



Maker Faire Bay Area 2010
 San Mateo County Event Center
 San Mateo, California
 May 22, 2010: 10 a.m. – 8 p.m.
 May 23, 2010: 10 a.m. – 6 p.m.
www.makerfaire.com

Maker Manual

The Maker Manual is designed to help you navigate the logistics of Maker Faire, and most importantly, to help make your involvement in Maker Faire a positive, memorable experience. The Maker Faire Production Team has outlined the rules and regulations to make the show safe and enjoyable for both you and the public. We ask you to help us make Maker Faire a truly unique, educational, and extraordinary experience by abiding by these rules and regulations.

Please review the entire Maker Manual, as it contains valuable information and offers you guidance as you begin to plan your participation. You will receive a confirmation email outlining the details of your exhibit with a link to your Participation Agreement. Acceptance of the Maker Participation Agreement will confirm that you have read the manual, agree to our terms, and that we can count on your participation.

We look forward to seeing you at Maker Faire!

➤ CONTACT INFORMATION - Maker Faire Team

Show Producer
 Louise Glasgow
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On-Site Show Office Manager
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O'Reilly Media Inc.
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Maker Relations
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Content & Program Schedules
 Dale Dougherty
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➤ MAKER FAIRE COMMUNICATION CHECKLIST – ALL MAKERS

- Please read the Maker Manual.
- Add web banners to your website and/or email signature to spread the word about your participation.
- We will email your Confirmation letter and a link to the Participation Agreement so you may review.
- Confirm your attendance by accepting the Maker Participation Agreement.
- If required, submit your Fire Safety Plan prior to April 9th.
- Receive your final confirmation email finalizing the details of your participation.
- Check www.makerfaire.com for updates on available parking and traffic route recommendations.
- On-site at maker check-in you will receive your welcome letter, credentials & wristbands, two complimentary tickets, specific location assignment, and any show updates!

➤ COMMERCIAL MAKERS

- Deadline to submit your \$300 fee and order additional equipment is May 10th.
- Deadline to order any required power for your exhibit is May 10th.
- Deadline for Commercial Food Makers to submit Health Department Permit paperwork is April 12th.

➤ IN YOUR MAKER MANUAL

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Preparing for Maker Faire

➤ 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: If you require an outdoor space, your exhibit space will be located around the Event Center and will vary in size depending on your requirements. We have a variety of spaces: grassy areas and on pavement. All of these spaces will have access to power if you have advised us that you need it. Some will have shade, while some will not. If you have an outdoor exhibit, we recommend that you bring a small tent or umbrella if you are sensitive to the sun.

Indoor Exhibit Area: Most of the maker exhibits will be located in the Expo Hall. 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 Exhibits

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 curate a larger exhibit with several exhibitors.

Interactive Performance: Engage and entertain the attendees, and enable them to interact in a fun way. May be tied to a stage or roving through the fairgrounds 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 fairgrounds during the show, please let us know and we will provide a location for your 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.

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. Curators - please request our Curator Checklist from kate@makezine.com.

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.

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. There will be Health Dept guidelines to follow, and you will be required to submit a Health Department Permit Application and, if applicable, a \$95.00 Health Permit Fee by April 12th.

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. Prepared packaged foods, defined as food that is not consumed on-site and prepared prior to consumption, can be sold. There will be Health Dept Guidelines to follow, and you will be required to submit a Health Department Permit Application to Show Management and pay a \$95.00 Health Permit Fee by April 12th.

Bazaar Bizarre: An independent crafts fair sponsored by Bazaar Bizarre. Crafters are chosen by a jury of rotating guest judges from the greater craft community. Bazaar Bizarre supports artists and craftspeople that appeal to the aesthetic of the indie art and craft scene and have innovative approaches to traditional craft forms. www.bazaarbizarre.org

➤ EXHIBIT AND SET-UP DETAILS

We will provide a table and two chairs, if standard set-up is requested. 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 Production Team will assist with some elements of your set-up as long as it has been agreed upon in advance. Please feel free to make signs for your exhibit that help the attendees understand what you are making!

