

**ASSOCIATION OF CHILDREN'S MUSEUMS  
INTERACTIVITY ANNUAL CONFERENCE  
CRITERIA AND PROPOSAL GUIDELINES FOR HOST MUSEUMS**

*The following questions or criteria should be addressed by potential host museums when submitting a proposal to ACM. Museums are encouraged to contact ACM prior to preparing a full proposal. Proposals must be submitted by an ACM member museum in good standing. Proposals from a consortium of museums will be considered, however museums must work together and submit one joint proposal. Proposals from visitor and convention bureaus will not be considered, although museums are encouraged to work with visitor and convention bureaus on logistical criteria.*

**Capacity of the Host Museum**

1. Does the museum have the resources to support the effort required to host the annual conference?
  - a) What staff and volunteer resources will the museum assign to work on InterActivity? (See Appendix A.)
  - b) Who would be the host museum liaison to ACM?
  - c) What physical facilities would be available at the museum for break-out sessions or study tours?
  - d) Can the museum host/support a two day program committee meeting on-site, within 8-9 months of the conference?
  - e) How can board members of the museum be involved?
  - f) Does the museum have relationships with local hotels, caterers, bus companies, press, politicians, etc., that would be helpful in planning the conference?
  - g) Can the museum accommodate 600 people for an evening event?
  - h) Where does the museum propose to hold the Trustee/Leadership Reception?
2. In addition to the fundraising commitment described below, the museum also provides graphic design for conference materials, conference photographer, food & beverage for program committee meeting in the fall, location and food & beverage for the Trustee Reception.
  - a) Is the museum capable and willing to provide these resources?
  - b) What is the graphic design capability of the museum? The host museum is responsible for graphic design including conference logo, programs and collateral materials.
3. In hosting the evening event, ACM will reimburse the museum for \$20-25 per ticket sold (depending on city) for catering. Museum must produce an evening event that includes a dinner/reception, entertainment, etc. ACM will arrange transportation between conference hotel and the museum.
4. Does this proposal have the support of the museum's board? (The proposal should be discussed at a museum Board Meeting and the Board Chair should sign a Letter of Commitment.)

**Resources and Strengths of the Host Museum**

1. Is there a specific theme or set of ideas that the museum would propose as ACM considers a theme for the conference?
2. What programs or exhibits would the museum like to showcase during the conference?
3. Does the museum have an established relationship with universities or other possible content partners nearby that could be tied into program planning?
4. Does the museum offer programs that are regarded by the field as models of excellence?
5. Does the museum have any long-range plans that might affect the conference? If so, please describe.
6. Does the museum have recommendations for potential Great Friend to Kids Award recipients and/or other speakers?
7. Would children involved in museum programs be available as speakers or performers?
8. Has the museum presented its own Great Friend to Kids Award? If so, to whom?
9. What are the key issues facing the museum over the next few years?

**Resources and Characteristics of the Host City**

1. What museums and other cultural institutions located in the proposed city could we involve in InterActivity?
2. What other venues in the city would be suitable for a second evening event?
3. What additional opportunities/resources are available for professional development?
4. What other amenities and unique attributes does the community offer?
5. Overall, how is the city a compelling location for InterActivity?

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**City Logistical Capacity**

1. Does the city feature a selection of conference hotels to accommodate the following:
  - o Plenary Session space for 1,000-1,200
  - o Exhibit Hall space for 80-100 10' x 10' booths
  - o Breakout rooms for 8-10 concurrent sessions for 100 each
  - o 400+ guest rooms for peak night
  - o Request Hotel RFP for additional details
2. Does the city feature nearby airport access with a major airline hub and good transportation from airport to city center?

**Museum Fund Raising Capacity**

The total fundraising goal for InterActivity ranges from \$75,000 to over \$100,000 and is the result of the combined efforts of ACM and the host museum. However, the host museum must commit to raising a minimum of \$50,000. ACM first applies contributed funds to InterActivity direct expenses. Earned income (exhibit hall, advertising, registration and event fees) is then applied to remaining InterActivity direct expenses. Net earned income from InterActivity is a critical source of support for ACM's annual operating budget. (See expense budget in Appendix D.) In kind contributions that are procured by the museum and **are directly budget relieving** may be applied to the fundraising commitment at ACM's discretion.

1. How willing and able is the museum to help raise funds for InterActivity?
2. What are the potential sources for funding InterActivity? Please identify corporations, foundations, or other potential sources of funding.
3. How confident is the museum of its ability to achieve the fundraising goal? What goal will the museum commit to in a host agreement with ACM?

**Dates and Overlap with American Association of Museums (AAM) Annual Meeting.**

The InterActivity conference is generally held between April 18 and May 10. The conference is two and a half days with the last day being the half day. Thursday-Saturday has worked well in the past, but ACM is willing to consider other days.

