

# YOUR STORY MADE UNFORGETTABLE

---

## REQUEST FOR PROPOSAL OF EXHIBIT DESIGN FOR HEAVEN HILL SPRINGS DISTILLERY

---



Experts in the Design, Production, and Management of Experiential Environments  
EDUCATION | EVENTS | EXHIBITS | INTERIORS | MUSEUMS | NEXT LAB



Proprietary and Confidential © 2024 Exhibit Concepts, Inc.

# Project Phoenix

## HEAVEN HILL DISTILLERY,

Like any good story of the American entrepreneurial spirit, the story of Heaven Hill and the Shapira family rises to the top. Despite peaks and valleys, momentous milestones, and the occasional setback, Heaven Hill Distillery has proven to be a trusted institution for more than 85 years. As a family-owned business for more than 50 years, we at Exhibit Concepts feel closely connected to the Heaven Hill brand and story.

The contents of this crate symbolize our dedication to storytelling, community, and the Heaven Hill brand. Crafted by our team, we feature your bottle re-labeled with our promise to you: thoughtful expertise and a commitment to partnership.

In addition to our promise, we've also included Esther Price candies, a Dayton, Ohio, family-owned business operating since 1925. We've added these elements as a gesture of our gratitude for your consideration. Just as we continue to carry on our Dayton, Ohio legacy, we pride ourselves on carrying on your tradition and becoming an extension of your team.

Like Heaven Hill and Esther Price, we feel that we share in this entrepreneurial spirit. As a second generation, family-owned company, Exhibit Concepts has established itself as a leader in crafting experiences which foster human connection and ignite passion while preserving history for generations to come.

As the Shapira family embodies a legacy of entrepreneurship, craftsmanship, and preservation, we cherish the potential opportunity to help curate this calling and passion for future Heaven Hill patrons. Just as we've promised to deliver thoughtful expertise and a commitment to partnership, we promise to help create an experience unique to the Shapira family, the Heaven Hill brand, and the Springs Distillery.

We welcome the opportunity to be interviewed so you can further meet the Exhibit Concepts team and hear firsthand about our design approach and world-class craftsmanship.

People are at the heart of all we do, and our team is prepared to go above and beyond to meet and exceed your unique objectives.

On behalf of our entire team, we look forward to the chance to partner and deliver an unforgettable experience.

Sincerely,  
Aaron

THANK YOU FOR  
THE OPPORTUNITY!



PLEASE SCAN QR  
CODE TO VIEW  
PROPOSAL



# LET'S CRAFT SOMETHING UNFORGETTABLE

## 5D METHODOLOGY – ORIGINAL RECIPE

We're not just another vendor, we're your storytelling partner. Exhibit Concepts brings the best dreamers and doers to your side to work like an extension of your team. Family Owned Since 1978, we know that the secret to crafting truly unforgettable experiences begins with quality ingredients. Our 5D Methodology is a proven recipe for success that exceeds client expectations, achieves better results, and leaves everyone excited for the next taste.



CHECK US OUT @ <https://projects.ecivexp.com/heaven-hill/>



1

**DISCOVERY**  
Discovery, Strategy,  
Conceptual Planning

2

**DESIGN**  
Theme, Visitor  
Journey, Design,  
Engagement

3

**DEVELOP**  
Prototype, Modeling,  
Sourcing, Fabrication

4

**DELIVER**  
Transportation,  
Install/Dismantle,  
Warehousing,  
Event Management

5

**DEBRIEF**  
Analysis, Results,  
Evaluation, Impact,  
Improvement



EXHIBIT CONCEPTS

# PROJECT SAMPLES

## AIRSTREAM HERITAGE CENTER

Airstream first partnered with Exhibit Concepts back in 2004 for its trade show needs. It wasn't until 2017 that the idea of the Heritage Center began. It all started with the hope of giving a home to several older, historic trailers in Airstream's possession. At the time, they were sitting outside, exposed to the elements, but the concept grew into a storytelling endeavor. Today, the Airstream Heritage Center is a nearly 10,000 sq. ft. testament to Exhibit Concepts' dedicated, comprehensive approach to understanding and maximizing experiential environments and branded storytelling.

