



Exhibit Small Talk – Tips for Hosting *Nano*: Marketing Strategies

Christina Akers, Exhibit Developer & MW Regional Hub Leader for NISE Net at SMM

Ali Jackson, Director of National Collaborative Projects at the Sciencenter

Emily Maletz, Graphic Designer at Emily Maletz Graphic Design

Denise LeBlanc, Director of Learning Experiences at The Discovery Museums

Allison Schwanebeck, Director of Exhibits at the Science Center of Iowa

Louise Schlesinger, Marketing Director, WonderLab Museum of Science, Health & Technology

Agenda

- Welcome & Introduction
- NISE Net Resources: Marketing Guide
- NISE Net Resources: Graphic Materials
 - Q & A on NISE Net resources
- Partner Presentation: The Discovery Museums
- Partner Presentation: Science Center of Iowa
- Partner Presentation: WonderLab
 - Q & A on Partner Presentations



Icebreaker!

Have you used any NISE Net mini-exhibition marketing resources before?



Miami Science Museum – Florida



University of Puerto Rico – Humacao



nano
exhibición
desde el
14 de marzo de 2013
presentado por:
Partnership for Research &
Education in Materials

en el Museo Casa Roig

MUSEO CASA ROIG
NISE network
NISE

¡Abierto ya!

nano
exhibición

Horario:
Lunes a viernes de 8:30 a.m. a 4:00 p.m.

Información y reservaciones para grupos:
Sra. Lynette Rivera
787-850-0000 Ext. 9027 (PREM)
lynette.rivera@upr.edu

Sra. Teresa Brigantti
787-852-8380 (Museo Casa Roig)
teresa.brigantti@upr.edu

¡Gratuito y apto para tod@s!

MUSEO CASA ROIG
NISE network
NISE

Science Museum of Minnesota



Right side: Atrium Stage



Left side: Experiment Gallery Activity Station



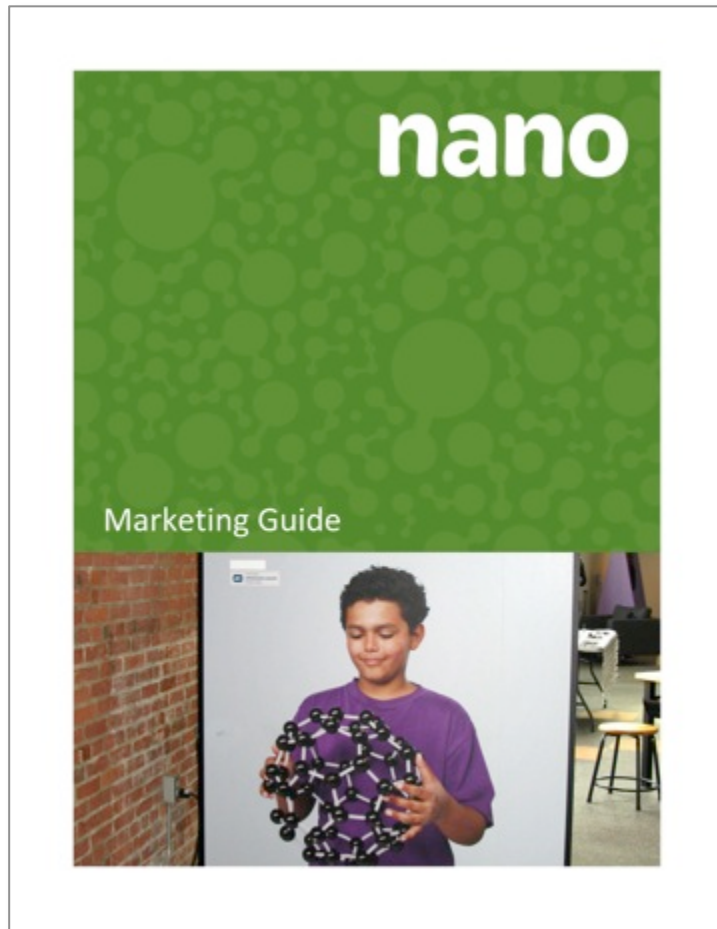
Avoid reinventing the Wheel!

NISE Net Resources

- Marketing, Planning & Style guides
- Ready-to-use promotional materials
- Publicity photos and Website icons
- Signs, banners, and posters
- Training videos & orientation materials
- Suggestions for adapting materials
- Evaluation guidelines & templates
- Seasonal Programming







Marketing Guide



Exhibition Color Specifications

Dark Purple, Green, Blue, and Light Blue are the primary colors of the Nano exhibition color palette.

