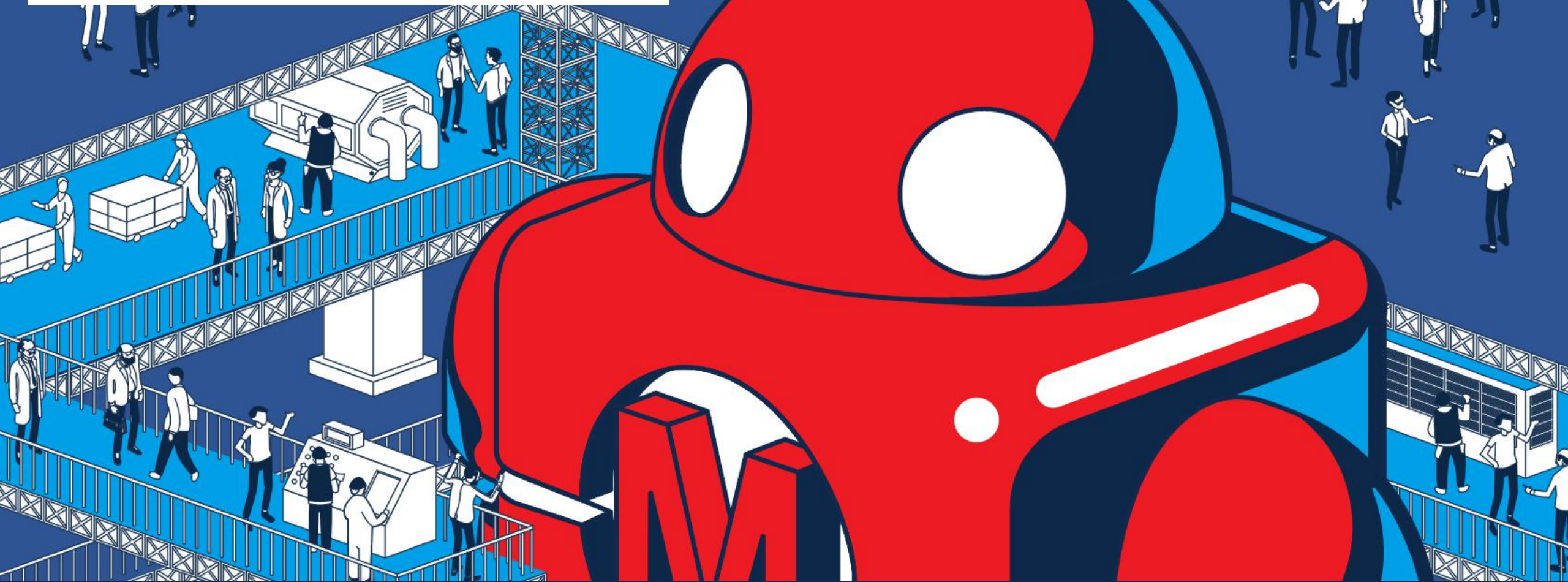


Maker Faire® Shenzhen



Maker Faire Shenzhen 2019 企业合作方案



Maker Faire 背景

Maker Faire 是美国 Maker Media 集团下属的Make 杂志社举办的全世界最大的DIY聚会。它是一个展示创意、创新与创造的舞台，一个宣扬创客（Maker）文化的庆典，也是一个适合一家人同时参加的周末嘉年华。第一届 Maker Faire于2006年在美国加州举办。经过13年的发展，在全世界48个国家举办超过221场Maker Faire。

About Maker Faire

Maker Faire is the Greatest Show and Tell on Earth—a family-friendly festival of invention, creativity and resourcefulness, and a celebration of the Maker movement. It was created by Maker Media in 2006, and with 13 years' development, Maker Faire has been organized in 48 countries worldwide.



活动目的 Objective

作为中国最有影响力的创客活动文化品牌，Maker Faire Shenzhen旨在传播创客文化，打造国际化的创客文化交流平台。以深圳大众创新为基点，在 Maker Faire Shenzhen 平台 上展示丰富多元的创客工匠精神，将创客创新融入不同面 向的大众生活，引导跨界创新生活方式的潮流。

About Maker Faire

As the most influential Chinese brand in maker events, Maker Faire Shenzhen aims to promote the maker culture and to build an international platform for makers to meet, interact, and make together. Based on the innovative nature of Shenzhen, this year we aim to highlight the diversity of making and the spirit of the craftsmanship, and showcase how maker culture is found in different aspects of the everyday life.

活动构成

Activities Contents



创客市集
Exhibits



创客表演
Performances



工作坊
Workshops



创客论坛
Forums



创客交流PARTY
Maker
Networking Party

创客市集

Exhibitions

作为Maker Faire活动主体，创客市集是连通创客与大众之间的桥梁，也是广大参展创客团队展示自身创意的平台。在创客市集活动中，创客市集的招募创客内容将聚焦 Maker Pro, 让更多创客达人展示自我，以及连接更多创客产品与产业对接的可能性。

科技爱好者、手工艺人、父母、教师、艺术家、学生、商家将会来到这个意想不到的奇妙现场！期间还会滚动穿插国际创客的装置表演，他们带着幽默感和耐心神出鬼没却天马行空地与现场参与者进行。

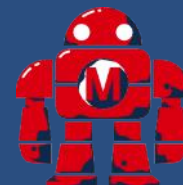
As the main body of Maker Faire, the Exhibition is a bridge between the makers and the public, and it is also a platform for the exhibiting team to show their creativity. Recruiting Maker's content at the Creative Marketplace will focus on Maker Pro, allowing more creators to showcase themselves and connect more Maker products to the industry.

Technology enthusiasts, craftspeople, parents, teachers, artists, students, and businesses will come to this unexpected and wonderful scene!

During the period, they will also be interspersed with the performances of the international makers. They will carry out the ghosts and patience, but they will do it with the participants on the spot.



Maker Faire® Shenzhen



创客论坛

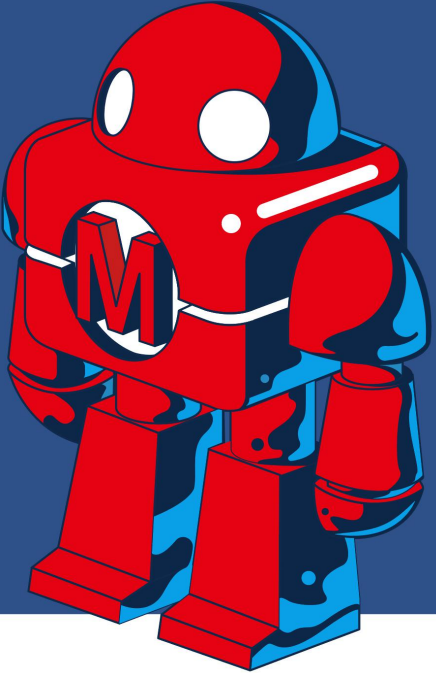
Forum

作为Maker Faire年度的重磅板块，每年我们都邀请到数位来自全球的城市实验家，根据不同的主题，登陆柴火主板的创客论坛峰会。

As a highlight part of Maker Faire's annual event, we invite a few from each year. Urban experimenters from all over the world landed on the firewood and made a forum.

Maker Faire® Shenzhen
深圳制汇节

创客论坛
Maker Forum
2019.11.10 10am - 17pm
深圳市南山区万科云设计公社
Add: Vanke cloud design commune, Nanshan District, Shenzhen



主办单位:

**柴火创客**
CHAIHUO MAKERS



Maker Faire® Shenzhen



工作坊

Workshop

每年的Maker Faire都有不同主题的工作坊，在观众人潮涌动的活动现场。可以让观展者体验一把自己动手的乐趣，感受动手实现想法的 Maker 精神。

这是一次与创客面对面交流、体验创造的乐趣的活动。
在现场感受Maker 的精神，快将创新教育、新兴技术、趣味科技融入到企业产品吧！



Every year, Maker Faire has workshops with various themes, in the crowded event scene. It allows visitors to experience their own hands-on fun and feel the Maker spirit of hands-on ideas.

This is an event that meets face-to-face with makers and experiences the joy of creation. Feel the spirit of Maker at the scene, and integrate innovative education, emerging technologies, and fun technology into your products!



