

The largest gathering of children's
museum professionals!



IS SERIOUS BUSINESS

InterActivity 2017

May 2–5, 2017

PROSPECTUS

Host Museum:
Kidspace Children's Museum

Location:
Pasadena Convention Center
Pasadena, CA

Join Us at InterActivity 2017

Every year, museum professionals, community partners, and business consultants come together to make connections that shape the future of the children's museum's field.

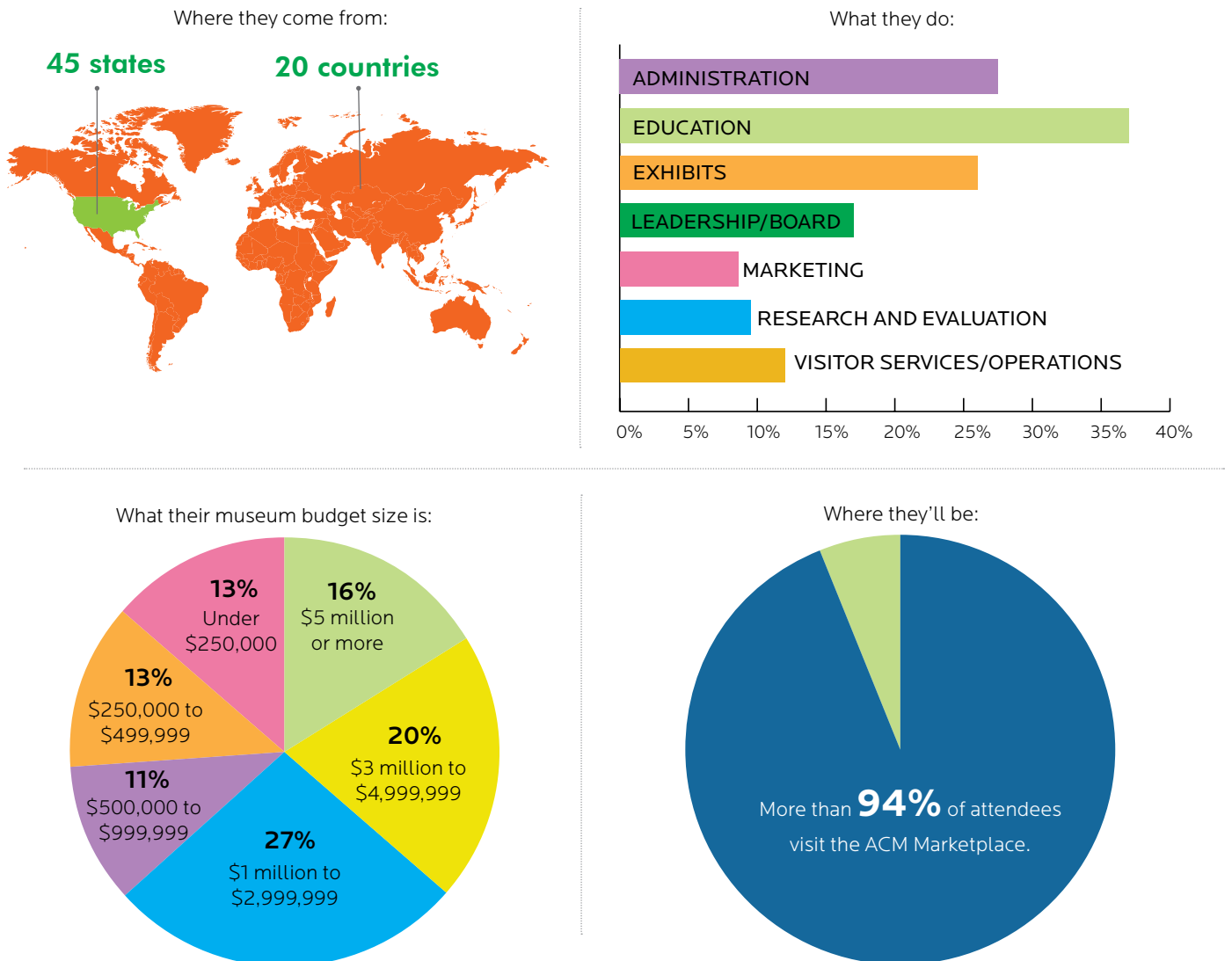
InterActivity is an annual conference held by the Association of Children's Museums (ACM). ACM is a global professional member service organization that promotes and supports excellence in children's museums. Together with its members, ACM is working to build a better world for children.

