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Available 2018!

For more information contact:
Lisa Coleman, Traveling Exhibits Coordinator
lisac@childrensmuseum.org, 317-334-3822
Visit Booth #63
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INTERACTIVITY 2018 HOSTS

ASSOCIATION OF CHILDREN’S MUSEUMS

Association of Children’s Museums

The Association of Children’s Museums (ACM) champions children’s museums worldwide. With 450 members in 48 states and 20 countries, ACM is the world’s foremost professional society supporting and advocating on behalf of children’s museums, and those who work at and otherwise sustain them. We leverage the collective knowledge of children’s museums through convening, sharing, and dissemination. Join us in Raleigh for InterActivity 2018!

Visit www.ChildrensMuseums.org to learn more about ACM.

Marbles Kids Museum

Located in the heart of downtown Raleigh, North Carolina, Marbles Kids Museum has been bringing big, bold play to the state capital since 2007, following a museum merger. Short on funding and time, Marbles turned to the community with open arms to help us transform our space and spark a new way to play. On opening day, we unveiled our new name (a nod to our three-story wall of more than a million moveable marbles), and swung open the doors to welcome more than 10,000 guests. From that first day, our playful, free-flowing creativity, flexibility, learning by doing, and community connectedness proved to be a winning model.

Today, Marbles serves 683,000 visitors a year. Our contemporary 83,000 square foot museum imparts a sense of wow and wonder, with soaring ceilings, colorful bridges spanning overhead, a giant walk-out window overlooking an urban park, and a wrap-around wall of a million marbles. A playful mix of scale blends the real and the imagined. Simple forms and creative use of color build an immersive environment while leaving plenty of space for kids to fill in the blanks with their imaginations. Exhibits and programs are intentionally low-screen, absent hi-tech bells and whistles. Instead, Marbles uses loose parts abundantly to fuel open-ended play with highly tactile, familiar materials. From pretend play in Moneypalooza and Around Town, to engineering role play in Kid Grid, to planting and harvesting in Seedlings and Sun Sprouts, Marbles sparks imagination, discovery and learning through play.

Also home to North Carolina’s only 3D giant-screen IMAX Theatre, Marbles pairs educational documentaries with award-winning, hands-on Learning Labs to give middle schoolers time to play! And why stop there? Marbles offers play for millennials too, with popular 21Marbles afterhours events and a powerful Big Kid Corps volunteer program. And we maintain a deep commitment to access and inclusion through Marbles Full Circle programs and a host of partnerships in education, health, and human services.

Marbles is a colorful contributor to the extraordinary renaissance of Downtown Raleigh and the innovative mindset driving our region’s success. Our institutional DNA embodies the collaborative, inclusive, and community-driven approach that launched us ten years ago. Today, we are preparing the way for the next decade of play by planning for expansion, starting with the recent purchase of an old school building next door.

To learn more about Marbles Kids Museum, visit www.marbleskidsmuseum.org.

Photos courtesy of Marbles Kids Museum.
Make sure you pack your comfy walking shoes to take advantage of all the great things to do and see in the downtown Raleigh area. This city is walkable! You’ll feel enriched and uplifted the instant you’re welcomed by the smart, savvy locals. Explore a host of homegrown authentic experiences created just for you.

Get your toes tapping to the sounds of emerging music. Invigorate your senses by sampling the many flavors of local cuisine. Join in broadening your horizons through an enticing array of cultural experiences. Add some local flair to your home or wardrobe by visiting unique retailers. No matter what path you choose on your visit, you will be energized by the fired-up cultural heartbeat fostered by the passionate minds of Raleigh.

In and Around Downtown
In Raleigh, art in everyday life is an essential for quality of life. At the North Carolina Museum of Art find your place among more than 30 Rodin sculptures, at a family workshop, in the audience for performing arts, or at countless other spots as you tour this world-class collection. The Ann and Jim Goodnight Museum Park connects art, nature, and people to encourage creative experiences and human interactions. It features public art installations by international artists, environmentally sustainable landscapes, colorful and contemporary gardens, miles of recreational trails, and a terraced pond.

Dining
Raleigh’s culinary scene is gaining national recognition. Carolina favorites like sweet tea, barbecue, and home-style vegetables are staples of Raleigh’s culinary history. Award-winning chefs are setting trends in unique and creative takes on comfort food. Choose from more than 1,300 restaurants in the area, representing a wide range of prices and cuisines.

Raleigh holds dear its history and preserves more than 200 historic places on the National Register. Numerous museums, sites, programs, and events lay out a bevy of stories for history buffs, collectors, and the endlessly curious. Founded in 1879, the North Carolina Museum of Natural Sciences remains at the forefront of research and education about the natural world. The museum uses these four questions as a compass to create meaningful and popular experiences: what do we know, how do we know, what is happening now, and how can the public participate? The North Carolina Museum of History features more than 150,000 artifacts spanning 600 years of North Carolina history. At the information desk, pick up a gallery-themed backpack full of activities designed for children ages three to five to complete as you wander the museum’s galleries. Don’t forget to visit the North Carolina Sports Hall of Fame on the third floor.

Children’s Museums Near Raleigh
In addition to Marbles Kids Museum, there are a number of children’s museums within driving distance of Raleigh: Kidzu Children’s Museum, Discovery Place (all four locations), Greensboro Children’s Museum, Kaleidium North and Downtown, Outer Banks Children @ Play Museum, and The Children’s Museum of Wilmington. All are participating in the Museum Open House Program—see the full list of participating museums on p. 14.
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Save the Date. Tuesday, May 15. Join the Blackbaud Altru® User Group at InterActivity 2018. Visit arts.blackbaud.com/InterActivity2018 to sign up.
HOTEL AND TRAVEL INFORMATION

**Conference Hotels**
ACM is holding blocks of rooms at two hotels for InterActivity 2018. Registration, the ACM MarketPlace, and all sessions will take place at the Raleigh Convention Center. Both hotels are right across the street from the Raleigh Convention Center.

