

The Fabric of Belonging:  
Crafting Spaces for Connection and Resilience



# INTERACTIVITY

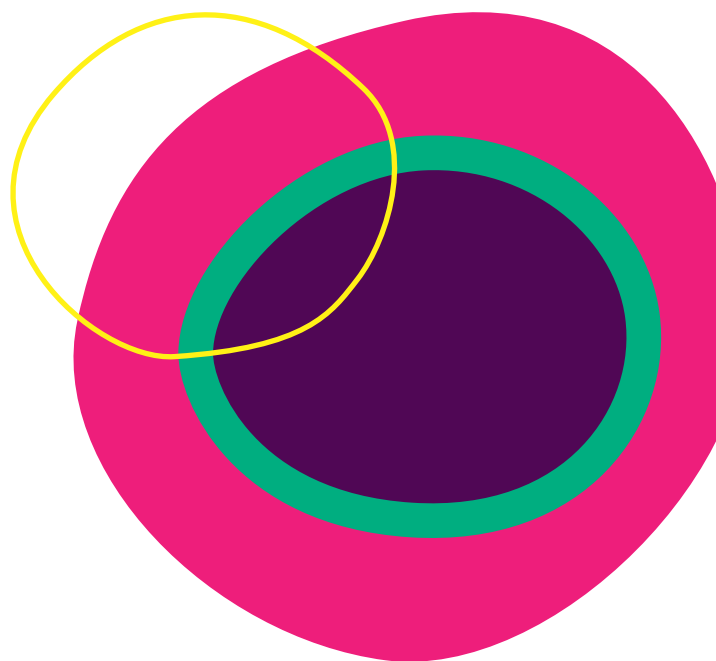
# 2026

April 21–23, 2026  
San Diego, CA



the new children's museum™

## Prospectus



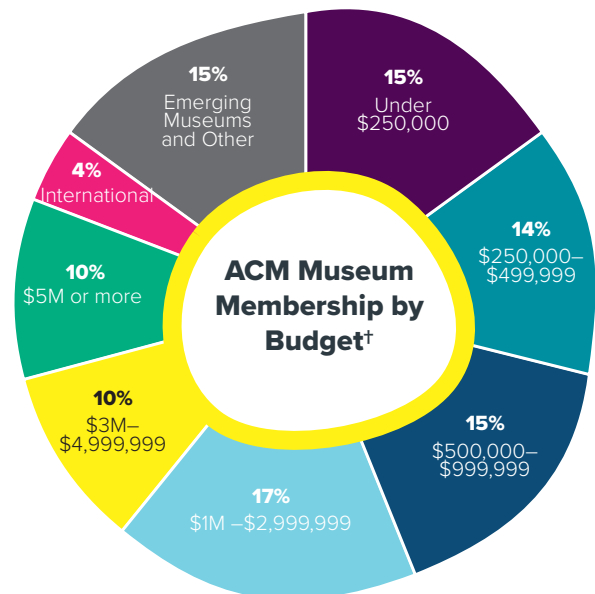
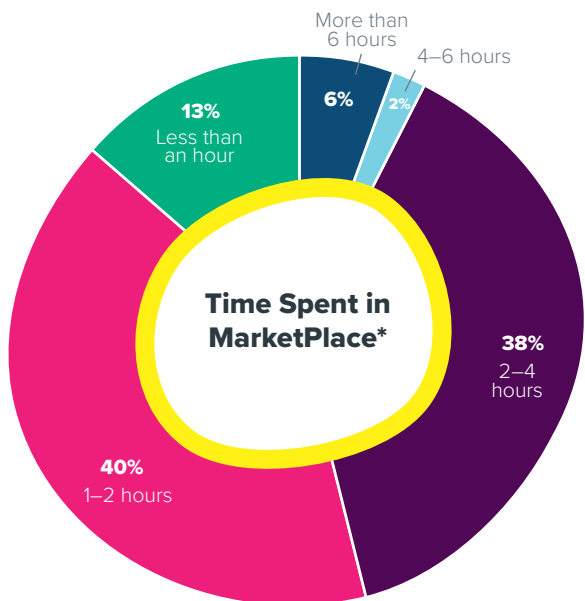
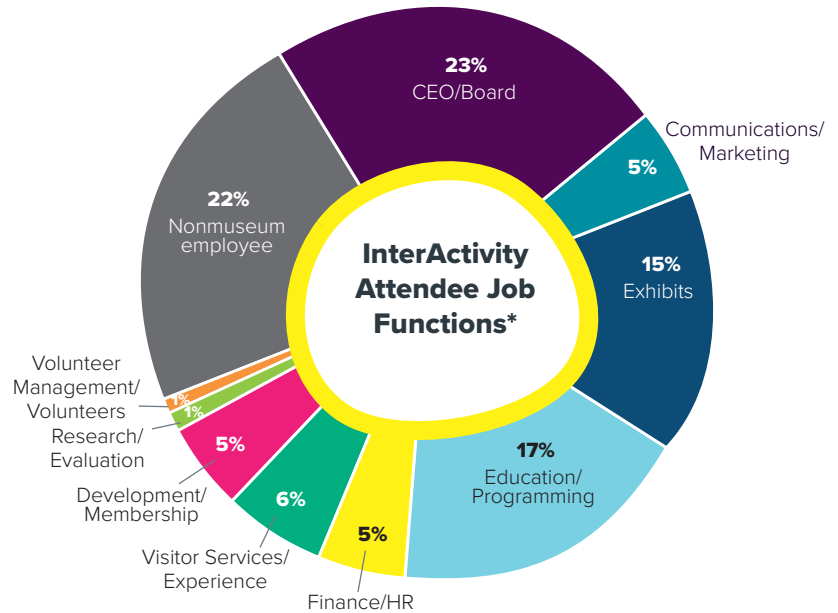
