

Cross-Promotional and Add-On Exhibits

Prepared For: Minotaur Mazes

Minotaur Mazes and Outhouse Exhibit Services see benefit to their client base by offering in-kind and supportive temporary exhibitry. Minotaur Mazes approached Outhouse specifically to explore live butterfly and pollinator encounters to complement their Pollinators and Butterfly Maze exhibits..

Minotaur Mazes requested a multi-tiered pricing approach comparable to their current and ongoing relationship with Little Ray's. We have developed four price points for your consideration. This document will outline in detail the types of butterfly exhibition experiences to be had at each of these price points.

Live Butterfly Exhibition Experiences: Overview

Butterfly Exhibition Experiences are flexible, temporary structures, indoors or outdoors, that provide an up close and personal experience with live butterflies. Proven attendance drivers, they bring a living piece of the natural world to visitors for an unforgettable, educational exhibition experience. Butterfly Exhibition Experiences are open-air and hands-free, giving visitors a welcoming and safe, immersive experience.





Butterfly Exhibition Installations By Type

Regulated Versus Non-Regulated Species and Corresponding Structures

Regulated. Butterflies and moths are considered agricultural pests and as such are regulated by the USDA. This means that our exhibition structures and the overall management of this type of exhibit requires permitting and oversight at the federal and local level for regulated species. Outhouse works with each institution to provide administrative support every step of the way. This process can take six to nine months and an on-site inspection is required prior to the public opening. While this may seem to be an onerous process, most institutions find it worth their while to pursue this level of commitment as it allows for a more robust and varied species list.

Non-regulated. There are some species of butterflies that are considered non-regulated due to their prevalence in a certain region or state. This varies by state and is determined by the USDA, but no permitting or administrative process is required. This can provide a cost and time savings for an institution that is looking for ways to stick to a budget and immediate timetable.

Indoor Versus Outdoor

Each exhibition as described can be placed indoors or outdoors and remain at the same price point. While there are several differences in terms of coverings, lighting versus natural light, etc. these differences are largely functional in nature and do not detract or change the visitor experience.

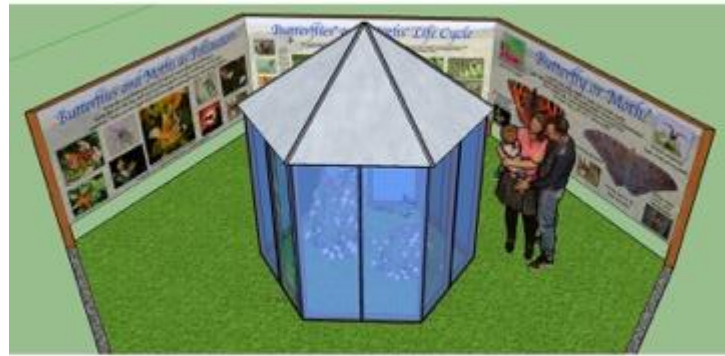
Butterfly Replenishment

Adult butterflies and moths have an average life span of about two weeks. This means that there is the need to replenish the livestock on an ongoing basis throughout the run of the exhibit. This additional cost is at the expense of the hosting institution.

Tier One/Two: Butterfly Lepidarium of Varying Dimensions

\$25,000 - \$50,000

This is a walk around exhibit experience featuring a greenhouse structure that is landscaped and set up for several dozen live butterflies. The addition of graphics placed on three flanking facets creates traffic flow and a dedicated area for observing the butterflies. Double surfaced, the outside of these panels are photo montages of butterflies and moths. The interior surfaces contain didactic information. Highly flexible, these greenhouses can also become an element of a larger landscape installation.



Top: Tier One

Left: Tier Two Examples

Tier Three: Monarchs and Milkweed: A Story of Survival (Gallery Exhibition)

\$50,000

A gallery installation, this exhibition has the ability to add a smaller lepidarium with live butterflies if desired by the institution.

Monarchs and Milkweed: A Story of Survival takes you on a journey into the world of butterflies and plants, and introduces the complex relationship between monarchs and milkweed. We explore how their very survival has been shaped over time by one another, as we travel through the seasons of a calendar year revealing how both insect and plant grow and interact, culminating in a massive migration that crosses a continent.

This exhibit explores the complex relationship between these two entities, as they each fight for survival in their own unique way, impacting one another's development or success at every turn. The popularity of monarch butterflies is far reaching. Through this familiarity, complex topics can be made accessible and easily discoverable for visitors of all ages.





Walk-through, Immersive Live Butterfly Encounters

Our flight houses are free standing metal frame structures, allowing visitors an up close and personal encounter with live butterflies. Plant groupings provide color, foliage, and roosting for the butterflies flying amongst your visitors, and are an essential part of the exhibit experience. Garden pathways are strategically designed for safe distancing and traffic flow. Timed ticketing is frequently employed for our Butterfly Exhibition Experiences and may be a consideration as we move into a post-COVID world.

Tier 4/5: 36 x 36 foot Flight House, *Indoor or Outdoor* **\$75,000 - \$90,000**
(Non-regulated or Regulated; please see details below)

Tier 6/7: 36 x 60 foot Flight House, *Indoor or Outdoor*

NON-REGULATED **\$125,000**

- Installation of a custom-built, freestanding Butterfly Flight House measuring 36 feet by 60 feet;
- Consultation and design services for the interior of the flight area (style of garden beds; layout and traffic flow considerations);
- Landscaping package to include garden bed plants, landscape design including border materials, one water feature and supplemental nectar feeding stations for the butterflies;
- Assistance in setting up initial stocking and weekly deliveries of butterflies throughout the run of the exhibit;
- A butterfly pupa emergence cabinet included as a part of the live butterfly experience, so that your visitors may get an up close view of butterflies emerging;
- Plant list development;
- Interpretive graphics in the form of digital files: a series of six graphic panels with information related to the life cycle of the butterfly, conservation efforts, local ecology, the butterfly/plant connection, and monarch migration (printed by venue);
- Full installation and removal by Outhouse Exhibit Services staff and all travel-related expenses;
- One site visit prior to installation of the exhibit;
- Staff and volunteer training; ongoing virtual support.



REGULATED

\$175,000

All of the above; additionally:

- USDA permitting consultation and assistance beginning at least six months' prior to the opening.

Our Butterfly Exhibition Experiences are highly customizable. Please contact us if you have something specific in mind, and we will be more than happy to provide you with an exhibit that exceeds your expectations.

Contact Us

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OUTDOOR BUTTERFLY EXHIBITION IMAGE GALLERY



INDOOR BUTTERFLY EXHIBITION IMAGE GALLERY

