



InterActivity 2024

FLOURISH!

May 15-17 • Madison, WI

Hosted in partnership with  madison children's museum

PROSPECTUS

Welcome to InterActivity

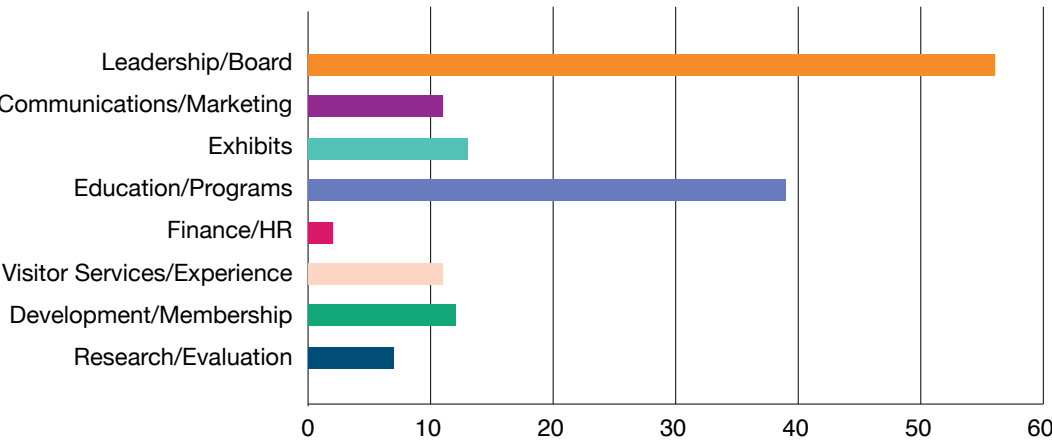
What

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

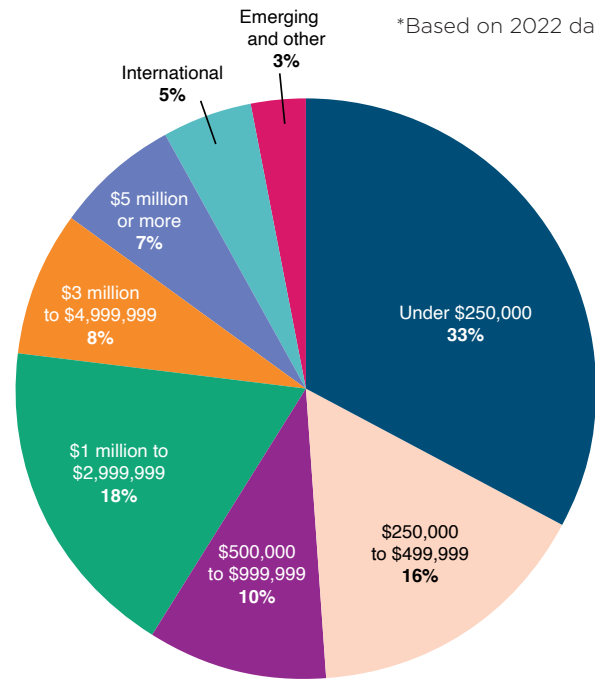
InterActivity is the largest gathering of children’s museum professionals in the world.

InterActivity Attendee Job Functions



*Based on InterActivity 2023 self-reported registrants.

