



EXHIBIT SALES AND SERVICES

ABOUT SCIENCE NORTH SALES

For more than 30 years, Science North has taken its experiences far and wide, reaching audiences around the globe. Our exhibitions have captivated more than 11 million visitors in eight countries!

Science North stands out for its uniquely science-based exhibit experiences. Our exhibits are crafted around engaging educational themes, are highly interactive, and built to last.

 **11+** million international exhibition visitors

 **8** countries

170+  venues

30 years of experience



20 exhibitions activated



OUR PROFESSIONAL AFFILIATIONS

- American Alliance of Museums (AAM)
- Association of Children's Museums (ACM)
- Asia Pacific Network of Science and Technology Centres (ASPAC)
- Association of Science and Technology Centres (ASTC)
- Association of Zoos and Aquariums (AZA)
- Canadian Association of Science Centres (CASC)
- Canadian Museums Association (CMA)
- European Network of Science Centres and Museums (ECSITE)
- Giant Screen Cinema Association (GSCA)
- International Association of Amusement Parks and Attractions (IAAPA)
- International Science Centre Impact Study (ISCIS)
- Themed Entertainment Association (TEA)
- Visitors Studies Association (VSA)




Extreme Sports: Beyond Human Limits

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NATURE EXCHANGE



Where curiosity is the currency.

Explorers of all ages can learn about the great outdoors, trade their discoveries, and swap stories—all in exchange for something new!

Curiosity is the most valuable thing you can bring. Find a cool rock? Draw a picture of an interesting insect? Have an epic adventure story? Bring it to a Nature Exchange location or share it through our app to earn points and trade for new treasures.

At the Nature Exchange, anyone can swap treasures for points—but here's the exciting twist: the more you know about your item, the more points you earn! Knowledge is just as valuable as the object itself.

LEARN MORE → **EARN MORE**

Every trade sparks curiosity, conversation, and new discoveries. The more you learn, the more you can trade, turning exploration into a lifelong journey of wonder and appreciation for the natural world.

Trading encourages repeat visits and increases membership sales.

Nature Exchange is now available as a traveling exhibition or permanent, turnkey installation.

WHAT YOU GET

- Custom floor plans, graphics and cabinetry that suits your footprint and audience
- Exclusive Nature Exchange trading software and mobile app
- Start-up collection and library
- Complete staff training & ongoing support



TRACK & TRADE ON THE FLY!

With the new Nature Exchange app, you can trade real and virtual objects at any Nature Exchange Trading Center.

WHY NATURE EXCHANGE IS A MUST-HAVE EXPERIENCE

- It's Addictive (in a good way) — Visitors come back again and again because every trade and experience are different.
- Drives Memberships & Repeat Visits — 73% of Nature Exchange explorers return to trade again, and 45% become members.
- Boost Dwell Time & Engagement — Visitors spend more time learning, exploring, and trading.
- It Turns Your Staff into Science Superstars — Visitors don't just trade, they swap stories, ask questions, and bond with your team.
- Make Learning Irresistible — Kids light up when they discover something new, and they can't wait to show it off.
- It's Interactive & Personal — No two trades (or stories) are the same — it's all about what you find and learn.
- Turn Curiosity into Connection — Visitors connect with nature, your staff, and each other in totally organic ways.



Where curiosity is the currency.



PROOF THAT IT WORKS

- 54,000+ active traders (and counting!)
- 1 in 5 visitors are active traders at Science North
- 80% are ages 4-15 — right in the sweet spot for family audiences
- Visits last 10 minutes to 4 hours — they stick around and engage!

NATURE EXCHANGE IS FULLY TURNKEY & MODULAR

The Nature Exchange turnkey package provides all the training, software, hardware, equipment and cabinetry you need to set up a complete visitor experience, designed to attract repeat visitors.



Not ready for a full gallery renewal? Looking to make a big impact with a small space?

Ask us how you can get started with Nature Exchange Lite today.



**NATURE
EXCHANGE**





EPIC.

EXTREME SPORTS BEYOND HUMAN LIMITS

Extreme Sports: Beyond Human Limits takes visitors inside the minds and bodies of extreme athletes to explore the psychology, physiology, and physicality of some of the most extreme activities in the world. In this high-energy exhibition visitors experience the thrill of extreme sports in exciting, interactive exhibits and immersive environments.

Visitors will explore the technology, creativity, and innovation inherent in these sports. They will be introduced to passionate athletes and hear their incredible stories.

