

ACR  
Convergence  
Where Rheumatology Meets

2022  
Exhibitor  
Prospectus

*ACR CONVERGENCE 2022*

*NOVEMBER 10–14*

*PENNSYLVANIA CONVENTION CENTER  
PHILADELPHIA, PENNSYLVANIA*

*ADVANCE PROGRAMMING: NOVEMBER 10–11*

*SCIENTIFIC SESSIONS: NOVEMBER 12–14*

*EXHIBIT DATES: NOVEMBER 12–14*



**ACR Convergence, the world's premier rheumatology experience,** is where thousands of rheumatologists and rheumatology professionals come together to network and get the latest scientific information in the field. Since 1934, the ACR has hosted more than 85 annual meetings. In the past five years alone (2016-2021), the ACR has welcomed more than 91,000 rheumatology professionals to the event, in person and virtually.

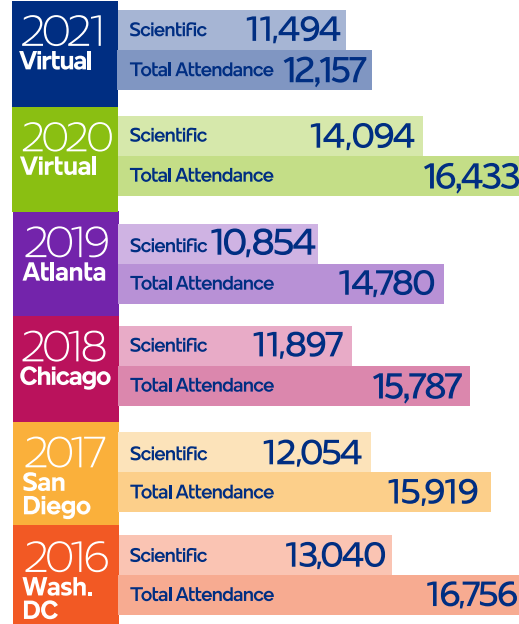
ACR Convergence 2022 will be held November 10-14 at the Pennsylvania Convention Center in Philadelphia, Pennsylvania. The meeting will be hosted in person, with opportunities to view content virtually and on demand.

***We look forward to having your company join us in person in Philadelphia and virtually this fall!***

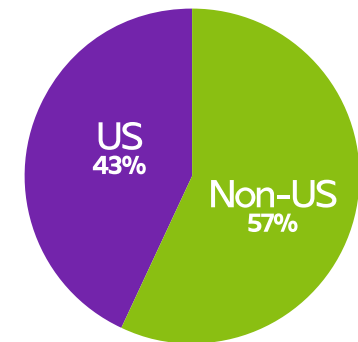
## 2021 Attendee Demographics

### YEAR OVER YEAR ATTENDANCE

2016-2021



### ATTENDANCE INTERNATIONAL VS. DOMESTIC



***For complete demographics, please view [2021 attendee demographics](#).***

*\*Note: Due to COVID-19 restrictions, in-person attendance for ACR Convergence 2022 is limited to a maximum of 5,500 attendees. As we get closer to the meeting dates, this will be reevaluated.*

## ***Opportunities to Support ACR Convergence 2022***

**This year, we have several opportunities for your company** to get in front of thousands of rheumatology professionals. With our return to in-person meetings, the Exhibit Hall is back and ready for you!

**In addition to booths in the Exhibit Hall**, we are offering numerous sponsorships (e.g., banners, floor decals, clings, etc.), Innovation Theater, Industry-Supported Sessions, and advertising opportunities, all designed to help increase your corporate visibility at the meeting, raise awareness of your current product offerings, and drive attendees to your booth. This year, expect to:

- **Increase brand or corporate visibility** with banners or clings in high-traffic areas of the convention center.
- **Support in-person attendees** by sponsoring a key attendee amenity, such as the attendee lounge, wayfinders, or shuttle busing.
- **Advertise in *ACR Convergence Today***, the official ACR Convergence news source, and cross-promote your meeting activities through meeting ads, sponsorships, out-of-home marketing tactics, or other marketing avenues.
- **Rent the attendee mailing list** to reach thousands of attendees before, during, and after the meeting.
- **Enhance your exhibitor listing** in the official ACR Convergence app or sponsor the entire app, one of the most highly rated meeting amenities.

## ***Exhibitor Opportunities***

**An in-person Exhibit Hall is back**, giving you the opportunity to interact with a global audience of rheumatology professionals and extend your brand recognition.

