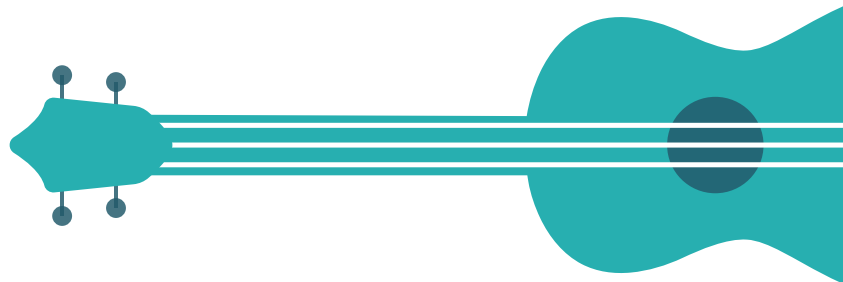
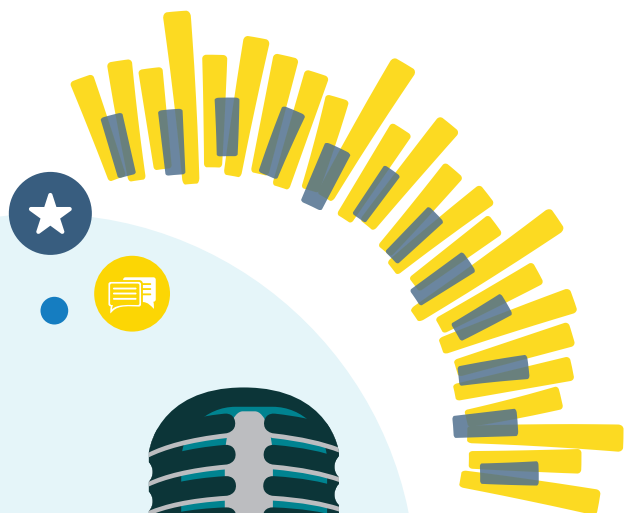


ASSOCIATION OF
CHILDREN'S MUSEUMS

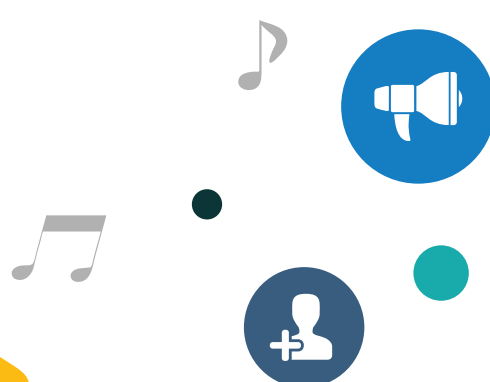
APRIL 26-28
NEW ORLEANS



InterActivity 2023

LEVERAGING OUR VOICE

Hosted by Louisiana Children's Museum



PROSPECTUS

Welcome to InterActivity

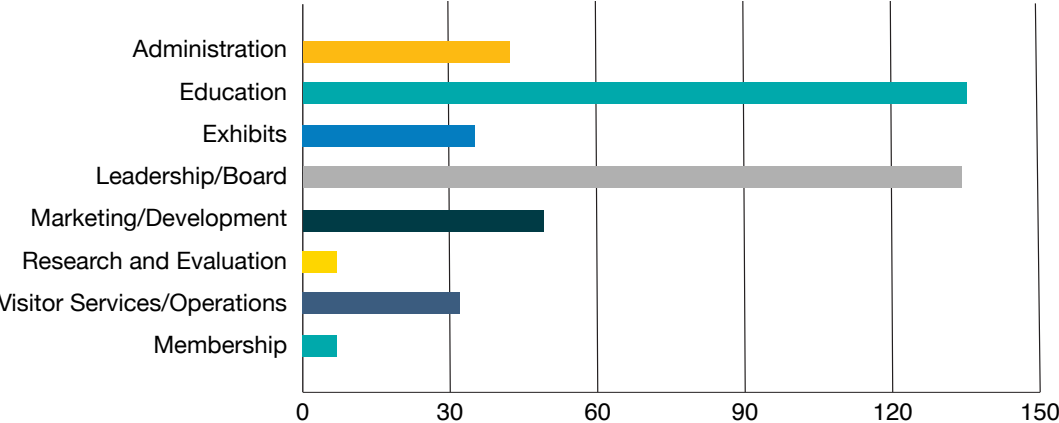
What

InterActivity is the annual conference held by the Association of Children’s Museums (ACM) for museum professionals, community partners, and business consultants. InterActivity sparks conversations about children’s museums that last all year long.

