

## HOW IT'S MADE IN WISCONSIN

We are seeking corporations, organizations, and makers of all sizes and sectors to provide a **unique "behind-the-scenes" perspective** of Wisconsin-made products via facility tours, demonstrations or open house opportunities for your local communities as part of the Wisconsin Science Festival—October 16-26, 2025.



*Students who can picture themselves in high-tech workplaces are more likely to pursue STEM careers. So connecting these businesses with students while they're still in school is vital to building our workforce and maintaining our state's leadership in innovation.*

*~ Missy Hughes, WEDC Secretary and CEO*

### WHY?

1. Help communities learn more about the science and technology behind how products are made in Wisconsin and why they are important to our state.
2. The science festival's How It's Made in Wisconsin project provides opportunities for Wisconsin-based companies to **gain exposure and promote accessibility** of STEM to target audiences.
3. The Wisconsin Science Festival provides unique opportunities for youth to connect to experts in their own communities and learn about **potential career paths**.
4. No cost to participate, and companies will be highlighted as festival event host sites.

### HOW IT WORKS

1. Complete interest application to establish available dates, times and group sizes. Events can be open to the public or serve preregistered groups only depending on facility needs.
2. The Wisconsin Science Festival team will help connect, and supplement costs for, schools, community groups, 4-H volunteers, etc. in the area who are interested in attending.
3. Companies will be included in regional and statewide marketing efforts and will also receive additional materials to help promote their participation in the festival.



### Contact:

Sam Mulrooney, Wisconsin Science Festival Director

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[WiSciFest.org/HowItsMadeInWisconsin](http://WiSciFest.org/HowItsMadeInWisconsin)

## WHO ARE WE?

The Wisconsin Science Festival is a statewide celebration of events for people of all ages and backgrounds to connect with the science and art all around them.

## MISSION

The mission of the Wisconsin Science Festival is to inspire and engage us in the enterprise of science and discovery, to cultivate curiosity, and to communicate the power of knowledge and creativity to change our worldview. The science festival serves as a unique platform promoting collaborative innovation to enrich the next generation of global citizens. The Wisconsin Science Festival is presented by a growing coalition of the science and arts communities from across Wisconsin.

## AT A GLANCE

**What:** First launched in 2011, the Wisconsin Science Festival is a statewide event celebrating curiosity and creativity that brings people across the state in contact with scientists, educators, artists, manufacturers and more. Additional information can be found at [WiSciFest.org](http://WiSciFest.org).

**When:** Held for one week each fall. (October 15-25, 2026 - now a 10-day festival!)

**Who:** Everyone is invited! The festival includes activities for all ages and interests. The Wisconsin Science Festival garners widespread media attention, with some events capturing national press. Visitors come to events in Madison and around the state from as many as 17 different states, and the economic impact of the festival typically exceeds \$600K.

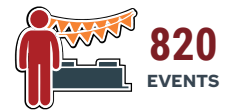
**Where:** Headquartered at the Discovery Building on UW-Madison campus, though festival events occur throughout Wisconsin in hundreds of communities and in venues ranging from state parks to museums to libraries to pubs.

## BENEFITS

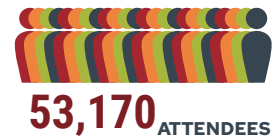
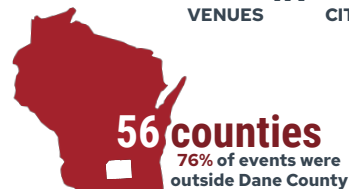
The Wisconsin Science Festival is a platform to:

- Promote the impact of our state's innovation and creativity.
- Highlight programs, technology, businesses and opportunities from all sectors to communities across Wisconsin.
- Heighten awareness of the fundamental importance of science literacy to our state's economy and foundation.
- Involve youth and our state's future workforce in quality and accessible engagement with the most contemporary STEM concepts.
- Engage broader audiences in discussion of issues in science, technology and society.

## 2025 FESTIVAL AT A GLANCE



196 IN 115  
VENUES CITIES



## PRODUCERS