

InterActivity Host Proposal Guide

Section I: Introduction.....2

Section II: Hosting InterActivity.....3

Section III: InterActivity Roles & Responsibilities.....4

Section IV: InterActivity Fundraising Strategies and Support.....9

Section V: InterActivity Planning Timeline.....10

Section VI: InterActivity Event Specifications.....13

Section VII: Sample Hosting Contract.....20

Section VIII: InterActivity Host Museum Proposal Instructions.....25

Section IV: Sample Letter of Commitment.....27

Section I: Introduction

Thank you for your museum's interest in hosting InterActivity. The Association of Children's Museums (ACM) welcomes proposals from member museums in good standing. Use this guide to explore what it takes to host the conference and to submit a hosting proposal.

Since 1987, ACM has convened the InterActivity conference to strengthen professionalism and build capacity in children's museums (with the name InterActivity reflecting the nature of children's museums.) InterActivity is an important tactic to fulfill our mission: *ACM champions children's museums worldwide.* Every ACM staff member helps to plan and execute the conference and ACM commits the majority of its budget to the conference.

Since the first InterActivity, a Host Museum has been a critical partner to the success of the conference. By using its local contacts and resources, the Host Museum contributes through fundraising, content development, and offerings that maximize attendees' experience in the host location. Planning the InterActivity conference enables ACM to develop and strengthen its relationship with the Host Museum, establishing connections that deepen as the two teams work together to welcome children's museum staff and stakeholders to the host community. This partnership offers an opportunity to identify museum staff who may be interested in participating in future advisory or leadership roles with ACM.

At InterActivity, children's museum professionals from all over the world gather to learn, network, and collaborate. The conference provides an unparalleled opportunity for an intense three days of professional development focused on optimizing museums' resources to support learning while remaining sustainable, vital, and relevant to their communities. In short, there are four main goals:

1. **InterActivity Goal: Networking**

InterActivity is the world's leading professional meeting for children's museums and other informal learning organizations whose audiences include children and families. Representatives from ACM's 500 museum, business, and individual members worldwide attend the conference. In a typical year, 800–1,000 museum professionals attend InterActivity. Attendees represent museums located in Asia, Africa, Europe, the Middle East, Oceania, North, Central, and South America.

2. **InterActivity Goal: Professional Development**

Each day of InterActivity features a rich selection of concurrent sessions that highlight innovative trends and effective practices in community engagement, learning, exhibits, collaboration, change, and sustainability, while relating to the conference theme chosen for that year. Impressive keynote speakers inspire and challenge InterActivity attendees. InterActivity supports hundreds of museum professionals who help educate young children and their families, whether directly by developing exhibits and programs or behind the scenes by supporting museum operations.

3. **InterActivity Goal: Advancing the Children's Museum Field**

InterActivity provides an opportunity for the rich exchange of ideas, both philosophical and practical, leading to innovation and collaboration that advance the field. An average of three representatives per museum attends, helping InterActivity act as a catalyst for change in individual museums, which leads to growth across the museum field.

4. *InterActivity Goal: Conducting the General Business of ACM*

InterActivity serves as the annual meeting of the Association's membership for the purpose of announcing major initiatives and award program winners, and informing members of previous and future activities.

Section II: Hosting InterActivity

Hosting InterActivity is a gift to the field requiring a substantial commitment of resources, both financial and human. This commitment yields benefits for the Hosting Museum, raising the museum's profile in the field, with funders, and within its community. Hosting InterActivity showcases the Host Museum to an international audience, providing an opportunity to highlight its unique culture, exhibits, programs, and local and regional partnerships.

Previous InterActivity Host Museums report the following benefits:

- InterActivity involves federal, foundation, and corporate funders, and hosting the conference provides the opportunity to burnish the museum's reputation and develop relationships with those funders.
- InterActivity offers a platform to advance community partnerships that can be highlighted in conference programming. Community partners are invited to attend.
- InterActivity provides an opportunity for the Host Museum to garner media coverage both in advance—for being selected to host an international conference—and onsite as the conference is underway.
- InterActivity allows the Host Museum to become a "known quantity" to museum professionals, giving them a potential advantage when attracting new talent to work at the museum.
- InterActivity helps Host Museum staff to improve their project management skills and demonstrate their capacity to plan and execute a major event.
- InterActivity gives Host Museum staff the opportunity to attend the conference for free or at a lower cost, enabling more staff to benefit than when attendance requires travel costs.
- InterActivity is a wonderful way to introduce Host Museum staff at all levels to the field and the opportunity to develop relationships with other museum professionals.

InterActivity highlights the host city's innovative cultural and educational resources through conference sessions, study tours, evening events, and the Museum Open House Program.

- InterActivity has a significant economic impact for the host city, generating an estimated \$765,000 of income through attendee spending on expenses such as hotel, meals, and taxis. In addition, ACM spends approximately \$175,000 for conference venue rentals, transportation, and catering expenses.

What It Takes to Host InterActivity

As previously mentioned, hosting InterActivity is a gift to the field. The combined total of the Host Museum's staff and volunteer time and the cost of events (evening event at museum and Museum CEO and Trustee Reception), is estimated at \$150,000. This total includes the recommended commitment from the Host Museum to raise a \$50,000 cash contribution from local funders.

Hosting InterActivity requires staff capacity to take on and fulfill the responsibilities of the Host Museum and joint responsibilities shared with ACM. These responsibilities are detailed over the next four pages.

Section III: InterActivity Roles & Responsibilities

Planning for InterActivity is a partnership between ACM and the Host Museum. In the nature of partnerships, each has roles and responsibilities that contribute to the conference's success. Overall, ACM has administrative and fiduciary responsibility for the conference. Program content is developed in a variety of ways. Concurrent session proposals are submitted by the field and Host Museum and selected and further developed by the InterActivity Program Committee. The Host Museum has representatives on the Program Committee and its session proposals highlight the museum's expertise and community resources. As the local contact, the Host Museum arranges for InterActivity Study Tours and enlists participants in the Museum Open House Program. Below is an outline of major roles and responsibilities.