About Our Host

InterActivity 2017 is hosted by Kidspace Children's Museum in Pasadena, CA, a unique museum featuring exhibits and programming on almost 3.5 acres of indoor and outdoor environments. Serving more than 320,000 guests each year, Kidspace encourages growth through kid-driven investigations in science and artistic expression.

Meet the InterActivity Audience

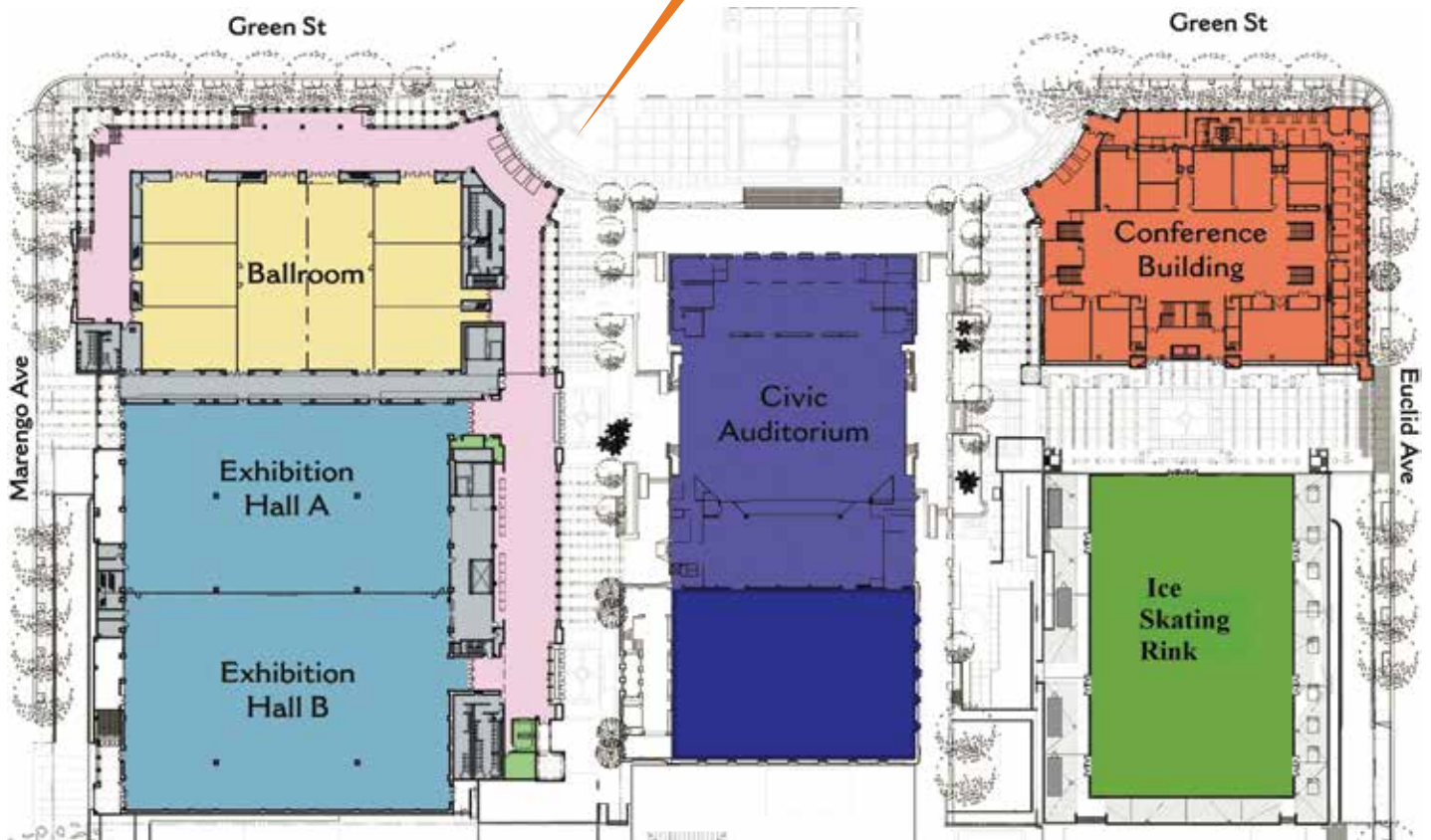
InterActivity is the largest gathering of children's museums professionals in the world. These are the people who want to know about your products and services.



Attendee profile data based on 2016 post-conference evaluation surveys.