**Hotel Reservations**

**Raleigh Marriott City Center**  
500 Fayetteville Street  
Raleigh, NC 27601  
919.833.1120
- Reservations deadline is April 20, 2018
- Group Name: Association of Children’s Museums
- Group Rate: $174 per night (Single or Double), May 13–19, 2018, plus applicable taxes
- Phone Reservations: 919.833.1120 or 1.800.228.9290
- Online reservations

**Sheraton Raleigh Hotel**  
421 South Salisbury Street  
Raleigh, NC 27601  
919.834.9900
- Reservations deadline is April 20, 2018
- Group Name: Association of Children’s Museums
- Group Rate: $174 per night (Single or Double), May 13–18, 2018, plus applicable taxes
- Phone Reservations: 919.834.9900 or 1.888.627.8319
- Online reservations

**Book in the Block!**
ACM has negotiated a special rate for InterActivity attendees at the Raleigh Marriott City Center and the Sheraton Raleigh Hotel. We need your reservation to count toward our contract. We know you have a choice of where to stay in Raleigh and appreciate your support of ACM by making your reservation at one of the two designated conference hotels.
TRAVEL

Raleigh Durham International Airport (RDU) is approximately 20 miles from downtown Raleigh, the Marriott, and the Sheraton.

Real ID and Air Travel
Beginning January 22, 2018, driver’s licenses or state IDs issued by states that are not in compliance with the REAL ID Act and have not been granted an extension by Department of Homeland Security may not be used to fly within the U.S.

You can check if your state is REAL ID compliant here.

For clarification on what the REAL ID Act means for you, click here. If you have questions about what is considered acceptable identification, call the TSA Contact Center at 866.289.9673 or email TSA at ContactCenter@tsa.dhs.gov.

By Air

Transportation To and From Airport
Shuttle: The Marriott and the Sheraton do not offer any shuttle service. There are several shared transportation options that service RDU. Click here for more information.

Taxis: Taxi dispatchers are located outside the terminals at RDU. Approximate cab fare to the Marriott or Sheraton is $45.

Uber: Make reservations at www.uber.com or download the app. Please note, pricing may change depending on time of day and demand, but the approximate fare is $25.

Around Raleigh
Everything in downtown Raleigh is in close proximity and easy to reach on foot. But in case you need a quick lift, the city of Raleigh offers a free circulator service, the R-Line, which will connect you to restaurants, retail, entertainment venues, museums, hotels, and parking facilities in downtown Raleigh. Buses run every 10–15 minutes. View the map here. Marbles Kids Museum is located at stop R18 and the Raleigh Convention Center, Marriott, and Sheraton are located at stop R13.

Hours of Operation:
Monday-Wednesday 7:00 a.m.–11:00 p.m.
Thursday-Saturday 7:00 a.m.–2:15 a.m.
Sunday 1:00 p.m.–8:00 p.m.

Parking
Onsite parking is available at both hotels. Prices are accurate as of November 2017:

Raleigh Marriott City Center

- Off-site self-park daily fee is $12.00 per day with validation
- Valet parking daily fee is $30.00

Sheraton Raleigh Hotel

- Self-park daily fee is $18.00
- Valet parking daily fee is $28.00

To and From the Convention Center
The Marriott is right across the street from the main entrance of the Raleigh Convention Center and you can walk between the two underground. The Sheraton is one block down. Note: ACM will not be providing shuttle service between the hotels and the convention center.
MUSEUM OPEN HOUSE PROGRAM

The Museum Open House Program gives InterActivity 2018 attendees the opportunity to explore many cultural institutions in Raleigh and surrounding areas. The institutions listed below are generously offering free admission from May 14 through May 19, 2018. Simply present your InterActivity 2018 conference badge or registration confirmation. Many museums are closed Mondays, please call ahead to confirm hours.

RALEIGH

Marbles Kids Museum
919.834.6040
www.MarblesKidsMuseum.org

CAM Raleigh
919.261.5920
www.CAMRaleigh.org

City of Raleigh Museum
919.996.2220
www.CityofRaleighMuseum.org

North Carolina Museum of Art
919.839.6262
www.NCArtMuseum.org

North Carolina Museum of History
919.807.7900
www.NCMuseumofHistory.org

North Carolina Museum of Natural Sciences
919.707.9800
www.NaturalSciences.org

CHARLOTTE

Discovery Place Nature
704.372.6261
www.DiscoveryPlace.org

Discovery Place Science
704.372.6261
www.DiscoveryPlace.org

DURHAM

Museum of Life + Science
919.220.5429
www.LifeandScience.org

GREENSBORO

Greensboro Children’s Museum
336.574.2898
www.gcmuseum.com

HUNTERSVILLE

Discovery Place Kids – Huntersville
704.372.6261
www.DiscoveryPlace.org

KITTEN HAWK

Outer Banks Children @ Play Museum
252.261.0290
www.ChildrenatPlayobx.org

ROCKINGHAM

Discovery Place Kids – Rockingham
910.997.5266
www.DiscoveryPlace.org

WILMINGTON

The Children’s Museum of Wilmington
910.254.3534
www.PlayWilmington.org

WILSON

Imagination Station Science & History Museum
252.291.5113
www.ScienceandHistory.org

WINSTON-SALEM

Kaleideum Downtown
336.723.9111
www.Kaleideum.org

Kaleideum North
336.767.6730
www.Kaleideum.org
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- Children’s Museum of the Lowcountry
- Lincoln Children’s Museum
- Museum of Natural Curiosity
- Warsaw Children’s Museum
- Chicago Children’s Museum

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PRELIMINARY CONFERENCE PROGRAM

The following schedule is subject to change. Optional ticketed events are indicated by an asterisk (*).

