

VAPES

MARKETING AN ADDICTION

This traveling exhibition examines what we know about e-cigarettes—the new alternative to smoking.

Vapes: Marketing an Addiction tells three intertwining stories:

- the rise and fall of cigarette smoking and advertising in the 20th century
- the emergence of the e-cigarette in the 21st century and new marketing strategies
- the challenges of nicotine addiction and quitting

These stories connect with all of us—our families, our friends, and people in our community.

The exhibition asks questions to begin a conversation in your community:

Is vaping a “smarter” way to smoke?

When will we know the long-term impact of e-cigarettes?

How can we quit vaping and smoking?

Vapes: Marketing an Addiction strives to create a welcoming place to share personal experiences and provides space for visitors to contribute their stories and questions.

Three compact, free-standing modules display examples of vape products and advertisements, videos, photomurals, and an LED-lit infographic that educate visitors about e-cigarettes, marketing by the tobacco industry, and the challenge of addiction.

COMPANION EXHIBIT

Vapes is a companion to the traveling exhibition *Better Choose Me: Collecting and Creating with Tobacco Fabric Novelties, 1880-1920* that tells how companies promoted tobacco consumption through the distribution of free collectible novelties.

<https://kauffmanmuseum.org/better-choose-me/>

Prospective hosts are encouraged to collaborate with a hospital, health department, school or community center to display both exhibitions simultaneously in their community. *Vapes* premiered at NMC Health in Newton, Kansas, on May 26, 2021.

DESIGN AND PRODUCTION

A collaborative team of museum professionals developed *Vapes* at Kauffman Museum. The exhibit is based on Kauffman Museum’s 30 years of experience in designing and building award-winning projects with a specific focus on innovative approaches to traveling exhibits.

“The recent surge in e-cigarette use among youth, which has been fueled by new types of e-cigarettes that have recently entered the market, is a cause for great concern. We must take action now to protect the health of our nation’s young people.”

Jerome Adams, Surgeon General of the United States Public Health Service, 2016





Space Requirements: 500sq/ft. Sized for a lobby, classroom or small gallery.
Combinable with 1,000sq/ft exhibit Better Choose Me

Exhibit Fee: \$5000??? + shipping one way for a 6-8 week booking, additional weeks \$750.
Kauffman Museum to be responsible for shipping arrangements.
Discount XX% for simultaneous booking of Better Choose Me.

Installation Assistance: One staff person arrives with the exhibit to assist host venue with installation.

Environment and Security: Host venue to assure a museum quality exhibit environment, with stable temperature and humidity, appropriate light levels and adequate security.

Crates and Storage: ???omit???

For information on booking the exhibit, contact Curator of Exhibits, Chuck Regier:
crrugier@bethelks.edu
OR [different trav ex have different contacts listed]
Contact: Chuck Regier, Curator of Exhibits crrugier@bethelks.edu
David Kreider, Museum Technician dkreider@bethelks.edu