	PMS 279 C 100 R 38 M 100 G 34 Y 25 B 96 K 25		PMS 370 C 55 R 86 M 0 G 139 Y 100 B 45 K 35
	PMS 632 C 85 R 0 M 22 G 154 Y 21 B 186 K 0		PMS 290 C 13 R 219 M 4 G 250 Y 5 B 254 K 0

Official Name and Tag Line

The official name for the exhibition is:
Nano

The official tag line for the Nano exhibition is:
imagine and discover a world you can't see!

In Spanish:
¡Imagina y descubre un mundo que no puedes ver!

nano
Mini-Exhibition Marketing Guide nisenet.org

Available for download on nisenet.org catalog



Marketing Guide

Sample Press Release

Your logo here



Date:
Contact:
Phone:
Email:

Experience Nano at [Name of your organization]

[Insert your local Nano exhibition opening date, location, and specific event information here].

Nano – *Imagine and discover a world you can't see!* at [your institution] is a new engaging exhibition for family audiences about nanoscale science, technology, and engineering (nano). Join us to imagine and discover the nanoscale world—a world so tiny it's too small to see! This 400-square foot exhibition includes hands-on, interactive exhibits that invite exploration of nano phenomena and real world applications and implications.

At the *Small, Smaller, Nano* exhibit, you can play with magnets to explore how material behaves differently at different sizes. At the *Build a Giant Carbon Nanotube* exhibit you can use foam construction pieces to make a large model of a tiny structure called a carbon nanotube. There are plenty of examples of nano in nature, technology, and your own home. *Where Can You Find Nano?* lets you listen, look, and touch to discover nano all around you. At *Balance our Nano Future*, a variety of blocks represent the challenge of trying to create a stable nano world—can you balance all the blocks on the tippy table? Throughout the exhibition, interactive panels provide information on tiny solutions for big problems, exciting technologies inspired by nature, and different perspectives on nanotechnology. The Nano exhibition includes a seating area with comfortable furniture and additional reading material about this important topic.




Visit whatisnanano.org for more information via digital media, video, podcasts, and more! An audio description for blind and low vision museum visitors is available at whatisnanano.org/ad, which may be downloaded at any time.

Nano is produced by the Nanoscale Informal Science Education Network (NISE Network) with funding from the National Science Foundation (NSF).

nano 16
Mini-Exhibition Marketing Guide nisenet.org

Sample Ads and Posters

We have created sample ads and posters for you to use in marketing the Nano mini-exhibition.



nano 18
Mini-Exhibition Marketing Guide nisenet.org


Available for download on nisenet.org catalog



Sciencenter – New York



Combined *Nano* and NanoDays marketing push





**March is *Nano* Month
at the Sciencenter**

Explore *Nano*: The New Exhibition
Opens Tuesday, March 6 at the Sciencenter

Celebrate NanoDays in Ithaca
Saturday, March 31 at the Sciencenter
Sunday, April 1 at Cornell's Duffield Hall

NanoDays™
The Biggest Event
for the
Smallest Science!

www.sciencenter.org
www.ccmr.cornell.edu/education
whatisnano.org

NISE   © 2011



Use of other NISE Net graphic resources



Nano Labels

What's
nano
about Ithaca?

At Cornell University, researchers are busy experimenting with everything from high-tech fabrics to nano-sized robots.



Nano research is happening all across the country.



whatisnanano.org

Customizable template for creating graphics specific to your institution.



Posters



Editable illustrator files, included with marketing materials, also available for download at:

http://www.nisenet.org/catalog/exhibits/nano_mini-exhibition



Ads

What's a carbon nanotube?
Come find out at the Nano mini-exhibition!

Now open at the
Sciencenter!

 Sciencenter

whatisnano.org · sciencenter.org



Grant No. 0940143

What does nano mean for me?
Come find out at the Nano mini-exhibition!

 Science
Museum
of Minnesota*

whatisnano.org · smm.org



Grant No. 0940143

What is that spikey stuff?
Come find out at the Nano mini-exhibition!

Now open at the
Science Museum
of Minnesota

 Science
Museum
of Minnesota*

whatisnano.org · smm.org



Grant No. 0940143

What's a carbon nanotube?
Come find out at the Nano mini-exhibition!

Now open at the
Sciencenter!