ACM Museum Membership Budget Categories



*Based on 2022 data

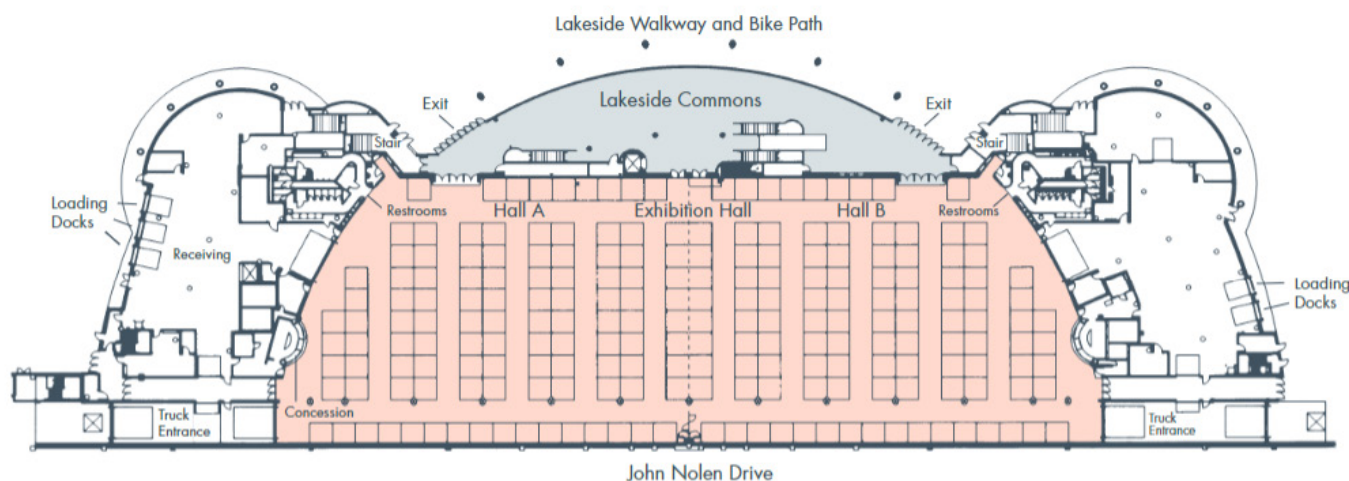
When

InterActivity Dates:
May 15-17, 2024

ACM MarketPlace Dates:
May 15-16, 2024

Where

InterActivity will be held in Madison, WI at the Monona Terrace Community and Convention Center. The ACM MarketPlace will be held on Level 1 in Exhibit Hall A. Most concurrent sessions will be held in Level 4 meeting rooms. Plenary sessions will be held in Exhibit Hall B.

