



AUDIENCES

Traveling Exhibits Attract

- ▶ **Attendance** - drawing new and returning visitors
- ▶ **Memberships** - adding excitement, variety and value
- ▶ **School Groups** - seeking broad informal experiences
- ▶ **Attention** - capturing media and the public

"Traveling exhibits increase attendance, revenue, and audience reach. There is a significant drop in numbers if we go a season without a traveling show."

- COSI

Traveling Exhibits Spark

- ▶ **Discoveries** - introducing fresh topics and ideas
- ▶ **Discourse** - presenting current research and trends
- ▶ **Feedback** - testing topics before building permanent galleries
- ▶ **Insights** - exploring diverse perspectives and attitudes



INNOVATION

"Special exhibits play a huge role in helping us attract and renew memberships, and keeps them coming back."

- Minnesota Children's Museum



"We see a huge uptick in field trips with traveling exhibitions, particularly those with a historical or community focus."

- St. Louis Science Center

REVENUE



Traveling Exhibits Generate

- ▶ **Income** - increasing attendance and memberships
- ▶ **ROI** - costing far less than new or permanent exhibits
- ▶ **Sponsorships** - boosting local partnerships and support
- ▶ **Value** - helping hosts compete for discretionary spending

"Our travelling exhibit event plans include local scientists, guest speakers, sponsors and more. The benefits are new relationships that add value and rich content for our audiences."

- Science North

Traveling Exhibits Support

- ▶ **Your Mission** - bringing timely relevant content
- ▶ **Partnerships** - building relationships with stakeholders
- ▶ **Local Economies** - positively impacting communities
- ▶ **Sustainability** - reusing resources through repeat travel

COMMUNITY