 Sciencenter

whatisnano.org · sciencenter.org

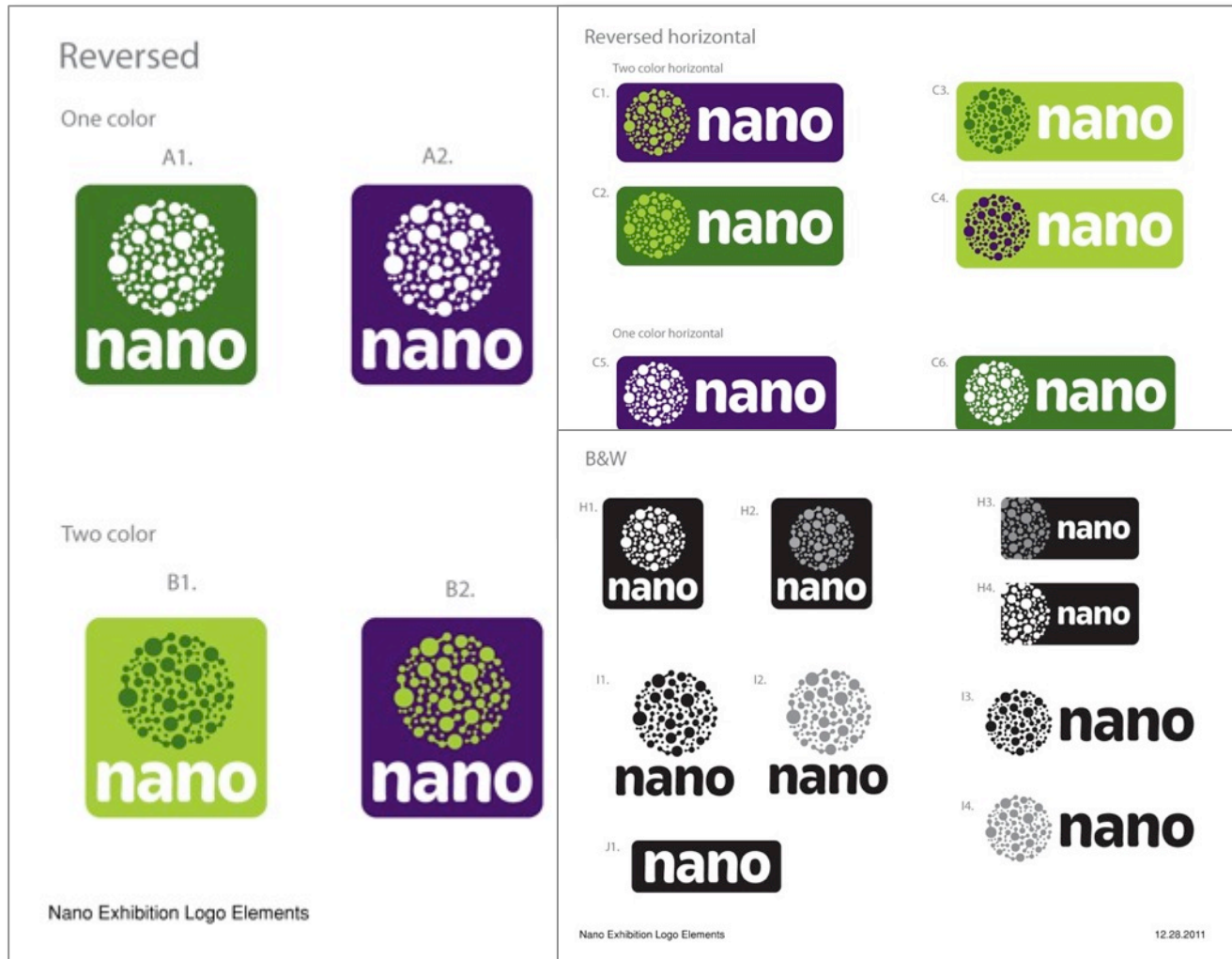


Grant No. 0940143

http://www.nisenet.org/catalog/exhibits/nano_mini-exhibition



SO MANY Logos!



Included with marketing materials, available for download at:
http://www.nisenet.org/catalog/exhibits/nano_mini-exhibition



Pattern



Included with marketing materials, also available for download on nisenet.org catalog