Tuesday, May 15
8:30 a.m.–5:00 p.m. Emerging Museums Pre-Conference*
12:15 p.m.–3:15 p.m. Study Tour: A. Museum of Life + Science*
1:00 p.m.–4:00 p.m. Digital Playground: Technology and Play in Early Childhood Workshop*
1:30 p.m.–4:30 p.m. Museum Leadership Forum*
5:15 p.m.–6:00 p.m. New Attendee Orientation
6:30 p.m.–8:30 p.m. Inaugural ACM Awards Dinner*

Wednesday, May 16
7:30 a.m.–8:45 a.m. Networking Breakfast
9:00 a.m.–10:15 a.m. Plenary Session and Keynote Address: Open Source Leadership
10:30 a.m.–1:30 p.m. Study Tour: B. Work Spaces to Collaborate, Create, and Innovate*
10:30 a.m.–1:00 p.m. Study Tour: C. Play Around Town*
10:30 a.m.–11:45 a.m. Concurrent Professional Development Sessions
12:45 p.m.–2:45 p.m. Study Tour: D. Marbles Kids Museum*
1:15 p.m.–2:30 p.m. Concurrent Professional Development Sessions
3:00 p.m.–5:00 p.m. SmallTalks 2018
4:00 p.m.–7:00 p.m. ACM MarketPlace Open
5:00 p.m.–7:00 p.m. ACM MarketPlace Reception
6:30 p.m.–8:00 p.m. Museum CEO and Trustee Reception*

Thursday, May 17
8:00 a.m.–4:00 p.m. ACM MarketPlace Open
8:00 a.m.–8:45 a.m. ACM MarketPlace Breakfast
9:00 a.m.–10:15 a.m. Investigation Sessions
10:45 a.m.–12:00 p.m. Concurrent Professional Development Sessions
10:45 a.m.–2:00 p.m. International Children’s Museums Forum*
12:00 p.m.–2:00 p.m. ACM MarketPlace Lunch
12:30 p.m.–3:45 p.m. Study Tour: E. Kidzu Children’s Museum*
2:00 p.m.–3:15 p.m. Concurrent Professional Development Sessions
3:15 p.m.–3:45 p.m. ACM MarketPlace Coffee Break
3:45 p.m.–5:00 p.m. Concurrent Professional Development Sessions
6:30 p.m.–9:30 p.m. Evening Event: Play It Up Party at Marbles Kids Museum*

Friday, May 18
7:30 a.m.–8:45 a.m. Morning Coffee
9:00 a.m.–10:15 a.m. Concurrent Professional Development Sessions
10:30 a.m.–12:00 p.m. Closing Plenary & ACM Great Friend to Kids Award Ceremony
C7A expertly guided our volunteer team, working closely together with us from the design phases of creative conception to the final stamp of completion at the emerging Knock Knock Children's Museum. The result is 18 interactive learning zones, infused with ingenuity and inspiration, that wow our visitors and offer endless opportunities for programming.

Aza Bowlin
Founding Member and Board Chair of the Knock Knock Children's Museum
Tuesday, May 15
All programming will be held at the Raleigh Convention Center, unless otherwise noted.

Emerging Museums Pre-Conference
Sponsored by Cambridge Seven Associates, Inc.
8:30 a.m.–5:00 p.m.
Pre-registration is required; Member registration, $235, Nonmembers, $335. This event is limited to emerging museums and individuals starting a children’s museum. Registration fee includes breakfast, lunch, and materials.

Preliminary Agenda

8:00 a.m.–8:30 a.m.
Breakfast

8:30 a.m.–8:45 a.m.
Welcome

8:45 a.m.–9:15 a.m.
Introductions

9:15 a.m.–10:30 a.m.
Perspectives from Recently-Opened Children’s Museums
No two children’s museums are planned in the same way. However, much can be learned from those who have gone before. Hear from leaders of recently-opened children’s museums of all sizes and shapes, including one located in a mall, one that renovated a three-story house, and one that opted for a brand-new building.

10:30 a.m.–10:45 a.m.
Break

10:45 a.m.–11:15 a.m.
Where Are You in the Development Process?
In this facilitated discussion, reflect on the previous session and identify burning questions you want answered during the next sessions.

11:15 a.m.–12:15 p.m.
Which Plan and When?
There are a number of plans that start-up museums are recommended to develop—a business plan, a strategic plan, a master plan, a fundraising plan, an exhibit plan, a program plan, a staffing plan—sometimes the list seems endless. Which plans do you need to develop and at what stage?

12:15 p.m.–1:00 p.m.
Lunch

1:00 p.m.–1:30 p.m.
ACM Resources
Learn about ACM resources that are especially valuable to those starting a children’s museum.

1:30 p.m.–2:30 p.m.
The Economics of Opening a Children’s Museum
Presenters will address the following questions: What is your operating strategy? What is the importance of testing project viability? (Yes, your new children’s museum is a project!) Do you need to conduct economic feasibility evaluations, market support evaluations, and site and plan evaluations? What if you don’t? What are hard costs versus soft costs? How should you budget for the period up to and including the opening? How can you manage donors and their expectations?

2:30 p.m.–2:45 p.m.
Break

2:45 p.m.–3:45 p.m.
Building and Site Options
Presenters will address the following questions: What do you need to know before a site is selected for your new museum? How can you determine the best location for your museum? Should you accept an offer of “free space” or a free building? Should you build new or renovate? What non-exhibit issues do you need to worry about (accessibility, number of toilets, parking, security, etc.)? What does the process look like and how can you avoid pitfalls? What if you’ve already been given a building and site?

3:45 p.m.–4:45 p.m.
We Know Where, Now What? Designing the Museum
Presenters will address the following questions: What’s the process of selecting an architect and/or exhibit designer, and how should you work with them? What if you cannot read architectural drawings? What is the process and how long does it take? Who should be involved? How large should your core team be? What is the role of advisors? How can you get the community involved?

4:45 p.m.–5:00 p.m.
Wrap Up and Adjourn
STUDY TOUR

A. Museum of Life + Science
12:15 p.m.–3:15 p.m.
Pre-registration is required; tickets are $35. Transportation is included.

Located near downtown Durham, the Museum of Life + Science is one of North Carolina’s top family destinations. Situated on eighty-four acres, this interactive science park includes a two-story science center, one of the largest butterfly conservatories on the East Coast, and beautifully landscaped outdoor exhibits that are safe havens for rescued black bears, lemurs, and endangered red wolves. Other popular attractions include sixty species of live animals, Dinosaur Trail, Ellerbe Creek Railway, and a two-acre natural playscape, Hideaway Woods. Talk with members of the education and exhibits departments while exploring the museum’s incredible outdoor learning environments. Learn about the design thinking, education goals, and program planning that guided their creation. Get a behind-the-scenes look at Earth Moves, the museum’s newest outdoor exhibit, while it’s under construction.

