



E/M GROUP

Touring Exhibitions

EMEA



About Us

Experiential Media Group 'EMG' LLC (EMG) headquartered in Atlanta, Georgia, is the foremost presenter of museum-quality exhibitions throughout the world including Titanic: The Artifact Exhibition. EMG presents its touring exhibition experiences in museums, science centers, and unique venues, as well as operates a group of long-term attractions throughout the world. We are passionate about creating outstanding guest experiences that are immersive, entertaining, educational, and grounded in current scientific research.

EMG's mission is to captivate, educate, and inspire through the finest quality exhibitions and entertainment experiences.



RMS Titanic, Inc. (RMST) For over 35 years, RMS Titanic Inc. and affiliate of EMG, has served as the sole legal steward of the wreck site of the RMS *TITANIC*. The Company has conducted eight expeditions to her final the wreck site for both research and recovery. On seven of eight of those dives, RMST has retrieved artifacts from the debris field which have been conserved and are displayed in exhibitions around the world to educating and connecting millions of attendees to the legacy of the ship, her crew, her passengers, and her tragic fate.

RMST's Mission is mission is to preserve the legacy of Titanic's maiden voyage, subsequent sinking, and the memory of her passengers and crew through care and display of our recovered artifacts, comprehensive educational programs, innovative exhibitions, research and recovery initiatives, wreck site imaging and analysis, and ongoing Titanic collaborations.

TITANIC: The Artifact Exhibition

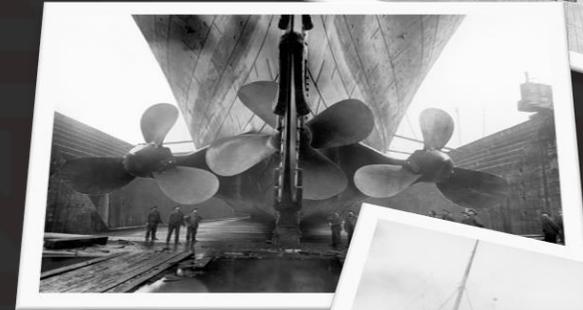
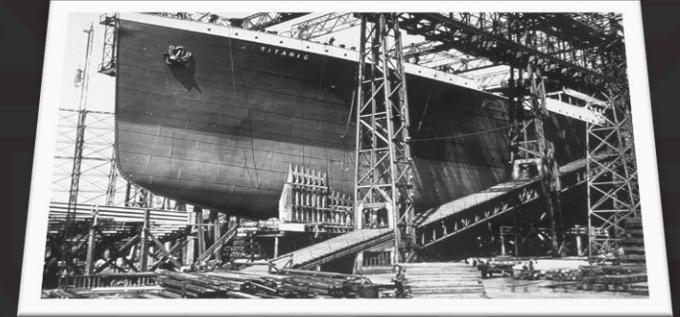
About the Exhibition

Seen by more than 25 million visitors worldwide, TITANIC: The Artifact Exhibition is hailed as THE MOST SUCCESSFUL exhibition in our lifetime.

TITANIC: The Artifact Exhibition is the only exhibition to feature artifacts recovered directly from the wreck site of the *RMS Titanic*. Presenting more than 200 of these recovered artifacts, alongside full-scale room re-creations, interactive environments, exclusive video, never before seen photographs and compelling stories; the experience transports visitors back in time to become a passenger on the great Ship.

Objects as commonplace as a child's marble remind us of life's fragility and the importance of loved ones. A mangled engine part challenges us to reevaluate our dependence on technology. And a once shimmering gold watch, its hands swept away by the frigid waters of the North Atlantic, warns that wealth does not insulate one from tragedy.

More than any word or image, TITANIC: The Artifact Exhibition tells the story of the Ship, of the time in which she was built and of her 2,208 passengers and crew whose lives she changed forever.



