Event Hosts!

Welcome to the community of hosts for events that are part of the annual Maryland STEM Festival. This guide provides information and materials for promoting your event and branding your event as part of the 2026 Maryland STEM Festival.
The goals of this guide are to help make participating as an event host as easy as possible and to ensure that new and returning event attendees have a great experience.
As an event host, you'll enjoy the prestige that comes with being a Maryland STEM Festival Event. You'll also benefit from our statewide network of promotions!

Thousands of participants will visit the Festival website (https://marylandstemfestival.org/) and look for events to attend. The Festival network is most effective when every event host participates. Let everyone know about your Maryland STEM Festival affiliation! Your event host kit contains lots of items that you can use.



Event Host Kit

- T-Shirts
- Hats
- Posters
- Bookmarks
- Stickers
- Banners (in-person events only)

Quantities are based on the final funds raised by the Festival. All hosts will receive all items, except banners, which are provided only for hosts with in-person events. A PDF of the event poster is available at the website with the Promotional Resources.

Social Media

Facebook
https://www.facebook.com/MarylandSTEMFestival

Twitter
https://twitter.com/mdstemfest

Instagram
https://www.instagram.com/mdstemfest/

YouTube
https://www.youtube.com/channel/UCq5nF02KmU64irzh2SBHjCA

Follow the Festival on social media to stay up to date on more engagement opportunities: @MDSTEMFest

Join the trend during the Festival by tagging us when you promote your event online:

#mdstemfest #mdstemfest2026

Promotional Resources

Download these and many more from https://marylandstemfestival.org/about/resources

Event Logos: The Maryland STEM Festival annual logo is available in 4 color configurations. Logos should be proportionately scaled if used smaller than the provided files. For example, always reduce height and width by the same percentage to ensure that the logo does not become distorted. Please make sure when using logos to maintain the correct logo perspective

Event Poster: A PDF of the Maryland STEM Festival poster is available for use in your promotional material. The final version will be posted on August 15th. The file can be printed on 8 x 10 paper or a larger size can be requested from Phil Rogofsky (mdstemfest@gmail.com).

News Release Template: This template guides you to creating a formal news release about your event, which you can distribute to local news outlets in your community, on social media sites, or on your organization's website.

Boiler Text: This text provides a standardized description of the Maryland STEM Festival that should be included in promotional materials about your event.

MARYLAND STEM FESTIVAL 2025

Before your event

Download your Event Host Kit!

We have created a variety of items to help you promote the Festival known a the toolkit and are available here

Promote your event!
Post your event to community event calendars and include a link to your event page on the Maryland STEM Festival webpage. Include the phrase "A Maryland STEM Festival Event" at the end of your calendar listing. through your favorite social media tools, too!

Display your banner and pavaosters in your lobby, elevator, café, or other public, high-visibility space.

TIP: Add @MdSTEMFest as a co-host to your event on Facebook or Twitter. We will share it with our audiences to give your event additional visibility.

Call local media outlets to pitch your event as a story idea! (optional)

Editors receive lots of news releases. Making personal contact with an editor or reporter can make the difference between getting coverage or not. Many media outlets will cover the event "as it happens," so the audience will not see and hear that coverage until the event has already happened. Be sure to promote your event BEFORE it happens!

During your event

- ✓ Hang the Festival banner and posters in a prominent location near the entry point for your event.
- ✓ Wear the Festival hats and t-shirts or use them as giveaways.
- ✓ During the opening remarks, please tell participants that they are attending an "Official Maryland STEM Festival Event"
- ✓ Ask everyone who is posting on social media to tag your organization and use the Festival hashtags.

#mdstemfestival

#mdstemfestival2026

- ✓ Take photos and post to your organization's Facebook, Twitter, and other social media accounts during the event. Remember to tag us, so we can share the fun!

@MDSTEMFest2026

- ✓ Close your event by thanking participants for attending "our Maryland STEM Festival event."
- ✓ Remind participants to visit www.marylandstemfestival.org to find other Festival events in the community and across the state.
- ✓ Remind participants to complete the attendee survey. Let them know that they will be entered in a raffle for prizes if they complete the survey.

After your event

Survey: We need your help to continually improve the Festival. Please complete the 2026 Maryland STEM Festival event host survey. Be sure to include estimated number of attendees.

We will send you the survey shortly after your event ends. The survey should take less than 10 minutes to complete. Hosts who complete the survey within 2 weeks after the end of the Maryland STEM Festival (Wednesday, December 1) will be entered into a special raffle just for Hosts.

Photos & videos: Send your high-quality photos and videos to mdstemfest@gmail.com for a chance to be featured in our 2026 Maryland STEM Festival Annual Report. Your photo might even make the cover! [Note: If photos include a child, please have a parent sign the release form.]

Quotes: Share brief blurbs, descriptions, or quotes from your participants. Send them to us mdstemfest@gmail.com and post them on social media and tag us @MDSTEMFest. We will share them through social media and other Festival materials to help illustrate the importance of the Festival.