Museum Leadership Forum
1:30 p.m.–4:30 p.m.
Pre-registration is required for this free event. As a museum’s response to social issues requires organizational buy-in—from the board to front-line staff—museums are encouraged to participate in teams of up to three staff members (including its CEO). To register, please complete the separate registration form.

Over the past year, a number of highly visible social issues have challenged our core values as a field, begging the question, what can and should we do? This forum will focus on how children’s museums are responding and can respond to pressing social issues—including educational equity, health disparities and epidemics, economic inequities, and discrimination—while staying true to their missions. The agenda will include framing of issues that are the highest priority for the field (determined by a pre-forum survey), in-depth examples from museums that have taken action on a variety of social issues in their communities, and facilitated dialogue to support attendees developing their own responses.

InterActivity 2018 Officially Starts

New Attendee Orientation
5:15 p.m.–6:00 p.m.
If you are attending InterActivity for the first time, or it’s been a few years, join ACM for an orientation to learn how to get the most out of the conference, meet members of the ACM staff, board, and the InterActivity 2018 Program Committee, as well as network with other newcomers.

Inaugural ACM Awards Dinner
6:30 p.m.–8:30 p.m.
Pre-registration is required; tickets are $65 and include a plated dinner. A portion of the proceeds will be contributed to the ACM Scholarship Fund. Cash bar.

Come celebrate the field! Join your colleagues for dinner and the launch of ACM’s new awards program, including the winner of the first-ever ACM Lifetime Achievement Award. This new award recognizes a member of the profession who has made outstanding contributions to the field over their lifetime. The program will also recognize individuals who received 2018 Diversity in Action Scholarships as well as recipients of the InterActivity 2018 Small Museums Financial Aid Program, sponsored by Jack Rouse Associates.
Gyroscope is a full service, comprehensive museum development & design firm.

For more info contact:
Maeryta Medrano, AIA, LEED® AP
maeryta@gyroscopeinc.com
510.986.0111

www.gyroscopeinc.com
Wednesday, May 16
All programming will be held at the Raleigh Convention Center, unless otherwise noted.

**Professional Networking Breakfast**
7:30 a.m.–8:45 a.m.
Rise and shine! Network with peers over breakfast. Tables will be organized by professional functions and special interest groups: Administration, Development, Finance, Education, Exhibits, International Attendees, Marketing, Membership, Museum CEOs and Executive Directors, Museums for All, Research and Evaluation, and Visitor Experience/Services.

**Plenary Session and Keynote Address**
9:00 a.m.–10:15 a.m.
Open Source Leadership: The Key to Building Thriving Children’s Museums in the Digital Era

*Jim Whitehurst, CEO, Red Hat*

The way we access, use, and interact with information in the digital era creates amazing opportunities for innovation, as well as disruption for organizations in all fields. Successful leaders will pay close attention to the opportunities and implications of the connected age. Jim Whitehurst’s keynote will provide us with a new framework for leadership in the quickly accelerating digital world. He will share critical context on the evolving nature of work and the new economy—and what that means for the field. Jim will challenge us all to think differently about how we engage with children, colleagues, and communities we serve—inviting us to connect and engage more deeply during the conference and take inspired action when we go home.

**Speaker Biography:** Jim Whitehurst is President and CEO of Red Hat, the world’s leading catalyst for developing technology “the open source way." Whitehurst leads more than 11,000 Red Hatters who work every day on helping customers adopt open source technology to innovate and grow. Open source technology is critical to nearly every major innovation we enjoy today—from smartphones to cloud computing. Yet open source technology is not just about the software code—it is about an open, transparent, collaborative approach to community-driven innovation—making its teachings applicable to every field.

**STUDY TOUR**

**B. Work Spaces to Collaborate, Create, and Innovate**
10:15 a.m.–1:30 p.m.
Pre-registration is required; tickets are $35. Transportation is included.
Join this designer-led tour of three of Raleigh’s most innovative workspaces designed to foster collaboration and creativity. The tour begins at the global headquarters for Red Hat, the world’s leading provider of open source software, where we’ll learn how their space design reflects their brand and supports openness and community. Next stop is Citrix, where the workplace is designed to stimulate creativity, collaboration, productivity, and engagement. Finally, we’ll tour the James B. Hunt Jr. Library on the North Carolina State University campus, an award-winning and inspiring architectural marvel featuring creative commons that support learning, collaboration, and community-building. These spaces will inspire us to think about how our own environments serve as community hubs that drive our mission and culture. Tour leaders will help attendees apply design inspiration to budgets of all sizes, from full renovations to low-cost idea hacks.
C. Play Around Town
10:15 a.m.–1:00 p.m.
Pre-registration is required; tickets are $35. Transportation is included.
Explore how children’s museums, school systems, parks and recreation departments, and nonprofit partners can work together to create a playful community for all. This tour will investigate how three partners—a school, a nonprofit, and a statewide health program—collaborate to create opportunities for play across the community. Visit Powell Center for Play and Ingenuity Magnet Elementary School, a school that decided to put play at the center of learning to engage its students more meaningfully. Observe a school playground activated by PlayWorks, an organization working to create spaces where every kid can feel included, be active, and build valuable social and emotional skills. Finally, experience loose parts play in action on a community playground facilitated by Be Active Kids®, an innovative, interactive health program for children ages birth to five.

D. Marbles Kids Museum
12:45 p.m.–2:45 p.m.
Pre-registration is required; tickets are $35.
Visit Marbles for a creative and in-depth tour of our exhibits and a hands-on experience of our favorite daily play. See how collaboration and open source principles have helped shape and grow the museum over our first ten years. Take part in a conversation with Team Marbles to discuss our exhibit design and play planning process, the ways we build and strengthen our team culture, and the process by which we foster community engagement and program partnership practices.
CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

1:15 p.m.–2:30 p.m.
Session titles, descriptions, and presenters are posted online.

