

2015 Innovation Festival Rules

Your participation in the 2015 Innovation Festival is subject to the following terms and conditions.

EXHIBITS:

- To ensure a consistent, high-quality look-and-feel for the Festival, you must use Smithsonian provided booths and tables. Do not bring additional booths, tables, or displays.
- As the Festival is educational and non-commercial in nature, do not include in your exhibit any corporate logos, product displays, discussions of products or other commercial messages or themes. You may include a proprietary name if necessary and appropriate for identification purposes, but it cannot be conspicuous.
- You must submit all exhibit materials and programming for Smithsonian advance approvals (e.g., proposed activities, speakers, signage, takeaways, objects, and interactives such as apps, online content, images, videos, etc.).
- Your exhibit should be accessible to visitors with disabilities.

PUBLICITY:

- All publicity, marketing and promotional materials will be coordinated by the Smithsonian. The Smithsonian will introduce you to the Festival's contact person who will coordinate all publicity.
- You are welcome to share the Smithsonian's press release, which will be posted on its Newsroom website. You are also welcome to re-Tweet from the Smithsonian's or USPTO's Twitter.
- If any you would like to engage in additional publicity and marketing, your activities must be approved in advance by the Smithsonian no later than eight weeks before the festival. This includes any public-facing use of Smithsonian names or references to your activities at the Museum or Smithsonian, whether in social media or traditional media. The Smithsonian, of course, will ask for your review of anything including your name.
- If you would like to send us your media contacts the Smithsonian will consider including them in its Media Advisory or in an individually directed communication, as appropriate.
- As many of the participants are inventors, the Smithsonian will work with you to try and find opportunities to have the inventor discuss his or her background and the story of his or her invention. But the inventor may not talk about products or commercial messages or themes.
- Be aware that the Festival will be photographed, filmed, and otherwise recorded by the Smithsonian or USPTO (the "Recordings") and that you, your likeness, statements, and exhibit may be captured on such Recordings. You agree that the Smithsonian and USPTO may retain, share, and use the Recordings for any purpose and in any media now known or later developed; you further agree that the Smithsonian and USPTO may use your name and affiliation in connection with the Recordings.



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INSURANCE AND INDEMNIFICATION:

You must maintain appropriate insurance for your activities. You shall indemnify and hold harmless the United States and the Smithsonian, its agents and employees, from any and all claims, damages, or other liability arising out of your participation in the Festival.

GENERAL:

Smithsonian Policies and Procedures Apply. You are fully responsible for your actions in connection with the Festival and shall take all reasonable steps to ensure compliance with applicable Smithsonian policies and procedures, including but not limited to these rules. The Smithsonian reserves the right to deny the use of its facilities to any person or organization at any time and to deny the continued use of said facilities to anyone who does not comply with the Smithsonian policies and procedures. Decisions of the Smithsonian are final and binding.