



2022 ACR Convergence Promotional Materials Guidelines

The American College of Rheumatology (ACR) welcomes various industry and nonprofit organizations as supporters of the ACR's professional meetings throughout the year. To ensure consistency of promotional materials, the ACR offers the following guidelines to help you prepare marketing collateral for distribution to meeting participants.

By submitting marketing materials to participate in ACR Convergence, the participating company/organization agrees to comply with all policies, rules, regulations, terms, and conditions outlined in this document and others issued by the ACR regarding the meeting. Below you will find a complete listing of the eligibility requirements, guidelines, and policies for promotional materials. Please read all policies and guidelines prior to submitting your materials. A piece is considered final once the ACR has approved it. If changes are made the piece must be re-submitted to the ACR for further review and approval.

Noncompliance with these guidelines will result in non-approval of the marketing collateral, the loss of priority points and, if possible, the removal of the promotional item.

All promotional materials must be approved by the ACR prior to printing, distribution (hard copies and digital) or social media use. Final versions of materials must be submitted for approval by Friday, October 7, 2022. Send submissions via email to sponsorships@rheumatology.org. Please allow seven (7) business days for review. Rush orders will be handled in three to five (3-5) business days as time permits.

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 ACR Meeting

You may not use the ACR Convergence 2022 logo, nor ACR company name, to imply affiliation on your company's marketing and promotional materials. The ACR name may only be referenced once on a print or digital marketing piece in the following manners:

- ACR Convergence 2022
 - ACR Convergence may not be used
 - ACR 2022 may not be used
- #ACR22 (for use on, or in reference to, social media)

The ACR reserves the right to request promotional activities violating this policy be edited or removed. Failure to comply with these guidelines may result in non-approval of the marketing collateral, the loss of priority points and, if possible, the removal of the promotional item.

General Guidelines

Promotional materials include, but are not limited to:

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

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

The following guidelines apply to all promotional materials produced and distributed for ACR Convergence 2022:

- Promotional materials must reflect the professional tone of ACR Convergence.
- The ACR name may not be referenced on external portions of the mailer (*e.g., not on the envelope, on the address side of a postcard, or in the subject line of an email*).
- Except for the third-party and Industry-Supported Session disclaimer language below, the ACR name **may not** appear on any document, marketing piece, email or within any social media post that also refers to a product name.
- The ACR/ACR Convergence names can only be used one (1) time in a promotional piece.
- The mention of a free or complimentary gift is strictly prohibited in all promotional and marketing materials, including marketing materials on your company profile page within the ACR Convergence platform, on social media and in your exhibit booth.
- The ACR name and/or ACR Convergence name may not be referenced in reports, summaries, questionnaires produced before, during or after the meeting.
- The ACR name and/or ACR Convergence name may not be used as part of URLs* produced before, during or after the meeting.
 - *The ACR will provide URLs, if needed, for access to content and industry supported sessions that are digital/virtual. This URL can then be used as part of marketing efforts.
 - Companies can create their own URLs, but they cannot include the ACR or ACR Convergence names as part of the created URL.
- Any reference to abstracts presented at the meeting must abide by the [ACR's Abstract Embargo Policy](#).

Below are additional guidelines for marketing materials the ACR commonly reviews for approval. Please review these guidelines carefully to ensure your pieces are in alignment with ACR approval standards.

Guidelines for Printed Marketing Materials

Printed marketing materials cannot include the following:

- ACR/ARP or ACR Convergence logos
- The materials cannot assume or mimic any of the ACR Convergence color schemes
- The ACR or ACR Convergence names may be used only once.

