

# FAN7

**MAKE THE FUTURE NOW**

OCTOBER  
2024

**LAKE MACQUARIE | AWABAKAL COUNTRY | AUSTRALIA**

## **7TH FAB LAB ASIA NETWORK SUMMIT**

# **SPONSOR & EXHIBITOR PROSPECTUS**

## **OVERVIEW**

We are delighted to offer you the opportunity to be part of FAN7. The event will bring together enthusiasts, professionals, educators, and innovators in the digital fabrication, STEM and maker community from across Asia and beyond.

We'd love to present your company with the chance to be a part of this conference and foster awareness of your products, services and brand to a wide range of delegates.

## **WHAT IS FAN7?**

FAN7 is the 7th Fab Lab Asia Network Conference. FAN is a regional spinoff from FAB, the international Fab Lab Conference.

FAN7 is a convergence of innovation, creativity, and technology set against the vibrant backdrop of Lake Macquarie, Awabakal Country, Australia. With the majority of the conference taking place at Warners Bay Theatre and surrounds.

Whether you're a seasoned professional, an aspiring maker, or simply curious about the future of making, FAN7 is the place to be.

Past FAN events have attracted over 300 local and international delegates. Providing them with unique opportunities for learning, collaboration and forging lasting connections.

## PROGRAM OVERVIEW

FAN7 will encompass six days of events plus a four day pre-conference event.

8-11 October:	Fab City Challenge - Pre Conference Event
14-16 October:	Main Conference - Core Conference Events
17 October:	Hunter Innovation Festival - Connect with the Local Innovation Ecosystem
18 October:	Fab City Summit - Bringing it All Together
19 October:	Community Festival - Open Day For All

View the full program at [fan7.fablabs.au/program](https://fan7.fablabs.au/program)

## AUDIENCE

FAN7 will attract key players in the fields of digital fabrication, innovation, technology, and STEM education.

The FAN6 Shanghai Conference held online over two days in 2022 attracted over 300 delegates from Fab Labs, makerspaces, tech companies, universities, and government institutions.

The six day FAN5 Seoul Conference in 2019 attracted 300 delegates from over 20 countries, including Japan, China, Australia, New Zealand, Thailand, and Vietnam. These delegates represented a diverse group of makers, educators, entrepreneurs, technologists, researchers, and government officials. Additionally, the conference's open community events drew over 3,000 participants, further extending its reach and impact.

## CONFERENCE PARTNERS

Hosted by:



Major sponsor:



Partner:



Partner:



Partner:



## WHY GET INVOLVED?

FAN7 offers the opportunity for your company to engage with the innovation and technology community across Australia, Asia and beyond.



### **GROW YOUR BRAND VISIBILITY:**

Being a part of FAN7 will enhance your company's visibility among key players in the fields of digital fabrication, technology, and STEM education. You will gain exposure to a large, diverse, local and international audience through promotional materials, event collateral and media coverage, helping to boost brand recognition and reputation.



### **GET ACCESS TO A DIVERSE AUDIENCE:**

FAN7 provides direct access to a diverse group of innovators, makers, educators, students, enthusiasts and entrepreneurs. This is an excellent opportunity for your company to engage with thought leaders and potential collaborators who are at the forefront of digital fabrication technology, making and STEM education.



### **DEMONSTRATE YOUR COMMITMENT TO INNOVATION:**

By supporting FAN7, your company can demonstrate its commitment to fostering innovation and technological advancement. This can enhance your image as a forward thinking and progressive organisation.



### **ENGAGE WITH COMMUNITY:**

FAN7 is deeply rooted in community collaboration and education. Involvement allows your company to contribute positively to the development of local and regional communities, showcasing your dedication to social responsibility and community development.



### **GAIN MARKET INSIGHTS:**

FAN7 provides a unique window into the latest trends and challenges in digital fabrication, innovation and related fields. Your company can gain valuable insights into emerging technologies and market dynamics, which can inform strategic planning and innovation initiatives.



### **SHOWCASE WHAT YOU DO:**

At FAN7 your company can showcase your products and/or services directly to a targeted audience of practitioners and enthusiasts who are likely to be highly interested in what you provide. This direct engagement can lead to immediate feedback and potential sales opportunities.



### **TAKE ADVANTAGE OF NETWORKING OPPORTUNITIES:**

The conference setting allows your company to interact with a diverse group of attendees in informal and formal settings, fostering relationships that can lead to future partnerships and business opportunities.

In summary, participating in FAN7 offers tangible business benefits through branding, promotion, networking and direct engagement with a diverse local and international audience.