Joint Roles & Responsibilities

Program Development

ACM and the Host Museum will work together to create a mutually agreed upon theme and logo for proposed InterActivity. ACM will have final approval of theme and logo. In addition ACM and Host Museum will work together on the following:

- Great Friend to Kids Award (GFTK) and Keynote Speakers: ACM and Host Museum will work together to identify and invite the GFTK awardee and keynote speakers for proposed InterActivity.
- Local Museum Open House: ACM and Host Museum will work together to coordinate free admission to local museum(s) for InterActivity attendees.
- Museum Study Tours: ACM and Host Museum will work together to coordinate Study Tours to local museums and other venues for InterActivity attendees.
- InterActivity Program Committee Meeting: The InterActivity Program Committee is a committee of individuals from ACM member organizations that shapes the InterActivity call for session proposals and reviews and selects sessions for the InterActivity program. ACM and Host Museum will work together to host the ACM Program Committee meeting, which will take place in September prior to proposed InterActivity. Host Museum will provide connection(s) with local caterer(s) for breakfast and lunch during meetings and recommendations for local restaurants for dinner.
- SmallTalks or other Special Programming: ACM and Host Museum will work together to develop additional or special programming at the conference. The Host Museum is responsible for all speaker invitations, speaker fees (if applicable), run-of-show, staging, and oversight of programming. ACM will provide ballroom, stage, audio/visual equipment, and rehearsal time. Should the Host Museum wish to present SmallTalks or other special programming at another

venue, such as a local theater, the Host Museum is responsible for all fees associated with the theater and its operation.

Fundraising

- Typically \$135,000 to \$150,000 in sponsorships and other contributed income is raised to support InterActivity every year. Contributed income is raised through the combined efforts of ACM and the Host Museum. **The Host Museum must commit to raising funds from local funders toward this larger goal. \$50,000 is the recommended commitment.** ACM commits to raising \$85,000 to \$100,000 toward the large goal.
- The Host Museum develops a fundraising plan as part of its hosting proposal. Based on this plan, ACM and the museum jointly develop approaches to potential funders and donor benefit packages. ACM and the Host Museum jointly review solicitations before approaching potential funders. See the following section on InterActivity Fundraising for additional information about the fundraising process.
- See also, Section IV: Fundraising Strategies and Support (p. 9).

Host Museum Roles & Responsibilities

For the Host Museum, planning InterActivity may start soon after its selection by the ACM Board of Directors. Planning efforts ramp up in January of the previous year—about 17 months before the museum hosts InterActivity. See Section IV: InterActivity Planning Timeline (pp. 10–13) for details.

Invitation to Proposed InterActivity

- Produce short promotional video or slide show for presentation at previous year's InterActivity Closing Plenary.
- Produce full-page ad for InterActivity Final Program (previous year).
- Produce InterActivity logo based on full-page ad.

Content Development

- Host Museum staff develop concurrent sessions and other programming to highlight the museum's expertise and community resources.
- Host Museum participates in the content development process through the Host Committee Team Leader and Program Committee Liaison who serve on the InterActivity Program Committee.
- See also, Joint Roles & Responsibilities, Program Development, p. 4.

Study Tours and Museum Open House Program

- Host Museum will plan and host at least one study tour at the museum for 25-30 attendees during the conference.
- Host Museum will coordinate other study tours by identifying and inviting local museums or community/local venues with content relevant to children's museum professionals.
- Host Museum will coordinate local museum involvement by identifying and inviting museums to participate in the Museum Open House Program.

Evening Events

Evening Event at Host Museum

- Host Museum will plan and host an evening event for approximately 600 attendees on either the first or second night of proposed InterActivity. The Host Museum is solely responsible for the staffing, onsite logistics, and all costs associated with the evening event, including but not limited to catering, insurance, and entertainment for the event. The one exception is transportation, if needed; ACM will pay for the cost of any transportation to and from the event.
- Host Museum will provide a preliminary event plan including description suitable for publication in the Preliminary and Final Programs.

Museum CEO and Trustee Reception

- Host Museum will arrange a one to two-hour, Museum CEO & Trustee Reception for approximately 100 attendees to take place on either the first or second night of proposed InterActivity (generally a different night than the Evening Event at Host Museum). The Host Museum is solely responsible for the staffing, onsite logistics, and all costs associated with the evening event, including but not limited to catering, insurance, and entertainment for the event. The one exception is transportation, if needed; ACM will pay for the cost of any transportation to and from the event.

Miscellaneous

- Offer InterActivity registrants free admission to Host Museum during the week of the conference.
- Identify partners such as NAEYC chapters, universities, state and regional museum associations who will promote the conference.

Local Fundraising

Host Museum raises \$50,000 from local funders as described under Joint Responsibilities (p. 5). The museum understands that it may need to pursue funding and sponsorship to cover costs of fulfilling the responsibilities outlined above, e.g., evening events.

- Host Museum sends prospect lists for local fundraising efforts to ACM for review.
- Host Museum reviews and approves InterActivity fundraising templates developed by ACM.
- Host Museum develops and submits proposals to local funders.
- Host Museum shares all local sponsorship information with ACM for appropriate recognition.
- Host Museum remits its \$50,000 fundraising commitment to ACM no later than 30 days after InterActivity.

Host Committee

To fully support the success of InterActivity, the Host Museum will identify a team of individuals to complete the Joint and Host Museum tasks. ACM recommends a Host Committee composed of the positions listed below, though the Host Museum may design the committee as it deems appropriate. While Host Committee members are traditionally selected from staff, the Host Museum may elect to outsource activities at its own cost.

Team Leader:

Serves as main point person between ACM and Host Museum in planning and preparing for InterActivity. Oversees Host Committee efforts. Assists ACM staff in coordinating logistics and meeting established deadlines. Participates in regular status meetings with ACM team, in preparation for the conference. Serves on the InterActivity Program Committee.

Program Committee Liaison:

Ensures Host Museum submits session proposals highlighting the museum's expertise and community resources. Recommends local speakers for sessions and museums/venues for study tours. Coordinates arrangements for onsite Program Committee Meeting. Serves on the InterActivity Program Committee.

Fundraising Leader:

Serves as the main point person between ACM and Host Museum to develop a list of sponsor prospects, solicitation materials, and agreements. Coordinates implementation of Host Museum's fundraising plan. Ensures joint review of solicitations before funders are approached. Sends secured sponsor information to ACM for appropriate recognition at conference.

Volunteer Coordinator:

Recruits volunteers (museum staff, museum volunteers, additional volunteers) to fill all required InterActivity volunteer slots (tote bag stuffing, attendee check-in, session room monitors, etc.). With ACM staff, develops a volunteer schedule to be distributed to all volunteers in advance of the conference. Reviews responsibilities with volunteers in advance; oversees volunteer check-in at the conference; and supervises volunteers throughout conference.

