2020 Exhibitor Prospectus
EXHIBITS: NOVEMBER 8–10
rheumatology.org/Annual-Meeting/Exhibits

NOVEMBER 6–11
WALTER E. WASHINGTON CONVENTION CENTER
WASHINGTON, DC
Exhibit at ACR Convergence 2020, taking place November 6—11 in Washington, D.C. ACR Convergence is where thousands of rheumatology healthcare professionals from around the globe meet to collaborate, celebrate, ideate, congregate, and learn.

**ACR Convergence is not just another meeting—it’s where:**
- DISCOVERY happens
- FRIENDSHIPS grow
- INSPIRATION abounds
- COMMUNITIES unite
- PATIENTS are heard
- OPPORTUNITY thrives

Join us for an unmatched, all-encompassing experience designed for and dedicated to the entire rheumatology community.

**Exhibit Hall Dates and Hours**
- Sunday, November 8: 10:00 AM–5:00 PM
- Monday, November 9: 10:00 AM–5:00 PM
- Tuesday, November 10: 10:00 AM–2:30 PM

**Benefits to Exhibiting**
- Listing in the ACR Convergence app and ACR Convergence Today, the on-site meeting newspaper
- Daily unopposed Exhibit Hall and Poster Hall hours from 10:00—11:00 AM
- Five complimentary exhibitor badges per 10’ x 10’ booth
- Exhibitor badge provides access to all educational sessions (ticketed sessions and premeeting courses not included; CME cannot be claimed with an exhibitor badge)
- Rent exhibitor suites and meeting rooms in the convention center
- Book affiliate event space at an official ACR hotel
- Host an Innovation Theater session or an Industry-Supported Symposium

**Key Deadlines**
- Priority Points Deadline (Exhibit Booths and Innovation Theater): Wednesday, April 15
- Exhibitor Registration Opens: Monday, June 15
- Housing Priority Points Deadline: Wednesday, July 1
- Targeted Move-In: November 4—5
- Exhibitor Move-In: November 6—7

All booths must be set up by 5:00 PM on Saturday, November 7
International vs. Domestic

International: 53%
Domestic: 47%

Attendee Gender

Female: 51%
Male: 49%

Top 10 International Countries

1. CANADA (453)
2. JAPAN (372)
3. UNITED KINGDOM (347)
4. BRAZIL (310)
5. ARGENTINA (305)
6. FRANCE (262)
7. SPAIN (258)
8. CHINA (234)
9. GERMANY (225)
10. MEXICO (216)

Over 100 countries represented

Practice Specialty

61% Adult Rheumatology
7% Pediatric Rheumatology
11% Researcher
3% Non-Physician Healthcare Provider
8% Other Physician

Work Setting

- Academic Medical Center—40%
- Biomedical Industry—19%
- Hospital-Based Practice—13%
- Single Specialty Group Practice—4%
- Multi-Specialty Group Practice—4%
- Solo Practice—4%
- Other Non-Clinical Setting—4%
- Other Clinical Setting—4%
- Government Clinical Setting: VA—2%
- Government Non-Clinical Setting—1%
- Other—5%
Cumulative Visitors
12,849 (87%) of 14,780 attendees

Unique Visitors
(Sun.-Tues.)
10,017 (92%)
10,854 attendees*
*Excludes exhibitors

Daily Attendance
US vs. Non-US

Sunday
Non-US 6,090
US 7,697

Monday
Non-US 5,259
US 7,291

Tuesday
Non-US 4,461
US 5,075

Attendance by Day/Time

ACR Convergence
Where Rheumatology Meets
**Poster Hall and Exhibit Hall: Conveniently Located**
The Poster Hall and Exhibit Hall are located adjacent to one another in Halls A, B, and C, allowing easy flow between all halls.

**Unopposed Exhibit Time**
There will be dedicated time in the Exhibit Hall and Poster Hall each morning from 10:00–11:00 AM. Complimentary coffee and snacks are served at this time to help drive attendance.

**Innovation Theater**
There are two Innovation Theaters located in the Exhibit Hall, offering your company the opportunity to educate attendees on the latest advances in rheumatology. Each theater seats 250 people and offers 45-minute presentations, six times per day. The ACR provides snacks and boxed lunches to help increase attendee participation in the theaters. For more information, visit the [ACR website](https://wwwacr.org).

**Networking Lounges**
Two networking lounges are located in the Exhibit Hall, offering attendees a place to meet and network with colleagues, peers, and friends.

**Wifi Way**
Wifi Way is located throughout the main aisles of the Exhibit Hall. With park benches, cocktail tables, and banquet rounds, it is the perfect place for attendees to connect in the hall.

