

SCIENCE NORTH  SCIENCE NORD
SUDBURY ONTARIO CANADA

Presents



DIAMONDS

A Special Exhibition

Marketing Guide

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Introduction

The materials and suggestions offered in this marketing guide are intended to assist you in developing your own marketing and promotional strategies.

Science North's marketing department will provide Exhibitors with a User ID and Password to access the exhibit on-line guide. This marketing guide will continue to be updated throughout the duration of the traveling exhibition. Exhibitors will be notified of updates by email. Alternatively, please remember to click your "refresh" button to ensure that you are accessing the most recent contents. Please Note: All rights to images, photography and artwork provided to you for marketing *Diamonds* are the property of Science North and may not be reproduced in whole or in part unless authorized by Science North.

We do encourage you to:

- Use the messages and images as supplied or create your own within the supplied guidelines.
- Remember to submit your marketing and promotional materials including artwork to Science North for approval prior to placement or printing.
- Share your marketing and promotional strategies and materials with Science North for inclusion on the marketing guide website so others can benefit from your experiences.

Be sure to review and adhere to the guidelines and mandatory requirements outlined in this guide and in your exhibitor lease agreement for *Diamonds*.

If we can be of any assistance, please don't hesitate to contact us. See the "Contacts" section of this guide for the names and contact information of specific people from Science North with whom you may correspond.



About Science North

Science North is an interactive, world-renowned science centre located in Sudbury, Ontario Canada. Its family of attractions has grown to include an IMAX® Theater featuring both 2D and 3D films, the F. Jean MacLeod Butterfly Gallery, a 600 m² (6,000 sq ft) Special Exhibits Hall, a digital dome planetarium and most recently Dynamic Earth, a new earth sciences centre which also includes the MacLean Engineering Gallery, a special exhibits hall.

In addition to educating and entertaining visitors on-site, Science North develops and sells special exhibits and multimedia productions and produces large-format films for clients on a global scale.

By harnessing the creative strength and talents of our science communication experts, we create unparalleled experiences for facilities throughout North America and beyond. Our traveling exhibits include:

- *Diamonds*
- *Creatures of the Abyss*
- *Ends of the Earth: From Polar Bears to Penguins*
- *Arctic Adventure*
- *WaterWorks: Soak up the Science*
- *Discovering Chimpanzees: The Remarkable World of Jane Goodall*
- *The Climate Change Show*

Our Team

We are truly excited by each new project, and understand the importance of communicating and connecting with visitors in a fun and interactive way. We especially enjoy learning from our clients, while simultaneously working with them to understand and realize their goals.

Science North has an award-winning group of in-house producers, directors, scientists, and public communicators who have the combined production experience of more than three decades in the multiple formats that our business demands.



Contacts

Science North Contacts for *Diamonds*

PRIMARY CONTACT:

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Client Services Assistant

Science North

100 Ramsey Lake Road

Sudbury, Ontario P3E 5S9

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gilbert@sciencenorth.ca

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Julie Moskalyk

Sales & Business Development Manager

Science North Enterprises

Science North

(705) 522-3701, ext. 228

moskalyk@sciencenorth.ca



DIAMONDS

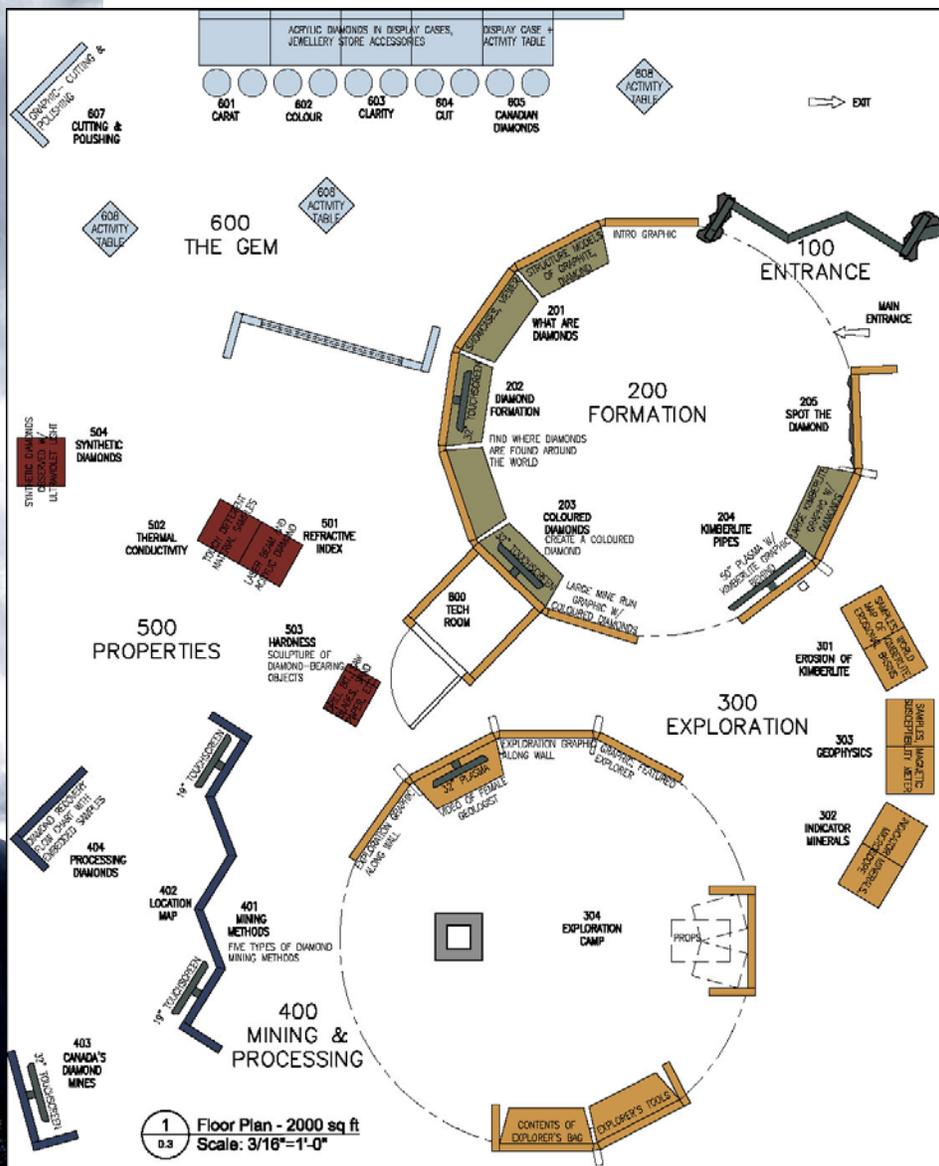
A Special Exhibition

About the Exhibition

Diamonds is a 200m² (2,000 sq ft) traveling exhibition that takes visitors on a journey from “rocks to riches”. The exhibit is organized into six sections: Entrance, Formation, Exploration, Mining and Processing, Properties and The Gem. There are 38 exhibits in total. These exhibits and experiences include rock and mineral samples, rough cut diamonds, acrylic reproductions (cz), multimedia experiences, computer interactives and large full-image graphic panels.

The average visit duration is 45 minutes.

Floor Plan



DIAMONDS

A Special Exhibition

Entrance

A recreated stylized rock entrance welcomes visitors to the world of *Diamonds!*

Formation

The origin of diamonds is linked to Earth's early history. Formed billions of years ago deep within the Earth, carbon requires just the right pressure and temperature to form diamond. Visitors will explore the complexities of diamond formation in a computerized model of the Earth by trying to find the depths where diamonds commonly form.

Exploration

Carried from deep within the Earth to the surface by volcanic eruptions, diamonds lay there for thousands of years before being discovered by geologists using the most advanced technology. Finding diamonds can take decades. It takes perseverance, determination, and a bit of luck to find "the mother lode". Visitors will meet a diamond exploration geologist, learn about the challenges and rewards of diamond exploration, and see the tools used to discover ore bodies.

Mining and Processing

While diamonds were first mined in India over 4,000 years ago, modern mining as we know it began in South Africa in the late 19th century. Today, Canada is emerging as a major diamond producer. Mining in the Canadian Arctic has its share of challenges. Visitors will gain a better appreciation for the complexities of operating a mine in a remote location, and learn the mining processes involved in producing a single, one carat, polished and gem-quality diamond.

Properties

Diamonds are the hardest natural substances known to man. They are non-metallic, do not conduct electricity, have great thermal conductivity, and refractive index. These properties make them useful, not only in jewelry, but in many industrial, technological and scientific applications as well. By using real tools, visitors will discover the properties of diamonds and discover their many uses.