Evening Events Coordinator:

Oversee all aspects of planning and hosting the Host Museum evening event and CEO/Trustees reception. Submits written descriptions of the events to be included in the preliminary and final conference programs. Provides ACM and evening event attendees with a floor plan of Host Museum with food stations, bar locations, and evening activities.

Local Arrangements Coordinator:

Secures participation of local museums in Museum Open House Program (free admission for InterActivity attendees during conference). Identifies and secures giveaway items (in quantities of approximately 800–1,000) for inclusion in the InterActivity tote bags distributed to all attendees. Note: giveaway items are separate from sponsored tote bag items secured by ACM.

Public Relations/Communications Coordinator:

Serves as point person between ACM and Host Museum in promoting InterActivity to local museum community. Contacts area media to invite coverage of InterActivity and all award events. Provides ACM with photos of museum for inclusion in InterActivity promotional materials. Works with ACM staff onsite to ensure photographer gets photos of Host Museum VIPs at plenary sessions and evening events.

ACM Roles & Responsibilities

For ACM, InterActivity planning involves all staff and is a year-round endeavor. In addition to working on the next year's InterActivity, ACM is working with confirmed Host Museums and potential Host Museums sometimes several years ahead of the conference.

Administration and Logistics

- Develops and administers all conference budgets and timelines.
- Administers the contracts with the conference venues, hotel/convention center (including guest room block, ACM MarketPlace, meal functions, meeting rooms).
- Manages communication systems between ACM, Host Museum Committee, Program Committee, session presenters, and ACM Board.
- Conceptualizes and coordinates all conference logistics (including bus transportation, AV/meeting room arrangements at the conference hotel/convention center, catering, room block).
- Coordinates MarketPlace, including identifying and recruiting potential exhibitors.
- Schedules all concurrent and plenary sessions as well as pre- and post-conferences.
- Oversees award programs, including Great Friend to Kids, Diversity in Action Scholarships, and Small Museum Financial Aid Program.
- Oversees keynote speaker and Great Friend to Kids Award invitations.
- Develops and/or edits text for all written/printed conference materials.
- Oversees all conference graphic design and printing for promotional materials, programs, badges, tote bags, signage, etc., with the exception of proposed InterActivity invitation presentation, full-page ad for the InterActivity Final Program, and InterActivity logo.
- Develops and analyzes conference evaluations; produces evaluation report.
- Hires local photographer to document proposed InterActivity.
- Directs all conference details onsite including sessions, registration, speakers, transportation, hotel, food and beverage, etc.

Content Development

- Manages all aspects of field-wide Call for Session Proposals.
- Develops Emerging Museums Pre-Conference, Leadership Forum, International Children's Museums Forum, and other pre- and post-conference programs.
- Works directly with session presenters to develop and refine content, as needed.
- Writes scripts for Plenary Sessions.

InterActivity Program Committee

- Recruits InterActivity Program Committee co-chairs and members. Oversees committee communications.
- Oversees InterActivity Program Committee activities including evaluation of session proposals and follow up.
- Provides logistical support for the in-person Program Committee meeting, including, but not limited to:
 - Develops agenda for committee meeting.
 - Arranges hotel block for Program Committee members.
 - Arranges local transportation to and from meeting site.
 - Orders and pays for Program Committee meeting meals.

Promotion

- Develops a comprehensive Communications Plan to promote InterActivity.
- Creates messaging and produce blast email campaign.
- Oversees production of:
 - Save-the-Date postcard, including copywriting, design, printing, and mailing.
 - InterActivity Prospectus, including copywriting, design, printing and mailing.
 - Electronic Preliminary Program, including design, providing content, pagination, ads, etc.
 - Program-At-A-Glance, including copywriting, design, and printing.
 - Final Program, including, content, pagination, ads, design, and printing.
 - Onsite signage including content, design, and printing.

Fundraising

- Commits to raising \$85,000 to \$100,000 toward the larger goal of \$135,000 to \$150,000 to support InterActivity.
- Prepares InterActivity case statement, proposal templates, personalized letters of inquiry, proposals, slide presentation, etc., for use by the Host Museum when making requests of local funders.

Section IV: InterActivity Fundraising Strategies and Support

Typically a total of \$135,000 to \$150,000 in sponsorships is raised to support InterActivity. Reaching this fundraising goal keeps InterActivity registration fees and membership dues affordable for ACM members. Sponsorship income is raised through the combined efforts of ACM and the Host Museum.

The Host Museum must commit to raising funds from local funders toward this larger goal. \$50,000 is the recommended commitment. Local funders may include government, corporate, foundation, and individual donors.

As part of its hosting proposal, the Host Museum develops a fundraising plan. Using the plan, ACM and the Host Museum jointly develop approaches to potential funders and sponsor benefit packages. ACM and the Host Museum jointly review solicitations before approaching potential funders.

Previous Host Museums have used a variety of strategies to fulfill their fundraising commitment, among them:

- Members of the museum's board of directors may make a gift;
- Individual donors may "add on" to a gift as part of the museum's annual campaign;
- Local government agencies including cultural agencies, school districts, or tourism offices may support the conference;
- The convention and visitors bureau may provide funding or help generate leads for support;
- National corporations headquartered in the community that already support the host museum may want to support the broader children's museum field;
- Corporate funders that have invested in the museum may want to showcase their support or market themselves to a broader audience;
- Local and regional foundations may be interested in supporting children's museums or content connected to InterActivity;

- While ACM welcomes assistance from the host museum to identify exhibitors for the InterActivity MarketPlace, income generated from booth and advertisement sales do not count toward the Host Museum's fundraising commitment.

ACM provides supporting materials for use by the Host Museum when making requests of local funders:

- InterActivity case statement (contact ACM for sample)
- Proposal templates (contact ACM for sample)
- Personalized letters of inquiry, proposals, etc.
- Slide presentation

ACM schedules regular fundraising calls with the Host Museum (Host Committee, Fundraising Leader) to discuss all leads and pending requests. ACM maintains a funding status chart that details the status of funding requests. This chart is hosted on Google Drive so that the Host Museum can access it at any time.

Section V: InterActivity Planning Timeline

Up to Two/Three Years in Advance

- ACM issues a Call for Hosting InterActivity.
- Deadline to submit Hosting Proposal for InterActivity deadline: varies
- ACM staff conducts site visits to proposed cities/museums.
- ACM Board of Directors reviews the Hosting Proposal(s) and Projected Expenses for ACM to convene InterActivity in the host museum location at their spring meeting.
- ACM notifies museums regarding the Board's decisions.
- Hosting Contract between ACM and Host Museum is executed (see pp. 20 for sample).

