



Exhibit Award

2024 Guidelines for completing the application

All Applications are due by close of business on June 14, 2024 and must be compiled into one PDF file. Please upload your file to <https://bit.ly/AZAExhibitAward> The file should reflect both the name of the institution and the award name. Abbreviations are allowed. Your file will go to the AZA Digital Dropbox account, but you do not need to sign in, or even have a Dropbox account to use this link. When it opens, just click on the “Choose Files” box and upload your application. Please contact Leticia Orti (lorti@aza.org) if you have any questions about the application process.

The Association of Zoos and Aquariums, through its Exhibit Award, recognizes excellence in the area of live animal display and exhibit design by an AZA Institution (US or International) or Related Facility member. **Only exhibits that were opened in calendar years 2022 and 2023 can be considered for the 2024 awards. Exhibits that opened to the public in 2024 must wait until 2025 to submit an application.**

Note: Awards will be presented in two categories based on *Annual Operating Budget*.

A. CANDIDATE

Title of Exhibit: Identify the exhibit by a specific title and institutional name.

Species or specimens contained in exhibit: Include an animal species list and a plant species list if appropriate.

Number of personnel maintaining exhibit on a daily basis: List and describe the personnel required to operate the exhibit on a daily basis.

B. APPLICANT

Items in this section are self-explanatory.

C. CONSTRUCTION INFORMATION

Date of official public opening:

Total length of construction time (excluding planning stage):

Total cost of project: Provide the total project cost with breakouts for design, construction and other costs. **(THIS ITEM MUST BE INCLUDED)**

D. SUMMARY OF PROJECT PLANNING, GOALS AND IMPACT

- 1. How does the exhibit fit your long-range strategic plan?**
(i.e., what criteria were used in the planning process that led to the final decision to construct the exhibit and how does the exhibit further the institution's mission)
- 2. What was the exhibit designed to do? Please list desired outcomes.**
(Outcomes are defined as specific, measurable results—for example:
 - Attendance will rise by ____%.
 - ____ new species will be added to the collection.
 - Length of stay will increase at the institution by ____%.
 - The new exhibit will add \$ _____ annually.
 - Guests will rate the experience as _____.
 - 10% of guests 10 – 15 years of age will learn the following concepts: [list]
 - Visitors leaving the exhibit will be more likely to engage in the following practices: [list]
 - Breeding space for this species at the zoo will be increased by ____%.
 - Guest awareness of this species field conservation program will increase by ____%.)
- 3. How did you measure the exhibit's success in meeting the outcomes listed above?** Please provide an executive summary of your evaluation results as well as the detailed data and evaluation report.
- 4. Please report your success in meeting the desired exhibit outcomes based on the evaluation method described above.**
(for example: The survey of 500 children post exhibit visit found that ____% learned the three key concepts, or; gate attendance rose 20% in the first year of operations.)

E. NARRATIVE—This section is limited to 25 pages. The text should be a 2,000 word maximum, single spaced in 12-point type with visual materials (photos, illustrative drawings) integrated to support the narrative. Guidelines for visual materials are below.

Please number, entitle, and specifically address each of the topics listed below:

- 1. Physical Description and Interpretive Program:** Describe the layout of the physical space from the guest experience perspective including animal viewing, graphics and interpretive elements, visitor comfort and landscape design. Describe the overarching goals and main message for the exhibit. Explain how this message and support messages are conveyed throughout the exhibit experience. Note any relevant results from evaluations that contributed to the development of the interpretive program or relate to the realized impact on the visitor (such as front-end/needs assessment, formative and summative evaluation studies). Include copies of the relevant executive summaries only in an appendix.
- 2.** In addition, describe the layout including percentages devoted to the animal specimens (on and off exhibit areas), public viewing areas, guest amenities, staff work areas, mechanical system support areas, interpretive spaces and other similarly defined areas utilized within the exhibit.
- 3. Safety:** Describe safety provisions for visitors, staff, and specimens; including information on features such as alarm systems, animal confinement, safety protocols (management of the animal collection, operation of mechanical equipment, etc.).
- 4. Conservation:** Describe all aspects of the project relevant to conservation efforts, including captive breeding and population management programs, interpretive messaging, field research links etc. List financial or other contributions to associated field research program(s), if any. Indicate how the exhibit is being used to engage the visitor in conservation awareness and

behavior. If relevant, include information about the sustainability or best environmental management practices incorporated into the building and operation of the facility

5. **Animal Husbandry and Management:** Describe the goals and objectives of the animal management program for the exhibit. Explain how animals utilize the exhibit, and describe how staff operate the facility, including standard daily operation and special provisions for animal training and enrichment. Describe any post-opening modifications to the exhibit undertaken to address design/construction deficiencies. Include information on how you plan to assess or have assessed the welfare of the animals impacted by this new exhibit, as related to Accreditation Standard 1.5.0.

GUIDELINES FOR VISUAL MATERIALS INCLUDED IN NARRATIVE:

Exhibit Plans and Drawings – Please include rendered or illustrative materials that graphically show the exhibit site plan, site sections, building plans, elevations and sections. These materials should fully illustrate the design features of the project and should include a graphic scale. Please do not include construction documents/blueprints as primary visuals to represent the design.

Photographs –Minimum size should be ¼ of the page. Please do not manipulate photos beyond exposure and cropping. Photos should include views from the public area to show how the public would see the exhibit, and from the keeper area to show how the back of house functions. Photos should be labeled; however, captions must be limited to 50 words or less. These captions are not included in your overall 2,000 word limit. If the application is for an exhibit renovation, please include at least one “before” photo.

F. SUPPLEMENTAL MATERIALS

Video –You MUST include a video walk-through of the exhibit from the visitors’ perspective that is no longer than 10 minutes. Please submit in .wmv AND QuickTime format.

Detailed materials that support the topics in the narrative should be included as an appendix. Where possible and relevant, please include executive summaries only, no detailed data. Examples include executive summaries of evaluation and surveys, interpretive program and education materials, animal welfare assessments and safety protocols.

Press releases, newspaper clippings, copies of publications (in print or soon to be published), or any supplemental materials will be strictly limited to three.

G. RECOGNITION

Submit one page that acknowledges designers, architects, and/or major donors involved in the exhibit project. Note: This page will not be used to judge the application.

- H. **IMAGE**—one digital image that illustrates the program—to be used during the AZA Annual Conference Awards Ceremony PowerPoint presentation.

I. SUBMITTER

The SUBMITTER is that person responsible for the contents of the entry. Failure to provide an electronic signature on the designated line will constitute an incomplete application.

J. News Release Form

AZA will create a news release for each award winner. Please complete the form and in the “summary” portion, write a paragraph describing your program, including details such as new techniques or technologies employed, cost of construction (for exhibit award applications), and a description of any species of animal involved.

Also, please submit the name, phone number and email address of a media contact for the award and a quote from the institutional director. Copies of the release will be shared with the

institution for approval.

It would be helpful to ask the Public Relations Department at your facility complete this form. Submit the completed News Release Form (available at www.aza.org/exhibit-award) with the application and also email the form as a WORD document to Betsy Hildebrandt at bhildebrandt@aza.org

K. WINNER'S RELEASE: HELP YOUR FELLOW MEMBERS!

If yours is the winning application, would you be willing to have it posted on the AZA website? Many people have asked for examples of a winning application so we are hoping to be able to post them on AZA's website. It would be possible to edit the application before posting if there is information included that you would not wish to share with a wider audience.