

JOYFUL CURIOSITY

ACM ASSOCIATION OF  
CHILDREN'S  
MUSEUMS

# InterActivity

May 12-14

# 2027

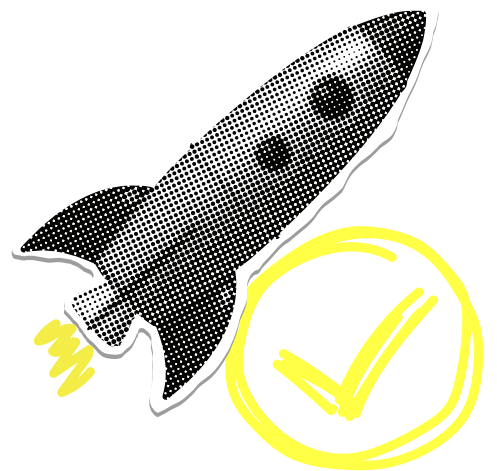


Arvest Convention Center

Hosted in  
partnership with



# PROSPECTUS



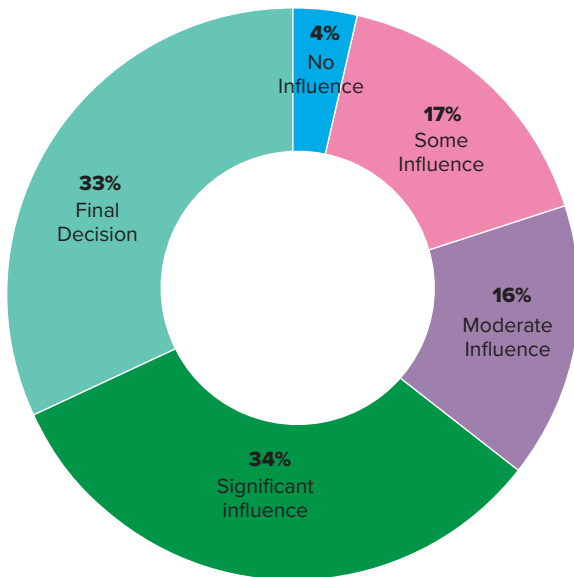
# WELCOME TO INTERACTIVITY

## WHAT

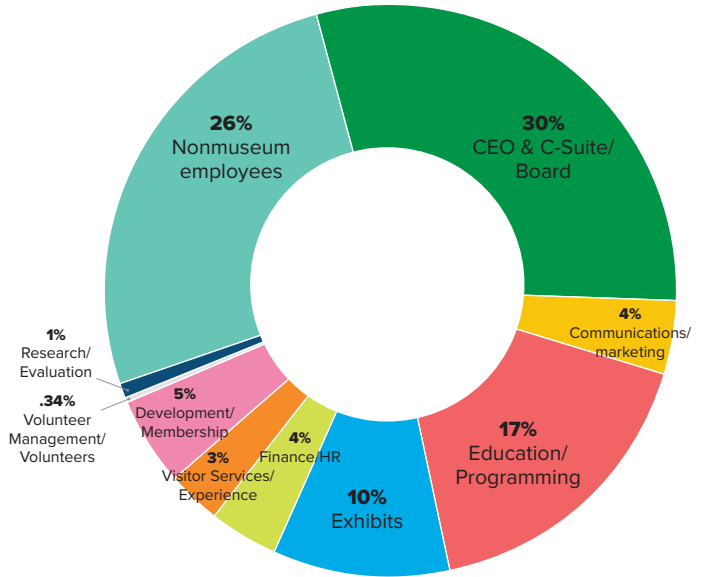
InterActivity is the annual conference held by the Association of Children's Museums (ACM) for museum professionals, community partners, and businesses. InterActivity sparks conversations about children's museums that last all year long.