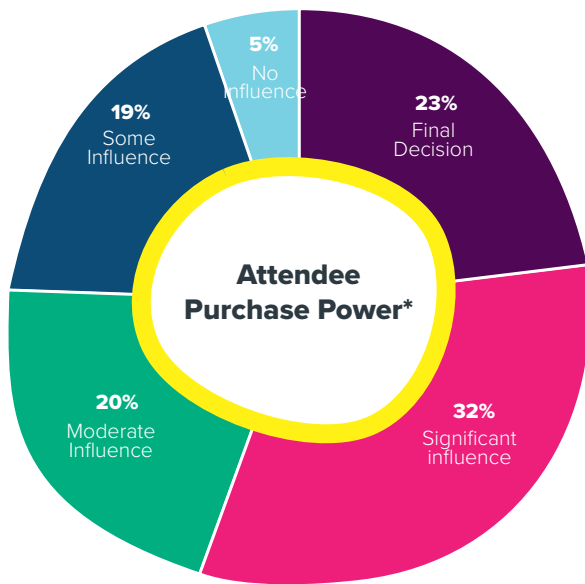
# Welcome to InterActivity

## What

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

## Who

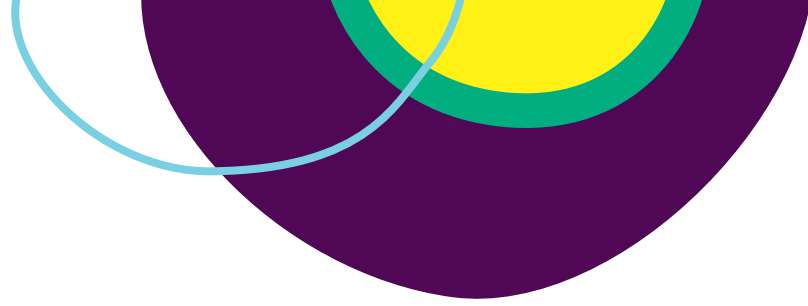
InterActivity is the largest gathering of children's museum professionals in the world.



\* Based on InterActivity 2025 registration and post-conference survey data.

