FRONTIERS
EDINBURGH INTERNATIONAL SCIENCE FESTIVAL 2019
CALL FOR IDEAS
BACKGROUND TO THE FESTIVAL

WHAT WE DELIVER...

Edinburgh International Science Festival was the world’s first public science festival, and remains one of the largest and best in the world. Established in 1989, we are an educational charity that inspires people of all ages and backgrounds to discover the wonder of the world around them.

Each year the Festival puts on a programme of over 250 activities – workshops, shows, demonstrations, hands-on activities, discussions, conversations, exhibitions and interactive events – at venues across Edinburgh. The Festival attracted 175,000 visitors in 2018. We produce many of the events ourselves, but opportunities exist for like-minded organisations or individuals to deliver events that complement the programme devised and presented by the Festival team.
WHAT THE FESTIVAL INvolVES…

...CITY ART CENTRE
The centrepiece of our family programme sees the Festival take over Edinburgh’s City Art Centre with our own content. Aimed at 3–11 year olds, there’s a huge range of interactive workshops and activities under one roof, plenty to keep enquiring young minds and hands busy!

...WORKSHOPS, EXHIBITIONS AND DROP-IN ACTIVITIES
We create our own workshops, exhibitions and drop-in activities as well as welcoming proposals for these activities from external partners. From fully interactive large exhibitions that require a dedicated self-contained venue to a small table-top activity as part of a larger event such as our Pop-Up Science programme, we have room for all ideas.

...SHOWS AND PERFORMANCES
Each year we curate a programme of creative shows and performances that offer an alternative way for visitors to experience the Festival and pose scientific and creative challenges.

...ADULT PROGRAMME
As well as its family activities, the Festival also delivers a vibrant and varied programme for adults; everything from straight presentations to thought-provoking panel discussions and interactive events. These events take place throughout the city, with a particular focus at our Festival hub.

...AROUND THE CITY
Edinburgh and its surrounds are well served with a host of permanent venues dedicated to presenting science and technology in interesting ways year round. Many of these like-minded organisations come together during the Festival to present a special programme focusing on and celebrating science. We are also keen to hear about any one-off festivals, theatre or music performances, etc. that touch on science and that might complement our programme.
HOW TO GET INVOLVED

Anyone can submit a proposal to the Call for Ideas, and we are always keen to hear from people with a fascinating concept to communicate and exciting way of doing it. We are looking for events for both our family and adult programme, in an assortment of engaging formats; whether it be inspiring presentations, thought-provoking discussions and interactive events, or shows, workshops and performances – any format which engages audiences with science in an exciting way.

Many individuals and organisations take part in the Festival each year including universities, learned societies, research councils and media outlets.

Want to get involved? Use this infographic to find the participation option that suits you best.

I AM A...

PUBLISHER
Publishers representing popular science authors can submit proposals for author talks with associated book signings.

LOCAL VISITOR ATTRACTION
High quality public venues based in and around Edinburgh that organise activities that tie in with the Science Festival programme. You must represent a physical venue to qualify for this category.

INDEPENDENT PROFESSIONAL
Individuals such as professional science communicators, artists and performers interested in bringing a show, performance, talk, workshop, installation or exhibition to the Festival.

OTHER STAKEHOLDERS
Organisations such as university departments, charities and learned societies looking to hold an event in our programme making use of our facilities. Events may include talks, shows, performances, installations, workshops and exhibitions.

PARTICIPATION FEE

WAIVED

£350 PER EVENT LISTING

TALK TO US ABOUT YOUR FEE

£350-1,250 PER EVENT LISTING

From £350 per event listing for a table top activity in a shared venue, depending on the space required.

£1,250 per event listing for an event in a dedicated Festival venue space.

BENEFITS

THE FACILITIES WE PROVIDE FOR STANDARD EVENTS INCLUDE

A VENUE

STANDARD AV EQUIPMENT

EVENT MANAGEMENT STAFF

BROCHURE AND WEBSITE EVENT LISTINGS

BOX OFFICE SERVICES

PUBLICITY

SUPPORT FROM OUR CREATIVE TEAM

ASSISTANCE WITH TRAVEL AND ACCOMMODATION COSTS, WHERE APPLICABLE.