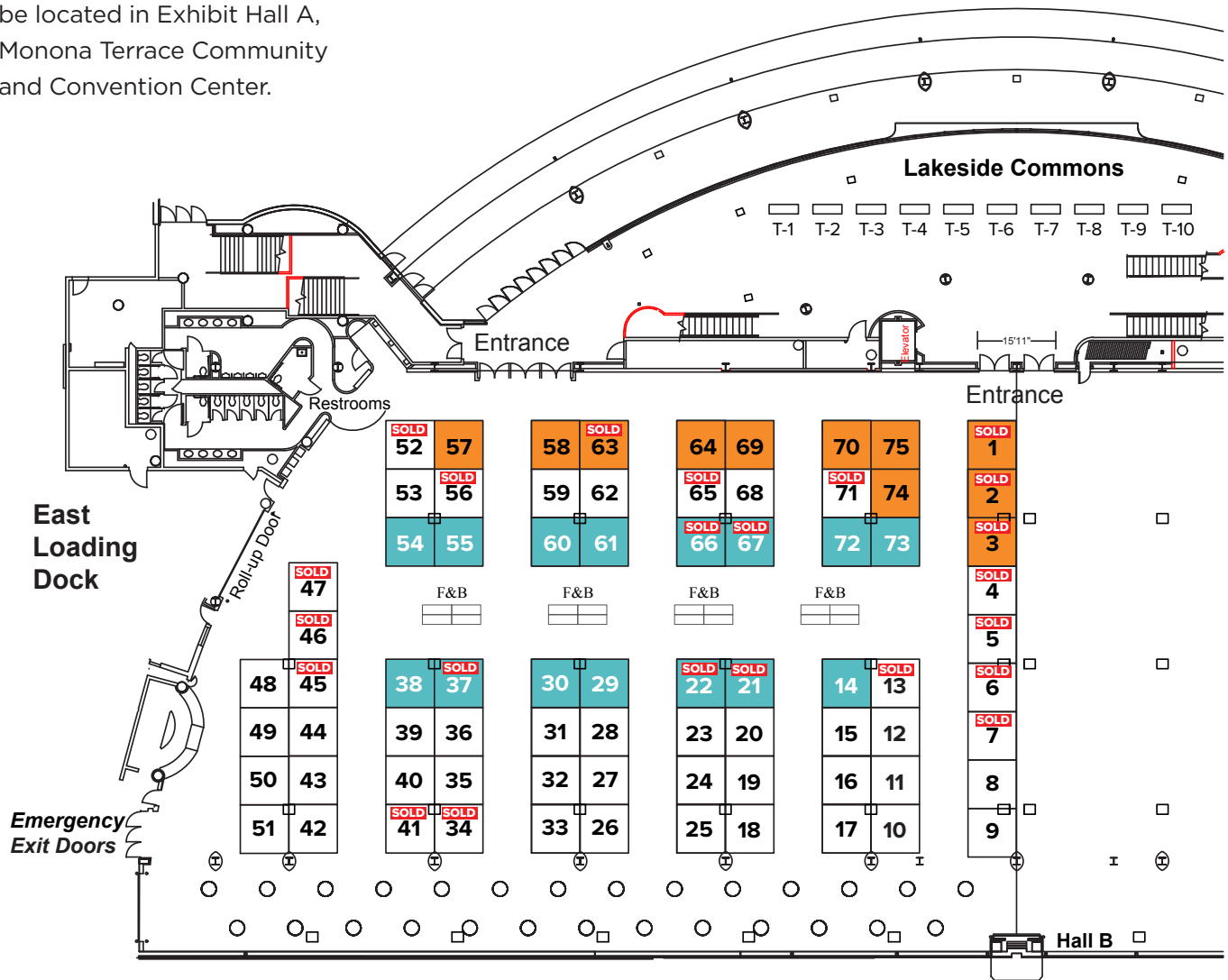


ACM has two central lenses that guide our work diversity, equity, accessibility, and inclusion (DEAI); and environmental resiliency. In your advertisements, exhibiting, and sponsorships with ACM we invite you to highlight these elements, aspirations, and accomplishments in your own work to resonate with our values and those of our community.



Exhibit at InterActivity

The ACM MarketPlace will be located in Exhibit Hall A, Monona Terrace Community and Convention Center.



ACM MarketPlace Schedule

Move In

May 15

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

Move Out

May 16

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

*Alternate Move In times may be available upon request.

Event Hours

May 15

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

May 16

7:30 a.m. to 4:00 p.m.



Reserved for exhibitors that also sponsor InterActivity at \$6k or higher



Reserved for Prime Location exhibitors

Booths 1-75

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.

Questions? Contact Emily Miranker at Emily.Miranker@ChildrensMuseums.org

Exhibit at InterActivity 2024 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 2025, 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. <i>*applies only to standard booth spaces</i>	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 Preliminary Program and the 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

ACM is pleased to offer many ways to position your organization within this exciting and growing field. Sponsoring at InterActivity provides you with access to over 900 conference attendees before, during, and after the event; with distributions lists reaching more than 3,200 professionals. Whether your goal is brand recognition, thought leadership, or targeted audience engagement; ACM has ways to make your message visible to our community!

General Sponsorship Levels and Benefits

InterActivity 2024 General Sponsorships	Signature Sponsor \$35,000+ <i>exclusive</i>	Lead Sponsor \$20,000	Major Sponsor \$15,000	Patron Sponsor \$10,000	Supporter Sponsor \$5,000	Partner Sponsor \$2,500
Inclusion in Press Release announcing ACM conference	X	X	X	X		
Booth in Sponsor Section of the MarketPlace	Double Booth	Single Booth	Single Booth	Single Booth		
Verbal recognition at Plenary Sessions	X	X	X	X		
Recognition in special event signage	<ul style="list-style-type: none"> ■ Museum Party ■ Networking Breakfast ■ Peer-to-Peer Discussion Roundtables 	<ul style="list-style-type: none"> ■ Museum Party ■ Networking Breakfast ■ Peer-to-Peer Discussion Roundtables 	<ul style="list-style-type: none"> ■ Networking Breakfast ■ Peer-to-Peer Discussion Roundtables 	Networking Breakfast		
Invitation to include promotional material in conference tote bag	X	X	X	X		
Complimentary Full Conference registrations	6	4	2	2		
Complimentary party tickets for evening event at host museum	6	4	2	2		
Ad in conference final program	Two page spread	Full Page	Full Page	Full Page	Half Page	
Sponsor sign displayed at registration and high-traffic location throughout the conference	Logo	Logo	Logo	Logo	text	text
Recognition in plenary sessions slideshow	Logo	Logo	Logo	Logo	text	text
Recognition on sponsorship page of conference preliminary and final program	Logo	Logo	Logo	Logo	text	text
Inclusion in Sponsor recognition webpage	Logo	Logo	Logo	Logo	text	text
Recognition in conference mobile app	Logo	Logo	Logo	Logo	text	text
(3) e-blasts; ~3,700 reached per e-blast	Logo	Logo	Logo	Logo	text	text
Instagram Posts during week of event	4	3	2	2	1	
Access to opt-in attendee list	X	X	X	X	X	X

