

Premier Exhibitions, Inc.
Request for Proposal
March 2011

INTRODUCTION

Premier Exhibitions, Inc. (NASDAQ: PRXI) is currently soliciting proposals from qualified firms to manage national media relations, provide strategic public relations counseling, assist in creating a strategy to engage ticket buyers, and assist in developing and implementing a public relations strategy behind each of its national touring exhibitions: *BODIES... The Exhibition*, *Titanic: The Artifact Exhibition* and *Dialog in the Dark*. This Request for Proposal (RFP) presents background on the Company, as well as an outline for the scope of work to be accomplished by the consulting agency contracted.

AGENCY CRITERIA

- Strong national media relationships across all media platforms
- Strong team presence or partnership/affiliation in New York City
- Experience representing clients in the entertainment industry
- Experience representing clients in the museum or exhibition industry
- Success targeting mothers through media-drive campaigns
- Success reaching diverse audiences
- Success reaching tourism media platforms

BACKGROUND

Premier Exhibitions, Inc. is a major provider of museum-quality touring exhibitions throughout the world. A recognized leader in developing and deploying unique exhibition products, the Company's exhibitions are presented in museums, exhibition centers and non-traditional venues. The Company's exhibitions have grown to include *BODIES...The Exhibition*, *BODIES Revealed*, *Titanic: The Artifact Exhibition* and *Dialog in the Dark*.

The competition for the attention and entertainment dollar of today's families is fierce. As our exhibitions have generated a lot of attention worldwide we strive to maintain our relevance and appeal, while still representing our strong educational/entertainment appeal through all consumer interactions. The first point of consumer interaction, before even attending our exhibitions worldwide is through the media; therefore strong media relations activities are the cornerstone to Premier Exhibitions, Inc. public relations efforts.

The Company is headquartered in Atlanta, Georgia and is traded on the NASDAQ: PRXI.

Exhibition Properties:

Dialog in the Dark:

Dialog in the Dark made its US debut in Atlanta, GA in August of 2008 at Atlantic Station, where it continues to operate on a permanent basis (nearing its third year). It will open in New York City at South Street Seaport for permanent display in Summer 2011. This proposal is for the launch and ongoing publicity in New York as well as maintaining relevance and recognition in the Atlanta market through media relations, event promotion and overall public relations tasks.

Dialog in the Dark is a groundbreaking sensory exhibition which gives attendees a unique opportunity to rediscover their world without the use of sight. Visitors are escorted in small groups in total darkness by blind or visually impaired guides through specially constructed rooms in which scents, sounds, temperatures and textures convey the characteristics of common indoor and outdoor environments. Without the aid of sight, attendees are challenged to perform familiar tasks from a different perspective, providing a remarkable and unforgettable experience.

Dialog in the Dark has been in existence for 20 years, after being first presented in Germany in 1988 by founder Andreas Heinecke, and has since been showcased in over 30 different locations worldwide and visited by over seven million people. It has only appeared domestically in Atlanta and Kansas City (for a limited, not highly publicized run). These were test markets where ideas like "Dining in the Dark", "Dating in the Dark" and other event based promotions were launched to help keep it relevant. New York City will be a very important next phase for the Company and the exhibition. The New York engagement will appear alongside the organization's current *BODIES* exhibition.

BODIES...The Exhibition (BODIES)/Bodies Revealed:

BODIES has toured worldwide for more than five years and been seen by nearly 20 million visitors. The exhibition provides the public with an opportunity to see inside carefully preserved, real anatomical specimens and learn the detailed structure and function of the human body. The Exhibition takes visitors through galleries providing an up-close look inside the skeletal, muscular, reproductive, respiratory, circulatory and other systems of the human body. Many of the full-body specimens are dissected in vivid athletic poses, allowing the visitor to relate to everyday activities. The exhibition has received critical acclaim and also controversy in many of the cities in which it appears.

BODIES is currently on permanent display in New York City at South Street Seaport (in its fifth year), Las Vegas at LUXOR Hotel (nearing its fifth year) and Atlanta at Atlantic Station (nearing its third year). In addition to the permanent venues, Premier Exhibitions, Inc. has the ability to tour additional exhibitions throughout the world, year round (generally in each market for 4-6 months). This proposal is only for the domestic permanent and touring models. Around five markets total a year (including the permanents).

Titanic: The Artifact Exhibition:

Viewed by more than 25 million people worldwide for nearly 15 years, *Titanic: The Artifact Exhibition* is entering a critical time in history. With the 100th anniversary of the sailing of the fated Ship approaching in April of 2012, Titanic and its story is once again becoming a mainstream discussion. The exhibition is designed with a focus on the legendary RMS *Titanic's* compelling human stories as best told through hundreds of authentic artifacts and extensive room re-creations. Visitors are quickly drawn back in time to 1912, as each receives a replica boarding pass of an actual passenger upon entrance. They are then immersed in the Exhibition as they take a chronological journey through *Titanic*; from the Ship's construction to life on board, the ill fated sinking, and amazing artifact rescue efforts. They will marvel at authentically re-created rooms, press their palms against an iceberg, and learn of the passengers countless stories of heroism and humanity.

Titanic: The Artifact Exhibition is currently on permanent display in Las Vegas at LUXOR hotel (nearing its second year). In addition to the permanent exhibition in Las Vegas, Premier Exhibitions, Inc. has the ability to tour additional exhibitions throughout the world on a rotating schedule, year round (generally in each market for 4-6 months). This proposal is for domestic permanent and touring models. Potentially three markets total a year. The agency will not be responsible for the museum engagements where the exhibition appears. However, this proposal will also focus on marking *Titanic* a must see and critical entity as we enter the 100 year anniversary.

