**Application to Present**

**a 2015 Festival Experience**



The **What IF… Festival of INNOVATION AND IMAGINATION** invites you to propose an “**Experience**” (an exhibit, an experiment, an activity, a unique collaboration, or any other form of experiential interface that creates an important experience for the viewer/participant).

Express your own innovation and imagination or the imagination within your organization, group of friends, business, or company,

and devise a way to demonstrate it.

**Applications for 2015 WHAT IF FESTIVAL EXPERIENCES**

**are DUE by August 15, 2015, in order to be included in Festival Guide.**

(priority Festival locations will be given to applications that are submitted and have the Review Team approval by June 30)

# The **WHAT IF… Festival** is **September 19, 2015,** with select **Experiences** from throughout the region.

Hours of operation for the 2015 Festival are

**10:00 a.m. to 4:00 p.m.**

## **WHAT IS GOING ON?**

Objectives of the What IF… Festival are:

* Shine a light on varied forms of innovation and imagination. Show off cool people, cool businesses.
* Engage as many people as possible in a day of “wows!” together. Engage people of all ages in their own personally creative **experiences**. Celebrate together-share joy and aha’s!
* Cultivate creative collaborations and relationships that connect our community. Foster more innovation, invention, sustainability ideas, entrepreneurs, and creators.

## **THINK ABOUT THIS … ?!**

*Applications might:*

• Demonstrate innovative process, innovative product, or both.

• Show collaboration between/among surprising partners, such as among multiple usually unrelated businesses, or between technology and art, or ranching and dancing, or ??

• Span different cultures or geographical areas.

• Result in a presentation, play, interactive exhibit, installation, or some completely unexpected **Interactive** **Experience**.

**Looking Outside That BOX!**

Importantly, we invite applications showing innovation and imagination in **any** domain/discipline: arts, technology, business, education, culinary, retail, medical, sports, environment, ranching, gardening/farming, etc. We encourage applications in any other area including innovative inventions devised in your garage, or new processes for doing things.

“Thanks to all of you wonderful folks

for helping start a movement in our city…”

-- Judith Rice Jones, Permaculture

# **SHOW IT – WHAT WE NEED:**

Each application **must** show that:

• The proposed **Experience** is educational and not about selling a product. (Note: Sponsorships with product exhibition are available. Retail sales in the Bizarre Bazaar will have a separate application form.)

• The proposed **Experience** is in good taste, appropriate for a family-friendly event and professionally presented and/or executed.

Please complete one proposal for each **Experience**. We call each element of the Festival an “**Experience**”, whether it is an exhibit, an experiment, an activity or any other form of interaction that creates an experience for the viewer/participant. Use your imagination! Make people say “WOW!”

# **CRITERIA**

The following Selection Criteria will be used to evaluate Experience applications. The criteria are meant to give guidance to what we hope to see overall. Your proposal should clearly describe how it meets each of these criteria:

1. The proposed **Experience** is innovative and/or imaginative with a “Wow” factor for Festival attendees.
2. The **Experience** is engaging, interactive, and/or participative and educational.
3. The **Experience** is inclusive, sensitive to diversity, and does not judge others with different viewpoints or beliefs.

Criteria 4 thru 6 are special criteria and, though not required, are highly encouraged.

1. The proposal demonstrates collaboration (e.g., across communities, ages, disciplines, geographic areas, cultures, organizations and/or businesses, etc.).
2. The development of the **Experience** and the **Experience** itself are “Green.”
3. The **Experience** encourages **adults** to engage and discover their creativity!

**Festival Experience Application: FILL IT OUT NOW!**

Interesting Title(50 characters or less and avoid using acronyms):

Primary Contact Person

Name (first and last):

Company or Organization Name (if appropriate; individuals welcome):

Type of company or organization (e.g., education, business, arts, etc.):

Email address:

Phone number(s):

Collaboration Information

If this is a collaboration (we encourage them!), please supply information for one contact person for each collaborating community /company/ organization.

Name (first and last):

Company or Organization Name:

Type of company or organization (e.g., education, business, arts, etc.):

Email address:

Phone Number(s):

Information about the Proposed Experience

What is the Experience’s intent and how is it innovative and/or imaginative? (max 100 words)

*- Describe on an attached page –*

Describe the Experience to a Festival attendee unfamiliar with   
its subject matter, medium, etc. (max 250 words)

*- Describe on an attached page –*

Were you a participant before? How does this Experience differ? Keep your experience fresh by making it different.

We encourage Experiences to be "Green.” In what way, if any, is your proposed Experience considered Green? (max 50 words)

This Festival is for **ALL AGES.** What age group do you want to connect with? Check one: This Experience will be primarily engaging for –

🞏 All ages

🞏 Adults (older than 18)

🞏 Senior Citizens (60 and over)

🞏 Teens (12-18)

🞏 Children (12 and under)

You may also attach other information pertinent to your Experience to this application or specify digital links for:

* Address of websites or other links
* Scanned samples, examples, photos, etc.
* Image of an existing exhibit
* Technical paper or presentation on the topic
* Other

REQUIREMENTS:

Logistical Requirements

While we will try to accommodate requirements for accepted Experiences, we cannot guarantee that our spaces will accommodate them. Questions? Ask us!

Approved Experiences require a Participation Fee:

Your participation fee **includes** one table plus either a professional exterior tent set up FOR you **or** provision of interior space.Additional needs (chairs, extra tables, electrical) and special requirements will be at the exhibitor’s expense. Exhibitors may be required to use specific vendors to insure uniformity of festival presentation.

(Things to consider: indoors or outdoors, high ceiling space, dimensions and shape of space, stage and/or backstage needed, number of six-foot tables, power plugs (one device per plug), specific safety requirements, etc.). If you require an internet connection, please bring your own hot spot.

**Participant Fees depend upon when your application is received:**

**If received by July 1, 2015 $150**

**If received by August 1, 2015 $185**

**After August 1, 2015 $250**

* **includes professional exterior tent installed on location for you; or indoor site with table**

**Priority locations will be given to applications approved by June 30, 2015**

**A Certificate of Insurance indicating that Imagination Celebration and the City of Colorado Springs is listed as additional insured on your liability insurance policy must be faxed/emailed by August 15. (This is standard for festivals. Please contact us if you have any questions about this requirement. If you are selected for participation, please carefully read the contract you are provided.)**

Any special requirements for the space you need:

Do you plan to show large projected video at your exhibit?   
*(Captions are required for all videos with words. A darkened space is preferred for large projected video presentations.) Explain.*

Provide any other pertinent requirements or information   
for the Logistics Committee on an attached page.

Complete online form at: [www.whatif-festival.org](http://www.whatif-festival.org); OR, Fax to 719-597-3343 or mail to: WHAT IF Festival, 1515 N. Academy Blvd., Suite 200, Colorado Springs, CO 80909. Paypal options are also available.