The Gem

Housed in a jewelry store setting, this section will explore how diamonds are cut and polished to liberate their fiery beauty. Colour, clarity, carat, and cut determine the value of a gem-quality diamond. Visitors will manipulate the tools of the trade to evaluate diamonds.



Marketing/Promotions

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- Share your marketing and promotional strategies and materials with Science North for inclusion on the marketing guide website so others can benefit from your experiences.

Be sure to review and adhere to the guidelines and mandatory requirements outlined in this guide and in your exhibitor lease agreement for *Diamonds*.

If we can be of any assistance, please don't hesitate to contact us. See the "Contacts" section of this guide for the names and contact information of specific people from Science North with whom you may correspond.

Please note that we will continue to update this Marketing Guide over time to add new information and ideas. We recommend you check the exhibitor web site and the downloadable PDF of this guide for the "last updated" date to ensure you have the most recent information.



Target Audiences

No other gem has captured the world's imagination quite like the diamond – revered by royalty, celebrated by Hollywood and treasured the world over.

The Formation and Exploration exhibits, and The Gem itself, will appeal to broad audiences including:

- Adults with children
- Educators/Students
- Adults (all ages)
- Teens

The Mining/Processing and Properties exhibits will have special appeal to:

- Rock hounds
- Geologists
- Geology Students
- Collectors/Investors

Generally, these audiences:

- Value learning and experiencing things together.
- Are attracted to taking a hands-on approach to education.
- Are curious about the world around them.

Objective/Strategy:

Given that diamonds have strong universal appeal, it is recommended that the focus of your general marketing and promotional strategy centre on visual and textual content that features the gem itself.

A more direct approach to marketing to special interest audiences should be considered in your promoting the exhibition.



Messaging

Twitter (140 characters)

There's more to nature's most glamorous gift than meets the eye. Discover *Diamonds*, a special exhibition, now open at (your facility).

(25 words)

Ancients believed they were splinters from the stars. The true story is just as fascinating. Discover *Diamonds*, a new special exhibition, opening (your date) at (your facility).

From formation to the 4C's, there's more to nature's most glamorous gift than meets the eye. Discover *Diamonds*, a new special exhibition, now open at (your facility).

If you have ever dreamed of owning one of nature's most glamorous gifts, don't miss *Diamonds*, a special exhibition now showing at (your facility)

(50 words)

Visit the new *Diamonds* exhibition and find out what makes Canadian diamonds among the most valued in the world! Unearth how diamonds are formed and mined out of the ground! Using some of the same tools and equipment seen in jewelry stores, you can size your own diamonds, evaluate colour and determine cut!

(100 words)

Formed billions of years ago, deep within the Earth, diamonds are the hardest natural substance known to man. Which begs the question; if it's the hardest natural substance then how do you cut a diamond?

Visit the new *Diamonds* exhibition and find out what makes Canadian diamonds among the most valued in the world! Unearth how diamonds are formed and mined out of the ground! You can learn what types of sand may contain diamonds. Using some of the same tools and equipment seen in jewelry stores, you can size your own diamonds, evaluate colour and determine cut!



DIAMONDS

A Special Exhibition

Promotional Ideas

Launch / Gala Event

Work with your media partner(s) and a jewellery, diamond exploration or mining / processing sponsor to promote the exhibit. Invite audiences to attend a special *Diamonds* event. The sponsor may provide each guest with a gem – one an actual diamond, the others cubic zirconium (CZ), a synthesized material with a close visual likeness to diamond. Participants can test their gems using tools and equipment used in jewellery stores to determine if theirs is the actual diamond. All guests keep their gem... including the lucky person with the real diamond.

Free Appraisal Event

Host a free diamond appraisal event with a local jeweler.

Speaker Series

Throughout the duration of the exhibition, immerse your audiences in the fascinating accounts of diamond exploration, mining and processing. Bring in a speaker in conjunction with your media launch of the exhibit to generate additional visibility for your opening and be sure to have this person do the interview circuit.



Editorial ideas

Contribute feature column.

There is more to a diamond than meets the eye. Involve resident or local scientists in contributing articles to the local media. Content may include:

- Why are Canadian diamonds the most valued in the world?
- Are diamonds really “forever”?
- Approximately 80% of diamonds are used for industrial applications. What are these applications?
- What separates diamonds from other gemstones?