TITANIC: The Artifact Exhibition



Provenance

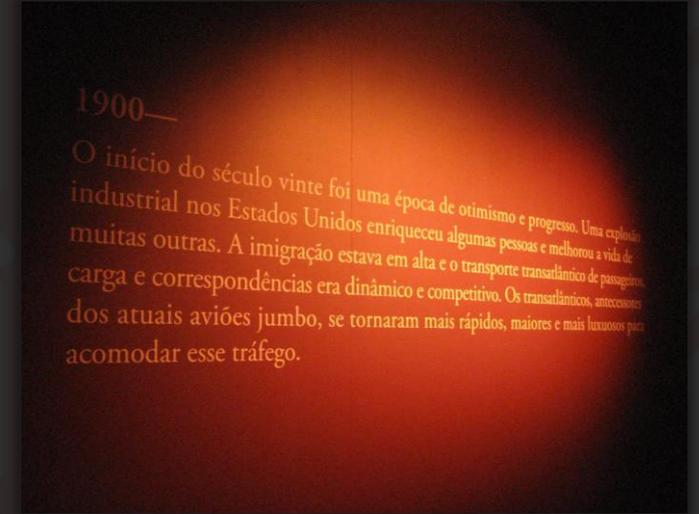
For more than 35 years, we have served as the exclusive steward of RMS Titanic, and are dedicated to preserving her legacy through educational, historical and scientific based programs. The Company has honorably conducted eight expeditions to the wreck of Titanic exclusively recovering and conserving more than 5,500 artifacts.



Attendance

The Exhibition has been seen by over 30 million people in 33 countries including:

- Paris, 1987, 2003, 2013
- London, 2010
- Belgium, 2013
- Geneva, 2014
- Speyer, 2015
- Linz, 2016
- Prague, 2016
- Budapest, 2018



Support

EMG Provides:

- Floorplan Design
- Installation & Deinstallation
- Retail Merchandise
- Audio Guides
- Operational Training
- Educational Materials
- Marketing Templates
- Full Media & Publicity Plan



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TITANIC: The Artifact Exhibition

The Exhibition Experience

Memorable Souvenirs

Guests begin their experience with a photo opportunity in front of a green screen. After touring the exhibition, they exit into the retail store where trained staff help them select from several backgrounds, packages, and a variety of frames for the perfect souvenir to remember their experience.



Prior to Entering the Exhibition

Each visitor will receive a replica boarding pass that has the name of an actual passenger that would have been traveling on *Titanic*.

In addition to a name, the boarding pass will have the passenger's age, class of service, where they were traveling to and a little bit of information about them if available. The visitor will essentially assume the identity of this passenger as they travel through the exhibition.

In the final gallery, the Memorial Gallery, they will take their boarding pass to the Memorial Wall where we have the Ship's manifest printed, broken down between First Class, Second Class, Third Class and Crew, survived and perished, and they find out the fate of their passenger and those they were traveling with.



Construction

The story of *Titanic's* conception and construction is told in the **Construction Gallery**. Visitors walk wood plank floors reminiscent of the docks in Belfast, and are enveloped in the sounds and images of the Ship's construction. Artifacts in this gallery feature impressive pieces of the Ship's infrastructure, as well as some of the items traveling in the cargo hold.

The Ship's construction quickly brought together the finest designers, engineers, and draftsmen of the time, as well as a labor force of over 10,000 men. The world looked on in awe as the largest moving object made by human hands took shape, and the press marveled at the advanced technology being employed in *Titanic's* construction. One periodical went so far as to call *Titanic* "practically unsinkable."



Departure

On April 10, 1912, an air of excitement spread throughout Southampton, England, as *Titanic's* sailing drew near. The Ship's crew came aboard in the early morning and passengers began arriving at 9 a.m. First-class passengers arrived in more leisurely fashion closer to noon—the hour of *Titanic's* scheduled departure.

The **Departure Gallery** features a representation of a section of *Titanic's* hull, through which passengers passed via a boarding ramp to enter the Ship. Images of *Titanic* on her sailing day are also featured.



Life on Board

Titanic's course took her to Cherbourg, France and Queenstown, Ireland before setting out for the open seas and New York Harbor. Passengers of all classes marveled at their accommodations and settled in for a luxurious crossing on calm seas.

In the **Life on Board Gallery**, visitors experience the amenities of all classes and witness the class distinction that was a foundational element in Edwardian society. Recreations of first- and third-class cabins detail the differences in creature comforts available to the super-rich and those of lesser means.

The gallery is filled with artifacts from *Titanic*, including cookware and china, as well as the personal belongings of many of the Ship's passengers.

Note:
Our Collections Team identify and highlight important local passenger or relevant local stories.