Fonts

Brevia

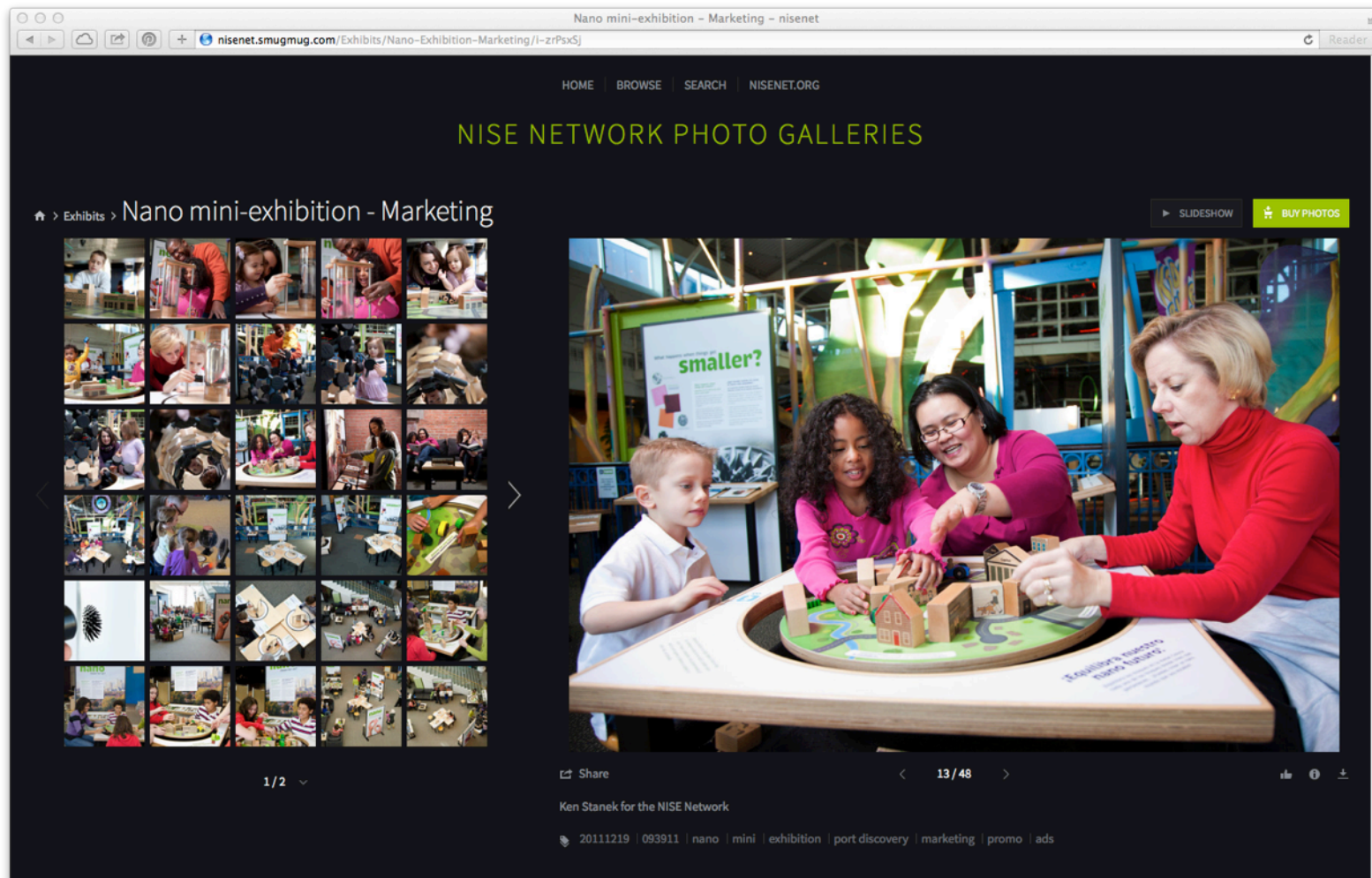
Helvetica



You must purchase fonts for your institution.
Available at www.myfonts.com



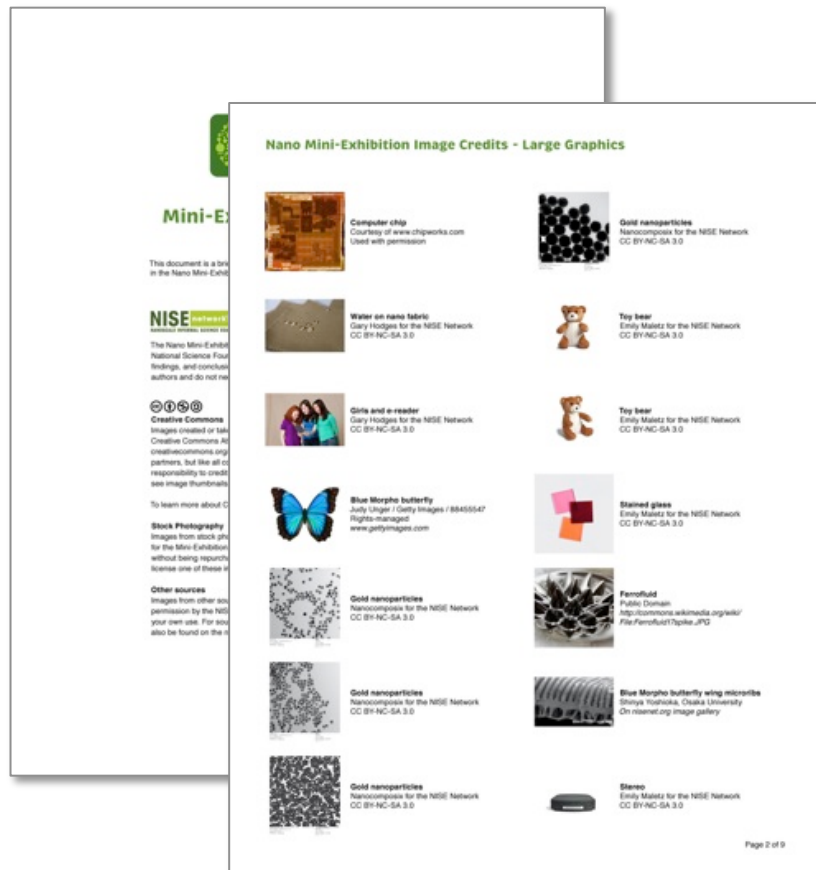
Marketing Photo Galleries



Photos available for download, new images added periodically: nisenet.smugmug.com