Who

InterActivity is the largest gathering of children’s museum professionals in the world.

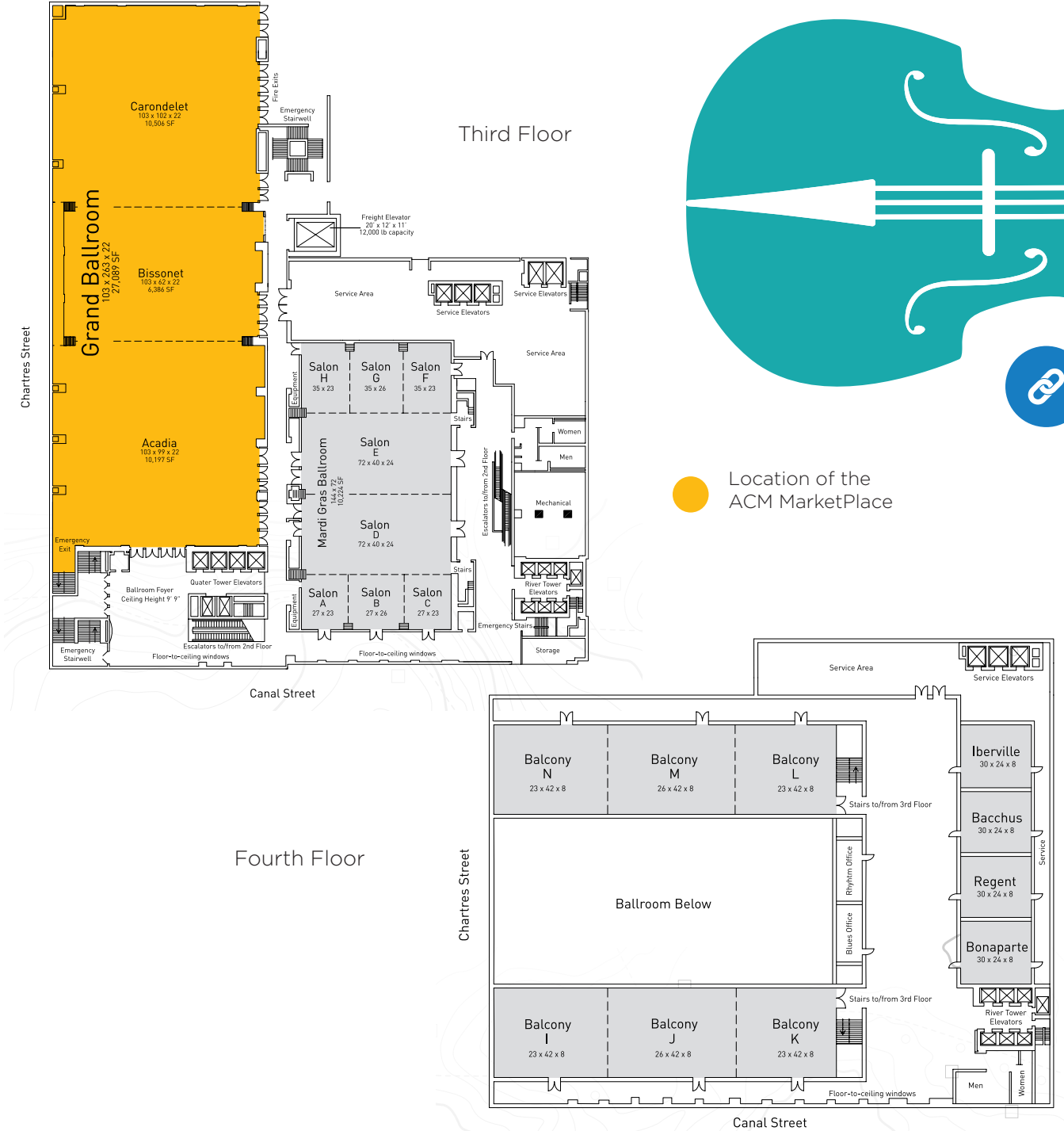
InterActivity Attendee Job Functions



**Based on InterActivity 2022 self-reported registrants.*

Where

InterActivity will be held in New Orleans, LA at the New Orleans Marriott. The ACM MarketPlace will be held on the 3rd floor in the Grand Ballroom. Most concurrent sessions will be held in third and fourth floor meeting rooms. Plenary sessions will be held on the third floor in the Mardi Gras Ballroom.



