



the long game

InterActivity 2022 • May 16–18, 2022

Hosted by The Magic House, St. Louis Children's Museum

The A to Z of InterActivity

We look forward to seeing you in St. Louis next week for InterActivity 2022: *PLAY The Long Game*, May 16–18! Use this A to Z Directory of Information to guide your travels and planning:

ACM's 60th Anniversary

InterActivity 2022 is the kickoff to ACM's 60th Anniversary Year, marking the time in spring 1962 when a small group of children's museum leaders decided to begin meeting annually. In partnership with StoryHabitat/Brad Larson Media, ACM will be collecting stories from our field during the conference to celebrate this milestone. Stop by Booth 57 in the ACM MarketPlace to contribute a short video sharing your ACM story!

ACM MarketPlace

The ACM MarketPlace (located in Midway West/Pegram) offers a world of inspiring ideas, creative products and services, and ready-to-rent exhibits. Stopping by is a must! ACM MarketPlace hours and programming:

- Monday, May 16, 5:00 p.m.–7:00 p.m., Reception
- Tuesday, May 17, 7:30 a.m.–4:00 p.m.

Your conference badge is your entrance ticket, so please wear it at all times. On Tuesday, enjoy complimentary breakfast, lunch, and afternoon coffee break while you peruse the ACM MarketPlace exhibitors.

Attendee List

Want to know who is attending InterActivity 2022? Download the [Attendee List](#) (pdf). Networking tip: is there someone on the list you'd like to meet? Email the person in advance and set up a coffee date!

Bulletin Board

Located near the InterActivity Registration Desk, use the Bulletin Board to post messages to fellow attendees, or list event tickets you wish to resell. To share museum brochures and educational materials, please use the Information Tables located nearby.

Business Cards

InterActivity offers countless networking opportunities. Be sure to bring a stack of business cards with you.

Code of Conduct

ACM is committed to providing a safe and enjoyable conference experience for all attendees. All participants including, but not limited to, attendees, speakers, exhibitors, sponsors, volunteers, staff, and service providers are expected to abide by the [ACM Code of Conduct](#). *If you are the subject of unacceptable behavior or have witnessed such behavior, please contact ACM staff immediately. You may also email Registration@ChildrensMuseums.org and in the subject line put Inappropriate Behavior.*

Conference Evaluation

We want your feedback! We ask that you evaluate each concurrent session you attend onsite using the paper evaluation forms in each meeting room. After InterActivity 2022 ends, we will send an online evaluation asking you to rate other aspects of the conference.

Consultations

Staff from the Institute of Museum and Library Services are available to meet with attendees one-to-one on Tuesday, May 17, 12:30 p.m.–1:45 p.m. Appointments are available in 15-minute intervals. Sign up onsite at the InterActivity Registration Desk.

COVID-19 Safety Protocol

Your health and safety are important to us. Please review the [Duty of Care statement](#) you acknowledged when registering.

Downtown Map

Take a look at the Downtown St. Louis Map before you leave for InterActivity (see page 15 in the Final Program; also available on the InterActivity Mobile App). You'll find the locations of area attractions, including museums participating in the Museum Open House Program, plus MetroLink stations and retail options.

Dress Code

The conference dress code is business casual, but bring and dress in layers as hotel meeting room temperatures may fluctuate between cool and warm. See also Walking Shoes.

Final Program and Program-At-A-Glance

All InterActivity registrants will receive a printed [Final Program](#) and [Program-At-A-Glance](#) at check-in. Can't wait? Download the materials in advance, or use the InterActivity 2022 Mobile App.

Freeman Foundation Asian Culture Exhibit Series Modular Prototypes

See the latest iteration of the Freeman Foundation Asian Exhibit Series on display: five prototypes tailored for museums with limited space and can be installed by one to two people.

Getting Around St. Louis

The conference hotel is situated inside historic St. Louis Union Station surrounded by entertainment and restaurants and located in the heart of the city. [MetroLink](#) is the St. Louis regional transit system. The closest MetroLink station to the hotel is Union Station located at 301 S. 18th Street, about a 5-minute walk from the main entrance of the hotel.

Great Friend to Kids Award

ACM honors PBS KIDS, as the 2022 ACM Great Friend to Kids Award recipient for its outstanding impact on the lives of children, building knowledge, critical thinking, imagination, and curiosity. By involving parents, teachers, caregivers, and communities as learning partners, PBS KIDS helps to empower children for success in school and in life. Accepting the award for PBS KIDS is David Lowenstein, Senior Director, Ready To Learn, PBS KIDS.

Internet Access

Complimentary internet access is provided throughout the Union Station. Look for network InterActivity2022. The password is USAfab2022.

Mobile App

Plan your conference schedule, get room locations, session descriptions, an interactive maps, all from your mobile device! Download "EventMobi" in the App Store on iTunes or Google Play. Enter Code "InterActivity2022" (no spaces) to launch the app. Create an account with the email address you used to register for the conference. Download the App now and start building your schedule and

chatting with fellow attendees in the Activity Feed!

Museum Information Tables

There will be tables located near the registration area to share your museum's brochures and educational materials. Please note, space is limited.