August (21 months before hosting)

- Fundraising kickoff call with ACM and Host Museum fundraising staff.
- ACM provides existing InterActivity fundraising templates for review.
- Local fundraising approach and prospects reviewed.

November (18 months before hosting)

- Fundraising templates finalized, which necessitates finalization of conference name/theme.
- ACM provides InterActivity budget to Host Museum for inclusion in proposals.
- Local fundraising approach and prospects finalized, including identification of prospects that would benefit from a visit by both Host Museum and ACM staff.
- Ongoing calls with ACM and Host Museum fundraising teams begin.

January (the year before hosting)

- Host Museum finalizes its Host Committee members.
- ACM provides Planning Guide to the Host Museum for the InterActivity it's hosting.
- Team-to-Team Kick-Off Meeting (Host Committee team/ACM team via conference call) to review Planning Guide and deadlines.
- Host Museum begins meeting with fundraising prospects; proposals submitted as appropriate.

February (the year before hosting)

- Host Museum produces camera-ready, full-page, four-color ad for the InterActivity it's hosting for inclusion in the Final Program.
- Host Museum provides theme description for inclusion in the InterActivity Final Program.

- Host Museum produces an InterActivity logo for the InterActivity it's hosting.
- Host Museum provides photos of facilities for using in InterActivity promotion.
- ACM and Host Museum update fundraising templates with InterActivity theme.

March–April (the year before hosting)

- Host Committee-ACM planning calls.
- Updates to ACM website as information becomes available.

May (the year before hosting)

- Host Museum invitation presentation (video or slide show) at InterActivity Closing Plenary Session, introduced by Host Museum CEO/Executive Director.
- Host Committee Team Leader and Host Museum CEO/Executive Director attend the Program Committee debrief (1:00 p.m.–3:00 p.m. following the close of InterActivity).
- Team-to-Team meeting (Host Committee/ACM, conference call) following InterActivity.
- Launch of field-wide Call for Session Proposals.

June (the year before hosting)

- Webinar on writing a session proposal: Host Museum participates to talk about the conference theme.
- Planning calls: joint discussions regarding keynote speakers, Great Friend to Kids Award honoree, and any additional programming, e.g., SmallTalks.
- New Program Committee members selected.
- Continued promotion of Call for Session Proposals.

July (the year before hosting)

- Ongoing planning calls. ACM shares publications production schedule with Host Museum.
- Prospectus (InterActivity Exhibit, Sponsor, and Advertiser catalogue) in production.
- Host Museum invites local museums to participate in the Museum Open House Program.
- Host Museum develops Study Tours.
- Session Proposal deadline: last Friday of July.
- Keynote speaker(s) and Great Friend to Kids Award honoree finalized.
- ACM budgets for following fiscal year, including InterActivity.
- Fundraising prospects updated based on keynote speaker(s) and Great Friend to Kids Award honoree.

August (the year before hosting)

- Keynote speaker(s) and Great Friend to Kids Award invitations sent. Any additional programming finalized.
- Draft InterActivity schedule.
- Save-the-Date Postcard in production.
- Program Committee reviews and evaluates Session Proposals.
- Planning calls, including Team-to-Team check-in.
- ACM website updates as information is available (monthly).

September (the year before hosting)

- Bulk mailing of Prospectus.
- Program Committee Meeting held at Host Museum (third week of September)
- InterActivity schedule finalized.
- ACM schedules concurrent professional development sessions following Program Committee Meeting.
- Ongoing planning calls.
- Begin development of Preliminary Program.

- Save-the-Date Postcard mailing.
- ACM Board of Directors approves budget, including InterActivity budget.

October (the year before hosting)

- Host Museum materials for Preliminary Program, including sponsor recognitions, due to ACM on the first Friday of the month. Program copy to designer on the last Monday of the month.
- Registration opens mid-month. Promotional communications.
- Planning calls/Team-to-Team check-in.
- ACM sends acceptance/rejection notices to Session Proposal chairs by October 31.
- ACM sends Volunteer Matrix (breakdown of volunteer needs for Host Museum to begin recruitment).

November (the year before hosting)

- Layout drafts of Preliminary Program for review by ACM and Host Museum; final opportunity to include new sponsor recognitions.
- Promotional communications.
- Ongoing planning calls.

December (the year before hosting)

- Final draft of Preliminary Program for review by ACM and Host Museum.
- Preliminary Program posted to ACM website (third week of December). Promotional communications.
- At least fifty percent of fundraising goal should be secured, either with written commitments or cash in-hand.

January

- Early Bird Registration closes in mid-January (all presenters must be registered by this date). Advance Registration begins. Promotional communications.
- Host Museum requests Welcome letter from the city Mayor and State Governor and gathers additional materials for Final Program.
- Team-to-Team check-in.

February

- New material for Final Program from Host Museum to ACM by mid-February, including new sponsor recognitions.
- Team-to-Team check-in.
- Continued promotional communications.

March

- Layout drafts of Final Program for review by ACM and Host Museum; final opportunity to include new sponsor recognitions.
- Continued promotional communications.
- Team-to-Team check-in.

April

- Final review and approval of Final Program before being sent to printer.
- InterActivity signage printed, including sponsor recognitions.
- Host Museum sends completed Volunteer Matrix to ACM (date dependent on dates of InterActivity).
- Advance Registration ends; Onsite Registration starts (date dependent on dates of InterActivity).
- Host Museum staff registration deadline: close of Advance Registration.
- Final Team-to-Team meeting (via webinar) in preparation for onsite (logistics, schedule, etc.).

May

- Onsite tote bag stuffing and Volunteer Orientation.
- InterActivity occurs.
- Concurrent session evaluation forms distributed and collected at each session.
- Program Committee debrief, 1:00 p.m.–3:00 p.m. after InterActivity concludes at noon.
- Following InterActivity: thank you to attendees with link to online survey collecting responses on dimensions of the conference other than the concurrent sessions.

May-June

- ACM sends thank you letters to Host Museum, presenters, Museum Open House Program Participants, Study Tour hosts, Program Committee members, keynote speakers, sponsors, etc.
- Debrief with Host Museum.

July

- ACM sends Host Museum conference evaluation report.

Section VI: InterActivity Event Specifications

Share this section with your local Convention and Visitors Bureau (CVB) or other appropriate local agent for production of a preliminary meeting proposal to include potential meeting dates, locations, available lodging, and any local incentives. You will be asked to submit the meeting proposal as part of your hosting proposal.