Break
2:30 p.m.–3:00 p.m.

SmallTalks 2018
3:00 p.m.–5:00 p.m.
Organized by Marbles Kids Museum, SmallTalks 2018 features speakers and performers who practice open source play every day. This year’s presentations explore the process of co-creation, how to design experiences that inspire wow and wonder, the challenges of leading in a connected age, and the power of seeing the world through a child’s eye.

A Preview of Presenters and Performers

Sarah Powers is an artist based in Raleigh, NC, where she is also the Executive Director of the Office of Raleigh Arts. She co-chaired Raleigh’s community planning process for the arts, engaging 4,000 people in shaping the community’s collective vision for living a creative life. Before joining the City of Raleigh, Sarah served as Executive Director of Visual Art Exchange, where she co-organized SPARKcon, The Triangle’s Creativity Festival, as an open-source experience.

Marie Schacht works as a Head Coach for Seth Godin’s altMBA, an online leadership workshop focused on creating positive change. Before working with altMBA, Marie served as the Director of Hopscotch Design Festival, a two-day gathering of designers, thinkers, makers, and storytellers who are shaping the future right now. You can often find Marie playing around town with Raleigh Urban Rangers, connecting people, exploring the city and having a great time.

James Siegal is CEO of KaBOOM!, the national nonprofit that seeks to give children the childhood they deserve filled with balanced and active play, so they can thrive. As part of inspiring kids to play everyday, KaBOOM! created the innovative idea of “play everywhere”—bringing play to unexpected but everyday spaces. Prior to KaBOOM!, James served as Chief of Staff for the Corporation for National and Community Service, the federal agency that supports citizen engagement to address community challenges through AmeriCorps, the Social Innovation Fund and other programs. He is a graduate of Princeton University and Harvard Law School.

Marlon Torres is the Executive Director of North Carolina Arts in Action, which teaches life skills to children through dance and music. He began his career as a principal dancer in Mini Pops, a dance ensemble featuring child performers televised weekly across Latin America.

Mindy Thomas has spent the last seventeen years playing radio, and pretending at the professional level. She currently hosts NPR’s Wow in the World, and The Absolutely Mindy Show on SiriusXM, where she serves on the front-lines of imagination, education, and fun 101. She is a fierce advocate of childhood, and has no plans of ever growing up.
ACM MarketPlace
4:00 p.m.–7:00 p.m.

No InterActivity schedule is complete without time to go through the ACM MarketPlace. The ACM MarketPlace offers a world of inspiring ideas, creative products, and ready-to-rent exhibits, so stopping by is a must! Whether it’s mingling during the ACM MarketPlace Reception or touring during Thursday’s lunch break, there are an amazing group of exhibitors who are excited to connect with you. Take an early look at who you can meet in the ACM MarketPlace:

- Argyle Design, Inc.
- Benee’s, Inc.
- Betty Brinn Children’s Museum
- Blackbaud
- Blick Art Materials
- Blue Telescope Studios
- Boss Display Corporation
- Brackitz
- Cambridge Seven Associates, Inc.
- Chicago Scenic Studio, Inc.
- Children’s Discovery Museum of San Jose
- Children’s Museum of Houston
- The Children’s Museum of Indianapolis
- Children’s Museum of Pittsburgh
- Digitalis Education Solutions, Inc.
- Freenotes Harmony Park
- Greater Giving
- Gyroscope, Inc.
- Haizlip Studio
- Imagination Playground, LLC
- Jack Rouse Associates
- KaBOOM!
- Kapla
- Koda Kids, LLC
- Kraemer Design + Production, Inc.
- Kubik Maltbie, Inc.
- Mad Systems, Inc.
- The Magic House, St. Louis Children’s Museum
- MIG | Portico
- Minnesota Children’s Museum
- Moey, Inc.
- NISE Network
- Ontario Science Centre
- RedBox Workshop
- RJ & Associates
- Roto
- Science Museum of Minnesota
- Sciencenter
- teamLab Kids, Inc.
- Universal Service Associates, Inc.

ACM MarketPlace Reception
5:00 p.m.–7:00 p.m.

Explore the ACM MarketPlace as you mix and mingle with your colleagues at a casual kick-off reception. Roam the aisles to find exhibitors that have sponsored free drink tickets.

MUSEUM CEO AND TRUSTEE RECEPTION
Sponsored by Alfred Williams & Company

6:30 p.m.–8:00 p.m.

Pre-registration is required; tickets are $40.

The Board of Directors and Board Alumni of Marbles Kids Museum invite museum CEOs and trustees to enjoy a reception at the headquarters of Alfred Williams & Company, a national leader in workspaces that connect people, place, and purpose. Celebrating 150 years of civic and corporate leadership, Alfred Williams is led by Chairman and CEO Blount Williams, a founding board member and steadfast supporter of Marbles, and grandfather to twelve young museum regulars. Conveniently located in Downtown Raleigh near the convention center and conference hotels, Alfred Williams & Company occupies an historic building recently reimagined in a classic, contemporary style—providing an inspiring backdrop for museum leaders to gather for networking, music, drinks, and heavy hors d’oeuvres featuring local flavors in one of the “Top 10 Tastiest Towns in the South.” Experts in workspace design will be on hand to chat about trends and inspire us to think about how our museum workspaces foster connections and spark conversations that lead to new ideas.
EXHIBIT AT INTERACTIVITY
Exhibit at the ACM MarketPlace 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 registrations per booth or tabletop
- Discounted registration rates for the InterActivity conference
- Breaks throughout the day in the ACM MarketPlace
- Food served in the ACM MarketPlace to drive traffic
- First look at the ACM MarketPlace floorplan for InterActivity 2019, with option to reserve your booth