**SCOPE OF WORK:** Interpretive Plan, Design, Fabrication, Installation, Project Management

**PROJECT SIZE:** 10,000 sq. ft.

**PROJECT BUDGET:**

Creative – \$155,964

Overall – \$942,513.95

**COMPLETION:** 2022

**CONTACT:**

Mollie Hansen | Chief Marketing Officer

420 West Pike St., Jackson Center, OH 45334

[mhansen@airstream.com](mailto:mhansen@airstream.com) | (937) 596-7966



## JOHNNY APPLESEED EDUCATIONAL CENTER & MUSEUM

Building on a more than decade-long partnership with The Johnny Appleseed Foundation, Exhibit Concepts was trusted to help create an entirely new museum facility in Urbana, Ohio. From early fundraising to concept design to final install, the Exhibit Concepts team served as an extension of the foundation throughout the process. Retrofitted inside an 1800s home on a former college campus, the Exhibit Concepts team worked to ensure that the new museum complemented the historic property and its original craftsmanship. Through an interpretive analysis of the new museum, the design team also worked to ensure the space would accurately represent the foundation's mission. Completed in 2023, the project features multi-sensory interactives, educational programming, and engaging storytelling while also aiming to promote a better understanding of the folk hero and encourage visitors to adopt the traits that Johnny Appleseed displayed.

**SCOPE OF WORK:** Interpretive Plan, Design, Fabrication, Installation, Project Management

**PROJECT SIZE:** 1,500 sq. ft.

**PROJECT BUDGET:**

Creative – \$34,000

Overall – \$199,000

**COMPLETION:** October 2023

**CONTACT:**

Mikaela Prescott | Director of Exhibits

mikaelaprescott@gmail.com | (937) 206-0915





## MOSAIC TEMPLARS CULTURAL CENTER

Nestled in Little Rock, Arkansas, the Mosaic Templars Cultural Center serves as a beacon of African-American history in the deep south. While the facility has been educating Arkansas residents and out-of-state visitors since 2008, it wasn't until 2017 that they first started conversations with Exhibit Concepts to renovate and upgrade their facilities. The relationship would culminate in a massive, multi-phased overhaul of the facility that would create a premier, world-class exhibit space. The project included creating an inviting entry way, immersive theater experience, interactive children's gallery, upgraded museum store, and The African American Arkansan Experience. The more than 6,000 sq. ft. project included a thorough interpretive plan, architectural partnership, and audio/visual collaboration.

**SCOPE OF WORK:** Interpretive Planning, Design, Fabrication, Installation, Project Management

**PROJECT SIZE:** 6,000+ sq. ft.

**PROJECT BUDGET:**

Creative – \$544,000

Overall – \$3.2 Million

**COMPLETION:** 2023

**CONTACT:**

Christina Shutt | Director

501 West North Street, Little Rock, Arkansas 72201

Christina.Shutt@arkansas.gov | (501) 683-3591



## FORD HOUSE

As for the former home of Edsel and Eleanor Ford, The Ford House, in Grosse Point Shores, Michigan, sits on an 87-acre estate on the shores of Lake St. Clair. In 2021, the foundation opened a 40,000-square-foot visitor center and 17,000-square-foot administration building. Included in the new facility were a restaurant, event space, and exhibition gallery. It was in this more than 1,000 sq. ft. gallery that administrators partnered with Exhibit Concepts. The project featured classic exhibitry with unique, digital engagements telling the story of the staff that lived alongside the Ford family. Exhibit Concepts' NEXT Lab team took an active role in curating an immersive and impactful experience which included a large, dual-projection A/V display and digital engagements featuring interactive, rotating storylines.

