CHILDREN'S MUSEUM OF HOUSTON



EXHIBIT SPECIFICATIONS





1,500-2,500 sq ft

FEE:

\$25,000 for 3 months (plus inbound shipping and consumables)

TARGET AUDIENCE:

Great for families, caregivers and school groups! Designed for kids 5 and up.

includes:

Programming
Marketing Materials
Public Relations Plans
National Social Media Campaign





HOW IMMATURE IS YOUR CITY?



Keep the forces of maturity at bay by bringing KLUTZ's Amazingly Immature exhibit to your city! With this exhibit, your museum will become part of a wacky nationwide social media challenge that ranks your city's immaturity.

Bring internationally-recognized KLUTZ brand to your museum!

- Strong STEAM-driven activities
- Great for kids and parents
- content transcends generations.
- Designed for a broad range of ages
 - ideal for museums which focus on specific age groups or that welcome families with children of different ages.
- National competition plays on local pride
 - build community through competition with other cities.
- Easy-to-source merchandise generates incremental revenue.

Call to immaturity Social Media Challenge

Complete the Amazingly Immature Challenge and raise your city's National Immaturity Index (NII). Use social media to share wacky and quirky pictures and videos with **#AmazinglyImmature.** Each hashtag posted earns your city a point. The city with the most points will win the title of "Immaturity Capital of the U.S.!"









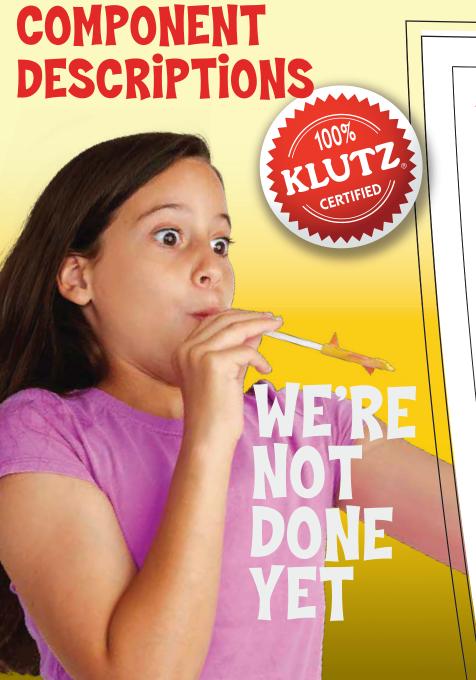




(and some practice)!

AMAZINGLY IMMATURE:





12. Reflex Ruler

Take this immature test to see just how alive your friends are by putting their reflexes and reaction time to the test. Are they a ninja master or one of the living dead?

13. Quarter Catch

How many coins can you catch off your elbow? Stack them up and let inertia help you grab them out of the air!

14. Juggling for the Complete KLUTZLearn to juggle scarves with step-by-step video instructions.

15. immature inventions

Inspired by the KLUTZ Book of Inventions, Kids can create their own invention mash-ups and share them.

16. immature MakingsAn immature mind needs to find things to do, to make and to create. Become inspired to make projects using stuff around the house.

17. immature Mailings

KLUTZ's fan mail includes everything from flip flops to messages in bottles. Check out actual things sent to KLUTZ directly through the mail and learn about other things you can send to your friends or to KLUTZ. They'd love to hear from you!

18. immature inspirationWe had so many immature ideas, we couldn't fit them all in the exhibit! So, here's a "video bonus feature" to help keep the immaturity rolling

EXHIBIT COMPONENTS

CAN YOUR CITY RISE (or STOOP) TO THE IMMATURITY CHALLENGE?

Children's Museum of Houston

immaturity To Go

Not satisified with the amount of Immaturity? We included some additional activities on the back of a few of the stations to inspire kids to try some stuff after they leave the exhibit. Remember: pictures posted to social media featuring immature behaviors, even outside the exhibit, will continue to increase your city's "Immaturity Ranking."

- Learn to Hurl Insults Like Shakespeare
- Make Wild Creations with Your Food
- Catch Popcorn on Your Tongue
- Discover How to Pop a Straw
- Learn How to Blind a Mouse (of the computer sort)
- Hang a Spoon from Your Nose