In the past, the InterActivity conference has preceded the AAM Annual Meeting. Although not a necessary component for a proposal to host InterActivity, ACM will take into consideration conference alignment. The benefit of preceding the AAM Annual Meeting is that our exhibitors are able to attend both conferences and we do enjoy a substantial amount of overlap. Additionally, some conference attendees participate in both conferences. The drawback can be fundraising conflicts between the two conferences.

1. What are the dates and days proposed for InterActivity?
2. If the dates and location proposed precede the AAM Annual Meeting, how will the museum address fundraising challenges? (May be answered in section above.)

**Proposal Collateral materials may include the following:**

- Museum information packet
- Hotel proposals (contact ACM for separate hotel specifications)
- Visitor and convention bureau information

*Please note that ACM staff will not accept gifts from hotels, convention bureaus, etc. However, customary industry practice does allow for hotel(s) and/or visitor and convention centers to cover the travel costs for two ACM staff members to make a site visit.*

*ACM is currently accepting proposals for 2010, and beyond. Please contact ACM for additional information prior to preparing a proposal.*

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**Appendix A                    HOST MUSEUM COMMITTEE**

*Host Museum will assign and support a cohesive team that is committed to ensuring the success of IA. The Host Committee will be responsible for many activities in support of IA and will respond to all deadlines in a timely manner. In the event a staff member is not available to fill any of these positions, museum agrees to provide a third party to fill empty positions and incur any labor expense related to filling said position(s).*

**Host Museum Team Leader**

Will serve as main point person between ACM and museum in planning and preparing for InterActivity. Identifies and ensures availability of museum team members. Works with museum's Host Committee to identify and meet the requirements of hosting a successful and cohesive conference. Will serve as liaison, if necessary, between ACM and museum Executive Director on issues relating to IA fundraising. Assists ACM staff in coordinating logistics and meeting established deadlines. Will ensure adherence to conference budget developed by ACM. May be asked to provide on-site volunteer support. Participate in regular status meetings with ACM staff, in preparation for conference.

**Program Committee Liaison**

Will serve on the Program Committee, participate in the Program Committee meeting in August, and serve as an ongoing resource to the Program Committee regarding local speakers and will plan the museum study tours.

**Volunteer Staffing Coordinator**

Adequate staffing is critical to the success of InterActivity. The Volunteer Staffing Coordinator will recruit and supervise all host museum staff volunteers. Will recruit museum staff and museum volunteers (and new volunteers, if necessary) to fill all required volunteer slots for InterActivity. Registration, session, and hospitality volunteers will be needed for the full run of the conference and volunteers will be needed to assist museum staff with tote bag stuffing prior to the conference. (There are approximately 40 volunteer **shifts**.) Will develop, with Team Leader and ACM staff, an InterActivity volunteer schedule that must be distributed to all volunteers in advance of the conference. ACM and Volunteer Coordinator will be responsible for the training and supervision of volunteers prior to and during the conference. Will provide volunteer recognition subsequent to the conference for all participating volunteers.

**Local Arrangements Coordinator**

Will work in conjunction with ACM staff member to identify and develop list of local participants for the Museum Open House program (free admission to most museums in host city to conference attendees).

**Public Relations Coordinator**

Will work with area media to promote awareness of InterActivity, the Great Friend to Kids Award, the Universal Design for Learning Award, and the Promising Practice Award.

**Special Events Coordinator**

Will oversee all aspects of planning and hosting the museum evening event. Will submit a description of the event to be included in the preliminary and final conference programs, as well as a detailed special event plan (budget, entertainment, celebrities, etc.), for ACM's approval by established deadlines. Will assist with the coordination of other evening events.

**Graphic Designer**

Working with museum and ACM staff, will develop overall graphic design for all printed InterActivity materials, included but not limited to IA logo, prospectus, preliminary program, final program, program at-a-glance and signage. Will be responsible for formatting program text as supplied and directed by ACM, and will revise the design and text as necessary per ACM's request. Note if graphic design work or signage production is contracted outside the host museum, museum will along with ACM staff, seek competitive pricing for graphic design work for each printed item, host museum is responsible for all graphic design costs. ACM will pay all printing cost, with the exception of signage. Museum will be responsible for signage, production and printing costs (directional, session, transportation and hospitality etc.). Museum will provide arrangements for any emergency graphic requirements prior to and during the conference.

**Photographer**

Will be responsible for taking photographs during General Sessions/Keynotes for inclusion in ACM's journal, *Hand to Hand*. ACM will receive a copy of the digital files of all the photos taken and will have the right to use or reproduce the photographs at its sole discretion.

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**Appendix B                    ACM RESPONSIBILITIES**

*As the primary sponsor and fiscal agent for the conference, ACM will manage all aspects of the conference. Specifically, ACM will assume the following responsibilities in relation to InterActivity:*

**Logistics**

1. Administer conference budget and timelines.
2. Administer the contract with the conference hotel (including guest room block, MarketPlace, meal functions, meeting rooms).
3. Manage communication systems between ACM, Host Museum Committee, Program Committee, and ACM Board.
4. Conceptualize and coordinate all conference logistics (including bus transportation, AV/meeting room arrangements at the conference hotel, catering, room block).
5. Coordinate MarketPlace, including identifying and recruiting potential exhibitors.
6. Coordinate all conference printing for programs, stickers, bags, etc.
7. Direct all conference details on-site including sessions, registration, speakers, transportation, hotel, logistics, etc.
8. Contracts entered into by ACM will be managed by ACM.

