

Eindhoven Maker Faire 28 & 29 September 2019



Who are we?

Maker Faire is a gathering of **fascinating, curious people who enjoy learning and who love sharing what they make**. From **engineers**, to **artists**, to **scientists**, to **crafters**, Maker Faire is a meeting place for these “makers” to show **experiments, projects and innovations**. We call it the Greatest Show (& Tell) on earth – a friendly showcase of **invention, creativity, and resourcefulness**. **Glimpse the future and get inspired!**

Maker Faire is a **hands-on visual feast of invention and creativity and a celebration of technology, arts, craftsmanship, science, and the Do-It-Yourself (DIY) culture**. It's organized for innovative, creative people who like to tinker and love to create, and also for those curious minds who want to see what new and innovative things are just around the corner... and get hands-on!

Who are Makers?

Makers range from **high-tech robotics teams and geeky coders**, to **traditional artisans and intricate crafters**, to **excellent scientists**, to **garage tinkers**. The Maker Movement rose in response to shrinking practical arts and technical programs in schools, the fruitful rise in accessible technology, and a disconnect between people and the products they use in everyday life. It's about **embracing curiosity and getting hands-on with practical arts and innovation**.

In truth, **everyone is a maker** – some just haven't realized it yet. Makers are people who see the possible and make it happen. It's good for self-esteem, it's good for education, and it's good for economic development. Our goal is to bring as many Makers together to celebrate the multifaceted fields of making and celebrate it! **Become a part of the Maker Movement!**





So, what's Eindhoven Maker Faire?

Talking robots and drawbots; crazy parade; urban mining; astonishing electronics; kinetic art; building robots from recyclables; 3D scanning your own face: join in and experience it at Eindhoven Maker Faire in the Klokgebouw. On September 28 & 29 2019, Eindhoven Maker Faire hosts over 250 makers from the Netherlands and abroad, who will present the latest and most exciting creative tech-nological developments in their fields.

This event showcases innovation, creativity, and hands-on learning for adults, teens, and kids. **Maker Faire Eindhoven 2019** brings together the local and international Maker Community, understanding this community as a broad universe that brings together **researchers and practitioners from the Maker movement together with Universities and Research Centers and socially innovative companies.**

The meeting between makers, scientific and technological research groups and companies encourages the mutual knowledge and interaction between diverse initiatives, while facilitating greater accessibility to different groups and a great diversity of proposals. This functions as a fundamental objective, to favor the feedback and symbiosis between the different participants and projects.

In this framework, a significant selection of the projects of scientists and makers related to the **culture of digital innovation** will be presented. The projects will be grouped into large areas around some of the major economic and social challenges facing society: **food, robotics, vehicles and mobility, sustainability and upcycling, fashion and wearables, gamification, 3D printing and future techniques.** Two new areas will be added to the list this year; **journalism and Future Makers (ToekomstMakers).**



Eindhoven Maker Faire: Thematic Areas

Robotics

Robots are being used for pretty much anything nowadays. There are a lot of benefits to them, nonetheless people are afraid of them taking over. But is this really something to be afraid of? At the Robotic area you will learn how robots are made and all the things you could do with them.

Vehicles & Mobility

Globalization had the effect for people to travel more and even further than before. The world has become a little bit smaller. How can mobility challenges be addressed to achieve more friendly options to travel?

Food

Feeding the growing population in a sustainable and healthy environment is undoubtedly one of the most important challenges of the 21st century. Can our Makers come up with solutions for this major issue and show options to tackle food shortage?

Fashion & Wearables

Discover the mix between electronics and fashion. Eindhoven Maker Faire presents the newest trends and the gadgets you can expect in the future. Prepare yourself for a lot of led lights, interactive dresses, 3D printed fashion, wearables and new techniques and materials.

Sustainability & upcycling

Let's go green. We've put together an exciting program around sustainability. Everything for a better and brighter future! Build your own vehicle on sun or wind energy, learn how to improve the environment through different Urban Mining projects, learn everything about upcycling, or experience how you can do new things with old electronics!

3D printing & future techniques

During this edition we invited the professionals in 3D printing to show you how it's done. Everyone's a maker and with the right tools anyone can change the world around him. Learn how to use the tools, how to print, scan and play with these exciting techniques!