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

Signage: We will fabricate a sign for your exhibit area and a page on our website. Each sign includes a short bio, image, and project description based on the project proposal you submitted to the Maker Faire website.

Internet Connectivity: Wireless service will be provided in two buildings: Expo Hall and Fiesta. If your project could interfere with our wireless service, please let us know so we can accommodate you and your Faire neighbors. In most cases, a hardwire connection will not be available.

Electricity: If you provide details of your power requirements, we will make certain you have power available at your exhibit area. Please bring your own surge protectors and/or power strips for power distribution at your exhibit. On-site power requests cannot be guaranteed. Any excessive power will require approval.

Tables and Chairs: We will provide a table and two chairs if you selected a standard set-up. We appreciate makers bringing any other equipment needed to support their exhibit. Additional tables can be ordered; however, a \$10.00 per table cost will be incurred. Additional chairs are no charge, but based on availability.

Safety Barricades: If the nature of your exhibit requires safety barricades or assistance to make it safe, please bring this to our attention so we can make the proper arrangements.

Water: If your exhibit requires any form of water, please let us know so we place you near a water source.

Radio Frequency: Due to the nature of the event, please advise us in advance if you plan to use radio frequencies. If so, at what frequency and/or frequencies and the amount of power you are using so we can coordinate placement and usage.

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. Fire Safety Plans due by April 9th.

Exhibit details have been compiled from your initial website entry. If anything has changed with your logistical requirements, please contact Kate Rowe at kate@makezine.com for assistance. Changes for your signage, bio, project description, and/or program information should be sent to makers@makerfaire.com.

➤ LOAD-IN

Pre-Show Days

Wednesday, May 19	1:00 p.m. – 6:00 p.m. (<i>by appointment only</i>)
Thursday, May 20	10:00 a.m. – 6:00 p.m.
Friday, May 21	10:00 a.m. – 6:00 p.m.

Please consider the following maker festivities on Friday, May 21 when planning your set-up schedule.

<i>Meet, Greet & Exploration*</i>	2:00 p.m. – 5:00 p.m.	
<i>Maker Networking Event *</i>	5:00 p.m. – 8:00 p.m.	* Times subject to change

If your exhibit set-up materials are more than can fit on to a hand cart, you can drive on to the grounds and quickly unload near the door closest to your exhibit location. Please move your vehicle to the parking lot and return to set up your exhibit. This allows space for your neighboring makers to drive in and unload.

Makers who need to work longer hours than listed must make arrangements with the Production Team. Major construction must be completed on Friday, and all final touchups must be completed by 9:30 a.m. on Saturday, May 22nd.

During load-in days, upon entering the parking lot, security 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 fairgrounds 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.

Important: Please use GATE D as the main entrance gate for any set-up prior to Friday.

Friday Gate Entrances: Use the entrance specified for your building:

Gate CC:	Expo Hall
Gate D:	Fiesta Hall, Meeting Pavilion, Show Barn, and outside exhibits
Gate E:	Cypress Hall, Redwood Hall, and Sequoia Hall

Carts/Dollies: We will provide carts and dollies at the maker valet check-in area for moving equipment to your location. Please make certain to return the cart and dollies to the Valet area after you are finished.

Forklift: If it is scheduled in advance, we can provide forklift equipment and an operator to assist with your load-in/load-out. Please share specific duration/time/date required so we may coordinate with other usage.

Freight Door Sizes: Expo Hall – Three 16'x16' doors and one 16'x24' door
Fiesta Hall – One 12'x14' door
Cypress Hall – Each door has one 12'x14' door
Meeting Pavilion, Sequoia Hall, Redwood Hall – One 12'x12' door each
Show Barn – Three 12'x14' loading doors

Vehicles That Are Exhibits: Please notify us if your vehicle is part of your exhibit (art car, energy demo, etc.) and will remain on the grounds for the entire duration of Maker Faire. For special set-up coordination, please contact Louise Glasgow, Show Producer, at louise@oreilly.com.