# SPONSORSHIP PACKAGES AND OPPORTUNITIES

<b>COST</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>
Packages available	2	3	5
<b>CONFERENCE INVOLVEMENT</b>			
Room naming rights	Yes Main Theatre or Exhibition Marquee	Yes One of the Presentation / Workshop Spaces	No
Exhibition Booth Space with table and two chairs	Yes	Yes	Yes
Speaking Opportunities	Keynote or Featured Speech and Workshop	Presentation or Workshop	Presentation or Workshop
Acknowledgement at opening and closing sessions	Yes	Yes	Yes
Opportunity for at booth product demo on program	Yes	Yes	Yes
<b>CONFERENCE PASSES</b>			
Free Passes to FAN7	6	4	2
<b>BRANDING OPPORTUNITIES</b>			
Promotional Items in Swag Bag (to be provided by sponsor to FAN7)	Yes	Yes	Yes
Logo and acknowledgement on event Website	Yes	Yes	Yes
Advertisement in Online Event Program	Full Page	Half Page	Quarter Page
Logo recognition in all email newsletters	Yes	Yes	Yes
Display of banner on main stage	Yes	No	No
Display of banner in foyer	Yes	Yes	Yes
Individual sponsorship shoutout on socials	Yes	Yes	No
Sponsorship shoutout as part of a group on socials	No	No	Yes
Inclusion of stall/branding in social media event photos	Yes	Yes	Yes

## IMPORTANT INFORMATION

Note that all activities for the above relate to FAN7 and do not relate to the conference partner event, the Hunter Innovation Festival. Sponsor ticket holders may choose to attend the Hunter Innovation Festival using their ticket.

Exhibition booths will be active at the FAN7 Warners Bay Theatre conference site on 14th, 15th, 16th, 18th and 19th October 2024. There will be additional and new attendees at the Fab City Summit on the 18th October and the Community Festival Day on 19th October. Sponsors can choose to exhibit on all days or just for the main conference (14th, 15th and 16th October).

Main bump in for exhibitors will be 10am-2pm Sunday 13th October or from 6.30am Monday 14th October. If you are bringing larger equipment and would like an earlier bump in, time can be made available on Friday 11th October. If you are bringing equipment that requires a larger amount of power than standard, you may be asked to pay an additional contribution to support power provisions at the site. This is subject to negotiation depending on how often the equipment will be running and may be offset by use of the equipment to provide an in kind contribution to the event.

Security will be provided at the Warners Bay site throughout FAN7 from bump in.

In regards to tickets, please note that catering is not provided as part of the ticket on the 19th October. Sponsor staff attending the booth are included in the ticket allocation to each sponsor. Sponsors will be able to purchase additional staff tickets at a discounted price.



We can also tailor sponsorship packages to your company, please contact Claire Chaikin-Bryan [cchaikinbryan@lakemac.nsw.gov.au](mailto:cchaikinbryan@lakemac.nsw.gov.au) to discuss.

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Support for FAN7 can be extended through various additional opportunities, allowing you to contribute with or without committing to a sponsorship package. These options offer flexible ways to participate and support the event, catering to different levels of engagement and investment. We are open to other suggestions put forward by companies who want to support the event in different ways, including through in-kind contributions.



### **COFFEE CART SPONSORSHIP - \$2,000 PER DAY**

Cover cost of a barista and coffee for the day

A sign with the sponsor's logo will be posted on the barista cart, the sponsor will have the opportunity to provide branded cups and the sponsor will be given a shout-out before break times. You will also receive acknowledgement on the event website.

### **CO-HOSTED EVENING NETWORKING EVENT - \$1,500**

Propose to co-host an evening networking event for FAN7 with Lake Macquarie City Council on either Monday 14th, Tuesday 15th or Wednesday 16th October.

Your logo will be visible at the event and you will have the opportunity to present about your company at the event. You will also receive acknowledgement on the event website and on promotion materials for the networking event.

### **CHILL-OUT ZONE SPONSOR - \$1,000**

Enhance the FAN7 experience by sponsoring our Chill-Out Zone, a dedicated space designed for attendees to relax, recharge their devices, and enjoy karaoke sessions. Your sponsorship will ensure this area is fully equipped with comfortable furnishings, creating an inviting atmosphere where participants can unwind and connect in a more informal setting.

You will have naming rights of the space and your logo or banner will be placed in prime position in the room. You will also receive acknowledgement on the event website.