### **Exhibit Hall Dates and Hours**

**Saturday, November 12:** 11:00 AM–5:00 PM

**Sunday, November 13:** 9:00 AM–5:00 PM

**Monday, November 14:** 9:00 AM–3:00 PM

### **Benefits to Exhibiting**

- **Listing in the commemorative edition of *ACR Convergence Today***, the ACR Convergence app, and the virtual meeting platform
- **Unopposed Exhibit Hall and Poster Hall hours:**
  - Saturday, November 12: 1:00–3:00 PM
  - Sunday, November 13: 9:00–10:30 AM and 1:00–3:00 PM
  - Monday, November 14: 1:00–3:00 PM
- **Five complimentary exhibitor badges per 10' x 10' booth**
  - Exhibitor badges provide access to all scientific sessions (CME cannot be claimed with an exhibitor badge)
- **Renting an exhibitor suite and meeting rooms in the convention center**
- **Booking affiliate event space at an official ACR hotel**
- **Hosting an Industry-Supported Session**



## Exhibit Space Rates

- **Inline 10' x 10' Booth:** \$4,200
- **Corner 10' x 10' Booth:** \$4,400
- **Island Booth:** \$44/square foot
- **Nonprofit 10' x 10' Booth:** \$1,000\*

As part of your exhibit booth, your company will receive a listing in the virtual meeting platform and the meeting app.

### **Nonprofit organizations/governmental agencies will receive the following with their booth space purchase:**

- 10' x 10' booth space
- Side and back drape
- Carpet
- One identification sign
- One 6' skirted table
- Wastebasket
- Two side chairs

*\*Each nonprofit/governmental agency can reserve one 10' x 10' booth at a discounted rate of \$1,000. Additional booths may be purchased at the regular published rate. There will be an area reserved in the Exhibit Hall for nonprofit organizations/governmental agencies. Booths at the nonprofit rate will be placed at the discretion of the ACR. The discounted rate is only available to nonprofit organizations/governmental agencies (IRS Tax Code 501[c][3]). Organizations applying for exhibit space at the nonprofit organization/governmental rate must submit their letter of determination from the IRS with their application. Booths will be allocated at the discretion of the ACR.*

## Eligibility

**All exhibitors must meet the following qualifications:**

- **All products and services exhibited** must be of professional and educational interest or benefit to attendees and related to the field of rheumatology.
- **Exhibitors must agree to comply** with the ACR rules and regulations governing the annual meeting.
- **If applicable, all products and services** must meet FDA requirements.

*The acceptance of a product or service for exhibition does not in any manner constitute an endorsement by the ACR, the ARP, or the Rheumatology Research Foundation. **All new exhibitors are required to submit a peer-reviewed article with their application and must be approved by the ACR Committee on Corporate Relations.***

*The ACR reserves the right at its sole discretion to refuse any application based on ACR policies, rules, and regulations.*

## Space Assignment

- **Exhibitors are assigned booth space** based on priority points. Each company is allocated one priority point per year of exhibiting.
- **Applications submitted by** the Friday, April 22, 2022, priority points deadline will be assigned space using the following criteria:
  1. **Corporate donor status**, including Corporate Roundtable membership as of Wednesday, March 30, 2022
  2. **Number of priority points**
  3. **Date/time order the application is received.** Applications received by Friday, April 22, 2022, will receive an email confirmation of booth assignment by Friday, May 20.
- **Applications received after** Friday, April 22, will be assigned space in the date/time order the applications are received.

## Refund/Cancellation/Downsizing

**Cancellations and space reduction** must be submitted in writing to [Kelli Wondra](#) by Thursday, May 26. There will be a 50% penalty for cancellations made between Friday, May 27, and Thursday, June 30. Cancellations made after Thursday, June 30, are not eligible for a refund. All cancellations are subject to a \$275 processing fee per 10' x 10' booth canceled.

## Setup

### Targeted Move-In Dates/Times:

- Tuesday, November 8: 10:00 AM–5:00 PM
- Wednesday, November 9: 8:00 AM–5:00 PM

### Regular Move-In Dates/Times:

- Thursday, November 10: 8:00 AM–5:00 PM
- Friday, November 11: 8:00 AM–5:00 PM

Setup will be based on a targeted floorplan that will be available in the exhibitor services kit.

*\*All booths must be set up by 5:00 PM on Friday, November 11.*

## Dismantle

Dismantle cannot start prior to the close of exhibits on Monday, November 14, at 3:00 PM. Dismantling or tearing down exhibits prior to the official close of the exhibition is prohibited and will result in a loss of priority points. Dismantle must be complete by Tuesday, November 15, at 4:00 PM.



## Meeting Space

**Meeting space is in high demand during ACR Convergence.** Exhibitors have the exclusive opportunity to secure meeting space at the convention center or at one of the official ACR hotels.