Exhibitor Options

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<th>ACM Member</th>
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<td><strong>Booth</strong></td>
<td>$1,695</td>
<td>$1,395</td>
<td>$1,295</td>
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<td>A key to business development, a booth enables you to engage with your target audience directly.</td>
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<tr>
<td><strong>Prime Location Booth</strong></td>
<td>$2,095</td>
<td>$1,695</td>
<td>$1,595</td>
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<tr>
<td>A prime location in the ACM MarketPlace. See exhibit hall <a href="#">here</a> for reserved locations.</td>
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<tr>
<td><strong>Two Booths</strong></td>
<td>$2,895</td>
<td>$2,495</td>
<td>$2,195</td>
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<td>A chance to double your impression without doubling the price. Booths can be side by side or strategically separated.</td>
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<td><strong>Booth + Ad</strong></td>
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<td>$2,295</td>
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<td>A step above. One booth plus a full-page ad in the printed Final Program.</td>
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<tr>
<td><strong>Tabletop</strong></td>
<td>$1,195</td>
<td>$995</td>
<td>$795</td>
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<td>An ideal solution for organizations that don’t require a large space.</td>
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To reserve a space in the ACM MarketPlace, download the [Prospectus](#), or contact Dana Weinstein, Development Manager, at [Dana.Weinstein@ChildrensMuseums.org](mailto:Dana.Weinstein@ChildrensMuseums.org).
Thursday, May 17

All programming on May 17 will be held at the Raleigh Convention Center, unless otherwise noted.

**ACM MarketPlace**

8:00 a.m.–4:00 p.m.

The ACM MarketPlace continues for the day! Pick up on a conversation you didn’t finish at the reception, visit new vendors, and say hi to old friends.

**New! Meet Your Match in the ACM MarketPlace**

Brain Dates are a new consultation opportunity at InterActivity. Meet and learn from ACM MarketPlace exhibitors based on a wide range of topics. You can find like-minded people interested in sharing knowledge one-to-one and get to meaningful conversations right away.

**How It Works**

1. InterActivity attendees explore consultation topics suggested by ACM MarketPlace exhibitors. (Stay tuned for topics!)
2. Once you choose a topic, you will be matched with an exhibitor with expertise in that area.
3. Brain dates are ten minutes long and will take place in the ACM MarketPlace on May 17.

Brain Dates take the guesswork out of finding the right people who can help you learn more about topics of interest to you.

Sign up information will be available in the spring.

**ACM MarketPlace Breakfast**

8:00 a.m.–8:45 a.m.

For a great start to the day, enjoy complimentary breakfast in the ACM MarketPlace. Then explore the exhibit hall throughout the day. With dozens of exhibitors, you’ll want to come back often.

**Investigation Sessions**

9:00 a.m.–10:15 a.m.

**Beyond the Brainstorm**

To learn and grow alongside the kids and communities we serve, we’re challenged to move at the speed of childhood. Children’s museums can deliver great play to our kids, faster, by engaging our full teams’ talents, creating a culture where we build on each other’s ideas, and moving quickly to action. This session will focus on playful, practical ways to kick off meetings, generate ideas, and move quickly from pie in the sky to feasible plan. Creative teams from two children’s museums and the Raleigh design community will share the design-thinking and open-source approaches that inspire their projects. They’ll lead you through a fast-paced, fun practice round as you try out new techniques. Leave with resources you can use as soon as you return home to kick off your next project.

**Birds of a Feather**

In these three sessions, representatives from each museum size category will provide an overview of their institution, including operational facts and figures, as well as unique characteristics of their practices and/or business model. Presenters will then facilitate conversation and knowledge-sharing between museums of similar size. The categories are based on those introduced in 2017 via the ACM Trends Reports, which draw from more than a decade of ACM member data. Attend the session that best applies to your museum!

- Small Museums
- Medium Museums
- Large Museums
CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

10:45 a.m.–12:00 p.m.
Session titles, descriptions, and presenters are posted online.

International Children’s Museums Forum
10:45 a.m.–2:00 p.m.
Pre-registration is required for this free event. There is limited seating, available on a first-come, first-served basis. To register, contact ACM at 703.224.3100 or Registration@ChildrensMuseums.org.
For the seventh year, ACM is pleased to offer the International Children’s Museums Forum. This conference within a conference provides a setting for attendees from international children’s museums and others to discuss ideas, issues, and connections that impact and unite the field worldwide.

ACM MarketPlace Lunch
12:00 p.m.–2:00 p.m.
Enjoy a complimentary lunch in the ACM MarketPlace, and then take your time to explore the exhibit booths. The next sessions don’t start until 2:00 p.m.!

STUDY TOUR

E. Kidzu Children’s Museum
12:30 p.m.–3:45 p.m.
Pre-registration is required; tickets are $35. Transportation is included.
Established in 2006 in Chapel Hill, NC, Kidzu’s success story is about reinvention. After humble beginnings in a 2,000 square feet space on a college town’s main street, Kidzu has weathered five different homes and quadrupled its size along the way. Serving 90,000 visitors annually, Kidzu thinks of itself as a “launch pad,” a term that describes its intentional prototyping of programs and exhibits in preparation for a future (and final) permanent home. Kidzu is the home of the first makerspace in the Carolinas designed specifically for young children and dedicated to STEAM learning, and is known for its roster of more than a hundred community and academic partners who help infuse its visitor experience with creativity and innovation reflective of the region. A visit to Kidzu will inspire you to consider new ways to make the most of a small space and incorporate elements that make a museum uniquely “place-based.”

CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

2:00 p.m.–3:15 p.m.
Session titles, descriptions, and presenters are posted online.
ACM MarketPlace Coffee Break
3:15 p.m.–3:45 p.m.
Need a mid-afternoon pick-me-up? Come for a complimentary coffee break in the exhibit hall. Plus, it’s another great opportunity to find the products and services your museum needs.

CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

3:45 p.m.–5:00 p.m.
Session titles, descriptions, and presenters are posted online.

EVENING EVENT

Play It Up Party at Marbles Kids Museum
6:30 p.m.–9:30 p.m.
Pre-registration required; tickets are $50.
Play is what it’s all about and tonight is YOUR night to be a kid again. Team Marbles invites you to experience the magic of Marbles after dark! Take off in the helicopter, dance up our musical staircase, power up the play in Kid Grid, get crafty in Studio Style, and cash out in Moneypalooza. Amp up the fun with grown-up versions of childhood favorites—Hungry Hungry Humans, Human Foosball, Nerf Battles, and more. Savor the brew and ‘que of the South, and cap it all off on the dance floor—hula hooping a must, double-dutch if you dare.
Friday, May 18

Don’t leave early! We’re saving the best for last. Today all programming will be held at the Raleigh Convention Center.