EPIC EXHIBIT FEATURES (6,000 SQ FT SETUP)

- Challenge your balance on a high-line
- Try out a parkour course
- Enter a virtual race
- Pilot a wingsuit in a simulated adventure
- Scale kid-sized climbing walls
- Snuggle into a portaledge hanging tent

Extreme Sports: Beyond Human Limits is developed and produced by Science North, in partnership with the Ontario Science Centre.



 1,000 OR 6,000 SQ FT

 1 OR 4  2 OR 10 DAYS

EDUCATIONAL THEMES

- Science
- Physiology
- Psychology
- Sports
- Human performance

TARGET AUDIENCES

- Families with kids aged 3-17
- Children aged 3-13
- Teenagers aged 14-18
- Educators
- Sports enthusiasts





Be amazed by the strongest, longest, highest, and fastest! Be amazing as you explore, focus, react and endure! Be OFFICIALLY AMAZING™ and break a world record!

The Science of Guinness World Records will engage visitors in real science experiences and record-breaking challenges. Visitors will learn that anyone, anywhere can be a record-breaker while using science to develop their record-breaking skills and abilities.

Visitors will gain an understanding of their body and how it reacts, focuses, and endures.

SIGNATURE FEATURES:

- Leaderboard for visitor attempts
- Hands-on attempt arena
- Interactive multimedia theater
- Attempt to break a record with official adjudication event
- Play the giant Pacman

The Science of Guinness World Records is developed in partnership with Ripley Entertainment Inc. and GUINNESS WORLD RECORDS™.

Blow your visitors away!

Wild Weather is a highly interactive and entertaining exhibition that is designed to immerse and engage visitors in the science of severe weather.

Severe weather is a powerful and unpredictable force that causes great damage to communities, infrastructure, and lives. Visitors are given unique opportunities to experience severe weather.

Through the exhibition's unique experiences, visitors will discover how emerging technologies and recent scientific discoveries are improving our ability to forecast severe weather and prepare for future climate changes.

SIGNATURE FEATURES:

- Fly through a hurricane
- Witness the path of a tornado
- Meet extreme weather researchers
- Dance up a storm!

Wild Weather is developed in partnership with the Ontario Science Centre.



6,000 SQ FT

4 **10** DAYS

EDUCATIONAL THEMES

- STEM
- Natural history
- Popular culture
- Human performance

TARGET AUDIENCES

- Families with kids aged 6-12
- Teens and young adults
- Adults aged 20-45
- School groups
- Leisure market visitors

3,000 SQ FT

2 **5** DAYS

EDUCATIONAL THEMES

- Climate change
- Meteorology
- Climatology
- Science technology

TARGET AUDIENCES

- Teens and young adults
- Adults
- School groups
- Photographers
- Meteorologists
- Youth groups
- Seniors groups



GOING VIRAL



GAME CHANGERS



We live in viral times!

Not everything contagious is a virus—ideas, laughter, yawning, and even dance moves can go viral too! Welcome to the exhibit where we explore the curious world of things that *catch on*.

Going Viral: From Giggles to Germs is a fun and contagious experience that tackles the broad topic of the science of spread, drawing on scientific fields such as epidemiology and public health, network science, psychology and social sciences.

SIGNATURE FEATURES:

- Contaminate a crowd while dancing.
- Discover how yawns and laughs are contagious.
- Capture a gang of bacteria and viruses.
- Meet the world's greatest infection agent.

This exhibition was created by the Pavilion of Knowledge – Centro Ciência Viva in collaboration with the Cité des Sciences et de L'Industrie in Paris, and Heureka in Helsinki.



Game Changers is a sensory experience that engages visitors in multiple ways. Through carefully chosen video games and systems, and unique interactive platforms, visitors get to “live” the video game evolution.

With technological advancements, such as motion sensing and audio developments, our video gaming experience has evolved significantly from the first PONG to the photo-realistic, immersive games of today.

Game Changers looks at what shapes the player’s experience, and explores how innovations have transformed the way we interact with computer technology.

SIGNATURE FEATURES:

- More than 140 iconic games that transformed the gaming scene.
- Original concept art, storyboards, and level designs
- Iconic video game music and sounds

This exhibition was developed by the Canadian Science and Technology Museum. Tour managed by Science North.

4,000 TO 6,500 SQ FT

4 8 DAYS

EDUCATIONAL THEMES

- Epidemiology and public health
- Network science
- Psychology
- Social sciences

TARGET AUDIENCES

- Families with kids aged 6-12
- Teens and young adults
- School groups

3,000 SQ FT

1 5 DAYS

EDUCATIONAL THEMES

- Science
- Popular culture
- History
- Technology and innovation

TARGET AUDIENCES

- Families
- Teens and young adults
- Adults
- School visitors



OFF-THE-SHELF EXPERIENCES

In addition to Nature Exchange (pages 2 through 5), Science North offers a variety of turnkey permanent installations.

