Virtual ACR Convergence 2020 Exhibitor Rules and Regulations

The ACR’s goal is to maintain a professional atmosphere for attendees and exhibitors. The following rules and regulations have been put in place for the virtual exhibit hall.

By submitting an official exhibit space application, the exhibiting company agrees to comply with all policies, rules, regulations, terms and conditions in this prospectus and any others issued by the ACR regarding the annual meeting. The exhibiting company will be held responsible for the activities of its company relations and marketing firms and/or any agency appointed on its behalf. It is the responsibility of the exhibiting company to disseminate the rules and regulations contained within this guide among its staff and affiliates.

Exhibitors with an outstanding balance due to ACR or unpaid invoice(s) will not be able to display their virtual booth.

APPLICATION AND SPACE ASSIGNMENT

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.

The ACR reserves the right at its sole discretion to refuse any application based on ACR polices, rules and regulations. Exhibit contracts will not be accepted if ACR deems them to include false or misleading statements. No exhibit application will be accepted if the ACR determines the exhibit is in poor taste, offensive to persons in attendance, and is not keeping with the character and purpose of the ACR Convergence.

Any exhibitor found to be misrepresenting themselves will have the exhibit removed from the virtual meeting.
Nonprofit Organizations/Governmental Agencies
Each nonprofit/governmental agency can reserve at a discounted rate of $1,000. Additional booths may be purchased at the regular published rate. 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.

APPLICATION AND PAYMENT
Complete your application online and submit full payment for your application to be considered complete. You will not receive information on how to upload your booth materials until full payment is received. Payment can be made via credit card (Visa, American Express, MasterCard, or Discover) or check. Checks should be made payable to the ACR in U.S. dollars and drawn on a U.S. bank. The ACR does not accept wire transfers.

All payments should be sent to:
American College of Rheumatology
2020 ACR Exhibit Hall
2200 Lake Boulevard NE
Atlanta, GA 30319

CANCELLATIONS/SPACE REDUCTIONS
Cancellation requests must be submitted in writing to Stacey Chandler, director, expositions, at schandler@rheumatology.org by Monday, August 31, 2020. After August 31, 2020, cancellations are not eligible for a refund.

GENERAL POLICIES

ABSTRACT EMBARGO POLICY
Accepted abstracts are made available to the public online in advance of the meeting and are published in a special online supplement of our scientific journal, Arthritis & Rheumatology. Information contained in those abstracts may not be released until the abstracts appear online. Academic institutions, private organizations and companies with products whose value may be influenced by information contained in an abstract may issue a press release to coincide with the availability of an ACR abstract on the ACR website. However, the ACR continues to require that information that goes beyond that contained in the abstract (e.g., discussion of the abstract done as part a scientific presentation or presentation of additional new information that will be available at the time of the meeting) is under embargo until 2:00 PM ET on Thursday, November 5, 2020.

Violation of this policy may result in the abstract being withdrawn from the meeting and other measures deemed appropriate. Authors are responsible for notifying financial and other sponsors about this policy. If you have questions about the abstract embargo policy, please contact the senior specialist in charge of annual meeting abstracts at abstracts@rheumatology.org.

ABSTRACT REPRINTS
The abstract reprint policy can be found on the Annual Meeting website.
AMERICANS WITH DISABILITIES ACT
Each exhibitor shall be responsible for compliance with the “Americans with Disabilities Act” with regard to their virtual exhibit. Exhibitors shall indemnify, hold harmless, and defend the ACR, the ARP, and the Rheumatology Research Foundation, their officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages and expenses, including attorney’s fees and expenses, resulting from or arising out of the exhibitors’ failure or allegations of exhibitors’ failure to comply with the provisions of ADA.

CANCELLATION OF EXPOSITION
Cancellation requests must be submitted in writing to Stacey Chandler, director, expositions, at schandler@rheumatology.org by Monday, August 31, 2020. After August 31, 2020, cancellations are not eligible for a refund. Failure to notify ACR of intent to cancel may result in Exhibitor being denied participation at future ACR meetings.

ACR reserves the right to cancel the Meeting at any time. In the event the Meeting is entirely or partially canceled or postponed other than due to a Force Majeure event, Exhibitor’s sole and exclusive remedy with respect to any damages sustained by Exhibitor as a result of such non-occurrence or postponement shall be a refund from ACR of all deposits (or payment in full) made by Exhibitor at the time of such cancellation or postponement.

