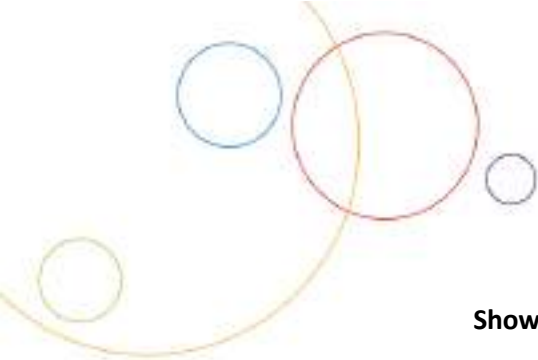


## **InterActivity Host Proposal Guide**

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A decorative graphic in the top left corner consisting of several overlapping circles in blue, red, and yellow, with thin lines connecting them.

## **The Case for InterActivity Showcase Your Museum to the Children's Museum Field**

At InterActivity, the Association of Children's Museums' annual meeting, children's museum professionals from all over the world gather to learn, network, and collaborate. InterActivity 2017 marks the 30<sup>th</sup> year for the conference that 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.

- ***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. Staff and board representatives from ACM's 500 members worldwide attend the conference. In a typical year, 800–1,000 museum professionals attend InterActivity. International attendees represent museums located in Asia, Africa, Europe, the Middle East, North and South America.

- ***InterActivity Goal: Professional Development***

InterActivity is structured around a theme that relates to a timely and relevant issue facing children's museums. Each day of InterActivity features a rich selection of concurrent sessions that highlight innovative trends and best practices in community engagement, learning, exhibits, collaboration, change, and sustainability while relating to the conference theme. 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.

- ***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.

- ***InterActivity Goal: Conduct the General Business of ACM***

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

### **BENEFITS OF HOSTING ACM'S INTERACTIVITY CONFERENCE**

InterActivity showcases the host museum's facilities and programs to an international audience. Working in collaboration with ACM, the host museum serves as a case study for how a children's museum can embody the conference theme. InterActivity highlights the host museum's unique culture, programs, and local and regional partnerships.

Children’s museums report that hosting InterActivity allows the museum to raise its profile.

- 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 strengthens the host museum’s reputation with local funders—the museum was selected by ACM to host an international conference.
- 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 new host museum staff 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, and evening events.

- InterActivity has a significant economic impact for the host city, generating an estimated investment of \$820,000 through attendee spending on expenses such as hotel, meals, and taxis, and ACM’s investment in conference venue rentals, transportation, and catering expenses.

#### **WHY THE ASSOCIATION OF CHILDREN’S MUSEUMS OFFERS INTERACTIVITY**

ACM presents the InterActivity conference to strengthen professionalism and build capacity in children’s museums. InterActivity is an important tactic to fulfill the ACM mission: *to strengthen all children’s museums through leadership, advocacy, professional development and service*. Every ACM staff member helps to plan and execute the conference; ACM commits the majority of its budget to the conference.

Convening 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 museums to the host community. InterActivity offers an opportunity to identify museum staff who may be interested in participating in future advisory or leadership roles with ACM.

## **InterActivity Host Museum Proposal Instructions**

Thank you for your interest in hosting InterActivity! 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 refer to the Case for InterActivity and subsequent appendices 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: I) Host Information; II) Programming; III) Fundraising; IV) Museum Resources; V) Host City Resources; (VI) Preliminary Meeting Proposal. Proposals may be submitted as PDFs or Word documents.

### **I Host Information**

- I. 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

### **II 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?

### **III Fundraising**

1. How will the museum make raising funds for InterActivity a priority?
2. What are the potential sources for funding InterActivity? Please identify regional Fortune 500 companies, corporations, foundations, or other potential funders.
3. How can ACM help you in cultivating relationships with possible funders?
4. How confident is the museum in its ability to raise at least \$50,000 in cash sponsorship to support InterActivity?

5. 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.