April 14, 1912

With less than two days left on their journey, *Titanic's* passengers began to look forward to their arrival in New York. Despite several ice warnings received throughout the day, *Titanic* steamed into the moonless night near top speed.

The galleries that memorialize the night of April 14, 1912 tell the story of *Titanic's* sinking in great detail. Visitors experience the Ship's boiler rooms, where *Titanic's* hardest work was done, and the wireless room, where ice warnings poured in throughout the day.

The culmination of the night comes in the **Iceberg Gallery**, where visitors come face to face with a wall of ice designed after a sketch drawn by Ship's Lookout Frederick Fleet.

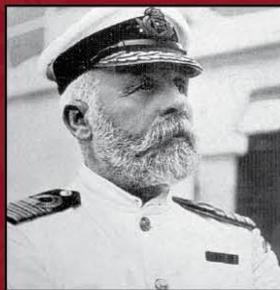
This refrigerated wall draws the humidity out of the air to create real ice. Visitors are asked to place their hands on the iceberg, giving them a sense of the frigid temperatures of the North Atlantic on the night of *Titanic's* sinking. The iceberg brings to mind a sobering reality: although visitors can remove their hands from the iceberg when they feel too cold, those plunged into the icy waters did not have the luxury of that choice.



Lifeboat

The Lifeboat Gallery allows visitors to relive this final drama on *Titanic's* decks, and to learn the story of the seemingly endless night that *Titanic's* survivors passed in the lifeboats.

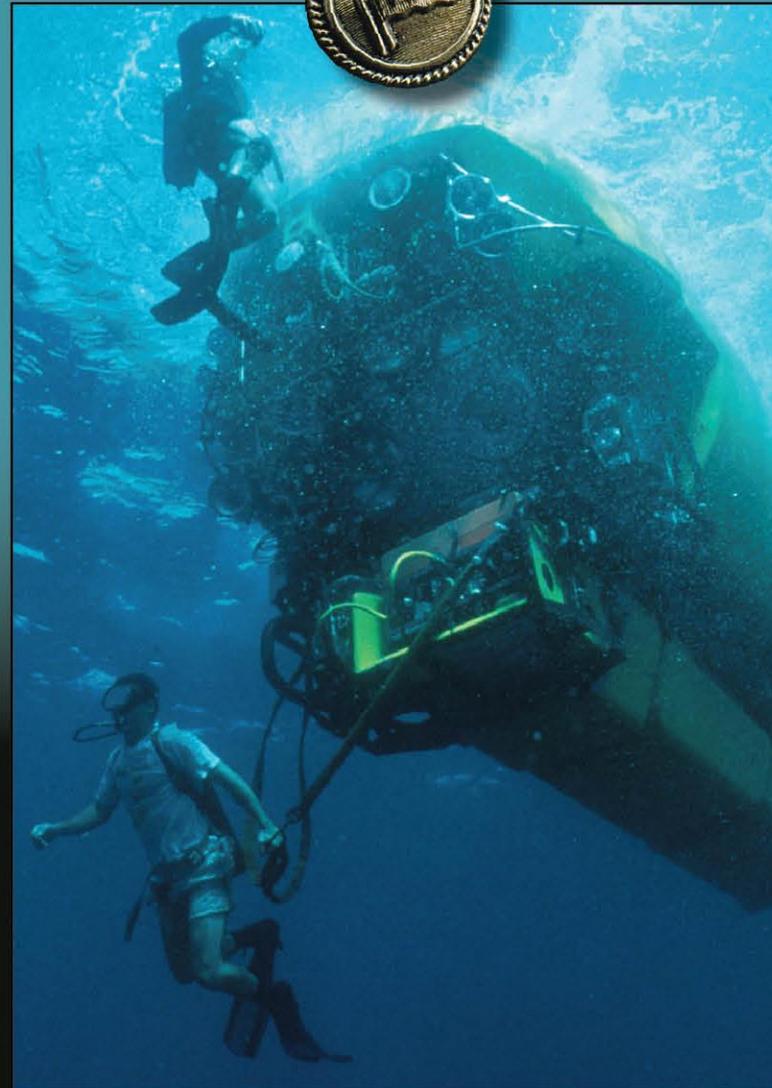
The two hours following *Titanic's* collision with the iceberg and its sinking gave birth to some of the most poignant stories in human history. The Ship did not have enough lifeboats for all on board, forcing crew members to invoke the rule of the sea—women and children first. Husbands were separated from their wives, as were mothers and fathers from their children.