Exhibitor acknowledges and agrees that ACR’s performance under the contract is subject to and shall be excused due to one or more Force Majeure events (as defined herein) directly or indirectly impacting ACR or the Meeting. A Force Majeure is defined as a circumstance or occurrence beyond ACR’s control which makes it inadvisable, illegal, commercially impracticable or impossible for the Meeting to take place as planned, including, without limitation: (i) acts of God, (ii) disasters (including, but not limited to, fire, flood, severe weather, avalanche, tsunami and earthquake), (iii) war, (iv) civil disorder, (v) suspected or actual terrorism in or near the borders of the continental United States, (vi) government regulation (including, but not limited to, declared states of emergency), (vii) national or international public health authorities’ (including, without limitation, the Centers for Disease Control or the World Health Organization) declaration of public health emergencies, communicable disease, epidemic or pandemic advisories or alerts, (viii) strikes or work stoppages, (ix) curtailment of transportation services (including, without limitation, travel bans and advisories), (x) public or private policies which restrict or prohibit participants of the Meeting from traveling to or attending the Meeting. ACR shall promptly provide notice (which may be sent via e-mail) of a cancellation due to the existence of one or more Force Majeure events, and Exhibitor agrees that ACR shall have no liability whatsoever to Exhibitor as a result of such cancellation or ACR’s partial or nonperformance due to such Force Majeure event.

FAILURE TO SUBMIT MATERIALS
Failure to submit materials for booth by Friday, September 11 may result in your booth space not being ready on time. The ACR is not responsible for any exhibitors who do not submit their materials on time and cannot guarantee all booth materials will be posted for the meeting.

INSURANCE
Exhibitors should insure their exhibit materials, goods and wares against theft, accident or loss of any kind and must do so at their own expense.

The exhibitor is solely responsible for any damages, claims, losses or expenses arising from any injury to any person or property that arises out of or is in any manner connected with the exhibitor’s participation in ACR Convergence, including its indemnity obligations herein.
For the term of the agreement, Exhibitor shall maintain comprehensive general liability insurance against claims for bodily injury or death and property loss or damage occurring in or upon or resulting from the premises leased by the ACR. Such insurance shall include contractual liability and product liability coverage, of $1,000,000 per occurrence with a $2,000,000 aggregate. The ACR shall be added as additional insureds to such insurance. Exhibitor shall confirm to the ACR such insurance cannot be cancelled or changed prior to the Conference. Exhibitor agrees to provide the ACR a suitable certificate verifying that the required insurance is and will remain in force for the duration of the Exhibition. The ACR will bear no liability for personal injuries, whether suffered by an exhibitor, its employees, its contractors, agents or business invitees. The ACR will also assume no liability for loss or damage to the property of an exhibitor, its employees, its contractors, agents or business invitees, regardless of the cause, unless such injury or damage results from, or is caused directly or exclusively by, the gross negligence or wrongful acts of the ACR.

LIABILITY AND INDEMNIFICATION
The exhibitor will be fully responsible for any claims, liabilities, losses, damages, or expenses, including attorney’s fees, relating to or arising out of any loss of, injury to, or damage to any person or property of the exhibitor or any other person or property where such injury, loss or damage is incident to, arises out of or is in any way connected with the exhibitor’s participation in the Exhibit Program. The exhibitor shall protect, indemnify, hold harmless, and defend the ACR, its officers, directors, agents, volunteers vendors, employees and the Members, Officers, Directors, Agents and Employees from and against any and all such claims, liabilities, losses, damages, and expenses, including attorneys’ fees, provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting from the gross negligence or willful misconduct of the ACR, its officers, directors, agents, volunteers, vendors or employees.

MARKETING AND ADVERTISING
The ACR offers the opportunity to market company activities by advertising in ACR Convergence Today and the meeting Welcome Box as well as renting either the Advanced/Final Registration list or the ACR/ARP Membership list. These advertising opportunities and resources, including without limitation the Advanced/Final Registration list and ACR/ARP Membership list are exclusively available through ACR and InFocus Marketing, and no other party is authorized to approve access to or otherwise offer these to you. ACR reserves all rights with respect to enforcement of the foregoing rights and may take any and all action it deems necessary in pursuing such enforcement efforts.

For complete policies on marketing and advertising, please review the Promotional Material Guidelines.