When
InterActivity Dates:
 April 26-28, 2023
ACM MarketPlace Dates:
 April 26-27, 2023

ACM Museum Membership Budget Categories

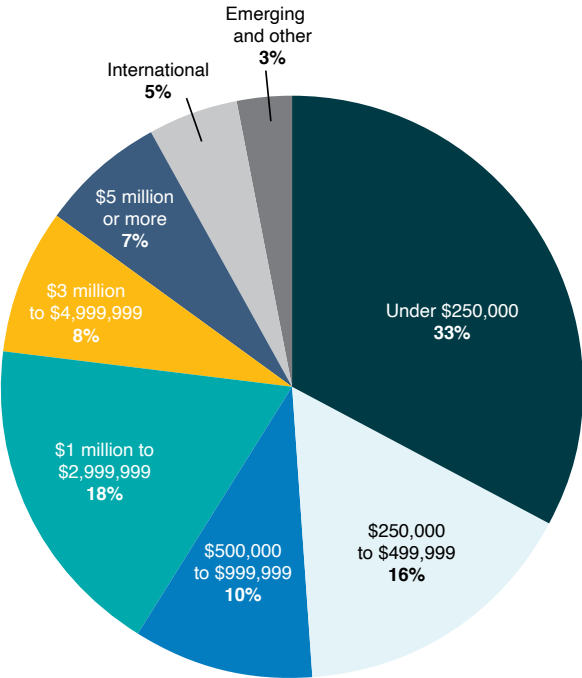
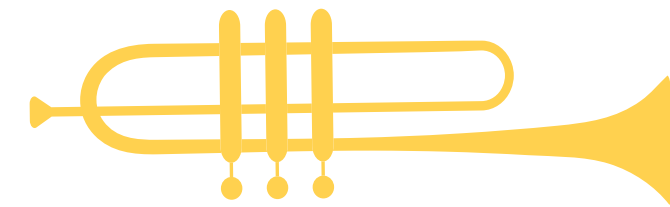


Exhibit at InterActivity



The ACM MarketPlace will be located in the Grand Ballroom of the New Orleans Marriott.

ACM MarketPlace Schedule

Move In

April 26

8:00 a.m. to 2:00 p.m.*

Event Hours

April 26

5:00 p.m. to 7:00 p.m.

April 27


8:00 a.m. to 4:00 p.m.

Move Out

April 27

4:00 p.m. to 9:00 p.m.

*Alternate Move In times may be available upon request.

 **Reserved for exhibitors that also sponsor InterActivity**

 **Reserved for Prime Location exhibitors**

Booths 1-70 measure 10' x 10' and come with a standard 8' high back wall, 3' high side drape, 6' draped table, and chairs.

Tabletops T1-T10 include one draped 6' table and two chairs.

Ceiling height in the Grand Ballroom is 20'. The exception is booths 1-6 which have a partial ceiling height of 10'.

