

Small Museums *Can* Host BIG Exhibits!

Rebecca Urban, Administrator
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Finding an Exhibit

- Look in history magazines and newsletters
- Search by topic on the internet
- ProgrammingLibrarian.org



Abraham Lincoln:
Self-Made in America

Booking the Exhibit

- Make sure your physical space can accommodate the size of the exhibit
- Book early to get a good date
- Make sure you give your organization enough time for set up/tear down around shipping dates
- Look for grants if extra funding is needed





Planning the Exhibit

- Visit the exhibit at another venue if possible
- Set up a calendar to stay organized
- Tie your exhibit in to other local events
- Consider having a gift shop if you don't already have one
- Make sure you allow for enough staff & volunteers



Media & Advertising

- Send a good press release!
- Utilize FREE resources such as online calendars and social media
- Post flyers in local shops, post office, library, etc.
- Use paid advertising if necessary

THE PENINSULA VALLEY
HISTORIC & EDUCATION FOUNDATION
Peninsula History

Abraham Lincoln:
Self-Made in America
FREE EXHIBIT
July 3 - 28, 2010
G.A.R. Hall & Museum
1785 Main Street (State Route 303)
Peninsula, Ohio 44264
www.peninsulahistory.org


Reaching Out

- Local & regional schools
- Boy & Girl Scouts
- Other historical organizations and societies



Setting Up the Exhibit

- Try to plan ahead how you will set up the exhibit
- Make sure you have able bodies to set it up
- Follow the directions!



Opening the Exhibit

- Set open hours that plenty of people can attend
- Special events during the exhibits
- Track your visitors with exit surveys
- Make it kid friendly and interactive! Coloring contests, dress up clothes, trivia, etc.



Final Thoughts...

- Consider offering special tours for groups
- Take lots of photographs
- It will most likely be challenging but worth it
- Have fun with it!

