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Clark Planetarium Star Show and Exhibit Software Sales Pricing Sheet Update

Clark Planetarium requests Council approval for updates to its star show and exhibit software pricing sheets. Pricing updates to be effective January 1, 2021. The updated pricing sheet is attached.

Star Show Sales

- Condense pricing tiers from three (3) tiers into two (2) tiers.
 - The old three (3) tier system offered the oldest shows in our catalogue at highly discounted rates. The demand for these shows remains steady and these titles should be valued at the same rate as newer shows.
 - New pricing structure features an “Educational Shows” and “Entertainment Shows” structure.
- Removal of additional discounts for small planetariums.
 - The pricing structure already supports affordable pricing for small planetariums as the pricing structure is based on attendance and seating capacity, giving small planetariums a deeply discounted price versus a large planetarium.
- Show Replacement/Re-Encoding Fee to be determined by licensed distributors, not to exceed \$500.
 - The old pricing system allowed licensed distributors to determine the charge to replace or re-encode a show. Placing a limit on that fee ensures that customers have consistency.
- Removal of Clips and Streaming Pricing.
 - Clark Planetarium no longer creates and sells individual star show clips and does not offer streaming content.

Exhibit Software Sales

- Addition of three (3) titles to the price sheet.
 - Asteroid Miner
 - Explore Mars
 - Colonize Mars



CLARK PLANETARIUM PRODUCTIONS PRICE LIST *Effective 1/1/2021*
All prices are U.S. Dollars.

clarkproductions@slco.org / +1 385 468 1226

PLANETARIUM SHOWS

Educational Shows	<ul style="list-style-type: none"> ● Accidental Astronauts ● Black Holes 10th Anniversary Edition ● The Edge: Pluto and Beyond ● Attack of the Space Pirates ● Saturn: Jewel of the Heavens 			<ul style="list-style-type: none"> ● Exploding Universe ● Perfect Little Planet ● Extreme Planets ● Secret of the Cardboard Rocket 				
	Annual Attendance	1 - 5,000	5,001 - 10,000	10,001 - 30,000	30,001 - 50,000	50,001 - 100,000	100,001 - 200,000	200,001 - 300,000
Seating Capacity*	1 - 25	26 - 50	51 - 80	81 - 120	121 - 170	171 - 230	231 - 300	301 +
50 Year	\$2,500	\$4,000	\$7,000	\$11,000	\$16,000	\$22,000	\$27,000	\$32,000
1 Year	\$2,000	\$3,200	\$5,600	\$8,800	\$12,800	\$17,600	\$21,600	\$25,600

Entertainment Shows	<ul style="list-style-type: none"> ♪ Let it Snow ♪ Rock the Dome Modern ♪ Rock the Dome Classic 				<ul style="list-style-type: none"> ♪ Led Zeppelin (A Fulldome Audiovisual Experience) ♪ U2 (A Fulldome Audiovisual Experience) 			
	Annual Attendance	1 - 5,000	5,001 - 10,000	10,001 - 30,000	30,001 - 50,000	50,001 - 100,000	100,001 - 200,000	200,001 - 300,000
Seating Capacity*	1 - 25	26 - 50	51 - 80	81 - 120	121 - 170	171 - 230	231 - 300	301 +
50 Year	\$1,900	\$3,000	\$5,300	\$8,300	\$12,000	\$16,500	\$20,300	\$24,000
1 Year	\$1,500	\$2,400	\$4,200	\$6,600	\$9,600	\$13,200	\$16,200	\$19,200

***Show Pricing Policy**

Show prices are determined by annual attendance of the most recent calendar year in which the theater was fully operational: the total number of paying and non-paying individuals that attended any presentation in the licensee's theater. For theaters that have been open less than one year, pricing will be determined by seating capacity: the total number of seats in the dome theater or the theater's legally determined maximum capacity.

Music Licenses

Our entertainment shows, denoted in the price list above with a note (♪), are unsynchronized visual libraries comprised of animation, video, images, and/or suggested live effects. **It is the licensee's responsibility to secure the appropriate music licenses for its facility (i.e. ASCAP, BMI, SESAC, etc.).**

Domemaster Frames

Theaters requiring domemaster frames must purchase a 50-year license and pay the invoice in full in advance of shipment.

License Term Upgrades for Shows

A one-year license can be upgraded to a 50-year license by paying the difference between the price paid for the one-year license and the current 50-year license price.

Show Replacement / Re-Encoding Service Fee

A show under an unexpired license can be re-encoded. Clark Planetarium's licensed distributors will verify a current license and are free to define their own re-encode fees not to exceed \$500 per show.

EXHIBIT SOFTWARE

A Class Exhibit Software - \$10,000 (Small Facility Price: \$5,000)

- Defend the Earth¹
- Gravity Floor Interactive
- Mars Lander
- Asteroid Miner
- Stellar Playground
- Moon Lander
- Rocket Builder
- Explore Mars
- Colonize Mars

B Class Exhibit Software - \$7,500 (Small Facility Price: \$3,750)

- Planetary Bombardment
- Solar System Explorer
- Weight on Other Worlds
- Gravity Lab

C Class Exhibit Software - \$5,000 (Small Facility Price: \$2,500)

- Attack the Earth¹
- Aurora Wall²
- Solar Flare Wall²
- AR Black Holes
- Solar System Quiz

1: *Attack the Earth* requires and is interoperable with *Defend the Earth*.
2: *Solar Interactive* is interoperable with *Aurora Wall Interactive*.

Small Facility Pricing for Exhibit Software

Small Facility Pricing for Exhibit Software is offered to organizations that meet at least two of the following:

- Operated by a public or non-profit school, school district or accredited college/university
- Do not charge admission for exhibits
- Total annual attendance less than 75,000

ADDITIONAL INFORMATION

Volume Discounts

Volume discounts are calculated for orders containing multiple individual licenses for exhibit software and are applied to the entire order after pricing has been determined for each individual item in the order. Any original discount will be applied to any subsequent order of any additional software orders up to one year from date of initial purchase but are not additive. Increased discounts apply only to current orders based on total purchasing volume within one year of first purchase.

- 10% discount for orders containing 2-4 items
- 15% discount for orders containing 5-9 items
- 20% discount for orders containing 10 or more items

Sales to Organizations Outside the United States

Clark Planetarium requires pre-payment of the invoice amount before sending content or materials to any organization outside the United States.