

Administrative Resources

- Exhibition Support Manual featuring administrative information, resource materials for developing local exhibitions and programs and exhibition-specific information (script, installation instructions, etc). A modified version is provided to all local hosts.
- Museum on Main Street web site (www.museumonmainstreet.org) and listserv MoMS@SI-LISTSERV.SI.EDU provide up-to-date and on-going opportunities to get immediate answers to project questions.

Workshops and Meetings

- National MoMS Orientation Webinar for first-time state council staff members to meet with Smithsonian project directors two years in advance of the tour
- National Planning Meeting—State council staff members meet with project organizers and exhibition curators about one year in advance of the state tour; travel expenses are covered by Capacity Building credit and MoMS.
- State Program Planning Workshop—Each state council is asked to **host** a program planning workshop for all local host sites, 6 to 9 months prior to the exhibition opening. MoMS will provide presentation material to prompt in-depth discussion about the exhibit. SITES personnel attend and provide the content overview. Travel expenses for SITES personnel covered by MoMS. All other meeting expenses covered by state council.
- Installation Workshop—Each state council is asked to **host** an installation workshop for all participating venues at the site of the exhibition's state opening, just prior to the opening. SITES personnel attend and provide the installation training. Travel expenses for SITES personnel covered by MoMS, all other meeting expenses covered by state council.

Public Relations/Marketing

- Full participation in national publicity efforts by the Smithsonian.
- Smithsonian web page featuring each state's itinerary
- Marketing materials: national press release, digital logos and images of exhibition, and news release templates for local use.
- One multi-colored outdoor banner with state council name.
- Full-color promotional poster with state council logo (350 posters--50 each for six venues and 50 for state council).

Fundraising Resources

- As required, letters of support from SITES and exhibition curator
- Sample press clippings and testimonials from previous participating humanities councils
- Opportunities to provide underwriting credit on exhibit title panel

Education Materials

- Docent training guide
- Links to online educational resources at www.museumonmainstreet.org.