#### **IV Museum Resources/Capacity**

1. InterActivity usually takes place sometime between mid-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? Do you have the capacity to take on the responsibilities for the following key Host Committee positions? (Please refer to Appendix A of the Host Museum MOU for position descriptions).
  - a. Host Committee Team Leader
  - b. Program Committee Liaison
  - c. Fundraising Coordinator
  - d. Volunteer Coordinator
  - e. Local Arrangements Coordinator
  - f. Public Relations Coordinator
  - g. Evening Events Coordinator

#### **V 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 a second evening event and 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.).

#### **VI Preliminary Meeting Proposal**

Potential host museums are asked to share Appendix C: InterActivity Event Specifications with their local Convention and Visitors Bureau 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
- 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 preferred. If submitting hard copy proposals, please submit ten (10) copies.

Please 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.

### **PLEASE SUBMIT PROPOSALS TO:**

**E-MAIL: [Victoria.Garvin@ChildrensMuseums.org](mailto:Victoria.Garvin@ChildrensMuseums.org)**

**Or**

**Association of Children's Museums  
ATTN: Victoria Garvin  
2711 Jefferson Davis Hwy, Suite 600  
Arlington, VA 22202**

## **Appendix A: 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 success. Overall, ACM has administrative and fiduciary responsibility for the conference. Program content is developed in a variety of ways. Concurrent session proposals, submitted by the field and Host Museum, are 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.

### **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**

- Develop and administer all conference budgets and timelines.
- Administer the contract with the conference hotel (including guest room block, MarketPlace, meal functions, meeting rooms).
- Manage communication systems between ACM, Host Museum Committee, Program Committee, and ACM Board.
- Conceptualize and coordinate all conference logistics (including bus transportation, AV/meeting room arrangements at the conference hotel, catering, room block).
- Coordinate MarketPlace, including identifying and recruiting potential exhibitors.
- Direct all conference details onsite including sessions, registration, speakers, transportation, hotel, logistics, etc.
- Develop and/or edit text for all written/printed conference materials.
- Coordinate all conference graphic design and printing for programs, badges, bags, etc., with the exception of proposed InterActivity invitation presentation and full-page ad for the InterActivity Final Program.
- Hire local photographer to document proposed InterActivity.

#### **Promotion**

- Develop a comprehensive Communications Plan to promote InterActivity.
- Create messaging and produce blast email campaign.
- Oversee production of Save-the-Date card, including copywriting, design, printing, and mailing.
- Oversee production of InterActivity Prospectus, including copywriting, design, printing and mailing.

- Oversee production of e-Preliminary Program, including design, providing content, pagination, ads, etc.
- Oversee production of Program-At-A-Glance, including copywriting, design, and printing.
- Oversee production of Final Program, including, content, pagination, ads, design, and printing.
- Oversee production of onsite signage including content, design, and printing.

### **Program Development**

- Solicit session proposals from field and Host Museum.
- Develop agenda for Emerging Museums Pre-Conference and In Dialogue with International Children’s Museums Post-Conference.
- Identify and invite Investigation session presenters.
- Identify and invite keynote speakers.
- Oversee award programs, including, Great Friend to Kids and Diversity in Action Scholarships.
- Write and edit program materials.
- Work directly with session presenters to develop and refine content, as needed.

### **InterActivity Program Committee**

- Recruit InterActivity Program Committee and oversees committee communications.
- Oversee InterActivity Program Committee activities including evaluation of session proposals and follow up.
- Provide logistical support for the in-person Program Committee meeting, including, but not limited to:
  - Develop agenda for committee meeting.
  - Arrange hotel block for Program Committee Members.
  - Arrange local transportation to and from meeting site.
  - Order and pay for Program Committee meeting meals.

### **Shared Roles & Responsibilities**

#### **Fundraising**

ACM typically raises \$135,000 to \$150,000 in contributed income to support ACM’s InterActivity budget. Contributed income is raised through the combined efforts of ACM and the host museum. **ACM asks the host museum to commit to raising at least \$50,000 from local funders to reach this larger goal.**

The host museum develops a local fundraising plan 18-24 months prior to InterActivity. 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 Appendix B for additional information about the fundraising process.

#### **Program Content**

ACM and 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 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 for InterActivity attendees.
- ACM Program Committee Meeting: The ACM 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. Connection(s) with local caterer(s) for breakfast and lunch during meetings.

