

NOTE:

Exhibitors are not automatically registered for the ACM MarketPlace or the InterActivity conference, so register your staff now!

EXHIBITOR REGISTRATION FORM

1ST EXHIBIT STAFF MEMBER

Organization _____

Name _____

Title _____

Phone _____

Email _____

Please check all registration categories that apply:

- Emerging Museums Reception (May 5): **FREE** (for ACM Corporate Members only)
- ACM MarketPlace-Only Registration (May 7): **FREE** (for Exhibitors only; limit two registrations per booth)
- Optional: Full Three-Day InterActivity Registration (May 6-8): **\$295** per person (for Sponsors and Exhibitors only)
- Optional: Science Museum of Minnesota Evening Event (May 6): **\$45** per person
- Optional: Minnesota Children's Museum Evening Event (May 7): **\$45** per person

2ND EXHIBIT STAFF MEMBER

Organization _____

Name _____

Title _____

Phone _____

Email _____

Please check all registration categories that apply:

- Emerging Museums Reception (May 5): **FREE** (for ACM Corporate Members only)
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- Optional: Minnesota Children's Museum Evening Event (May 7): **\$45** per person

If registering more exhibit staff, please list their information on a separate sheet of paper and attach it to your packet.

- Additional ACM MarketPlace-Only Registration: **\$125** per person

SEND PAPER FORMS TO:

Sharon Chiat, CMP
Association of Children's Museums
1300 L St., NW, #975, Wash, DC 20005
Email: Sharon.Chiat@ChildrensMuseums.org

WE'RE MOVING!

ACM office is moving November 25. Check www.ChildrensMuseums.org for details.

QUESTIONS?

Email: Sharon.Chiat@ChildrensMuseums.org

YELLOW PAGES INFORMATION FOR ACM MARKETPLACE EXHIBITORS

The following information will be published online and in the InterActivity 2010 Final Program; therefore, please carefully consider the contact name and information that you list. ACM reserves the right to edit descriptions for consistent tone and clarity. Description word limit: 40 words.

Organization _____

Address _____

City, State, Zip _____

Contact Name _____

Email _____

Phone _____

Web site _____

Exhibit Description _____

GO GREEN!

Skip these paper forms by completing your registration and contract online.

Visit <https://Members.ChildrensMuseums.org/Public>
Log on and click on the "Conferences" button.

INTERACTIVITY 2010 SPONSORING, EXHIBITING & ADVERTISING CONTRACT

ACM MEMBERSHIP

I am a Museum or Corporate Member I am an Individual Member Please contact me about ACM Membership
Only ACM Museum or Corporate Members qualify for exhibit and ad discounts.

CONTACT INFORMATION

The person you list will be emailed updates about the InterActivity conference and MarketPlace.

Name _____ Title _____

Organization _____ Email _____

SPONSORSHIPS

- | | | |
|---|--|---|
| <input type="checkbox"/> InterActivity Investor \$1,000 | <input type="checkbox"/> Reusable Tote Bag \$2,500 + cost | <input type="checkbox"/> Saturday Breakfast Roundtables \$3,000 |
| <input type="checkbox"/> Refreshment Sponsor \$1,000 + cost | <input type="checkbox"/> The Green Lanyard \$1,000 + cost | <input type="checkbox"/> Thursday Leadership Breakfast \$5,000 |
| <input type="checkbox"/> Hand to Hand Sponsor \$1,500 | <input type="checkbox"/> Eco Badge Holders \$1,000 + cost | <input type="checkbox"/> Registration Area \$4,000 |
| <input type="checkbox"/> Emerging Reception \$500 | <input type="checkbox"/> Emerald Guide \$1,500 | <input type="checkbox"/> Evening Events \$5,000 per event |
| <input type="checkbox"/> Emerging Pre-Conference \$750 | <input type="checkbox"/> Thursday Affinity Breakfast \$3,000 | <input type="checkbox"/> Plenary Session \$ _____ |

ACM MARKETPLACE EXHIBITOR PACKAGES

- Lobby Tabletop: \$775 Standard / \$575 Discount Two Ballroom Booths: \$2,000 Standard / \$1,800 Discount
 Ballroom Booth: \$1,150 Standard / \$950 Discount

Attention Exhibitors:

1. Visit www.ChildrensMuseums.org/exhibit to see available exhibit space. List three exhibit spaces by ID # _____
2. Complete the Registration and Contract forms and submit to ACM.
3. Optional: Please consider making an in-kind donation for the ACM MarketPlace Raffle. Describe the item and its market value:

ADVERTISEMENT OPTIONS

Please refer to page five for a price list of ad options and ad submission deadlines.