† Based on 2024 data

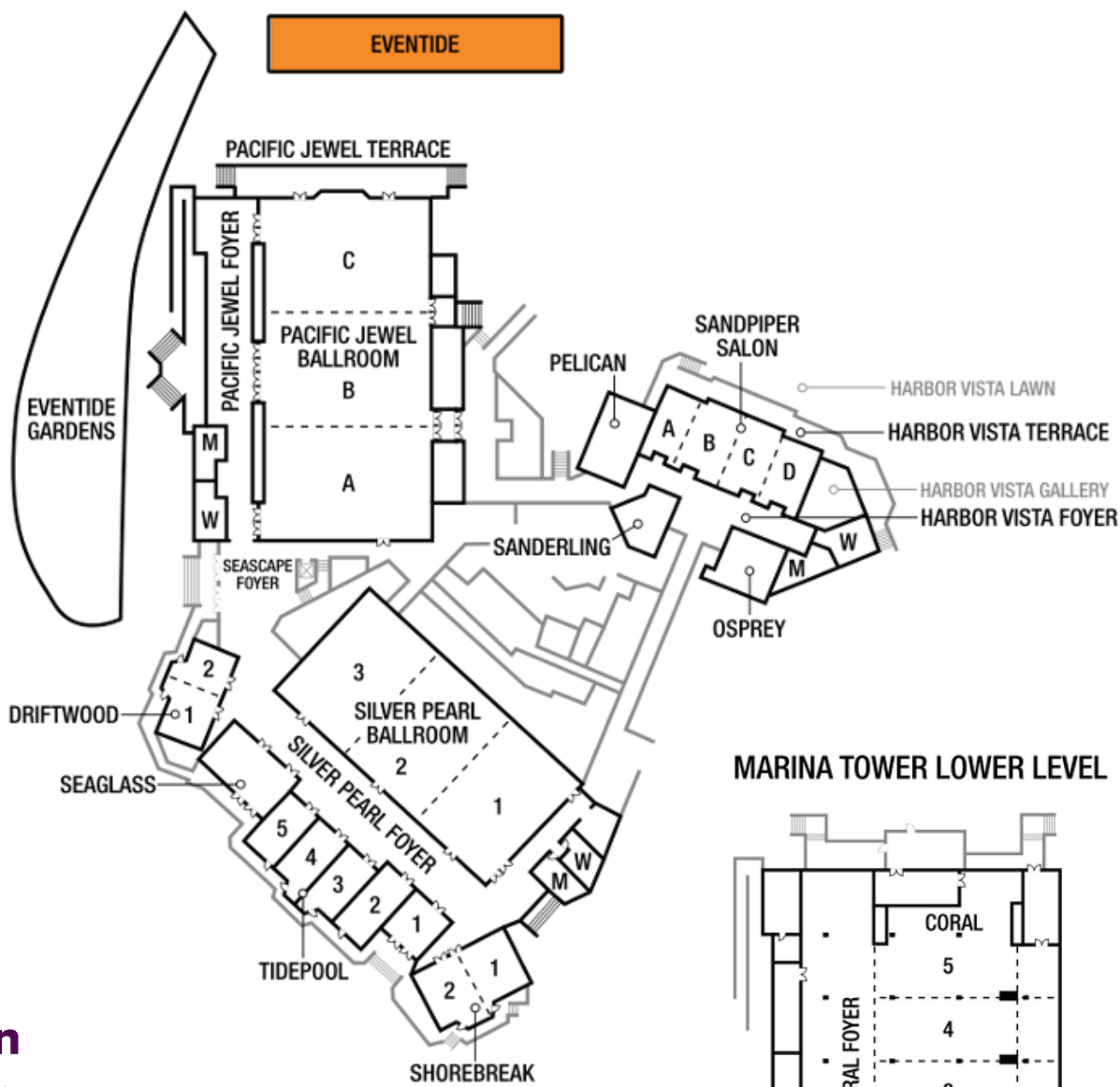




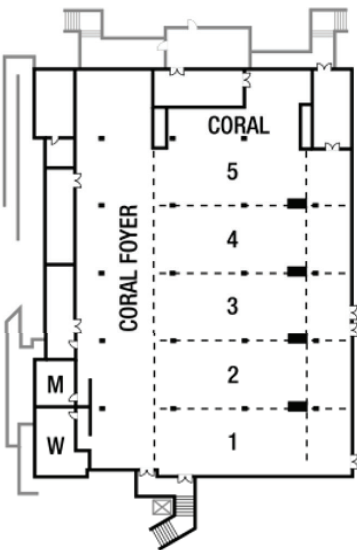
# Where

InterActivity will be held in San Diego, CA at the Sheraton San Diego Resort. The ACM MarketPlace will be held in the Eventide pavilion. Most concurrent sessions will be held in the Marina Tower of the Sheraton. Plenary sessions will be held in the Pacific Jewel Ballroom.