Image Source Document



- Which images are **FREE** to reuse under **CC BY-NC-SA 3.0** license
- Which images must be **PURCHASED** for additional usage
- **CREDIT INFO** for all images

This reference document is included with the marketing materials, also available for download on www.nisenet.org catalog



Pop Quiz!

Were you previously aware of...

- ALL the materials just described?
- SOME of the materials just described?
- NONE of the materials just described?

Short Q & A

There's a lot we didn't cover!

Are there any questions about other NISE Net resources and adapting these for your use marketing the *Nano* mini-exhibition?

Are there any resources you could use for marketing your copy of the mini-exhibition that we did NOT cover?





Acton, Massachusetts

Denise LeBlanc

Director of Learning Experiences

dleblanc@discoverymuseums.org



www.discoverymuseums.org

Programming

Nano activities integrated into TDM grants, programs, and events

- Monthly Nano programs to highlight Nano exhibit
- Nano@Night Free Family Night programs
- Reaction Station: Adventures for Young Chemists grant funded by The Camille & Henry Dreyfus Foundation
- Geodesic Domes - Buckyballs
- Ray's Awareness – UV Bracelets
- Offsite STEM Career Fairs
- Portal to the Public



Nano@Night Family Nights led by Youth Volunteers

NISE Network mini-grant

Trainings for teen volunteers

Teens planned and led two Nano@Night Free Family Nights

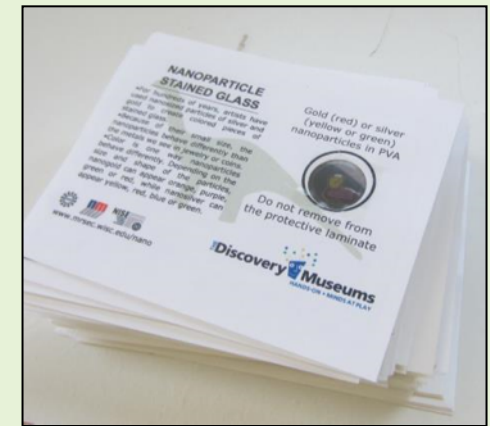
Free admission was funded by community organizations

Teens continue to lead monthly Nano programs



Nano Partnerships

- Brandeis University MRSEC
- MIT Hatsopoulos Microfluidics Laboratory
- Harvard University Center for Nanoscale Systems
- UMass Amherst Environmental Engineering Program





Adapting Nano for new and special audiences



**Commonwealth of Massachusetts
Executive Department
Office of Governor Deval L. Patrick**



ACTON – Tuesday, April 1, 2014
Governor Deval Patrick today joined state education officials and community members to launch the "*Read, Explore, Learn More!*" education series. Tuesday's event was held at The Discovery Museums in Acton and the event featured 'nanoscale' science and engineering activities and was inclusive of children with autism. The "*Read, Explore, Learn More!*" series coincides with the launch of Autism Awareness month, the National Week of the Young Child, and NanoDays 2014.

Nano Mini-Exhibit





Nano throughout the Museum

- Nano Key Concept Posters
- Wayfinding
- How Tall Are You in Math Room
- I Spy Nano!
- Liquid Crystal Wall information





**Explore *Nano* exhibits on the
1st floor**



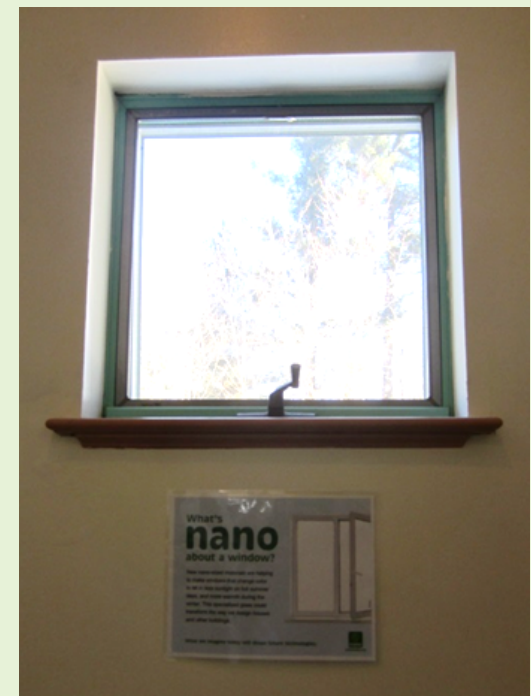
Play *I Spy Nano* on the 3rd floor



**Look for nano signs and posters
throughout the Museum!**



Nano Museum Labels (Graphic Signs)