**Special Events**

1. Work with the Host Committee to plan and administer the budget for special events.
2. Promote special events via printed materials and handle ticket sales for all evening events.

**Program Development**

1. Coordinate activities of the Program Committee (development of concurrent session content, roundtables, format, speakers, etc.).
2. Coordinate activities of Pre- and Post-conference committees (identify topics, format, speakers, etc.).
3. Research and invite keynote speakers, administer Great Friend to Kids, Universal Design and Promising Practice Award programs, and coordinate all plenary sessions.
4. Develop and edit text for all written/printed materials.

**Registration**

1. Coordinate promotional mailings to ACM membership and potential attendees.
2. Process pre-registrations and payments.
3. Manage online registration process.
4. Produce registration packets, name badges, tickets, and collateral material.
5. Manage on-site registration.

**Financial**

1. Maintain budget and all financial records.

**Fundraising**

1. Make funding requests as determined jointly by ACM and Host Museum.
2. Write proposal template and tailor for each funding request.
3. Maintain funding matrix chart detailing status of requests.
4. Communicate regularly with museum regarding all leads and requests.

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**Appendix C**

**MUSEUMS AND CITIES THAT HAVE PREVIOUSLY HOSTED INTERACTIVITY**

1987	San Francisco, CA	Exploratorium
1988	Pittsburgh, PA	Children's Museum of Pittsburgh
1989	New Orleans, LA	Louisiana Children's Museum
1990	Chicago, IL	Chicago Children's Museum
1991	Denver, CO	The Children's Museum of Denver
1992	Baltimore, MD	The Baltimore Children's Museum
1993	Houston, TX	Children's Museum of Houston
1994	Seattle, WA	The Children's Museum
1995	Philadelphia, PA	Please Touch Museum
1996	St. Paul, MN	Minnesota Children's Museum
1997	Indianapolis, IN	The Children's Museum of Indianapolis
1998	San Jose, CA	Children's Discovery Museum of San Jose
1999	New York, NY	Children's Museum of Manhattan, Brooklyn Children's Museum, Staten Island Children's Museum
2000	Baltimore, MD	Port Discovery, The Children's Museum in Baltimore
2001	St. Louis, MO	The Magic House – St. Louis Children's Museum
2002	Ottawa, Canada	Canadian Children's Museum
2003	Houston, TX	Children's Museum of Houston
2004	New Orleans, LA	Louisiana Children's Museum
2005	Indianapolis, IN	The Children's Museum of Indianapolis
2006	Boston, MA	Boston Children's Museum
2007	Chicago, IL	Chicago Children's Museum, Kohl Children's Museum, DuPage Children's Museum
2008	Denver, CO	The Children's Museum of Denver
2009	Philadelphia, PA	Please Touch Museum

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**Appendix D INTERACTIVITY EXPENSE BUDGET**

Budgeted attendance: 1,000

	InterActivity Total
<b>Expense</b>	
<b>5000 · Admin</b>	
5010 · Bank fees/cc processing	15,000
5020 · Equipment & Equipment Leases	1,000
5030 · Conference Insurance	2,000
5040 · Misc.	400
5060 · Postage & Conference Shipping	8,000
5090 · Supplies	10,000
5100 · Technology/web registration	5,000
5110 · Telephone	1,500
<b>Total · Admin</b>	<b>42,900</b>
<b>5300 · Contracts</b>	
5303 · Designer	2,000
5304 · Audit	3,000
5306 · IT Consultant	5,000
5307 · Legal fees	1,000
5312 · Web Related Expenses	5,000
<b>Total 5300 · Contracts</b>	<b>16,000</b>
<b>5500 · Marketing</b>	<b>4,000</b>
<b>5600 · Meetings</b>	
5601 · A/V	25,000
5602 · Evening Events (2 @ museums)	30,000
5603 · Food & Beverage	95,000
5604 · Hotel Meeting Room Rentals	49,500
5604 · Hotel Exhibit Hall Rental	10,500
5605 · Speakers' Honoraria	15,000
5607 Security	1,500
5606 · Transportation (participant busing to museums)	12,000
<b>Total 5600 · Meetings</b>	<b>238,500</b>
<b>5700 · Printing</b>	<b>20,000</b>
<b>5900 · Travel (Speakers and Staff)</b>	<b>15,000</b>
<b>6000 · Salary &amp; Benefits</b>	
<b>Total 6100 · Benefits/Employer</b>	<b>22,083</b>
<b>Total 6200 · Salaries (% of 8 staff)</b>	<b>126,646</b>
<b>Total Expense</b>	<b>485,129</b>