Eindhoven Maker Faire: Thematic Areas

Game & Play

What is gamification and what role does it have in our future? Visitors have the possibility to gain insight, participate and discover plenty of games, simulations, virtual reality and/or competitions.

Future Makers

We believe that young people are the future. One of the first things you will notice when attending a Maker Faire is the awe in the eyes of the kids who attend as they excitedly go from one booth to another checking out the various projects or demos on hand. We truly hope the world of tech becomes more inclusive, and this starts at the youth level. Things like the Maker Faire and other programs being employed in schools need to accelerate.

Initiatives need stronger backing from corporations and educators who can help get more kids of all backgrounds interested in tech and equipped with the kind of skills that will be necessary to compete in the job markets of the future. Only then will the maker movement and the tech market in general really live up to their potential.

That's why we've teamed up with a lot of schools and universities to give these young makers a platform and besides that, a lot of inspiration and motivation.



2018

EINDHOVEN MAKER FAIRE

15k attendees

2

FAIR DAYS

15

SPEAKERS

50

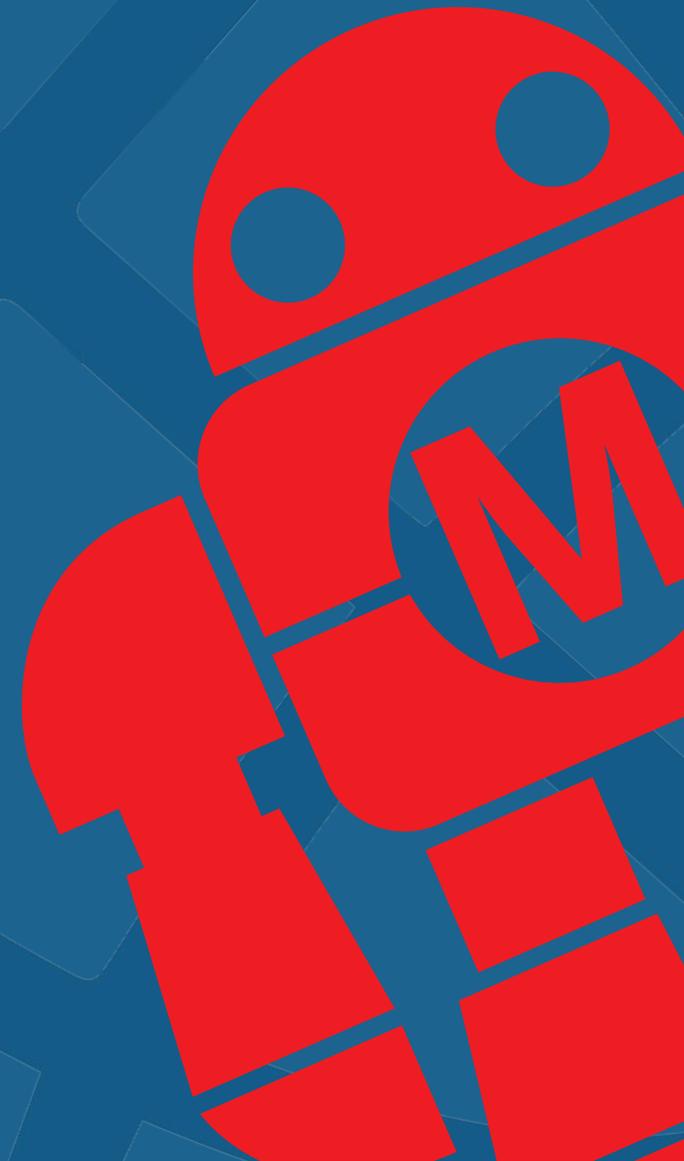
WORKSHOPS & ACTIVITIES

45

VOLUNTEERS

250+

MAKERS





2 FLAGSHIP MAKER FAIRES:



MAKER FAIRE BAY AREA
145K ATTENDEES



WORLD MAKER FAIRE NEW YORK
95K ATTENDEES

24 FEATURED MAKER FAIRES:


10K-100K ATTENDEES PER EVENT

200 MINI MAKER FAIRES:


500-10K ATTENDEES PER EVENT

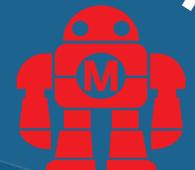
MAKER FAIRE ATTENDEE DEMOGRAPHICS:

68%: MALE
32%: FEMALE
37.5 yrs: MEDIAN AGE
47%: FIRST TIME
91%: WITH FAMILY/FRIENDS

78%

**GAVE MAKER FAIRE
HIGH PRAISE:**

**"The best event I've been
to all year. It was pretty
darn great!"**



LOCATION

STRIJP-S, EINDHOVEN

KLOKGEBOUW:
7000 m²

+

KETELHUISPLEIN:
5000 m²



PRESS COVERAGE:

“BIG SMILES ARE GUARANTEED FOR ALL VISITORS OF THE FIRST ‘BIG’ MAKER FAIRE IN EINDHOVEN” - E52

“THE INVENTIONS AT THE EINDHOVEN MAKER FAIRE ENSURE AMAZEMENT AMONG THE PUBLIC OVER AND OVER AGAIN THIS WEEKEND.” - EINDHOVENS DAGBLAD

“EVERYTHING ABOUT TECHNOLOGY ASSEMBLES HERE: FROM PROFESSIONALS TO AMATEURS. WE HAVE SEEN THINGS... REALLY, THE SKY IS THE LIMIT.” - ED

**“ALTHOUGH THE EVENT WAS OPEN TO ALL AGES AND TARGETED TO PEOPLE PASSIONATE ABOUT BUILDING AND DESIGNING THINGS, IT WAS CLEAR THAT THE NEW GENERATIONS WERE THE PROTAGONISTS OF A ‘MAKER CULTURE’ THAT IS CONSTANTLY BEING NURTURED AND IMPROVED IN THE LOW LANDS.”
- BORDA**

Previous Edition Partners



Rabobank



Provincie Noord-Brabant





SPONSORSHIP
PLATINUM
€25.000,-

The **Platinum sponsor** package provides significant exposure to all attendees before, during and after the Eindhoven Maker Faire. We will work closely with you to customize your presence on-site, and align your brand with Eindhoven Maker Faire.

PRE-EVENT BENEFITS:

· Logo inclusion:

- Social Media
- Website (Homepage)
- Printed Advertising (Posters)
- Attendee Newsletter (A4)
- Program Guide and Map
- VIP Announcement on Stage
- Banners

ON-SITE BENEFITS:

- Interactive Booth (40 m²)
- Outdoor Space
- Free Tickets (40)
- Makers Dinner Tickets (4)
- Reduction Code (50%) Employees





SPONSORSHIP GOLD €12.500,-

The **Gold sponsor** package provides significant exposure to all attendees before, during and after the Eindhoven Maker Faire. We will work closely with you to customize your presence on-site, and align your brand with Eindhoven Maker Faire.