## MARINA TOWER LOBBY LEVEL



## MARINA TOWER LOWER LEVEL



# When

**InterActivity Dates:**

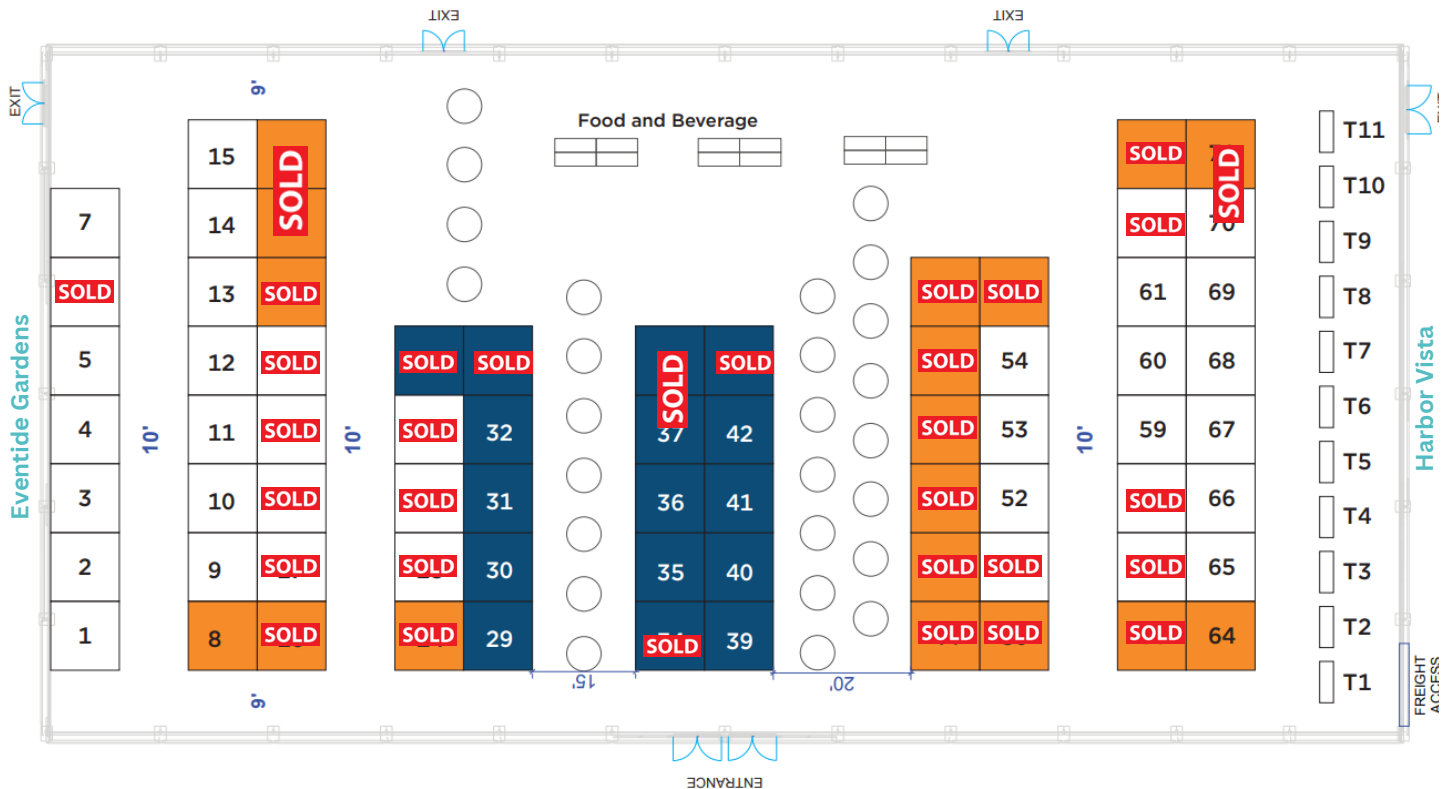
April 21–23, 2026

**ACM MarketPlace Dates:**

April 21–22, 2026

# Exhibit at InterActivity

The ACM MarketPlace will be located in the Eventide pavilion at the Sheraton San Diego Resort.