Maker Faire® Shenzhen



Maker Faire®

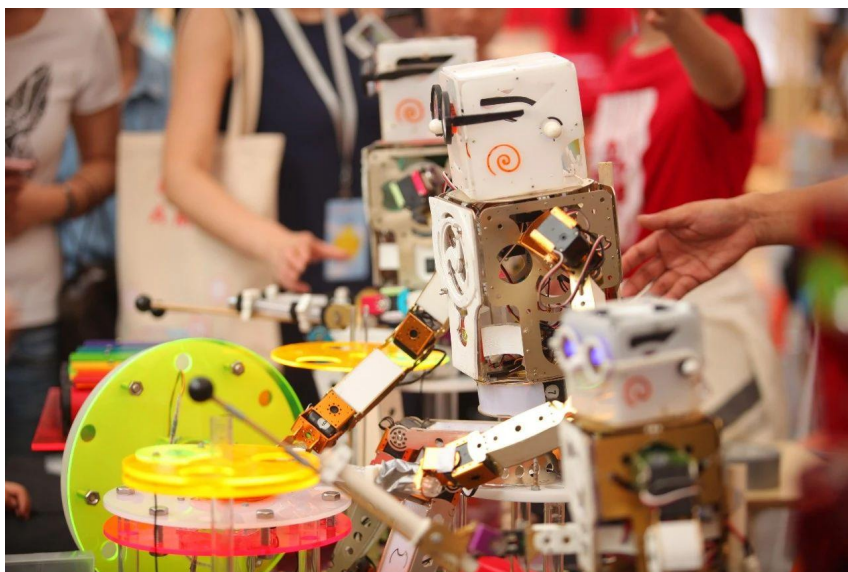
柴火创客空间 x Maker Faire

Connectivity of Maker Faire and x.factory

Maker Faire[®]

Maker Faire Shenzhen（深圳制汇节）自2012年由**柴火创客空间**首次引入中国，落户深圳，已经走过了7个年头（其中2014年Maker Faire Shenzhen升级为全球七大Featured级别社区盛会）。

共计吸引来自全球47个国家近千个创客团队到中国交流展示合作，是中国最有影响力的创客交流活动。



活动回顾 History

2012



首届Shenzhen Mini Maker Faire
在深圳宝安F518创意园举行。

2013



第二届Shenzhen Mini Maker
Faire展示了50余个项目和邀请
到数百名国内外创客。

2014



扩大规模从 Mini 升级为 Featured,
成为全球第七个城市级别的 Maker
Faire, 累计展示摊位达到120个, 接
待游客超过3.8万人, 也成为中国目
前最大的创客盛会。

2015



Maker Faire Shenzhen作为
深圳国际创客周主会场亮相,
3天活动时间参与团队230余
个, 接待观众近20万人次。

2016



Maker Faire Shenzhen携200+
展商亮相海上世界, 将中国首届
无人机格斗赛、独立媒体品牌
《自造谈》带到大家面前, 在台
风天气影响改期的情况下接待观
众超10万人广受好评。

2017



Maker Faire Shenzhen第一次
走进院校, 柴火与深圳职业技
术学院携手打造一场更为专业
与专注的活动, 引起业内外极
大关注与好评, 被Make副总裁
评为全球视觉与氛围最佳的
Maker Faire 之一。

2018



“Co-making in the City创客的城
市共创”, 深圳国际创客周主会场,
有着共同的愿景、价值观的个人、组
织群体, 都在在追求共同价值中集结
共创。我们希望在Maker Faire这个
平台, 展示不同的社区、人群协作共
创的故事、项目和探索。

主办单位:



Maker Faire® Shenzhen

MFSZ 2018年

活动回顾与数据分析 Event Review and Data

交通指南 Transportation



主办方: 深圳市人民政府
承办方: 柴火创客空间 超常科技MakerNet
独家协办单位: 深圳职业技术学院
首席展览支持: 海上世界文化艺术中心

Hosted by Shenzhen Municipal Government
Organizers: Chaihuo Makers, MakerNet
Exclusive Co-Organizer: Shenzhen Polytechnic
Main Venue: The Sea World Culture and Arts Center



日程安排 Schedule

日期 Date	主题 Area	时间 Time	内容 Content	地点 Location	10.12	10.13	10.14
10.09	开幕式 Opening	09:30-10:30	Registration & Seating	主会场 20:00-22:00			
10.13		09:00-10:30 10:30-12:00	“互联网+” 创客挑战赛 创客挑战赛 创客挑战赛			20:30-22:00	
10.14	创客挑战赛 Maker Contest	10:30-12:00 12:00-13:30	创客挑战赛 创客挑战赛	主会场 20:00-22:00			
10.12-10.14	IT精英挑战赛 IT Elite Challenge	10:30-12:00 12:00-13:30	IT精英挑战赛 IT精英挑战赛	主会场 20:00-22:00			
10.09-10.14	创客挑战赛 Maker Contest	10:30-12:00 12:00-13:30	创客挑战赛 创客挑战赛	主会场 20:00-22:00			
10.09-10.14	创客挑战赛 Maker Contest	10:30-12:00 12:00-13:30	创客挑战赛 创客挑战赛	主会场 20:00-22:00			
10.12-10.14	创客挑战赛 Maker Contest	10:30-12:00 12:00-13:30	创客挑战赛 创客挑战赛	主会场 20:00-22:00			
10.13							

展区名录 Exhibitors

[illegible]

51 史前物种从原始
Cretaceous Band

52 创者漫谈录
Steven M. Johnson

53 两栖气球树新艺术
41916-6109

E	E01 材料費	E03 設備購入費	E05 労務費(労務費)	E07 賃借料(賃借料)
	E02 賃借料	E04 賃借料	E06 賃借料	E08 賃借料
F	F01 材料費	F03 賃借料	F05 賃借料	F13 賃借料
	F02 賃借料	F04 賃借料	F06 賃借料	F14 賃借料



创客论坛
Maker Forum

10.13 10:00-12:00
“中国发展基金会”北京国际会议中心三楼报告厅

主题：创客教育点真未来

總發行：全國各大書局 經銷：全國各大書局
總發行：全國各大書局 經銷：全國各大書局

10.14

10:00-12:00
探险多样共创生态
Explore Diversity to Co-Make

14:00-16:00
开始你的共创之旅
Create Your Own Co-Making City

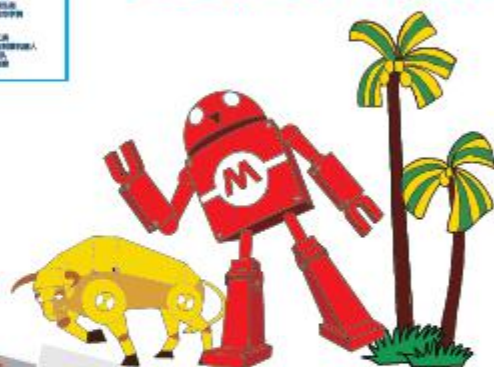


演讲嘉宾
Speakers



全国双创周深圳活动
暨第四届深圳国际创客周主会场

信息导览 GUIDE MAP



 3樓工作坊
3F Workshop

10.13	10.14
10:30-12:00	
MakeFashion Edu 的“造”衣课程 和穿搭秀	MS Stack门课 学习时尚服饰网 络传播等
MakeFashion Edu Recycle Wear	Easy 3d with MS Stack
14:00-15:30	
服装材料 Easy 3d	