## **FAB CITY CHALLENGE AWARD SPONSOR**

### **\$5000 WINNER, \$2500 RUNNER UP, \$1500 PEOPLE'S CHOICE**

The Fab City Challenge will bring together teams of local and international participants to rapid prototype solutions to local social, environmental, and economic challenges from the Hunter region.

Sponsoring the Fab City Challenge Awards offers a distinct opportunity to support innovation and community impact through seed funding. By sponsoring these awards, your brand will directly contribute to the continuation and development of practical solutions to pressing social, environmental, and economic challenges in the Hunter region.

This support not only highlights creative problem-solving but also underscores your company's commitment to fostering sustainable projects and promoting ongoing local and international collaboration.

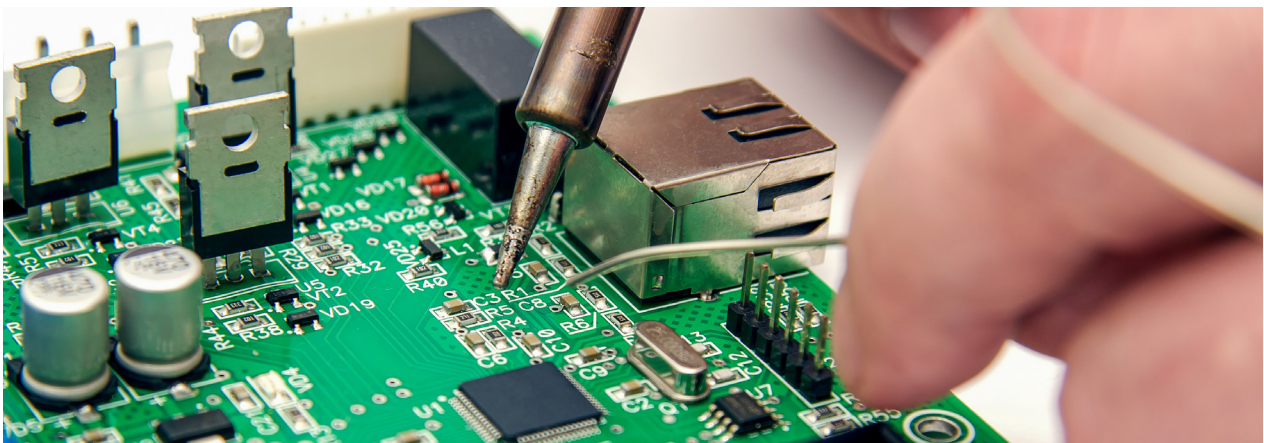
You will have naming rights of the award you sponsor, acknowledgment on Fab City Challenge promotion materials and on the event website. You will also get one place on the jury panel for the awards.

## **ROBOT SUMO COMPETITION SPONSOR - NEGOTIABLE**

Sponsoring the Robot Sumo Competition presents a dynamic opportunity to engage with a tech-savvy audience and demonstrate your brand's commitment to innovation and education in robotics. This event pits robots against each other in a test of design, programming, and strategy, capturing the excitement of competition while promoting engineering skills among participants. The event will be held on the Community Festival Day, Saturday 19th October 2024.

As a sponsor, your company will gain visibility through event branding, social media promotions, and direct engagement with participants and spectators. This sponsorship is an excellent way to highlight your company's interest in advancing technology and supporting STEM education initiatives.

Your company will also have naming rights for the competition, acknowledgement on the event website and in promotion materials and the opportunity to have a place on the judging panel.



## **COMPETITION SPONSOR – NEGOTIABLE**

We are actively seeking forward-thinking companies interested in suggesting and sponsoring additional competitions to be held during FAN7 or on the Community Festival Day, Saturday, 19th October 2024.

This is a unique opportunity for businesses to showcase their innovation and community engagement by introducing new challenges that stimulate creativity, problem-solving, and technical skills among participants. Whether your focus is on technology, sustainability, education, or arts, sponsoring a competition can elevate your brand's presence and demonstrate your commitment to fostering talent and innovation.

We invite you to collaborate with us in crafting an event that not only entertains but also educates and inspires the FAN7 community and beyond. This partnership will also allow your company to engage directly with a diverse audience, gaining invaluable exposure and making meaningful connections that could drive future growth and opportunities.

Your company will have naming rights for the competition, acknowledgement on the event website and promotion materials and the opportunity to have a place on the judging panel.

## **EQUIPMENT DONATION TO LAKE MAC LIBRARIES FAB LAB - NEGOTIABLE**

Support innovation and learning at the Lake Mac Libraries Fab Lab by sponsoring through equipment donation. By providing state-of-the-art tools and technology, your company can play a pivotal role in enhancing the capabilities of this community-focused facility.