MEDIA EVENTS POLICY
“Industry” and “company” refers to pharmaceutical and biotech companies, their international affiliates, their co-marketing partners and their contracted public relations and marketing firms. It is each company’s responsibility to disseminate the following policies among its staff and affiliates:

- The ACR must review any materials that mention the College or the annual meeting by name. Materials may be emailed to pr@rheumatology.org for review.
- It is permissible to pitch abstract-embargoed stories before the meeting (see Abstract Embargo Policy in the ACR’s press registration policies and procedures*), but, in such cases, companies and their spokespeople are responsible for ensuring that the embargo is upheld.
- Use of the ACR’s Virtual Newsroom is limited to media representatives with approved press credentials. Industry representatives are not allowed in the virtual newsroom. **Note: Individuals attending ACR Convergence 2020 as an exhibitor or a general attendee are not eligible for press credentials.**

Virtual ACR Convergence 2020 Exhibitor Rules and Regulations
Updated June 15, 2020
Companies or institutions may be eligible to have press releases, associated with science being presented at the meeting, made available in the ACR’s Virtual Newsroom. More information about these policies will be available in the fall*. For additional assistance, please contact the ACR’s public relations department at (404) 633-3777, or pr@rheumatology.org. The ACR does not release current or past media registration lists.

*Information about press policies and registration for ACR Convergence 2020, the ACR’s annual meeting, will become available in the late fall. Please check back then for more information.

**This policy is subject to changes and updates as deemed appropriate by the ACR Public Relations Department. Please check back for updates.

USE OF ACR SCIENTIFIC CONTENT
All of the proceedings of the annual meeting, including the presentation of scientific papers and other educational material, are intended solely for the benefit of the ACR members and other registered attendees. Scientific presentations or other educational material may not be recorded, photographed, copied, photocopied, transferred to electronic format, reproduced or distributed without the written permission of the ACR and the presenter. Any presentation is to be regarded as limited publication only and all rights, including copyrights, are expressly reserved to the presenter or the ACR. Any use of the program content, which includes but is not limited to oral presentations, audiovisual materials used by speakers and program handouts, is expressly prohibited, without the written consent of the ACR and the presenter. This policy applies before, during and after the annual meeting.

USE OF THE ACR NAME
The names, insignias, logos and acronyms of the ACR, the ARP and the Rheumatology Research Foundation are proprietary marks. Use of the names in any fashion, by any entity, for any purpose, is prohibited without written permission from the ACR.

VIOLATIONS AND LOSS OF PRIORITY POINTS
Violation of any of the ACR regulations on the part of the exhibiting company or its employees or agents shall, at the discretion of the ACR, nullify the right to hold a virtual exhibit, and such exhibitor may be requested to forfeit to management all monies that have been paid. Exhibitors shall be liable for all damages that management may incur and shall forfeit all monies paid or due. The exhibitor expressly waives the serving of a written notice to re-enter or terminate.

As a condition for exhibiting, each exhibitor agrees to observe all ACR policies and regulations as described in this prospectus, including policies regarding use of the ACR name and/or logo and mailing list policies. Failure to halt or amend these actions or comply with these policies and regulations will result in penalties as outlined below. Whenever appropriate in the view of the ACR, disciplinary action will be progressive. However, the ACR reserves the right to levy a more severe penalty, including refusal or termination of the exhibit, at the ACR’s discretion, without progressing through each of the successive steps. In the event of such restriction or eviction, the ACR will not be liable for any refunds on rentals or other exhibitor expenses.

Violators of ACR rules and regulations will incur a reduction in priority points for each penalty assessed. In assessing penalties, prior year warning and penalties may be taken into account.
**General Conduct**
A warning will be issued to the exhibiting company, outlining the actions that are in violation of the policies and regulations.

- The first penalty assessed by the ACR will result in the company not being allocated the priority points for participation in the current year.
- The second penalty assessed by the ACR will result in the company losing one-half of its accrued priority participation points.
- The third penalty assessed by the ACR will result in the company losing all its accrued priority participation points.
- The fourth penalty assessed by the ACR will result in the company not being eligible to exhibit at future ACR meetings and exhibitions.

**Industry-Sponsored Events and/or Services**
- The first penalty assessed by the ACR will result in the company not being allocated the priority points for participation in the current year.
- The second penalty assessed by the ACR will result in the company losing one-half of its accrued priority points.
- The third penalty assessed by the ACR will result in the company not being eligible to host industry sponsored events and/or services at the next annual meeting.
- The fourth penalty will result in the company not being eligible to exhibit at future ACR meetings.

The ACR decision is final in all interpretations of the conditions set forth in this prospectus and of all applicable rules and regulations. The ACR reserves the right, in its sole discretion, to curtail and/or close at any time any exhibit that it deems undesirable, in poor taste or offensive to attendees or other exhibitors. Any objectionable practices by exhibitors or official suppliers should be reported to the director, expositions immediately.