Choose one:

- Combo Ad, appears in Preliminary and Final Programs
 Single Ad, appears in Final Program only

Choose one:

- Half Page Full Page
 Front Inside Cover Back Inside Cover
 Back Outside Cover

TOTAL AMOUNT DUE

Registration	\$ _____
Sponsorship	\$ _____
Exhibitor Package	\$ _____
Advertising	\$ _____
Grand Total	\$ _____

SEND TO: Sharon Chiat, CMP
Association of Children's Museums
1300 L St., NW, #975, Washington, DC 20005
Email: Sharon.Chiat@ChildrensMuseums.org
Questions? Call 202-898-1080

PAYMENT INFORMATION

Full payment is required with this contract.

- Enclosed is my check payable to
Association of Children's Museums
 Please send me an invoice (ACM members only)

Please charge to my credit card:

- Visa MasterCard American Express Discover

Print name exactly as it appears on card:

Signature _____

Card Number _____ Exp. Date _____

Billing Address _____

City, State, ZIP _____

Signature of Acceptance _____

Contract must be signed to be processed.

I have read and agree to abide by the Terms of Agreement governing our organization's participation in the Association of Children's Museums' (ACM) InterActivity 2010 as delineated in these materials. I also understand that upon acceptance by ACM, this form will serve as the official agreement for sponsorships, exhibits and/or advertisements.

Authorizing Agent (Please Print)

Title _____

Signature _____ Date _____

ASSOCIATION OF CHILDREN'S MUSEUMS SPONSOR, EXHIBITOR & ADVERTISER TERMS OF AGREEMENT

1. ACM strictly prohibits any marketing or promotion of goods and services on the MarketPlace floor and/or at Minnesota Children's Museum unless an organization has purchased a booth or tabletop exhibit.
2. Exhibitors may explain, show or demonstrate products and services, but may not make sales that result in the exchange of merchandise and/or currency in the MarketPlace and/or at Minnesota Children's Museum.
3. All materials, activities and audio must be confined to the limits of the Exhibitor's ballroom 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 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.
6. Booths must be staffed during all Exhibitor 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 2010 official InterActivity hotel and/or Minnesota Children's Museum can be used for storage, exhibit purposes, workshops or other Exhibitor sales-related use, without prior approval by ACM.
8. Exhibitors retain sole responsibility for their own exhibit materials. Exhibitors are responsible for any damage to the exhibit area in the MarketPlace and/or at Minnesota Children's Museum, normal wear and tear excepted. Exhibitor agrees to protect, defend, indemnify and hold ACM and/or Minnesota 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 and/or Minnesota 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 the Hotel and/or Minnesota Children's Museum, its owners or managers which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless the Hotel and/or Minnesota 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 persons or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of Exhibitor's occupancy an/or use of the exhibition premises, the Hotel and/or Minnesota Children's Museum, its employees, agents or contractors.
11. ACM reserves the right to modify MarketPlace hours as deemed necessary to meet program needs.
12. ACM reserves the right to cancel the MarketPlace. If ACM exercises this option, ACM will inform Exhibitors on or before March 31, 2010, and will refund 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 8:00 p.m. on Thursday, May 6, 2010. Exhibitors must remove the above items by 9:00 p.m. on Friday, May 7, 2010.
15. The MarketPlace exhibit hall decorator will send all confirmed Exhibitors an exhibitor service kit that includes order forms for individual service needs.
16. Adequate lighting will be provided in the MarketPlace. Any additional electrical needs and/or Internet connections or phone lines must be arranged by the Exhibitor directly with the aforementioned exhibit hall decorator and the 2010 official InterActivity hotel and/or Minnesota Children's Museum. Exhibitor will be responsible for any costs related to these requests.
17. **Cancellations and Refunds:** Should an Exhibitor need to cancel its participation, the Exhibitor will submit a written notice to ACM. ACM will refund an Exhibitor's payment in full, less a \$100 administrative fee, through January 14, 2010. There will be no refunds for cancellations after this date. Any refunds for booths will be processed within eight (8) weeks of the cancellation.
18. All prices quoted in this brochure are in U.S. dollars.
19. 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.
20. 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, who 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 MarketPlace. Before exercising this option, ACM will contact the exhibitor.

NOTE: ACM is committed to preserve a professional and mutually respectful MarketPlace environment. 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 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 MarketPlace events.