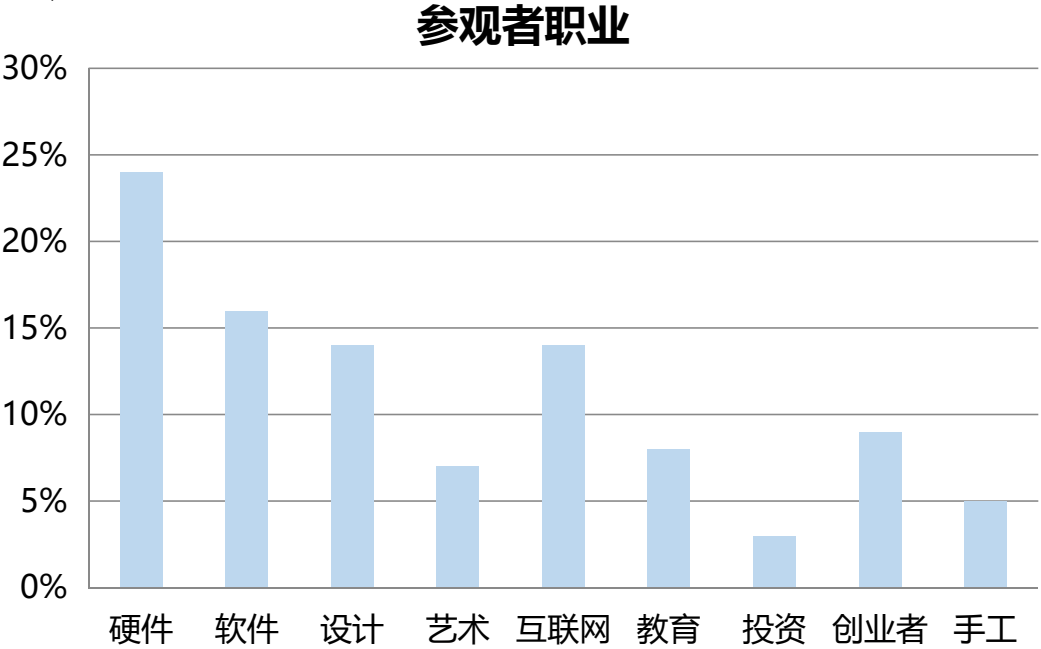
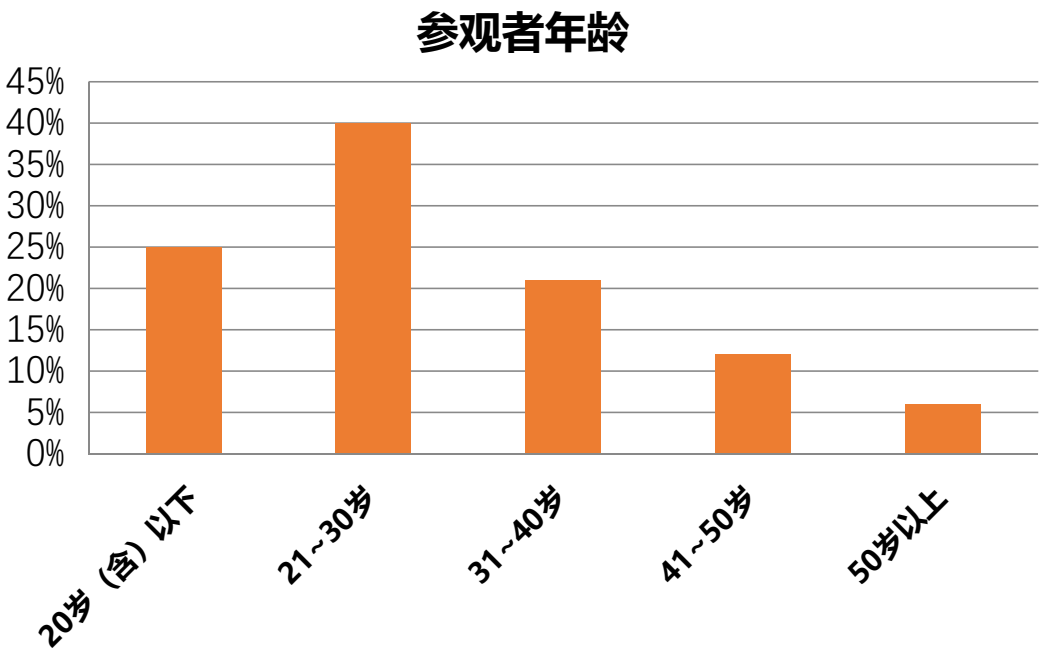
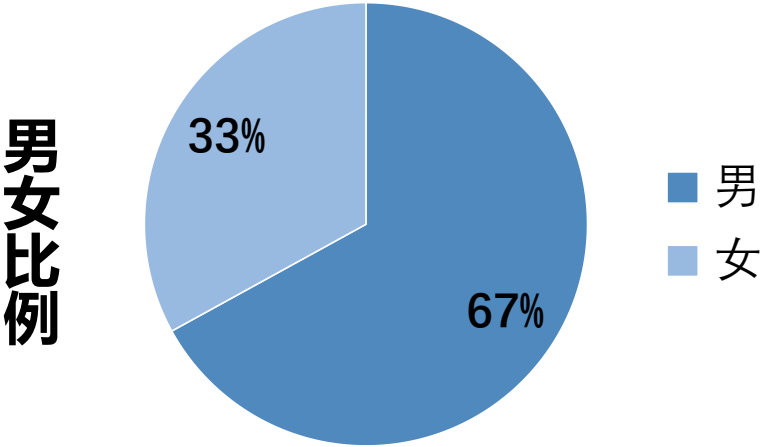
2018年展商数据分析:

2018 Exhibitors Data Analysis

参展观众构成分析

Maker Faire Shenzhen 2018举办于2018年10月12-14日，3天时间共计接待参观人数约**10万**人次。

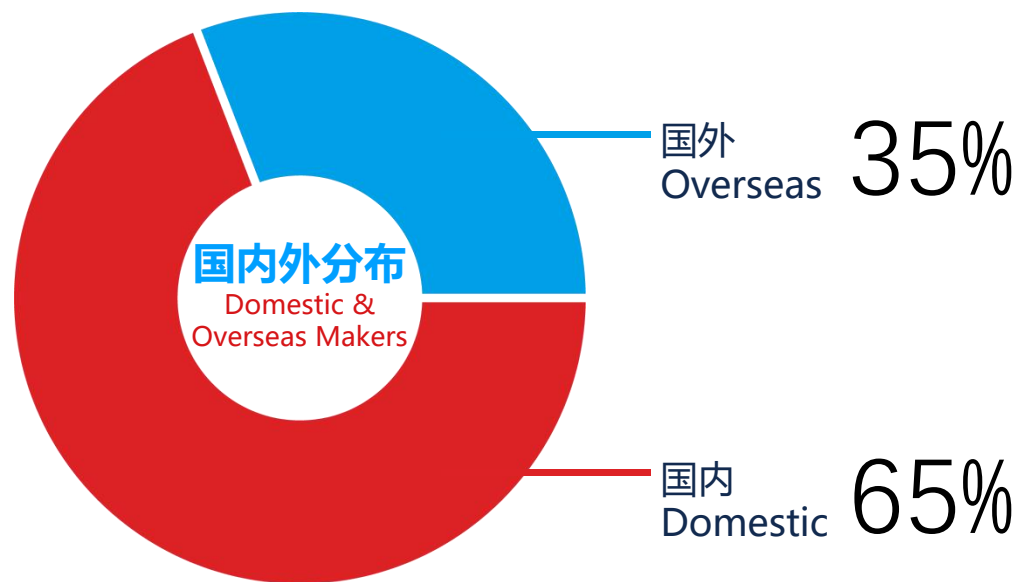
Maker Faire Shenzhen 2018 was held on October 12-14, 2018, and received a total of 100,000 visitors in three days.