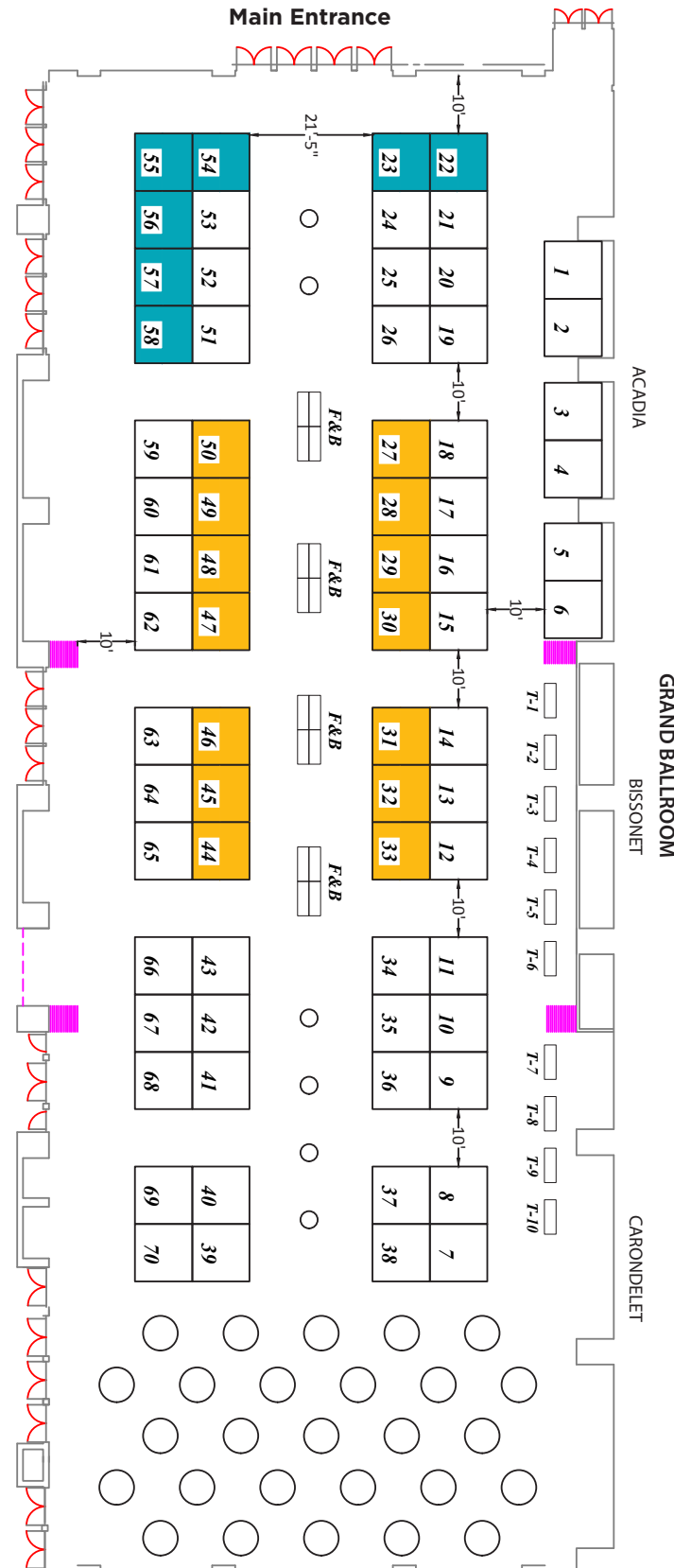


Exhibit at InterActivity 2023 to connect with high-level decision-makers and influencers from children's museums around the world.

Exhibit Hall Benefits

- Face-to-face networking with new and existing clients
- Hands-on interactions with your products
- Two complimentary ACM MarketPlace Only registrations per booth or tabletop
- Discounted registration rates for the InterActivity conference
- Food served in the ACM MarketPlace to drive traffic
- First look at the ACM MarketPlace floorplan for InterActivity 2024, with option to reserve your booth

Exhibitor Options

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

PRO TIP

Drive traffic to your booth with hands-on activities.



Sponsor at InterActivity

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

Packages can include an ACM MarketPlace booth, ads in the Preliminary and Final Programs, and an event sponsorship that connects you with your target audience. ACM will work with you to create sponsorship opportunities. ACM can even turn your sponsorship into a multi-year package!

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

Sponsorship Opportunities

Appear on the Main Stage

- Opening Keynote
- Great Friend to Kids Award and Keynote Session

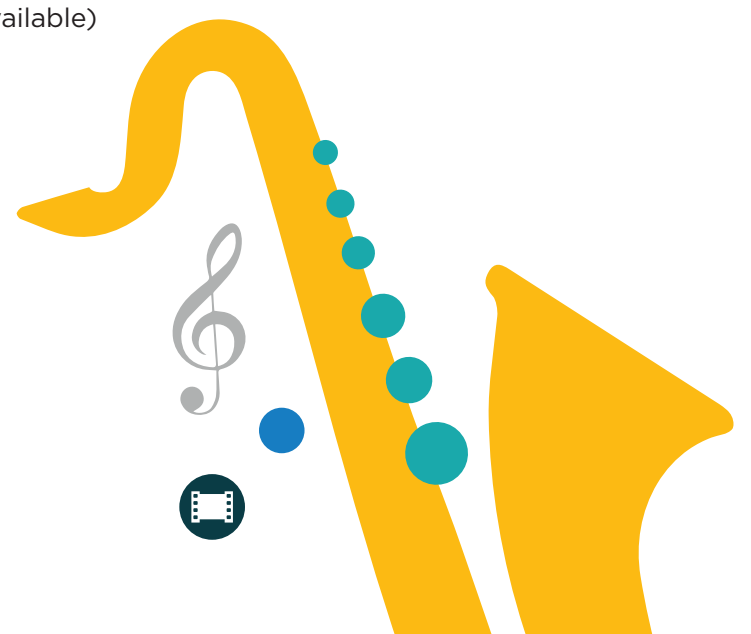
Reach All Attendees

- Concurrent Session Stream Sponsorship
Concurrent Session Streams typically include four to six sessions in one content area
- Session Sponsorship with Video
Have your thirty-second sponsored video play before a concurrent session
- Professional Networking Breakfast
- Coffee Break
- ACM MarketPlace Meals and Breaks (several available)
- Closing Breakfast