Get to Know the InterActivity 2017 Location

InterActivity 2017 will be held at the Pasadena Convention Center. The ACM MarketPlace will be located in Exhibit Hall A. Sessions will be held in the Ballroom and Conference Building.



Please note that the Pasadena Convention Center will not accept any exhibitor materials for the ACM MarketPlace. Exhibitors must ship through the official ACM MarketPlace decorator, Paramount Convention Services, Inc.

Questions? Contact Sharon Chiat, CMP at Sharon.Chiat@ChildrensMuseums.org

ACM MarketPlace Exhibit Hall

Pasadena Convention Center Exhibit Hall A

The ACM MarketPlace will take place in Exhibit Hall A at the Pasadena Convention Center. Exhibit Hall A has a ceiling height of 25 feet. ACM will provide basic carpeting in the exhibit hall for your booth.

Exhibit Assignments

List your top three locations on your contract application (see page 7). Visit www.ChildrensMuseums.org/booth to see a list of available locations. ACM will confirm booth location upon receipt of payment.

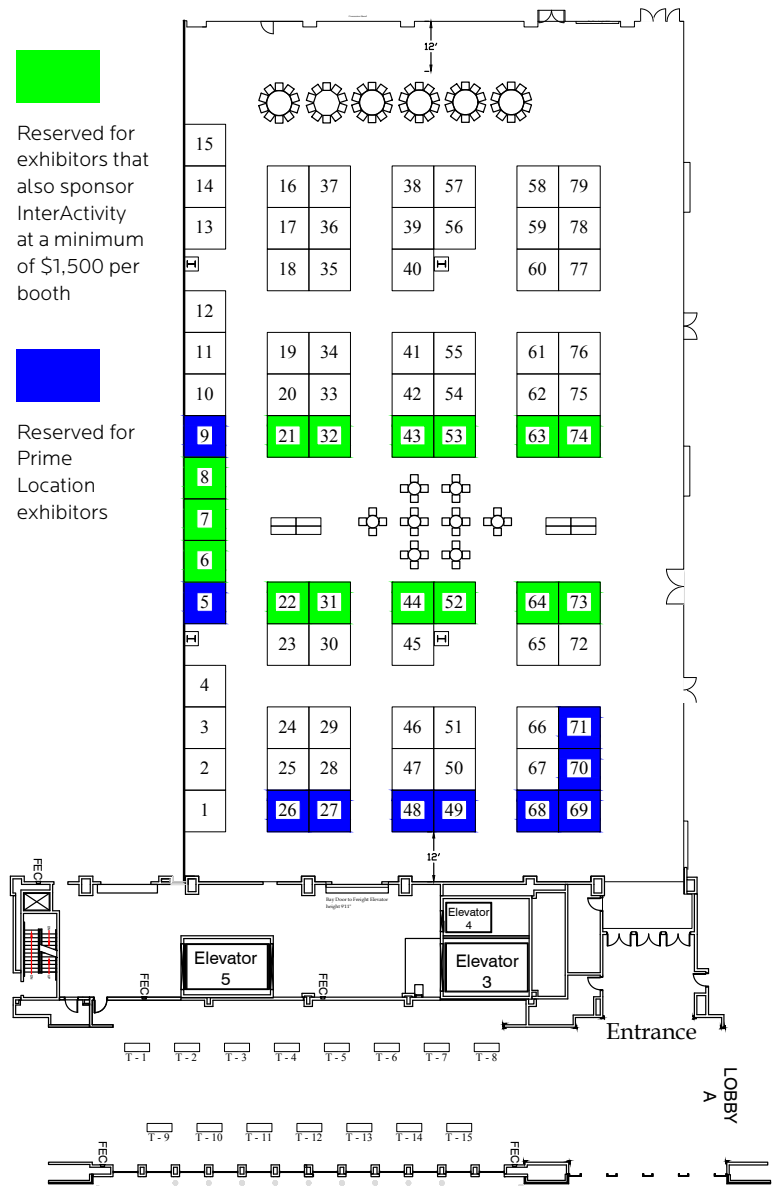
ACM MarketPlace Schedule

- Move In: May 3, 8:00 a.m.–2:00 p.m.
- Event Hours: May 3, 4:00 p.m.–7:00 p.m.
May 4, 7:30 a.m.–4:30 p.m.
- Move Out: May 4, 4:30 p.m.–9:00 p.m.