Nano Posters

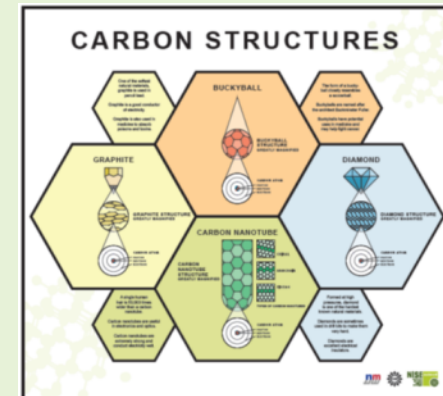
What is it?
It's a very large model of a material that is too small to see.



This material...

- ...is a tube 10 million times smaller than a straw.
- ...is made entirely from the element carbon, just like diamonds and graphite.
- ...has special properties because of its unique structure: a tube of carbon atoms arranged in hexagons.
- ...can conduct electricity and could one day be used to make computers smaller and more powerful!
- ...is super strong and could one day be made into cables 100 times stronger than the same weight of steel.
- ...is being mixed with plastics to make tennis rackets and bike frames stronger and more lightweight.

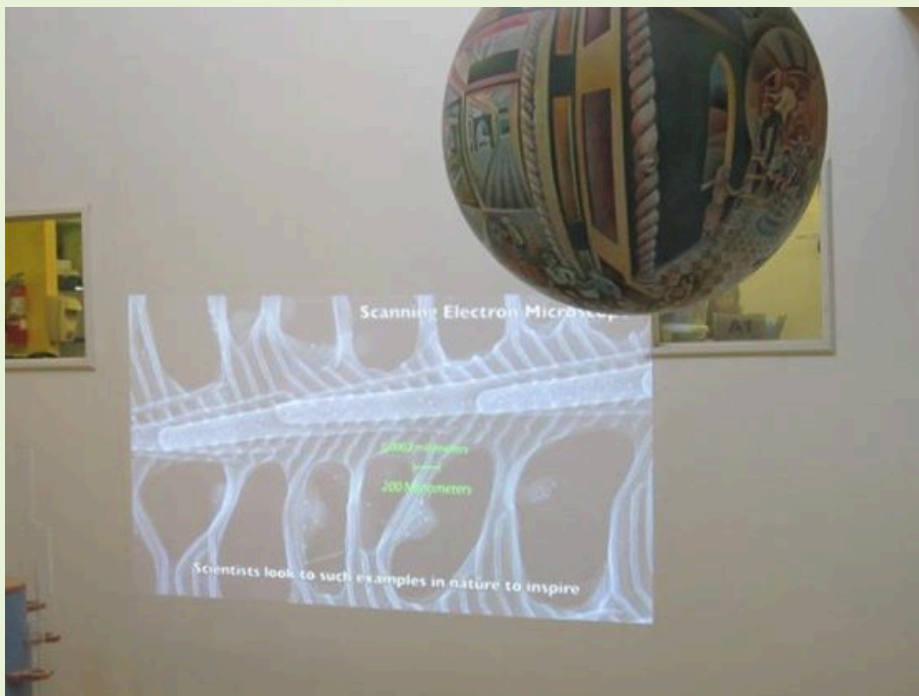
It's a carbon nanotube!

Nano & Society Posters

NanoDays Banners





Nano resources

Videos

- Intro to Nano video
Nanotechnology: What's the Big Deal?
- Zoom into a Blue Morpho Butterfly

Nano on the Website

Social Media

Facebook postings and Albums

Twitter

VISITOR INFORMATION · PROGRAMS & EVENTS · HANDS-ON EXHIBITS · MEMBERSHIP · SUPPORT US

Hands-On Exhibits

- ▶ Nano!
- ▶ SoundLab
- ▶ Dream Green
- ▶ Children's Discovery Museum
- ▶ Science Discovery Museum
- ▶ Schools & Groups
- ▶ Resources
 - Reaction Station
 - Sharing Biodiversity and Culture with Students in Acton and El Salvador
- ▶ Contact Us

Nano

Explore the nano in your everyday life!

Our nano science exhibit includes hands-on, interactive exhibits that invite exploration of nano phenomena and real world applications and implications.

Visitors can play with magnets to explore how materials behave differently at different sizes; use foam construction pieces to make a large model of a tiny structure called a carbon nanotube; listen, look, and touch to discover nano all around you; and take on the challenge of trying to create a stable nano.

To reinforce learned concepts from the exhibit, we will be running a series of special staff-led programs throughout the year, called "Exploring Nano: The Smallest Science."