A. Event Profile

Event Name	Association of Children’s Museums InterActivity Conference
Event Organizer	Association of Children’s Museums (ACM)
Event Organizer Address	2711 Jefferson Davis Hwy, Suite 600 Arlington, VA 22202
Event Organizer Phone	(703) 224-3100
Event Organizer/ Host Web Address	www.ChildrensMuseums.org
Event Scope	Convention Center and Hotels to cover block
Event Type	Annual Meeting/Convention

Event History

Most Recent Dates & Venues for this Event:

May 2-5, 2017, The Westin Pasadena, Hilton Pasadena, and Pasadena Convention Center, Pasadena, CA

Attendance for this event: 912

May 5-7, 2016, Hilton Stamford & Stamford Marriott, Stamford, CT
Attendance for this event: 907

May 13-15, 2015, Indianapolis Marriott Downtown, Indianapolis, IN
Attendance for this event: 946

May 14-16, 2014, Hyatt Regency Phoenix and Phoenix Convention Center, Phoenix, AZ
Attendance for this event: 850

April 29 – May 1, 2013, Wyndham Grand Pittsburgh Downtown, Pittsburgh, PA
Attendance for this event: 900

May 10-12, 2012, Hilton Portland, Portland, OR
Attendance for this event: 850

May 19-21, 2011, Hyatt Regency Houston, Houston, TX
Attendance for this event: 775

Future Dates & Venues for this Event:

May 15-18, 2018, Marriott City Center, Sheraton Raleigh, and Raleigh Convention Center, Raleigh, NC

May 8-11, 2019, Hyatt Regency Denver, Denver, CO

Other Event Profile Comments: Although ACM supports fair labor and wages, as a small nonprofit organization, main venue must be a non-union facility.

B. Preferred Dates and Times

The InterActivity annual conference is generally held anytime from the last week of April to mid-May. The preferred meeting pattern is Wednesday to Friday, with the ACM MarketPlace (exhibit hall) held on the second day of programming.

C. Key Event Contact

Sharon Chiat, CMP Manager, Professional Development, ACM	Telephone: 703-224-3100, x109 Fax: 703-224-3099 Email: Sharon.Chiat@ChildrensMuseums.org	Onsite during event
--	--	---------------------

D. Attendee Profile

Expected Attendance: 800–900

Domestic Attendees: 93%
International Attendees: 7%

Attendees come from 20 countries and 45 states

Demographics Profile (Attendees Only):

- 93% of attendees are domestic
- Approximately 82% female, 18% male
- 84% of attendees are institution executives or senior management

Accessibility/Special Needs: Site must be ADA compliant with at least 7 wheelchair accessible rooms.

E. Exhibitor Profile

Number of Exhibitors Attending: 175

Number of Exhibiting Companies/Organizations Represented: 75

Accessibility/Special Needs: Exhibit hall space must be wheelchair accessible.

F. Arrival/Departure Information

Information based on first choice dates

Major Arrivals: Day of Pre-Conference

Major Departures: Last Day of conference

Drive-in Instructions: Preferable that arrival to venue from airport/other arrival station cost under \$20.

Parking Instructions: 10 parking space amenities needed for group.

G. Housing

Amenities: 10 complimentary amenities for VIPs and Upgrades to club level.

In-room deliveries: None

Room Drops (outside doors): None

Room Block based on 2017 pick-up – Total rooms needed 1410

<i>Facility Name</i>	<i>HQ Hotel</i>	<i>ACM Staff Arrival</i>	<i>Conference Prep Day</i>	<i>Pre-Con Day</i>	<i>Day 1</i>	<i>Day 2</i>	<i>Day 3 (Last Day)</i>
Headquarter Hotel	Yes	10	100	375	450	425	50

Reservation method: Prefer online registration and reporting system; telephone.

- Suites:
- I complimentary luxury suite (2 bedrooms) for Executive Director
 - I complimentary one-bedroom suite
 - I one-bedroom suite at group rate

Accessibility/Special Needs Rooms: Require at least 7 wheelchair accessible rooms

Double/Single Occupancy: The majority of room needs is for double/double rooms. At least 275 double/doubles are needed on peak night.

Other Housing Comments:

- Room rates must be under \$200 for both single and double occupancy.
- Target room rate is \$150.
- Discounted (50%) staff room rate for up to 10 guest rooms during event, and for Program Committee (conference pre-planning meeting) to be held in September of year before proposed InterActivity (max 22 rooms/night)
- 2 complimentary room nights for each ACM staff attending Program Committee meeting (3 staff members).

H. Function Space

Off-Site Venue(s): Study Tours and up to 2 Evening Events

Function Rooms:

- Require a ballroom for General Sessions each day seating at least 1000.
- At least 10 concurrent session rooms seating for 100 in rounds of 10 or 100 theater style and two rooms that can accommodate 300 theater style.
- Ballroom space for exhibit hall that can accommodate 70-75 10' X 10' booths with meals served in this space (minimum 20,000 square feet).
- Ballroom Foyer space to accommodate 15 table top exhibits of 6' tables.

Packages waiving meeting room rental fees are highly preferred.

Office(s): Require one office for ACM staff, available Sunday–Friday near registration area.

Registration Area(s): 1 registration area

Storage: ACM staff office will be used for storage during event, but if registration area is not next to staff office, additional storage space needed next to registration area.

General Reader Board Information: In registration area and on meeting rooms.

I. Exhibits/Table Tops

Location-Exhibits: Within main venue building—no offsite location.

Location-Table Tops: Stationed in the foyer outside of the ballroom that will hold the 10' x 10' exhibit booths.

Number of Exhibits: 70-75 – 10' x 10' booths

Number of Table Tops: 15 (6' table tops)

Show Days, Dates & Hours: Day 1, 4:00 p.m.–7:00 p.m. and Day 2, 7:00 a.m.–5:00 p.m.

Storage Needs: Need space for empty boxes/crates while exhibit is being set and open.

Anticipated POV (Privately Owned Vehicle) Arrivals: 7

Exhibitor Schedule

Move-in Begin Date: Pre-Con Day	Move-in End Date: Day 1
Move-in Begin Time: 8:00 a.m.	Move-in End Time 2:00 p.m.
Move-out Begin Date: Day 2	Move-out End Date: Day 2
Move-out Begin Time: 4:30 p.m.	Move-out End Time 10:00 p.m.

ACM must be able to bid pipe and drape and drayage to outside decorators at no penalty.

J. Utilities

Some exhibitors may require electricity, A/V, water, and internet.

