

ACR
Convergence
Where Rheumatology Meets

2022
Sponsorship
Opportunities

ACR CONVERGENCE 2022

NOVEMBER 10–14

PENNSYLVANIA CONVENTION CENTER

PHILADELPHIA, PENNSYLVANIA

ADVANCE PROGRAMMING: NOVEMBER 10–11

SCIENTIFIC SESSIONS: NOVEMBER 12–14

EXHIBIT DATES: NOVEMBER 12–14

For questions or to secure your sponsorship, please contact [Kat Dennis](#).

The ACR offers various tools to enhance the ACR Convergence attendees' experience. We've generated a variety of opportunities for you to support the meeting.

Information on Securing Opportunities

- The ACR will coordinate corporate support requests and all right of first refusals.
- The ACR releases the right of first refusal and other corporate opportunities to those companies with items under right of first refusal prior to wide-spread release. Right of first refusal companies are those who secured sponsorships for the ACR Convergence 2020 in-person meeting prior to cancellation.
- Sponsorships falling under right of first refusal will have this symbol: ✓
- The ACR will accept right of first refusal on new/existing items at the same time.
- To give all right of first refusal companies ample time to review all opportunities, we will begin accepting requests by email only starting Wednesday, April 13, 2022, at 10:00 AM ET. To ensure fairness to all organizations, please be aware that requests received prior to this date and time will not be accepted.
 - Right of first refusal will be offered where possible. Please note that the opportunities will change from year to year within the convention center and offering right of first refusal may not be possible in a given year.
 - New/existing items are available on a first-come, first-served basis and may not be available when the ACR receives your company's notification.
- Right of first refusal and all sponsorship items not secured by Wednesday, April 20, at 10:00 AM ET, will be released for general consideration to all exhibitors and sponsors.
- Upon election, the ACR will provide a Letter of Agreement (LOA) for signature.

*For questions or to secure your sponsorship, please contact **Kat Dennis**.*

- The ACR will invoice and collect payment for all corporate support opportunities. Payment is due 30 days from invoice date.
- Materials and specifications will be provided once the LOA is signed.
- Any artwork submitted after the final deadline of Tuesday, September 20, 2022, will incur the following change/late fees:
 - 15% change/late fee: September 20–October 5
 - 25% change/late fee: October 6–14
 - After October 14: Print deadlines have expired. Printing is no longer available

Corporate Support Guidelines

- All opportunities may include corporate and/or product branding messaging, except those specifically noted.
- Supporters are responsible for all design, content, and other sponsor-directed graphics for all sponsorships and supporter-provided materials.
- ACR approval is required for all supporter content and design, as well as any supporter-produced materials, in advance of production.
- The ACR is responsible for production, installation, and removal of all sponsorships, signage, banners, and other supporter materials unless otherwise noted in the sponsorship details.
- Development and placement of recognition signage, sponsorships, and other associated materials is at the discretion of the ACR.
- ACR Exhibitor Prospectus and Rules and Regulations are applicable and additional guidelines may apply to specific opportunities.

For questions or to secure your sponsorship, please contact [Kat Dennis](#).

Sponsor Benefits and Recognition

BENEFITS: In addition to the unique benefits for each opportunity, all support opportunities include corporate recognition on signage located throughout the convention center, listing in the virtual meeting platform, and listings within the Session Tracker and ACR Convergence Today.

RECOGNITION: All opportunities may include corporate and/or product branded messaging, unless specifically noted.

SUBMIT A NEW SPONSORSHIP: We welcome innovative ways that you think your organization can add value to the meeting and attendee experience while achieving your organization's visibility and awareness goals. Each exhibiting organization may submit one new sponsorship idea to the ACR for consideration.

Contact the ACR for more information, specific guidelines and to secure your new sponsorship.

Deadlines (unless otherwise noted)

Materials due: Monday, September 12, 2022

Final proof due: Tuesday, September 20, 2022

ACR Convergence

Where Rheumatology Meets

For questions or to secure your sponsorship, please contact [Kat Dennis](#).

Welcome attendees to ACR Convergence with advertising throughout the Pennsylvania Convention Center.