Seabed

RMS Titanic broke apart and sank at 2:20 a.m. on April 15, 1912. The wreck of the Ship lies in two major sections 2.5 miles beneath the surface of the North Atlantic and is surrounded by a debris field filled with personal and Ship-related objects.

The **Seabed Gallery** places visitors at the wreck site, giving them a sense of the harsh conditions and silent beauty surrounding the wreck. Objects are displayed in conditions representing those in which they were discovered. Images and models of the wreck in its current state offer visitors detailed information of *Titanic's* condition, as well as the ongoing research and recovery missions to the site.





Memorial

Within a few days of *Titanic's* sinking, the world learned the tragic news: 1,520 lost and 708 saved. The world mourned the lost, while relief funds were established to care for the saved.

In the **Memorial Gallery**, visitors learn the fate of the passenger listed on the boarding card they received at the beginning of the Exhibition. This passenger, with whom the visitor has spent the last hour, is listed as either one of the survivors or one of the lost—similar to the walls of names posted following the sinking. The memorial wall provides a graphic description of the disparity of survival rates between the classes, and is a solemn moment as visitors learn the fate of their passenger.

In addition, the gallery features objects from *Titanic's* passengers and tells their stories in greater detail. The Memorial Gallery allows for reflection on *Titanic's* tragedy and is a fitting conclusion to the Exhibition, leaving visitors with a deeper understanding of *Titanic's* story and its lessons of human heroism and the fragility of life.





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A dark grey silhouette of a world map is centered in the background of the slide, showing the outlines of continents.

TITANIC: The Artifact Exhibition

Available Touring Exhibitions



TITANIC: The Artifact Exhibition

Venue Requirements

Large Exhibition Space:	10,000 to 20,000 sq ft 12 to 18 ft ceilings	929 - 1858 m ² 3.6 - 4 m
Storage:	800 to 1,200 sq ft	74 -111 m ²
Retail:	750 sq ft	70 m ²
Box Office:	100 sq ft	9 m ²
Temperature:	70 °F /50% humidity	21°C
Power:	120/208V 400 amp 3 phase +120/208V 60 amp 3 phase	

A complete list of venue requirements are specified in the Production Rider accompanying the venue agreement.