**SCOPE OF WORK:** Interpretive Planning, Design, Fabrication, Installation, Project Management

**PROJECT SIZE:** 1,000 sq. ft.

**COMPLETION:** 2023

**CONTACT:**

Lisa Worley | Director of Culture

lworley@fordhouse.org | (313) 453-2039





## EXHIBIT CONCEPTS, INC.

As a long-time producer of immersive experiential environments, Exhibit Concepts turned its efforts inward for a remodel of its Ohio headquarters. The more than 150,000 sq. ft. facility, built in the 1990s, needed a refresh. Through interpretive planning, Exhibit Concepts focused on the comprehensive visitor experience and overall message they wanted to deliver to both visitors and employees. Utilizing interactive digital touchpoints, vibrant wall murals, and immersive physical experiences, the Exhibit Concepts remodel was able to capture the incredible everyday work done by the Exhibit Concepts team.

**SCOPE OF WORK:** Interpretive Planning, Design, Fabrication, Installation, Project Management

**PROJECT SIZE:** 150,000 sq. ft.

**COMPLETION:** 2023





## GWINNETT ENVIRONMENTAL AND HERITAGE CENTER

Partnering with the Gwinnett Environmental and Heritage Center in Georgia, Exhibit Concepts was tasked with creating a one-of-a-kind experience that helped visitors connect with the natural beauty and history of the region. Utilizing interactive exhibits, a multimedia theatre, interpretive vignettes with life cast figures, video presentations, and hands-on water activities, Exhibit Concepts fabricated and installed a truly custom experience. Remaining on budget and on time, Exhibit Concepts delivered on the designer's vision to bringing exhibitry to life.

**SCOPE OF WORK:** Fabrication, Installation, Project Management

**EXHIBIT DESIGN:** Van Sickle & Rolleri

**PROJECT SIZE:** 20,000 sq. ft.

**PROJECT BUDGET:** \$3,045,419

**COMPLETION:** 2006

### CONTACT:

Steve Cannon | Executive Director  
2020 Clean Water Drive, Buford, GA 30519  
steve.cannon@gwinnettcountry.com | (770) 904-3500





# HISTORY OF SUCCESS

ADWERX 10x10 TRADE SHOW BOOTH & FORT WAYNE HISTORY CENTER



## EXHIBIT CONCEPTS

# REFERENCES

## AIRSTREAM

Mollie Hansen | Chief Marketing Officer  
mhansen@airstream.com | (937) 596-7966  
420 West Pike Street, Jackson Center, OH 45334

## MOSAIC

Key Fletcher | Executive Director at Arkansas Heritage  
quantia.fletcher@arkansas.gov | (501) 683-3593  
501 W. Ninth Street, Little Rock, AR 70221

## JOHNNY APPLESEED EDUCATIONAL CENTER & MUSEUM

Mikaela Prescott | Director of Exhibits  
mikaelaprescott@gmail.com | (937) 206-0915  
518 College Way, Urbana, OH 43078



# PROJECT SCHEDULE

Approximate Timeline for Exhibit Design that will be adjusted based on the selected design company's schedule:

- **JANUARY 2024 – APRIL 2024**  
Concept Development
- **MAY 2024 – SEPTEMBER 2024**  
Design Development
- **OCTOBER 2024 – FEBRUARY 2024**  
Installation of Exhibits
- **MARCH 2025 – APRIL 2025**  
Testing and Training of Exhibits and Visitor Staff
- **MAY 2025**  
Soft Opening of Visitor Areas
- **JUNE 2025**  
Opening of Visitor Area to Guests