### **Host Museum Roles & Responsibilities**

The Host Museum designates a Host Committee with the following members: Team Leader, Program Committee Liaison, Fundraising Coordinator, Volunteer Coordinator, Local Arrangements Coordinator, Evening Events Coordinator, and Public Relations/Communication Coordinator.

### **Host Committee Positions**

#### **Host Committee 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 for study tours. Coordinates arrangements for onsite Program Committee Meeting. Serves on the InterActivity Program Committee.

#### **Fundraising Coordinator:**

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 MUSEUM NAME'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 checks, 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.

**Local Arrangements Coordinator:**

Secures participation of local museums in Museum Open House Program (free admission to 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 conference attendees. Note: giveaway items are separate from sponsored tote bag items secured by ACM.

**Public Relations 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.

**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. Assists with the coordination of other evening events as needed.

**Invitation to Proposed InterActivity**

As noted above, ACM will coordinate all conference graphic design and production with the following exceptions:

- Short promotional video (for presentation at previous year's InterActivity)
- Full page ad for InterActivity Final Program (previous year)

**Special Events****Evening Event at Host Museum**

- Host Museum will plan an evening event will host an evening event on either the first or second night of proposed InterActivity for approximately 600 attendees. Museum is solely responsible for staffing, catering, onsite logistics, insurance and entertainment for the event. Museum is not responsible for attendee transportation.
- Host Museum will provide a preliminary event plan including description suitable for publication in the Preliminary and Final Programs.

**Museum CEO & Trustee Reception**

- Host Museum will arrange a one-hour, invitation-only Museum CEO & Trustee Reception for up to 100 attendees to take place on either the first or second night of proposed InterActivity. Museum is solely responsible for staffing, catering, and onsite logistics. Museum is not responsible for attendee transportation.

**Study Tours and Open House Program**

- Host Museum will plan and host one or two study tours at the museum during the conference.
- Host museum will coordinate local museum involvement by identifying and inviting museums to provide study tours or participate in the Museum Open.

**Program Development**

- Host Museum will also be involved in the program development process through the Host Committee Team Leader and Program Committee Liaison who serve on the InterActivity Program Committee.
- Host Museum staff develop concurrent sessions and other programming to highlight the museum's expertise and community resources.
- Any additional conference programming, e.g., SmallTalks, will be paid for by the Host Museum.

**Miscellaneous**

- Offer free admission to InterActivity registrants during the week of the conference.
- Obtain giveaway items (not items outlined in Prospectus, but items such as snacks, water, mementos, etc.) for inclusion in the conference tote bags.
- Identify partners such as NAEYC chapters, universities, state and regional museum associations who will promote the conference.

## Appendix B: InterActivity Fundraising

ACM typically raises \$135,000 to \$150,000 in contributed income to support ACM's InterActivity budget. Contributed income is raised through the combined efforts of ACM and the host museum. **ACM asks the host museum to commit to raising at least \$50,000 from local funders to reach this larger goal.**

The host museum develops a local fundraising plan 18-24 months prior to InterActivity. 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.

Previous host museums have used a variety of strategies to meet this goal. Local funders may include government, corporate, foundation, and individual donors:

- Members of the 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;
- In-kind donations for ACM expenses such as transportation, A/V, or printing count toward the fundraising goal.

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

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.

ACM schedules regular fundraising calls with the museum 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's fundraising team can access it at any time.

ACM's InterActivity budget includes two categories of conference revenue:

1. Earned income, which includes conference registration and event fees as well as advertisements and MarketPlace exhibit hall fees. This accounts for 77 percent of conference revenue.
2. Contributed income, including sponsorships of conference activities and materials as well as grants from foundations and other funders. This accounts for 23 percent of conference revenue.

ACM's InterActivity budget excludes costs that the host museum incurs for expenses such as staff time or hosting the evening event.