**Food Options**
In addition to complimentary morning and afternoon snack breaks, a food court is located in the Exhibit Hall, making it the perfect place for attendees to grab lunch or a snack throughout the day.

Over 3,000 attendees visited Innovation Theater presentations in 2019.
This is the year to make your presence known. The ACR offers many **advertising and sponsorship opportunities** that are designed to help increase your corporate visibility at the meeting, raise awareness of your current product offerings, and drive attendees to your booth.

**Increase** brand or corporate visibility with banners or clings in high-traffic areas of the convention center.

**Support** meeting attendees by sponsoring a key attendee amenity, such as the attendee lounge, technology kiosks, or shuttle busing.

**Advertise** in *ACR Convergence Today*, the on-site meeting newspaper, 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.
Meeting space is in high demand during ACR Convergence. The ACR offers several options to exhibitors, either in the convention center or at an official ACR hotel.

**Meeting Space in the Convention Center**

As an exhibitor, you have an exclusive opportunity to secure meeting space at the convention center, either in one of our exhibitor suites in the Exhibit Hall or in a meeting room located throughout the convention center.

Exhibitor suites and meeting rooms can be used to host small staff meetings, as a staff 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**

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

Custom suite configurations available upon request pending space availability.

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 or suite number.

**Meeting Rooms: $35,000**

Meeting rooms are located throughout the convention center. They are available for use from Thursday, November 5—Wednesday, November 11 at noon. Meeting rooms include a lockable door, carpet, electrical outlets, tables and chairs, company name outside of the meeting room, and nightly cleaning.

**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 about affiliate events can be found on the [ACR website](#).
**Exhibit Space Rates**

*Inline 10' x 10' Booth: $4,000*

*Corner 10' x 10' Booth: $4,200*

*Island Booth: $42/square foot*

*Nonprofit 10' x 10' Booth: $1,000*

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.*

**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 April 15, 2020 priority points deadline will be assigned space using the following criteria:

  1. **Corporate donor status**, including Corporate Roundtable membership as of March 15, 2020.

  2. **Number of priority points**. Each company is allocated one priority point per year of exhibiting.

  3. **Date/time order the application is received.** Applications received by Wednesday, April 15, 2020 will receive an email confirmation of assignment by Monday, May 18, 2020.

- Applications received after Wednesday, April 15 will be assigned space in the date/time order the applications are received.

**Refund/Cancellation/Downsizing**

Cancellations and space reduction requests must be submitted in writing to Stacey Chandler, director, expositions, by Friday, May 29, 2020. There will be a 50% penalty for cancellations made between Saturday, May 30, 2020 and Tuesday, June 30, 2020. Cancellations made after Tuesday, June 30, 2020 are not eligible for a refund. All cancellations are subject to a $275 processing fee per 10’ x 10’ booth cancelled.
Setup

Wednesday, Nov. 4—Saturday, Nov. 7
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 Saturday, November 7.

Dismantle
Dismantling cannot start prior to the close of exhibits on Tuesday, November 10 at 2:30 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.

Booth Construction

Standard Inline and Corner Booths
- Backgrounds are limited to 8’ in height inclusive of company name and logo.
- No obstructions in the front half of the booth above a height of 48” are permitted.
- Hanging signs and banners are not permitted.
- Include 8’ high back drape with 36” high side dividers and one identification sign.

Island Booths
- An island booth is bound on four sides by aisles.
- Island booths may extend to a height of 20’ from the floor.
- Hanging signs and banners are permitted for island displays only. The height from the floor to the top of the sign may not exceed 20’, excluding overhead support truss.
- The design of the booth must allow accessibility from all four aisles and sufficient see-through areas that do not block the view of adjacent exhibitors.
- Floor plans and elevation drawings must be submitted to Stacey Chandler for approval at least 60 days in advance of the exhibition.

- Contact Stacey Chandler for approval of two-story exhibits.
- All booths must be fully carpeted or have a floor covering for the entire booth space.
- The maximum height for the top of any banner is 20’.
Registration

- Exhibitor registration will open on Monday, June 15. 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 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 non-ticketed scientific sessions, provided space is available. Attendees with an exhibitor badge cannot purchase tickets for ticketed sessions.
- Attendees with exhibitor badges are NOT eligible to receive CME credit. To receive CME credit, you must register as a scientific attendee.

Housing

Conventional Management Resources (CMR) will handle exhibitor housing for the meeting. You can submit your housing application online starting Monday, March 30. More information on exhibitor housing can be found on the ACR website.