Nano was developed by the Nanoscale Informal Science Education Network ([NISE Network](#)) with funding from the National Science Foundation (NSF).



Email Sign-Up
Never miss another great event. Get updates and invites in your email!


Donate Now!

We appreciate the ongoing support of the Massachusetts Cultural

The Discovery Museums

This Friday, not only are we offering FREE admission from 4:30 to 8:30pm as part of our monthly First Friday Nights Free! program, but we're offering a special program, **NanoDays@Night!** Join us and see nano gold, make a DNA necklace, change the color of a butterfly's wings, play I Spy Nano, and more. Find the nano in your everyday life and discover the special and unexpected properties found at the nanoscale.

NanoDays are developed with support from NISE Network and funded by the National Science Foundation, First Friday Nights Free! are sponsored in part by Acorn Deck House Company and Emerson Hospital. We will gratefully accept donations to the Acton Food Pantry.



Like · Comment · Share · about a minute ago

The Discovery Museums Photos

+ Create Album

Tag

NanoDays@Night!

Updated about 5 months ago · Taken at The Discovery Museums

We had so much fun at our recent NanoDays program! NanoDays is party of a nationwide festival of educational programs oof hands-on nanoscale science and engineering activities. We saw nano gold, made DNA necklaces, changed the color of a butterfly's wings, played I Spy Nano, and more! Thank you to everyone who came!




















Like · Comment

👍 Jackson and Paule Arceneault like this.

The Discovery Museums NanoDays activities were developed with support from the NISE Network, using funding from the National Science Foundation (NSF). NanoDays@Night was part of our First Friday Night Fun series, sponsored by Middlesex Savings Bank, with additional support from Emerson Hospital.

July 9 at 9:43am · Like

Where in the USA is the Nano mini-exhibition?

The Science Center of Iowa!



nano spot
A nanometer is one **billionth** of a meter.

Do you wear more ketchup than you eat?

Some fabrics are engineered using nano-sized whiskers that make them hydrophobic, meaning they repel water and stains. Bring it on, mustard!



<http://bit.ly/nanofoodchain>





Elevator

nano spot: goal was to find ways to incorporate nano content throughout our exhibits beyond the mini-exhibition.

Utilized nano branding and marketing materials as basis for design to create connection to mini-exhibition.



What on Earth



What's
new
about nano?

What's new about nano?
What's new about nano?
What's new about nano?

What's new about nano?
What's new about nano?
What's new about nano?

What's new about nano?
What's new about nano?
What's new about nano?

What's new about nano?
What's new about nano?
What's new about nano?



Where in the USA is the Nano mini-exhibition? WonderLab Museum of Science, Health and Technology in Bloomington, IN!





Making a “mini”
exhibition big
when you’re a
“nano”
museum





Adding to the mini exhibition experience

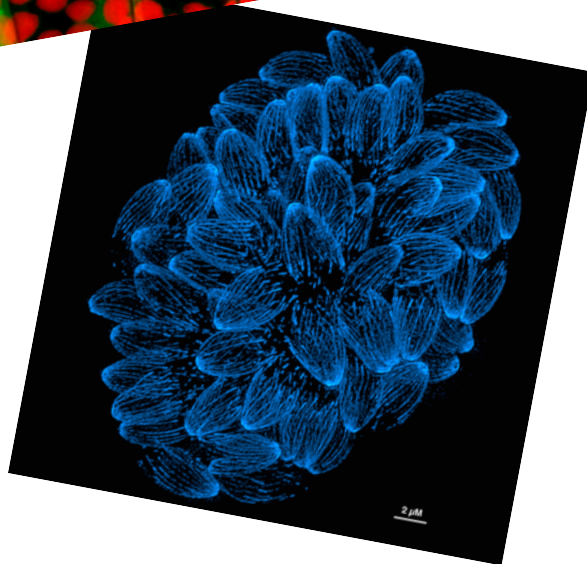
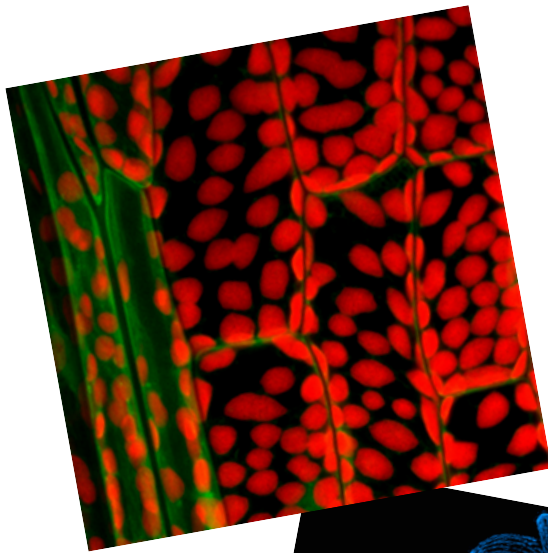


Smells Like Nano

Explores how one's nose detects and identifies the shape of nano-sized scent molecules. This exhibit was created in-house in collaboration with Professors Kevin and Laura Brown of the Indiana University Chemistry Department. WonderLab added three other interactive stations to the mini exhibition.