ACM MarketPlace Highlights

Food-driven events, including an evening reception, lunch, and breaks, will be held in the ACM MarketPlace. These meals will have extended hours with no competing sessions so attendees have time to explore the ACM MarketPlace. Other highlights include:

- Extended hours
- New evening reception
- Meals provided inside the ACM MarketPlace
- Seating available in the ACM MarketPlace
- Breaks throughout the day in the ACM MarketPlace



Booths 1-79

measure 10' x 10' and come with a standard 8' high back wall, 3' high side drape, 6' draped table, and chairs.

Tabletops T1-T15

include one draped 6' table and two chairs.

Questions? Contact Sharon Chiat, CMP at Sharon.Chiat@ChildrensMuseums.org



ACM MarketPlace at InterActivity 2017

Exhibit at InterActivity 2017 to connect with high-level decision-makers and influencers from children’s museums around the world.

Benefits of Exhibiting

- Face-to-face networking with new and existing clients
- Hands-on interactions with your products
- Two complimentary ACM MarketPlace registrations per booth or tabletop
- Discounted registration rates for the InterActivity conference

Exhibitor Options

Booth A key to business development, a booth enables you to engage with your target audience directly.	Non-Member	\$1,695
	Affiliate Nonprofit	\$1,395
	ACM Member	\$1,295
Prime Location Booth A prime location in the ACM MarketPlace. See exhibit hall map on page 2 for reserved locations.	Non-Member	\$2,095
	Affiliate Nonprofit	\$1,695
	ACM Member	\$1,595
Two Booths A chance to double your impression without doubling the price. Booths can be side by side or strategically separated.	Non-Member	\$2,895
	Affiliate Nonprofit	\$2,495
	ACM Member	\$2,195
Booth + Ad A step above. One booth plus a full-page ad in both the online Preliminary Program and the printed Final Program.	ACM Member	\$2,295
Tabletop An ideal solution for organizations that don’t require a large space.	Non-Member	\$1,195
	Affiliate Nonprofit	\$995
	ACM Member	\$795



Extend Your Presence at InterActivity

Interested in getting your name out in front of everyone? Or, do you want to reach a specific audience? Customize a sponsorship package that meets your exact marketing needs.

Packages can include an ACM MarketPlace booth, ads in the Preliminary and Final Programs, and an event sponsorship that connects you with your target audience. You can work with ACM to create sponsorship opportunities. Dream big—bus wraps, hotel keycards, attendee scholarships—and ACM will make your sponsorship a reality. ACM can even turn your sponsorship into a multi-year package!

Contact ACM so you can make the greatest impact at InterActivity 2017!

Sponsorship Opportunities

Appear on the Main Stage		
May 2	Welcome and Children’s Museum Fashion Show	\$7,500
May 4	Keynote Session	\$10,000
May 5	Great Friend to Kids Award and Keynote Session	\$10,000

Reach All Attendees		
	Concurrent Session Stream Sponsorship Concurrent Session Streams typically include four to six sessions in one content area	
May 3	Professional Networking Breakfast Coffee Break	
May 4	ACM MarketPlace Meals and Breaks (several available)	
May 5	Closing Breakfast	

NEW OPPORTUNITY!
ACM MarketPlace Reception
150 Drink Tickets:
\$2,500
Limited number available.

Target Your Audience		
May 2	Emerging Museums Pre-Conference Expected attendance: 50–75 people	
May 3	Museum CEO and Executive Directors Forum Expected attendance: 80–100 people	
May 4	In Dialogue with International Children’s Museums Expected attendance: 30–40 people	

Attendee Amenities		
Reusable Conference Tote Bags	\$5,000	
Conference Wifi	\$5,000	
Conference Water Stations	\$3,000	
Beverage Service (Three-hour blocks; two available)	\$3,000	
Conference Lanyards	\$2,500	+ cost
Reusable Water Bottles	\$2,000	+ cost
Program-At-A-Glance	\$2,000	
Recycled Paper Conference Notebooks	SOLD \$1,500	+ cost
Tote Bag Item	\$1,500	+ cost
Conference Pens	\$1,000	+ cost
Recycled Paper Emerging Museums Pre-Conference Notebooks	\$500	+ cost

All sponsored materials should be eco-friendly: recycled paper products, reusable, and BPA free.

Exclusive Sponsor Benefits

- Recognition in the InterActivity Preliminary and Final Programs
- Name listed in InterActivity mobile app
- Acknowledgment during plenary session
- Name included on conference signage
- Recognition in three issues of E-Forum, ACM's monthly e-newsletter
- Name or logo on the InterActivity page of the ACM website
- Exclusive access to attendee contact list

**Regularly partner
with another business?
Consider working together
on a sponsorship!
Contact ACM to get started.**

QUESTIONS?

