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 2018 and 2019 can be considered for the 2020 awards. Exhibits that opened to the public in 2020 must wait until 2021 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—No more than four (4) single-spaced pages in 12-point type
Please number, entitle, and specifically address each of the topics listed below:

1. Physical Description: Describe the layout of the physical space from the guest experience
   perspective including animal viewing, graphics and interpretive elements, visitor comfort and
   landscape design. 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.

2. Interpretive Program: Describe the overarching theme/main message for the exhibit. Explain
   how this message and support messages are conveyed throughout the exhibit experience
   (this may be included in the physical description above.) Describe the results of any relevant
   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 relevant evaluation reports in an appendix.

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.

**F. ILLUSTRATIVE MATERIALS**
Exhibit Plans and Drawings – Please include rendered or illustrative materials that graphically show the 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. Construction documents/blueprints are acceptable as additional materials in an appendix but not as primary visuals to represent the design.

Video – no more than 10 minutes, submitted in .wmv AND QuickTime format, if needed to help the committee understand the guest experience.

Photographs – submit a maximum of 20 photographs. 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 exhibit functions.

Photos should be labeled. However, captions must be limited to 50 words or less. If the application is for an exhibit renovation, please include at least one “before” photo.

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 Rob Vernon: rvernon@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.