## Appendix C: InterActivity Event Specifications

### A. EVENT PROFILE

Event Name	<b>Association of Children's Museums InterActivity Conference</b>
Event Organizer	<b>Association of Children's Museums (ACM)</b>
Event Organizer	<b>2711 Jefferson Davis Hwy, Suite 600 Arlington, VA 22202</b>
Event Organizer Phone	<b>(703) 224-3100</b>
Event Organizer/ Host Web Address	<b><a href="http://www.ChildrensMuseums.org">www.ChildrensMuseums.org</a></b>
Event Scope	<b>Convention Center and Hotels to cover block</b>
Event Type	<b>Annual Meeting/Convention</b>
Event History	

#### **Most Recent Dates & Venues for this Event:**

May 5-7, 2016, Hilton Stamford & Stamford Marriott  
Attendance for this event: 850

May 13-15, 2015, Indianapolis, IN  
Attendance for this event: 950

May 14-16, 2014, Phoenix, AZ  
Attendance for this event: 850

April 29 – May 1, 2013, 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:**

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

### B. PREFERRED DATES & TIMES

The InterActivity annual conference is generally held anytime from mid-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 CONTACTS

Sharon Chiat, CMP Program Manager, Events ACM	Telephone: 703-224-3100, x 109 Fax: 703-224-3099 Email: Sharon.Chiat@childrensmuseums.org	On-site during event
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### D. ATTENDEE PROFILE

Expected Attendance: 800–900

Domestic Attendees: 95%

International Attendees: 5%

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 2015 pick-up – Total rooms needed 1410**

<i>Facility Name</i>	<i>HQ Hotel</i>	<i>Day 1</i>	<i>Day 2</i>	<i>Day 3</i>	<i>Day 4</i>	<i>Day 5</i>	<i>Day 6</i>
Headquarter Hotel	Yes	10	100	375	450	425	50

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

Suites: 1 complimentary luxury suite (2 bedrooms) for Executive Director  
 1 complimentary one bedroom suite

*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 August or 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 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
- 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.

General Reader Board Information: In registration area.

**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 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: Day 1                      Move-in End Date: Day 1  
Move-in Begin Time: 8:00 a.m.                      Move-in End Time 10:00 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 & FIRST-AID**

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

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

General Security/Surveillance: Security needed from 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 & BEVERAGE**

On-Site F&B Description: Multiple continental breakfasts each day; boxed lunches and buffet lunch; Morning and afternoon beverage breaks

Anticipated Outlet/Concession Usage: Morning coffee, Day 1 lunch

Catered Food & Beverage Total Expected Attendance

	Pre-Day 1	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	0	00	0
Dinner(s)	0	0	0	0



“On Own” Food & Beverage Potential Attendance\*

	Pre-Day 1	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: Area museum open house over dates of conference. Work with local bussing company for transportation needs.

Pre-Event Programs: Pre-Day 1: Emerging Museums Pre-Conference Workshop, ACM Board of Directors Meeting

Evening Events: Several off-site evening events

**N. AUDIO/VISUAL REQUIREMENTS**

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

**O. TRANSPORTATION**

Shuttle(s) Provided for Off-Site Events: Yes

Day & Date	HQ Hotel Departure Time	Off-site Departure Time
Pre-Day <b>Evening Event</b>	6:00 p.m.	9:00 p.m.
Day 1 <b>Museum Study Tours (AM)</b>	9:30 a.m.	1:00 p.m.
Day 1 <b>Museum Study Tours (PM)</b>	2:00 p.m.	5:00 p.m.
Day 1 <b>Evening Event</b>	6:00 p.m.	9:00 p.m.
Day 2 <b>Museum Study Tours (AM)</b>	9:30 a.m.	1:00 p.m.
Day 2 <b>Museum Study Tours (PM)</b>	2:00 p.m.	5:00 p.m.
Day 2 <b>Trustee’s Reception</b>	5:30 pm	7:30 p.m.
Day 2 <b>Host Museum Event</b>	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 Communications Manager.