DIAMONDS

A Special Exhibition

Sample Press Release/Media update

FOR IMMEDIATE RELEASE

DATE

NEW SPECIAL EXHIBITION, *DIAMONDS*, ADDS SHINE AND BRILLIANCE TO
(insert your facility)

(Insert your City/State) - A new travelling exhibition *Diamonds*, is now shining
bright (insert your facility)

The 200 metre (2,000 square feet) *Diamonds* special exhibition is organized into
five main themes and experience areas, and will also introduce visitors to Eira
Thomas, a respected Canadian geologist.

“Eira Thomas was only 24 years old when she discovered the multibillion-dollar
diamond deposit, which is now the Diavik Diamond Mine in the Northwest
Territories,” said Mia Boiridy, Director of Dynamic Earth. “We are very happy to
have been able to interview her and profile her career through this exhibition
which explores the formation of diamonds, how we find them once they are on
surface, mining and processing, the properties, and the gem in all its glory. This
is an exhibition about diamonds that is unlike any that’s ever been done before,
and we are very proud of it,” commented Boiridy.

(INSERT QUOTES)

The *Diamonds* special exhibition is supported and funded in part by the Northern
Ontario Heritage Fund Corporation.



DIAMONDS

A Special Exhibition

Creative

The following artwork is provided to assist you in promoting *Diamonds* and respecting guidelines for recognizing exhibit “producer” (Science North) and exhibit “funders”.

The artwork provided is “layered” so you may use the creative “as is” or use individual elements if you choose to develop your own campaign. The materials supplied include:

Diamonds Logo

Poster

Website Graphic

Print Advertising

Invitation

Outdoor Banner

Samples

This section of the *Diamonds* on-line marketing guide will include samples of what other *Diamonds* exhibitors have produced.

Be sure to share your marketing materials with Science North to post on this web site. We can all learn from each other’s great marketing ideas.



DIAMONDS

A Special Exhibition

Logos

Diamonds

Exhibitors of *Diamonds* must use the *Diamonds* logo provided by Science North.

Please refer to the "Recognition" section of this guide for specifics on logo guidelines.



In process colors the logo gradation is



| | | | |
|----------|-----|----|-----|
| C | 100 | 65 | 100 |
| M | 100 | 32 | 100 |
| Y | 0 | 0 | 0 |
| K | 14 | 9 | 60 |



DIAMONDS

A Special Exhibition

Recognition

The following recognition guidelines must be referred to for appropriately recognizing Science North, the exhibit's government funder, and any other tour sponsors/supporters in all promotions and marketing materials produced by the exhibitor (the Client).

As an exhibitor you may seek non-competing Supporting Sponsors and sponsors at other levels, subject to approval by Science North. This approval must be gained prior to including or recognizing other sponsors in any promotions or marketing of the exhibit at your venue.

Science North

Diamonds exhibit Clients must identify and credit Science North as the owner of the Exhibit in all publicity, communications and promotional materials relating to the Exhibit, wherever practical, using the following credit line: *Diamonds* is a production of Science North, Sudbury, Ontario, Canada or "Produced by" and the Science North logo provided. Please refer to the "Recognition" section of this guide. This logo colour is Pantone blue 300.



Science North Recognition Guidelines

Diamonds exhibitors are responsible for all publicity, promotion and advertising relating to the display of the Exhibit at their venue.

Exhibitors of *Diamonds* must use the *Diamonds* logo provided by Science North. A copy of the *Diamonds* logo can be found on the *Diamonds* exhibitor web site under “Creative”.

Diamonds exhibit Clients must identify and credit Science North as the producer of the Exhibit in all publicity, communications and promotional materials relating to the Exhibit, wherever practical, using the following credit line: *Diamonds* is a production of Science North, Sudbury, Ontario, Canada or “Produced by” and the Science North logo provided. A copy of the Science North logo can be found on the *Diamonds* exhibitor web site under “Creative”.

All promotional materials you plan to use to market the exhibit are to be submitted by you (the Client) to Science North for approval at least 30 days before use. If you require an approval in a shorter timeframe we will do our best to accommodate.

All publicity, communications and promotional materials relating to the Exhibit must also credit government funders and any other tour sponsors/supporters of the Exhibit as specified in this guide. At present there are no tour sponsors/supporters.

As described in Article XI of the *Diamonds* Traveling Exhibit Lease Agreement, should Science North secure Tour Sponsors then additional or alternate credit line(s) will be provided by Science North.