Complicated Exhibits: Do you require additional set-up time? Please contact Louise Glasgow, Show Producer, at louise@oreilly.com for any assistance you may need. Makers who need time outside the scheduled hours must make arrangements with the Maker Faire Production Team.

➤ SHIPPING

If you can guarantee your delivery anytime Wednesday, May 19th, thru Friday, May 21st, direct your delivery with a detailed shipping label that includes all of the following information to:

MAKER FAIRE
Project - Maker Name & Local Phone Number
2495 S. Delaware Street
San Mateo, CA 94403

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

Return Shipments: Please make appropriate arrangements for a Sunday evening load-out. The San Mateo Event Center and the Maker Faire Production Team will not be held responsible for any items left at the site after 11 p.m. on Sunday, May 23, 2010. 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.

➤ LOCAL RESOURCES

To assist you, we have provided addresses and directions for various local resources near the Expo Center. Please refer to: [MFBA 2010 Local Merchant Resources](#).

➤ 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! Maker Faire web banners and badges placed on your website will help spread the word about the upcoming Maker Faire. Go to www.makerfaire.com/webbadges for "See me/us at Maker Faire" web badges and code.



Go to www.makerfaire.com/logos to access the Maker Faire logo (including a high-res format).



Go to www.makerfaire.com/banners to access a library of Maker Faire web banners and code (a variety of sizes and styles for you to use on your website). Some examples are:



Maker Faire posters can be downloaded from [MFBA10 Posters](#). We also have a PDF of the official Maker Faire postcard (front and back) available for download: [MFBA10 Postcard 4x6](#)

➤ COMPLIMENTARY TICKETS AND BUYING EXTRA TICKETS

As appreciation for your efforts, each maker exhibit will receive two (2) complimentary one-day tickets at maker check-in. Please note: You will be able to place these tickets at the Main Gate Will Call, if necessary.

Special Discount Tickets Available: Each exhibiting maker can purchase tickets at \$15.00 per ticket (maximum of six). These discounted tickets are available for purchase at maker check-in only.

Tell your friends and fellow makers that free tickets are available for those who volunteer. For more information: <http://makerfaire.com/bayarea/2010/volunteer/>

You are welcome to purchase reduced-rate tickets until May 12th online at www.makerfaire.com. Credit cards (MasterCard/Visa/Discover) and cash accepted for ticket purchases at Maker Faire. There will be ATMs nearby.

Maker Faire Bay Area 2010	Weekends Tickets		
	Advance Purchase until May 12th	On-site and after May 12th	Savings
Adult (21 and over)	\$30.00	\$50.00	\$20.00
Student (13 to 20)	\$15.00	\$30.00	\$15.00
Youth (4 to 12)	\$10.00	\$20.00	\$10.00
Kids (under 3)	Free	Free	Free

Maker Faire Bay Area 2010	Single Day Tickets		
	Advance Purchase until May 12th	On-site and after May 12th	Savings
Adult (21 and over)	\$20.00	\$25.00	\$5.00
Student (13 to 20)	\$10.00	\$15.00	\$5.00
Youth (4 to 12)	\$5.00	\$10.00	\$5.00
Kids (under 3)	Free	Free	Free

➤ VOLUNTEER OPPORTUNITIES – GET INVOLVED!

We welcome volunteer participation at the 5th Annual Maker Faire Bay Area. Volunteers make a valuable contribution to the success of Maker Faire! <http://makerfaire.com/bayarea/2010/volunteer/>

➤ TIPS FOR OUT-OF-TOWNERS

What to Pack: The average climate in the Bay Area this time of year is 68° F. It is best to pack with layers in mind. Please wear comfortable shoes. Be sure to bring a jacket for the evening program; Saturday we will be open until 8:00 p.m. You may also want to bring rain gear just in case!