You can purchase these experiences as standalone products, or combine them to curate your own mini-exhibition that best suits your space.



BED OF NAILS

Sure to be one of your most popular exhibits, visitors will never forget the experience of lying on 3,500 individual nails!

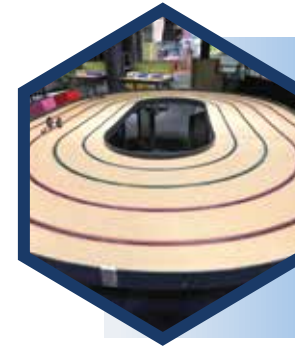
A visitor stretches out on a perforated acrylic platform—then, automated hydraulics push steel nails up through the holes, lifting the visitor off of the platform and safely onto a bed of nails.

Available as a complimentary experience or with a revenue-generating models.

TESSELLATING WALL

Does it tessellate? Tessellations are tiling patterns that can be found all around us in nature and in design. Create patterns by fitting shapes together. If your pattern has no gaps or overlaps, it is a tessellation.

This magnetic wall can be infinitely customized. Choose patterns that best reflect your local natural landscape, or repurpose the wall for other great stem learning with ramps, tubes, or gears for other great educational experimentation.



RACE TRACK

Learning about pulley ratios, motors, and structural stability has never been more fun! Visitors can design and build their own racecars from a modular K'Nex kit then test drive them on a custom built racetrack.

Easy to use "T" handle controllers • Separate build/pit area with storage • Custom control center to house electronic components • TrackMate Race Management Software • Can be implemented with other build materials (Lego bricks, etc.).

MINERAL WALL

The Mineral Wall is bursting with colours and textures from our natural world.

Explore, identify and learn all about the specimens with our interactive touchscreens. You won't be able to resist touching these rocks and minerals from around the world as they tell the Earth's geologic story.



STREAM TABLE

Visitors of all ages will learn to appreciate both the power of flowing water and the subtle elegance of the patterns it carves. The Stream Table is an excellent play tool for exploring the science of rivers and streams. This is a big hit with children as they operate water flow that sends water twisting and turning, shaping a sediment landscape.

Available in 12 ft and 22 ft models.



IMMERSIVE THEATER: CLIMATE ACTION SHOW

Building on the success of previous versions of Science North's award-winning climate change object theaters, this immersive multimedia theater empowers visitors of all ages to become Agents of Climate Change Action!

Hosted by Sheepy and a cast of global and local agents, your visitors will become agents of change and prepare themselves to champion climate change action in their lives and their communities. *Note: this experience requires site modifications.*



BALANCE THE CARBON

Can you get to net-zero? Compare the carbon emissions released by everyday activities— from taking a flight to buying a new pair of shoes—with wooden blocks that represent how much carbon an average adult tree absorbs in one year. Stack blocks on either side of a balance to see how many trees it takes to absorb the carbon emitted by different human activities.



IMMERSIVE THEATER: READY, SET, MOVE!

This fully immersive, active and interactive experience will take visitors on a journey into the world of healthy living. Visitors will jump, dodge, twist and play throughout the show, their actions helping our hero Anna on her quest to save her family from an ominous, dark fog.

Combining movement sensing and feedback technology with a powerful health-themed narrative, this experience is unprecedented in the attractions field. *Developed in partnership with Experimentarium (Hellerup, Denmark). Note: this experience requires site modifications.*



MOONWALK

What does it really feel like to walk on the Moon? Visitors can step into a specially engineered pulley system that simulates lunar gravity—just one-sixth of Earth's. This hands-on experience offers a safe, thrilling way to feel the lightness of walking in space. Get fully immersed with the added VR experience.

SINK THE CARBON

Can your carbon sinks keep up with the amount of carbon being released by sources?

Up to four players compete to sequester as many carbon balls as they can before time runs out. Colorful imagery introduces human activities as a significant carbon source that releases balls for players to collect; forests are shown as an important carbon sink that players use to grab carbon balls as they fall.



CONSCIOUS CONSUMERS

Are you a conscious consumer? Compete with up to four other visitors to test your knowledge about sustainable purchasing habits. Choose from two customizable quizzes with five questions each:

What Am I Made Of? tests your knowledge about the materials that make up common household goods, and which of these materials are more sustainable. *This or That?* encourages you to select the most sustainable solution to everyday problems.



VISITOR EXPERIENCE CONSULTING

Elevating stories, spaces, and science.