TITANIC: The Artifact Exhibition

Sample Exhibition Floor Plan (T4)*

15,000-18,000 sqft / 1393 – 1672 m²
Approx. 240 artifacts

Galleries

Introduction Video Room

Construction Gallery

Departure Gallery

Pursers Office

1st Class Hallway

2^d Grand Staircase

Passenger Gallery

1st Class Cabin

3rd Class Cabin

Boiler Room

Ice Warnings

Iceberg Gallery

Lifeboat Entrance

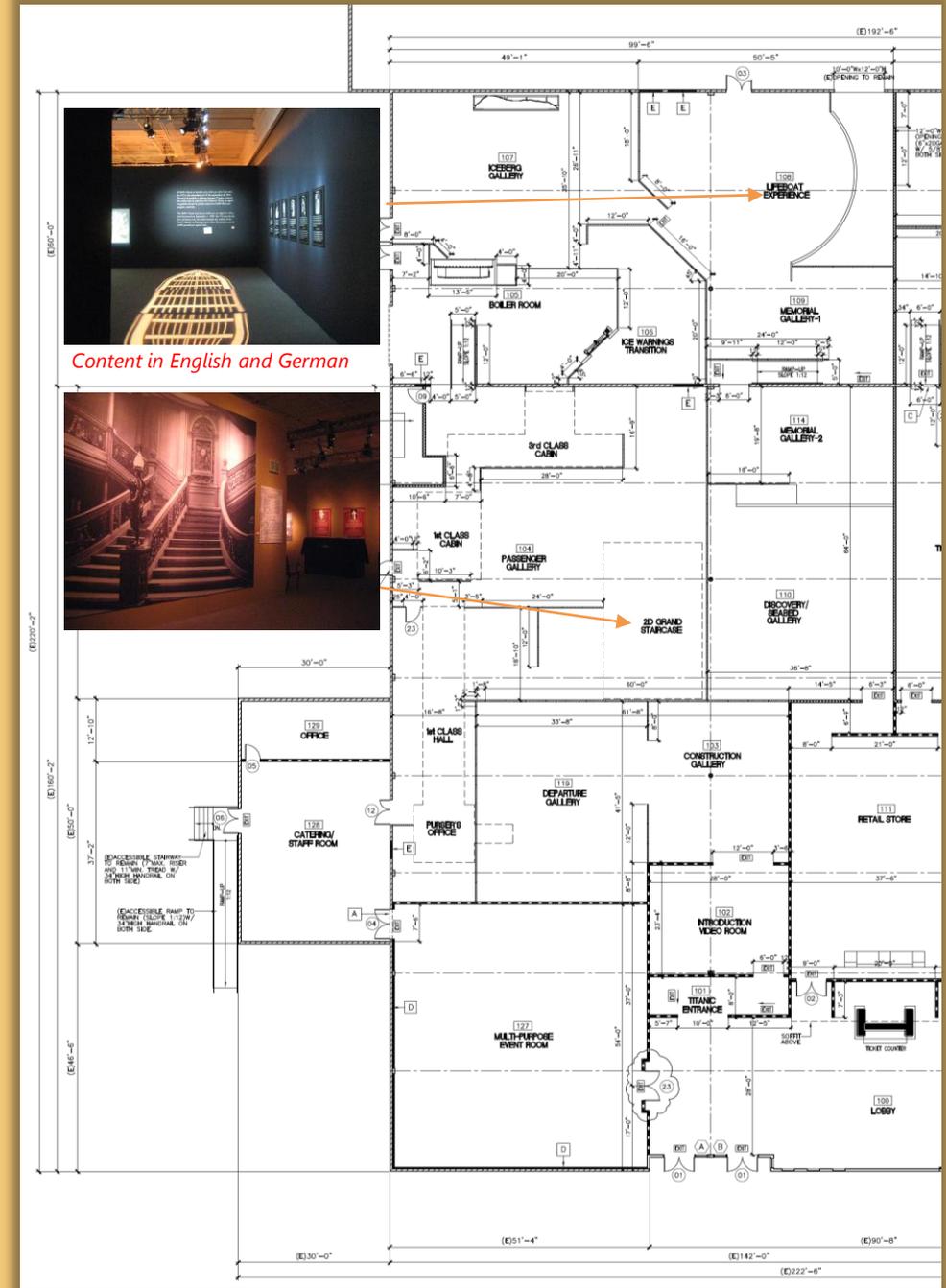
Discovery/Seabed Gallery

Memorial Gallery

Gift Shop

Our Design Team works with the venue floor plan to develop an optimized layout for the exhibition without disrupting the storyline.