Accommodations: The official hotel of Maker Faire is the Crowne Plaza. Early booking is strongly recommended to secure your room, as availability is limited. The room rate is \$99 for Thursday through Sunday and the deadline for discount pricing is May 2nd.

Crowne Plaza Hotel
1221 Chess Drive
Foster City, CA 94404

Reservation Line: 1-888-233-9527 **Group discount code: MAK**
Hotel Front Desk: 1-650-570-5700 Hotel Fax: 1-650-570-0540
For reservations online: www.crowneplaza.com/sfo-peninsula

Nearby Airports:

San Francisco International (SFO) 6 miles / 9.66 km north of the hotel.
Complimentary Airport Shuttle available to the Crowne Plaza Hotel and Hilton Garden Inn. Approx. taxi charge and travel time (one-way, little traffic): \$25, 15 min.

Oakland Airport (OAK) 22 miles / 35.4 km east across the Bay Bridge.
Approx. taxi charge and travel time (one-way, little traffic): \$55, 30 min.

San Jose (SJC) 27 miles / 43.45 km south of the hotel.
Approx. taxi charge and travel time (one-way, little traffic): \$65, 35 min.

The Millbrae BART station is less than 0.8 miles from the Fairgrounds. The CalTrain, running between San Francisco and San Jose, arrives at the Hillsdale station hourly on weekends and weekdays. CalTrain connects with BART at Millbrae. See caltrain.com and bart.gov for schedules and additional information.

The Agreement

➤ **RULES AND REGULATIONS** - As guests at the San Mateo County Event Center and Fairgrounds and the local area, we must abide by all regulations of a public facility. These are designated primarily to ensure public safety, and we thank you for your cooperation in complying with these rules and regulations.

Building Regulations - In accordance with restrictions imposed by Event Center Management, the following regulations must be adhered to:

- No drilling of holes, attaching to, or painting of the floor, or any other defacement to floors or walls. When such damage occurs, the maker is solely responsible and is liable to the owner of the property so damaged.
- Signage and/or decorations may not be taped, nailed, tacked, stapled, or otherwise fastened to any wall, ceiling, column, stone, window, drape, or painted surface in any area inside the building or on the premise without advance permission.
- Please do not insert stakes in the ground without specific permission, as it could be costly and dangerous. There may be wire underground that will be damaged.
- Management reserves the right to restrict exhibits, displays, demonstrations, presentations, or workshops that become objectionable because of noise, method of operations, materials, safety, or any other reason.
- No food or beverage may be offered or displayed as part of exhibit, demonstration, presentation, or workshop. Food Makers need to comply with all Health Code Regulations and cannot serve samples unless arrangements have been made for permission to do so.

- No exits, fire-fighting equipment, or emergency equipment may be blocked or obstructed under any circumstances.
- Compliance with Americans with Disabilities Act (ADA) is a legal requirement for public facilities. This law became effective in January 1992. It requires access for disabled persons. A Guide to the Disability Rights Laws can be found at <http://www.usdoj.gov/crt/ada/cguide.pdf>
- Sufficient space must be provided within the booth for the comfort and safety of persons watching exhibits, demonstrations, displays, or workshops.
- Every participant, employee, agent, or contractor connected with the use of the premises shall abide by, conform to, and comply with all the laws of the United States, the State of California, as well as the ordinances of the City of San Mateo and all rules and regulations of the Police and Fire Departments of the City of San Mateo and the County of San Mateo. Make no violation or breach of peace. Do not endanger or harm any person, property, or the environment, including all the San Mateo County Event Center property, including the parking lot, entrance ways, ticket booth areas, and other areas used by Maker Faire or its employees, contractors, agents, members, or guests.

➤ **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 stations 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 Production Team.