Connect with us to explore how Science North can help you transform your visitor experience. We combine strategy, science communication, and visitor engagement in one team, and offer full lifecycle services.

Consulting built on operational insight. Our consulting services are built from decades of operating one of North America's leading science centers—and tailored to the needs of science centers, museums, and cultural attractions worldwide. Let's turn insight into impact!

Strategy shaped with you, not for you. We don't arrive with cookie-cutter advice. We co-create responsive, audience-focused strategies that reflect your mission.

Science Center Consultation

Through the development, operation, and expansion of our own science centers and onsite attractions and business, we have an acute understanding of visitors' needs, expectations, and what it takes to consistently deliver outstanding visitor experiences. Let us share our expertise and help you transform your vision into a visitor adventure that will educate inspire and entertain.

- Business planning
- Feasibility studies
- Strategic master plans
- Operations plans
- Interpretive staff training
- Marketing plans
- Formal evaluation of exhibits, galleries, and experiences



Traveling Exhibition Development and Tour Management

Whether you are looking for specific support or a comprehensive solution to creating an easily transported exhibit that will engage and educate diverse audiences, our team is here to work with you to leave a lasting impact wherever you go.

- Visioning and concept development
- Thematic content development
- Exhibit re-development for travel
- Project management, including design and fabrication support
- Educator guides
- Technical services
- Sales, logistics and tour operations



Science Communication for Industry

Effective science communication helps demystify complex scientific concepts for the general population. By leveraging science communication as a tool in the metaphorical toolbox, your business can advance your strategic goals while contributing to a more informed community.

Whether you are looking to enhance public understanding and build trust, improve stakeholder relationships, or attract partners, funding, and top talent, Science North can help you tell your story, differentiating your products and services and giving you a competitive edge in your market.

- Training and workshops
- Outreach programs
- Visual communication

Research & Evaluation

Unlock deeper insights with the experts who know your audience best!

Science North's Research & Evaluation team can help you make evidence-based decisions that drive results and create engaging experiences.

We offer visitor and market research; title/topic testing; front-end, formative, and summative evaluation of programs and exhibits (including learning impact); product evaluation to grow attendance and sales; baseline knowledge studies to inform content; and environmental scans and literature reviews.

Our work uses reliable, valid methods and creative, interactive tools—so findings are both trustworthy and immediately actionable.



STEM Education Consultation

We offer a comprehensive range of solutions designed to inspire, educate, and engage learners of all ages in science. Let us leverage our expertise in exhibit development and science communication to create immersive and interactive experiences for you.

- Thematic content for museums and science centers
- Exhibit concept development
- Curriculum development
- Educational workshops and camps
- Outreach program development

Educational Programming and Resources

School Program Consultation: Meet with Science North's education team to learn about their school program system, and how it allows them to reach more than 80,000 students across Northern Ontario.

Science Center Ready School Programming: Science North has five ready-to-run programs that you can offer at your science center or museum. Purchase the program script, powerpoint, and associated resources, or have Science North do it all and purchase the accompanying classroom kit for use in your science center.

MULTIMEDIA PRODUCTION

If you have an inspiring story, we'll help you tell it. We can support and produce exceptionally well-crafted corporate and custom films to engage the audience in your story.

- Concept development
- Pre-production planning: including scriptwriting, storyboarding, location scouting, and scheduling
- Production: stock footage, filming, directing, and audio recording
- Post-production: meticulous editing for a polished and impactful final product
- Animation and motion graphics

The Big Picture: Science North's Large Format Film Legacy

In 1994, Science North opened its IMAX theater in Sudbury, Ontario and immediately began development of our own IMAX films. Since then, we have released four large format films, two large format 4D productions and are in development on several other projects, making us one of the leading producers of educational large format films in the world.

Science North is the only science center with an in-house large format production unit, and we have built a reputation as a specialist in environmental and natural history themed films.

From the release of our first large format production in 1999, we have kept our commitment to create films that not only educate, but also inspire.

IMAX® is registered trademark of IMAX Corporation.



Production, Distribution & Licensing

We are a leading producer of large-format films that educate and inspire, with five environmental and natural-history titles released to date. Our films are available for licence in 15/70, 8/70, IMAX® digital, non-IMAX digital, HD, and dome formats. We also license awe-inspiring stock footage in multiple formats with competitive per-second pricing. For organisations with a unique story, we produce exceptionally crafted custom and corporate films that bring your message to life.

Custom Films

We produce exceptionally well-crafted corporate and custom films that engage the audience in your story. If you have a message to share, we can bring it to life.



sales.scicencenorth.ca



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