

CHAPTER FOURTEEN

TRAVELLING EXHIBITIONS

Planning Ahead

Sometimes it is possible to send an exhibition from one place to another, thus enabling many more people to see it. However, all the arrangements must be made well in advance; otherwise things are sure to go wrong. So if the exhibition is not being accompanied by one or more members of the original organising committee, try to ensure that all subsequent showings have their own committees and that each committee has sufficient information (e.g. a copy or photocopy of this book) to be able to follow the same procedures as yourself.

Packing Up

In such circumstances, the main task of the original organisers is to arrange the packing and transport of the books. Only very rarely is it feasible or worthwhile to pack the ancillary exhibits. The important point here is to supply a list of all the books being sent on. Usually this can be done by checking off the titles against the catalogue and noting any that are missing. Send one copy with the books themselves, another separately by post, and keep a copy yourself.

Though you may be able to use some of the original packing materials, you may find it best to find other containers for the exhibition. In some countries, laundry boxes have been found to be a good size for packing books in, and strong enough to resist the vagaries of all sorts of transport.

Touring the Exhibition

Where an exhibition is going to a number of places, money and trouble can be saved if each exhibitor sends the books directly to the next one without returning them to base. If this method is followed, it may be essential to send each place a brief list of instructions. This should include:

- (a) Details of how to pack the books.
- (b) A reminder to enclose a list with the books and to send a copy under separate cover.
- (c) A procedure for notifying the original promoter of any titles that have been lost or damaged during the showing.
- (d) Instructions to next exhibitor about onward forwarding after their show is over.

In addition, photographs of the original display sent under separate cover ahead of the books themselves can sometimes help the next exhibitor plan the layout and ancillary displays.