Target Your Audience

- Emerging Museums Pre-Conference
Expected attendance: 50-75 people
- Diversity in Action Fellowship

Can't make it to InterActivity?
Have your company's video play before a session instead!



Attendee Amenities Pricing

Reusable Conference Tote Bags	\$5,000
Conference Wifi	\$3,000
Conference Water Stations	\$3,000
Beverage Service (Three-hour blocks; two available)	\$3,000
Conference Lanyards	\$2,500*
Drink Tickets for the ACM MarketPlace Reception	\$2,500
Reusable Silicone Straws	\$2,500
Reusable Water Bottles	\$2,000*
Program-At-A-Glance	\$2,000
Recycled Paper Conference Notebooks	\$1,500*
Tote Bag Item	\$1,500*
Conference Pens	\$1,000*
Recycled Paper Emerging Museums Track Notebooks	\$500*

**Additional production costs are the responsibility of the sponsor.*

Exclusive Sponsor Benefits

- Recognition in the InterActivity Preliminary and Final Programs
- Name listed in InterActivity mobile app
- Acknowledgment during plenary session
- Name included on conference signage
- Recognition for Major Sponsors and above in InterActivity press release
- Recognition for all sponsors in three issues of *E-Forum*, ACM's monthly e-newsletter
- Name or logo on the InterActivity Recognition page of the ACM website
- Post(s) on ACM's Twitter channel
- Exclusive access to opt-in attendee contact list

Questions? Want to Sponsor?

Emily Miranker

Emily.Miranker@ChildrensMuseums.org
703.224.3100 x104

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

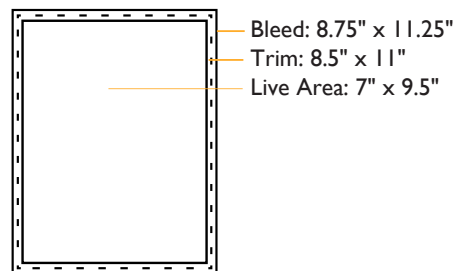
Advertise at InterActivity

Preliminary and Final Program Ads

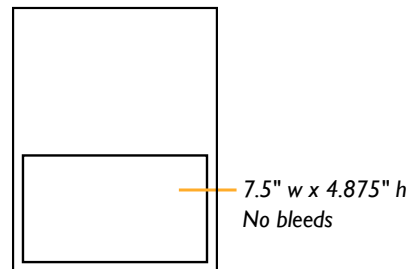
Put your organization's ad in the hands of every InterActivity attendee. Increase awareness for your expertise, product, or exhibit each time attendees look up information before, during, and after the conference. The Preliminary Program is released in December 2022 as an online-only publication. The Final Program is distributed onsite at InterActivity to all registered attendees and also is available as an online publication.

Deadline	Preliminary & Final Programs (Combo Ad Package)		Final Program Only	
	Wednesday, November 30, 2022		February 9, 2023	
	ACM Member	Nonmember	ACM Member	Nonmember
Inside Half Page	\$895	\$1,095	\$695	\$795
Inside Full Page	\$1,095	\$1,295	\$795	\$895
Inside Front Cover	\$1,595	\$1,795	\$1,095	\$1,195
Inside Back Cover	\$1,595	\$1,795	\$1,095	\$1,195
Outside Back Cover	\$1,895	\$2,095	\$1,395	\$1,595

FULL PAGE



HALF PAGE



Stay Tuned for Mobile App Advertising

Extend your reach to attendees' phones and mobile devices by advertising in the InterActivity mobile app. Free basic wireless Internet service is offered throughout the New Orleans Marriott and is suitable for checking email and light web surfing. Total available bandwidth is shared by all customers in the facility. Contact Emily.Miranker@ChildrensMuseums.org to learn more about forthcoming opportunities on the InterActivity mobile app.

