | <a href="http://www.adobadearborn.com">www.adobadearborn.com</a><br><br>Enter: <b>2534</b> at the top of the page to receive the special rate | \$109   |
| <b>Country Inn and Suites</b><br>(limited service – breakfast included)                   | 24555 Michigan Ave, Dearborn, MI 48124    | 313.562.8900<br><br>Must call to receive rates         | <a href="http://www.countryinns.com/dearborn-hotel-mi-48124/usadbmi">http://www.countryinns.com/dearborn-hotel-mi-48124/usadbmi</a>           | King room (with pullout sofa): \$109.99<br>Suites: \$139.99 |

**ADDING MAKER FAIRE TO YOUR WEBSITE AND EMAIL SIGNATURES**

Let the world know that you are an official maker and will be exhibiting at Maker Faire Detroit! Web banners and badges placed on your website will help spread the word about the upcoming Maker Faire. These can be found on our website: <http://www.makerfairedetroit.com/media>.

Like what you see at Maker Faire Detroit? Tell your friends about it!

Twitter event tag: #MakerFaireDetroit  
Flickr group page: [flickr.com/groups/makerfairedetroit](http://flickr.com/groups/makerfairedetroit)  
YouTube group page: [youtube.com/user/thehenryford](http://youtube.com/user/thehenryford)

Follow us on Twitter: @thehenryford  
Become a fan on Facebook: [facebook.com/thehenryford](http://facebook.com/thehenryford) and [facebook.com/MakerFaireDetroit](http://facebook.com/MakerFaireDetroit)

### COMPLIMENTARY TICKETS AND BUYING EXTRA TICKETS – NEW PROCEDURE TO CREDENTIAL ASSISTANTS

As appreciation for your efforts, you will receive enough wristbands to admit you and any assistants you need - limit up to 6 wristbands total per exhibit. All Maker Faire tickets & wristbands include admission to Henry Ford Museum & Maker Faire ONLY. Greenfield Village, Greenfield Village Rides, Ford Rouge Factory Tour, and the IMAX Theatre all require separate admissions.

Please note, the Henry Ford is a nonprofit, educational institution. ***Paid admissions to Maker Faire are integral to the sustainability and success of not only this year's event, but the future of Maker Faire Detroit.*** Please help us keep MFD sustainable by listing only those who are *essential* to the presentation of your project as "Maker Assistants."

#### ***Returning Makers- please note our procedures for registration and Maker Assistants has changed this year!***

Please list your assistants' first and last names in the registration system. All assistants must be checked in by name at Maker Check-In the day(s) of the event for admittance. Please make sure they know WHO registered the project (you) and your maker number, if possible, if they will be registering without you present.

- Not sure who will be assisting you yet? That's OK- ***substitutions day of will be allowed, additions over the total registered will not be allowed***, so just be certain your total amount is correct when registering.
- Need more than 6 assistants for your project? Exceptions can be made depending on your circumstances, please email [makerfairedetroit@thehenryford.org](mailto:makerfairedetroit@thehenryford.org) prior to check in for approval.
- Different people will be assisting different days? That is OK too, just make sure to cover enough for one day, again, substitutions are allowed day of—additional assistants over the registered total are not allowed.

**Special Discount Maker Faire Detroit Tickets Available:** Each exhibiting maker can purchase additional tickets at \$14 per ticket (maximum of six). These discounted tickets are available for purchase onsite only. You will be given the Discounted Ticket Form at Maker Check In.

Tell your friends and fellow makers that free tickets are available for those who volunteer a minimum of five hours. For more information: [allstaff@thehenryford.org](mailto:allstaff@thehenryford.org).

Credit cards (MasterCard / Visa / Discover / AMEX) and cash accepted for ticket purchases at Maker Faire Detroit with ATM's nearby.

#### Single Day Tickets\*

|                        | Member** | Non-Member |
|------------------------|----------|------------|
| Adult (age 13-21)      | \$14     | \$28       |
| Youth (age 5-12)       | \$9.50   | \$19       |
| Child (age 0-4)        | Free     | Free       |
| Senior (age 62 and up) | \$13     | \$26       |

\*Two day passes also available.

\*\* Members of The Henry Ford receive 50% off Maker Faire tickets. Members must purchase Maker Faire tickets and present a valid membership card & photo ID upon entry.

