



MEET THE HERORATS

SAVING WILDLIFE. CAPTIVATING AUDIENCES

A one-of-a-kind live animal exhibit showcasing **scent-detection rats** trained to detect wildlife trafficking in Tanzania.

Topline benefits

Host live HeroRATs in action.
Engaging, kid-friendly way to educate on wildlife trafficking and conservation efforts.

A proven hit with visitors

APOPO's Cambodia's Visitor Center will welcome 100,000 visitors in 2025, and is rated 4.9/5 by over 1,000 visitors on Google and TripAdvisor.

“Our guests are captivated by the HeroRats intelligence and amazing adaptations. And of course the whiskers! Our partnership with Apopo has enhanced our education programming, strengthened our mission and has allowed us to continue to contribute to conservation across the globe.” Jessica Price, Chief of Staff at Tanganyika Wildlife Park



LET'S BRING THE HERORATS TO YOUR AUDIENCE

Contact: exhibits@apopo.org

Telephone: +1-458-320-6464

Learn more: apopo.org/herorats/exhibit





Packages available

Turnkey. Low maintenance. High impact.



HERORAT TURNKEY EXHIBIT

Interactive static exhibit with no live animals onsite.

APOPO provides

- Engaging educational content
- Artifacts and interactive interpretive material
- On-site installation/deconstruction supervision
- Option to waive fee in lieu of donation to support APOPO conservation program.

You provide

- Flexible square footage (indoor/ outdoor)
- Basic AV support & lighting
- Ticketing & marketing
- Inbound shipping costs capped at \$10,000

Minimum rental period: 3 months

HERORAT FACILITY-STAFFED EXHIBIT

Live animals on display and host facility-run scent detection demonstrations daily with potential for interactive static exhibit.

APOPO provides

- Demonstration-trained HeroRATS
- Training for on-site programming (daily scent detection demonstrations)
- Engaging educational content
- Artifacts and interactive interpretive material
- On-site installation/deconstruction supervision
- Option to waive fee in lieu of donation to support APOPO conservation program.

You provide

- Animal care and husbandry costs
- Live animal exhibit space and fabrication
- Flexible square footage (indoor/outdoor)
- Off-exhibit space for animal care
- Basic AV support & lighting
- Ticketing & marketing
- Inbound shipping costs capped at \$10,000

Minimum rental period: 3 months
Special requirements: Host facility animal care experience

HERORAT APOPO-STAFFED EXHIBIT

Live animals on display and APOPO-run scent detection demonstrations run 5-7 times daily with potential for interactive static exhibit.

APOPO provides

- Demonstration trained HeroRATS
- 2-3 APOPO trained facilitators
- On-site programming (multiple times daily scent detection demonstration show)
- Engaging educational content
- Artifacts and interactive interpretive material
- On-site installation/deconstruction supervision
- Animal care and husbandry costs
- Option to waive fee in lieu of donation to support APOPO conservation program.

You provide

- Flexible square footage (indoor/ outdoor)
- Off-exhibit space for animal care
- Basic AV support & lighting
- Ticketing & marketing
- Staffing assistance
- Inbound shipping costs capped at \$10,000

Minimum rental period: 3 months



I recently did the HeroRat adventure, and I cannot give enough positive everything about the educators, trainers and the entire park. Thank you, Tanganyika Wildlife Park!" Clyde P, Yelp Review