# PROJECT PRICING

HEAVEN HILL DISTILLERY		
	Low Range	High Range
<b><i>"What's in a Name" Lobby Exhibit</i></b>	<b>\$75,000.00</b>	<b>\$125,000.00</b>
(A place for us to help tell your story through artifact exhibits, graphic signage and other techniques allowing us to fully represent how Heaven Hill is the "Phoenix" of the Kentucky Bourbon Trail)		
<b><i>American Whiskey Brand Exhibit</i></b>	<b>\$25,000.00</b>	<b>\$40,000.00</b>
(Through the use of timelines, explain the lineage of Heaven Hill distillery and its brands)		
<b><i>2nd Floor Mezzanine Production Exhibit</i></b>	<b>\$15,000.00</b>	<b>\$25,000.00</b>
(A large 40' l x 12' h wall panel with 3/4" backer and 1/4" second surface acrylic print explaining the 7 stages of whiskey production)		
<b><i>2nd Floor Brand Corner</i></b>	<b>\$250,000.00</b>	<b>\$350,000.00</b>
(20' x 40' exhibit space with murals, casework and displays (possibly AV) telling the story of Grain's impact and influence on the whiskey distillation process, 800 sq ft)		
<b><i>2nd Floor Grain Room and Silo Overlook</i></b>	<b>\$375,000.00</b>	<b>\$515,000.00</b>
(20' x 50' exhibit space inside room with murals, casework and possible interactives to explain the mash process and its local connections, detail what the silos hold and their importance, 1000 sq ft)		
<b><i>"Magic of Fermentation" Exhibit</i></b>	<b>\$15,000.00</b>	<b>\$20,000.00</b>
(25' l x 12' h wall panel with 3/4" backer and 1/4" second surface acrylic print detailing the fermentation process. 300 sq ft)		
<b><i>Design Fees</i></b>	<b>\$150,000.00</b>	<b>\$150,000.00</b>
(Includes a discovery meeting to understand Heaven Hill's brand and desires with the exhibit, conceptual design package to bring those thoughts and ideas into a full vision and story for the exhibit and a final design package including final renderings, shop drawings and all colors and materials for the project)		
	<b>\$905,000.00</b>	<b>\$1,225,000.00</b>



EXHIBIT CONCEPTS

# KEY PERSONNEL

# RESUMES

## GERALD SPANGLER | VP, Project Management

Jerry combines an eye for detail and a passion for understanding how things work to lead our project management group. His specialty for making connections drives a unique perspective on telling stories through compelling experiences.

As vice president of project management, Jerry oversees all aspects of project development and implementation. During his more than 25 years with Exhibit Concepts, he has utilized his engineering background to successfully manage projects and develop employees along the way.

Jerry has had the privilege of working on high profile projects like the Oklahoma City National Memorial and Museum and the National Navy UDT-SEAL Museum.

Jerry was also involved in the development of IntelliZeum, the first interactive learning environment in the nation for Head Start Program at ESC19 Head Start, El Paso, TX.

### Education

University of Dayton –1989,  
Bachelor of Engineering Technology

### Experience

Vice President, Project Management | 2018-Present  
Exhibit Concepts, Inc.

Vice President, Special Environments | 2002-2018  
Exhibit Concepts, Inc.

Project Manager | 1995-2002  
Exhibit Concepts, Inc.

Project Manager | 1991-1995  
L.W. Milby, Inc.

Project Manager | 1989-1991  
ADEX, Inc.

## DOMINIC CONTI | VP Production

Dom has been with Exhibit Concepts, Inc. for 10 years. During that time, he has progressively been promoted within the company due to his abilities, adaptability, and willingness to take on additional responsibilities. Dom has a very strong background in leadership with his previous work experience and as a veteran of the Marine Corps. As the supervisor of fabrication, Dom is currently responsible for all supply chain and shop labor needs as well as heading up all forecasted work schedules for Exhibit Concepts, Inc.

### Education

Sinclair CC – Business Management, 1999  
Penske Edge – Solid Surface Certification, 2005  
Pen Foster – Carpentry Certification, 2006

### Experience

VP Production | 2021-Present  
Exhibit Concepts, Inc.

Director of Production | 2016-2021  
Exhibit Concepts, Inc.

Program Director | 2009-2016  
Exhibit Concepts, Inc.

Account Manager | 2008-2009  
Exhibit Concepts, Inc.

Production | 2006-2008  
Exhibit Concepts, Inc.

Shop Foreman, Co-Owner | 2003-2006  
Gammeldags Inc.