InterActivity 2023 Exhibiting, Sponsoring, and Advertising Contract

CONTACT INFORMATION

ACM Member Not an ACM Member Interested in ACM Membership

Note: This person will be ACM's main contact for anything related to exhibiting, sponsoring, or advertising.

Organization _____

Main contact name _____ Title _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

Email _____ Website _____

ADVERTISEMENT OPTIONS	Combo Ad Package		Final Program		Mobile App	
	Member	Nonmember	Member	Nonmember	Member	Nonmember
Inside Half Page	<input type="checkbox"/> \$895	<input type="checkbox"/> \$1,095	<input type="checkbox"/> \$695	<input type="checkbox"/> \$795		
Inside Full Page	<input type="checkbox"/> \$1,095	<input type="checkbox"/> \$1,295	<input type="checkbox"/> \$795	<input type="checkbox"/> \$895		
Inside Front Cover	<input type="checkbox"/> \$1,595	<input type="checkbox"/> \$1,795	<input type="checkbox"/> \$1,095	<input type="checkbox"/> \$1,195		
Inside Back Cover	<input type="checkbox"/> \$1,595	<input type="checkbox"/> \$1,795	<input type="checkbox"/> \$1,095	<input type="checkbox"/> \$1,195		
Outside Back Cover	<input type="checkbox"/> \$1,895	<input type="checkbox"/> \$2,095	<input type="checkbox"/> \$1,395	<input type="checkbox"/> \$1,595		

EXHIBITING OPTIONS

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

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

EXHIBITOR LOCATION PREFERENCES (Visit www.ChildrensMuseums.org/booth for available locations.)

Indicate the number of your preferred ACM MarketPlace location 1. _____ 2. _____ 3. _____

SPONSORSHIP OPTIONS

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

Custom Packages	
ACM MarketPlace Meal <input type="checkbox"/>	Emerging Museums Track <input type="checkbox"/>
ACM MarketPlace Break <input type="checkbox"/>	Diversity in Action Fellowship <input type="checkbox"/>
Closing Breakfast <input type="checkbox"/>	Professional Networking Breakfast <input type="checkbox"/>
Concurrent Session Stream <input type="checkbox"/>	Session Sponsorship with Video <input type="checkbox"/>

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

Plenary Sessions	
Opening Keynote Session	<input type="checkbox"/>
Great Friend to Kids Award and Keynote Session	<input type="checkbox"/>

SUBTOTAL: \$ _____

Advertisements: \$ _____

Exhibits: \$ _____

Sponsorships: \$ _____

CALCULATE TOTAL \$ _____

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

EXHIBITOR REGISTRATION

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

ACM MarketPlace Registration does not include InterActivity 2023 Registration. To attend InterActivity sessions, exhibitors must purchase Registration for InterActivity 2023.

After you submit this form, ACM will contact you with information about how to register your ACM MarketPlace exhibit staff online, with the option to purchase full conference registration and optional add-on events. If you don't receive this email, contact Emily.Miranker@ChildrensMuseums.org.

MARKETING DESCRIPTION

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

Organization Name as it Should Appear in Publicity Materials

Sales Contact _____ Phone _____

Facebook Page URL _____ Instagram Page URL _____

Twitter Page URL _____ Organization LinkedIn Page URL _____

Email _____ Website _____

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

- | | | |
|---|--|--|
| <input type="checkbox"/> Architecture & Exhibit Designer | <input type="checkbox"/> Exhibit Fabricator | <input type="checkbox"/> Museum Product Vendor or Designer |
| <input type="checkbox"/> Art and Museum Supplier | <input type="checkbox"/> Gift Shop Vendor | <input type="checkbox"/> Traveling Exhibit Provider |
| <input type="checkbox"/> Educational Resources and Collaborations | <input type="checkbox"/> Museum Management Software Provider | <input type="checkbox"/> Other: _____ |

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

PAYMENT INFORMATION: Full payment is required with this contract.

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

Please charge to my: Visa MasterCard American Express Discover

Card Number _____ CVV _____

Zip Code _____ 20 _____

SIGNATURE OF ACCEPTANCE Only signed contracts will be processed.

I have read and agree to abide by the Terms of Agreement (see page 9) governing our organization's participation in InterActivity 2023 as delineated in these materials. I understand that upon acceptance by ACM, this form serves as the official agreement for sponsorships, exhibits, and/or advertisements.