**Similar to available T5 Europe with 2D staircase*





TITANIC: The Artifact Exhibition

Europe Available Exhibitions, T2 and T5

T2 – 12,000 – 15,000 sqft/ 1114 – 1393 m² 5/2019*

T5 - 10,000 – 15,000 sqft / 929 - 1393 m²

Approx. 240 artifacts

Galleries

Introduction Video Room

Construction Gallery

Departure Gallery

Pursers Office

1st Class Hallway

Grand Staircase*

Passenger Gallery

1st Class Cabin

3rd Class Cabin

Boiler Room

Ice Warnings

Iceberg Gallery

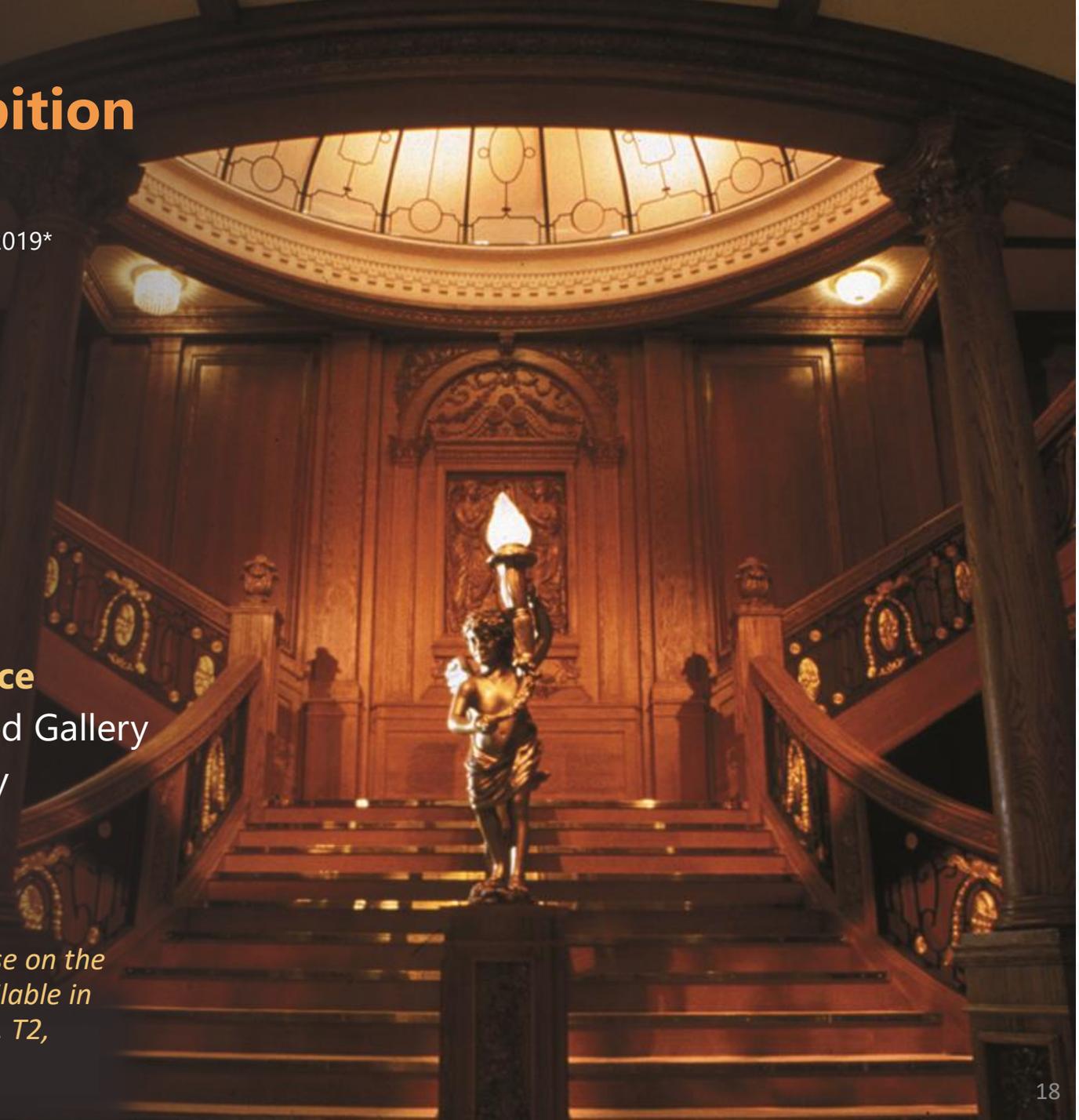
Lifeboat Entrance

Discovery/Seabed Gallery

Memorial Gallery

Gift Shop

The Grand Staircase reproduction allows attendees to pose on the stairs for an additional photo opportunity. Prints are available in the retail store for purchase upon exit from the exhibition. T2, features the Grand Staircase gallery.



TITANIC: The Artifact Exhibition

Educational Materials & Guides

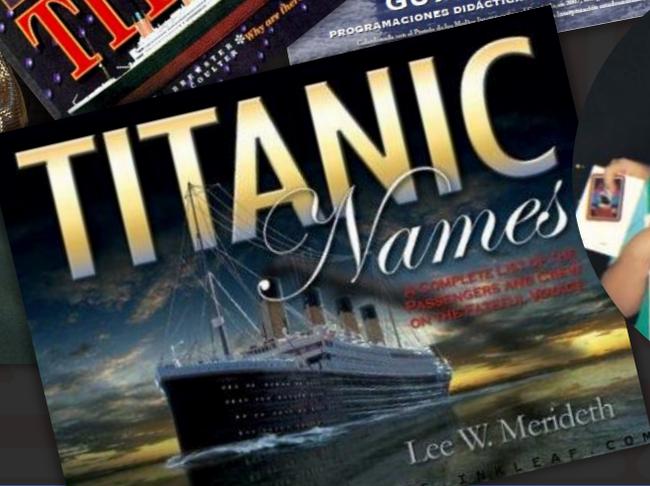
TITANIC: The Artifact Exhibition provides an exceptional opportunity for teachers, educators, and school groups.