2018年展商数据分析:

2018 Exhibitors Data Analysis

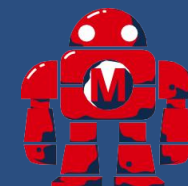
展位总数: 168 海外团队数: 59
Number of Exhibitor Booths: 168



来自内地、港澳台、美国、欧洲、日本等地区的168家创客团队
168 Maker teams from the Mainland, Hong Kong, Macao and Taiwan, the United States, Europe, Japan and other regions

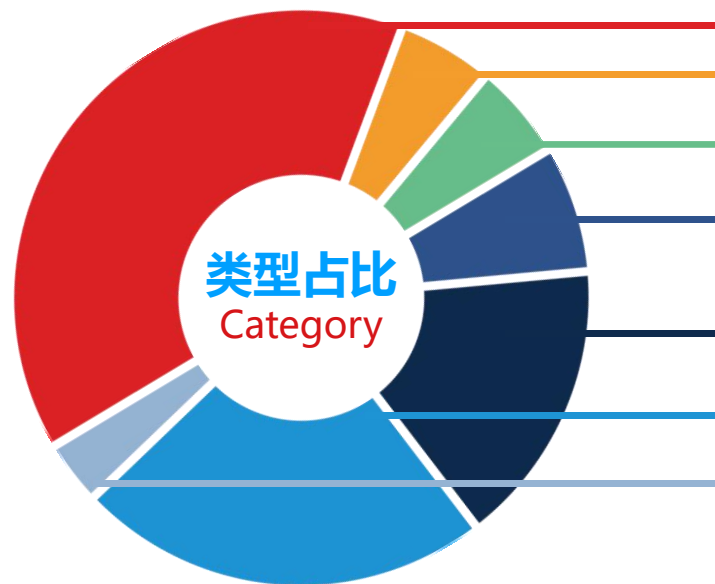


Maker Faire® Shenzhen



2018年展商数据分析:

2018 Exhibitors Data Analysis



软/硬件 Software/Hardware 41%

设备服务 Equipment/services 4%

设计 Design 4%

传统手工 Craft 7%

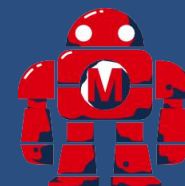
互动项目 Interactive Arts 15%

教育 Education 25%

其他 Others 4%



Maker Faire® Shenzhen



2018年参展商成果

Exhibitor Feedbacks of 2019



合作意向
Cooperation

共促成意向合作**916**个
平均每家展商有**6.3**个意向客户
其中单家展商最高达成**30**个意向客户

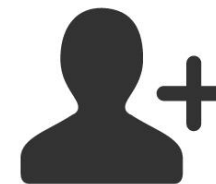
Intentional cooperation cases: **916**
Average cooperation: **6.3/exhibitor**
Maximum cooperation: **30**



媒体采访
Media Exposure

展商共接受媒体采访曝光**214**次
平均每家展商接受**1.7**次采访曝光
其中单家展商最多接受**20**次媒体采访曝光

Number of media interviews of exhibitors: **214**
Average media interviews: **1.7/exhibitor**
Maximum media interviews: **20**

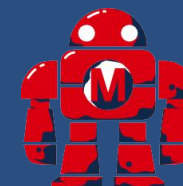


展览邀请
Invitation

展商共接收其他展览邀请**216**个
其中每家展商接收**1.7**次邀请
其中单家展商最多接收**10**次邀请

Number of new invitation: **216**
Average invitation: **1.7/exhibitor**
Maximum invitation: **10**

Maker Faire® Shenzhen



2018 MFSZ 创客论坛

2018 Maker Forum

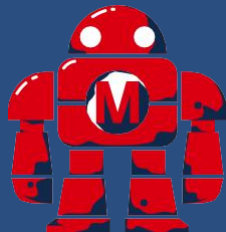
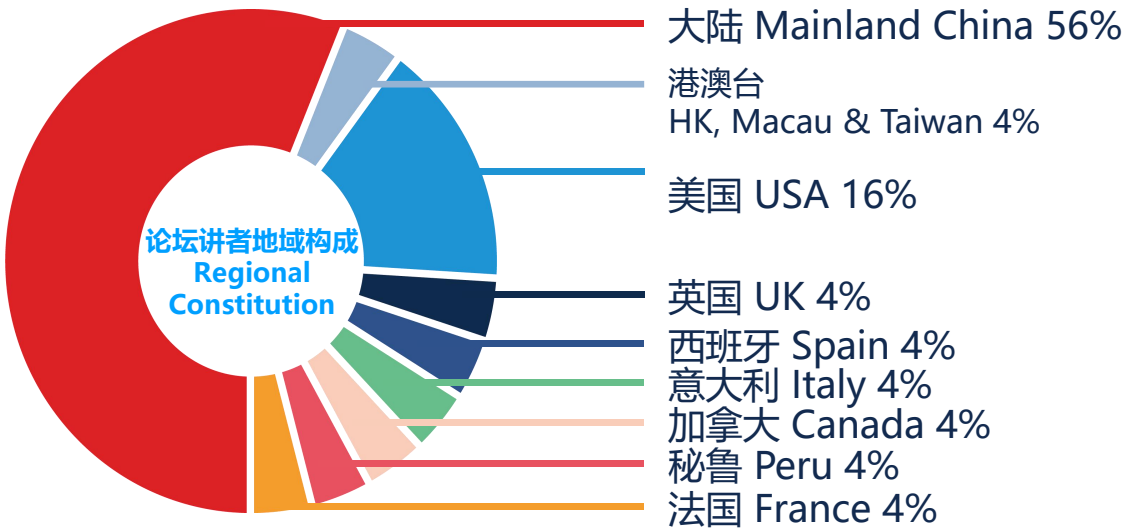
作为年度最重要的创客教育盛典，2018 深圳制汇节，我们采用了“创客的城市共创”为论坛主题。

2018年我们邀来国内创客教育领域知名专家学者，一线优秀的创客教师，创客论坛两天四场共吸引超过2000+人次专业观众，主论坛讲者一共26名，今年讲者的地域分布呈现更丰富更多样化趋势，讲者性别比例均衡性较之往年也有较大增长



As the most important maker education festival of the year, in the 2018 Shenzhen MF Festival, we used the theme of “Creating the City of the Maker” .

In 2018, we invited famous experts and scholars in the field of domestic hacker education, and excellent Maker teachers in the first line. The Creativity Forum attracted more than 2,000+ professional audiences in two days and four sessions. The main forum speakers were 26 people. The distribution is more rich and diversified, and the gender balance of speakers is also larger than in previous years.

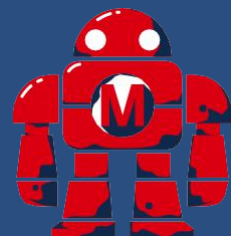
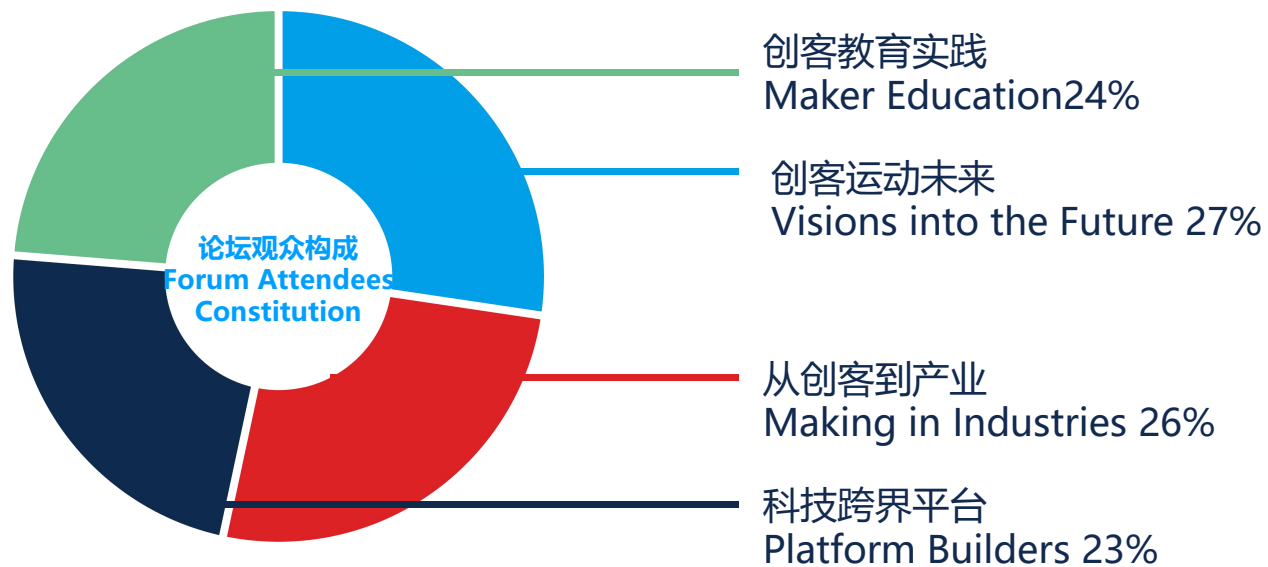


2018MFSZ 论坛

Maker Forum

论坛报名总人数**2587**，其中“创客运动未来”**707**人，“从创客到产业”**680**人，“科技跨界平台”**589**人，“创客教育实践”**611**人。

There were **2587** people signed up for the maker forum, from which the number of people signed up for each session is as the follow: “Visions into the Future” **707**; “Making in Industries” **680**; “Platform Builder” **589**, “Maker Education” **611**.