Sharon Chiat, CMP
Sharon.Chiat@ChildrensMuseums.org
703.224.3100 x109

Dana Weinstein
Dana.Weinstein@ChildrensMuseums.org
703.224.3100 x104

Advertise

Mobile Advertising

Extend your reach to attendees' phones and mobile devices by advertising in the InterActivity mobile app. For ACM Members only.

Mobile App Deadline: March 3, 2017

Exhibitor Logo

Cost: \$200

Include your company's logo in your exhibitor listing to stand out in a long list of exhibitors and receive more attention.

Only 10 slots available!

Sponsored Post

Cost: \$500

A highly visible, clickable ad that will appear in the InterActivity app's social feed. A sponsored post will be moved to the top of the social feed once on the day of your choice.

Only 3 slots available!

All-Inclusive Package

Cost: \$2,500

A sponsored post will be moved to the top of the social feed twice a day from May 2-5, 2017. Plus, your company's logo will be included in your exhibitor listing.

Only 1 slot available!

2016 Mobile App by the Numbers

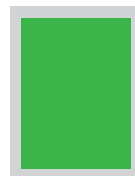
- 17,018 sessions bookmarked
- 56 percent of attendees used the app
- 162 pictures posted to the activity stream
- 1,139 social interactions



Preliminary and Final Program Ads

Put your organization's ad in the hands of every InterActivity attendee. Increase awareness for your expertise, product, or exhibit each time attendees look up information before, during, and after the conference. The Preliminary Program is released in January 2017 and is an online-only publication. The Final Program is distributed onsite at InterActivity to all registered attendees and is also available as an online publication.

Deadline	Preliminary & Final Programs (Combo Ad Package)		Final Program Only (Distributed at InterActivity)	
	November 10, 2016		March 3, 2017	
	ACM Member	Non-Member	ACM Member	Non-Member
Inside Half Page	\$895	\$1,095	\$695	\$795
Inside Full Page	\$1,095	\$1,295	\$795	\$895
Inside Front Cover	\$1,595	\$1,795	\$1,095	\$1,195
Inside Back Cover	\$1,595	\$1,795	\$1,095	\$1,195
Outside Back Cover	\$1,895	\$2,095	\$1,395	\$1,595



Full Page: 8.5" w x 11" h



Half Page: 7.5" w x 4.875" h

Exhibiting, Sponsoring, and Advertising Contract

Go green! Skip this form and register online: www.ChildrensMuseums.org/IA

CONTACT INFORMATION

ACM Member Not an ACM Member Interested in ACM Membership

Organization _____

Main contact name _____ Title _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

Email _____ Website _____

ADVERTISEMENT OPTIONS	Combo Ad Package		Final Program		Mobile App	
	Member	Non-Member	Member	Non-Member	Member	Non-Member
Inside Half Page	<input type="checkbox"/> \$895	<input type="checkbox"/> \$1,095	<input type="checkbox"/> \$695	<input type="checkbox"/> \$795		
Inside Full Page	<input type="checkbox"/> \$1,095	<input type="checkbox"/> \$1,295	<input type="checkbox"/> \$795	<input type="checkbox"/> \$895		
Inside Front Cover	<input type="checkbox"/> \$1,595	<input type="checkbox"/> \$1,795	<input type="checkbox"/> \$1,095	<input type="checkbox"/> \$1,195		
Inside Back Cover	<input type="checkbox"/> \$1,595	<input type="checkbox"/> \$1,795	<input type="checkbox"/> \$1,095	<input type="checkbox"/> \$1,195		
Outside Back Cover	<input type="checkbox"/> \$1,895	<input type="checkbox"/> \$2,095	<input type="checkbox"/> \$1,395	<input type="checkbox"/> \$1,595		
Exhibitor Logo					<input type="checkbox"/> \$200	Not available
Sponsored Post					<input type="checkbox"/> \$500	Not available
All-Inclusive Package					<input type="checkbox"/> \$2,500	Not available

EXHIBITING OPTIONS	Member	Nonprofit	Non-Member
Booth	<input type="checkbox"/> \$1,295	<input type="checkbox"/> \$1,395	<input type="checkbox"/> \$1,695
Prime Location Booth	<input type="checkbox"/> \$1,595	<input type="checkbox"/> \$1,695	<input type="checkbox"/> \$2,095
Two Booths	<input type="checkbox"/> \$2,195	<input type="checkbox"/> \$2,495	<input type="checkbox"/> \$2,895
Tabletop	<input type="checkbox"/> \$795	<input type="checkbox"/> \$995	<input type="checkbox"/> \$1,195