Super Pass – The Ultimate Henry Ford & Maker Faire Experience! Includes 2-day admission to Maker Faire & Henry Ford Museum, 1 admission to Greenfield Village & The Ford Rouge Factory Tour, 1 Unlimited Ride Pass (for all Greenfield Village rides) and 1 IMAX film.

All Ages (children 4 and under are free) \$99

Maker Faire Detroit is located in Henry Ford Museum, with additional exhibits in the outdoor long adjacent to the IMAX Theatre entrance and the Automotive Hall of Fame.

### **VOLUNTEER OPPORTUNITIES – GET INVOLVED!**

We welcome volunteer participation at the 4th Annual Maker Faire Detroit. Volunteers make a valuable contribution to the success of Maker Faire! They also receive a free Maker Faire t-shirt and a free one-day ticket to Maker Faire. Email [allstaff@thehenryford.org](mailto:allstaff@thehenryford.org) to sign up.

*Maker Faire Detroit is independently organized and operated under license from Maker Media.*

## MAKER PARTICIPATION DETAILS

**MAKER FAIRE SAFETY TEAM:** To help us produce a fun and safe environment for makers and the many attendees, the members of our Safety Team will assist in monitoring our safety program throughout Maker Faire. All individuals who would like to participate in any interactive activity at Maker Faire will be asked to read and sign a waiver. If your exhibit has an activity, please make certain that each attendee is wearing a safety wristband prior to joining the activity. Please direct attendees to the nearest safety waiver station or information booth to obtain a wristband.

**FIRE AND SAFETY** \*\*Note: The following are industry standard rules that require full compliance.

Fire Hazard Notification & Special Permits: As a maker, if you intend to display, operate, or use any of these items shown below, you must obtain prior approval from the Maker Faire Detroit Team. The items shown below may only be used in the outdoor exhibit area if approved.

- Heat-producing or open-flame devices, candles, lamps, etc.
- Electrical, mechanical, or chemical device deemed hazardous by the Fire Department
- Internal-combustion engines
- Flammable liquids, compressed gasses, or dangerous chemicals

**All Maker Safety Plans need to be submitted to the Maker Faire Maker Faire Detroit Team by July 1st.** The Dearborn Fire Marshall reserves the right to make any final decision regarding the layouts and floor plans and has the authority to close down and/or fine any exhibit not in compliance.

- Exit and Aisles: Aisles must be kept clear of all displays and equipment. Entrance and exit doors shall remain unobstructed at all times. Fire extinguishers and fire connection cabinets shall remain visible and accessible at all times.
- Electrical Devices: All electrical devices with three-wire supply cords shall utilize ground receptacles. All electrical extension cords must be of heavy-duty three-wire construction and have the ground prong in place. All power cords must be kept behind the display with nothing placed on top of any cords.
- Electrical/Fireproofing: The fire department has strict regulations governing trade shows. All electrical wiring must conform to National Electrical Code Safety Rules. In addition, all draperies, decorations, and materials must be flame-proofed in accordance with local fire codes. Materials may be inspected and/or tested by the Fire Marshall at anytime.
- Hazardous Materials: All hazardous materials must be properly disposed of. Materials such as grout, mortar, tape compound, etc. cannot be poured down the facility drains. All building materials, supplies, etc. must be taken away after teardown. The facility will not accept dumped building materials or electronic waste.
- Combustibles Kept Outside: Additional supplies and inventory must be kept in closed containers and stored in a neat and compact manner. Exhibit storage cartons and crates, combustible waste materials, empty cardboard boxes, etc. must be removed from the building and cannot be stored behind the back drapes or display wall. The Maker Faire Maker Faire Detroit Team will ensure that adequate janitorial and rubbish pickup service (outside of your booth) is performed daily. \*\*\*Propane and Helium will not be permitted without prior review and approval.\*\*\*
- Display Vehicles and Motorized Display Items: (If displayed in Henry Ford Museum) Fuel level must not exceed ¼ tank and must be less than 3 gallons. Vehicles/items must be inspected and approved before entering the exhibit building. Before entering Henry Ford Museum, the negative battery terminal must be disconnected, and the fuel tank cap must be taped or locked.
- Child Safety: Maker Faire is a family event. We appreciate your assistance in keeping Maker Faire a safe environment for the children attending the event. For safety purposes, we request that children under the age of 15 not be on the Maker Faire floor during set-up or teardown hours. During Maker Faire, if your exhibit has hazardous materials or has elements of concern, please take the time to inform parents and children of safe practices for your exhibit.
- Waiver and Wristband: All individuals who would like to participate in any interactive activity at Maker Faire will be asked

to read and sign a waiver. Wristbands will be issued by color/age group to Kids (11 & under), Teens (12 thru 20), and Adults (over 21), which will allow for interactive participation. Proper identification may be requested for verification.

