2020 ACR Convergence Promotional Materials Guidelines

All promotional materials must be approved by the ACR prior to printing or use. Final versions of materials must be submitted for approval by Friday, October 16, 2020. Submissions should be sent via email to exhibits@rheumatology.org. Please allow seven business days for orders to be processed. Rush orders will be handled in three to five business days.

Promotional materials include, but not limited to:

- Flyers
- Invitations
- Advertisements
- Social Media Posts
- Brochures
- Envelopes
- Websites
- Press Releases*
- Mailings
- Giveaways
- Websites
- Press Releases*

Please carefully review the following guidelines before submitting materials to the ACR for approval. Once approved by the ACR a piece is considered final. If changes are made the piece must be re-submitted to the ACR for further approval. Noncompliance with these guidelines will result in the loss of priority points and, if possible, the removal of the promotional item.

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.

Promotional materials must indicate the name of the supporter and/or sponsor and must not imply – directly or indirectly – that the programs are part of official ACR activities.

Referencing the meeting

- The ACR name may only be referenced in the following manners:
  - ACR Convergence 2020
    - November 5 – 9, 2020
  - ACR Convergence 2020
  - #ACR20 (for use on, or in reference to, social media)

General Guidelines

The ACR offers the opportunity to market company activities by advertising in the Daily News as well as renting either the Advanced/Final Registration list or the ACR/ARP Membership list. These advertising opportunities and resources 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.

The following guidelines apply to all promotional materials produced and distributed for ACR Convergence:

- Promotional materials must reflect the professional tone of ACR Convergence.
- The ACR name may not be referenced on external portions of the mailer (i.e. on the envelope or on the address side of a postcard or in the subject line of an email).
- With the exception of the third-party and Industry-Supported Symposia disclaimer language below, the ACR name may not appear on any page or within any social media post that also refers to a product name.
- The mention of a free or complimentary gift is strictly prohibited in all promotional and marketing materials, including on marketing materials and in your booth.
- The ACR name and/or ACR Convergence may not be referenced in reports, summaries, questionnaires, and/or urls produced before, during or after the meeting.
- Any reference to abstracts presented at the meeting must abide by the ACR’s Abstract Embargo Policy.
Third-Party Event Promotional Materials
The following guideline, in addition to those listed under “All Promotional Materials”; apply to all materials for third-party events, including affiliate events and the Innovation Theater:

- The following disclaimer must be included on the front of each piece:
  
  “This is not an official function/event of the American College of Rheumatology”

Industry-Supported Symposia
The following guidelines, in addition to those listed under “All Promotional Materials”; apply to all materials for Industry-Supported Symposia:

- The following disclaimer must be included on any marketing piece:

<table>
<thead>
<tr>
<th>CME-accredited programs</th>
<th>Educational grant support for this symposium provided by [name of supporting organization] and sponsored by [name of sponsoring organization]. This is not an official program of the American College of Rheumatology.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-CME programs</td>
<td>This program is developed and offered by [name of supporting organization]. This is not an official program of the American College of Rheumatology.</td>
</tr>
</tbody>
</table>

- In addition to the disclaimer above, the following language may also be included:

  “This symposium will be conducted (during/at the conclusion of) ACR Convergence 2020.”

  On mailers, this reference cannot appear on external portions of the mailer (i.e. on the envelope or on the address side of a postcard).

*Press releases are also subject to the guidelines outlined in the Press Registration Policies and Procedures.