IF none of the above applies to you or the participation fee is a barrier to your involvement, please contact EILIDH DUNNET on EILIDH@SCIFEST.CO.UK. ALTERNATIVE FINANCIAL ARRANGEMENTS MAY BE AVAILABLE.
NOTES ON PARTICIPATION

ACCREDITATION
Event organisers are accredited with a line entry of 'Presented by X' alongside relevant event entries. If you are interested in logo branding within the brochure, online and at the event, please contact our Development team.

BOX OFFICE REVENUE
With the exception of local visitor attractions, all box office revenue is retained by the Science Festival, unless otherwise negotiated and stated in the signed Participation Agreement. For Local Visitor Attractions, a 20% administration fee is retained from ticket revenue generated through the Festival box office.

CANCELLATION FEES
If an event is accepted and is cancelled prior to the printing of the programme, the event organisers will be liable for an administration charge of 50% of the participation fee per event. If the event is cancelled after the programme has gone to print, the organisers are liable for payment of the full participation fee per event.

SUBMISSION GUIDELINES
Please note that due to a high volume of submissions, inclusion in the Festival programme is not guaranteed. Preference will be given to events that demonstrate a commitment to best-practice science communication and to providing high-quality experiences. For a guide to what we are looking for and suggestions of how to make the most of your idea, please read our Tips on Developing and Delivering an Event document.

During the submission review process, you may be contacted by a member of our Creative team to discuss your event in more detail. After event selection is complete, we will notify you of the outcome of your submission by email.

If you have any questions that haven’t been answered in the supporting information please contact Eilidh Dunnet at Eilidh@scifest.co.uk

DEADLINE
The deadline for submissions is 5pm Friday 14 September 2018

PARTICIPATION REQUIREMENTS
We ask successful event organisers to:

- Develop and deliver your own event (however if publishers would like further advice on event development, a member of the Creative team will be able to work with you)
- Cover their own event costs including travel and accommodation of event participants (see the Additional Costs section on the next page for more details)
- Provide all information required by the Festival to publicise and host the event (see the timeline on the back page for a full checklist)
- Agree to co-market your event
- Additionally, local visitor attractions should demonstrate that their proposed festival activity supplements their ‘business as usual’ programme across the year, host events in their own venue and arrange all event logistics themselves
Would you like to have an enhanced presence at the Festival to showcase the work or your organisation or company to over 175,000 people? The Edinburgh International Science Festival is an excellent platform on which to increase the profile of your organisation in front of an enthusiastic and engaged audience that includes industry experts, academia, scientists and technologists, creators, makers and innovators. Our sponsors also enjoy invitations to exclusive events during the Festival, VIP events, private viewings, access to prominent cultural venues across Edinburgh with discounts on hospitality, as well as opportunities for staff engagement.

Sponsorship opportunities start from as little as £3,000 and our Development team can help you select the best opportunity for you and your organisation that will support your aims and objectives and deliver what you require. The team will collaborate with you to devise a bespoke package with a range of benefits that will help to maximise the profile of your organisation at the Edinburgh International Science Festival in April 2019.

**SPONSORSHIP BENEFITS INCLUDE:**

- Logo accreditation alongside your event listing in our brochure
- Onsite and on-stage branding at your event
- Opportunities to work with our Marketing and Communications team on targeted promotion of your event and sponsorship
- Exclusive invites and access to VIP parties and exclusive events for you and your colleagues
- A ticket allocation for you and your guests

Contact Hannah Schlesinger at hannahs@scifest.co.uk to discuss your needs and to develop a creative package that can benefit your organisation.
Festival VENUES
The Festival uses a variety of venues citywide and will endeavour to best match events to suitable locations. Unless you are representing a local visitor attraction or are proposing a site-specific piece it is likely that we will schedule your event in one of our own venues – do not make arrangements for your own external venue.

Audio Visual
Festival venues come equipped with standard AV equipment (PA, mics, screen, projector) and a technician. It is your responsibility to fund any additional AV equipment you require.

Other Equipment
The Festival may be able to supply basic equipment (tables, chairs etc.) but it is your responsibility to inform us of these requirements well in advance. If you have more complex requirements we will attempt to provide details of local suppliers.

For health and safety reasons, it is essential that the Science Festival is made aware of ALL equipment you intend to use for your event, irrespective of who is providing it.

Travel, Accommodation and Expenses
Event organisers are responsible for organising (and covering the cost of) all travel, accommodation and per diem expenses for their event participants. The Festival can provide details on request of designated Festival hotels, in which the majority of speakers will stay.