### *Convention Center Meeting Space*

There are two options for meeting space within the convention center: exhibitor suites or meeting rooms. These areas can be used to host small staff meetings, as an exhibitor lounge, or to meet privately with attendees. Educational sessions may not be held in an exhibitor suite or meeting room. Food service must be coordinated through the convention center caterer.

#### **Exhibitor Suites**

Exhibitor Suites are located in the Exhibit Hall. They are available for use during Exhibit Hall dates and hours. Exhibitor Suites include 8' high hard walls with lockable doors, carpet with padding, nightly cleaning during Exhibit Hall dates, two 1,000-watt electrical outlets (one 1,000-watt outlet for 10' x 10' suites), and one door header with the company name and/or suite number.

- 10' x 10' Exhibitor Suite: \$6,000
- 10' x 20' Exhibitor Suite: \$10,500
- 20' x 20' Exhibitor Suite: \$20,000

Custom suite configurations are available upon request, pending space availability.

**Meeting Room: \$35,000**

Meeting rooms are located throughout the convention center. They are available for use from Thursday, November 10—Monday, November 14. Meeting rooms include a lockable door, carpet, electrical outlets, tables and chairs, company name outside of the meeting room, and nightly cleaning. You can have one small table outside the meeting room for check-in. Meeting rooms are approximately 800 square feet.

***Meeting Space at Official ACR Hotels***

Meetings and events organized by exhibitors and held in conjunction with ACR Convergence are considered affiliate events. All events must be approved by the ACR. Complete information on affiliate events can be found on the [ACR website](#).

## Industry-Supported Sessions

### ***In-Person and Virtual Education Opportunities***

The ACR provides several ways for your company to reach a rich spectrum of rheumatology professionals, including clinicians, researchers, and educators from around the world. Our mix of virtual and in-person options can help you extend your reach to our virtual audience and extend the life of your content with on-demand availability.

#### **Innovation Theater Sessions *(In Person)* | \$45,000**

Unique to our in-person event, exhibitors may opt to sign up for 45-minute live sessions in two Innovation Theaters in Halls B and C at the Pennsylvania Convention Center. Each theater seats 175 people and offers five 45-minute, non-CME presentations per day. The ACR provides snacks and boxed lunches to help increase attendee participation in the theaters. Additional benefits include complimentary A/V setup and lead retrieval.

**Innovation Theater Upgrade Package | (\$15,000)** allows you to stream your Innovation Theater presentation to your exhibit booth or to the ACR virtual meeting platform for the benefit of our virtual attendees.

Visit the [ACR Industry Session information](#) page for more details about the Innovation Theater Sessions.

#### **Industry-Supported Symposia *(In Person)* | \$70,000 (Saturday–Monday) \$45,000 (Tuesday)**

In-person Industry-Supported Symposia are designed to provide important education to meeting participants. These sessions have proved to be an extremely effective engagement method during our in-person meetings. Applicants may select 60-minute, 90-minute, or 120-minute segments during times set aside for Industry-Supported Symposia on Saturday, November 12–Tuesday, November 15. Presentation content may be company-directed, non-CME or may offer CME or MOC.

***Available times for in-person and virtual symposia include:***

- Saturday, November 12, 6:30–8:30 PM\* (Corporate Roundtable Donors only)
- Sunday, November 13, 6:30–8:30 PM\* (Corporate Roundtable Donors only)
- Monday, November 14, 7:30–8:30 AM and 7:30–9:00 PM
- Tuesday, November 15, 7:00–9:30 AM

*\*Sessions on these days may begin after 6:30 PM, but should conclude no later than 8:30 PM.*

**Industry-Supported Symposia (Virtual) | \$60,000**

Virtual Industry-Supported Symposia give your company the opportunity to host a session that is 60–120 minutes long. Twenty-six industry sessions were held during ACR Convergence 2021, with a total of 3,300 unique participant check-ins.

Visit the [ACR Industry Session information](#) page for additional details about securing an Industry-Supported Symposium.

**Mini-Sessions (Virtual) | Unlimited opportunities | \$15,000**

Mini-sessions allow you to share a 30-minute, prerecorded industry program with virtual meeting participants. Presenters will have the opportunity to engage with participants through text chat. Over 1,600 attendees engaged with the 2021 Mini-Sessions. This year's Mini-Sessions will launch on the day that the virtual meeting platform goes live, affording you nearly a week of extended pre-event visibility.

**Lightning Talks (Virtual) | Unlimited opportunities | \$5,000**

Lightning Talks are 5-minute, prerecorded talks on different topics, chosen and recorded by the presenting company. Presenters will have the opportunity to engage with participants through text chat. In 2021, Lightning Talks marked 2,200 total check-ins. This year's Lightning Talks will launch on the day that the virtual meeting platform goes live, affording you additional pre-event visibility.