ACM Member-Only Exclusive Deals	
Booth + Ad	<input type="checkbox"/> \$2,295

Exhibitor Location Preferences (See page 2 for online Exhibit Assignment instructions)
 Indicate the number of your preferred ACM MarketPlace location 1. _____ 2. _____ 3. _____

SPONSORSHIP OPTIONS

Within the guidelines set forth in this prospectus, ACM will work with you to create a sponsorship package to fit your organization's needs.

Custom Packages			
ACM MarketPlace Meal	<input type="checkbox"/>	Emerging Museums Pre-Conference	<input type="checkbox"/>
ACM MarketPlace Break	<input type="checkbox"/>	In Dialogue with International Children's Museums	<input type="checkbox"/>
Closing Breakfast	<input type="checkbox"/>	Museum CEO and Executive Directors Forum	<input type="checkbox"/>
Concurrent Session Stream	<input type="checkbox"/>	Professional Networking Breakfast	<input type="checkbox"/>

Plenary Sessions	
Keynote Session	<input type="checkbox"/> \$10,000
Great Friend to Kids Award and Keynote Session	<input type="checkbox"/> \$10,000
Welcome and Children's Museum Fashion Show	<input type="checkbox"/> \$7,500

Attendee Amenities	
Conference WIFI	<input type="checkbox"/> \$5,000
Tote Bags	<input type="checkbox"/> \$5,000
Conference Water Stations	<input type="checkbox"/> \$3,000
Beverage Service	<input type="checkbox"/> \$3,000
Conference Lanyards	<input type="checkbox"/> \$2,500 + cost
Drink Tickets at ACM MarketPlace Reception	<input type="checkbox"/> \$2,500
Reusable Water Bottles	<input type="checkbox"/> \$2,000 + cost
Program-at-a-Glance	<input type="checkbox"/> \$2,000
Tote Bag Item	<input type="checkbox"/> \$1,500 + cost
Conference Pens	<input type="checkbox"/> \$1,000 + cost
Recycled Paper Emerging Museums Pre-Conference Notebooks	<input type="checkbox"/> \$500 + cost

CALCULATE SUBTOTAL Advertisements: \$ _____ Exhibits: \$ _____ Sponsorships: \$ _____ SUBTOTAL: \$ _____

All Exhibitors MUST register staff members to manage their exhibit; fees may apply. Registration options are listed on next page.

Exhibitor Registration

ACM MarketPlace Registration is free for up to two (2) exhibitor staff members per booth or tabletop purchased. Register additional exhibit staff at \$125 per person. Exhibitors must register staff to manage their booth or tabletop.

1st Staffer _____ Title _____

Phone _____ Email _____

Select all that apply:

Required: ACM MarketPlace Registration Free

Optional: May 4 Kidspace Children's Museum Evening Event \$50

Optional: Registration for InterActivity 2017

\$500 FREE — ACM Visionary Members Only

2nd Staffer _____ Title _____

Phone _____ Email _____

Select all that apply:

Required: ACM MarketPlace Registration Free

Optional: May 4 Kidspace Children's Museum Evening Event \$50

Optional: Registration for InterActivity 2017 \$500

3rd Staffer _____ Title _____

Phone _____ Email _____

Select all that apply:

Required: ACM MarketPlace Registration \$125

Optional: May 4 Kidspace Children's Museum Evening Event \$50

Optional: Registration for InterActivity 2017 \$500

MARKETING DESCRIPTION

Market your organization and let attendees know how to contact a sales representative via the InterActivity Mobile App.

Organization _____

Sales Contact _____ Phone _____

Address _____

City _____ State _____ Zip Code _____

Email _____ Website _____

Choose one category that best describes your organization or reason for exhibiting.

Architecture & Exhibit Designer

Exhibit Fabricator

Museum Product Vendor or Designer

Art and Museum Supplier

Gift Shop Vendor

Traveling Exhibit Provider

Educational Resources and Collaborations

Museum Management Software Provider

Other: _____

In 50 words, describe what you will be exhibiting. Write in the third person and use complete sentences. ACM may edit descriptions.

\$200 Add my logo to my company's listing (ACM members only)

PAYMENT INFORMATION: Full payment is required with this contract.