This form of sponsorship not only aids in the development of local talent but also positions your company as a leader in supporting educational initiatives and technological advancement. Your contribution will be acknowledged in our promotional materials, at events, and through signage at the Fab Lab, providing you with brand visibility among a community of innovators, educators, and learners. Moreover, this partnership will foster a long-term relationship with the community, enhancing your corporate social responsibility profile and demonstrating a tangible commitment to fostering skills and creativity at the grassroots level.

Benefits regarding the FAN7 event for this sponsorship is negotiable. At minimum you will receive acknowledgement on the event website and promotion materials, as well as the opportunity to present about your company and/or demonstrate your product at FAN7.

If there are any other areas that you'd like to explore sponsoring, please contact Claire Chaikin-Bryan [cchaikinbryan@lakemac.nsw.gov.au](mailto:cchaikinbryan@lakemac.nsw.gov.au) to discuss.



# EXHIBITOR ONLY PACKAGES

FEATURE	ALL EXHIBITION DAYS	MAIN CONFERENCE EXHIBITION DAYS	FAB CITY SUMMIT AND COMMUNITY FESTIVAL DAYS
Exhibition Dates	14th, 15th, 16th, 18th and 19th October	14th, 15th and 16th October	18th and 19th October
Exhibition Booth Space with table and two chairs	Yes	Yes	Yes
Free tickets to FAN7 excluding the Hunter Innovation Festival partner event on 17th October	2 tickets for 14th, 15th, 16th, 18th and 19th October	2 tickets for 14th, 15th and 16th October	2 tickets for 18th and 19th October
Opportunity for at booth product demo on program	Yes	Yes	Yes
Listing on FAN7 website	Yes	Yes	Yes
Cost ex GST	\$2000	\$1500	\$750

## IMPORTANT INFORMATION

Exhibition booths will be active at the FAN7 Warners Bay Theatre conference site on 14th, 15th, 16th, 18th and 19th October 2024. There will be additional and new attendees at the Fab City Summit on the 18th October and the Community Festival Day on 19th October.

Main bump in for exhibitors will be dependent on when you are exhibiting. If you will be exhibiting for the whole conference or just 14th, 15th and 16th October, bump in will be 10am-2pm Sunday 13th October or from 6.30am Monday 14th October.

If you are exhibiting just 18th and 19th October, bump in will be 10am-2pm Thursday 17th October or 6.30am Friday 18th October.

If you are bringing larger equipment and would like an earlier bump in, time can be made available on Friday 11th October. If you are bringing equipment that requires a larger amount of power than standard, you may be asked to pay an additional contribution to support power provisions at the site. This is subject to negotiation depending on how often the equipment will be running and may be offset by use of the equipment to provide an in kind contribution to the event.

Security will be provided at the Warners Bay site throughout FAN7 from bump in.

In regards to tickets, please note that catering is not provided as part of the ticket on the 19th October. Exhibitor staff attending the booth are included in the ticket allocation to each Exhibitor. Exhibitors will be able to purchase additional staff tickets at a discounted price.

## CONTACT US

Interested in being a sponsor or exhibitor. Have any questions?

Contact Claire Chaikin-Bryan, Fab Lab Lead, Lake Macquarie City Council

[cchaikinbryan@lakemac.nsw.gov.au](mailto:cchaikinbryan@lakemac.nsw.gov.au)

Find out more about FAN7 at [fan7.fablabs.au](http://fan7.fablabs.au)

# FAN7 SPONSOR OR EXHIBITOR APPLICATION FORM

Please complete and submit this application form to  
**cchaikinbryan@lakemac.nsw.gov.au**

## CONTACT DETAILS

Contact name:

Company Name:

Contact phone:

Email:

Website:

## SPONSORSHIP PACKAGE:

- |  |   |
|--|---|
| <input type="checkbox"/> Gold                                  | <input type="checkbox"/> Chill-Out Zone         |
| <input type="checkbox"/> Silver                                | <input type="checkbox"/> Robot Sumo Competition |
| <input type="checkbox"/> Bronze                                | <input type="checkbox"/> New Competition        |
| <input type="checkbox"/> Coffee Cart                           | <input type="checkbox"/> Equipment Donation     |
| <input type="checkbox"/> Co-hosted Evening<br>Networking Event | <input type="checkbox"/> Other/Custom           |

## FAB CITY CHALLENGE AWARD SPONSOR:

- |   |   |
|---|---|
| <input type="checkbox"/> \$5000 Winner    | <input type="checkbox"/> \$1500 People's Choice |
| <input type="checkbox"/> \$2500 Runner Up |   |

## EXHIBITOR:

- |  |  |
|--|--|
| <input type="checkbox"/> All days: 14, 15, 16, 18 and<br>19 October                | <input type="checkbox"/> Fab City Summit and Community<br>Festival Days: 18 and 19 October |
| <input type="checkbox"/> Main Conference Exhibition Days:<br>14, 15 and 16 October |  |

## **REQUEST BOOTH REQUIREMENTS**

Please list any requirements for power, space for equipment etc.