Authorizing Agent (please print) _____ Title _____

Name as it appears on card _____

Signature _____ Date _____

CALCULATE GRAND TOTAL

Subtotal from page 7

\$ _____

Registration Total \$ _____

GRAND TOTAL: \$ _____

InterActivity 2023 Exhibitor Terms of Agreement

- ACM strictly prohibits any marketing or promotion of goods and services at any InterActivity 2023 venue unless an organization has purchased an InterActivity sponsorship or exhibit space.
- Order taking and direct sales by exhibitors is permitted. Exhibitors that choose to sell merchandise at the InterActivity 2023 ACM MarketPlace assume full responsibility for securing a vendor's license and complying with all applicable laws and regulations, including tax and revenue laws and regulations. A New Orleans City permit is required for any type of retail sales conducted in the ACM MarketPlace where money is exchanged.
- All materials, activities, and audio must be contained to the limits of the Exhibitor's booth or tabletop display and must not impede traffic or interfere with other exhibits. Exhibits must not extend beyond the space allowed or obstruct the sight lines of others. All interviews, demonstrations, and displays must take place within the exhibit space allocated. Aisles must be free of obstruction.
- Combustible decorations or display materials are prohibited.
- Audiovisual equipment (including LCD projectors, slide projectors, tape recorders, laptop computers, and/or other sound apparatus) that will enable Exhibitors to show manufacturing processes and similar matter may be used, provided that users adhere strictly to the following rules. The equipment must be entirely self-contained, fireproof, and safe. The sound must be kept at a volume not to exceed that of normal conversation (80 decibels). The equipment must not interfere with neighboring Exhibitors, and it must be devoted exclusively to the business of the Exhibitor. Equipment may be brought by the Exhibitor into the ACM MarketPlace or rented through AV department at the New Orleans Marriott (Hotel). Exhibitor will be responsible for any costs related to these requests. Power necessary to support said equipment must be ordered exclusively through the Hotel.
- Booths must be staffed during all ACM MarketPlace hours by person(s) who are prepared to explain all displayed products and services in a courteous and effective manner. Each Exhibitor must wear the official identification badge provided by ACM.
- No rooms or other meeting space in the New Orleans Marriott, the official InterActivity 2023 ACM MarketPlace location, and/or Louisiana Children's Museum can be used for storage, exhibit purposes, work-shops, or other Exhibitor sales-related use without prior ACM approval.
- Exhibitors retain sole responsibility for their own exhibit materials. Exhibitors are responsible for any damage to the exhibit area in the ACM MarketPlace and/or at Louisiana Children's Museum, and/or the New Orleans Marriott, normal wear and tear excepted. Exhibitor agrees to protect, defend, indemnify, and hold ACM, the New Orleans Marriott, and Louisiana Children's Museum, its officers, directors, agents, and employees harmless from and against all claims, costs, and damages arising out of theft, negligence, or willful acts or omissions in the performance of this Agreement by Exhibitor or Exhibitor's agents or employees. Exhibitor also agrees to protect, defend, indemnify, and hold ACM, the New Orleans Marriott, and Louisiana Children's Museum harmless from any action, claim, suit, or liability based on a claim of infringement of any patent, copyright, trademark, trade name, or other proprietary right of any party.
- Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.
- Exhibitor shall be fully responsible to pay any and all damages to property owned by ACM, the New Orleans Marriott and/or Louisiana Children's Museum, and its owners or managers which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless ACM, the New Orleans Marriott and/or Louisiana Children's Museum, its owners, managers, officers or directors, agents, employees, subsidiaries, and affiliates from any damages or charges resulting from or arising from or out of the Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of Exhibitor's occupancy and/or use of the exhibition premises, ACM, the New Orleans Marriott, and/or Louisiana Children's Museum, its employees, agents, or contractors.
- ACM reserves the right to modify ACM MarketPlace hours as deemed necessary to meet program needs.
- ACM reserves the right to cancel the ACM MarketPlace. If ACM exercises this option, ACM will inform Exhibitors on or before February 28, 2023, and will refund ACM MarketPlace booth and conference registration fees in full.
- Acceptance of this contract by ACM may in no way be construed as an endorsement by ACM of an exhibiting company, institution, or its products, and/or services.
- Each Exhibitor must deliver and fully set up all equipment and materials by 2:00 p.m. on Wednesday, April 26, 2023. Exhibitors must remove the above items by 9:00 p.m. on Thursday, April 27, 2023.
- The ACM MarketPlace decorator will send all confirmed Exhibitors a service kit that includes order forms for individual service needs.
- Out of the ordinary and /or special requests (use of water, live animals) requires prior approval by ACM and /or the New Orleans Marriott. Additional paperwork and/or fees may be required for this and are the sole responsibility of the Exhibitor.
- No outside food or beverage is permitted in the New Orleans Marriott, either in the ACM MarketPlace or approved meeting space. All banquet food and beverage arrangements must be made through the Hotel. Only food and beverage purchased from Hotel may be served on Hotel property, including but not limited to giveaways, tastings, samples, candy or other hospitalities. Should an exhibitor serve food or beverage not ordered through the hotel while on hotel property, ACM and/or the Hotel may remove the product from the show floor or meeting space and are not responsible for the cost of any such product.
- Adequate lighting will be provided in the ACM MarketPlace. Any additional electrical needs, Internet connections, and/or phone lines must be arranged by the Exhibitor directly with the aforementioned MarketPlace decorator and/or the New Orleans Marriott. Exhibitor will be responsible for any costs related to these requests.
- Cancellations and Refunds: Should an Exhibitor need to cancel its participation, the Exhibitor will submit a written notice to ACM. ACM will refund an Exhibitor's payment in full, less a \$100 administrative fee, through January 31, 2023.
- All prices quoted in this brochure are in U.S. dollars.
- Shipping and any related costs are the sole responsibility of the Exhibitor and may be arranged through the show decorator. ACM is not responsible for shipping, and exhibitors are encouraged to ship exhibits in a timely fashion, properly labeled, and should contact decorator to confirm arrival. Only the official show decorator will have access to and allowed to use the loading dock at the New Orleans Marriott. Exhibitors are encouraged to ship through the official show decorator and ship to the advanced warehouse by the due date that will be communicated in the Exhibitors Services Kit.
- Exhibit booths are assigned on a first-come, first-served basis. ACM has sole discretion on the assignment of booths and may place InterActivity Sponsors that elect to exhibit in a preferred location. ACM reserves the right to change an Exhibitor's assigned location at any time if deemed in the best interests of the ACM MarketPlace. Before exercising this option, ACM will contact the exhibitor.
- Booth sharing is strongly discouraged. If two separate organizations are represented in one booth, an assessment of \$300 per organization will be issued.
- All prior obligations to ACM for any good or service must be settled prior to entering into an InterActivity 2023 Exhibitor Contract. In order for an organization to take advantage of ACM membership discounts for exhibitors, an organization's membership needs to be active and in good standing through April 30, 2023.
- By registering for, attending, and participating in InterActivity, all InterActivity attendees grant ACM consent for ACM's use and distribution of their image or voice in photographic, video, and electronic reproductions of the event. This agreement extends to use by third parties, including but not limited to the New Orleans Marriott and Louisiana Children's Museum.