## WHO

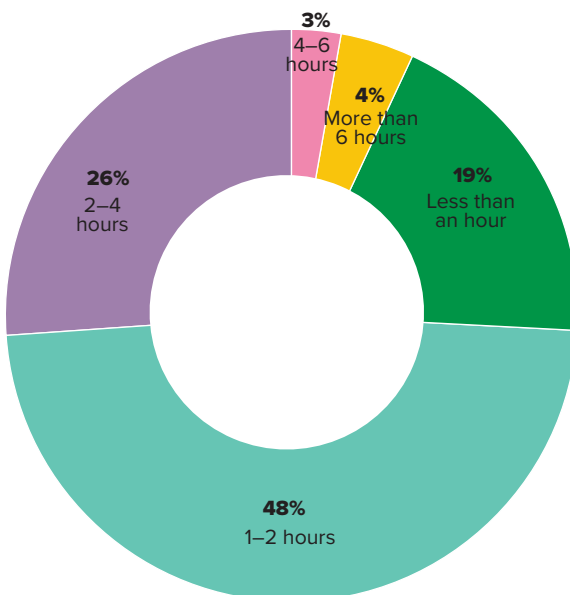
InterActivity is the largest gathering of children's museum professionals in the world.



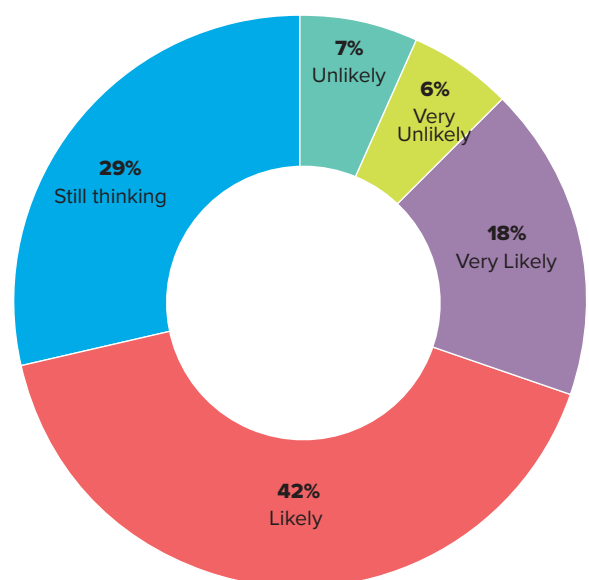
**Attendee Purchase Power\***



**Attendee Job Role\***



**Time Spent in MarketPlace\***



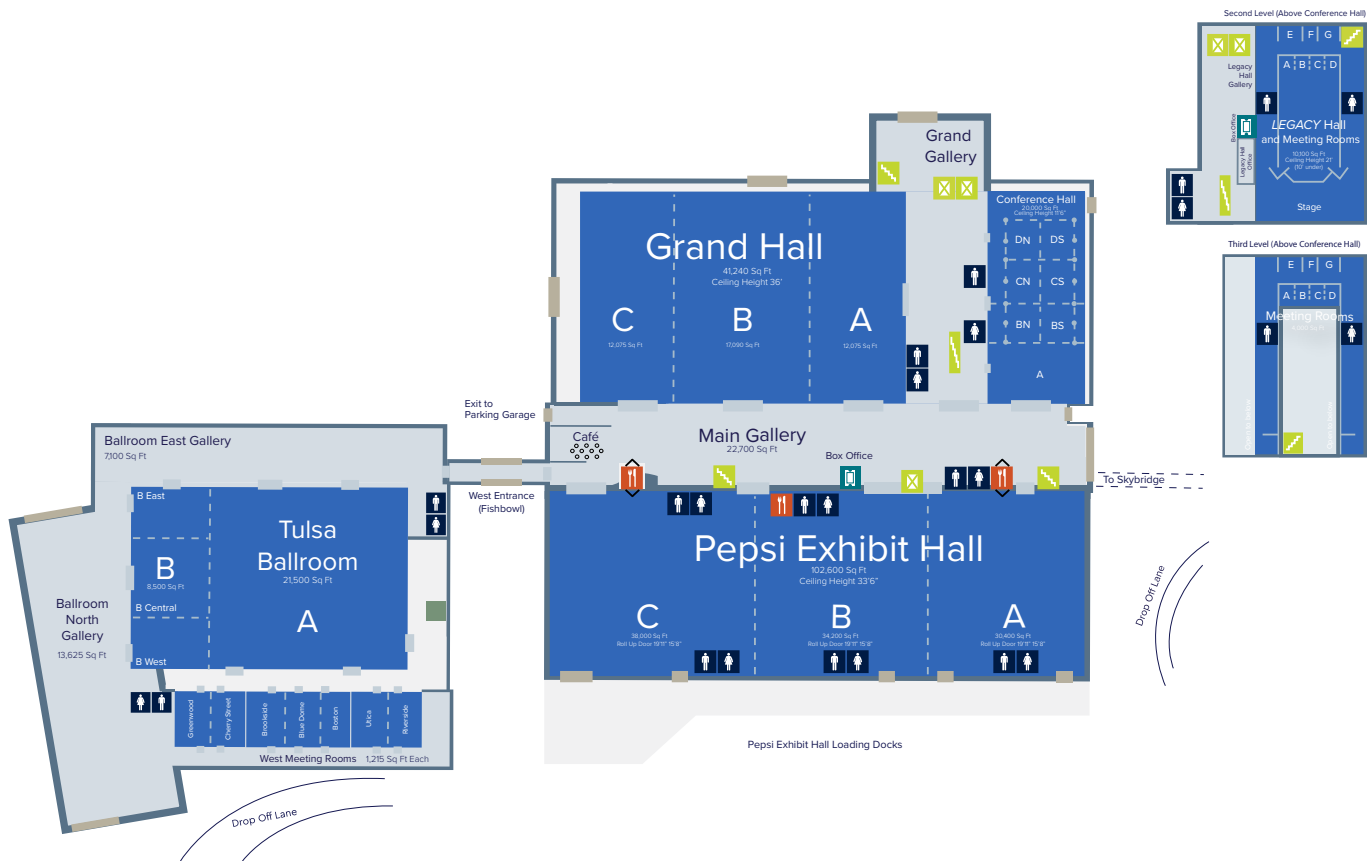
**How likely an attendees is to purchase (or recommend) a product in the next 6 months**