## **ADDITIONAL INFORMATION**

Please provide any additional information that you would like the organisers to know.

## **PAYMENT**

An invoice will be forwarded to the listed contact upon receipt of a signed booking form.

Best Contact for invoice

Contact name:

Contact phone:

Email:

## **SPONSORSHIP DELIVERABLES**

Best contact for providing logos and approving branding

Contact name:

Contact phone:

Email:

# TERMS AND CONDITIONS

## 1. APPLICATION AND ELIGIBILITY

- Sponsors and exhibitors must complete an official application form and be approved by the FAN7 organisers.
- Applications will be evaluated based on the relevance to the event.

## 2. PAYMENT TERMS

- All sponsorship and exhibitor fees must be paid in full within 14 days of the invoice date.
- Payments can be made via bank transfer, credit card, or in person at Council's Administration Building.

## 3. CANCELLATION BY SPONSOR

- Once payment has been made, no refunds will be given for cancellations of sponsorship.
- The sponsor can choose to have their logo and sponsorship acknowledgement removed from the event.

## 4. CANCELLATION BY EXHIBITOR

- Cancellations must be notified in writing to [fablab@lakemac.nsw.gov.au](mailto:fablab@lakemac.nsw.gov.au).
- Cancellations 60 days prior to the event will receive a 50% refund. No refunds will be given for cancellations less than 60 days before the event.

## 5. CANCELLATION OR CHANGES BY ORGANISERS

- The organisers reserve the right to modify the event schedule, dates or venue due to unforeseen circumstances. All sponsors and exhibitors will be notified in such cases.
- If the event is cancelled due to circumstances beyond the control of the organisers (force majeure), sponsors and exhibitors will receive a refund minus a proportionate share of already incurred expenses.

## 6. BOOTH

- Booth locations will be allocated based on level of sponsorship then length of exhibition.
- The organisers reserve the right to make final determinations on all booth placements.
- Extra booth requirements such as need for additional space or power requirements will be negotiated with the organisers.
- If you are bringing equipment that requires a larger amount of power than standard, you may be asked to pay an additional contribution to support power provisions at the site. This is subject to negotiation depending on how often the equipment will be running and may be offset by use of the equipment to provide an in kind contribution to the event.

## 7. CONDUCT

- Sponsors and exhibitors are expected to conduct themselves in a professional manner at all times during the event.
- The distribution of promotional materials must be confined to the sponsor's or exhibitor's designated area, unless otherwise agreed with the organisers.

## 8. INTELLECTUAL PROPERTY

- Sponsors and exhibitors are responsible for ensuring that the content of their displays, presentations, and distributed materials do not infringe on the intellectual property rights of others.

## 9. LIABILITY AND INSURANCE

- The organisers are not responsible for any loss or damage to the sponsors' or exhibitors' property.
- Sponsors and exhibitors are encouraged to obtain appropriate insurance coverage for their property and activities during the event.
- Dependant the sponsors' or exhibitors' activities at the event, the organisers may require sponsors or exhibitors to hold a current public liability insurance policy.

## 10. COMPLIANCE WITH LAWS

- Sponsors and exhibitors must comply with all local laws and regulations, including safety regulations and public policy requirements.

## 11. DISPUTE RESOLUTION

- Any disputes between sponsors or exhibitors and the organisers will be resolved through mediation. If unsuccessful, the dispute may be escalated to binding arbitration.

## 12. PROMOTION AND USE OF MEDIA

- Sponsors and exhibitors are granted the right to use the event's name and logo in their marketing materials for the purpose of promoting their participation in FAN7. This right is conditional upon adherence to any brand guidelines provided by the event organisers.
- The organisers will promote the event, sponsors, and exhibitors through various media channels, including social media platforms, official event websites, and press releases. Specific promotional activities for sponsors will depend on the level of sponsorship.
- Sponsors and exhibitors agree to actively promote their participation in FAN7 on their own social media channels and through other marketing avenues, ensuring that all promotions are in good taste and reflect positively on the event as a whole.