Attendee Amenities Pricing

Reusable Conference Tote Bags	\$5,000
Conference Wifi	\$4,000
Conference Water Stations	\$3,000
Drink Tickets for the ACM-MarketPlace Reception	SOLD \$2,500
Conference Badge Holders*	\$2,500
Reusable Silicone Straws*	\$2,500
Reusable Water Bottles*	\$2,000
Program-At-A-Glance	\$2,000
Recycled Paper Conference Notebooks*	\$1,500
1/2 oz. bottle of Hand Sanitizer*	\$1,500
Tote Bag Item*	\$1,500
Conference Pens*	SOLD \$1,000
Recycled Paper Emerging Museums Pre-Conference Notebooks*	\$500

*Additional production costs are the responsibility of the sponsor.

Still looking to make an impact? Honor Children's Museum professionals by making a contribution to the Impact Fund. ACM's Impact Fund supports the work of institutions and people in this field to ensure the rights of all children to playful learning, and a healthy, safe, and equitable future.

Contributors will be recognized in a full-page ad in the final program and in the plenary sessions slideshow; all donations are tax deductible to the full extent of the law.

Questions? Ideas? Want to Sponsor?

Emily Miranker

Emily.Miranker@ChildrensMuseums.org
703.224.3100 x104

Add Emily Miranker's digital business card to your contacts.



Sponsorship Showcase

On the Mainstage	
Plenary Session - Keynote	\$10,000
Plenary Session - Great Friend to Kids Award	\$10,000
Reach All Attendees	
Professional Headshot Station	\$4,500
Chair Massage Station	\$3,500
Power Charging Unit	\$2,500
Professional Networking Breakfast	\$3,000
Coffee-Break	SOLD
ACM MarketPlace Lunch	\$4,000
Closing Breakfast	\$3,000
Target Your Audience	
Concurrent Session Stream Sponsorship (7 avail.)	\$2,500
CEO Retreat (3 available) Expected attendance 75-100	\$6,000
Emerging Museums Pre-Conference Expected attendance 50-75	\$5,000

DEAI & Sustainability	Multiple available
Small Museums Financial Aid Sponsorship Underwrite conference attendance for Small Museum (budgets under <\$500k) Employees Expected recipients: 5 people	\$5,000
Diversity in Action Fellowship Underwrite conference attendance for self-identified staff from underrepresented groups Expected recipients: 5 people	\$6,500
Green Champion Support conference sustainability efforts such as adding recyclable and compostable options, optimizing digital communications, as well as using greener print materials.	\$8,000



Interested in getting your name in front of everyone?

Or, do you want to reach a specific audience? Select or customize a sponsorship package that meets your exact marketing needs.

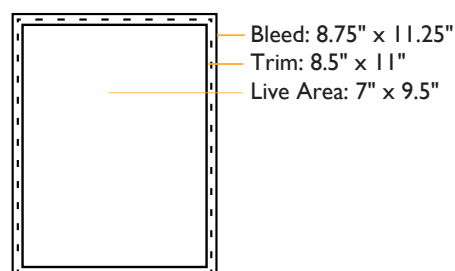
Advertise at InterActivity

Preliminary and Final Program Ads

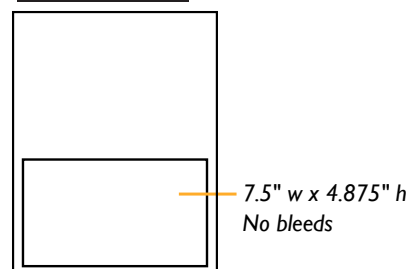
Put your organization's ad in the hands of every InterActivity attendee. Increase awareness for your expertise, product, or exhibit each time attendees look up information before, during, and after the conference. The Preliminary Program is released in December 2023 as an online-only publication. The Final Program is distributed onsite at InterActivity to all registered attendees and also is available as an online publication.