2018MFSZ 工作坊

Workshop

Maker Faire 三天共举办**27**个主题共计**50**场工作坊。
We hosted around **50** workshops of **27** themes during the 3-day event.



部分工作坊主题 Workshop Themes	
1.激光切割设计与创客教育 Laser Cut Design & Maker Education	8.机械设计工作坊 Mechanical Design Workshop
2.孩子带你做产品，你准备好了吗？ Design with kids, are You Ready	9.小木块建构工作坊 Little Wood Block Workshop
3.每个教室都是创客空间？基于项目学习法与创客教育 Every Classroom a maker space, the crossroads of PBL and Maker Education	10.纸箱设计工作坊 Cardboard Design Adventure
4.自制一个3D打印机 DIY a 3D Printer	11.时尚科技：升级你的衣橱 Fashion Tech: Upgrade your wardrobe
5.轻松将虚拟现实引入课堂教学 Integrating VR in Your Classroom the Easy Way	12.环保光刻机器人 Laser Cut Bots Go Green
6.结合教育的逃脱游戏设计 Escape Game Jam with education purpose	13.将音乐融入您的课堂 Integrating Music into Your Classroom
7.咕噜小车制作&赛车竞赛 Nerdy Derby Car Making & Racing	14.用模块化PCB实现你的创意 EDGE Program: Make anything with Modularized PCB boards

Maker Faire® Shenzhen



Maker Faire[®]

MFSZ 2019年活动介绍
2019 Event Introduction

MFSZ 2019 活动规格与规模:

Venue and Scale:

主题: 回归社区, 连接产业

Theme: Return to the Community and Connect Industries

日期/ Date : 11.09 - 11.10

创客市集/Exhibition 10:00 - 18:00

创客论坛/Forum 11.09
10:00 - 17:00

工作坊/Workshop 10:00 - 18:00

地点: 深圳市南山区万科云设计公社

Add: Vanke cloud design commune, Nanshan District, Shenzhen

主办单位 / Organizer :



Maker Faire® Shenzhen



MFSZ 2019 活动规格与影响力

MFSZ 2019 Scale & Impacts

展位数/Booths 100+

预计观展人数/
Participants 50,000+

Maker Faire Shenzhen 2019深圳制汇节，搭建产业与专业创客之间对话的平台，一场聚焦社区与产业对接的创新跨界活动。

活动主题为“回归社区，连接产业”，内容将聚焦于解决产业升级需求、与产业共发展等更务实的面向。结合深圳这所城市的产业特色，我们在兼顾活动本身的趣味性、互动性、科普性的同时，今年活动的内容侧重点也会特别聚焦在科技创新上，引导创新技术、方案与产业集群的对接。

MFSZ 2019 shall be a platform for dialogue between industry and professional makers, an innovative cross-border activity focusing on community and industry docking.

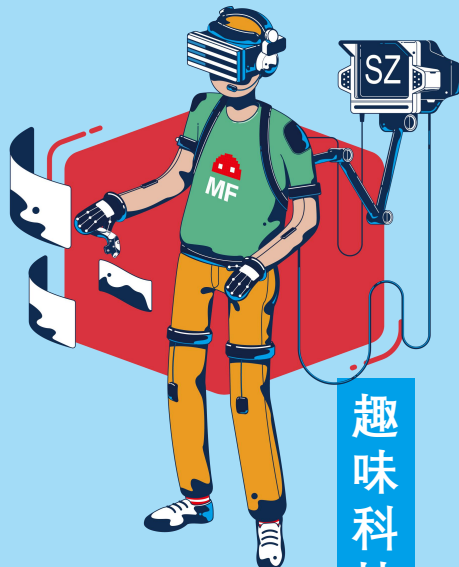
The theme of the event is “Return to the Community, Connect Industry”, and the content will focus on solving the needs of industrial upgrading and developing with the industry to be more pragmatic. Combine this with Shenzhen The industrial characteristics of the city, while taking into account the fun, interactive and popular science of the event itself, the content focus of this year's activities will also focus on technological innovation and guide the connection of innovative technologies, solutions and industrial clusters.

创客市集 | 参展类型 Catalogue of booths



新技术

1. 生物技术
2. 开发板/套件
3. 智能家居
4. 可穿戴
5. 人工智能
6. IoT物联网方案



趣味科技

1. 机器人/机械臂
2. 机械小车
3. 虚拟现实 (VR)
4. 游戏



科技工具

1. 电子仪器
2. 飞行器
3. 3D打印机
4. 机械设备
5. 智能制造
6. 新型材料



传统手工

1. 手造原创设计
2. 工艺品
3. 旧物改造



教育、媒体

1. 教育平台
2. 教学产品
3. 学生作品
4. 科技、创意媒体

创新方案： Innovation

聚合全球100+专业创新科技方案，为产业升级赋能

Integrate over 100 expertise innovation, to reinvigorate traditional industries.

自动化
环保方案 绿色发展 机器人 芯片
增强现实 半导体 物联网 新农业
电子电器 AR 创新教育 大数据
虚拟现实 VR 无人机 跨界创新 文创
磁悬浮 新媒体 工业设计
新零售 电子工程 数字化制造
人工智能 智能制造

Maker Faire Shenzhen 2019深圳制汇节将回归社区，聚合、展示100+家来自全球20多个国家涉及多个行业的科技创新方案，为产业的创新需求提供更多可能性。

MFSZ 2019 returns to the community, aggregate and display 100+ technologies from more than 20 countries around the world involving multiple industries. Innovative solutions provide more possibilities for the industry's innovative needs.

Professional Participants:

定向邀请100+传统企业观展，寻找创新需求

100+ Traditional enterprises to attend, inspiration seeking.

Maker Faire Shenzhen 2019深圳制汇节聚焦于解决产业升级需求、与产业共发展等面向，拟邀请100+家传统企业到场观展，发起产业创新需求对话，引导创新技术、方案与产业集群的对接。

Maker faire Shenzhen 2019 focuses on fulfilling the needs of industrial upgrading and development with the industry. It is planned to invite 100+ traditional enterprises to attend the exhibition, initiate a dialogue on industrial innovation needs, and guide the connection of innovative technologies, solutions and industrial clusters.



Invited Attendees

创客论坛 Forum

主题：回归社区，连接产业

规划：一天共两场

规模：300席座位

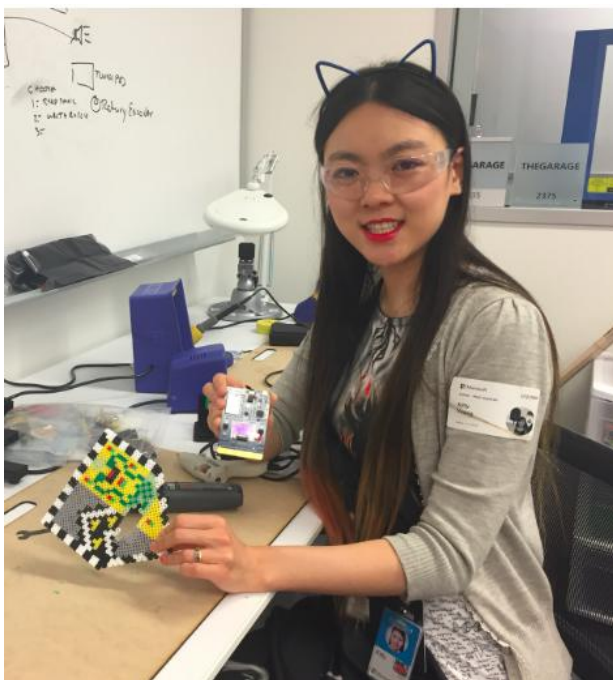
MFSZ创客论坛聚集业界领袖，分享科技、创意与经验。在历年的创客论坛聚集了来自学术、科技、教育、艺术等领域的创客大咖进行分享，内容兼具专业度与趣味性。今年的创客论坛将聚焦社区与产业两个维度，从社区角度邀请来自开源软硬件、可穿戴、开放科学硬件、设计艺术、Fab Lab等不同社区的创新者来分享社区创新发展的案例与经验；产业领域我们将邀请来自建筑、农业、制造、环境等领域的专家分享相应产业与创客社区之间的成功合作案例，并探索可能的合作方向，展望未来发展之路。