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**EXHIBITOR CONDUCT**

**CELEBRITIES**
Celebrities (nationally known figures in the arts, sports, politics, etc.) including those primarily employed (primarily employed is defined as 50 percent of more of an individual’s working time) by and/or company spokespeople, are prohibited from taking part in any event held during the ACR Convergence.

**CHARACTER OF EXHIBITS**
The ACR reserves the right to approve all exhibits and related activities. Programs or presentations must be straightforward in nature, must avoid the use of sideshow or theatrical gimmicks and cannot offer CME credits. Directly linking to a CME-accredited activity is also prohibited. The ACR may require that an exhibit be curtailed if it does not meet the standards required or expected, if it reflects against the character of the ACR or if it exceeds the bounds of good taste as interpreted by the ACR. All activities and/or giveaways must be approved by the ACR. Forms must be completed and submitted to the director, expositions no later than **Friday, October 9**. To maintain the professional image of the ACR, the following standards of been set:

- Contests, lotteries, raffles and games of chances, including game style activities may be conducted by an exhibitor.

  All participating exhibitors must comply with the following conditions:
1. Companies wishing to offer a raffle must receive a written permission from the ACR.
2. All attendees must be eligible to enter in a drawing.
3. Raffle prizes should be valued at $100 or less.
4. Companies sponsoring the raffle must comply with all local legal regulations.
5. The drawing must take place after the conclusion of ACR Convergence.
6. It is the responsibility of the exhibitor to notify the winner and make arrangements for the transfer of the prize to the winner.
7. The ACR reserves the right at its sole discretion to refuse any raffle requests on the basis of ACR policies, rules and regulations.

∞ Games/activities that produce a list of top ranking participants for the day or meeting are prohibited.
∞ Costumed staff and other non-professional images are not permitted, including magicians, fortune tellers, dancers, mimes, puppet shows, robots or other entertainment of this nature.
∞ Activities that involve CME credits awarded during or after the meeting are prohibited.
∞ No promotion of a CME accredited ACR educational session is allowed from the exhibit booth.
∞ Display and/or distribution of poster(s) accepted at this year’s ACR Annual Meeting is not permitted in exhibit booths; however, a title listing of the company’s poster presentations is allowed. Innovation Theater and Industry Supported Symposium presentations may be promoted from the booth.

DISPLAYS, DECORATIONS & SIGNS
Displays or promotions offering special discounts to exhibitors are prohibited.

STAFF CONDUCT
The ACR reserves the right to expel or refuse admittance to any representative, whose conduct is, in its opinion, not keeping in character and/or spirit of the ACR. Exhibit personnel may not enter another exhibitor’s booth without obtaining permission. Exhibitors may not solicit other exhibitors. Exhibitors may not deny any ACR or ARP members or registered attendees with appropriate badges access to an exhibit area.

STAFFING OF EXHIBITS
All exhibits must be staffed during exhibit hours. Exhibitors who do not comply with this requirement may be unable to participate in future ACR exhibits.

BOOTH ACTIVITIES

GIVEAWAYS AND HANDOUTS
The ACR is a signatory to the Council for Medical Specialty Societies' (CMSS) Code for Interactions with Companies. The code provides detailed guidance to medical specialty societies on appropriate interactions with for-profit companies in the health-care sector. In addition, the ACR has developed Guiding Principles for Interactions with External Entities.

Based on these documents, the ACR has the following policies for giveaways and handouts:

∞ With the exception of descriptive company/product literature, all handouts and giveaways must be approved by the director, expositions prior to the meeting. Forms must be completed and submitted to the director, expositions no later than Friday, October 9, 2020. No unapproved items may be distributed.
Giveaways by commercial exhibitors must be provided consistent with the PhRMA Code on Interactions with Healthcare Professionals and the Advamed Code of Ethics on Interactions with Health Care Professionals, regardless of whether the exhibitor has adopted the code. A commercial exhibitor is defined as any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients. This definition is not intended to include entities through which physicians provide clinical services directly to patients.

Giveaways by nonprofit organizations/governmental agencies that are not subject to the PhRMA or Advamed codes must be of modest value.

Giveaways must be designed primarily for the education of patients or health care professionals, not be of substantial value, and not have value outside of a health care professional’s professional responsibility.