	Preliminary & Final Programs (Combo Ad Package)		Final Program Only	
Deadline	Wednesday, November 29, 2023		Friday, 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 SOLD	\$1,795 SOLD	\$1,095 SOLD	\$1,195 SOLD
Inside Back Cover	\$1,595	\$1,795	\$1,095	\$1,195
Outside Back Cover	\$1,895 SOLD	\$2,095 SOLD	\$1,395 SOLD	\$1,595 SOLD

FULL PAGE



HALF PAGE



InterActivity's Mobile App

Extend your reach to attendees' phones and mobile devices through our conference app.

Mobile App Sponsor	Sponsorship of the app will feature your logo on the Splash (Login) Screen, exclusively on the menu page within the app, on one event page within the app of your choice, as well as on the sponsor section of the app; PLUS recognition on the sponsor webpage, final program and mainstage slide show.	2 available	\$3,500
Mobile App Gamification Sponsor	Your logo will be featured immediately after the gamification code is redeemed by an attendee; PLUS recognition on the sponsor webpage, final program, and mainstage slideshow.	1 available	\$2,000
Event Pages Logo Placement	Your logo will be featured at the top of the event app when you first open up the page you've sponsored. This image will only show up briefly before it's hidden again.	6 available	\$750

InterActivity 2024 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	
	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 SOLD	<input type="checkbox"/> \$1,795 SOLD	<input type="checkbox"/> \$1,095 SOLD	<input type="checkbox"/> \$1,195 SOLD
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 SOLD	<input type="checkbox"/> \$2,095 SOLD	<input type="checkbox"/> \$1,395 SOLD	<input type="checkbox"/> \$1,595 SOLD

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"/> \$2,395

EXHIBITOR LOCATION PREFERENCES (Visit www.ChildrensMuseums.org/interactivity/acm-marketplace/ for available locations.)

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

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.

<input type="checkbox"/> Contact me about a custom sponsor package

Name _____
Email _____
Phone _____

Sponsor Selections	
Sponsorship: _____	<input type="checkbox"/> \$ _____
Sponsorship: _____	<input type="checkbox"/> \$ _____
Impact Fund Contribution to honor Children's Museums Field	<input type="checkbox"/> \$ _____

SUBTOTAL:	\$ _____
Advertisements:	\$ _____
Exhibits:	\$ _____
Sponsorships:	\$ _____
CALCULATE TOTAL	\$ _____

Attendee Amenities	
Reusable Conference Tote Bags	<input type="checkbox"/> \$5,000
Conference WiFi	<input type="checkbox"/> \$4,000
Conference Water Stations	<input type="checkbox"/> \$3,000
1/2 oz. bottle of Sanitizer	<input type="checkbox"/> \$3,000
Conference Badge Holders	<input type="checkbox"/> \$2,500 + cost
Drink Tickets at ACM MarketPlace Reception SOLD	<input type="checkbox"/> \$2,500
Reusable Silicone Straws	<input type="checkbox"/> \$2,500 + cost
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 SOLD	<input type="checkbox"/> \$1,000 + cost
Recycled Paper Emerging Museums Pre-Conference Notebooks	<input type="checkbox"/> \$500 + cost

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 2024 Registration. To attend InterActivity sessions, exhibitors must purchase Registration for InterActivity 2024.

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	Threads Page URL
Twitter Page URL	Organization LinkedIn Page URL	
Email	Website	

Choose **1-3** categories that best describes your organization or reason for exhibiting.