Adding to the mini exhibition experience: Nano Art exhibition



Fourteen images that show the beauty of biological and physical structures as captured by electron microscopy and other scientific technologies. Interactive element: Museum visitors get to vote for the image to win the People's Choice Award.



Carry out the theme



Nano Blocks in the WonderLab Gift Store

Nano programs such as “Real Life Science: Nanoscience” and “NanoLab: Sunblock”





Carry out the theme



Outreach Across the Region

Nano Science Show for public libraries' summer reading programs. Only these libraries received a Nano exhibition rack card with a discount admission coupon to give away to participants in their summer reading program.



Messaging


First time the NISE mini exhibition can be seen in Indiana!

Nano concepts are abstract. Video is a great way to show and explain the nano experience.

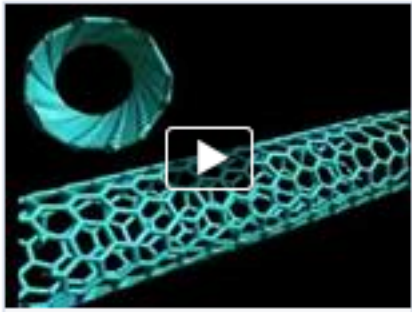




Use NISE resources

 **The Official Page of the WonderLab Museum** shared a link.
Posted by Louise Schlesinger [?] · June 2

GET READY! WonderLab's new hands-on exhibition, Nano: Small Science, Big Fun, opens tomorrow!

 **Introduction to Nanoscience**

Narrated by Alan Alda, this introduction to nanoscience gives us a brief overview of the field and illuminates some of the interesting questions.

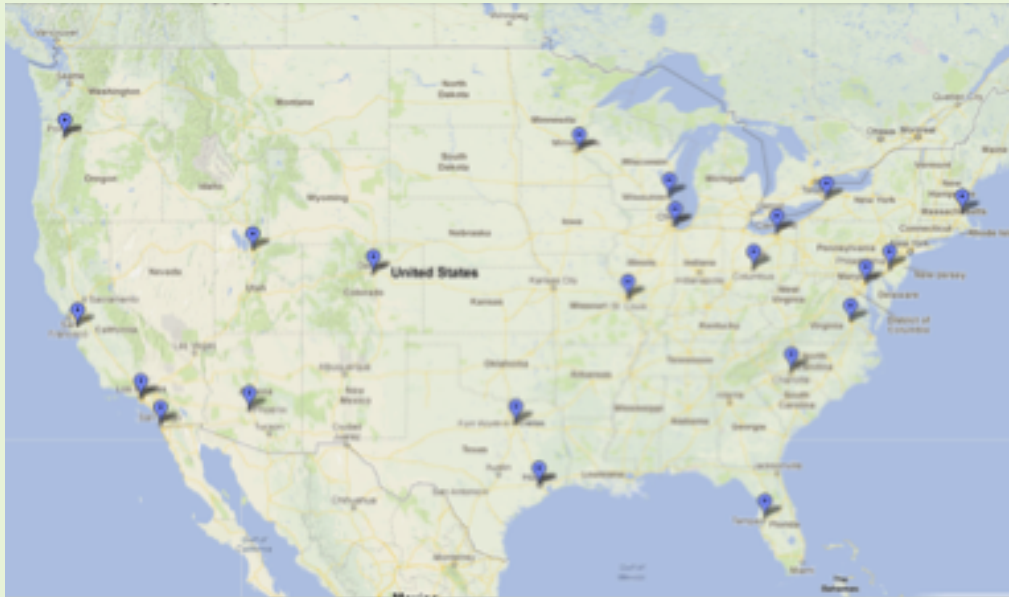
Like · Comment · Share 👍 17 💬 1 Share

Let the discussion begin!

**What questions do you have
about marketing the *Nano*
mini-exhibition?**



Evaluation



BodyWorlds traveling exhibition
tour sites

Where in the USA is the Nano mini-exhibition?



Distribution of *Nano* across the
NISE Network



Where in the USA is



Future Brown Bags on *Nano*?

**What mini-exhibition topics
do you want us to cover?**



THANK YOU!

For more info on the mini-exhibition:
cakers@smm.org



SCIENCE
CENTER
OF IOWA
& BLANK IMAX
DOME THEATER



EMILY MALETZ
Graphic Design



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Any opinions, findings, and conclusions or recommendations expressed in this presentation are those of the author(s) and do not necessarily reflect the views of the Foundation.