\* Based on InterActivity 2026 registration and post-conference survey data. † Based on 2025 data



## WHERE

InterActivity in Tulsa, OK. The ACM MarketPlace will be held in the Grand Hall. Most concurrent sessions will be held throughout the Arvest Convention Center. Plenary sessions will be held in Tulsa Ballroom A.



## WHEN

### INTERACTIVITY DATES:

May 12-14, 2027

### ACM MARKETPLACE DATES:

May 12-13, 2027

# EXHIBIT AT INTERACTIVITY

The ACM MarketPlace will be located in the Grand Hall at the Arvest Convention Center.



## ACM MARKETPLACE SCHEDULE

### Move In

**May 12**

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

### Move Out

**May 13**

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

### Event Hours

**May 12**

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

**May 13**

7:30 a.m. to 4:00 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 1-88

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

### Tabletops T1-T16

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 2027 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 2028

## EXHIBITOR OPTIONS

|                                                                                                                                                                                          |                     | Rate thru<br>3/16/27 | Rate after<br>3/16/27 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------|-----------------------|
| <b>BOOTH</b><br>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><br>A prime location in the ACM MarketPlace. See exhibit hall map on page 3 for prime locations.                                                              | ACM Member          | \$1,695              | \$1,895               |
|                                                                                                                                                                                          | Affiliate Nonprofit | \$1,795              | \$1,945               |
|                                                                                                                                                                                          | Nonmember           | \$2,195              | \$2,495               |
| <b>TWO BOOTHS</b><br>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><br>A step above. One booth plus a full-page ad in both the Preliminary Program and the Final Program. Available through November 20, 2026.                             | ACM Member          | \$2,495              | N/A                   |
| <b>TABLETOP</b><br>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               |