- | | | |
|--|---|--|
| <input type="checkbox"/> Architecture & Exhibit Designer | <input type="checkbox"/> Educational Resources and Collaborations | <input type="checkbox"/> Museum Management Software Provider |
| <input type="checkbox"/> Art and Museum Supplier | <input type="checkbox"/> Exhibit Fabricator | <input type="checkbox"/> Museum Product Vendor or Designer |
| <input type="checkbox"/> Communications/Marketing | <input type="checkbox"/> Gift Shop Vendor | <input type="checkbox"/> Nonprofit Consultancy |
| <input type="checkbox"/> DEAI & Sustainability | <input type="checkbox"/> Membership/Fundraising Software Provider | <input type="checkbox"/> Traveling Exhibit Provider |
| <input type="checkbox"/> Digital/Experience Design | | <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 Expiration /

CALCULATE GRAND TOTAL

Subtotal from page 7

\$ _____

Registration Total \$ _____

GRAND TOTAL: \$ _____

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 2024 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 _____

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

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

ACM's InterActivity 2024 Exhibitor Terms of Agreement

1. ACM strictly prohibits any marketing or promotion of goods and services at any InterActivity 2024 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 2024 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 Madison 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 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.
 4. Combustible decorations or display materials are prohibited.
 5. 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 Monona Terrace Community and Convention Center. Exhibitor will be responsible for any costs related to these requests. Power necessary to support said equipment must be ordered exclusively through the Hotel.
 6. 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.
 7. No rooms or other meeting space in the Monona Terrace Community and Convention Center, the official InterActivity 2024 ACM MarketPlace location, and/or Madison Children's Museum can be used for storage, exhibit purposes, workshops, or other Exhibitor sales-related use without prior ACM approval.
 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 at Madison Children's Museum, and/or the Monona Terrace Community and Convention Center, normal wear and tear excepted. Exhibitor agrees to protect, defend, indemnify, and hold ACM, the Monona Terrace Community and Convention Center, and Madison 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 Monona Terrace Community and Convention Center, and Madison 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.
 9. 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.
 10. Exhibitor shall be fully responsible to pay any and all damages to property owned by ACM, the Monona Terrace Community and Convention Center and/or Madison 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 Monona Terrace Community and Convention Center and/or Madison 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 Monona Terrace Community and Convention Center, and/or Madison Children's Museum, its employees, agents, or contractors.
 11. ACM reserves the right to modify ACM MarketPlace hours as deemed necessary to meet program needs.
 12. ACM reserves the right to cancel the ACM MarketPlace. If ACM exercises this option, ACM will inform Exhibitors on or before March 29, 2024, and will refund ACM MarketPlace booth and conference registration fees in full.
 13. 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.
 14. Each Exhibitor must deliver and fully set up all equipment and materials by 2:00 p.m. on Wednesday, May 15, 2024. Exhibitors must remove the above items by 9:00 p.m. on Thursday, May 16, 2024.
 15. The ACM MarketPlace decorator will send all confirmed Exhibitors a service kit that includes order forms for individual service needs.
 16. Out of the ordinary and /or special requests (use of water, live animals) requires prior approval by ACM and /or the Monona Terrace Community and Convention Center. Additional paperwork and/or fees may be required for this and are the sole responsibility of the Exhibitor.
 17. No outside food or beverage is permitted in the Monona Terrace Community and Convention Center, 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.
 18. 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 Monona Terrace Community and Convention Center. Exhibitor will be responsible for any costs related to these requests.
 19. 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 \$250 administrative fee, through November 30, 2023. Thereafter, ACM will refund 50% of Exhibitor's payment, less a \$250 administrative fee, through April 5, 2024. Refunds will not be issued after April 5, 2024.
 20. All prices quoted in this brochure are in U.S. dollars.
 21. 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 Monona Terrace Community and Convention Center. 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.
 22. 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.
 23. Booth sharing is strongly discouraged. If two separate organizations are represented in one booth, an assessment of \$300 per organization will be issued.
 24. All prior obligations to ACM for any good or service must be settled prior to entering into an InterActivity 2024 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, 2024.
 25. 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 Monona Terrace Community and Convention Center and Madison 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.

