



ST. JOSEPH 2021: FROM STEAM TO  
**STEAM**  
SCIENCE TECHNOLOGY ENGINEERING ARTS MATHEMATICS

August 20-21, 2021 - Civic Center Park

A family-friendly festival showcasing St. Joseph's contributions - past to present - in Science, Technology, Engineering, Arts and Mathematics

## CALL FOR LOCAL BUSINESSES, CREATIVES AND MAKERS FOR S.T.E.A.M. INNOVATION AND ACTIVITY ZONE

S.T.E.A.M. Innovation and Activity Zone: From meatpacking to scientific discoveries, from medical breakthroughs to creating the saltine cracker, St. Joseph has been on the frontier of discovery for generations.

Businesses, entrepreneurs, and creatives are invited to share their past successes, display their present accomplishments and give a preview of future endeavors.

St. Joseph's rich history and promising future can be attributed to many things, with our innovations in industry being one of the most important aspects of our success. From the innovation of the Pony Express as one of our first business adventures to the Kit Bond Incubator, business has played a tremendous role in defining our city.

St. Joseph 2021: From steam to S.T.E.A.M. is an excellent opportunity to highlight the innovations in industry over the course of the past 175 years. From the cornerstone of the Wyeth Hardware and Manufacturing Co. to the stability of Hillyard, to the forward thinking Kit Bond Incubator, these companies are the cornerstones of our prosperity.

To all of the mom and pop shops that celebrate our determination and perseverance, and the quirky and creative entrepreneurs that showcase our unique personality in their businesses, we continue to define our present and build our future.

### WHY PARTICIPATE:

This is a great way to showcase and brand your business as an innovative business located right here in St. Joseph. It is also a great way to reach the workforce of tomorrow.

### FESTIVAL SPECIFICS:

- Interactive Maker Faire-style exhibits featuring your innovations
- Including S.T.E.A.M. into your exhibit
- Exhibitor responsible for set up and tear down
- Exhibitor to run exhibit during festival hours
- A hospitality area will be available
- 24-hour security and onsite weather tracking
- This is an outdoor festival held regardless of weather conditions
- Allied Arts Council and the City of St. Joseph do not assume liability and are not responsible for any damage that may occur.

### FESTIVAL DEMOGRAPHICS:

We anticipate attendance at the two-day event to be between 8,000 - 10,000.

### MARKETING:

To help ensure a successful festival everyone in northwest Missouri will know about this event through our advertising and publicity campaigns. The marketing plan utilizes News-Press, KQTV and Eagle Radio with a digital presence via social media. All marketing will lead to website [stjoearts.org/2021festival](http://stjoearts.org/2021festival). The campaign will provide media content to newspaper, radio and TV stations within a 100-mile radius.

### FESTIVAL CALENDAR:

Friday, August 20, 2021  
8:00 a.m. - 3:00 p.m. Check In  
5:00 p.m. Festival Opens  
9:00 p.m. Festival Closes

Saturday, August 21, 2021  
9:00 a.m. Festival Opens  
9:00 p.m. Festival Closes

Contact: Allied Arts Council, 816-233-0231, [STEAM@stjoearts.org](mailto:STEAM@stjoearts.org)