

The following is a list of suggestions for strategic use of the printed materials you will receive as a local host of a MoMS exhibition. You can preview these materials by visiting the on-line local coordinator notebook in the Administrative section of the MoMS website at [www.museumonmainstreet.org](http://www.museumonmainstreet.org). As you and your Marketing Committee develop a distribution plan for these materials, be sure to consult with your state tour coordinator as state councils often create their own printed materials to further promote the tour within the state and you may need to also incorporate their materials into your distribution plan.

**NOTE:** *Posters, postcards and brochures are specially printed to include the name of the state humanities council. Every site will get a limited supply. As a cost-saving measure, these are printed in "batches" several years in advance. Therefore, Museum on Main Street is not able to accommodate requests for additional copies of the posters or brochures, so use your allotment strategically!*

## Exhibition Poster

- The exhibition poster includes space on which you can print your facility's name and the dates when the exhibition will be in your community. Be sure to include this information before distributing any posters!
- Approximately 3 weeks before the exhibition opens and during the exhibition stay, display posters at the following locations in your community: Banks, Post Office, Restaurants, Library, Community Centers, etc. Be sure to also display the poster at all organizations that are partnering with you on your program events. Don't forget to check on the condition of the posters regularly and replace as necessary.
- Withhold a few posters as gifts (possibly framed?) for special guests (elected officials, key funders, etc.) or key project personnel. Present the poster to them in a public setting.
- Be sure to keep one or two copies of the poster for your institution after the exhibition has left. Consider having all volunteers sign one copy, frame it and hang it in your lobby or administrative offices as a reminder of your MoMS experience.

## Exhibition Postcards

Use the postcards as a marketing device: Using address labels print out on a computer the basic information of your exhibition showing: location, dates, times, program events, contact info, etc. Affix labels with this information to the back of the postcard and mail them out to targeted audiences (teachers, senior centers, service clubs, media, friends/patrons of the host institution):

- as "teasers" for the exhibition coming
- to invite people to a preview showing
- to inform teachers/senior centers of how to schedule group tours
- to solicit volunteers
- Package the postcards into groups of ten for sale in your museum's gift shop or area businesses. Perhaps accompany them with complimentary postcards from your institution or community. Proceeds go towards program expenses for the exhibition.
- Award a set or two of postcards as door prizes when speaking about the upcoming exhibition with the local Rotary chapter, service clubs or other community groups.

- Use the postcards as “ornaments” on a Christmas tree promoting the exhibition’s anticipated arrival. This works well for a holiday “Parade of Trees” event, or for Christmas trees displayed in public places (museum, town hall, etc.)

### **Exhibition Banner**

Be sure to securely hang the banner in a prominent manner on the exterior of the building hosting the exhibition. The banner should be up for the entire duration of the exhibition’s showing.

- Consider developing and hanging additional banners to promote the exhibition’s arrival: “The Smithsonian is Coming! . . .” Often local businesses will contribute to the costs for such banners.