Guidelines for Digital Marketing Materials

Marketing materials distributed digitally **cannot** include the following:

- Registration for ACR Convergence – this includes links to the ACR Convergence registration page, QR codes, or language that suggests registration is available via the company's digital marketing piece.
 - Acceptable language includes "must be registered for the meeting to access this session/event" or some version of this. Approval from the ACR is required.
- ACR/ARP or ACR Convergence logos
- The materials cannot assume or mimic any of the ACR Convergence color schemes.
- The ACR/ARP or ACR Convergence name should not be included in e-mail subject lines.
- The ACR or ACR Convergence names may be used only once



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Guidelines for Social Media and Websites

- Companies cannot create new graphics using ACR/ARP or ACR convergence name, logos, or color schemes.
- Reposting or sharing content from ACR social media platforms is allowed.
- Websites and microsites cannot include registration for ACR Convergence. This includes links to the ACR Convergence registration page, QR codes, or language that suggests registration is available via the company's website or microsite.
- Use of the ACR/ARP Convergence logos are prohibited without written consent from the ACR. If the ACR discovers use of the logo without written consent, the company in violation will be contacted immediately, via social media or email, to remove the logo and modify and/or remove the social post.
- The official hashtag for the annual meeting is #ACR22. Companies can use the hashtag, or they can spell out ACR Convergence 2022.
- Where possible, the ACR should be tagged in a social post.
- The ACR name cannot be used in any URLs and sponsors cannot provide a link to ACR websites, including conference registration. Companies can use ACR-provided URLs that link to virtual industry-supported sessions or innovation theaters.
- Social posts sponsors should **not** imply that the ACR is officially endorsing a particular product, service, or program.
- The ACR/ACR Convergence names cannot be included in posts that have branded product content.
- Social media content should be submitted to the ACR for review and approval. Changes to previously approved social media content must be resubmitted for a new approval.

Guidelines for Third-Party Event Promotional Materials

The following guideline, in addition to those listed under general, printed, digital and social media guidelines, apply to all materials for third-party events. Third-party events include industry-supported sessions, innovation theaters and affiliate events. The following disclaimer must be included on the front of each piece (print and digital):

"This is not an official function/event of the American College of Rheumatology"

Guidelines for Industry-Supported Session Promotional Materials

The following guidelines, in addition to those listed under the general, printed, digital and social media guidelines, apply to all materials promoting Industry-Supported Sessions (e.g. this includes mini-sessions and lightning talks). The following disclaimer must be included on the marketing piece(s):

CME-accredited programs - Educational grant support for this session is 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.

Non-CME programs - This program is developed and offered by [name of supporting organization]. This is not an official program of the American College of Rheumatology.

In addition to the disclaimer above, the following language may also be included. On mailers, this reference cannot appear on external portions of the mailer (e.g., on the envelope or on the address side of a postcard):

This session will be conducted (before/during/at the conclusion of) ACR Convergence 2022.



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Other Advertising & Marketing Activities Guidelines

The ACR offers opportunities to promote company activities by advertising in *ACR Convergence Today*, the annual meeting publication. Companies can also rent the advanced or final meeting registration lists, or the ACR/ARP membership list. Please note that the registration and membership lists do not include email addresses as the ACR does not share this information and members can opt out of having their contact information shared. Additionally, marketing materials sent to the registration and/or membership lists must be approved by the ACR.

These advertising opportunities and resources are exclusively available through ACR, TriStar 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.

Copyright Policy

Programs presented at the meeting are for the education of attendees and purchasers of recorded presentations as authorized by the American College of Rheumatology. The information and materials displayed and presented during this meeting are the property of the ACR and the presenter and cannot be photographed, screenshot, recorded, copied, photocopied, transformed to electronic format, reproduced, or distributed without written permission of the American College of Rheumatology and the presenter.

Any use of the program content for commercial purposes (which includes, but is not limited to, oral presentations, audiovisual materials used by speakers, and program handouts) without the written consent of the ACR is prohibited. This policy applies before, during, and after the meeting. The ACR will enforce its intellectual property rights and penalize those who infringe upon them. Please reference the "Abstract Permissions and Reprints" page for copyright and reprint details. Companies violating copyright may lose priority points and, if possible, have promotional items removed.

As a reminder, the ACR must approve all promotional materials prior to printing, distribution, or other use. Submit final versions of materials by Friday, October 7, 2022, to sponsorships@rheumatology.org. Please allow seven (7) business days for review and processing. Rush orders will be handled in three to five (3-5) business days, as time permits.