## ACM MarketPlace Schedule

### Move In

#### April 21

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

### Event Hours

#### April 21

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

#### April 22

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

### Move Out

#### April 22

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 at \$4k or higher



Reserved for Prime Location exhibitors

### Booths 1–71

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

### Tabletops T1–T11

include one draped 6' table and two chairs.

Questions? Contact Emily Miranker at [Emily.Miranker@ChildrensMuseums.org](mailto:Emily.Miranker@ChildrensMuseums.org)

Exhibit at InterActivity 2026 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 2027

### Bingo!

Like children's museum visitors, our attendees love to play. Join in the game by sponsoring a square on our MarketPlace Bingo Board for an added incentive to visit your booth or tabletop, details on page 5.

Exhibitor Options

		Rate thru 2/24/26	Rate after 2/24/26
<b>Booth</b> A key to business development, a booth enables you to engage with your target audience directly.	ACM Member	\$1,395	\$1,595
	Affiliate Nonprofit	\$1,495	\$1,645
	Nonmember	\$1,795	\$2,095
<b>Prime Location Booth</b> A prime location in the ACM MarketPlace. See exhibit hall map on page 2 for prime locations.	ACM Member	\$1,695	\$1,895
	Affiliate Nonprofit	\$1,795	\$1,945
	Nonmember	\$2,195	\$2,495
<b>Two Booths</b> 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	\$2,495
	Affiliate Nonprofit	\$2,595	\$2,745
	Nonmember	\$2,995	\$3,295
<b>Booth + Ad</b> A step above. One booth plus a full-page ad in both the Preliminary Program and the Final Program. Available through December 1, 2025.	ACM Member	\$2,495	N/A
<b>Tabletop</b> An ideal solution for organizations that don’t require a large space.	ACM Member	\$895	\$995
	Affiliate Nonprofit	\$1,095	\$1,165
	Nonmember	\$1,295	\$1,445

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 more than 950 conference attendees before, during, and after the event; with distributions lists reaching more than 4,100 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 2026 General Sponsorships	Signature Sponsor \$35,000+ <i>exclusive</i>	Lead Sponsor \$25,000	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"> <li>Museum Party</li> <li>Networking Breakfast</li> <li>Peer-to-Peer Roundtable Discussions</li> </ul>	<ul style="list-style-type: none"> <li>Museum Party</li> <li>Networking Breakfast</li> <li>Peer-to-Peer Roundtable Discussions</li> </ul>	<ul style="list-style-type: none"> <li>Networking Breakfast</li> <li>Peer-to-Peer Roundtable Discussions</li> </ul>	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	1	
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
Inclusion in (3) ACM eblasts	Logo	Logo	Logo	Logo	text	
Social Media post during the week of the event	4	3	2	2	1	
Access to opt-in attendee list	X	X	X	X	X	X

\*Complimentary registration is non-transferable and must be used by a member of sponsoring organization.

## Attendee Amenities Pricing

Deluxe Conference Tote Bags		\$10,000
Standard Conference Tote Bags		\$6,000
Conference Wifi		\$4,000
Conference Water Stations		\$3,000
Drink Tickets for the ACM MarketPlace Reception (2 of 3 avail.)		\$3,000
Conference Badge Holders*	<b>SOLD</b>	\$2,500
Reusable Silicone Straws*		\$2,500
Reusable Water Bottles*		\$2,000
Program-At-A-Glance	<b>SOLD</b>	\$2,000
Recycled Paper Conference Notebooks*	<b>SOLD</b>	\$1,500
1/2 oz. bottle of Hand Sanitizer*		\$1,500
Tote Bag Item*		\$1,500
Conference Pens*	<b>SOLD</b>	\$1,000
Recycled Paper Emerging Museums Pre-Conference Notebooks*	<b>SOLD</b>	\$500

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

### MarketPlace Bingo Board

Sponsor a Square for MarketPlace Bingo! Drive traffic to your booth by sponsoring a square on our MarketPlace Bingo Board. The square will include your name and booth/tabletop number. Light those playful, competitive fires as attendees explore MarketPlace and work to complete their board for a chance to be among the first 250 to finish and get a one of a kind #IA26 challenge coin.