Monona Terrace Exhibitor Terms of Agreement



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

ONE JOHN NOLEN DRIVE MADISON, WI 53703 TEL 608 261-4000 FAX 608 261-4049

Exhibitor Rules

A. Smoking

1. In compliance with City Ordinance 23.05, smoking is not permitted in the building. This includes e-cigarettes.

B. Booths, Displays, Decorations and Signs

1. Care must be taken when moving materials across the exhibit hall floor. Any damage to the surface of the Monona Terrace floor may result in additional charges. When using a forklift or moving materials across the floor, please be sure to raise the materials above floor level so that floor is not scratched, gouged or damaged in any way.
2. No materials may be attached, taped, nailed, pinned, or otherwise fastened to any ceiling, floor, permanent drapery, painted surface or wall of Monona Terrace Community and Convention Center. Duct tape may not be adhered to any surface, including the floor.
3. Only gaffers tape may be used to secure booth carpeting to the floor.
4. Strict guidelines apply for hanging signage. Any costs incurred by Monona Terrace from the use of, or removal of signage or decorations will be billed accordingly.
5. Helium balloons are allowed only when securely anchored to exhibits. Helium balloons may not be given away or sold. A balloon removal fee will be assessed according to the Monona Terrace rates and fees schedule should Monona Terrace be required to retrieve balloons from the ceiling.
6. Glitter, decals, gum, confetti, and stickers may not be distributed or affixed inside the facility.

C. Move In/Move Out

1. All equipment must be transported into the facility through designated loading dock areas.
2. Only small, hand-carry items are permitted through Lobby Glass entrances on Level 4. Large items/pallets must be moved into the building through the designated loading dock areas.
3. Trucks and vehicles will be allowed on the dock only during official move in/move out times. Once materials have been unloaded, vehicles must be moved to the parking ramp or off site.
4. Vehicles left unattended at the loading dock for an excessive period of time are subject to being ticketed or towed.

D. Fire Codes

1. Exhibitors, service contractors, and event promoters must comply with all federal, state, and local fire codes which apply to places of public assembly.

2. All exhibitor materials must be flame proof.
3. Gasoline, propane, or other flammable items are prohibited.
4. Open flame is not permitted in the building.
5. Pyrotechnics are not permitted in the building.
6. Fire extinguishers, hose cabinets, fire hose connections, fire alarm pull stations and other fire alarm devices must remain clear, visible and unobstructed at all times.
7. Any exhibit booth or other structure with a ceiling and enclosed sides may require special fire protection measures and must be approved in writing by a Monona Terrace Event Coordinator prior to the event.
8. The use of a hazer or fog-producing machine must be approved in writing by a Monona Terrace Event Coordinator prior to the event.

E. Vehicles

1. The display of any and all vehicles that are powered by a combustion engine must be approved in advance by Monona Terrace. Approved vehicles must adhere to the following restrictions:
 - a. Fuel tanks to be less than $\frac{1}{4}$ full.
 - b. The cap for the fuel tank must be locked or taped down and at no time is the removal or addition of fuel allowed in or around the Center.
 - c. Vehicle electrical systems must be disconnected by either removing the battery, battery cables or disconnecting the battery cables and taping contact with non-conductive electrical tape.
 - d. Mats or another type of protective material must be placed under all tires, as well as the engine to protect the floor from damage. No substance may be sprayed or otherwise applied to tires or vehicle while in the facility that could potentially stain or create a slick surface on the floor.
2. Exhibitors are responsible for any floor damage caused by spillage of fuels, oils, or similar substances.

F. Food and Beverage

1. Monona Catering is the exclusive caterer. **No** food or beverages shall be brought onto Monona Terrace premises except through the building caterer.
2. No free samples are to be given away or otherwise distributed without prior written consent of Monona Catering Management.
3. Carry out or delivery service foods for more than one person are not allowed in the building. Arrangements for food can be made through Monona Catering.
4. No alcoholic beverages are allowed in the exhibit areas during decorator or exhibitor move-in and move-out.

G. Shipping/Handling of Exhibit Materials

1. All exhibitor shipments should be coordinated through the service contractor.
2. Monona Terrace does not have storage capabilities. Freight received prior to the event move-in day will be refused. Your service contractor can assist you with warehousing advanced shipments. The official service contractor will accept on-site shipments on the move-in day.

3. Monona Terrace will not accept any C.O.D. deliveries.
4. All materials must be removed during designated move-out hours.
5. Outgoing shipments should be coordinated through the service contractor prior to exhibitor leaving the building. Federal Express shipments can be arranged through the Monona Terrace Command Center.
6. Any materials left at Monona Terrace without pick up arrangements are subject to disposal.
7. The City of Madison is not responsible for any loss, damage, or injury to properties of any kind that are shipped or delivered to Monona Terrace.

H. Animals

1. Animals and pets are not permitted in Monona Terrace unless approved in advance by Monona Terrace. Properly identified service animals are permitted.