Museum Open House Program

Use your InterActivity 2022 registration confirmation or badge for free admission to 19 museums in the St. Louis region. Offer valid from Sunday, May 15 through Friday, May 20, 2022. See the list of participating museums on page 16 of the Final Program. Call ahead to be sure the museum is open during the hours you want to visit. Then present your registration confirmation or badge. Note: The Magic House is closed on Mondays.

Networking Tips

Practice your elevator speech: who you are, what you do, why you are attending InterActivity 2022. Have a few conversation starters ready: "What sessions/speakers are you looking forward to?," "What have been your favorite sessions/speakers so far?" Talk to strangers! Introduce yourself to the people on each side of you at sessions and while standing in line—and use the conversation starters you've prepared. Follow up with each person you meet after the conference. Staying in touch is a crucial part of networking.

New Attendee Orientation

Are you attending InterActivity for the first time? Let us help you make the most of the conference by attending this session on Monday, May 16, 5:15 p.m.–6:00 p.m. in New York/Illinois Central. All are welcome!

Plenary Sessions

Join us for two Plenary Sessions, one on each day of the conference. On Tuesday, May 17, Maxine Clark, founder of Build-A-Bear Workshop, will share her entrepreneurial insights on how children's museums can meet the evolving needs of their audiences and communities. On Wednesday, May 18, ACM presents the 2022 Great Friend to Kids Award to PBS KIDS (see also Great Friend to Kids Award).

Professional Development Session Streams

InterActivity 2022 features eight thematic session streams to help you create a learning experience tailored to your needs: Business Operations, Design, DEAL, Leadership, Learning, Partnerships, People, and Research and Evaluation. Look for the stream icon above each concurrent session title in the Final Program.

Program Location

All programming will be held at the St. Louis Union Station Hotel at 1820 Market Street, St. Louis, MO 63103, unless otherwise indicated in the Final Program.

Registration Check-In

Collect your conference badge, event tickets, and tote bag with the Final Program at the InterActivity Registration Desk located in the Depot Reg Office on the first floor of the hotel. The Registration Desk hours are:

- Monday, May 16, 10:00 a.m.–7:00 p.m.
- Tuesday, May 17, 7:00 a.m.–6:00 p.m.
- Wednesday, May 18, 7:00 a.m.–5:00 p.m.

Social Distancing and Masking

To encourage respect towards individual boundaries, attendees may use the buttons available at the InterActivity Registration Desk to communicate their preference for social distancing and physical touch:



While masks are not required as per local guidelines, we strongly encourage them as an important preventive measure against COVID-19.

Social Media

Start, join, or follow the conversation! Follow ACM on [Twitter](#), [Instagram](#), and [Facebook](#), and be sure to tag us in your posts. The conference hashtag is #IA22.

Special Dietary Needs

Thank you for letting us know that you have special dietary needs. We have worked on the menus to accommodate those who made requests. Vegetarian, vegan, and gluten-free items will be labeled. If you have questions, please ask any server and they can help you.

St. Louis Union Station Hotel

All programming will be held at the St. Louis Union Station Hotel, 1820 Market Street, St. Louis, MO 63103, unless otherwise noted. Acquaint yourself in advance with the hotel layout and meeting room locations by viewing the Hotel Floor Plans on page 20 of the Final Program or in the InterActivity Mobile App.

Study Tours

All four Study Tours are sold out! Looking for tickets, or reselling tickets? Post a message on the Bulletin Board near the Registration Desk. Note: it is up to the ticket reseller to broker the financial transaction with the ticket buyer. All study tour museums are also participants in the Museum Open House Program. Visit on your own and receive free admission with conference badge or confirmation, from May 15 to May 20, 2022. The St. Louis Aquarium is located within St. Louis Union Station!

The Magic House, St. Louis Children's Museums

The Magic House, St. Louis Children's Museum is our incomparable host for InterActivity 2022! Please thank President Beth Fitzgerald and all the museum staff members you see throughout the conference—hint, many are volunteers. Your InterActivity badge will give you free admission to the museum, May 15 through May 20, during regular museum hours (Note: The Magic House is closed on Mondays). Tickets are sold out for the evening event at The Magic House on Tuesday, May 17.

Walking Shoes

Pack your most comfortable walking shoes and fitness tracker as the hotel is large. You'll easily get your 10,000 steps per day in!

We Can Do This

The United States Department of Health and Human Services and their *We Can Do This* public education campaign is the Signature Sponsor of InterActivity 2022! Stop by Booth 31 in the ACM MarketPlace to meet Captain Scott Conner, HHS Acting Regional Director for Region 7.

Weather

The weather forecast for St. Louis in mid-May: in most years, the averages a daily maximum temperature that's between 57.4 and 76.8 degrees Fahrenheit. Check the National Oceanic and Atmospheric Administration for local weather before you depart, www.noaa.gov.

Welcome to InterActivity 2022

Come to the Opening Reception in the ACM MarketPlace, Monday, May 16, 5:00

p.m.–7:00 p.m. Drink tickets sponsored by Blackbaud and Haizlip Studio.

Zip!

Zip up your suitcase, put that zip in your step, and head to St. Louis for InterActivity 202: *PLAY The Long Game*, hosted by The Magic House, St. Louis Children's Museum!

Association of Children's Museums | www.ChildrensMuseums.org

STAY CONNECTED WITH ACM



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