How to Host AN EXHIBIT

STEP 1: Figure out what you can afford

$ 0 - 5k
Do it yourself spirit!

$ 5 - 25k
Large professional prints

$ 25 - 100k
Full on installation

**approach organizations • appeal to corporations • partner with printers**

**connect with cultural organizations • research sponsorship options**

STEP 2: Pick a place to host

- Airport
- Café
- Park
- Community Center
- Library

**Other suggestions: train station, zoo, prison, art gallery, school, hospital, mall, city hall, street fair, museum, science center, summer camp, boardwalk, beach, and so much more.**

STEP 3: Find local partners to help

- planetariums • museums • science centers • photographers • amateur astronomers • local science departments • educators • artists • storytellers • makers

STEP 4: Price local expenses

- printers • builders • lighting • security staffers • permit offices

**HTTP://LIGHTEXHIBIT.ORG**

Coming soon! Free for all!

give credit • use logos • translate if needed

STEP 5: Select content

**press releases/news sheet** to magazines, local papers, tourist authorities • local advertising (sponsorship) • brochures for libraries, schools, tourist info, etc.

STEP 6: Market and promote

- Image credits: Lighting — Edward Applegate; Luna Eclipse — Anne Faye / Ciel de Support Aurora — Sean Arman Joshua Stern / Caltech/SSC/Stanford

**INTERNATIONAL YEAR OF LIGHT 2015**