

Reclamation Manual

Directives and Standards

Subject:	Exhibits/Displays and Poster Session Displays
Purpose:	Prescribes requirements and responsibilities for the Bureau of Reclamation's exhibits, displays, and poster session displays (posters). The benefit of this Directive and Standard (D&S) is that it ensures consistent identification and display of information in Reclamation exhibits, displays, and posters.
Authority:	471 DM 3, <i>Production and Use of Exhibits (Displays)</i> ; ADM P 05, <i>Visual Identity</i>
Approving Official:	Deputy Commissioner, External and Intergovernmental Affairs
Contact:	Public Affairs Office (92-40000)

1. **Introduction.** Exhibits and displays provide a way for Reclamation to share and make information available to the public and technical audiences.
2. **Applicability.** This D&S applies to Reclamation employees and contractors who develop exhibits, displays (the terms are used interchangeably), and posters regardless of their source of funding, which visually represent Reclamation. It does not apply to permanent displays installed within visitor centers.
3. **Definitions.**
 - A. **Exhibits and Displays.** Any information that is presented visually at an event, office or visitor center. The information may be printed or may be displayed digitally.
 - B. **International Event.** An event that involves the official participation of the United States and at least one other nation, and the U.S. participation is funded by a Federal department or agency or by specific congressional appropriation.
 - C. **National Event.** An event that:
 - (1) is sponsored by an organization that is national in scope (e.g., National Association of Counties, National Association of Broadcasters, etc.);
 - (2) is open to attendance by any member of the organization (e.g., an annual meeting); or
 - (3) is anticipated to attract a sizeable audience and/or national media.

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4. Responsibilities.

A. **Chief, Public Affairs.** The Chief, Public Affairs is responsible for:

- (1) oversight of the coordination and use of exhibits at all major national and international events that involve Reclamation participation; and
- (2) coordinating and determining the appropriation action when Reclamation announces or is invited to such events.

B. **Regional Public Affairs Officers.** Regional public affairs officers are responsible for following this D&S and the VI Online Manual at <http://www.usbr.gov/vip/>.

C. **Reclamation Directors, Area Office Managers, and Supervisors.** All Reclamation directors, area office managers, and supervisors are responsible for:

- (1) following the requirements in this D&S; and
- (2) ensuring employees are familiar with and follow the provisions of this D&S and the VI Online Manual.

5. Exhibits and Displays.

A. **Goals, Objectives, and General Requirements.**

- (1) An exhibit is used as a means of communicating the mission, functions, programs and/or activities of Reclamation that will be gained from its use. Exhibits will be easy to update and general enough to be used at many venues.
- (2) All exhibits produced by and for any Reclamation office must be available for use by any other Reclamation organizational unit. Organizational units “borrowing” an exhibit from another office will be accountable for all shipping and any repair costs associated with such use.
- (3) Reclamation shall not pay for exhibit space. This prohibition includes receiving exhibit space indirectly as a result of event sponsorship. The Chief, Public Affairs has delegated approvals for each region to the respective Regional Public Affairs Officer. Commissioner Office staff must seek approval from the Chief, Public Affairs. Exceptions for “fee” exhibits include: payments authorized by statute, warranted by the nature of the sponsor, or there is the potential for significant benefits to Reclamation as a result of the exhibit.
- (4) Although a Reclamation exhibit may be part of a larger exposition or event charging an admission fee, such as a state fair, a Reclamation exhibit will never be the justification for charging an admission fee at any such event, nor will there be a separate charge for the Reclamation exhibit.

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B. Design.

- (1) The design of all exhibits must comply with the VI Online Manual at <http://www.usbr.gov/vip/>.
- (2) Exhibits must reflect current Reclamation Policy.
- (3) Exhibits/displays must be in compliance with Section 508 requirements, which are available at <https://www.access-board.gov/>.

C. Procedures.

- (1) Prior to developing an exhibit, Reclamation offices will submit a [Form DI-552](#), *Exhibit Production Authorization Request*, to their appropriate Public Affairs Office. Form DI-552 must be filled out completely and include a sketch or concept of the exhibit along with all text to be used in the exhibit.
- (2) Exhibits that have production and development costs under \$2,500 must be approved by their appropriate regional or Commissioner's Public Affairs Office. These signed approvals, as well as a digital photo of the final exhibit, must be submitted to the Chief, Public Affairs, for inventory tracking purposes.
- (3) Exhibits that have production and development costs over \$2,500 must be approved at their appropriate regional or Commissioner's Public Affairs Office and forwarded to the Chief, Public Affairs, for approval. A digital photo of the final exhibit must be submitted to the Chief, Public Affairs, for inventory tracking purposes.
- (4) Exhibits, regardless of cost, that have a national message and/or involve a Department of the Interior program must first be approved at the appropriate regional or Commissioner's Public Affairs Office. If approved at the regional level, it will then be forwarded to the Chief, Public Affairs, for final approval. A digital photo of the final exhibit must be submitted to the Chief, Public Affairs, for inventory tracking purposes.
- (5) Any changes to a previously approved design must be resubmitted to the appropriate office for review and approval prior to any production work as described above.
- (6) All exhibit production costs and financial authorizations are subject to Reclamation requisition and acquisition procedures. Contracts for exhibit design, development, or construction will not be awarded without an approved and signed Form DI-552.

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6. Posters.

- A. **Goals, Objectives, and General Requirements.** Posters are generally used in technical conferences and presentations to present specific technical information.
- B. **Design.**
- (1) The design of all posters must comply with the VI Online Manual at <http://www.usbr.gov/vip/>.
 - (2) In the event that the conference has requirements for posters that will not allow compliance with Reclamation's VI Online Manual, the presenter must contact the local, regional, or Commissioner's Public Affairs Office to review the requirements and conference/presentation requirements to determine how the poster can incorporate the VI Online Manual while still meeting the conference/presentation requirements.
 - (3) Exhibits and displays must be in compliance with accessibility standards.
- C. **Procedures.** Posters must be approved by the employee's supervisor or program manager prior to the conference or presentation to ensure that it meets current Reclamation Policy and VI Online Manual requirements.

RECLAMATION MANUAL TRANSMITTAL SHEET

Effective Date: _____

Release No. _____

Ensure all employees needing this information are provided a copy of this release.

Reclamation Manual Release Number and Subject

Summary of Changes

NOTE: This Reclamation Manual release applies to all Reclamation employees. When an exclusive bargaining unit exists, changes to this release may be subject to the provisions of collective bargaining agreements.

Filing instructions

Remove Sheets

Insert Sheets

All Reclamation Manual releases are available at <http://www.usbr.gov/recman/>

Filed by: _____

Date: _____