Estimator and Installer | 1997-2000  
Dart Property Management

Ramp Agent | 1997-2003  
FedEx

USMC | 1992-1997 | Veteran, Infantry 0341 & 0321

## BILL MARTIN | Project Management Director

Bill has worked as a Fabricator/Installer, Fabrication Lead, and Project Manager at Exhibit Concepts. Bill brings over Twenty (20) years of experience to the project management team.

Bill executes projects with accuracy and efficiency by working and communicating well with all of the stakeholders involved with the projects he manages. Bill is a team player who understands the processes necessary to ensure projects are of the highest quality, on time and in budget.

### Experience

Project Management Director | 2022-Present  
Exhibit Concepts, Inc.

Project Manager | 2017-2022  
Exhibit Concepts, Inc.

Fabricator, Installer Manager | 2001-2017  
Quality Custom Carpentry & Manufacturing Corp

Fabricator, Installer | 1999-2001  
Ideal Image, Inc.

Fabricator, Installer | 1992-1999  
Architectural Millwork

### Projects

- Micronaut interactive Exhibits (San Antonio College)
- Bradford RR Museum | Bradford, OH
- Bradford Switch Tower | Bradford, OH
- Nacogdoches RR Depot | Nacogdoches, TX
- Ft. Collins Museum of Discovery | Ft. Collins, CO
- Rockford Discovery Museum | Rockford, IL
- Mississippi Civil Rights Museum | Jackson, MS
- Dayton History Museum | Dayton, OH
- FM Global | Boston, MA
- Unisys | Reston, VA
- National Navy UDT-SEAL Museum | Ft. Pierce, FL
- The Medal of Honor Museum at Patriots Point | Mt. Pleasant, SC



# RESUMES

## JAMIE VANDEBERG | Creative Director

Environmental designer and leader with over 20 years of experience and exposure to global trends and techniques in creating memorable events and experiences. Maintains an impressive list of diverse clients and project types from Fortune 500 companies to local efforts and regional campaigns. Passion to create and innovate.

### Education

University of Cincinnati – 1994

DAAP – College of Design, Architecture, Art, Planning

### Experience

Creative Director | 2021-Present  
Exhibit Concepts, Inc.

Senior Exhibit Designer | 2020-2021  
Exhibit Concepts, Inc.

Senior Exhibit Designer | 2005-2020  
Czarnowski Exhibit Services

Lead Designer and Strategist | 2012-2020  
Point of Purchase and In-Store Displays

Designer | 2004-2005  
Lightmode Digital Factory

Creative Director | 1993-2004  
Exhibit Concepts, Inc.

## AARON SCARLATA | Account Executive

Aaron joined Exhibit Concepts in 2016 after a career as a small design-build business owner and as a business development manager for a national construction industry manufacturer. He blends a passion for architecture, with sales, account management and environmental design experience. Aaron aligns resources to strategically plan with clients memorable experiences helping to promote and further their mission.

Aaron's role is focused on guiding clients through Exhibit Concepts' methodology for design-build projects. Aaron shares Exhibit Concepts capabilities, the creative and production processes to keep clients informed and at ease all the way through delivery and project execution.

### Education

University of Kentucky, Lexington, KY – 2003

Bachelor of Science, Landscape Architecture

Aileron – 2008

Certificate of Completion for Presidents of Small Business, President / Leadership

### Experience

Special Environments Account Executive | 2020-Present  
Exhibit Concepts, Inc.

Account Executive | 2016-2020  
Exhibit Concepts, Inc.

Business Development Manager | 2010-2016  
Blue Thumb INC.

Owner + Creative Director | 2003-2010  
Waterscape Design Group

### Projects

- National Air and Space Intelligence Center, WPAFB, Dayton, OH
- Constellation Brands, Jiffy Lube Stadium, Bristow, VA
- Dayton Dragons MiLB, Day Air Stadium, Dayton, OH
- Air Force Institute of Technology, WPAFB, Dayton, OH
- Proctor & Gamble, Supplier Diversity Program Management, Cincinnati, OH
- LG Air Conditioning Technologies, Program Management, Alpharetta, GA

# RESUMES

## DAVE STAHL | Senior Lead Interpretive Designer

Dave has over twenty years of 3D design experience in ideation, design, and creative development. He is a creator of aesthetic, an evaluator of function, and a director of usability.

