InterActivity 2020 Cancellation FAQs

General Questions

1. Why was InterActivity 2020 cancelled?
   On Sunday, March 15, 2020, the Mayor of St. Louis City instituted an official ban on any gatherings of more than fifty people through May 10, 2020, in response to COVID-19. As InterActivity 2020 fell within the period of this ban, it became illegal and impossible to hold the conference on its original dates.

2. Why wasn’t InterActivity 2020 postponed or converted to a virtual conference?
   ACM explored both of these options. However, appropriate dates were not available for holding the physical conference at a later date. In addition, upon surveying the impact of closures and resulting workforce reductions, it became clear that it would not be possible to guarantee availability of presenters or attendees in either of these cases.

General Registration Refunds

3. Why is the refund offered 75 percent?
   The InterActivity Registration Policies assume cancellation being initiated by the registrant, not by ACM, and are constructed accordingly. At less than eight weeks away from the event, ACM has already made significant, unrecoverable expenses into production of the original conference. A 25 percent processing fee helps to cover a small portion of these costs.

4. Why are refunds being issued by check on an organizational level?
   ACM offers a very flexible process for payment for InterActivity registration, accommodating multiple forms of payment per registration, including a mix of institutional and personal payments. The process for repaying this properly for institutions that purchased multiple registrations is incredibly complex and costly (we would have to pay processing fees on refunds processed electronically). In an effort to provide transparent tracking for both ACM and our registrants, we are able to offer refunds in one lump sum via check. If staff within your organization paid for any InterActivity 2020 events personally (e.g. an evening event ticket), we ask that you coordinate with them directly for reimbursement.
5. If I choose to donate our already-paid registration fees, what will it go toward? 
Any donations of registration fees will go toward mitigating ACM’s significant losses due to 
cancellation of InterActivity 2020. This will position ACM to be able to operate effectively for 
the remainder of our fiscal year and allow for flexibility in managing potential negative revenue 
impacts in the coming years.

6. Is the 25 percent processing fee a donation? 
The 25 percent processing fee is not a donation. If your organization chooses to donate part or 
all of your registration fee beyond the 25 percent processing fee, it will be recognized as a 
donation by ACM. ACM will send letters to all donors acknowledging their donation. Donations 
will also be recognized in ACM’s FY2021 Annual Report.

7. Why can’t I just apply my registration fees to my member dues? 
This is primarily due to financial reporting and revenue deferment for dues related income. The 
only exceptions we may be able to make are for those whose dues are set to renew before 
September 30.

8. Why can’t I just roll over my registrations to InterActivity 2021? 
As with dues, we would have to defer this revenue for ACM’s next fiscal year. In addition, there 
is no guarantee that institutions or organizations will be able to commit the same number of 
people for next year’s conference. It’s cleaner for everyone if we just refund registration!

9. What happens if I don’t submit my form by April 30? 
If ACM does not receive a form for your or your institution’s refund, ACM will assume no 
refund is requested and will retain the full amount paid.

**ACM MarketPlace Related Refunds**

10. What is the difference between an ACM MarketPlace transaction and an 
InterActivity attendee transaction? 
An ACM MarketPlace transaction is one that was purchased through an exhibitor registration 
link. It was also purchased in tandem with either a booth, advertisement, or sponsorship.

11. Why is there a difference in the refund policy for general registration and ACM 
MarketPlace registration and products? 
All ACM MarketPlace related transactions are governed by the InterActivity 2020 Exhibitor 
Terms of Agreement, which state that exhibitors are eligible to receive a 100 percent refund 
should ACM elect to cancel the ACM MarketPlace. General registrations are governed by 
ACM’s general registration policies.

12. What happens if I don’t submit my form by April 30? 
If ACM does not receive a form for your or your institution’s refund, ACM will assume no 
refund is requested and will retain the full amount paid.
**ACM MarketPlace Transfers**

13. If I purchased an add-on to my ACM MarketPlace purchase (such as full conference registrations, evening event tickets, additional MarketPlace badges), will I be able to transfer those purchases as well?
   Yes, all exhibitors are able to transfer their full purchase to InterActivity 2021.

14. If I transfer my booth to InterActivity 2021, will I still have the first choice of booths in the 2021 ACM MarketPlace?
   Yes, all exhibitors from InterActivity 2020 who choose to roll over their purchase to InterActivity 2021 will have the first choice in booth selection.

15. How will booth selection take place for InterActivity 2021?
   ACM staff will email all InterActivity 2021 exhibitors to give them advanced notice of the date and time that booth selection will occur. On that date, Dana Weinstein, ACM’s Sr. Manager, Development, will email all InterActivity 2021 exhibitors with the floor plan and instructions on how to reply with their top booth preferences. Booths then will be assigned to exhibitors based on the order that responses are received.

**Paramount Convention Services**

16. What should I do if I have already submitted paperwork or payments to Paramount Convention Services?
   Paramount Convention Services is aware of the cancellation of the ACM MarketPlace. For any questions regarding contracts you already have submitted to Paramount, please contact Paramount direct by emailing Andy Victor at AVictor@paramountcs.com.

**Advertising**

17. Why am I not being reimbursed for the total amount I paid for advertising?
   If you purchased advertising that included placement in the InterActivity 2020 Preliminary Program, ACM has subtracted the value of this advertising from your total fees paid, as this opportunity was fulfilled.