### SPONSOR A LOUNGE IN THE ACM MARKETPLACE

#### Basic:

Sofa, armchair & coffee table

**\$3,750**

#### Deluxe:

Basic PLUS armchair & end table

**\$4,800**

#### Supreme:

Basic PLUS 2 sofas & armchair

**\$6,500**

### 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 4,500 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 2027<br>General Sponsorships                                                 | Signature Sponsor<br>\$35,000+<br>exclusive                                       | Lead Sponsor<br>\$25,000                                                             | Major Sponsor<br>\$15,000                                            | Patron<br>Sponsor<br>\$10,000 | Supporter<br>Sponsor<br>\$5,000 | Partner<br>Sponsor<br>\$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                                                       | Museum Party<br>Networking Breakfast<br>Peer-to-Peer<br>Roundtable<br>Discussions | Museum Party<br>Networking<br>Breakfast<br>Peer-to-Peer<br>Roundtable<br>Discussions | Networking<br>Breakfast<br>Peer-to-Peer<br>Roundtable<br>Discussions | Networking<br>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                                     | SOLD | \$10,000 |
| Standard Conference Tote Bags                                   | SOLD | \$6,000  |
| Conference Wifi                                                 |      | \$4,000  |
| Conference Water Stations                                       |      | \$3,000  |
| Drink Tickets for the ACM MarketPlace Reception (1 of 3 avail.) |      | \$3,000  |
| Conference Badge Holders*                                       | SOLD | \$2,500  |
| Reusable Silicone Straws*                                       |      | \$2,500  |
| Reusable Water Bottles*                                         |      | \$2,000  |
| Program-At-A-Glance                                             | SOLD | \$2,000  |
| Recycled Paper Conference Notebooks*                            | SOLD | \$1,500  |
| 1/2 oz. bottle of Hand Sanitizer*                               |      | \$1,500  |
| Tote Bag Item*                                                  |      | \$1,500  |
| Conference Pens*                                                |      | \$1,000  |
| Recycled Paper Emerging Museums Pre-Conference Notebooks*       |      | \$500    |

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

"The ACM Interactivity MarketPlace gave us everything we hoped for: **real conversations** with **real people**. The space felt just the right size to actually connect, not just collect badge scans. Having meals and receptions in the MarketPlace kept the **energy lively**, and the ACM team made sure we had every tool we needed to make the most of it. We left with **new relationships, reconnected with current customers**, and **met the kind of partners who get why this work matters**. If you're a children's museum vendor partner and you're not in the MarketPlace, you're missing being in the room where decisions are made."

Head of Marketing, Muse Software

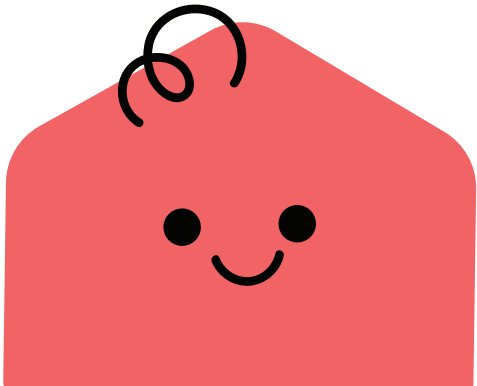
SPONSORSHIP SHOWCASE

| On the Mainstage                                                                                                                                                                                   |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| Plenary Session - Keynote                                                                                                                                                                          |      |
| Plenary Session - Awards                                                                                                                                                                           |      |
| Reach All Attendees                                                                                                                                                                                |      |
| Professional Headshot Station                                                                                                                                                                      |      |
| Chair Massage Station                                                                                                                                                                              |      |
| Power Charging Unit                                                                                                                                                                                |      |
| Professional Networking Breakfast                                                                                                                                                                  |      |
| Coffee Break                                                                                                                                                                                       |      |
| ACM MarketPlace Lunch                                                                                                                                                                              |      |
| Closing Breakfast (2 available)                                                                                                                                                                    |      |
| Target Your Audience                                                                                                                                                                               |      |
| Concurrent Session                                                                                                                                                                                 |      |
| Stream Sponsorship (6 available)                                                                                                                                                                   |      |
| GEO Retreat (2 available)<br>Expected attendance 100-150                                                                                                                                           | SOLD |
| Attendee Orientation<br>Expected attendance 250-300                                                                                                                                                |      |
| Emerging Museums Pre-Conference<br>Expected attendance 50-75 (1 of 2 avail.)                                                                                                                       |      |
| DEAI & Sustainability                                                                                                                                                                              |      |
| <b>Small Museums Financial Aid Sponsorship</b><br>Underwrite conference attendance for Small Museums (budgets under <\$500k) Employees<br>Expected recipients: 5 people                            |      |
| <b>ACM Conference Fellowship</b><br>Underwrite conference attendance or emerging professionals<br>Expected recipients: 5 people                                                                    |      |
| <b>Green Champion</b><br>Support conference sustainability efforts such as adding recyclable and compostable options, optimizing digital communications, as well as using greener print materials. |      |

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.