Dave has worked on everything from the creation of new product lines, to the development of corporate branding standards, and has a specific emphasis on 3D environments such as trade show exhibits, corporate interiors, and museum environments. He works closely with companies and organizations to help solve 3D design challenges that reach their marketing, organizational, and exhibition goals.

### Education

University of Cincinnati, Cincinnati, Ohio – 2001  
Bachelor of Science in Industrial Design

### Experience

Senior Designer | 2021-Present | Exhibit Concepts, Inc.

Senior Designer | 2005-2020 | Czarnowski

Designer | 2001-2005 | Exhibit Concepts, Inc.

Designer | 2001 | Horn Interactive

Design Intern | 1999-2000 | Hasbro, Inc.

Design Intern | 1998-1999 | Strohmaier Design Group

Design Intern | 1998 | Anza, Inc.

### Projects

- Region 19 IntelliZeum | El Paso, Texas
- Hayner Whiskey Museum | Troy, Ohio
- Oklahoma Bombing Memorial, “Shared Experience” 10th Anniversary Gallery | Oklahoma City, OK.

## TONY ACCROCCO | Senior Interpretive Designer

Tony is a highly creative, ambitious artist specializing in creating high-quality artwork for early childhood environments. In his years of practice, he has been prolific through different materials and mediums, including digital artwork. He has two young sons who continue to inspire him every day.

### Education

Sinclair Community College – 2012  
Associate in Visual Communication

### Experience

Designer | 2015-Present  
Exhibit Concepts, Inc.

Graphic Designer | 2013-2015  
Ze Design

Graphic Designer | 2012-2013  
Huffy Bicycles

Animal Keeper | 2010-2012  
Boonshoft Museum of Discovery

Educational Interpreter | 2009-2010  
Cleveland Metroparks

### Projects

- Boonshoft Museum of Discovery | Dayton, Ohio
- Brukner Nature Center | West Milton, Ohio
- Bradford Ohio Railroad Museum | Bradford, Ohio
- Alief Independent School District | Houston, Texas
- East Noble School Corporation | Kendallville, Indiana
- Region 19, Naturzeum | El Paso, Texas
- Goose Creek CISD | Baytown, Texas



# ABOUT EXHIBIT CONCEPTS

# APPENDIX

# ABOUT US

Established 1978 — Second Generation Owned

**Certified Womens Business Enterprise**

Corporate Headquarters in Dayton, Ohio | Chicago

200K+ Square Feet of Production & Warehousing

1,895+ Projects Annually

130+ Employees



## AWARDS & CERTIFICATIONS



2019 SECRETARY'S ACHIEVEMENT AWARD



2019 SMALL BUSINESS OF THE YEAR AWARD



# OUR HISTORY

**1978**  
**MUSEUMS EXHIBITS**  
 Started working on the design, fabrication and installation of museum exhibits

**1988**  
**TRADE SHOW EXPERIENCES**  
 Established (Downtown Dayton, OH): Founded by **NED BROWN** to create unforgettable trade show experiences