- 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 Production Team by April 9th. The San Mateo County 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-hose cabinets shall remain visible and accessible at all times.
- **Electrical Devices:** All electrical devices with three-wire supply cords shall utilize "UL" ground receptacles. All electrical extension cords must be of heavy-duty three-wire construction. 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 Production 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.
- **Indoor Display Vehicles and Motorized Display Items:** 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. Once located in the exhibit space, 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 floor manager, security personnel, or anyone with a Maker Faire radio. They will contact the on-site EMT personnel, who have a direct line to the San Mateo County Response 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:** The Maker Faire Production Team has arranged to have an EMT on-site during Maker Faire hours. First Aid Services will be available at the First Aid Office Public Service Center on the east side of the Show Barn. There will be signage to direct you to First Aid. This is also where our Emergency Medical Technician (EMT) will be stationed.
- **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. 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.
 - ✓ Travel in pairs at night.
 - ✓ 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.

O'Reilly Media Inc., Maker Faire Bay Area, and the San Mateo County Event Center 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.

➤ TERMS AND CONDITIONS OF PARTICIPATION

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. 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. We may terminate this Agreement and/or your participation in Maker Faire if you violate this Agreement, or the standards of conduct established by us or by the venue proprietor.

LIMITATIONS ON LIABILITY — INDEMNITY: You agree that we will not be liable in any way to you if we cancel Maker Faire. You waive any claim or potential claim against us if Maker 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 Maker 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 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-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 California law applicable to contracts made and performed by California residents in California. Any action to enforce this Agreement must be brought in the federal or state court located in San Francisco, California, 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.

➤ **MAKER PARTICIPATION AGREEMENT**

Please confirm your acceptance of the Maker Participation Agreement so we can confirm your attendance and assign your space. You will be sent an email with a link to accept this agreement. You may also fill out the attached agreement and email to makers@makerfaire.com or fax to 707.829.1154.

On the Days of Maker Faire

➤ **VENUE**

San Mateo County Event Center

2495 South Delaware Street

San Mateo, CA 94403

Website: sanmateoexpo.org

Map for the event site: http://www.sanmateoexpo.org/smec_facility_map.html

The Saratoga entrance is the best for Maker Check-In & Entrance Main Gate.

1346 Saratoga Drive

San Mateo, CA 94403

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

Saturday, May 22 10:00 a.m. – 8:00 p.m.

Sunday, May 23 10:00 a.m. – 6:00 p.m.

➤ **DAY OF FAIRE SET-UP HOURS**

Maker Faire starts promptly at 10 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. Vehicles (which are not exhibits) are not permitted in the buildings once Maker Faire begins. Note: Please see Load-In details for advanced set-up dates and hours.

Saturday, May 22 7:30 a.m. – 10:00 a.m.

Sunday, May 23 8:00 a.m. – 10:00 a.m.

All vehicles **must be off the grounds by 9:15 a.m. Saturday** to open Maker Faire. Vehicles will not be allowed to drive onto the grounds (beyond the parking lot) **after 9 a.m. Saturday** morning.

➤ **ENTRANCE GATE & PARKING**

On the set-up days leading up to Maker Faire, parking is free. Please note, the Saratoga entrance at 1346 Saratoga Drive, San Mateo, CA 94403 is the best Event Center entrance for maker check-in and the main entrance gate.

Public Parking: During Maker Faire (Saturday & Sunday), public parking at the Event Center is \$15.00 per car per day.

Maker Parking: Makers can purchase discounted parking for \$10.00 per vehicle for the weekend to avoid paying public parking rates. Discount parking passes must be purchased at the maker check-in desk no later than Friday and will not be available for purchase on show days. Only one pass will be available per maker exhibit.

Free Parking: On Saturday & Sunday, parking is free at the Franklin Templeton parking lot on Saratoga. You will need to plan for a 15-minute walk. On Thursday & Friday, there is free parking at the Fairgrounds for set-up.

In the weeks prior to Maker Faire, please check www.makerfaire.com in the Attend section for updates on available parking and traffic route recommendations.