K. Safety, Security, and First-Aid

Key Event Organizer/Host Contact in Case of Emergency: Sharon Chiat, CMP, Manager, Professional Development

On-Site Communications: ACM staff can be reached by cell phone and/or email.

General Security/Surveillance: Security needed from Pre-Con Day 1 at 10:00 p.m. to Day 2 at 7:00 a.m. in the exhibit hall ballroom

First-Aid Services: Not Required

Keys: 10 sets of keys required for Staff office and Registration area (if applicable) with no lock change fee.

L. Food and Beverage

Onsite F&B Description: Multiple continental breakfasts each day; boxed lunches and buffet lunch; morning and afternoon beverage breaks.

Catered Food & Beverage Total Expected Attendance

	Pre-Con Day	Day 1	Day 2	Day 3
Breakfast(s)	60	400	600	300
Lunch(s)	60	0	600	30
PM Break(s)	0	0	600	0
Reception(s)	100	400	00	0
Dinner(s)	0	0	0	0

“On Own” Food & Beverage Potential Attendance*

	Pre-Con Day	Day 1	Day 2	Day 3
Breakfast(s)	0	100	100	100
AM Break(s)	0	200	200	50
Lunch(s)	0	300	100	0

PM Break(s)	0	100	100	0
Reception(s)	0	0	0	0
Dinner(s)	200	500	600	100

M. Special Activities

Study Tours: Attendees opt to participate in off-site, in-depth tours arranged by host museum at area museums and other relevant locations.

Pre-Event Programs/Pre-Con Day: Emerging Museums Pre-Conference Workshop, ACM Board of Directors Meeting

Evening Events: Several off-site evening events

ACM to work with local bussing company for all transportation needs.

N. Audio/Visual Requirements

ACM must be able to open A/V bidding to outside vendors with no penalty.

Hotels or venues to provide complimentary or discounted WiFi services.

O. TRANSPORTATION

Shuttle(s) Provided for Off-Site Events: Yes – sample schedule below, varies year to year.

Day & Date	HQ Hotel Departure Time	Off-Site Departure Time
Pre-Con Day Evening Event	6:00 p.m.	9:00 p.m.
Day 1 Museum Study Tours (AM)	9:30 a.m.	1:00 p.m.
Day 1 Museum Study Tours (PM)	2:00 p.m.	5:00 p.m.
Day 1 CEO/Trustee Reception	5:30 p.m.	7:30 p.m.
Day 2 Museum Study Tours (AM)	9:30 a.m.	1:00 p.m.
Day 2 Museum Study Tours (PM)	2:00 p.m.	5:00 p.m.
Day 2 Host Museum Event	6:30 p.m.	9:30 p.m.

Times and events are flexible based on location on Host Museum preferences.

Transportation Provider: TBD

P. Media/Press

All press inquiries should be directed to the ACM Director, Communications.

Q. Shipping/Receiving

Boxes Sent: approximately 75

Address to Which Boxes Are Being Sent: Main Venue

Expected Box Arrival Date: 2 Days prior to Day 1

Expected Outbound Shipping Requirements: approximately 20 boxes

Freight Elevator Usage: Pre-Con Day for Exhibit Hall and A/V move-in; Day 2 for Exhibit Hall move-out if necessary; Day 3 for A/V move-out.

Other Shipping/Receiving Comments: ACM must be able to ship up to 75 boxes to main venue at no charge and return ship up to 20 boxes at no charge.

S. Billing Instructions

Group is tax-exempt: Yes, in Virginia. May file for tax exempt status in event location.

Room & Tax to Master: No (except ACM Staff and some VIPs)

Incidentals to Master: No

Guests Pay on Own: Yes

Onsite Bill Review Instructions: Pre-event meeting with main ACM contact: 2 days prior to Day 1

Final Bill to Be Provided to: Sharon Chiat, CMP

Final Bill to Be Sent to: Association of Children’s Museums
2711 Jefferson Davis Highway
Suite 600
Arlington, VA 22202

T. Authorized Signatories

Full Name	Title	Maximum Approval Authority
Sharon Chiat, CMP	Manager, Professional Development	No max

Section VII: Sample Hosting Contract

Once the ACM Board of Directors selects future InterActivity museum host and location, ACM will send a Hosting Contract to the Museum Host. Sample below:

InterActivity Hosting Contract
Between
Association of Children's Museum
And
Host Museum Name

This Hosting Contract sets forth the terms and understanding between the Association of Children's Museums and **Museum Name** to host InterActivity, 20XX.

Background

InterActivity is the annual conference of the Association of Children's Museums (ACM), and represents the largest convening of children's museum professionals in the world. InterActivity, in addition to being a critical financial driver for ACM, is also a unique opportunity for **Museum Name** to showcase its leadership to the field and the museum's supporters. The InterActivity Host Museum is a critical partner in the success of the event by supporting the financial success of InterActivity; contributing to the content of the conference program; ensuring attendees have an opportunity to maximize their experience in the host location; and acts as a leadership role model for future InterActivity Host Museums.

Purpose

This Hosting Contract outlines the activities ACM and **Museum Name** agree to complete to ensure a successful InterActivity 20XX conference.

Joint Activities

I. Program Development

- a. Theme Development: ACM and **Museum Name** will work together to create a mutually agreed upon theme and logo for InterActivity 20XX. ACM will have final approval of theme and logo.
- b. Great Friend to Kids Award and Keynote Speakers: ACM and **Museum Name** will work together to identify and invite the 20XX Great Friend to Kids Award honoree and keynote speaker(s) for InterActivity 20XX.
- c. SmallTalks or Special Programming: As the host venue, **Museum Name** has the option to contribute to the conference program by presenting SmallTalks or other similar special programming. Any decision on offering special programming must be made in alignment with the overall InterActivity 20XX timeline and in close coordination with ACM. Any additional costs for such programming is the responsibility of **Museum Name**.
- d. Local Museum Open House Program: ACM and **Museum Name** will work together to coordinate free admission to local museums for InterActivity attendees during the week of the conference.
- e. Study Tours: ACM and **Museum Name** will work together to coordinate Study Tours to local museums or other venues of interest to InterActivity attendees.