## Sponsorship Showcase

On the Mainstage	
Plenary Session - Keynote	\$15,000
Plenary Session - Awards	\$15,000
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	\$3,000
ACM MarketPlace Lunch	\$4,000
Closing Breakfast (2 available)	\$3,000
Target Your Audience	
Concurrent Session Stream Sponsorship (6 available)	\$2,500
CEO Retreat (2 available) Expected attendance 100-150	<b>SOLD</b> \$10,000
New Attendee Orientation Expected attendance 250-300	\$7,500
Emerging Museums Pre-Conference Expected attendance 50-75 (1 of 2 avail.)	\$5,000
DEAL & Sustainability	Multiple available
<b>Small Museums Financial Aid Sponsorship</b> Underwrite conference attendance for Small Museums (budgets under <\$500k) Employees Expected recipients: 5 people	\$5,000
<b>ACM Conference Fellowship</b> Underwrite conference attendance or emerging professionals Expected recipients: 5 people	\$6,500
<b>Green Champion</b> Support conference sustainability efforts such as adding recyclable and compostable options, optimizing digital communications, as well as using greener print materials.	\$8,000

## 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.



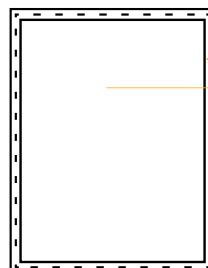
# Advertise at InterActivity

## 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 2025 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.

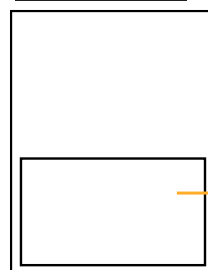
	Preliminary & Final Programs (Combo Ad Package)		Final Program Only	
Deadline	Friday, October 31, 2025		Friday, February 6, 2026	
	ACM Member	Nonmember	ACM Member	Nonmember
Inside Half Page	\$995	\$1,195	\$795	\$895
Inside Full Page	\$1,195	\$1,395	\$895	\$995
Inside Front Cover	\$1,695 <b>SOLD</b>	\$1,895 <b>SOLD</b>	\$1,195 <b>SOLD</b>	\$1,395 <b>SOLD</b>
Inside Back Cover	\$1,695	\$1,895	\$1,095	\$1,395
Outside Back Cover	\$1,995 <b>SOLD</b>	\$2,195 <b>SOLD</b>	\$1,495 <b>SOLD</b>	\$1,795 <b>SOLD</b>

### FULL PAGE



Bleed: 8.75" x 11.25"  
Trim: 8.5" x 11"  
Live Area: 7" x 9.5"

### HALF PAGE



7.5" w x 4.875" h  
No bleeds

The preferred method of submission is a high resolution PDF file, we also accept JPGs or PNG files if the files are at 300 DPI and in CMYK format. Files should be emailed to [Emily.Miranker@ChildrensMuseums.Org](mailto:Emily.Miranker@ChildrensMuseums.Org).

### → Increase your coverage in the lead up to InterActivity.

Add a hyperlinked placement in our monthly e-newsletter, e-Forum. 6 placements available: October 2025-March 2026, \$200 members/\$400 nonmembers.

## InterActivity's Mobile App

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

<b>Mobile App Sponsor</b>	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.	1 available	\$3,500
<b>Logo Placement on Home Page</b>	Showcase your logo with a URL on the home page of the event app.	4 available	\$500



# InterActivity 2026 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"/> \$995	<input type="checkbox"/> \$1,195	<input type="checkbox"/> \$795	<input type="checkbox"/> \$895
Inside Full Page	<input type="checkbox"/> \$1,195	<input type="checkbox"/> \$1,395	<input type="checkbox"/> \$895	<input type="checkbox"/> \$995
Inside Front Cover	<input type="checkbox"/> \$1,695 <b>SOLD</b>	<input type="checkbox"/> \$1,895 <b>SOLD</b>	<input type="checkbox"/> \$1,195 <b>SOLD</b>	<input type="checkbox"/> \$1,395 <b>SOLD</b>
Inside Back Cover	<input type="checkbox"/> \$1,695	<input type="checkbox"/> \$1,795	<input type="checkbox"/> \$1,095	<input type="checkbox"/> \$1,395
Outside Back Cover	<input type="checkbox"/> \$1,995 <b>SOLD</b>	<input type="checkbox"/> \$2,195 <b>SOLD</b>	<input type="checkbox"/> \$1,495 <b>SOLD</b>	<input type="checkbox"/> \$1,795 <b>SOLD</b>