Maker Faire® Shenzhen



创客论坛 Forum | 拟邀嘉宾 Intended Talker



Kitty Yeung

物理学家 + 艺术家

Scientist and artist

哈佛应用物理学博士

Doctor of Applied Physics in Harvard

微软创新车库硅谷经理

Microsoft Garage Manager

可穿戴艺术家

Wearable Artist



Tomas Diez

城市规划设计师

City Planning Designer

IAAC Fab City研究实验室主任

IAAC Fab City Research Lab Director

巴塞罗那Fab Lab联合创始人

Co-founder of Fab Lab Barcelona



Scotty

第一个自主组装iPhone的创客

The 1st self-assemble iPhone creator

Strange Parts创始人

Founder of Strange Parts

YouTube博主

YouTube Blogger

创客论坛 Forum | 拟邀嘉宾 Intended Talker

更多拟邀嘉宾:



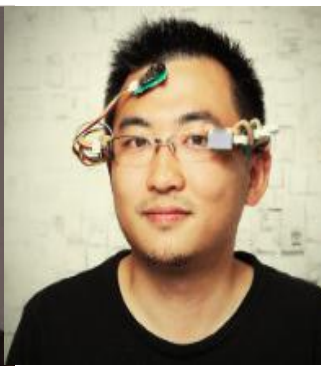
Yanick Kemayou



Alex Glow



Sabrina Merlo



Eric Pan



Jenny Molly



Cesar HARADA



Katia Vega

Maker Faire® Shenzhen



场地规划 Venue

名誉赞助商展区

B区

名誉赞助商展位 8 个 4*3m

展位尺寸:

4*3m

3*2.5m



B区下负一楼 大台阶

草坪 (6*12.4m)

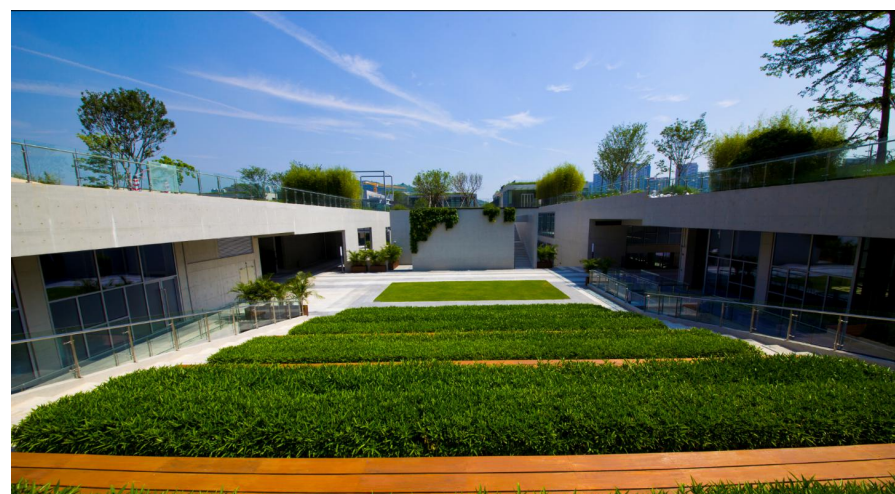
3m 过道

A1 A2

造型

B7

B8



Maker Faire® Shenzhen



场地规划 Venue

新创企业展区

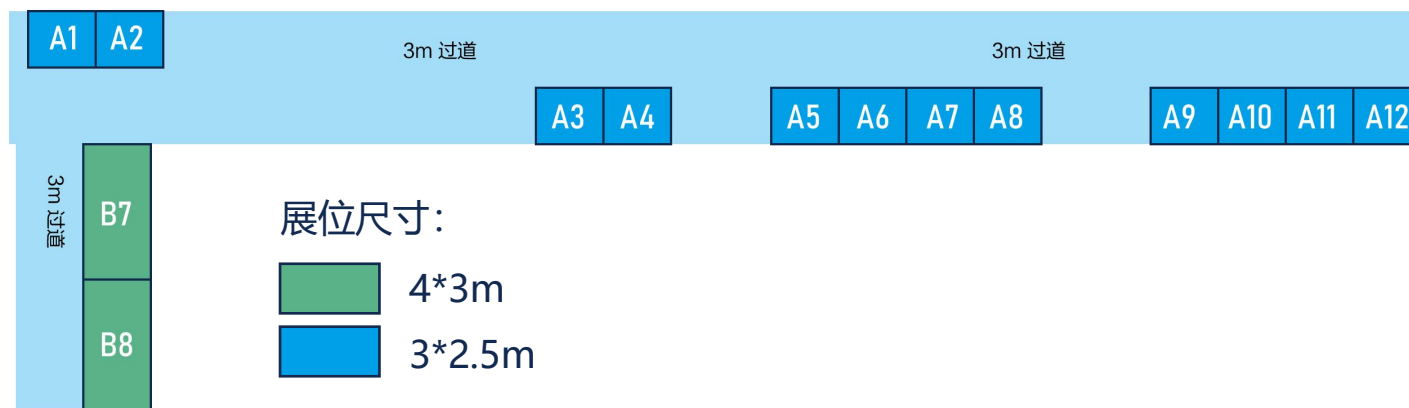
新创企业区展位共**37**个

B区负一层 (12个)

A区负一层 (25个)



B区新创企业区



场地规划 Venue

新创企业展区

新创企业区展位共**37**个;

B区 (12个)

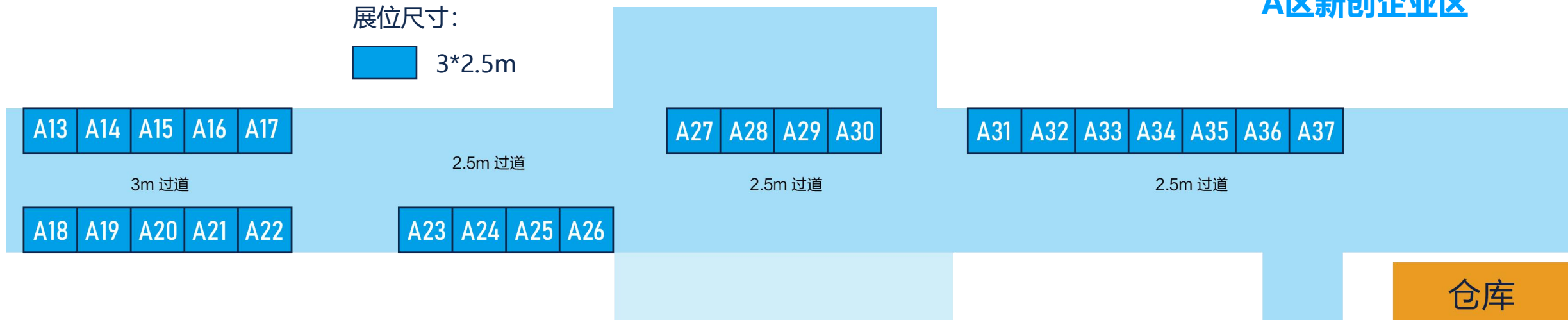
A区 (25个)



A区新创企业区

展位尺寸:

 3*2.5m



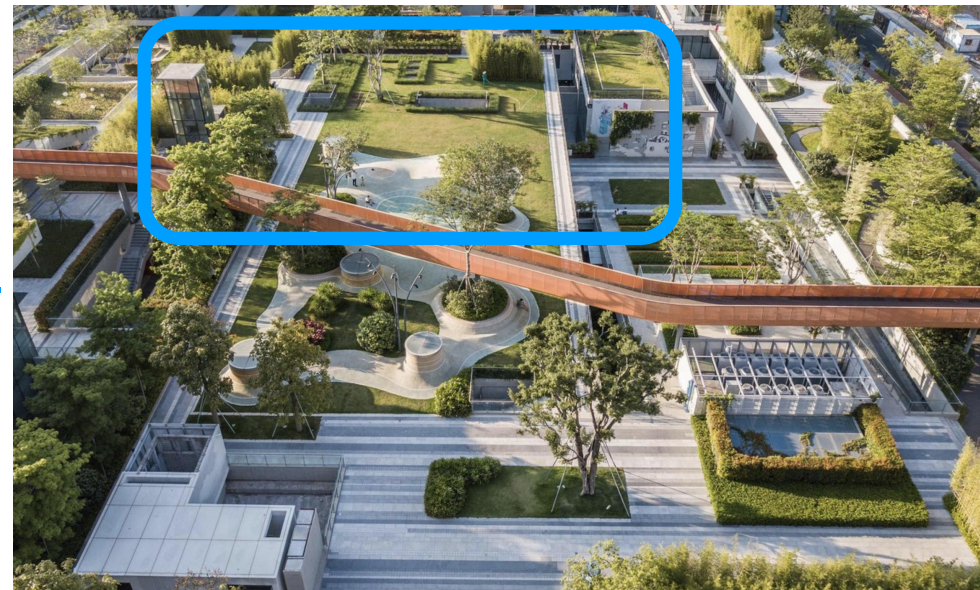
场地规划 Venue

个人独立展区

个人独立展位共**69**个

B区 (37个)

A区 (32个)



Maker Faire® Shenzhen



MFSZ 2019年 赞助方案
2019 MFSZ Sponsor Proposals

Maker Faire Shenzhen 2019 企业赞助方案

	回报方案	名誉赞助商（限额8名）	新创企业区展位（限额37个）
		¥80,000.00	¥10,000.00
名誉回报	可使用Maker Faire Shenzhen 2019 活动对应赞助商身份	√	
	Maker Faire Shenzhen 2019 商标使用权(至2020年11月10日)	√	
宣传回报	Maker Faire Shenzhen 2019网站Logo与链接露出	√	
	Maker Faire Shenzhen 2019微信公众号Logo露出	√	
	活动传播与媒体宣传中主动提到的身份：Maker Faire Shenzhen 2019名誉赞助商	√	
	活动线上宣传微信、网站宣传稿发布：1篇	√	
	活动现场导览图位置单独标注	√	新创企业区的区域指引背景板中露出企业名称、Logo和宣传语
	Logo出现在活动现场导览图尾页	√	
	展位内部背景板上露出企业LOGO及名称（主办方统一印刷）	√	√
现场回报	现场独立展位	12㎡于首要位置	7.5㎡于优秀位置(含基础背景板搭建)
	工作坊组织权限（2小时内）	1场	
	logo出现在嘉宾与参展团队参展证件上	√	
	展位内宣传资料派发	√	√
论坛回报	主持人播报鸣谢	√	
	企业宣传资料发放到论坛参会者：单页	√	
	企业产品或纪念品发放到论坛参会者	√	
	Logo出现在论坛背景幕布与其他指示系统中	√	

Maker Faire Shenzhen 2019 Booth Stand-up Reward Provision

	Reward Provision	Sponsor (quota 8)	Start-up booth (quota 37)
		¥80,000.00	¥10,000.00
Reputation return	Maker Faire Shenzhen event to correspond to sponsor status	√	
	Maker Faire Shenzhen trademark right to use (Until November 10, 2020)	√	
Propaganda Rewards	Maker Faire Shenzhen 2019 website Logo and link exposed, the forefront of independent display	√	
	Maker Faire Shenzhen 2019 WeChat public Logo revealed	√	
	Active communication and media propaganda in the initiative mentioned identity: Maker Faire Shenzhen 2019 Honorary Sponsor	√	
	Promotional WeChat on the event line, website propaganda release: 1 articles	√	
	Event site navigation map location individually labeled	√	Business names, logos and slogans are displayed on the regional guidance background board of the new venture zone
	Logo appears at the last page of event site guide map	√	
	Reveal the corporate LOGO and name on the internal background board of the booth (unified printing by the organizer)	√	√
Onsite Rewards	On-site stand-up booth	12m² in superior area	7.5m² Ground backing board setup included
	Workshop Organization permissions (within 2 hours)	√	
	Entrance tickets for the Logo are presented	√	
	Sharing of promotional materials for distribution	√	√ Provided by companies
Forum Rewards	Presenter Broadcast Acknowledgement	√	
	Corporate promotional materials distributed to Forum attendees: single page	√	
	Corporation products or souvenirs issued to forum attendees	√	
	Logo appears in the Forum background curtain and other instructions system	√	

名誉赞助商

Maker Faire Shenzhen 2019

限额8名
¥ 80,000

名誉回报

- 可使用Maker Faire Shenzhen 2019 活动对应赞助商身份
- Maker Faire Shenzhen 2019 商标使用权(至2020年11月10日)

宣传回报

- Maker Faire Shenzhen 2019网站Logo与链接露出
- Maker Faire Shenzhen 2019微信公众号Logo露出
- 活动传播与媒体宣传中主动提到的身份: Maker Faire Shenzhen 2019名誉赞助商
- 活动线上宣传微信、网站宣传稿发布: 1篇
- 活动现场导览图位置单独标注
- Logo出现在活动现场导览图尾页
- 展位内部背景板上露出企业LOGO及名称 (主办方统一印刷)

现场回报

- 现场独立展位4*3m
- 享有展位内免费特装套餐
- 1场工作坊组织权限 (2小时内)
- logo出现在嘉宾与参展团队参展证件上
- 展位内宣传资料派发

论坛回报

- 主持人播报鸣谢
- 企业宣传资料发放到论坛参会者: 单页
- 企业产品或纪念品发放到论坛参会者
- Logo出现在论坛背景幕布与其他指示系统中

Maker Faire® Shenzhen



深圳制汇节



Sponsorship

Maker Faire Shenzhen 2019

8 Quotas
¥ 80,000

Reputation return

- Maker Faire Shenzhen event to correspond to sponsor status;
- Maker Faire Shenzhen trademark right to use (Until November 10, 2020).

Propaganda Rewards

- Maker Faire Shenzhen 2019 website Logo and link exposed, the forefront of independent display (65mm*40mm);
- Maker Faire Shenzhen 2019 WeChat public Logo revealed;
- Active communication and media propaganda in the initiative mentioned identity: Maker Faire Shenzhen 2019 Honorary Sponsor;
- Promotional WeChat on the event line, website propaganda release: 1 articles;
- Event site navigation map location individually labeled;
- Logo appears at the last page of event site guide map ;
- Reveal the corporate LOGO and name on the internal background board of the booth (unified printing by the organizer).

Onsite Rewards

- On-site stand-up booth 4*3m;
- Workshop Organization permissions (within 2 hours);
- Entrance tickets for the Logo are presented;
- Sharing of promotional materials for distribution.

Forum Rewards

- Presenter Broadcast Acknowledgement;
- Corporate promotional materials distributed to Forum attendees: single page;
- Corporation products or souvenirs issued to forum attendees;
- Logo appears in the Forum background curtain and other instructions system.

Maker Faire® Shenzhen



深圳制汇节



新创企业区展位 Start-up Booth Maker Faire Shenzhen 2019

限额**37名**
¥ 10,000

宣传回报

- 活动现场导览图位置单独标注，新创企业区的区域指引背景板中露出企业名称、Logo和宣传语；
- 展位内部背景板上露出企业LOGO及名称（主办方统一印刷）

Propaganda Rewards

- Business names, logos and slogans are displayed on the regional guidance background board of the new venture zone;
- Reveal the corporate LOGO and name on the internal background board of the booth (unified printing by the organizer)

现场回报

- 7.5m²于优秀位置(含基础背景板搭建)；
- 展位内宣传资料派发。

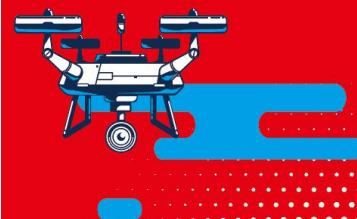
Onsite Rewards

- 7.5m² Ground backing board setup included;
- Sharing of promotional materials for distribution.