- f. InterActivity Program Committee Meeting: The InterActivity Program Committee is a committee of individuals from ACM member organizations that shapes the InterActivity call for session proposals and reviews and selects sessions for the InterActivity program. ACM and **Museum Name** will work together to host the InterActivity 20XX Program Committee meeting, which will take place in September of the year before it hosts InterActivity.
 - i. **Museum Name** agrees to host the meeting, providing the following:
 1. Meeting room for two days able to accommodate 25-30 people.
 2. Tour of the museum for the Program Committee.
 3. Connection(s) with local caterer(s) for breakfast and lunch during meetings.
 4. Provide suggestions for local restaurants that can accommodate the group for dinner.
 - ii. ACM will provide all other logistical support for the meeting, including, but not limited to:
 1. Communication and coordination with InterActivity 20XX Program Committee members.
 2. Development of agenda for committee meeting.
 3. Arranging discounted hotel rate and room block for Program Committee Members.
 4. Ordering and paying for meals.

2. Fundraising

Cash Fundraising Goal: ACM and the Host Museum jointly raise \$135,000 to \$150,000 in sponsorships or other contributed income to support InterActivity. **Museum Name** commits to raising at least \$50,000 in cash sponsorship from local sponsors to contribute this toward the overall sponsorship goal. The museum's \$50,000 commitment does not include any additional fundraising goals related to the museum's hosting responsibilities, e.g., cost of evening events.

- a. ACM and **Museum Name** will work together to develop a list of prospects, solicitation materials, and agreements.
- b. ACM retains the right to approve all sponsor benefit packages.
- c. Either ACM or Museum Name may submit proposals to local prospects as mutually agreed.

Host Museum Responsibilities

I. InterActivity 20XX Invitation

- a. **Museum Name** will produce a promotional video or slideshow for presentation by the museum's CEO/Executive Director at the InterActivity 20XX Closing Plenary session (year prior to hosting).
- b. **Museum Name** will produce a full-page, four-color ad for InterActivity 20XX for inclusion in the InterActivity Final Program of the year prior to hosting.
- c. **Museum Name** will produce an InterActivity 20XX logo based on the full-page ad.

2. Host Museum Committee

- a. **Museum Name**, in order to fully support the success of InterActivity, will identify a team of individuals committed to fulfilling the Host Museum tasks outlined in this Hosting Contract. Proposed committee composition is included on p. 7, though **Museum Name** may design the committee as it deems appropriate.
- b. While Host Committee members are traditionally selected from staff, **Museum Name** may elect to outsource activities at its own cost.

3. Events

- a. Evening Event at **Museum Name**: The museum will host an evening event on either the first or second full day of the conference for approximately 600 attendees. The museum is solely responsible for the staffing, onsite logistics, and all costs associated with the evening event, including but not limited to catering, insurance, and entertainment for the event. The one exception is transportation, if needed; ACM will pay for the cost of any transportation to and from the event.
- b. Museum CEO and Trustee Reception: **Museum Name** will arrange a one to two-hour reception for approximately 100 attendees to take place on either the first or second full day of the conference. Museum is solely responsible for the staffing, onsite logistics, and all costs associated with the evening event, including but not limited to catering, insurance, and entertainment for the event. The one exception is transportation, if needed; ACM will pay for the cost of any transportation to and from the event.
- Study Tour(s): **Museum Name** will host at least one study tour for 25-30 participants during the conference. The museum will coordinate other study tours by identifying and inviting other museums or community/local venues with content relevant to children's museum professionals.
- c. Museum Open House Program: **Museum Name** will coordinate local museum involvement by identifying and inviting museums to participate in the Museum Open House Program.
- d. Other Events: **Museum Name** is welcome to recommend other evening events and excursions to ACM.

4. Volunteers and Registration

- a. **Museum Name** is expected to supply staff/volunteers to fill approximately 24 four-hour shifts with 120 volunteers during InterActivity. ACM will work with the Host Museum volunteer coordinator to determine the final number of volunteers needed and volunteer responsibilities.
- b. In recognition of the material contribution hosting InterActivity represents, ACM will provide complimentary and discounted registrations to InterActivity 20XX to the museum on the following terms:
 - i. Up to three (3) complimentary full-conference registrations for museum staff and two (2) complimentary full-conference registrations for members of the Host Museum's board.
 - ii. Complimentary one-day registrations for museum staff that successfully complete a four-hour volunteer shift on another day during the event.
 - iii. Discounted full-conference registration for museum staff at the rate of \$300; discounted one-day registration for museum staff at the rate of \$190.

For the purposes of this agreement "staff" may include individuals whose primary relationship with the Host Museum is as a volunteer.

5. Fundraising

- a. **Museum Name** commits to raising \$50,000 from local funders as described under Joint Responsibilities.
- b. **Museum Name** remits the \$50,000 fundraising commitment to ACM no later than 30 days after InterActivity.
- c. **Museum Name** understands that it may need to pursue funding and sponsorship to cover costs of fulfilling the responsibilities outlined above, e.g., evening events.
- d. **Museum Name** will share all local sponsorship information with ACM for appropriate recognition.

ACM Responsibilities

As the primary host and fiscal agent for the conference, ACM manages all aspects of the conference. Specifically, ACM will assume the following responsibilities in relation to InterActivity:

I. Administration and Logistics

- a. Develops and administers conference budget and timelines.
- b. Administers the contracts with the conference venues, hotel/convention center (including guest room block, ACM MarketPlace, meal functions, meeting rooms).
- c. Manages communication systems between ACM, Host Museum Committee, Program Committee, session presenters, and ACM Board.
- d. Develops a comprehensive communications plan to promote InterActivity.
- e. Conceptualizes and coordinates all conference logistics (including bus transportation, AV/meeting room arrangements at the conference hotel/convention center, catering, room block).
- f. Coordinates MarketPlace, including identifying and recruiting potential exhibitors.
- g. Schedules all concurrent and plenary sessions as well as pre- and post-conferences.
- h. Manages and coordinates all facets of attendee registration prior to conference and onsite.
- i. Oversees award programs, including Great Friend to Kids, Diversity in Action Scholarships, and Small Museum Financial Aid Program.
- j. Oversees keynote speaker and Great Friend to Kids Award invitations.
- k. Develops and/or edits text for all written/printed conference materials.
- l. Oversees all conference graphic design and printing for promotional materials, programs, badges, tote bags, signage, etc., with the exception of proposed InterActivity invitation presentation, full-page ad for the InterActivity Final Program, and InterActivity logo.
- m. Develops and analyzes conference evaluations; produces evaluation report.
- n. Hires local photographer to document proposed InterActivity.
- o. Directs all conference details onsite including sessions, registration, speakers, transportation, hotel, food and beverage, etc.