## EXHIBITING OPTIONS

	Member		Nonprofit		Nonmember	
	Rate Thru 2/24/26	Rate After 2/24/26	Rate Thru 2/24/26	Rate After 2/24/26	Rate Thru 2/24/26	Rate After 2/24/26
Booth	<input type="checkbox"/> \$1,395	<input type="checkbox"/> \$1,595	<input type="checkbox"/> \$1,495	<input type="checkbox"/> \$1,645	<input type="checkbox"/> \$1,795	<input type="checkbox"/> \$2,095
Prime Location Booth	<input type="checkbox"/> \$1,695	<input type="checkbox"/> \$1,895	<input type="checkbox"/> \$1,795	<input type="checkbox"/> \$1,945	<input type="checkbox"/> \$2,195	<input type="checkbox"/> \$2,495
Two Booths	<input type="checkbox"/> \$2,295	<input type="checkbox"/> \$2,495	<input type="checkbox"/> \$2,595	<input type="checkbox"/> \$2,745	<input type="checkbox"/> \$2,995	<input type="checkbox"/> \$3,295
Tabletop	<input type="checkbox"/> \$895	<input type="checkbox"/> \$995	<input type="checkbox"/> \$1,095	<input type="checkbox"/> \$1,165	<input type="checkbox"/> \$1,295	<input type="checkbox"/> \$1,445

### ACM Member-Only Exclusive Deal

Booth + Ad ☐ \$2,495

## EXHIBITOR LOCATION PREFERENCES (Visit [www.ChildrensMuseums.org/interactivity/acm-marketplace/](http://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.

☐ 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"/> \$6,000 or <input type="checkbox"/> \$10,000
Square on MarketPlace Bingo Board	<input type="checkbox"/> \$500
Conference Water Stations	<input type="checkbox"/> \$3,000
1/2 oz. bottle of Sanitizer	<input type="checkbox"/> \$3,000
Conference Badge Holders- <b>SOLD</b>	<input type="checkbox"/> \$2,500 + cost
Drink Tickets at ACM MarketPlace Reception	<input type="checkbox"/> \$3,000
Reusable Silicone Straws	<input type="checkbox"/> \$2,500 + cost
Reusable Water Bottles	<input type="checkbox"/> \$2,000 + cost
Program-At-A-Glance <b>SOLD</b>	<input type="checkbox"/> \$2,000
Recycled Paper Conference Notebooks <b>SOLD</b>	<input type="checkbox"/> \$1,500 + cost
Tote Bag Item	<input type="checkbox"/> \$1,500 + cost
Conference Pens <b>SOLD</b>	<input type="checkbox"/> \$1,000 + cost
Recycled Paper Emerging Museums Pre-Conference Notebooks <b>SOLD</b>	<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 \$150 per person. Exhibitors must register staff to manage their booth or tabletop.

ACM MarketPlace Registration does not include InterActivity 2026 Registration. To attend InterActivity 2026 sessions, exhibitors must purchase Registration for InterActivity 2026.

**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 for InterActivity 2026; exhibitors receive a discounted rate of \$550 p/person for up to two (2) staff. If you don't receive this email, contact [Emily.Miranker@ChildrensMuseums.org](mailto: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
X Page URL	Organization LinkedIn Page URL	
Email	Website	