**1995**  
**CORPORATE INTERIORS**  
 Started working on the design, fabrication and installation of corporate interiors

**2000**  
**MOBILE VEHICLES**  
 Started creating mobile vehicle wraps and traveling exhibits

**2001**  
**NEW PRESIDENT STARTED**  
**KELLI GLASSER** named President, second generation leadership

**2003**  
**EXPERIENTIAL EDUCATION**  
 Started designing, fabricating and installing experiential education spaces

**2008**  
**CHICAGO EXPANSION**  
 Established a full-service office in Elgin, Illinois

**2010**  
**WOMEN-OWNED BUSINESS**  
 Certified Woman-Owned Business through the WBENC

**2020**  
**CHANGE OF LEADERSHIP**  
**ELLEN CAMPBELL-KAMINSKI** named President/COO  
**EMILY GASTER** named CFO

**2021**  
**NEXT LAB™**  
 Created in-house team specializing in unique digital and virtual solutions

# OUR DIFFERENTIATORS

WHAT SETS US APART, SETS YOU APART

**1** Obsession with the **visitor journey**

**2** Experts in **message-driven storytelling**

**3** Prioritization of a **holistic approach**

**4** Commitment to **partner success**

**VISITOR JOURNEY**

**MESSAGE-DRIVEN STORYTELLING**

**HOLISTIC APPROACH**

**PARTNER SUCCESS**

# CORE SERVICES & CAPABILITIES



## CORE COMPETENCIES

Our team brings together some of the best people in the industry, providing turnkey solutions from strategy and design, through production and installation, and beyond.

- Account Management
- Project Management
- Event Services
- Design
- Estimating
- Detailing
- Production (Graphic Production, Fabrication, Shipping, Warehousing / Inventory Management / Storage)
- NEXT Lab™: Innovative Technology Solutions
- Installation
- International/Global

## SERVICES

We're much more than an award-winning exhibit house. Thanks to our diversified areas of business and talent, we know what it takes to make your story unforgettable.

- Trade Show Exhibits
- Corporate Events
- Interior Environments
- Museums
- Experiential Education Spaces
- Mobile Vehicle Tours
- Experiences and Engagements
- Virtual Solutions





# WHAT IS INTERPRETIVE PLANNING?

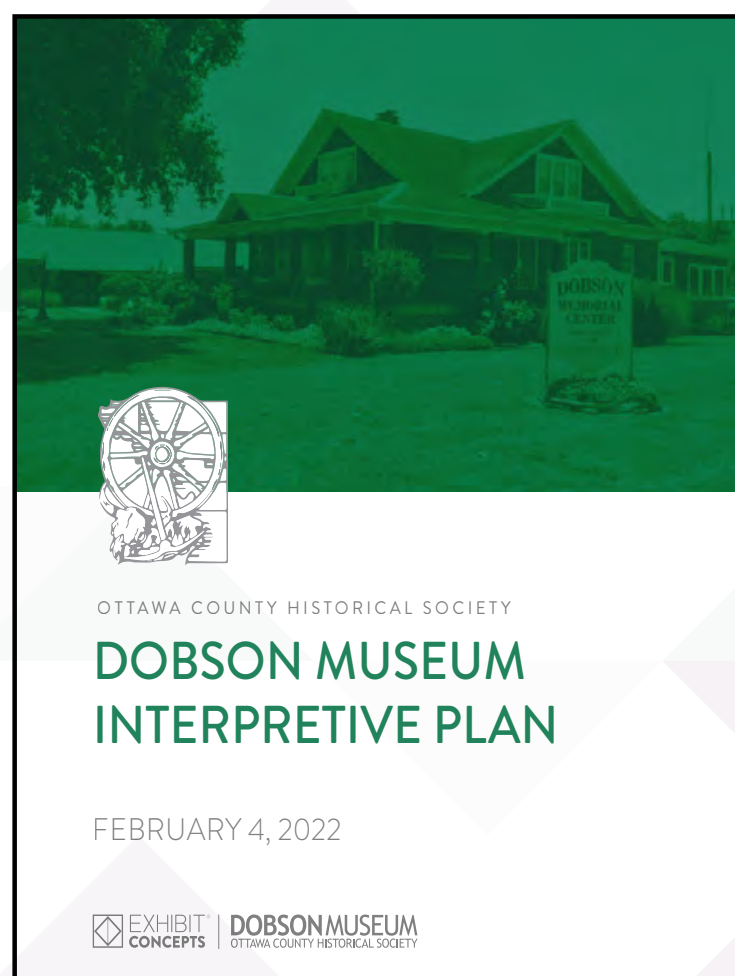
At its core, interpretation balances an institution's goals—what it hopes to achieve—with what visitors want and expect from their visit. It clarifies what ideas will be provided to visitors, what resources are needed to clearly convey those messages and what outcomes are intended. An interpretive plan provides the ideal comprehensive foundation before beginning the design phases.