➤ MAKER CHECK-IN DESK HOURS

Thursday, May 20	10:00 a.m. – 6:00 p.m.
Friday, May 21	10:00 a.m. – 8:00 p.m.
Saturday, May 22	7:30 a.m. – 6:00 p.m.
Sunday, May 23	8:00 a.m. – 6:00 p.m.

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.

➤ MAKER CREDENTIALS AND WRISTBANDS

Your welcome package will include your location confirmation with a maker credential and wristband for each exhibiting maker and one assistant so you will have help with set-up and break relief during the day. Please wear your credential and wristband at all times — the credential will identify you as a maker and allow entry during nonpublic hours, and the wristband will allow for in/out access to Maker Faire during public hours. *Remember to purchase your discounted weekend parking pass, in advance.*

➤ PUBLIC TRANSPORTATION

The Millbrae BART station is less than 0.8 miles from the Event Center. The CalTrain, running between San Francisco and San Jose, arrives at the Hillsdale station hourly on weekends and weekdays. CalTrain connects with BART at Millbrae. See www.caltrain.com and www.bart.gov for schedules and additional information.

➤ BIKE VALET SERVICE

Secure Valet Bicycle Parking is provided by the Silicon Valley Bicycle Coalition. Please check back on the website for exact location and more details two weeks prior to Maker Faire.

Bike valet hours:	Saturday May 22	9:00 a.m. – 8:00 p.m.
	Sunday, May 23	9:00 a.m. – 7:00 p.m.

➤ DURING THE EVENT

Area Managers: Each area of Maker Faire will have a designated Area Manager 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 floor manager 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 notify the floor manager.

Refreshment: No outside food or beverages are permitted based on the rules of the Event Center. Concession stands will be open during the show and the cafeteria will be open for set-up on Friday. Vendors, promoters, makers, or guests are not permitted to sell or give away food or beverage items. Ovations Catering has the exclusive right to provide all food and beverages, including the sale of alcohol. Only approved Commercial Food Makers can offer samples under 2oz.

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.

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 Manager know if you could use a volunteer to assist you. Your friends can volunteer by submitting their information: <http://makerfaire.com/bayarea/2010/volunteer/>

Janitorial Services: The cleaning crew will complete a clean sweep of the aisles after 9:00 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. In addition, one security guard will remain in Fiesta Hall and in Expo Hall during nightly lockdowns. If it is valuable, take it with you!

Emergency: In the event of a medical emergency, notify your floor manager, security personnel, or anyone with a radio or walkie-talkie. They will contact the on-site EMT personnel, who have a direct line to the San Mateo Response Dispatch. 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 to the Maker Faire Security Office located in the Public Service Center Building.

➤ REUSE AND REPURPOSE

Swap-O-Rama-Rama - Join in the communal process of creative reuse! It's time to clean out your closet and get rid of those unloved items! Relieve yourself of unloved items in exchange for 7,000 lbs. of free clothing to sort through. At one of the DIY stations, you can learn to create new from old. Work with skilled designers and modify your finds. Try silk-screening your new clothes, or explore a mass of bows, buttons, decals, and other notions at the decoration stations. www.swaporamarama.org. Swap-O-Rama-Rama is for boys, girls, men, and women, and the leftover clothing is donated to local charities.

What to bring? Only clothes items, please! **Bring:** Jackets, hats, pants, shirts, skirts, shoes, gloves, belts, accessories, jewelry, sunglasses, bags, costumes, lingerie, pajamas, etc. Quantity is not important. Come with a little or a lot, whatever you got.

Please Don't Bring: Books, bikes, vases, lamps, etc. **If you can't wear it, don't bring it!**

➤ RECYCLE

We will be collecting aluminum cans, plastic bottles and cups, glass bottles and jars. We will have recycling stations for all types of paper, plastic containers # 1 thru # 7, steel and scrap metal, plastic bags and packing materials. There will also be an area for corrugated cardboard. Please break down cardboard for easy stacking and transporting.

