INNOVATION THEATER INFORMATION
The Innovation Theater, located within the exhibit hall, offers seating for 250 attendees. This venue delivers an exceptional setting to showcase your products and services to attendees. Two theaters will be available at ACR Convergence with presentations every hour beginning at 10:30 AM.

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<tr>
<th>Date</th>
<th>Theater A</th>
<th>Theater B</th>
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<tbody>
<tr>
<td><strong>Sunday, November 8</strong></td>
<td>10:30 – 11:15 AM</td>
<td>11:30 AM – 12:15 PM</td>
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<td>12:30 – 1:15 PM</td>
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<td><strong>Monday, November 9</strong></td>
<td>10:30 – 11:15 AM</td>
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<td><strong>Tuesday, November 10</strong></td>
<td>10:30 – 11:15 AM</td>
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<td>12:30 – 1:15 PM</td>
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**Innovation Theater Sponsor Benefits - $40,000**
- Outstanding venue for you to market your products or services during a forty-five minute presentation
- 125 tickets for the sponsor to hand out prior to the presentation
- Innovation Theater presentation listings on signage in the exhibit hall, on the ACR website, in the meeting app, and in the Session Tracker
- Complimentary light refreshments and snacks adjacent to the Innovation Theater provided by the ACR. Morning and afternoon sessions will have light refreshments while the 11:30 AM and 12:30 PM sessions will include a boxed lunch.
- Two complimentary lead retrieval units for use during the sessions
- Complimentary audio/visual equipment, which includes: two microphones, LCD projector, and screen

**Innovation Theater Upgrade - $10,000**
Enhance your Innovation Theater presentation by upgrading your package to include:
- A recording of your sessions
- The ability to live-stream your session directly into your booth
- Pre-scheduled, 30 minute, “day of” rehearsal time with AV tech
INNOVATION THEATER GUIDELINES

Theater Presentations
The exhibitor agrees to utilize the Innovation Theater as a place for a promotional presentation or activity highlighting a new service or product. **Presentations in the Innovation Theater cannot offer CME.** The ACR reserves the right to review all content of proposed presentations. You will be notified if your proposed presentation requires modification. Due to the scope of the meeting, ACR cannot guarantee that educational sessions on similar topics may not be taking place during any given timeslot.

Eligibility
1. Theater slots may only be secured by contracted 2020 ACR exhibitors.
2. If the exhibitor cancels or defaults on exhibit space, the contracted Innovation Theater time slot will be revoked and cancellation fees will apply, as outlined in these guidelines.
3. Requests for more than one time slot will be at the discretion of the ACR.

Application and Payment Schedule
1. **Applications** submitted by the **April 15, 2020**, priority points deadline will be assigned a time slot based on the following criteria:
   - Corporate donor status including Foundation Corporate Roundtable membership as of March 15, 2020.
   - Number of priority points. Each company is allocated one priority point per year of exhibiting.
   - Date/time order the application is received.
2. Once your time slot has been assigned you’ll be invoiced for the total amount.
3. Payments will be due by Friday, August 21, 2020.

Any applications that come in after the April 15, 2020 priority points deadline will be assigned in the order in which the application is received.

Cancellation & Liability Policy
- The ACR reserves the right to terminate an exhibitor’s Innovation Theater contract.
- The ACR, Shepard and the Walter E. Washington Convention Center are not responsible for delays, damage, loss, increased costs or other unfavorable conditions which arise as a result of such termination.
- Exhibitors are liable for any damage caused to theater floors, walls, columns, or to standard theater furnishings and equipment or to other exhibitors’ property. The contracted exhibitor is responsible for all personal and corporate property placed in Theater space.
- Cancellation must be received in writing to Nat Cabrera at ncabrera@rheumatology.org and the official cancellation date will be recorded at the date of receipt.
- The following cancellation fees apply:
  - August 7, 2020: Last day to cancel with a 50% penalty
  - After August 7, 2020: 100% penalty

Speaker Restrictions
Board members of the ACR and the Foundation, the ARP executive committee, the A&R editor, the AC&R editor, the TR editor and chairs of the following committees: committee on education, annual meeting planning subcommittee, 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 may not participate in industry-supported activities, held during or at the conclusion of ACR meetings, including industry-supported symposia and innovation theater presentations, or participate as speakers or planners in the following two industry-supported activities that utilize ACR Annual Meeting program content:
- Post-meeting “advisory panel” meetings
- Enduring materials highlighting the annual meeting

Ticketing
Organizers will receive 125 tickets to either distribute prior to the meeting or to hand out from their booth at the start of the meeting. The remaining 125 tickets will be handed out onsite at the theater with scientific attendees receiving priority. Attendees with exhibitor badges will be allowed access to the theater at the discretion of the host company. If a ticketed attendee does not show up within five minutes of the published start time, that attendee has forfeited their ticket and spot in the theater.
Relocation of Theater
ACR Management reserves the right to alter the size and location of the Innovation Theater as shown on the official floor plan, if deemed necessary, at the sole discretion of ACR Exhibit Management.

Set-Up and Breakdown
Companies will be allowed access to the theater 30 minutes prior to the start of their presentation and for 30 minutes after the presentations.

Shipping of Materials
Detailed information will be sent in September regarding shipment of materials to the theater.

Giveaways
Please see the Exhibitor Prospectus: Rules and Regulations Guide for the full policy regarding giveaways and handouts in the exhibit hall.

Announcements & Invitations
• The ACR encourages you to promote your Innovation Theater presentation utilizing the marketing tools listed on the ACR Convergence website. The ACR will not co-sponsor any presentations in the Innovation Theater.
• Announcements or invitations must include the following disclaimer on the front of the invitation: "This is not an official function/event of the American College of Rheumatology."
• All promotional materials must be reviewed and approved by ACR Exhibit Management.
• All announcements and invitations must adhere to the promotional material guidelines.

Signage
Signage may be ordered (no larger than 28” x 44”) through Shepard or a contractor of the exhibitor’s choosing and are the financial responsibility of the exhibitor. A maximum of two signs may be displayed at the Innovation Theater. Signage may only be placed outside the theater beginning 30 minutes prior to your presentation. A sign may also be placed in the sponsoring company’s booth. No additional signage will be permitted in the exhibit hall. Additional signage provided by the exhibitor must be reviewed and approved by ACR Exhibit Management. All signs must adhere to the promotional materials guidelines.