

# INFLATABLES FOR MUSEUMS

*A Guide for Curators, Marketing Directors  
& Special Events Coordinators*



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PREMIER CUSTOM INFLATABLES



# INFLATABLES FOR MUSEUMS

## A Guide for Curators, Marketing Directors & Special Events Coordinators

### INFLATABLES MAKE IMAGINATIVE MUSEUM EXHIBITS: DESIGN CREATIVE DISPLAYS FOR EVERY TYPE OF MUSEUM

Events at art, science and children's museums often call for special props for marketing or as actual museum exhibits. Design intriguing, provoking or whimsical presentations and let Landmark Creations bring them to life.

Whether you're promoting coming attractions or designing a new museum display, we have the imagination and know-how to develop everything from dinosaurs to rockets and body parts to planets.

### In This eBook:

- 5 Proven Ways
- Recommended Uses
- Our 3-Step Process
- Ordering Checklist
- Why Landmark?



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# 5 Proven Ways

## INFLATABLES HELP MUSEUM MARKETERS ACHIEVE THEIR MARKETING GOALS



### BUILDING INTEREST

Lectures, screenings or performances, whatever exciting events are coming to your museum, custom inflatables can play an integral role in your marketing plan.



### MAKING A PERSONAL CONNECTION

Design a museum display with butterflies, scuba divers, sharks and more. Inflatable exhibits are always a hit with kids and adults.



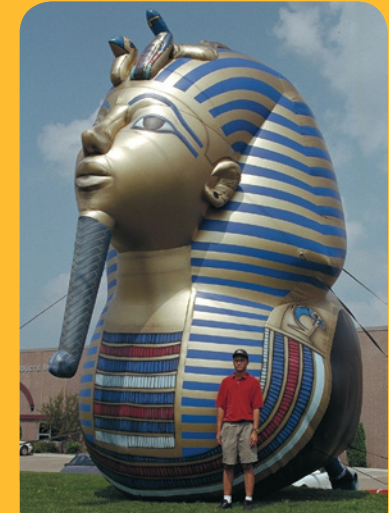
### INCREASING BRAND AWARENESS

Nothing else makes an impact quite like a giant inflatable replica of your new animal on exhibit or an enormous themed shape from your latest large format film.



### ADDING FUN!

Regardless who sees them, inflatables are interesting, colorful and memorable, so they attract children while also staying in the minds of parents.



### BREAKING ADVERTISING OVERLOAD

From films featuring the mythical, Greek goddess Nike to Alaskan grizzly bears, inflatables are intriguing promotional tools that help increase attendance.



# Our 3-Step Process:

**IN THREE EASY STEPS, LANDMARK CREATIONS WILL TRANSFORM YOUR BIG IDEAS INTO CUSTOM MADE INFLATABLE ADVERTISING REALITIES!**



## Step One - You Have a Vision

Once you're finished with your brainstorming session, call, fax or email your ideas to Landmark! Even if you're still working with a vague concept, our professionals can offer important insights into which type of custom made inflatable advertising to choose, what size would work best, and what to consider during the design phase. We can also offer creative ways to use promotional inflatables that will reinforce your corporate brand identity.



## Step Two - We Convert Your Vision Into A Blueprint

We are an inflatable products manufacturer with talented artists that will make a finished rendering so you can see the specifics of your future promotional inflatables. This will also give you the opportunity to offer final approval on the color scheme and artwork. Once your approval has been given, the production process will begin.



## Step Three - Your Vision Is Realized!

You will receive a photograph via email requesting final approval and offering you one last opportunity to make adjustments prior to shipment. Normally within 4 to 6 weeks our experienced craftsmen will carefully prepare your full-sized custom-made promotional inflatable. Rush orders are also available upon request.

# Why Landmark Creations?

## OVER 25 YEARS OF EXCEEDING OUR CUSTOMER'S EXPECTATIONS



Since our inception in 1986, Landmark Creations has been an inflatable manufacturer that is managed and operated by its shareholders. This translates into an environment where our employees genuinely care about our customers by providing them with custom inflatables that never fail to exceed their expectations.

Our full creative staff of painters, graphic artists, sculptors and illustrators has had the good fortune of manufacturing custom inflatables for major corporations such as: Nickelodeon, Miley Cyrus, General Mills, Bowling for Soup, Oprah Winfrey, and countless others.

Our award winning staff has more than 76 years of combined inflatable manufacturing experience. Our passion for creating cutting edge custom inflatables and exceeding our customers' expectations is apparent in everything we do. You will not find an inflatable manufacturer more committed to quality, or relentless in the pursuit of customer service.

# A Checklist for Ordering Museum Inflatables

<b>COMPANY</b>	
<b>CONTACT</b>	
<b>PHONE</b>	
<b>EMAIL</b>	

## Our inflatable(s) are likely to be:

- product replica(s)
- mascot(s) / character(s)
- logo(s) / billboard(s)
- costume(s)
- tent(s) / dome(s)
- helium blimp(s)
- other: \_\_\_\_\_

## Our inflatable will be used:

- at trade show(s)
- for mobile marketing event(s)
- at grand opening(s)
- for outdoor fairs & festivals
- other: \_\_\_\_\_

## Our inflatable will be installed:

- on rooftops
- outdoors - primarily on:
  - grass
  - concrete
  - asphalt
- indoors - average space is \_\_\_ x \_\_\_ x \_\_\_
- custom installs (special requirements):

## Our inflatable will be used:

- at a single location
- at multiple locations

## SIZE NEEDED

### The design of the inflatable is based on:

- A picture / concept is available.
- A concept drawing is needed.
- Landmark's Product ID# \_\_\_\_\_

### Who has access to your artwork if product packaging or logos are involved?

Artwork can be obtained from: \_\_\_\_\_

**How many will you need?** Quantity can affect price in some instances so if you plan to order more than one inflatable, please let us know.

## QTY NEEDED

**When do you need it?** Rush fees may apply to last-minute projects so order as far in advance as possible. Standard lead times are 4-6 weeks. Also, please note that Pantone® color fabrics take longer to produce and can add 2-4 weeks to your lead time.

## EVENT DATE

### Get a FREE estimate or request more information:

CALL: (800) 553-3593 | (952) 895-0947

FAX: (952) 895-0946

EMAIL: [tom@landmarkcreations.com](mailto:tom@landmarkcreations.com)

ONLINE: <http://landmktg.com/Estimate>