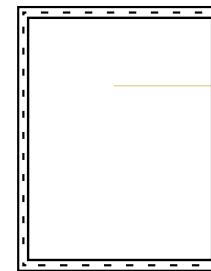
# ADVERTISE AT INTERACTIVITY

## 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 2026 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. InterActivity 2026's programs received over 7K visits with an average visit of 7 minutes online.

|                                | Preliminary & Final Programs |           | Final Program Only |           |
|--------------------------------|------------------------------|-----------|--------------------|-----------|
|                                | Member                       | Nonmember | Member             | Nonmember |
| Inside Half Page               | \$995                        | \$1,195   | \$795              | \$895     |
| Inside Full Page               | \$1,195                      | \$1,395   | \$895              | \$995     |
| Inside Front Cover <b>SOLD</b> | \$1,695                      | \$1,895   | \$1,195            | \$1,395   |
| Inside Back Cover <b>SOLD</b>  | \$1,695                      | \$1,895   | \$1,195            | \$1,395   |
| Outside Back Cover <b>SOLD</b> | \$1,995                      | \$2,195   | \$1,595            | \$1,795   |

### 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 least 300 dpi. 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 2026-April 2027, \$200 members/\$400 nonmembers.

## INTERACTIVITY'S MOBILE APP

Extend your reach to attendees' phones and mobile devices through our conference app. There were 1,020 app users in 2026; over 80% of attendees.

|                                    |                                                                                                                                                                                                                                                                                                          |             |         |
|------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---------|
| <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.                                                                                                                                                                                                                                         | 7 available | \$500   |

# INTERACTIVITY 2027 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 <b>SOLD</b> | <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 <b>SOLD</b>  | <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> |
| Outside Back Cover <b>SOLD</b> | <input type="checkbox"/> \$1,995 <b>SOLD</b> | <input type="checkbox"/> \$2,195 <b>SOLD</b> | <input type="checkbox"/> \$1,595 <b>SOLD</b> | <input type="checkbox"/> \$1,795 <b>SOLD</b> |

## EXHIBITING OPTIONS

|                      | Member                           |                                  | Nonprofit                        |                                  | Nonmember                        |                                  |
|----------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
|                      | Rate Thru 3/16/27                | Rate After 3/16/27               | Rate Thru 3/16/27                | Rate After 3/16/27               | Rate Thru 3/16/27                | Rate After 3/16/27               |
| 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

Available thru November 20, 2026.

## 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: \_\_\_\_\_ ☐ \$ \_\_\_\_\_

Sponsorship: \_\_\_\_\_ ☐ \$ \_\_\_\_\_

Impact Fund Contribution to honor Children's Museums Field ☐ \$ \_\_\_\_\_

### Attendee Amenities

Reusable Conference Tote Bags **SOLD** ☐ \$6,000 or ☐ \$10,000

Conference Water Stations ☐ \$3,000

1/2 oz. bottle of Sanitizer ☐ \$3,000

Conference Badge Holders **SOLD** ☐ \$2,500 + cost

Drink Tickets at ACM MarketPlace Reception ☐ \$3,000

Reusable Silicone Straws ☐ \$2,500 + cost

Reusable Water Bottles ☐ \$2,000 + cost

Program At A Glance **SOLD** ☐ \$2,000

Recycled Paper Conference Notebooks **SOLD** ☐ \$1,500 + cost

Tote Bag Item ☐ \$1,500 + cost

Conference Pens ☐ \$1,000 + cost

Recycled Paper Emerging Museums Pre-Conference Notebooks ☐ \$500 + cost

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 \$150 per person. Exhibitors must register staff to manage their booth or tabletop.

ACM MarketPlace Registration does not include InterActivity 2027 Registration. To attend InterActivity 2027 sessions, exhibitors must purchase Registration for InterActivity 2027.

**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 2027; exhibitors receive a discounted rate of \$575 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"/> Education Resources & Collaborations | <input type="checkbox"/> Security & Safety                 |
| <input type="checkbox"/> Architectural Services          | <input type="checkbox"/> Fundraising/Development              | <input type="checkbox"/> Software                          |
| <input type="checkbox"/> A/V Products & Services         | <input type="checkbox"/> Gift Shop Vendor                     | <input type="checkbox"/> Supplies & Manipulatives          |
| <input type="checkbox"/> Communications/Marketing        | <input type="checkbox"/> Graphic & Web Design                 | <input type="checkbox"/> Environmental Products & Services |
| <input type="checkbox"/> Consulting & Nonprofit Services | <input type="checkbox"/> Insurance                            |                                                            |
| <input type="checkbox"/> DEAI Services                   | <input type="checkbox"/> Membership                           |                                                            |
| <input type="checkbox"/> Signage & Wayfinding            | <input type="checkbox"/> Playground/Climbers                  |                                                            |
| <input type="checkbox"/> Digital/Experience Design       | <input type="checkbox"/> POS Products & Services              |                                                            |

