

# An Introduction to The Forward Festival

**forwardfest17**  
AUGUST 17 - 24 >

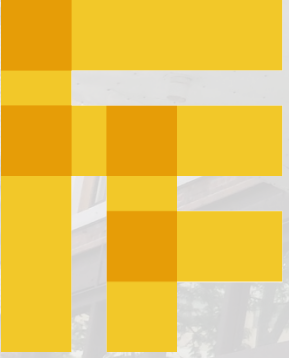


#FWDFFEST

# MAJESTIC

START UP SHOWCASE  
ACCELERATE MADISON  
CAPITAL ENTREPRENEURS  
FORWARD FESTIVAL

SEPTEMBER 9-2014  
DOWNTOWN STREET  
RENEW & REEMERGE  
#EQUIS



The **Forward Festival** is Madison's flagship technology and entrepreneurship festival. Since starting in 2010, it now attracts thousands of attendees and includes 8 full days packed with 40+ events. All events are organized by entrepreneurs, for entrepreneurs and encompass technology, food, music, social good, art, and more.



Goal is to **CONNECT** entrepreneurs to other entrepreneurs and to support organizations, as well as promote meaningful learning between entrepreneurs.

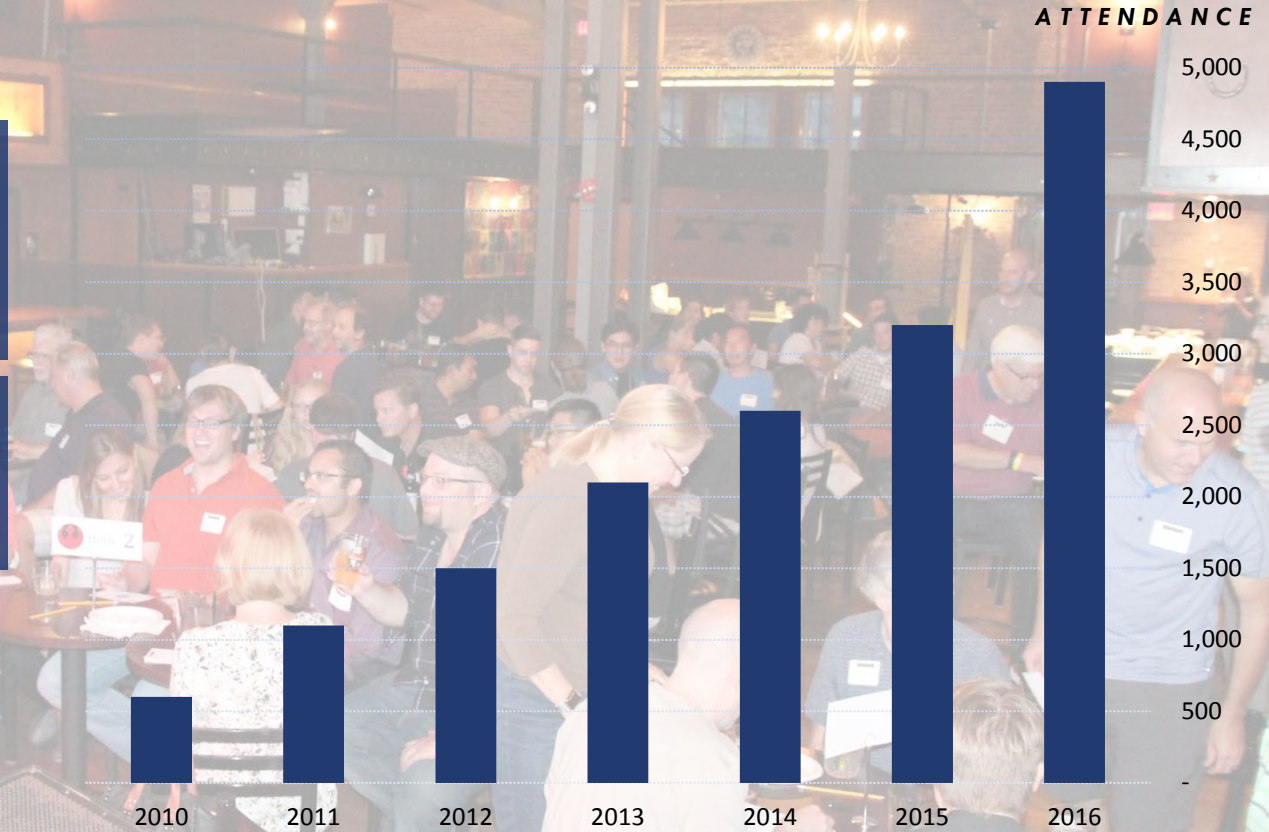
This is done through a series of grassroots events that are independently organized by multiple organizations all of which take place under the Forward Fest umbrella.

# Forward Fest has emerged as the largest event for entrepreneurs in Wisconsin.

(and even one of the largest in the country!)

## 2016 Festival Snapshot:

- 43 events
- 4,900 attendees



## Forward Festival events are:

- Open and Inclusive
- Cross-promoted
- Tied to Entrepreneurship



**What type of events take place?** Events range from full-day conferences and summits, to socials, pitch events, speaker sessions, panels, and more!

**Who organizes the events?** Most events are independently organized. Any group can host a Forward Festival event.

**Where do events take place?** Events are held at venues big and small all over Madison (mostly Downtown).

# A SAMPLING OF 2017 EVENTS

## FORWARD SUMMIT

The new Forward Summit brings together several new and returning Forward Fest events. Over 400 people at six+ event "tracks" by entrepreneurs for entrepreneurs, all in UW's beautiful Memorial Union, all on one day on August 22.



Also part of the Forward Summit: Data for Impact, Madison Tech Meetups, Healthcare Innovation, Kids STEAM Programming, and more!

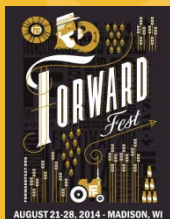


CHECK OUT THE 50+ EVENTS: <http://forwardfest.org>

# Our festival sponsors help make The Forward Festival possible



**Fun facts!** The Forward Festival emerges with fresh branding each year. It also has it's own beer — the Forward Festive-Ale — which is unique each year.





# THE FORWARD FESTIVAL

MADISON, WI

**August 17 – 24, 2017**

See the full event list and schedule: <http://forwardfest.org/>