Why create a compact traveling version of your exhibition?
- Advance your public, educational mission.
- Create opportunities to expand your organization’s visibility across the state (or country).
- Multiply the value of your time, energy, and other resources spent to create initial exhibition.

Elements of a compact traveling exhibition:
- Facsimiles (lower shipping and insurance costs; low security requirements).
- Primarily two-dimensional.
- Designed to be suitable for small to mid-size museums as well as "non-traditional” venues (such as libraries, schools, and community centers).

In general we are always considering:
- Portability
- Durability
- Repairability / maintenance
- Ease of installation

We imagine that, on the other end of the shipment, there are two volunteers with little or no museum experience. This informs many of the choices we make when developing a compact traveling exhibition.

Two primary display types:

WALL-HANGING:
(Example: Unsinkable: Voices from the Storm)
- Pros: Museum-like experience; relatively easy to achieve high-quality facsimiles; and most straightforward and affordable conversation to traveling show.
- Challenges: Wall space requirements and labor-intensive installation.
- A few tips:
  - Standardize frame/panel sizes (for ease of crating and installation).
  - Choose frames/panels that are easy to repair
  - Do not use glass or paper backings.
  - If possible, include label information within the frame.

FREESTANDING:
(Example: Forgotten Gateway: Coming to America Through Galveston Island)
- Contact Melissa at mhuber@humanitiestexas.org or (512) 663-5864 for vendor information or to discuss different types of freestanding display systems and their pros/cons.

Shipping:
- GROUND is often the most affordable option, but “dimensional weight” will determine your cost.
  - Take this into consideration DURING design, not AFTER!
  - If FREIGHT . . . negotiate!

Options for shipping containers:
- ROTOMOLDED CASES: telescoping with wheels and handles.
- ATA ROAD CASES: Durable, easy to handle, and easily repurposed for future exhibitions.
- WOOD CRATES: 4” riser blocks for pallet jack (no wheels), handles, and reinforced corners.
- A few tips:
  - All crates or cases should fit through a standard 36” doorway.
  - Be conscious of the weight of each case or crate, and advise venue on what tools to have handy.

Be prepared to provide:
- Press release, publicity images, and clear instructions on the use of logos and credit language.
- Panel previews and detailed instructions for installation and packing.
- Programming suggestions.
TIPS AND CONSIDERATIONS FOR RESPONDING TO CURRENT EVENTS — EXHIBITIONS

An Event Happens!

Inspiration Strikes: In what way could/should your organization respond?
Consider
- Emotion surrounding the event
- Whether or not your organization (staff, building, etc.) is affected by the event
  - are you the best/rights ones to respond?
- The risks and benefits to you to create something?
  - time, money, audience, community involvement
- Who might be willing to partner with you with assets that reach your desired audience?
- Is the timing right?
  - If it will take significant time to do the project, will it still be relevant when it opens/occurs?
- Do you have the staff/volunteers to rely on to do it well?
- Give yourself permission to say, “it’s not something we can do right now.”

Defining the Work
- What is “it?”
  - program, exhibition, announcement, collecting initiative, documentation?

The Pitch to Partner/Collaborator/Funder/Administration
- Who best to do?
- Is there already a trusting relationship or is this a new, hoped-for one?
- You’ll need info on
  - basic details of what you want to do
  - amount of time needed and cost
  - audience reach — benefit and outcome as it pertains to your Mission
  - what you need from your partner/collaborator/funder/administration to make it successful
  - how you define success

Exhibition Planning
Consider
- Mission impact
- Community Action/buy-in needed
- Audience approach
- Space available
- Resources available (includes budget as well as staff time)
- Timeline

Marketing Responsibly
Consider
- Desired outcome
- Avoid-re-victimization if traumatic event
- Empower community; in solidarity with community
- Historical Record

Happening Now! Real Places Conference 2020
Session by Humanities Texas and the Texas State History Museum
Melissa Huber and Margaret Koch