With prepared Teachers' Guides, curriculum, and lesson plans in multiple languages, the exhibition is a great catalyst for teaching:

- Science
- History
- Geography
- English
- Mathematics
- Technology

We also offers guides for:

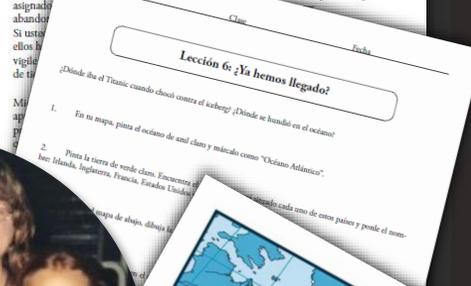
- Family
- Seniors
- Clergy
- Girl/Boy Scouts



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y los hongos.
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y cuero comienzan a secarse,
esta una capa soluble en agua
ta los capilares del objeto.
ente ocupados por el agua y
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para protegerlos contra el
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Responsabilidades de los acompañantes
apoyarse sobre las vitrinas ni en las
paredes para escribir. Pueden utilizar un
cuaderno o una tabilla con sujetapa
peles para rellenar las fichas.
Sabemos que ésta es una exposición
fascinante, pero recuerde que su prior
idad principal es vigilar a sus alumnos
y hacer que mantengan la atención de
la que puedan cumplir las exp





Merchandising & Concessions

Capabilities and Offerings

Merchandise

We offer a full product line of *Titanic*-related merchandise including replica jewelry and china dining sets, apparel, authentic coal recovered from the wreck site, giftware, and novelty item to meet every demographic.

The Company provides the fixtures and infrastructure, with point-of-sale and inventory systems, and can train local staff to operate a successful retail store.

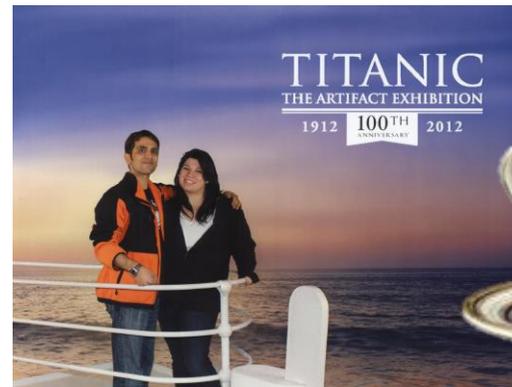
For more on our *Titanic* product line, visit <https://thetitanicstore.com>.



Merchandising and Photo-Op

Sample Calculations

- **E/M Group produces and fulfills retail merchandise for its exhibitions.**
 - Titanic merchandise features replica china and dinnerware, jewelry, souvenirs, apparel, and novelty items.
 - The Company carries hundreds of SKU's and works with the venue to select the top-selling products, adjusting as needed for the duration of the exhibition.
- **We provides venues with a full photo-op set-up:**
 - Including cameras, editing computers, and training
 - Different backgrounds to select
 - Upsell opportunities with packages, frames, digital copies, and keychains





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A dark, stylized world map is centered in the background of the slide, rendered in a dark grey or black color against a dark blue background.

Agreement Scenarios

Structures for Negotiation



Agreement Scenarios

Titanic Exhibitions

STRAIGHT LICENSE	E\M Group	Venue
Licensing Fee		Pays
Net Exhibition Profit		Keeps
Merchandising Revenue		Keeps
Special Event Revenue		Keeps
Installation Costs		Pays
De-Installation Costs		Pays
Local Taxes		Pays
Marketing/PR Costs	Provides	Pays
Operating Costs	Trains	Pays

Ex. Scenario #1

REVENUE SHARE	E\M Group	Venue
Licensing Fee		Pays
Net Exhibition Profit	Split	Split
Merchandising Revenue	Split	Split
Special Event Revenue	Split	Split
Installation Costs		Pays*
De-Installation Costs		Pays*
Local Taxes		Pays
Marketing/PR Costs	Provides	Pays
Operating Costs	Trains	Pays

Ex. Scenario #2

*Negotiate Recoupable Costs



Contact Information

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