Distributing cash or cash equivalent items (e.g., phone cards, donations/pledges) is prohibited. This includes any donations/pledges a company may make to a nonprofit organization for visiting their booth/signing up for a campaign.

Limiting giveaway items to U.S. physicians or any other subset of attendees is prohibited. (see below for guidelines on International Exhibits)

Industry representatives may only distribute giveaways or printed material – including product data, promotional information, periodicals, invitations, etc. – from their virtual exhibit booth.

Giveaways or handouts for affiliate events or industry-supported symposia will not be approved.

Exhibitors may sell products, excluding prescription pharmaceutical products. It is the exhibitor’s responsibility to pay all applicable state and local tax.

Industry Guidelines
The ACR reminds exhibitors, their agents or designees of their responsibility to be aware of and to abide by all guidelines and codes regarding the relationship between the pharmaceutical and medical device/equipment industry and health care professionals, including:

- Accreditation Council for Continuing Medical Education (ACCME) Standards for Commercial Support [www.accme.org](http://www.accme.org)
- Council for Medical Specialty Societies (CMSS) Code for Interactions with Companies [www.cmss.org](http://www.cmss.org)
- Food and Drug Administration (FDA) [www.fda.gov](http://www.fda.gov)
- Pharmaceutical Research and Manufacturers of America (PhRMA) Code on Interaction with Healthcare Professionals [www.phrma.org](http://www.phrma.org)
**Food and Drug Administration Approval and Off-Label Indications**

Exhibitors must comply with the Food and Drug Administration restrictions on promotion of investigational and pre-approved drugs and devices.

An exhibiting organization may disseminate from its exhibit space peer-reviewed journal articles about off-label indications of its product(s), provided the company commits itself to file a supplemental application based on appropriate research, to establish the safety and effectiveness of the unapproved use.

**International Exhibits**

All exhibits and exhibited items must comply with all local, state and federal laws and regulations. Exhibitors who choose to promote products to non-U.S. attendees should adhere to the following guidelines:

- Companies without FDA product approval should clearly indicate on their booth that their product is for display purposes only and is not approved for use in the United States.

For more information, please contact the FDA at 800-638-2041 and U.S. Customs and Border Protection at 877-227-5511.

**IN-BOOTH PRESENTATIONS**

CME educational activities are prohibited in exhibit booths at all times, including directly linking to CME-accredited activities. Adherence to the Abstract Embargo Policy (see page 2) for presentation of scientific information from the ACR meeting is required. For additional information regarding the ACR Abstract Embargo Policy, contact ACR Public Relations (404)633-3777, or pr@rheumatology.org.

**Informal Educational Discussions**

Medical experts who are either primarily employed by or paid consultants (excluding Celebrities, see page 9) of exhibiting companies may engage in informal educational discussions about the company’s products or data presented at the annual meeting related to the products in exhibit booths during approved times. Exhibiting companies may promote that experts will be available in their booth for educational purposes to discuss the product or data related to the product.

**Live Presentations**

Live presentations include, but are not limited to interactive videos, slide presentations, etc. All live presentations must be of educational nature.

- With prior approval from the director, expositions, live presentations may be held in exhibit booths that are Platinum level of support.
- Exhibitors wishing to include a live presentation must indicate this on their booth activity form. Topics, times and speakers must be approved by the director, expositions 45 days prior to the meeting.
- Speakers, including oral and poster abstract presenters, may only present data as part of their in-booth live presentation after its presentation during the concurrent meeting.
- Board members of the ACR and the Foundation, the ARP executive committee, the A&R editor, the AC&R editor, the TR editor, AMPC members and chairs of the following committees: committee on education,, abstract selection subcommittee, abstract oversight subcommittee, professional meetings subcommittee, committee on ethics and conflict of interest, committee on corporate relations, committee on quality of care, committee on registries and health information technology
• and any other committees that plan CME activities, are not permitted to speak in an exhibitors booth.
• Presentations cannot be longer than 20 minutes.
• A maximum of four live presentations are allowed a day.

MUSIC LICENSING
Neither the ACR nor exhibit management has obtained a music license authorizing the performance of either live or recorded music on the meeting’s premises. All copyright fees applicable to music or entertainment used as part of an exhibit are the full responsibility of the exhibitor.

The ACR reserves the right in its sole discretion to curtail or close exhibits, wholly or in part, that reflect unfavorably on the character and the purpose of the exhibition or that violate any of the ACR’s rules, regulations or polices addressing the conduct of exhibits. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc. Applications may be refused or booth space restricted due to space limitations or other reasons determined by the ACR.