



Mid-America Science Museum

January 21st, 2011

To Whom It May Concern,

From May through August of 2010, Mid-America Science Museum (MASM) hosted the exhibit *Be The Dinosaur*. This exhibit was a huge success for our Museum. We had a 9% increase in attendance over the previous summer while many other Museums in our State experienced a drop in attendance over the same timeframe.

At MASM, we have high standards for our traveling exhibitions. We insist the exhibits be educational, entertaining, and hands-on. *Be The Dinosaur* met all of this criteria and more. We found the exhibit's content to be very educational and in-depth, and the virtual experience to be unique and a hit with our visiting public.

We had very few technical issues with the exhibit. All of which we were able to resolve in no time with our own staff. The technical support from Eureka Exhibits was very good; everyone who we worked with was very responsive and helpful.

We would highly recommend this exhibit. The quality of the design, ease of use, and overall content makes *Be The Dinosaur* one of the best exhibits we have had in 31 years at MASM.

Sincerely,

Andy Marquart
Executive Director

In Association with The Smithsonian Institution

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