The Company's wholly-owned subsidiary RMS Titanic, Inc., is the only company permitted by law to recover objects from the wreck of Titanic. The Company was granted Salvor-in-Possession rights to the wreck of *Titanic* by a United States federal court in 1994 and has conducted seven research and recovery expeditions to *Titanic* recovering more than 5,500 artifacts. The Company recently completed its eighth dive to the wreck in the summer of 2010 to collect scientific data and visuals on *Titanic's* condition.

Business Objectives

Premier Exhibitions, Inc. is looking for a national agency to help promote its permanent and touring domestic exhibitions. The primary business objective is to profitably increase attendance at all Premier Exhibitions, Inc. productions and sell more tickets to our target consumer.

Our secondary business objective is to raise awareness of the properties and the company and to continue to build and enhance our brands with our target audience.

The initial focus of the agency will be to develop creative, unique ideas and execution tactics to launch *Dialog in the Dark* in New York City this summer 2011, ultimately generating as much buzz as possible in the marketplace both pre and post launch. The agency will also be responsible for executing a year-long public relations campaign that will help generate and sustain attention to the new exhibition and drive ticket sales throughout the run of the exhibition in New York City. This includes but is not limited to:

- Successful media placements around exhibition opening in Summer 2011 (pre-opening)
- Work with marketing agency to develop a comprehensive invite list for VIP/special events around opening
- Manage press preview event introducing the exhibition to media upon completion
- Creative public relations activities outside of exhibition to help generate awareness
- Monthly press initiatives that represent the exhibition and keep it top of mind

Premier Exhibitions, Inc. has identified several additional areas to which we would prefer the contracted service provider's efforts be directed.

- Driving interest to our permanent exhibitions in New York, Las Vegas and Atlanta
- Driving interest to approximately 3-4 touring exhibitions a year for both *BODIES* and *Titanic: The Artifact Exhibition*
- Promoting the overall success of Premier Exhibitions, Inc. and its products by capturing the positive results and success stories that are happening in each of our exhibitions and conveying those to the public and to decision-makers
- Advancing our organization as the leading industry representative

Potential respondents are encouraged to review the following web and Facebook pages for more information:

Website –

- www.dialogtickets.com
- www.bodiestheexhibition.com
- <http://promenade.expeditiontitanic.com>
- www.titanictix.com
- www.prxi.com

Facebook Pages –

- www.facebook.com/rmstitanicinc
- www.facebook.com/Bodiestheexhibition
- www.facebook.com/Dialoginthedark

Scope of Work

Premier Exhibitions, Inc. wishes to partner with an agency that can understand who we are as an organization and assist us in advancing awareness behind our products throughout each city we appear. The successful bidder will be an organization that can demonstrate a proven track record in campaign planning and execution.

Anticipated activities include:

- Development of a strategic PR/marketing plan and timeline for roll-out of the campaign in each market (permanent and rotating); that is creative in its approach and motivates attendance while building greater awareness for our overarching brands
- Execute a national-level public relations plan
- Strategically assess the best opportunities for awareness through all facets of the national media
- Identification, pitching and leverage of speaking and/or conference participation opportunities
- Manage media opportunities and track campaign results
- Design or redesign the exhibitions' core public relations materials

The successful service provider will work with Premier Exhibitions, Inc. to establish agreed-upon goals with milestones, deliverables, timelines and a report-back mechanism whereby Premier Exhibitions, Inc. can quickly and easily ascertain whether or not key success indicators are being met.

Budget

Once awarded the contract, the following represents the standard deliverables for a typical public relations campaign. The total budget for these deliverables includes a monthly retainer fee of \$20,000 and reasonable monthly out of pocket expenses. Deliverables:

- Consistent, ongoing coverage in the NYC, Atlanta and Las Vegas markets where the exhibitions appear
- Consistent, ongoing coverage from a national perspective
- Strategic insight and counsel as a partner in shaping and executing public relations efforts on behalf of the brands of the company
- Regular archiving and results reporting

Timeline / Selection Process

- Intent to submit proposal, via email response to below, due by COB Friday, March 25th , 2011
- Proposals due via email by Monday, April 4th by 3:00 pm ET

All proposals submitted will be considered proprietary and not available for viewing by any competing individual or agency.

Please submit your intent to participate and proposals to the below contact:

Katherine Seymour/ Vice President of Communications
Premier Exhibitions, Inc.
3340 Peachtree Street, Suite 900
Atlanta, GA 30326
Kseymour@prxi.com
404.842.2600

REQUEST FOR PROPOSAL – REQUIRED ELEMENTS FOR RESPONSE

1. Overview / Capabilities

Please provide a brief overview of your service history. Describe your philosophy with respect to public relations and media relations. Describe the capabilities you possess that are relevant to Premier Exhibition's needs.

2. Services

A creative brief that integrates brands and includes clear communications goals and an integrated strategic approach. Please include one or more creative applications for each brand with focus on the launch of *Dialog in the Dark* in New York City.

3. Key Staff

Provide a brief bio for any individuals who would be responsible for the account. Please provide client references for any staff person who would be working on the account. How do you handle staff turnover for your company? Do you engage in outsourcing of services to other vendors? If yes, how do you select your outsourcing partners?