**Q. SHIPPING/RECEIVING**

# Boxes Sent: approx 75

Address to Which Boxes Are Being Sent: Main Venue

Expected Box Arrival Date: 2 Days prior to Day 1

Expected Outbound Shipping Requirements: approx 20 boxes

Freight Elevator Usage: Day 1 for Exhibit Hall move-in and Day 2 for Exhibit Hall move-out if necessary

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

On-Site 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: 2711 Jefferson Davis Highway  
Suite 600  
Arlington, VA 22202

**T. AUTHORIZED SIGNATORIES**

Full Name	Title	Maximum Approval Authority
Sharon Chiat, CMP	Program Manager, Events	No max

# Memorandum of Understanding

Between

Association of Children's Museums

and

**MUSEUM NAME**

This Memorandum of Understanding (MOU) sets forth the terms and understanding between the Association of Children's Museums (ACM) and the **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 to **MUSEUM NAME'S** supporters. The InterActivity host museum(s) 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 role modeling leadership for future InterActivity host museums.

## Purpose

This MOU outlines the activities ACM and **MUSEUM NAME(S)** agree to complete to ensure a successful InterActivity 20XX conference.

## Joint Activities

### I. Program Content

- 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 GFTK awardee and keynote speakers for InterActivity 20XX.
- c. Local Museum Open House: ACM and **MUSEUM NAME** will work together to coordinate free admission to local museum(s) for InterActivity attendees.
- d. Museum Study Tours: ACM and **MUSEUM NAME** will work together to coordinate Study Tours to local museums for InterActivity attendees.
- e. ACM Program Committee Meeting: The ACM 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 ACM Program Committee meeting, which will take place in September 20XX.
  - i. **MUSEUM NAME** agrees to host the meeting, providing the following:
    1. Meeting room for two days able to accommodate at least 25 people.
    2. Tour of **MUSEUM NAME** 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 ACM Program Committee.
  2. Agenda development for committee meeting.
  3. Arranging lodging for Program Committee Members.
  4. Arranging local transportation to and from meeting site.
  5. Ordering and paying for meals.

## 2. Fundraising and Sponsorships

- a. Cash Fundraising Goal: **MUSEUM NAME** agrees to lead the efforts to raise at least \$50,000 in cash sponsorship to support Interactivity **20xx**.
  - i. ACM and **MUSEUM NAME** will work together to develop a list of prospects, solicitation materials, and agreements.
  - ii. ACM retains the right to approve all sponsor benefit packages.
  - iii. Funds may be remitted to either the **MUSEUM NAME** or ACM. If funds are remitted to **MUSEUM NAME**, same funds must be remitted to ACM by **MUSEUM NAME** within 30 days of receipt of funds.
- b. Other Fundraising and Sponsorship Support: **MUSEUM NAME** is encouraged, but not required, to assist ACM in meeting its overall financial goals by:
  - i. Securing in-kind, cost-relieving sponsorships
  - ii. Identifying vendors for participation in the InterActivity MarketPlace

### Host Museum Responsibilities

#### 1. InterActivity 20xx Invitation

- a. **MUSEUM NAME** will produce a promotional slideshow or video for presentation at the InterActivity **20xx** Closing Plenary.
- b. **MUSEUM NAME** CEO/Executive Director will introduce presentation at Closing Plenary and invite attendees to InterActivity **20XX**.

#### 2. Local Host Committee

- a. **MUSEUM NAME**, in order to fully support the success of InterActivity, must identify a team of individuals committed to fulfilling the **MUSEUM NAME** tasks outlined in this MOU. Proposed committee composition is included in Attachment A, 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**: **MUSEUM NAME** will host an evening event on either the first or second night of InterActivity **20XX** for approximately 600 attendees. Museum is solely responsible for staffing, catering, onsite logistics, insurance and entertainment for the event. Museum is not responsible for attendee transportation.
- b. CEO & Trustee Reception: **MUSEUM NAME** will arrange a one-hour, invitation-only CEO & Trustee Reception for up to 100 attendees to take place on either the first or second night of InterActivity **20XX**. Museum is solely responsible for staffing, catering, and onsite logistics. Museum is not responsible for attendee transportation.

- c. Study Tour(s): **MUSEUM NAME** agrees to coordinate and host at least one museum study tour for 20-25 participants during the conference.
- d. Other Events: **MUSEUM NAME** is welcome to recommend other evening events and excursions to ACM.

