

Building STEAM Maker Festival 2016

MAY 13-15, 2016



HOLMDEL, NJ

A FESTIVAL FOR LEARNING, EXPLORATION & INSPIRATION

SPONSORSHIPS

BUILD YOUR BRAND / SELL YOUR PRODUCTS



PRESENTED BY

*Located at the iconic epicenter of discovery
and breakthrough innovations,*

*Bell Labs, in Holmdel, NJ
now known as*



Bell Works

Building S.T.E.A.M will bring together the maker community, schools and industry to illustrate innovation, creativity and invention as we strive to provide a hands-on immersive environment of learning and exploration. Building S.T.E.A.M. festival welcomes professionals and amateurs, enthusiasts, hobbyists, innovators and entrepreneurs, tinkerers and crafts people to exhibit,

DATE & TIME

Friday, May 13, 10:00am to 5:00pm

Saturday, May 14, 10:00am to 10:00pm

Sunday, May 15, 10:00am to 6:00pm

LOCATION

2,000,000 sq. ft. Bell Works Complex in Holmdel, NJ.

Once the home of the iconic epicenter of discovery and breakthrough innovations, BELL LABS.

THE AUDIENCE

We are expecting thousands of professionals and amateurs, enthusiasts, hobbyists, innovators and entrepreneurs, tinkerers, crafts people, students, parents and children. Numerous activities are planned for all age groups.

WHO WE ARE MARKETING TO:

- Educational institutions from pre-school to all levels of public and private schools, including home-schooling groups as well as associations related to public and private education.
- Private industry and public spaces such as libraires and makerspaces.
- Community run activity centers.

GETTING THE WORD VIA:

- Direct marketing through social media to all appropriate channels within the Maker/Crafts space.
- Mass Media channels.

Building STEAM is a family oriented event that will include exhibits, demonstrations, competitions and vendors, along with a food truck festival and networking opportunities in the higher level education market.



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Levels of Sponsorship

Master Journeyman Apprentice Hobbyist Tinkerer

Cost of Sponsorship	\$10,000	\$5,000	\$2,500	\$500	\$375
Booth Space in Sq. Ft.	800	600	400	200	100
* Blogging/Tweeting	✿	✿	✿	✿	
* Social Media Presence	✿	✿	✿	✿	
Large Logo and links on all Emails	✿				
Medium Logo on all Emails		✿			
* Small Logo on all Emails			✿	✿	✿
Full Page w/links on Website	✿				
Half page w/ links on Website		✿			
* Quarter page w/ links on Website			✿		
# Eighth page w/ links on Website				✿	
Free tickets to event	16	8	4	2	1
Large Logo on Program Guide	✿				
Medium Logo on Program Guide		✿			
* Small Logo on Program Guide			✿	✿	✿
Large Logo on Entrance Sign	✿				
Medium Logo on Entrance Sign		✿			
* Small Logo on Entrance Sign			✿	✿	✿
Advertisement on 60' Display Sign	✿				
Advertisement on 28' Display Sign		✿			
Advertisement on 12' Display Sign			✿		
2' x 3' Railing Signs	12	8	*4	2	1
Property Entrance	4' x 8'	4' x 4'	2' x 4'	2' x 2'	

(* #) Indicates additional features included with the Specific Events listed on following page.

Each Event offers a unique marketing opportunity You may choose to sponsor a single or multiple EVENTS

Downhill Derby Time Challenge \$3,500

Includes all benefits of the "Apprentice" level sponsorship along with signage throughout the 5 story/150' track. Your advertisements will also be displayed on our 60' interactive display board when race results are posted.

Slow Egg Drop Time Challenge \$1,000 *

Includes one 3' x 30' vertically hung banner behind the Egg Drop Challenge area along with table banner and four 2' x 3' signs placed around the festival area. Your advertisements will also be displayed in four positions along the first floor glass railing and on our 28' interactive display board when Egg Drop Challenge is running. We have scheduled one Egg-Drop Challenge every 10 minutes.

Hand Power Tool Race \$750 *

Includes one 2' x 6' banner behind the race track along with two 1' x 2' banners at the start and end of the track. Logos will be printed on triangle shaped race flags above the race track along with your advertisement displayed in four positions on the first floor glass railing. In addition, your advertisement and the tool races results will be displayed on our 28' interactive display board.

Drone Races/Battles \$750 *

Includes one 2' x 6' banner and logos printed on pylons within the racing arena. 10' Booth. Logo printed on four 2' x 3' signs placed around the festival area. In addition, your advertisements will be displayed in four positions along the first floor glass railing and on our 28' interactive display board when the races/battles are in progress. We have scheduled one race/battle or demonstration every 30 minutes.

Power Wheels Electric Car Race \$750 *

Includes one 2' x 6' banner along the race track along with two 1' x 2' banners at the start/finish line of the track. Logos will be printed on triangle shaped race flags along the race track. In addition, your advertisement will be displayed in four positions along the first floor glass railing and on our 28' interactive display board during races.

Hack-A-Thon \$500 #

Includes four 2' x 3' placed at entrance and within festival area. In addition, your advertisement will be displayed within the hacking area and in four positions along the first floor glass railing and on our 18' interactive display board.

Digital Video/Animation/Photography / Art Exhibit & Competition or Academic Challenge & Competition \$250 #

Includes one 2' x 6' banner behind the display area. In addition, your advertisements will be displayed on four signs in the festival area and in four positions along the first floor glass railing.

* # - See Sponsorship page for additional features included with the Specific Events listed above

**All Interactive Displays are Hi-Res. projected images.
You can choose from single or multi images including animations**

60' Interactive Display

Now Racing

Built by
Lindsay R.
Cherry Hill, NJ



Time
1st 26.672
2nd 26.698
3rd 27.003

28'
Interactive
Display

28'
Interactive
Display

18'
Interactive
Display

18'
Interactive
Display

18'
Interactive
Display

**Size reference
Note man standing by display wall**

6 Interactive Displays

30' x 60' 1 available
\$2475**

18' x 28' 2 available
\$1275** each

12' x 18' 3 available
\$675** each

** All Interactive displays rotate advertisements every 60 seconds. We guarantee a minimum of 15 minutes of exposure per hour. There is no limit on the variations of artwork you provide.

Lawn Signs

Entrance road to building is quarter mile long.

4' X 8' Lawn Sign \$750

2' X 8' Lawn Sign \$500

2' X 4' Lawn Sign \$250

2' X 6' Lawn Sign \$375

2' X 2' Lawn Sign \$125

Display Ad on USB/120 Volt Charging Stations

\$125 each
5 available

discounts apply for multi stations

iOS/Android
APP

Exclusive
Sponsorship
\$7500.00

2' x 3' Railing Signs above
perimeter of Show Floor.
120 available per floor
4 Floors
\$125 each in color
\$35 each black/white

discounts apply for multi panels

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