2. Content Development

- a. Manages all aspects of field-wide Call for Session Proposals.
- b. Develops Emerging Museums Pre-Conference, Leadership Forum, International Children's Museums Forum, and other pre- and post-conference programs.
- c. Works directly with session presenters to develop and refine content, as needed.
- d. Writes scripts for Plenary Sessions

3. Fundraising

- a. Commits to raising \$85,000 to \$100,000 toward the larger goal of \$135,000 to \$150,000 to support InterActivity.
- b. Prepares InterActivity case statement, proposal templates, personalized letters of inquiry, proposals, slide presentation, etc.

Finances

This Hosting Contract represents a partnership and not a fee-for-service agreement. Both parties agree to the fundraising commitments as outlined above, all in service to the successful implementation of InterActivity 20XX.

Duration

This Hosting Contract is at-will and may be modified by mutual consent by authorized officials from ACM and **Host Museum**. This contract shall become effective upon signature by the authorized officials from ACM and **Museum Name** and will remain in effect until modified or terminated by either partner by mutual consent. In the absence of any further modifications, this contract shall end on May 31, 20XX.

Signatures

Association of Children’s Museums

Host Museum

Section VIII: InterActivity Host Museum Proposal Instructions

The Association of Children's Museums (ACM) welcomes proposals from member museums in good standing. Proposals submitted from a consortium of museums are welcome; however, we ask that the consortium submit one joint proposal. Please read all sections of this guide to help in your proposal preparation. In addition, museums are encouraged to contact ACM with any questions prior to submitting a full proposal.

Please submit a written proposal that answers all questions in each of the six (6) categories listed below: 1) Host Information; 2) Programming; 3) Fundraising; 4) Museum Resources; 5) Host City Resources; 6) Preliminary Meeting Proposal. Proposals may be submitted as PDFs or Word documents.

1. Host Museum Information

1. Proposal contact information:
 - a. Museum
 - b. Contact name
 - c. Title
 - d. Email
 - e. Telephone number
2. Indicate proposed conference year.
3. Indicate proposed fundraising goal, including the ACM recommended \$50,000 commitment.

2. Programming

1. Why do you feel it is important for your museum to host InterActivity at this time?
2. What is your museum's mission and how do your programs and exhibits exemplify the mission?
3. What is unique about your museum or your community that you would like to showcase during the conference?
4. Describe specific programs or exhibits your museum offers that are regarded as models of excellence by the field.
5. Describe community partners you would like to include in the InterActivity program.
6. What specific theme or set of ideas do you propose for the conference?
7. Who does the museum recommend for keynote speakers, session speakers, and/or Great Friend to Kids Award recipients that tie into the proposed theme of the conference?

3. Fundraising

1. Indicate your proposed fundraising goal and share your fundraising plan for fulfilling the goal.
2. What are the potential sources for funding InterActivity? Please identify local companies, corporations, foundations, or other potential funders.
3. How can ACM help you in cultivating relationships with possible funders?
4. Does the museum have any long-range plans or issues that might affect the conference fundraising?
 - i. Are you entering or in a capital campaign?
 - ii. Are you planning on hosting another conference?
 - iii. Please describe any other potential plans.

4. Museum Resources/Capacity

1. InterActivity usually takes place sometime between late-April and mid-May. Do you have any conflicts or annual events that may interfere with this time frame?
2. Has your museum hosted other conferences? If so, what are some key events management lessons learned from hosting?
3. How large is your staff? Describe your staff capacity to take on and fulfill the Host Committee responsibilities.

5. Host City Resources

1. Overall, how is the proposed city a compelling location for InterActivity?
2. Describe amenities and unique attributes the community offers.
3. Describe other museums and cultural institutions in the city that could be involved in InterActivity.
4. Describe other venues in the city that would be suitable for study tours.
5. Discuss additional professional development opportunities and/or resources available in your community (e.g., local universities, early childhood education centers, museum studies programs, etc.).

6. Preliminary Meeting Proposal

Share Section V: InterActivity Event Specifications with your local Convention and Visitors Bureau (CVB) or other appropriate local agent for production of a preliminary meeting proposal to include potential meeting dates, locations, available lodging, and any local incentives.

Please note that after submission, ACM will work directly with the local CVB to negotiate rates, etc.

SUBMISSION CHECKLIST

Please include in your submission:

- Narrative response to categories outlined above
- Fundraising plan
- Letter of commitment signed by museum CEO and Board President (see sample letter, p. 27)
- A copy of your museum's most recent audit and Form 990
- Preliminary meeting proposal from local CVB
- Sample designs for conference theme (optional)
- Programmatic, exhibition, or other museum materials that highlight the museum's unique attributes (optional)

Electronic submissions are required. Please scan any museum print materials such as brochures, etc.

Contact Victoria Garvin, Senior Director, Professional Development with questions or for additional information prior to submitting a proposal.

Proposal Review Process

All proposals are reviewed by the ACM Board of Directors following a site visit by ACM staff. Final selection of future host sites is an ACM official board decision.

SUBMIT PROPOSALS TO: Victoria.Garvin@ChildrensMuseums.org.

**Section IV: Sample Letter of Commitment
Submit with Hosting Proposal**

[Put letter on museum letterhead]

[Insert date]

Laura Huerta Migus, Executive Director
and ACM Board of Directors
Association of Children’s Museums
2711 Jefferson Davis Highway, Suite 600
Arlington, VA 22202

Dear Laura/ACM Board of Directors,

As representatives of the **[Host Museum Name]**, we are pleased to submit this proposal to host InterActivity in **[20xx]** or **[20xx]**.

We understand that hosting InterActivity is a gift to the field requiring a substantial commitment of resources, both financial and human. Upon selection as a Host Museum, **[Museum Name]** commits to fulfill its responsibilities as outlined in the Host Proposal Guide and Sample Hosting Contract, including:

- Working with ACM staff to shape InterActivity programming, including the Great Friend to Kids Award honoree and keynote speakers.
- Raising a recommended \$50,000 cash contribution to support InterActivity, remitted to ACM no later than 30 days after InterActivity.
- Covering all costs associated with hosting an evening event at the museum and the Museum CEO and Trustee Reception (except for transportation to and from the event).
- Staffing the Host Museum Committee through the museum’s staff or by outsourcing activities at the museum’s expense.
- Supplying approximately 120 volunteers during InterActivity.

Further, we understand and commit to raising funds sufficient to cover all the museum’s direct expenses associated with hosting InterActivity.

For the **[Host Museum Name]**, signed

Signature
[Name]
[Title, i.e., CEO/Executive Director

Signature
[Name]
[Title, i.e., President/Chair, Board of Directors]