Morning Coffee
7:30 a.m.–8:45 a.m.

There are never enough opportunities to network, so we’re providing this unstructured coffee time to make new contacts or reconnect with colleagues.

About the Center on the Developing Child:
The mission of the Center on the Developing Child is to drive science-based innovation that achieves breakthrough outcomes for children facing adversity. They believe that advances in science provide a powerful source of new ideas focused on the early years of life. Founded in 2006, the Center catalyzes local, national, and international innovation in policy and practice focused on children and families. They design, test, and implement these ideas in collaboration with a broad network of research, practice, policy, community, and philanthropic leaders. Together, they seek transformational impacts on lifelong learning, behavior, and both physical and mental health. For additional information about the Center, visit www.developingchild.harvard.edu.

Al Race Biography:
Al Race is Chief Knowledge Officer and Deputy Director of the Center on the Developing Child at Harvard University. A member of the Center’s senior leadership since 2006, his focus is on how to use the knowledge generated by the Center’s work to transform the science-based innovation landscape to best help children and families facing adversity to thrive and grow. As a senior spokesperson for the Center, he helps scientists, researchers, students, the media, and other thought leaders improve their understanding and communication of the science of child development and science-based innovation and apply it to their work. He also leads the Center’s knowledge translation, communication, and public engagement portfolios, including the development and execution of strategic communications plans, communications research, publications, and new media products. He guides the team that produces the Center’s website, which now averages more than 5,000 video views and paper downloads each day and nearly a million visits per year from 200 countries.

CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

9:00 a.m.–10:15 a.m.
Session titles, descriptions, and presenters are posted online.

Closing Plenary Session and ACM Great Friend to Kids Award Ceremony
10:30 a.m.–12:00 p.m.

ACM will present its 2018 Great Friend to Kids Award to the Center on the Developing Child at Harvard University. The award is presented annually at InterActivity and honors those who have made significant contributions to strengthen education and advance the interests of children. ACM selected the Center on the Developing Child for its outstanding contributions toward closing the gap between what we know and what we do to improve the lives of children facing adversity.

The Center’s science-driven work in the areas of brain architecture, toxic stress, executive function, and resilience has resulted in breakthrough programs for children and families, including those in children’s museums. The award will be accepted by Al Race, Chief Knowledge Officer and Deputy Director of the Center on the Developing Child.
JOIN ACM: BECOME A MEMBER!

Serving members in the United States and countries across the globe, the Association of Children’s Museums (ACM) is an international nonprofit professional service organization that champions children’s museums around the world. Currently, ACM serves 450 museums, businesses, educational organizations, and individuals.

Which membership level is right for you?

ACM offers a number of membership levels for both individuals and organizations. Each level is tailored to provide benefits to meet your needs. ACM supports its members through leadership, advocacy, professional development, and service.

ACM Annual Membership Dues

Open Museum Categories

Dues are based on annual operating income

Level 1 (under $250k): .................................................. $450
Level 2 (under $500k): .................................................. $800
Level 3 (under $1 million): ........................................... $1,050
Level 4 (under $3 million): ........................................... $1,400
Level 5 (under $5 million): ........................................... $1,600
Level 6 ($5 million and over): ...................................... $1,950

Special Museum Categories

Emerging Children’s Museum: ....................................... $400
International Museum: ................................................. $650
Sponsor Children’s Museum: ......................................... $2,500

Individual Categories

Friends of the Field: .................................................... $100
Student: ........................................................................ $75

Organizational Categories

Academic/Research Institution: ..................................... $450

Questions?

Ask Keila Rone, Membership Manager, at Membership@ChildrensMuseums.org.

ACM Annual Business Membership Dues

ACM business members represent a diverse range of organizations serving the field and supporting the growth of children’s museums in their communities. They gain exposure to a unique and focused audience through ACM membership while acknowledging the value of children’s museums worldwide.

Business Categories

Business Visionary: ....................................................... $2,500
Business Supporter: ...................................................... $750
Business Associate: ...................................................... $300

Questions?

Ask Dana Weinstein, Development Manager, at Dana.Weinstein@ChildrensMuseums.org.
INTERACTIVITY SMALL MUSEUM FINANCIAL AID PROGRAM

Sponsored by Jack Rouse Associates

Application Deadline: January 12, 2018

The Association of Children's Museums is committed to ensuring all museums have an active presence at InterActivity. The InterActivity Small Museum Financial Aid Program provides staff at small museums with professional development and networking opportunities through complimentary registration to InterActivity 2018 and tickets to the Inaugural ACM Awards Dinner and Marbles Kids Museum Evening Event. Eligible applicants currently work at an open children's museum with an annual budget of $500,000 USD or less. The children's museum must be a current ACM member. Travel and hotel accommodations are the responsibility of the selected recipient. For more information and to download the financial aid application visit ACM's Scholarship and Financial Aid webpage.

DIVERSITY IN ACTION INTERACTIVITY SCHOLARSHIPS

Application Deadline: January 12, 2018

The Association of Children's Museums is committed to diversity by working towards a more inclusive children's museum field. This scholarship provides leadership development opportunities to museum professionals and field-wide exposure to students. Selected applicants will receive complimentary registration to InterActivity 2018 and tickets to the Inaugural ACM Awards Dinner and Marbles Kids Museum Evening Event. Travel and hotel accommodations are the responsibility of the selected recipient. Eligibility guidelines and the scholarship application are on ACM's Scholarship and Financial Aid webpage.
PAYMENT OPTIONS

For online registration, ACM accepts Visa, MasterCard, Discover, American Express, and PayPal. Payment is due at time of registration.