Enclosed is my check payable to Association of Children's Museums.

Please charge to my: Visa MasterCard American Express Discover

CALCULATE GRAND TOTAL

Card Number _____ Exp. Date _____ 2 0 _____

Subtotal from page 7 \$ _____

Registration Total \$ _____

SIGNATURE OF ACCEPTANCE Only signed contracts will be processed.

GRAND TOTAL: \$ _____

I have read and agree to abide by the Terms of Agreement (see page 9) governing our organization's participation in InterActivity 2017 as delineated in these materials. I understand that upon acceptance by ACM, this form serves as the official agreement for sponsorships, exhibits, and/or advertisements.

Authorizing Agent (please print) _____ Title _____

Name as it appears on card _____

Signature _____ Date _____

Send Contract & Registration Pages to Sharon.Chiat@ChildrensMuseums.org

Association of Children's Museums • 2711 Jefferson Davis Hwy, #600 • Arlington, VA 22202 • Fax: 703.224.3099

InterActivity 2017 Exhibitor Terms of Agreement

1. ACM strictly prohibits any marketing or promotion of goods and services at any InterActivity 2017 venue unless an organization has purchased an InterActivity sponsorship or exhibit space.
 2. Order taking and direct sales by exhibitors is permitted. Exhibitors that choose to sell merchandise at the InterActivity 2017 ACM MarketPlace assume full responsibility for securing a vendor's license and complying with all applicable laws and regulations, including tax and revenue laws and regulations.
 3. All materials, activities, and audio must be contained to the limits of the Exhibitor's booth or tabletop display and must not impede traffic or interfere with other exhibits. Exhibits must not extend beyond the space allowed or obstruct the sight lines of others. All interviews, demonstrations, and displays must take place within the exhibit space allocated. Aisles must be free of obstruction.
 4. Combustible decorations or display materials are prohibited.
 5. Audiovisual equipment (including LCD projectors, slide projectors, tape recorders, laptop computers, and/or other sound apparatus) that will enable Exhibitors to show manufacturing processes and similar matter may be used, provided that users adhere strictly to the following rules. The equipment must be entirely self-contained, fireproof, and safe. The sound must be kept at a volume not to exceed that of normal conversation (80 decibels). The equipment must not interfere with neighboring Exhibitors, and it must be devoted exclusively to the business of the Exhibitor. Equipment may be brought by the Exhibitor into the ACM MarketPlace or rented through the Pasadena Convention Center. Exhibitor will be responsible for any costs related to these requests.
 6. Booths must be staffed during all ACM MarketPlace hours by person(s) who are prepared to explain all displayed products and services in a courteous and effective manner. Each Exhibitor must wear the official identification badge provided by ACM.
 7. No rooms or other meeting space in the Pasadena Convention Center, the official InterActivity 2017 ACM MarketPlace location, The Westin Pasadena, The Hilton Pasadena, and/or Kidspace Children's Museum can be used for storage, exhibit purposes, workshops, or other Exhibitor sales-related use without prior ACM approval.
 8. Exhibitors retain sole responsibility for their own exhibit materials. Exhibitors are responsible for any damage to the exhibit area in the ACM MarketPlace and/or at Kidspace Children's Museum, and/or the Pasadena Convention Center, normal wear and tear excepted. Exhibitor agrees to protect, defend, indemnify, and hold ACM, the Pasadena Convention Center, and Kidspace Children's Museum, its officers, directors, agents, and employees harmless from and against all claims, costs, and damages arising out of theft, negligence, or willful acts or omissions in the performance of this Agreement by Exhibitor or Exhibitor's agents or employees. Exhibitor also agrees to protect, defend, indemnify, and hold ACM, the Pasadena Convention Center, and Kidspace Children's Museum harmless from any action, claim, suit, or liability based on a claim of infringement of any patent, copyright, trademark, trade name, or other proprietary right of any party.
 9. Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.
 10. Exhibitor shall be fully responsible to pay any and all damages to property owned by ACM, the Pasadena Convention Center and/or Kidspace Children's Museum, and its owners or managers which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless ACM, the Pasadena Convention Center and/or Kidspace Children's Museum, its owners, managers, officers or directors, agents, employees, subsidiaries, and affiliates from any damages or charges resulting from or arising from or out of the Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of Exhibitor's occupancy and/or use of the exhibition premises, ACM, the Pasadena Convention Center, and/or Kidspace Children's Museum, its employees, agents, or contractors.
 11. ACM reserves the right to modify ACM MarketPlace hours as deemed necessary to meet program needs.
 12. ACM reserves the right to cancel the ACM MarketPlace. If ACM exercises this option, ACM will inform Exhibitors on or before March 31, 2017, and will refund ACM MarketPlace booth and conference registration fees in full.
 13. Acceptance of this contract by ACM may in no way be construed as an endorsement by ACM of an exhibiting company, institution, or its products, and/or services.
 14. Each Exhibitor must deliver and fully set up all equipment and materials by 1:00 p.m. on Wednesday, May 3, 2017. Exhibitors must remove the above items by 9:00 p.m. on Thursday, May 4, 2017.
 15. The ACM MarketPlace decorator will send all confirmed Exhibitors a service kit that includes order forms for individual service needs.
 16. Out of the ordinary and /or special requests (use of water, live animals) requires prior approval by ACM and /or the Pasadena Convention Center. Additional paperwork and/or fees may be required for this and are the sole responsibility of the exhibitor.
 17. Adequate lighting will be provided in the ACM MarketPlace. Any additional electrical needs, Internet connections, and/or phone lines must be arranged by the Exhibitor directly with the aforementioned exhibit hall decorator and/or the Pasadena Convention Center. Exhibitor will be responsible for any costs related to these requests.
 18. Cancellations and Refunds: Should an Exhibitor need to cancel its participation, the Exhibitor will submit a written notice to ACM. ACM will refund an Exhibitor's payment in full, less a \$100 administrative fee, through January 31, 2017.
 19. All prices quoted in this brochure are in U.S. dollars.
 20. **New! The Pasadena Convention Center will not accept any deliveries of show materials/exhibitor materials for the show. To have materials delivered to the Pasadena Convention Center, exhibitors must ship through the official ACM MarketPlace decorator. Shipping and any related costs are the sole responsibility of the Exhibitor and may be arranged through the show decorator. ACM is not responsible for shipping, and exhibitors are encouraged to ship exhibits in a timely fashion, properly labeled, and should contact decorator to confirm arrival.**
 21. Exhibit booths are assigned on a first-come, first-served basis. ACM has sole discretion on the assignment of booths and may place InterActivity Sponsors that elect to exhibit in a preferred location. ACM reserves the right to change an Exhibitor's assigned location at any time if deemed in the best interests of the ACM MarketPlace. Before exercising this option, ACM will contact the exhibitor.
 22. Booth sharing is strongly discouraged. If two separate organizations are represented in one booth, an assessment of \$300 per organization will be issued.
 23. All prior obligations to ACM for any good or service must be settled prior to entering into an InterActivity 2017 Exhibitor Contract. In order for an organization to take advantage of ACM membership discounts for exhibitors, an organization's membership needs to be active and in good standing through May 15, 2017.
- NOTE:** ACM is committed to preserving a professional and mutually respectful environment in the ACM MarketPlace. Any Exhibitor in violation of the above listed terms will be required to amend the violation to ACM's satisfaction in a timely manner or will be required to remove all booth and exhibit materials from the ACM MarketPlace premises within two hours. ACM reserves the right to void the contract of any Exhibitor that is in violation of the Terms of Agreement and bar the Exhibitor from future ACM MarketPlace events.