- **Emergency:** In the event of a medical emergency, please notify your area staff personnel, security personnel, or anyone with a Maker Faire or The Henry Ford radio. They will contact the on-site security who have a direct line to the City of Dearborn police and fire dispatch. If someone dials 911 from a cell phone, the above procedure still needs to be followed for the best possible care, as this will expedite the response of medical assistance. Please report all incidents to the Maker Faire Show Office.
  
- **First Aid Facilities:** All of The Henry Ford Security Team members are trained in Basic First Aid and CPR. First Aid Services will be available by contacting any employee with a radio or by stopping at the First Aid station near The Henry Ford Academy entrance. There will be signage to direct you to First Aid.
  
- **Insurance:** It is your responsibility to ensure the safety and security of your exhibit and its components, visitors within your exhibit area, and your personnel. Reasonable precautions will be taken to protect your property, but O'Reilly Media Inc. and The Henry Ford assumes no responsibility for any losses due to fire, theft, accident, or other causes. Your insurance company should be able to assist you with obtaining appropriate coverage.
  
- **Precautions:** The potential of theft and disappearance can be greatly reduced if a few simple precautions are taken:
  - Do not leave purses, laptops, cell phones, or any easily portable items unattended at any time in your exhibit area.
  - Avoid leaving any small items of significant value in your booth overnight.
  - If possible, cover your display with a flameproof drop cloth.
  - Run wire or cable through as many items as possible and lock at night.
  - A solidly constructed, lockable trunk provides security and storage for small articles.
  - Report any suspicious person or theft in the building or on the grounds immediately to the Maker Faire Office, and we will notify Security Officers and file an incident report, if applicable.
  - Lock valuables in the trunk of your car, where they are not visible.
  - Ask your hotel for a safe deposit box to store your valuables.
  - If you are demonstrating a valuable piece of equipment, please remove it from your booth each evening.

The Henry Ford will not be held responsible for lost or damaged property at any time. You are urged to maintain full insurance coverage for loss of your property.

**We appreciate you taking the time to read this manual and we look forward to your participation in Maker Faire Detroit!**

## **TERMS AND CONDITIONS OF PARTICIPATION AGREEMENT**

All terms not specifically defined in these Terms and Conditions of Participation shall have the meanings ascribed to them on the signature page of the - Maker Participation Agreement.

**RULES and LAWS:** You agree to comply with all applicable laws, the Maker Manual, and any other requirements, and/or rules issued by us in connection with Maker Faire Detroit. 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 Maker Faire Detroit. We may terminate this Agreement and/or your participation in Maker Faire Detroit if you violate this Agreement, or the standards of conduct established by The Henry Ford.

**LIMITATIONS ON LIABILITY — INDEMNITY:** You agree that we will not be liable in any way to you if we cancel Maker Faire Detroit. You waive any claim or potential claim against us if Maker Faire Detroit 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 Maker Faire Detroit 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 Maker 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, or injury 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 Maker Faire Detroit-related materials, insufficient participation, accident, or any other reason in connection with Maker 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.

**MISCELLANEOUS:** This Agreement (including the Maker Manual and any accompanying Addendum) constitutes the final, complete, and exclusive agreement between you and us. This Agreement is made in consideration of the parties' mutual promises contained in it. This Agreement may only be modified by the parties' express written agreement, signed by both of them. You are an independent contractor and not our agent or employee. This Agreement will be interpreted under Michigan law applicable to contracts made and performed by Michigan residents in Michigan. Any action to enforce this Agreement must be brought in the federal or state court located in Wayne County, Michigan, and the parties agree to the exclusive venue and jurisdiction of these courts. You are not permitted to assign or otherwise transfer your rights or obligations under this Agreement to anyone else. The Limitations on Liability section (above) of these Terms and Conditions of Participation, shall survive the termination or expiration of this Agreement.