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   /   2 0

### CALCULATE GRAND TOTAL

Subtotal from page 8 \$

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 10) governing our organization's participation in InterActivity 2027 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](mailto:Emily.Miranker@ChildrensMuseums.org)**  
Association of Children's Museums • 2550 S. Clark Street, Ste. 530 • Arlington, VA 22202



## ACM'S INTERACTIVITY 2027 EXHIBITOR TERMS OF AGREEMENT

1. ACM strictly prohibits any marketing or promotion of goods and services at any InterActivity 2027 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 2027 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 Tulsa 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 Arvest 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 Arvest Convention Center.
  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 Arvest Convention Center, the official InterActivity 2027 ACM MarketPlace location, and/or Discovery Lab 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 Discovery Lab, and/or the Arvest Convention Center, normal wear and tear excepted. Exhibitor agrees to protect, defend, indemnify, and hold ACM, the Arvest Convention Center, and Discovery Lab, 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 Arvest Convention Center, and Discovery Lab 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 Arvest Convention Center and/or Discovery Lab, and its owners or managers which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless ACM, the Arvest Convention Center and/or Discovery Lab, 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 Arvest Convention Center, and/or Discovery Lab, 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, 2027, 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 12, 2027. Exhibitors must remove the above items by 9:00 p.m. on Thursday, May 13, 2027.
  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 Arvest 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 Arvest Convention Center, either in the ACM Marketplace or approved meeting space. All banquet food and beverage arrangements must be made through the Arvest Convention Center. Only food and beverage purchased from Arvest Convention Center may be served on Arvest Convention Center property, excluding limited to giveaways, tastings, samples, candy or other hospitalities. Should an exhibitor serve food or beverage not ordered through the Arvest Convention Center while on Arvest Convention Center property, ACM and/or the Arvest Convention Center 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 Arvest 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 \$450 administrative fee, through November 27, 2026. Thereafter, ACM will refund 50% of Exhibitor's payment, less a \$550 administrative fee, through April 4, 2027. Refunds will not be issued after April 5, 2027.
  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 Arvest 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 \$600 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 2027 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, 2027.
  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 Arvest Convention Center and Discovery Lab.
- 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 530  
Arlington, VA 22202  
[www.ChildrensMuseums.org](http://www.ChildrensMuseums.org)

## DEADLINE REMINDERS

|                                   |                                    |
|-----------------------------------|------------------------------------|
| <b>Monday November 23, 2026</b>   | Ads for Online Preliminary Program |
| <b>Thursday April 1, 2027</b>     | Ad Art for Final Program Due       |
| <b>Tuesday, February 24, 2027</b> | Exhibitor Rates Increase           |
| <b>April 19, 2027</b>             | Hotel Room Reservations            |

## ROOMS FILL UP FAST—BOOK EARLY!

### DoubleTree Hotel Tulsa Downtown

616 W Seventh Street  
Tulsa, OK 74127  
918.587.8000

#### Hotel Reservations

Group Name: 2027 ACM InterActivity Conference  
Group Code: CDT90D  
Group Rate: \$159 per night (Single or Double), May 11-15, and applicable taxes (currently 16.52%).  
Phone Reservations: 1.800-445-8667  
Click [here](#) for on-line reservations

### Aloft Tulsa Downtown

200 Civic Center  
Tulsa, OK 74103  
918.947.8200

#### Hotel Reservations

Group Name: AMC InterActivity Conference  
Group Code: AM2256  
Group Rate: \$169 per night (Single or Double), May 11-15, and applicable taxes (currently 16.52%).  
Phone Reservations: 1-800-328-6242  
Click [here](#) for on-line reservations

### Hyatt Regency Tulsa

100 E Second Street  
Tulsa, OK 74103  
918.582.9000

#### Hotel Reservations

Group Name: 2027 ACM InterActivity Conference  
Group Code: G-ACM5  
Group Rate: \$159 per night (Single or Double), May 11-15, and applicable taxes (currently 16.52%).  
Phone Reservations: 888-591-1234  
Click [here](#) for on-line reservations

### 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 500 members in all 50 states and 13 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.

