

# Twenty-third Annual Excellence in Exhibition Competition

## About the Competition

The Twenty-third Annual Excellence in Exhibition Competition recognizes outstanding achievement in the exhibition format from all types of museums, zoos, aquariums, botanical gardens and any other types of non-commercial institutions offering exhibitions to the public. The competition is the joint project of the following AAM Standing Professional Committees (SPCs): Curators Committee (CURCOM), the National Association for Museum Exhibition (NAME), the Committee on Audience Research and Evaluation (CARE) and the Education Committee (EdCom).

## Eligibility

Any non-commercial institution offering exhibitions to the public may participate. Exhibitions may have been designed by a commercial firm for a non-commercial institution. Each institution that enters must have a team member that is a member of AAM.

The exhibition must have opened to the public between November 30, 2008 and November 30, 2010. To be eligible, exhibitions may not have previously won this competition. Exhibitions may only be submitted once to the competition.

## Entry Fees

A \$75 fee is required for each exhibition entered. Make checks payable to the AAM National Association for Museum Exhibition. For multiple entries, submit one check for the full amount.

## Notification and Awards

Each winning exhibition will be featured in a program session at the 2011 AAM Annual Meeting in Houston, TX and a representative from each winning institution will be asked to do a short presentation. Winners will also receive national recognition in the AAM publication *Museum News*.

## Competition Policies

The SPC sponsors are not responsible for lost or damaged entries. All entry materials become the property of the SPCs and cannot be returned. Entrants agree to allow AAM and SPC sponsors to use photographs of winning exhibitions, at no charge, in AAM publications. Entrants warrant that they have the right to allow such use. Institutions will be credited in any published reference to winning entries. All materials (including overall exhibition budget) will be displayed during the Marketplace of Ideas at the 2011 AAM Annual Meeting in Houston, TX.

## To Enter:

Submit five CD-ROM copies of each entry, and one copy in print format. Label each CD clearly with the name of the institution and exhibition. To facilitate judging, please include each component in the order listed below and confine your answers to the word limits as indicated.

The following documents are referenced in the application requirements, and may be found online at: <http://name-aam.org>, [www.edcom.org](http://www.edcom.org), [www.curcom.org](http://www.curcom.org), [www.care-aam.org](http://www.care-aam.org), or from the competition coordinator.

Entry Form  
Standards for Museum Exhibitions  
Exhibition Budget Worksheet

1. *Entry Form* (see next page)

2. *Institutional Profile*: (500 words) Provide general information about your institution. This may include number of visitors annually, number of employees, description of the collection, titles of permanent exhibitions, number of special exhibitions opened annually, square footage of exhibition galleries, and other information relevant to your project.

3. *Institutional Approach*: (500 words) Provide an overview of how the exhibition supports your institution's educational mission, meets specific learning outcomes, and provides multiple levels and points of entry into content.

3. *Narrative*: (3000 words) The Council of Standing Professional Committees of AAM has developed Standards for Museum Exhibitions and Indicators of Excellence. For each of the six standards, provide a narrative in 500 words or less describing how your exhibition reflects the specific standard, and why it represents excellence.

4. *Audience Awareness and Evaluation*: (500 words) Identify the exhibition's target audiences. Describe the thinking or studies the exhibition team engaged in to gain insight into the interests of these audiences, and provide real evidence and examples of how this understanding was considered or incorporated into the planning process. Describe how the exhibition incorporated community in the development process, if appropriate to your project, and how it reflects a diversity of perspectives. Briefly summarize any studies the exhibition team conducted during development or after opening to understand the impact of the exhibition on its audiences and its relation to the project's goals.

5. *Exhibition Staff*: (500 words) List key in-house and contracted staff and describe their roles in the exhibition planning process.

6. *Exhibition Walkthrough*: In a Power Point document containing up to 20 images, provide a visual walkthrough of the exhibition. Each

image should be clearly keyed to the exhibition floor plan (see below). Include a 2-3 sentence explanation for each image in the Power Point notes. The purpose of the images is to give a sense of the exhibition as a whole. We strongly encourage you to submit images of the public interacting with your exhibition.

7. *Floor Plan*: A single sheet keyed to walkthrough. Include square footage and scale.

8. *Exhibition Budget Worksheet*: Only final exhibition budgets submitted in this format will be accepted.

9. *Public Programs*: (500 words) Describe the programs for school and/or public audiences including digital media if appropriate that were developed to accompany the exhibition, and explain how these worked in tandem with the exhibition's goals.

10. *Labels*: Include the introductory label (as you define it) and up to 5 additional labels that best communicate the look, feel and content of the exhibition. Labels should be presented in graphic form as they appear in the exhibition, not just as text.

# Entry Form

Museum Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone/Email \_\_\_\_\_

Contact Person \_\_\_\_\_

Exhibition Title \_\_\_\_\_

Date Exhibition opened to the public: \_\_\_\_\_

Date Exhibition closed or will close: \_\_\_\_\_

Institution's operating budget for the most recently completed fiscal year  
\_\_\_\_\_

## Type of Exhibition

- Traveling   
 Temporary   
 Permanent

Is your institution a 501c-3? \_\_\_\_\_

Are you a member of AAM? \_\_\_\_\_

If not, provide the name of one AAM member on your exhibition team.

Please send entry materials (5 CD-ROMs and 1 print version) to:

**Rita Mukherjee Hoffstadt**  
**Assistant Director of Traveling**  
**Exhibits and Special Projects**  
**The Franklin Institute**

222 North 20th Street  
 Philadelphia, PA 19103-1194  
 215-448-1309  
 rmhoffstadt@fi.edu

**PLEASE POSTMARK ENTRIES  
 BY JANUARY 14th, 2011**

<b>Direct Exhibition Costs</b>	
Fabrication and Installation	\$
<small>(includes construction of all exhibit elements as well as prototypes, media, interactives, mannequins, painting, photo reproduction, lighting supplies, and similar costs)</small>	
Staff expenses	\$
<small>(includes travel, books, office supplies, etc. -- excludes salaries)</small>	
Collections	\$
<small>(includes conservation, shipping, loans, storage and other related expenses)</small>	
Consultants	\$
<small>(includes fees and expenses related to content experts, designers, evaluators, etc.)</small>	
<b>Total Direct Exhibition Costs</b>	<b>\$</b>
<b>Additional Project Costs</b>	
Educational Programs and Materials	\$
<small>(includes presenters' honoraria and expenses, printing, curriculum materials, etc.)</small>	
Publications	\$
<small>(includes print and electronic materials including catalogues, gallery guides, websites)</small>	
Marketing	\$
<small>(includes advertising, publicity, and related costs)</small>	
<b>Total Additional Project Costs</b>	<b>\$</b>
<b>GRAND TOTAL</b>	<b>\$</b>
<b>(Direct Exhibition Costs + Additional Project Costs)</b>	