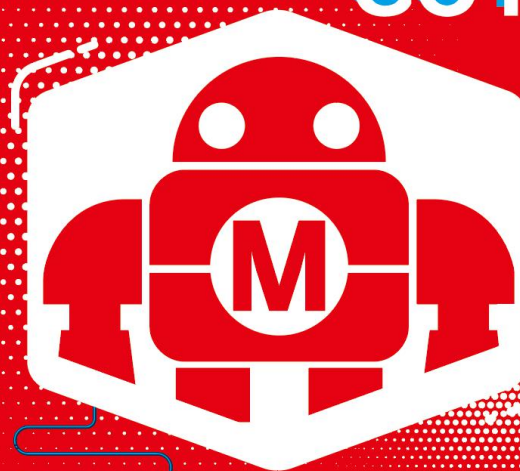
Maker Faire® Shenzhen



深圳制汇节



MAKERS GO PRO





MFSZ 2019 年亮点项目赞助方案
2019 MFSZ Highlight Sponsorship

亮点赞助方案（一）—— 产品定制研讨会

Sponsorship of highlight event 1. Production Customize Seminar

¥ 100,000
限额2场
2 Quotas

产品定制工作坊追求的是一个完整的工作小组通过团队协作，最终推出设计方法和创新解决方案的一种高效创新。

- 联合创客社区力量，深度了解企业产品形态；
- 沉浸式环境，从用户角度体验产品，发现产品痛点；
- 团队内部与柴火社区专业创客共同协作，在既定时间内获得产品创新方案或产品优化方案；
- 再现产品从0到1，再从1到1.5的诞生、优化的过程。

The product customization workshop pursues a complete work group through teamwork, which ultimately leads to an efficient innovation of design methods and innovative solutions.

- Cooperate with the community of the makers to gain a deep understanding of the product form of the company;
- Immersive environment, experience products from the user's point of view, find product pain points;
- The team cooperates with the professional makers of the firewood community to obtain product innovation plans or product optimization plans within a set time;
- Reproduce the product from 0 to 1, and then from 1 to 1.5, the process of birth and optimization.

索尼工作坊



亮点赞助方案（一）—— 产品定制研讨会

Sponsorship of highlight event 1. Production Customize Seminar

¥ 100,000
限额2场
2 Quotas

- 8小时定制活动;
- 邀请行业优质专业创客担任导师;
- 柴火定向邀请20名资深创客。
- 分组确定用户体验的弱点，聚焦解决方案、产品优化、场景铺设、行业互联交流。
- 至少产出4个概念方案。
- 8 hours of customized activities;
- Invite high-quality professional creators in the industry to serve as mentors;
- The site can accommodate up to 20 participants.
- Grouping identifies weaknesses in the user experience, focusing on solutions, product optimization, scenario laying, and industry interconnection.
- Produce at least 4 conceptual options.

服务回报:

- 前期组织人员分工策划;
- 定向参与者邀请(包括导师差旅费、专业创客招募组织费);
- 宣传材料设计制作（结合主题完成客制化设计及海报）。

Service Rewards:

- Team organization beforehand.
- Specific instructor invite (include tutor logistic cost and recruitment).
- Design posters/rollup materials.

现场回报:

- 场地规划;
- 场地布置（宣传物料、基本消耗品物料准备）;
- 工作餐、茶歇;
- 摄影记录。

On-site Rewards:

- Space renting;
- Venue set up beforehand;
- Meal and Tea break;
- Photographer.

宣传回报:

- 活动线上宣传，微信、网站宣传稿发布：1篇;
- 资料归档、报告总结。

Promotion Rewards:

- 1 article edit for event online promotion according to WeChat and website;
- Summarize report.

亮点赞助方案 (二) —— 创客交流Party

Sponsorship of highlight event 2. Maker Networking Party

¥ 50,000
一场独家
1 Quotas

赞助人具有15分钟的企业专场演讲介绍权限;
在本次交流Party里与国内外知名创客、创客名师一起make some noise!
与志同道合的人共享美酒、共享精彩。

The patron has a 15-minute business
Special presentations;
In this exchange party and domestic
Make famous noise from famous foreign makers and makers!
Share the wine and share the wonderful with like-minded people.

服务回报:

- 单项活动冠名权;

Service Rewards:

- Event to correspond to sponsor status.

现场回报:

- 现场活动背景板、入场门票Logo展示;
- 餐饮售卖权;
- 15分钟企业专场演讲介绍、主持人播报鸣谢;
- 企业产品现场摆放宣传;
- 摄影记录。

On-site Rewards:

- Logo appearance on ticket and backboard;
- Authority of drinks sale;
- 15min enterprise announcement and acknowledgement by moderator;
- Products display on site;
- Photography.

宣传回报:

- Maker Faire Shenzhen 2019网站相关板块Logo 与链接露出;
- Maker Faire Shenzhen 2019微信公众号相关宣传文章提及:1篇

Promotion Rewards:

- Maker Faire Shenzhen 2019 website Logo and link exposed;
- 1 article edit for event online promotion according to WeChat and website;



预计邀请人数: **200+**
Participants Capacity: **200+**
参与类型: 参展商、论坛嘉宾、社区合作伙伴。
Participants: Exhibitors/makers, speakers,
and community partners.

亮点赞助方案 (三) —— 定制拍照点赞助

Sponsorship of highlight event 3. Customized Photo Spots

¥ 20,000

该项目属于定制类产品，定制LOGO背景可用于拍摄趣味性风格的照片、公司形象墙等。柴火可以提供完善的设计服务，题材丰富，更能根据您的要求灵活变动。

The project is a custom-made product, and the custom logo background can be used to capture interesting style photos, corporate image walls, and more. x.factory can provide perfect design services, rich in subject matter, and more flexible according to your requirements.

回报:

- Maker Faire Shenzhen 2019 拍照点单款设计;
- Maker Faire Shenzhen 2019微信公众号相关宣传文章提及:1篇(拍照点宣传合集);
- 活动现场展示回报

Rewards:

- Customize design for a specific photo spot on Maker Faire Shenzhen 2019;
- Media reward: 1 article on WeChat official account of MFSZ (collections of all designs & photo spots);
- Onsite reward: brand showcase and exposure.



Maker Faire Shenzhen 2019 企业赞助费用构成 Sponsorship Breakdown

	回报方案	费用
宣传回报	活动线上宣传微信、网站宣传稿发布：1篇	5,000
	Logo出现在活动现场导览图尾页	5,000
现场回报	现场独立展位(含特装套装) – 4*3m ²	60,000
	工作坊组织权限 (2小时内)	10,000
	logo出现在嘉宾与参展团队参展证件上	5,000
论坛回报	企业宣传资料发放到论坛参会者：单页	10,000
	企业产品或纪念品发放到论坛参会者	
产品定制研讨会	8小时定制活动,前期组织人员分工策划与参与者定向邀请等；	100,000
创客交流Party	含活动冠名、物料准备、企业专场演讲等；	50,000
	Reward Provision	Cost
Propaganda Rewards	Promotional WeChat on the event line, website propaganda release: 1 articles	5,000
	Logo appears at the last page of event site guide map	5,000
Onsite Rewards	On-site stand-up booth 4*3m, include basic facilities.	60,000
	Workshop Organization permissions (within 2 hours)	10,000
	Entrance tickets for the Logo are presented	5,000
Forum Rewards	Corporate promotional materials distributed to Forum attendees: single page	10,000
	Corporation products or souvenirs issued to forum attendees	
Production Customize Seminar	8 hours of customized activities, early organization of staff division planning and participant invitations;	100,000
Maker Networking Party	Including the title of the event, material preparation, corporate special speech, etc.;	50,000



Maker Faire® Shenzhen

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联系我们 Email: **sponsor@chaihuo.org**

Interested in sponsoring **Maker Faire Shenzhen** please Contact us.

Email: **sponsor@chaihuo.org**