# BENEFITS OF INTERPRETIVE PLANNING

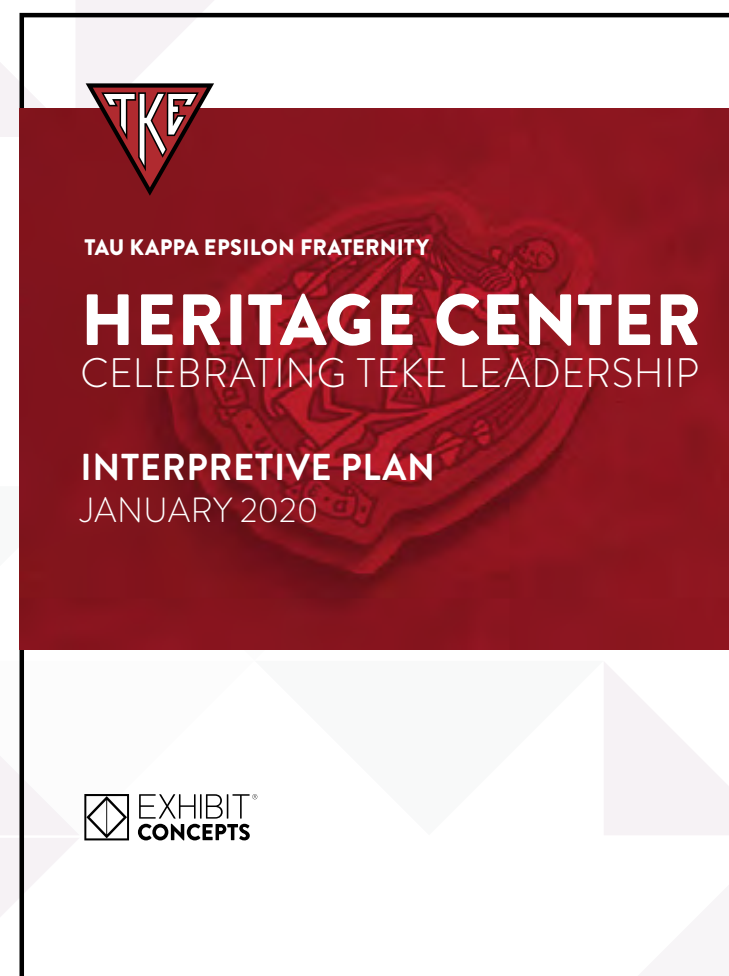


- Establishes Main Messages that will carry the Mission and Vision throughout every detail
- Creates opportunities for visitors to form intellectual and emotional connections with the meanings inherent in the resources
- Informs the storyline, the visitor path and guides design development
- Assists in the identification of the most effective ways for visitors to engage with the exhibits
- Helps identify and manage resources throughout the institution
- Establishes consistent to create the best visitor outcomes
- Important fund-raising tool
- Strategic Guide for the Board and Museum Staff

# INTERPRETIVE PLANNING EXAMPLES



**THE DOBSON MUSEUM**



**TKE HERITAGE CENTER**

GAMIFICATION



MEDIA & CONTENT MARKETNG



HANDS-ON INTERACTIVE

EXHIBITCONCEPTS.COM | 28



# NEXT Lab™

Take engagement to the next level with our NEXT Lab™! NEXT Lab is a dynamic, experiential and creative team dedicated to developing unique virtual and digital experiences that align with your strategic objectives.

Our goal is to immerse your audience in unforgettable stories that inspire them to act, learn, and grow. Engagement is the key to transforming information into compelling messages and hands-on experiences.

VIDEOGRAPHY & INTERACTIVE MEDIA



AUGMENTED REALITIES



INTERACTIVE MEDIA



# THANK YOU FOR THE OPPORTUNITY.

**AARON SCARLATA** | Account Executive

office: 937-535-0204

mobile: 937-422-4134

[ascarlata@exhibitconcepts.com](mailto:ascarlata@exhibitconcepts.com)