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.

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.

InterActivity Attendee Job Functions

- Administration: 10%
- Education: 15%
- Exhibits: 10%
- Leadership/Board: 8%
- Marketing/Development: 10%
- Research and Evaluation: 8%
- Visitor Services/Operations: 16%
- Membership: 10%
- International: 5%
- Emerging and other: 3%

ACM Museum Membership Budget Categories

- Under $250,000: 33%
- $250,000 to $499,999: 16%
- $500,000 to $999,999: 10%
- $1 million to $2,999,999: 18%
- $3 million to $4,999,999: 8%
- $5 million or more: 7%

*Based on InterActivity 2022 self-reported registrants.

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

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’.

Reserved for Prime Location exhibitors

Reserved for exhibitors that also sponsor InterActivity

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**

<table>
<thead>
<tr>
<th>Option</th>
<th>ACM Member</th>
<th>Affiliate Nonprofit</th>
<th>Nonmember</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Booth</strong></td>
<td>$1,395</td>
<td>$1,495</td>
<td>$1,795</td>
</tr>
<tr>
<td><strong>Prime Location Booth</strong></td>
<td>$1,695</td>
<td>$1,795</td>
<td>$2,195</td>
</tr>
<tr>
<td><strong>Two Booths</strong></td>
<td>$2,295</td>
<td>$2,595</td>
<td>$2,995</td>
</tr>
<tr>
<td><strong>Booth + Ad</strong></td>
<td>$2,395</td>
<td></td>
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<tr>
<td><strong>Tabletop</strong></td>
<td>$895</td>
<td>$1,095</td>
<td>$1,295</td>
</tr>
</tbody>
</table>

**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

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**Attendee Amenities Pricing**

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

*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

Can’t make it to InterActivity?

Have your company’s video play before a session instead!

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.

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Preliminary &amp; Final Programs (Combo Ad Package)</th>
<th>Final Program Only</th>
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<tbody>
<tr>
<td></td>
<td>ACM Member</td>
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<tr>
<td>Insider Half Page</td>
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<td>Insider Front Cover</td>
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FULL PAGE

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No bleeds

HALF PAGE

7.5" w x 4.875" h
No bleeds

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

<table>
<thead>
<tr>
<th>Organization</th>
<th>Main contact name</th>
<th>Title</th>
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ADVERTISEMENT OPTIONS

<table>
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<th></th>
<th>Combo Ad Package</th>
<th>Final Program</th>
<th>Mobile App</th>
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<tr>
<td>Member</td>
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<td>$795</td>
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<tr>
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EXHIBITING OPTIONS

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<tr>
<th></th>
<th>Member</th>
<th>Nonprofit</th>
<th>Nonmember</th>
<th>ACM Member Only Exclusive Deals</th>
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EXHIBITOR LOCATION PREFERENCES

Indicate the number of your preferred ACM MarketPlace location 1 2 3 4 5

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
- ACM MarketPlace Break
- Closing Breakfast
- Concurrent Session Stream
- Emerging Museums Track
- Diversity in Action Fellowship
- Professional Networking Breakfast
- Session Sponsorship with Video

Attendee Amenities

- Reusable Conference Tote Bags
- Conference WiFi
- Conference Water Stations
- Beverage Service
- Conference Lanyards
- Drink Tickets at ACM MarketPlace Reception
- Reusable Silicone Straws
- Reusable Water Bottles
- Program-At-A-Glance
- Recycled Paper Conference Notebooks
- Tote Bag Item
- Conference Pens
- Recycled Paper Emerging Museums Pre-Conference Notebooks

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

Plenary Sessions

- Covering Keynote Session
- Great Friend to Kids Award and Keynote Session
- One Day Sponsorship Packages
- $500 + cost

SUBTOTAL:

<table>
<thead>
<tr>
<th>Advertisements</th>
<th>Exhibits</th>
<th>Sponsorships</th>
<th>$</th>
</tr>
</thead>
</table>

CALCULATE TOTAL:

$
InterActivity 2023 Exhibitor Terms of Agreement

1. 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.

2. 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.

3. All materials, activities, and audio must be contained to the limits of the Exhibitor's booth or tabletop display and must not obstruct traffic or interfere with other exhibits. Exhibits must not extend beyond the space allocated. All interactivity, demonstrations, and displays must take place within the exhibit space allocated. Alcoves must be free of obstruction.

4. Decorations or display materials are prohibited.

5. Audiovisual equipment (including LCD projectors, slide projectors, tape recorders, laptop computers, and/or other sound equipment) that will enable Exhibitors to show manufacturing processes and similar materials subject to privacy laws may be permitted if used only for the purposes to which the venue is specifically licensed.

6. The equipment must be entirely self-contained, free from sound and must be turned off at 9:00 p.m. 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.

7. 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.

8. 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 all 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, their owners, directors, agents and/or employees harmless from and against all losses, costs, damages or injuries arising out of theft, negligence, or bodily 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 upon or related to a claim of infringement of any patent, copyright, trademark, trade name, or other proprietary right of any party.

9. Exhibitor shall obtain and keep in force during the term of this Agreement, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring against liability to any person or persons, including the Exhibitor’s employees, agents, or contractors, arising out of theft, negligence, or willful acts or omissions in the performance of this Agreement by Exhibitor or Exhibitor’s agents or employees.

10. All prices quoted in this brochure are in U.S. dollars.

11. Exhibitors are responsible for any damage to the exhibit area in 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.

12. ACM reserves the right to cancel its permission to exhibit 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.

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.
DEADLINE REMINDERS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>November 30, 2022</td>
<td>Ads for Online Preliminary Program</td>
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<tr>
<td>March 8, 2023</td>
<td>Ads for Final Program</td>
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<tr>
<td></td>
<td>Sponsor Reservations</td>
</tr>
<tr>
<td></td>
<td>Exhibitor Reservations</td>
</tr>
<tr>
<td>Monday, April 3,</td>
<td>Hotel Room Reservations</td>
</tr>
<tr>
<td>2023</td>
<td></td>
</tr>
</tbody>
</table>

Rooms Fill Up Fast—Book Early!

**New Orleans Marriott**
555 Canal Street  
New Orleans, LA 70130  
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.