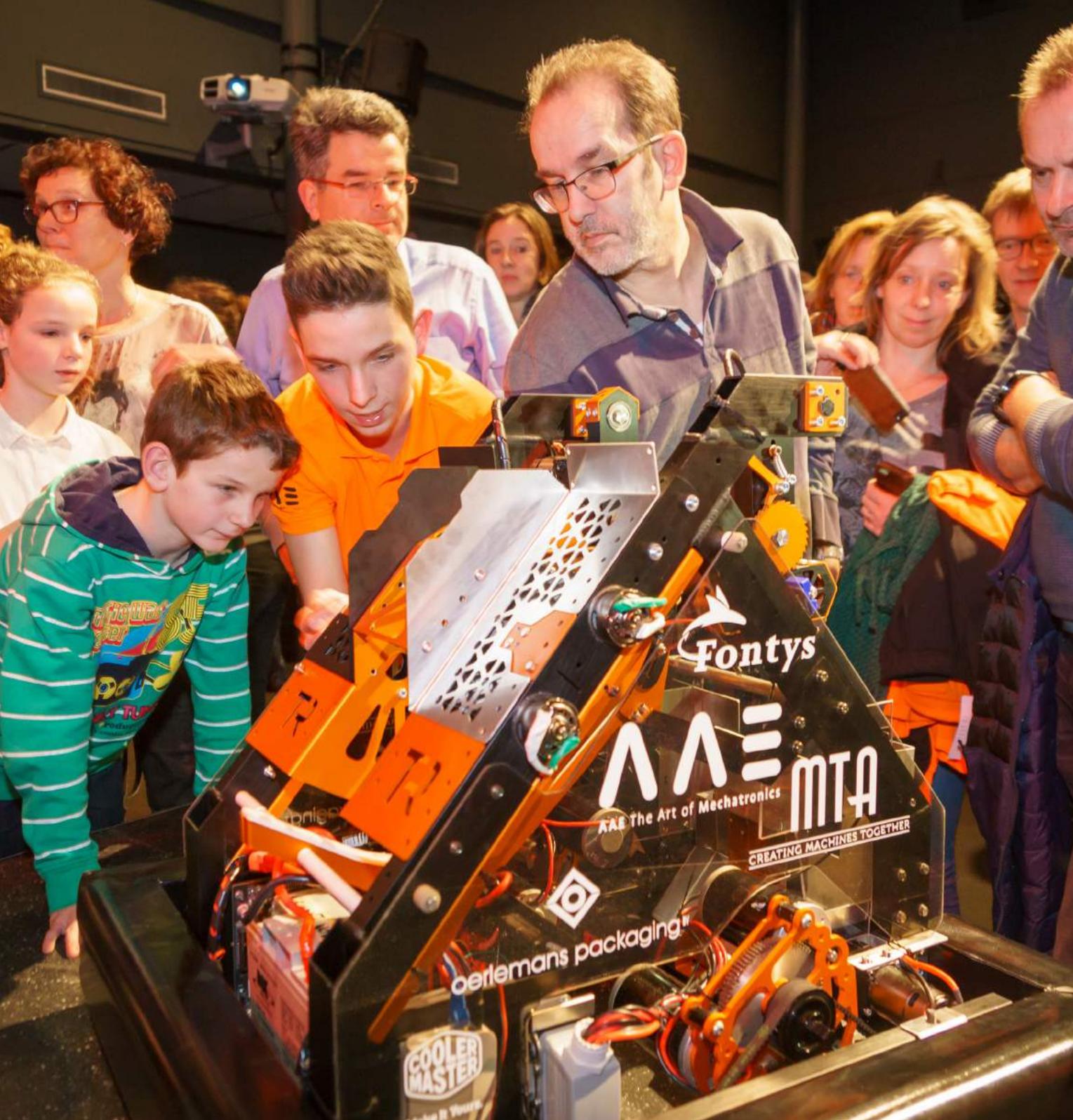
PRE-EVENT BENEFITS:

- Logo inclusion:
 - Social Media
 - Website
 - Printed Advertising
 - Attendee Newsletter (A5)
 - Program Guide and Map
 - Banners

ON-SITE BENEFITS:

- Interactive Booth (25 m²)
- Free Tickets (20)
- Makers Dinner Tickets (4)
- Reduction Code (50%) Employees





SPONSORSHIP SILVER €7.000,-

The **Silver sponsor** package provides significant exposure to all attendees before, during and after the Eindhoven Maker Faire. We will work closely with you to customize your presence on-site, and align your brand with Eindhoven Maker Faire.

PRE-EVENT BENEFITS:

- Logo inclusion:
 - Social Media
 - Website
 - Printed Advertising
 - Banners

ON-SITE BENEFITS:

- Interactive Booth (4x2 m²)
- Free Tickets (15)
- Makers Dinner Tickets (2)
- Reduction Code (50%) Employees





SPONSORSHIP
BRONZE*
€3.500,-

The **Bronze sponsor** package provides significant exposure to all attendees before, during and after the Eindhoven Maker Faire. We will work closely with you to customize your presence on-site, and align your brand with Eindhoven Maker Faire.

PRE-EVENT BENEFITS:

- Logo inclusion:
 - Website
 - Printed Advertising
 - Banners

ON-SITE BENEFITS:

- Interactive Booth (2x2 m²)
- Free Tickets (10)
- Makers Dinner Tickets (2)
- Reduction Code (50%) Employees

*For organisations <50 employees!