For mail and fax registration, ACM accepts Visa, MasterCard, Discover, American Express, check, or wire transfer. In order to receive a discounted registration rate, checks must be postmarked by or received by ACM by the close of the discounted registration period (please see below for discount period dates). To pay by wire transfer, please contact ACM at Registration@ChildrensMuseums.org. ACM is not responsible for payments not received.

REGISTRATION CONFIRMATION

An online registration or paper registration form must be submitted for each individual. All registrants will receive an email confirmation of their registration and event orders from ACM once payment has been received. If confirmation is not received within two days of registration, contact Registration@ChildrensMuseums.org.

REGISTRATION TRANSFER POLICY

Conference registration may be transferred from one individual to another without a fee if an email request is submitted by April 11, 2018. Send transfer requests to Registration@ChildrensMuseums.org. Note: transfers made after April 11 will be subject to a $75 transfer fee.

REGISTRATION CANCELLATION POLICY

All cancellations must be made in writing to ACM and emailed to Registration@ChildrensMuseums.org by April 11, 2018. ACM is not responsible for cancellations not received. Please contact ACM at 703.224.3100, ext. 109 to confirm receipt. All refunds will be issued by June 29, 2018.

TICKETED EVENT & STUDY TOUR FEES

Requests to transfer an event ticket from one individual to another should be submitted to Registration@ChildrensMuseums.org by April 11, 2018. Please note that it is necessary for ACM to record the transfer to issue a valid ticket. Onsite, registrants may sell their event tickets to other conference attendees, but it is up to the individual to broker the financial transaction with the new ticket holder.

Ticket purchases will be refunded only to those who are canceling their conference registrations. Ticket refund requests must be made in writing to ACM and emailed to Registration@ChildrensMuseums.org by April 11, 2018. No other ticket refunds will be issued unless the ticketed event has been canceled by ACM.

REGISTRATION RATE DISCOUNTS

Please refer to the registration rates listed on the ACM website for full pricing and rate comparison.

EARLY REGISTRATION INCENTIVES

There are two remaining discount offers for early registration. Each is time-limited.

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<th>Savings</th>
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<tr>
<td>Oct. 26, 2017–Jan. 17, 2018</td>
<td>Early Bird</td>
<td>Save up to $100</td>
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<tr>
<td>Jan. 18–Apr. 11, 2018</td>
<td>Advance</td>
<td>Save up to $50</td>
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FULL-TIME STUDENT DISCOUNTS

Full-time students in a degree-granting undergraduate or graduate program qualify for this discount. Students must fax (703.224.3099) or email (Registration@ChildrensMuseums.org) an official copy of their current course registration with their InterActivity registration form.

TAKE 5! REBATE

ACM member institutions registering five or more individuals (full-time and part-time staff members, interns, volunteers, board, and trustee members) for the full three-day conference at the Early Bird, Advance, or Onsite rates will receive a rebate totaling five percent of the institution’s InterActivity registration total. An institution is not required to register its entire group at one time. Additional museum-sponsored individuals that register onsite will count towards the Take 5! Rebate. Surcharges, membership dues, pre-conference fees, and ticketed events are not included in calculating the total rebate. ACM’s InterActivity cancellation policy will apply to all Take 5! registrations. A canceled registration that causes an institution to send fewer than five individuals to the full InterActivity conference will void the Take 5! Rebate. The rebate will be issued to the member institution as a check and mailed by June 29, 2018.
INTERACTIVITY 2018 REGISTRATION FORM

CONTACT INFORMATION

Full Name (as you would like printed on your name badge)

Organization        Title

Phone      Email

Address

City     State/Province  Zip  Country

CONFERENCE REGISTRATION

Full Conference: May 15–18

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<td>(April 12–May 18)</td>
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<td>Full-Time Student</td>
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One-Day Options: May 16, May 17, or May 18

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Conference Registration Subtotal: $______________

REGISTRATION ADD-ON OPTIONS

May 15: Emerging Museums Pre-Conference   ACM Member ❑ $235   Nonmember ❑ $335
May 15: Digital Playground: Technology and Play in Early Childhood Workshop ❑ $50
May 15: Museum Leadership Forum Please complete the separate registration form.

Evening Events

Spouses and partners of registered attendees are required to purchase a ticket to attend evening events.

May 15: Inaugural Awards Dinner ❑ $65   + ________ Guests
May 16: Museum CEO and Trustee Reception ❑ $40   + ________ Guests
May 17: Evening Event at Marbles Kids Museum ❑ $50   + ________ Guests

Study Tours

May 15: A. Museum of Life + Science ❑ $35
May 16: B. Work Spaces to Collaborate, Create, & Innovate ❑ $35
May 16: C. Play Around Town ❑ $35
May 16: D. Marbles Kids Museum ❑ $35
May 17: E. Kidzu Children's Museum ❑ $35

Registration Add-On Subtotal: $______________

Grand Total: $______________
PAYMENT INFORMATION:
Full payment is required with this form.
I have read and agree to abide by the InterActivity 2018 Registration Policies and authorize payment as listed below.
- Enclosed is my check payable to Association of Children’s Museums.
- Wire Transfer (attach bank confirmation).

Please charge my:
- [ ] Visa
- [ ] MasterCard
- [ ] American Express
- [ ] Discover

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SPECIAL NEEDS AND REQUESTS
- Vegetarian, vegan, or gluten-free meals, please specify:

- Accessibility needs, please specify:

ACM will include the name, title, institution, and email of all registrants in an InterActivity 2018 Attendee List. To facilitate networking and marketing, the list will be distributed to all registrants and ACM MarketPlace exhibitors.

- Yes, include me
- Include me without my email address
- Do not include me

Is this your first InterActivity?
- Yes
- No

RETURN COMPLETED REGISTRATION FORM WITH PAYMENT:
Fax: 703.224.3099
Email: Registration@ChildrensMuseums.org
Mail: Association of Children’s Museums
2711 Jefferson Davis Highway, Suite 600
Arlington, VA 22202
Important Deadlines

January 17, 2018
Early Bird Registration closes

April 11, 2018
Advance Registration closes

April 20, 2018
Hotel Room Blocks close

See you in Raleigh, NC, May 15–18!