I. Trash Removal

1. Dispose of refuse in appropriate containers. Monona Terrace staff does not clean inside vendor booth areas.
2. Cleaning or custodial services for booths, registration areas, carpeted areas, or aisles is provided by the service contractor. You should arrange for this service from the service contractor.
3. Monona Terrace provides general housekeeping in the building's public areas.
4. If an event generates an excessive amount of trash, the costs of emptying the compactor will be charged to show management.
5. Arrangements for the disposal of large, heavy or unusual items must be made with the event coordinator prior to the event. Charges may apply.

J. Parking/RV Parking

1. No parking is allowed in the loading dock area.
2. Electricity and water are not available for R/V's.
3. Any unattended vehicles parked in loading areas (with the exception of designated move-in or move-out times) are subject to being ticketed or towed at the owner's expense.

K. Security

1. The responsibility for complete event security belongs to the event management and exhibitors.
2. Monona Terrace security staff monitors the building perimeters, parking areas, and interior public spaces.
3. Monona Terrace reserves the right to require an appropriate number of event security or off-duty City of Madison Police Officers for all public events, event move-in and move-out, and certain food or beverage functions.

L. Floor Load

1. The floor load capacity on the exhibition hall floor is 250 pounds per square inch.

M. Adhesives

1. No adhesives may be used without prior approval of Monona Terrace.

2. Show management will be responsible for any damages incurred if inappropriate adhesives are used.

N. Americans with Disabilities Act

1. Show management must comply with all applicable requirements of the American with Disabilities Act of 1990. Monona Terrace staff will work with you to resolve any questions or issues that arise.
2. Aisles and exits must be kept clean and free of obstructions.
3. All exit signs must remain unobstructed at all times.
4. Easels, signs etc. may not be placed beyond the booth area.

O. Exhibits in the Madison Ballroom, Hall of Ideas, Grand Terrace, Community Terrace or Meeting Rooms

1. When necessary to use the carpeted meeting spaces for exhibits, special guidelines must be followed. Please contact your Monona Terrace Coordinator for details. Forklifts are not allowed on the carpeted areas.
2. Show Management will be responsible for any damage caused by exhibitors to carpeted areas.

P. Utilities

1. Utilities can be ordered in advance or ordered on-site during move-in at the service desk or through the event coordinator.
2. Electrical installations are to be completed by qualified Monona Terrace Electricians only.
3. Show management will be responsible for all utility charges incurred by the show management and/or service contractor.

Q. Wireless Internet System

1. Exhibitors may NOT set up their own wireless systems in the facility due to interference issues.

R. Prohibited Materials

1. The following materials are prohibited in the Monona Terrace:
 - a. Fireworks or pyrotechnics
 - b. Blasting agents
 - c. Explosives
 - d. Compressed flammable gases
 - e. Flammable gas
 - f. Aerosol cans with flammable propellants
 - g. Toxic materials
 - h. Gas operated cooking equipment
 - i. Wood matches with all-surface strikes
 - j. Portable heating equipment
 - k. Flammable or combustible liquids
 - l. Flammable swords, fire batons, etc.
 - m. Hazardous chemicals or materials such as poisons, pesticides, acids, alkalis, corrosives, toxins, and other chemicals that pose risk to health, safety or property.



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

Deadline Reminders

November 29, 2023	Ads for Online Preliminary Program
March 11, 2024 April 3, 2024	Ad Art for Final Program Due Sponsor Reservations Exhibitor Reservations
April 22, 2024	Hotel Room Reservations

Rooms Fill Up Fast—Book Early!

Hilton Madison Monona Terrace

9 East Wilson Street
Madison WI 53703

Hilton Group Code: **ACM24**
Hilton Group Rate: **\$189**
Hilton Reservations:
608-255-5100

The Madison Concourse Hotel

1 West Dayton Street
Madison WI 53703

Madison Concourse Group
Code: **1030426**
Madison Concourse Group
Rate: **\$189**
Madison Concourse Group
Reservations: **800-356-8293**

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 460+ members in all 50 states and 12 countries, we leverage the collective knowledge and experience of children's museums through convening, sharing, and dissemination.

Questions?

Emily Miranker

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