NOTE: ACM is committed to preserving a professional and mutually respectful environment in the ACM MarketPlace. Any Exhibitor in violation of the above listed terms will be required to amend the violation to ACM's satisfaction in a timely manner or will be required to remove all booth and exhibit materials from the ACM MarketPlace premises within two hours. ACM reserves the right to void the contract of any Exhibitor that is in violation of the Terms of Agreement and bar the Exhibitor from future ACM MarketPlace events.

Send Contract & Registration Pages to Emily.Miranker@ChildrensMuseums.org

Association of Children's Museums • 2550 S. Clark Street, Ste. 600 • Arlington, VA 22202

ASSOCIATION OF CHILDREN'S MUSEUMS

2550 South Clark Street
Suite 600
Arlington, VA 22202
www.ChildrensMuseums.org

DEADLINE REMINDERS

November 30, 2022	Ads for Online Preliminary Program
March 8, 2023	Ads for Final Program Sponsor Reservations Exhibitor Reservations
Monday, April 3, 2023	Hotel Room Reservations

Rooms Fill Up Fast—Book Early!

New Orleans Marriott

555 Canal Street
New Orleans, LA 07130
504.581.1000

Group Name:

Association of Children's Museums

Group Rate: \$209 USD

Questions?

Emily Miranker

Manager, Development
Emily.Miranker@ChildrensMuseums.org
703.224.3100 x104

About ACM

Since its founding in 1962, the Association of Children's Museums (ACM) has become the world's foremost professional member-services organization for the children's museum field. With 470+ members in all 50 states and 12 countries, we leverage the collective knowledge and experience of children's museums through convening, sharing, and dissemination.