#### 4. Volunteers and Registration at InterActivity 20XX

- a. Host Museum is expected to supply staff to fill a number (to be determined) of volunteer shifts for InterActivity. ACM will work with the Host Museum volunteer coordinator to determine the 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 **MUSEUM NAME** on the following terms:
  - i. Up to **three (3)** complimentary full-conference registrations for museum staff and **one (1)** complimentary full-conference registration for a member of **MUSEUM NAME**'s board.
  - ii. Complimentary **one-day** registrations for museum staff that successfully complete a four-hour volunteer shift 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** is highly encouraged to independently pursue funding and sponsorship to underwrite the costs of the responsibilities outlined above, over and above the joint fundraising goal identified under "Joint Responsibilities."
- b. **MUSEUM NAME** will share all independent sponsorship information with ACM for appropriate recognition.

#### ACM Responsibilities

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

##### I. Logistics

- a. Administer all conference budgets and timelines.
- b. Administer the contract with the conference hotel (including guest room block, MarketPlace, meal functions, meeting rooms).
- c. Manage communication systems between ACM, Host Museum Committee, Program Committee, and ACM Board.
- d. Conceptualize and coordinate all conference logistics (including bus transportation, AV/meeting room arrangements at the conference hotel, catering, room block).
- e. Coordinate MarketPlace, including identifying and recruiting potential exhibitors.
- f. Direct all conference details onsite including sessions, registration, speakers, transportation, hotel, logistics, etc.
- g. Develop and edit text for all written/printed conference materials.
- h. Coordinate all conference graphic design and printing for programs, badges, bags, etc., with the exception of the InterActivity 20XX invitation presentation.
- i. Hire local photographer to document InterActivity 20XX.

**2. Program Development**

- a. Coordinate activities of the Program Committee (development of concurrent session content, roundtables, formats, speakers, etc.).
- b. Coordinate activities of pre-conference and post-conference offerings (identify topics, format, speakers, etc.).

**3. Registration**

ACM will manage and coordinate all facets of conference registration prior to conference and onsite.

**Funding**

This MOU 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 MOU is at-will and may be modified by mutual consent by authorized officials from ACM and **MUSEUM NAME**. This MOU 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 MOU shall end on May 31, **20XX**.

**Contact Information**

Association of Children’s Museums  
 Laura Huerta Migus  
 Executive Director  
 2711 Jefferson Davis Hwy, Suite 600  
 Arlington, VA 22202  
 (T) 703-224-3100  
 (F) 703-224-3099  
 (E) [laura.huertamigus@childrensmuseums.org](mailto:laura.huertamigus@childrensmuseums.org)

Museum Name  
 Representative  
 Position  
 Street Address  
 City, State Zip  
 (T)  
 (F)  
 (E)

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Laura Huerta Migus  
 Executive Director  
 Association of Children’s Museums

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Date

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NAME  
 Director  
 Host Museum

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Date

## Appendix A

### Proposed InterActivity Host Museum Committee Roles

#### **Host Committee Team Leader:**

Serves as main point person between ACM and **MUSEUM NAME** 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 **MUSEUM NAME** submits session proposals highlighting the museum's expertise and community resources. Recommends local speakers for sessions and museums for study tours. Coordinates arrangements for onsite Program Committee Meeting. Serves on the InterActivity Program Committee.

#### **Fundraising Coordinator:**

Serves as the main point person between ACM and **MUSEUM NAME** to develop a list of sponsor prospects, solicitation materials, and agreements. Coordinates implementation of **MUSEUM NAME'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 checks, 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.

#### **Local Arrangements Coordinator:**

Secures participation of local museums in Museum Open House Program (free admission to 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 conference attendees. Note: giveaway items are separate from sponsored tote bag items secured by ACM.

#### **Public Relations Coordinator:**

Serves as point person between ACM and **MUSEUM NAME** 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 **MUSEUM NAME** VIPs at plenary sessions and evening events.

#### **Evening Events Coordinator:**

Oversee all aspects of planning and hosting the **MUSEUM NAME** evening event and Museum 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 **MUSEUM NAME** with food stations, bar locations, and evening activities. Assists with the coordination of other evening events as needed.