ASSOCIATION OF CHILDREN'S MUSEUMS

2711 Jefferson Davis Highway
Suite 600
Arlington, VA 22202
www.ChildrensMuseums.org

Nonprofit Org.
U.S. Postage
PAID
Permit No. 123
Arlington, VA

DEADLINE REMINDERS

November 10, 2016	Ads for Online Preliminary Program
March 3, 2017	Ads for Final Program Ads for Mobile App Sponsor Reservations Exhibitor Reservations
April 3, 2017	Hotel Room Reservations

Rooms Fill Up Fast—Book Early!

The Hilton Pasadena

168 South Los Robles Avenue
Pasadena, CA 91101
626.577.1000

Group Name:

Association of Children's Museums

Group Rate: \$199 per night


The Westin Pasadena

191 North Los Robles Avenue
Pasadena, CA 91101
626.729.2727

Group Name:

Association of Children's Museums

Group Rate: \$199 per night



Curious about ACM Visionary
Membership? Learn more at
www.ChildrensMuseums.org/visionary.

Questions?

Sharon Chiat, CMP

Program Manager, Events

Sharon.Chiat@ChildrensMuseums.org

703.224.3100 x109

Dana Weinstein

Development Manager

Dana.Weinstein@ChildrensMuseums.org

703.224.3100 x104