THE VALUE OF TRAVELING EXHIBITS

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

INNOVATION
- 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

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

COMMUNITY
- 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

"We see a huge uptick in field trips with traveling exhibitions, particularly those with a historical or community focus.”
- St. Louis Science Center

"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

"Special exhibits play a huge role in helping us attract and renew memberships, and keeps them coming back.”
- Minnesota Children’s Museum

"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

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