## Sponsorship and Advertising Opportunities

**Welcome attendees back to ACR Convergence** and make your presence known by supporting one of the many sponsorship and advertising opportunities offered throughout the meeting. These opportunities were designed to help increase your corporate visibility at the meeting, raise awareness of your current product offerings, and drive attendees to your booth.

The ACR works with TriStar Event Media to offer a variety of advertising opportunities that will engage your audience at every step of the attendee journey.

Visit the [ACR Support and Advertising](#) page for additional details about securing a sponsorship or advertising.

## Registration

- **Exhibitor registration will open on Friday, July 8.** You will receive an email when it opens with a link to the registration site.
- **All exhibitor personnel must be registered** with Convention Management Resources (CMR). This includes booth representatives, agency personnel, I&D staff staying through the entire conference, and anyone else needing access to the Exhibit Hall.
- **Each registered in-person attendee** will need to review and attest to the COVID-19 Addendum and COVID-19 Attestation, Waiver and Release. Once on-site, attendees should be prepared to show proof of vaccination. Details, including full instructions on how to provide proof of vaccination, will be shared as we get closer to the meeting dates. This policy is subject to change.
- **Each exhibitor will receive five registrations** per 10' x 10' booth. Additional badges can be purchased for \$75 per badge.
- **Exhibitor badges will allow access** to attend the Poster Hall and scientific sessions, provided space is available.
- **Attendees with an exhibitor badge** are NOT eligible to receive CME credit. To receive CME credit, you must register as a scientific attendee.





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Where Rheumatology Meets

## Housing

**Convention Management Resources (CMR)** will handle exhibitor housing for the meeting. You can submit your **housing application** online starting Friday, April 15. More information about exhibitor housing can be found on the [ACR website](#).

## ACR Corporate Relations Team

### Exhibits, Sponsorships & Industry-Supported Sessions

Kelli Wondra  
404-633-3777, ext. 380  
[kwondra@rheumatology.org](mailto:kwondra@rheumatology.org)

### Exhibit & Sponsorship Sales

Stacey Chandler  
404-633-3777, ext. 336  
[schandler@rheumatology.org](mailto:schandler@rheumatology.org)

### General Inquiries

[exhibits@rheumatology.org](mailto:exhibits@rheumatology.org)  
[rheumatology.org/Annual-Meeting/  
Industry-Engagement](http://rheumatology.org/Annual-Meeting/Industry-Engagement)

### Decorator & Material Handling Contractor

Shepard  
404-720-8600  
[orders@shepardes.com](mailto:orders@shepardes.com)

### ACR Housing & Registration

Convention Management Resources  
800-990-2446 or 415-979-2286  
Housing: [acrhousing@cmrus.com](mailto:acrhousing@cmrus.com)  
Exhibitor registration:  
[acrexhib@cmrus.com](mailto:acrexhib@cmrus.com)

### Advertising

TriStar  
Hilary Bair, Senior Media Strategist  
913-491-4200  
[hbair@tristarpub.com](mailto:hbair@tristarpub.com)

## Important Dates

<b>Friday, April 15</b>	Exhibitor housing opens
<b>Friday, April 22</b>	Priority point deadline for exhibits and Innovation Theater
<b>Friday, May 13</b>	Priority points housing deadline
<b>Friday, May 20</b>	Notification of booth space
<b>Thursday, May 26</b>	Last day to submit cancellation or space reduction without penalty
<b>Friday, May 27</b>	Cancellations or space reductions submitted on or after this date are subject to a 50% cancellation fee.
<b>Thursday, June 30</b>	Final booth balances due
<b>Thursday, June 30</b>	Last day to submit cancellation or space reduction (with 50% cancellation fee)
<b>Friday, July 1</b>	Cancellations and space reductions submitted on or after this date are not eligible for any refunds; any balance due will be assessed to the exhibiting company.
<b>Friday, July 8</b>	Exhibitor registration opens
<b>Friday, Sept. 9</b>	Last date to submit floorplans for approval of island booths, multilevel island booths
<b>Friday, Sept. 23</b>	Housing and room list deadline
<b>Friday, October 14</b>	Booth activity approval forms due for: booth giveaways, marketing questionnaires, in-booth presentations, and ultrasound demonstrations
<b>Tuesday, Nov. 8</b>	Abstract embargo lifts
<b>Tuesday, Nov. 8, &amp; Wednesday, Nov. 9</b>	Targeted move-In
<b>Thursday, Nov. 10, &amp; Friday, Nov. 11</b>	Exhibitor move-In
<b>Friday, Nov. 11</b>	Exhibitors not occupying booth space by 5:00 PM by this date will forfeit their booth space without refund.