FOR FURTHER INFORMATION:

René Paré

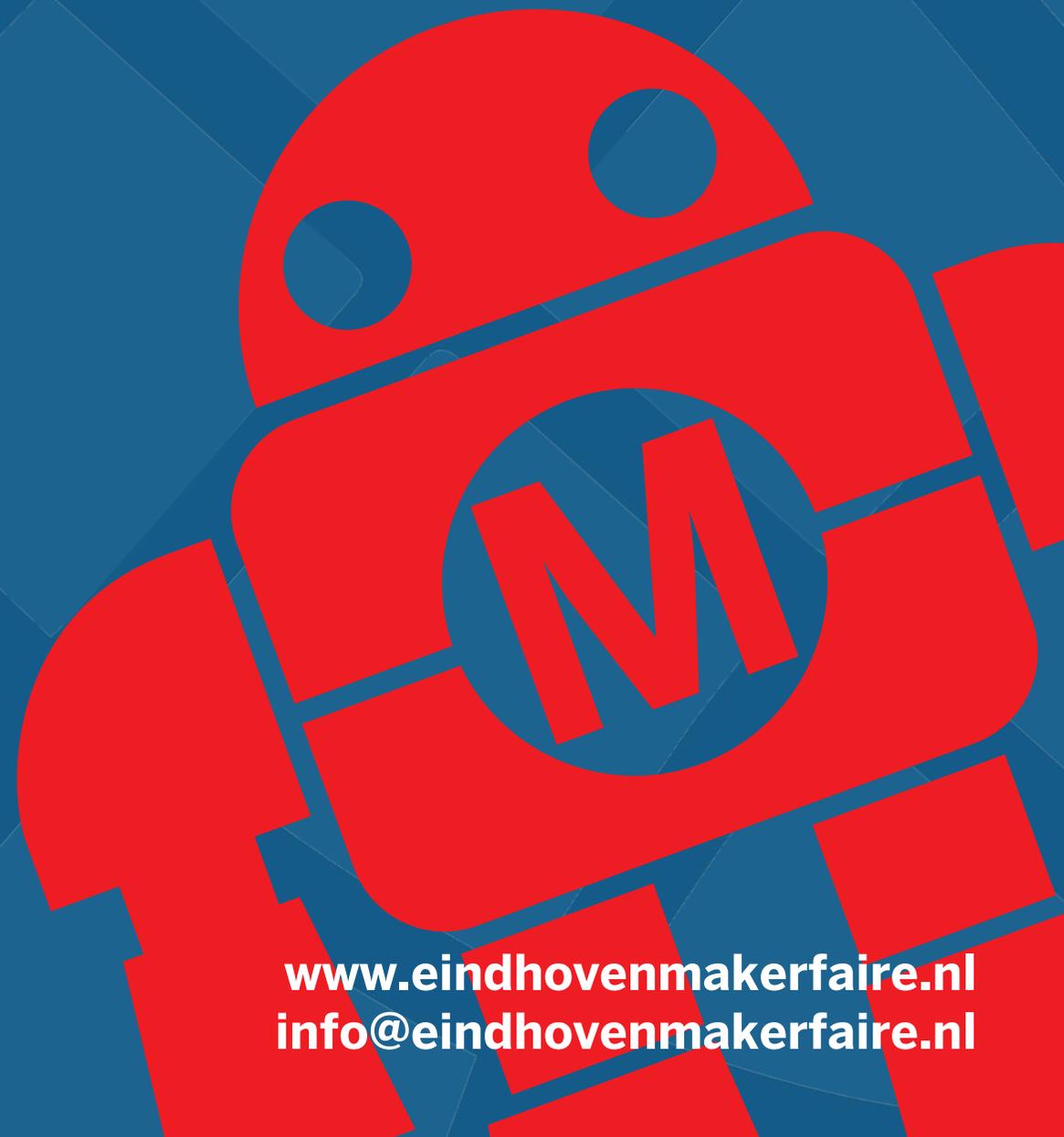
+31 6 51 05 86 44

directie@eindhovenmakerfaire.nl

Antoinette Klawer

+31 6 41 48 98 91

zakelijk@eindhovenmakerfaire.nl



www.eindhovenmakerfaire.nl
info@eindhovenmakerfaire.nl