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

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Admissions & Ticketing          | <input type="checkbox"/> Digital/Experience Design            | <input type="checkbox"/> Playground/Climbers               |
| <input type="checkbox"/> Architectural Services          | <input type="checkbox"/> Education Resources & Collaborations | <input type="checkbox"/> POS Products & Services           |
| <input type="checkbox"/> A/V Products & Services         | <input type="checkbox"/> Fundraising/Development              | <input type="checkbox"/> Security & Safety                 |
| <input type="checkbox"/> Communications/Marketing        | <input type="checkbox"/> Gift Shop Vendor                     | <input type="checkbox"/> Software                          |
| <input type="checkbox"/> Consulting & Nonprofit Services | <input type="checkbox"/> Graphic & Web Design                 | <input type="checkbox"/> Supplies & Manipulatives          |
| <input type="checkbox"/> DEAI Services                   | <input type="checkbox"/> Insurance                            | <input type="checkbox"/> Environmental Products & Services |
| <input type="checkbox"/> Signage & Wayfinding            | <input type="checkbox"/> Membership                           |  |

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   /

**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 2026 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:** \$ \_\_\_\_\_

**Send Contract & Registration Pages to [Emily.Miranker@ChildrensMuseums.org](mailto:Emily.Miranker@ChildrensMuseums.org)**  
Association of Children's Museums • 2550 S. Clark Street, Ste. 600 • Arlington, VA 22202



# ACM's InterActivity 2026 Exhibitor Terms of Agreement

1. ACM strictly prohibits any marketing or promotion of goods and services at any InterActivity 2026 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 2026 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 San Diego 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 the AV department at the Sheraton San Diego Resort. Exhibitor will be responsible for any costs related to these requests. Power necessary to support said equipment must be ordered exclusively through the Sheraton San Diego Resort.
  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 Sheraton San Diego Resort, the official InterActivity 2026 ACM MarketPlace location, and/or The New 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 The New Children's Museum, and/or the Sheraton San Diego Resort, normal wear and tear excepted. Exhibitor agrees to protect, defend, indemnify, and hold ACM, the Sheraton San Diego Resort, and The New 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 Sheraton San Diego Resort, and The New 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 Sheraton San Diego Resort and/or The New 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 Sheraton San Diego Resort and/or The New 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 Sheraton San Diego Resort, and/or The New 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 31, 2026, 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 Tuesday, April 21, 2026. Exhibitors must remove the above items by 9:00 p.m. on Wednesday, April 22, 2026.
  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 Sheraton San Diego Resort. 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 Sheraton San Diego Resort, either in the ACM Marketplace or approved meeting space. All banquet food and beverage arrangements must be made through the Sheraton San Diego Resort. Only food and beverage purchased from Sheraton San Diego Resort may be served on Sheraton San Diego Resort property, excluding limited to giveaways, tastings, samples, candy or other hospitalities. Should an exhibitor serve food or beverage not ordered through the Sheraton San Diego Resort while on Sheraton San Diego Resort property, ACM and/or the Sheraton San Diego Resort 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 Sheraton San Diego Resort. 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 \$350 administrative fee, through November 28, 2025. Thereafter; ACM will refund 50% of Exhibitor's payment, less a \$350 administrative fee, through April 4, 2026. Refunds will not be issued after March 20, 2026.
  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 Sheraton San Diego Resort. 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 \$500 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 2026 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, 2026.
  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 Sheraton San Diego Resort and The New 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



2550 South Clark Street  
Suite 600  
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[www.ChildrensMuseums.org](http://www.ChildrensMuseums.org)

## Deadline Reminders

<b>Friday October 31, 2025</b>	Ads for Online Preliminary Program
<b>Friday, February 6, 2026</b>	Ad Art for Final Program Due
<b>Tuesday, February 24, 2026</b>	Exhibitor Rates Increase
<b>March 30, 2026</b>	Hotel Room Reservations

## Rooms Fill Up Fast—Book Early!

### Sheraton San Diego Resort

1380 Harbor Island Dr  
San Diego, CA 92101  
619.291.2900

Group Name: Association of Children's Museum

Group Rate: \$269 per night (single or double) April 19-24, 2026, plus applicable taxes (currently 14.95%) and a \$17.24 per hotel night resort fee.

Phone Reservations: 888-236-2427

Online Reservations: <https://book.passkey.com/event/51072656/owner/563/home>



## Questions?

### Emily Miranker

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## 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 11 countries, we leverage the collective knowledge and experience of children's museums through convening, sharing, and dissemination.

ACM's Mission is to champion children's museums and together enrich the lives of children worldwide. Our Vision is a world that prioritizes the rights of all children to playful learning and a healthy, safe, and equitable future.