



California  
Exhibition  
Resources  
Alliance

## Exhibition Proposal Form

The California Exhibition Resources Alliance (CERA) is interested in receiving proposals for exhibitions to tour. If you have an exhibition you wish to circulate through CERA please complete the following Exhibition Proposal Form as completely as possible. **Submissions via email are preferred.** Email submissions allow CERA Associate Museums to review proposals in a more efficient and timely manner. Email submissions are reviewed annually. If you cannot send your proposal via email please submit 20 hard copies.

For additional information please contact:  
Adrienne McGraw, Executive Director  
[info@ceraexhibits.org](mailto:info@ceraexhibits.org)  
415-525-1553

### **General Information:**

Contact Person: \_\_\_\_\_

Organization: \_\_\_\_\_

Address \_\_\_\_\_ City: \_\_\_\_\_ State \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax \_\_\_\_\_ email \_\_\_\_\_

*Please include the following information in your exhibition proposal.*

### **Exhibition Content**

1. Exhibition Title, Originating Organization, Curator. **Attachment A** - Include a brief resume/CV of the curator – *no longer than two pages.*
2. Description of the exhibition themes. Be sure to address the following:
  - What is the exhibition goal(s)? What are the key messages that the exhibition will convey to the public?
  - Who are the target audiences?
  - Exhibition Interpretive Strategies (i.e. how will the messages be conveyed? Through photos, objects, paintings, label copy?) **Attachment B** - Include photos of some of the objects.

### **Physical Details of the Exhibition**

3. How many objects are in the exhibition? What kinds of objects are they (i.e. paintings, sculpture, artifacts, photos, etc.)? Are the objects framed? **Attachment C** - Provide a complete checklist of items in the exhibition if available. Include object title, dimensions, medium, source and insurance value.

4. Describe the support materials. Is label copy available? If it is not ready, when will label copy be available? Are there text panels, graphics or other visuals? Are there education materials for teachers? **Attachment D** - Please supply samples of label copy and other support materials.

5. How large is the exhibition (i.e. estimated linear feet and/or square feet)?

6. Are there any special environmental considerations (i.e. light levels?)

7. Is the exhibition crated? Please describe the crating.

### **Proposed Dates/Timing**

8. When is the exhibition available?

### **Exhibition History**

9. Has this exhibition been to other venues? If so, where and when? Where is the exhibition now? What are the other proposed venues?

10. Do press materials exist? If so, please enclose a press release and press photos.

### **Proposed Public Programs**

11. List some ideas for complimentary public programs such as artist lecture and slide show, panel discussion, demonstration, etc. Can you provide a speakers' list? What are the fees/honorarium for the speakers/presenters?

### **Exhibition Costs**

12. Provide an exhibition budget including all costs to the CERA such as rental fee, fabrication costs, etc. Describe any additional costs such as catalogs, brochures, etc.

### **Email or send completed application and attachments to:**

Adrienne McGraw, Executive Director  
California Exhibition Resources Alliance  
[info@ceraexhibits.org](mailto:info@ceraexhibits.org)  
PO Box 193307  
San Francisco, CA94119