Diamonds exhibit Clients must send to Science North, no later than 45 days following the date of closing of the Exhibit an attendance and publicity report. This summary report shall include attendance figures, press clippings and reviews, installation photos and other pertinent information related to the display of the Exhibit.

As per the *Diamonds* Traveling Exhibit Lease Agreement, should there be an opening event for this Exhibit, the Client must invite representatives of Science North, and its Sponsors and include a representative in the opening remarks.

Please refer to your Diamonds Traveling Exhibit Lease Agreement for full details and to ensure you are meeting your contractual obligations in all areas.



DIAMONDS

A Special Exhibition

Other Sponsors

As a *Diamonds* Client you may solicit local and regional sponsors, subject to Science North's approval, not to be unreasonably withheld.

Please refer to your Diamonds Traveling Exhibit Lease Agreement for full details and to ensure you are meeting your contractual obligations in all areas.

Government Funder Recognition Guidelines

The Northern Ontario Heritage Fund Corporation must be recognized in news releases issued about the special exhibition as follows, "The *Diamonds* special exhibition is supported and funded in part by the Northern Ontario Heritage Fund Corporation."



Merchandise Ideas

Given the universal appeal of diamonds, there are plenty of merchandise opportunities for your gift shop, special events and promotions.

The following themed merchandise ideas are representative of the variety of products you may want to consider. You are not obligated to use these suppliers. Feel free to explore the world of diamond merchandising opportunities on your own.



CRYSTAL DIAMOND PAPERWEIGHTS

Supplier: Nature's Expressions
#4 – 1152 Voyageur Way
Richmond, BC
V6X 3G1
PH: 604-278-6403
FAX: 604-278-6414



CUBIC ZIRCONIA RING

Supplier: Eagle Ridge Trading
Unit 501-2071 Kingway Ave.
Port Coquitlam, BC V6C 6N2
PH: 604-527-8857
FAX: 604-944-8853



CUBIC ZIRCONIA RING

Supplier: Eagle Ridge Trading
Unit 501-2071 Kingway Ave.
Port Coquitlam, BC V6C 6N2
PH: 604-527-8857
FAX: 604-944-8853



CUBIC ZIRCONIA JEWELRY SET

Supplier: Eagle Ridge Trading
Unit 501-2071 Kingway Ave.
Port Coquitlam, BC V6C 6N2
PH: 604-527-8857
FAX: 604-944-8853



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EARINGS CUBIC ZIRCONIA

Supplier: Niagara River Trading
4611 Victoria Ave
Niagara Falls, ON
L2M 4B5
PH: 905-356-4036
FAX: 905-357-7527



STRETCH CRYSTAL BRACELET

Supplier: Eagle Ridge Trading
Unit 501-2071 Kingway Ave.
Port Coquitlam, BC V6C 6N2
PH: 604-527-8857
FAX: 604-944-8853



STRETCH CRYSTAL BRACELET

Supplier: Eagle Ridge Trading
Unit 501-2071 Kingway Ave.
Port Coquitlam, BC V6C 6N2
PH: 604-527-8857
FAX: 604-944-8853



CUBIC ZIRCONIA EARRINGS

Supplier: Eagle Ridge Trading
Unit 501-2071 Kingway Ave.
Port Coquitlam, BC V6C 6N2
PH: 604-527-8857
FAX: 604-944-8853



SILVER BANGLE WITH CRYSTAL

Supplier: Eagle Ridge Trading
Unit 501-2071 Kingway Ave.
Port Coquitlam, BC V6C 6N2
PH: 604-527-8857
FAX: 604-944-8853



SILVER BANGLE WITH CRYSTAL

Supplier: Eagle Ridge Trading
Unit 501-2071 Kingway Ave.
Port Coquitlam, BC V6C 6N2
PH: 604-527-8857
FAX: 604-944-8853



DIAMONDS

A Special Exhibition



CRYSTAL DIAMOND RING

Supplier: Eagle Ridge Trading
Unit 501-2071 Kingway Ave.
Port Coquitlam, BC V6C 6N2
PH: 604-527-8857
FAX: 604-944-8853



CRYSTAL NECKLACE

Supplier: Chelsea International Inc.
168 Lexington Court – Unit B
Waterloo ON N2J 4R4
PH: 519-886-4484
FAX: 519-886-6006