Please ask a Maker Faire crew member for assistance if you have a large load that needs to be carried by a vehicle or if you require bins at your exhibit. If you have "free stuff" for giveaway, please identify it accordingly for those who can reuse it! We encourage you to use materials other than styrofoam or packing peanuts for packaging. Let's all work together to reduce Maker Faire's environmental footprint, by thinking about the products we use and how to best dispose of them!

Last year the Maker Faire team coordinated efforts by Green Mary and Allied Waste Services of San Mateo County to collect the following recyclables:

Bottles, Cans, and Glass:	1.7 Tons
Food Waste/Organics:	3.4 Tons
Cardboard/Mixed Paper:	2.4 Tons
Total Recycling Weight:	7.5 Tons

Our goal in 2010 is to double our recycling numbers!

➤ WEATHER

The average climate in the Bay Area this time of year is 68° F. The weather in previous Maker Faire years was clear, warm, and sunny. But in the case of rain, the show will go on!

➤ WRAPPING UP

Teardown: Teardown begins after 6 p.m. on Sunday. All exhibits must be intact and open to the public until that time. Exhibits must be removed by 10:00 p.m. on Sunday night. For exhibits being removed on Monday, please come by the Show Office to arrange for pickup between the hours of 1:00 p.m. and 4:00 p.m.

Load-Out: Vehicles will not be allowed to line up at the gates until after 6 p.m. on Sunday. Makers' vehicles may enter the grounds at the gates assigned to each building 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 advise Louise Glasgow of your alternate arrangements.

Disposal: Recycling, paper, bottles and glass, non-toxic waste, and general trash receptacles will be available. If you require extra trash bins at your exhibit, please let us know. We appreciate your exhibit area being cleared completely.

We very much appreciate your taking the time to read this manual and we hope your participation in Maker Faire is a wonderful experience.



MAY 22-23, 2010
SAN MATEO COUNTY EVENT CENTER

MAKER PARTICIPATION AGREEMENT

Date: _____

Maker's Full Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Country: _____ Postal Code: _____

Phone: _____ Fax: _____

Mobile: _____ Email: _____

URL: _____

MAKER FAIRE: Saturday, May 22, 2010 - 10:00AM ~ 8:00PM
SET UP: Friday, May 21, 2010 - 10:00AM ~ 8:00PM

Sunday, May 23, 2010 - 10:00AM ~ 6:00PM
TEAR DOWN: Sunday, May 23, 2010 - 6:00PM ~ 9:00PM

O'Reilly Media, Inc. agrees to the participation of the person or organization identified above ("Maker") in the Maker Faire Bay Area 2010 (the "Maker Faire"), and the Maker agrees to participate, in accordance with terms of this Agreement. In this Agreement, "we" or "us" means O'Reilly Media, and "you" means the Maker identified above. "Exhibit" means the display and/or demonstration, and/or other activities and materials that you provide or present in the space or work area assigned to you by us at the Maker Faire.

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. 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. We may terminate this Agreement and/or your participation in Maker Faire if you violate this Agreement, or the standards of conduct established by us or by the venue proprietor.

LIMITATIONS ON LIABILITY — INDEMNITY: You agree that we will not be liable in any way to you if we cancel Maker Faire. You waive any claim or potential claim against us if Maker 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 Maker 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 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, 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 Maker Faire-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 California law. Any action to enforce this Agreement must be brought in the federal or state court located in San Francisco, California, 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.

You and your Exhibit may appear in recordings of Maker Faire and related promotional or documentary materials. Your rights are waived to any images and/or recordings you may appear in while at Maker Faire and any/all related promotional or documentary materials.

You acknowledge that the Maker 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. You grant us, and our licensees, the right to use, in connection with the promotion and production of Maker Faire, your name, likeness, and any trade name and/or logo. The provisions of this paragraph will survive termination of this Agreement.

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 Maker 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.

Authorized Signature: _____ Title: _____

Name Printed: _____ Date: _____

IMPORTANT: PLEASE SIGN AND FAX TO: 707.829.1154 or EMAIL TO: makers@makerfaire.com

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