For Independent Professionals who are not associated with an organisation, the Festival may be able to assist with travel and accommodation costs where required. This is decided on a case-by-case basis.

Insurance
The Science Festival’s Public Liability Insurance covers public visitors to the Festival provided the activities of our participants are ‘safe’ as defined by our policy. If you need to see this policy, please ask for a copy.

Damage to or loss of exhibition stands and equipment is not covered by Public Liability Insurance. Event organisers are responsible for insuring their own equipment or stands.

Hospitality, Catering and Receptions
If you wish to organise a reception as part of your presence at the Festival, we will be happy to suggest local caterers and suitable venues. Similarly, if you wish to provide refreshments for speakers as part of your event, please let us know and we will put you in touch with the necessary catering staff.

Sales to the Public
The Science Festival Box Office opens approximately two months before the Festival. Except for certain specified events that must be booked in advance (which are indicated in the printed programme and online), tickets are also on sale at the venue 30 minutes prior to the start of an event providing the event is not sold out.

Ticketing Your Event
For the convenience of our visitors, the Science Festival insists on being able to hold tickets, or to take bookings, for every event listed in the programme.

The Festival will determine tickets prices and all ticket revenue is retained by the Festival, other than for Local Visitor Attractions.

For Local Visitor Attractions, all ticket revenue generated through the Festival Box Office will be reverted to the Local Visitor Attraction with the reduction of a 20% Box Office administration fee.
MARKETING, PUBLICITY AND MEDIA

The main vehicle for publicising Science Festival events is the printed programme, which is launched in February and distributed throughout Edinburgh, Scotland and the UK. Please note that until the launch, the contents of the Festival programme are under embargo therefore we will not promote activities through press, print or digital channels prior to this date.

If you intend to produce publicity material specific to your event (for example posters, leaflets, and online/social media content) it is imperative that the Edinburgh International Science Festival logo is included and that the Festival is supplied with a proof copy of the material before it goes to press.

Copies of the logo will be supplied to participants and other versions and resolutions are available from our Marketing team by email at Marketing@scifest.co.uk. We are happy to display material (subject to it containing our logo) at our Box Office and, where possible, at relevant Festival venues once the Festival starts.

The Festival endeavours to publicise as many events as possible, but is unable to produce a press release for every event. It is important that you publicise your event too and participants are encouraged to identify a newsworthy aspect of their event which will attract media interest and to aim to attract high-profile speakers and/or hosts. Please let our Marketing team know about your PR/media campaign in advance to prevent duplication of effort.

If you wish to discuss marketing and media options, please contact our Marketing team by email at Marketing@scifest.co.uk or call 0131 553 0325.

CALL FOR IDEAS TIMELINE

EARLY AUGUST  
Launch of Call for Ideas

AUGUST – MID-SEPTEMBER  
Call for Ideas is open to submissions

FRIDAY 14 SEPTEMBER  
Deadline for Call for Ideas submissions

SEPTEMBER  
Festival programming team reviews submissions

MID-OCTOBER  
Event selection finalised and successful event organisers are contacted

OCTOBER  
Collection of event information:
- Brochure copy
- Event participant details (speaker and host contact details, images and biographies)
- Images
- Venue details (for Local Visitor Attractions)
- Initial draft agendas
- Notes on any unusual logistical/tech/AV requirements
- Social media information
- Signed Participation Agreement completed with invoicing details
- Events are scheduled by the Creative team and dates communicated to event organisers

FRIDAY 16 NOVEMBER  
Deadline for event information and copy

JANUARY  
Brochure proofs sent to event organisers for fact-checking
- Collection of further event information:
  - Event technical and AV requirements
  - Finalised event agendas
  - Event risk assessments, where applicable
  - Requests for photography / filming

FEBRUARY  
Programme launch and events on-sale
- Participation fee (where applicable) invoiced to event organisers

MARCH  
Arrival and Festival information sent to speakers and event participants
- Collection of final details and last minute information

6-21 APRIL  
Edinburgh International Science Festival 2018

MAY  
Feedback form sent out
- Final wrap-up of financial agreements (where applicable)

CONTACT OUR TEAM!

If you have any questions about getting involved in the Science Festival, don’t hesitate to send us an email.

To discuss the Call for Ideas contact Eilidh Dunnet Eilidh@scifest.co.uk
To discuss partnership opportunities contact Hannah Schlesinger hannahs@scifest.co.uk
To discuss marketing and media contact Marketing@scifest.co.uk