View Locations of Banners, Window Clings, and Escalator Runners

LOCATION	TYPE	QTY	DIMENSIONS	SS/DS	LOCATOR CODE	SUPPORTER FEE
BANNERS						
Arch & 13th Street Lobby	SOLD	1	142" x 64"	SS	16B1	\$75,000
Arch & 13th Street Lobby	SOLD	1	285" x 64"	SS	16B2	\$85,000
12th & Arch Street Lobby	SOLD	1	149" x 64"	SS	26B1	\$75,000
12th & Arch Street Lobby	SOLD	1	287" x 64"	SS	26B2	\$85,000
12th & Arch Street Lobby	SOLD	1	287.5" x 64"	SS	26B3	\$85,000
✓ 1101 Arch Street: Hall C & D Lobby	SOLD	1	72" x 120"	DS	75A3	\$80,000
✓ 1101 Arch Street: Hall C & D Lobby	Banner	1	72" x 120"	DS	77A3	\$80,000
✓ 1101 Arch Street: Hall C & D Lobby	SOLD	1	72" x 120"	DS	79A3	\$80,000
✓ 1101 Arch Street: Hall A & B Lobby	SOLD	1	72" x 120"	DS	83A3	\$80,000
1101 Arch Street: Hall A & B Lobby	SOLD	1	72" x 120"	DS	85A3	\$80,000
1101 Arch Street: Hall A & B Lobby	SOLD	1	283" x 123"	SS	89A1	\$75,000
1101 Arch Street: Hall A & B Lobby	SOLD	1	283" x 123"	SS	89A2	\$75,000
1101 Arch Street: Hall A & B Lobby	SOLD	1	283" x 123"	SS	89A3	\$75,000
ELEVATOR CLING						
Arch & 13th Street Lobby	Elevator Cling	2	53.50" x 90"	SS	17A1, 17A2	\$35,000
ESCALATOR RUNNERS						
Broad Street Entrance Lobby	SOLD	1	15" x 112'	SS	5R	\$40,000
Arch & 13th Street Lobby	SOLD	1	15" x 67'	SS	13A1	\$45,000
12th & Arch Street Lobby	SOLD	1	16" x 627"	SS	29A	\$45,000
12th & Arch Street Lobby	SOLD	2	16" x 299.5" 16" x 326.5"	SS	32A1 32R1	\$45,000
Grand Hall	SOLD	1	16" x 57'	SS	111	\$45,000
Grand Hall	Escalator Runner	1	16"x57'	SS	113	\$45,000
Terrace Ballroom	Escalator Runner	2	TBD	SS	n/a	TBD

ACR Convergence

Where Rheumatology Meets

For questions or to secure your sponsorship, please contact [Kat Dennis](#).

LOCATION	TYPE	QTY	DIMENSIONS	SS/DS	LOCATOR CODE	SUPPORTER FEE
WINDOW CLINGS						
Arch & 13th Street Lobby	Window Cling	8	42.5" x 117" 42.5" x 17"	SS	12T1, 12T2, 12T3, 12T4 12B1, 12B2, 12B3, 12B4	\$50,000
Arch & 13th Street Lobby	Window Cling	8	42.5" x 117" 42.5" x 17"	SS	12T5, 12T6, 12T7, 12T8 12B5, 12B6, 12B7, 12B8	\$50,000
Arch & 13th Street Lobby	SOLD	8	34.75" x 48" 34.75" x 29.25"	SS	14A1, 14A2, 14A3, 14A4 14B1, 14B2, 14B3, 14B4	\$50,000
Arch & 13th Street Lobby	Window Cling	8	42" x 117" 42" x 17"	SS	15T1, 15T2, 15T3, 15T5 15B1, 15B2, 15B3, 15B4	\$50,000
12th & Arch Street Lobby	SOLD	8	42.5" x 81.5" 42.5" x 17.5"	SS	27T1, 27T2, 27T3, 27T4 27U1, 27U2, 27U3, 27U4	\$50,000
12th & Arch Street Lobby	Window Cling	8	42.5" x 81.5" 42.5" x 17.5"	SS	31T1, 31T2, 31T3, 31T4 31U1, 31U2, 31U3, 31U4	\$50,000
12th & Arch Street Lobby	SOLD	8	42.5" x 81.5" 42.5" x 17.5"	SS	31T5, 31T6, 31T7, 31T8 31U5, 31U6, 31U7, 31U8	\$50,000
ESCALATOR RUNNER/WINDOW CLING PACKAGE						
1101 Arch Street	Escalator Runner	2	16" x 392" 16" x 358"	SS	43A1 43B1	\$75,000
	Window Clings	8	42.5" x 81"		45E1, 45E2, 45E3, 45E4	

For questions or to secure
your sponsorship, please
contact [Kat Dennis](#).

Exhibit Hall Opportunities

Exhibit Hall Floor Decals ✓ **SOLD**

Exclusive Opportunity: \$75,000

Exhibition floor decals will lead attendees from the entrance of the Exhibit Hall to your booth. Depending on the shape, decals are typically 18" x 24" and spaced approximately 15' apart (subject to change based on floor plan).

Benefits include:

- 30–35 floor decals guiding exhibitors from the Exhibit Hall entrance to your booth
- Each floor decal will include your corporate and/or product logo, messaging, and booth number

Exhibit Hall Hanging Aisle Signs ✓ **SOLD**

Exclusive Opportunity: \$75,000

Extend your company's visibility by proudly displaying your corporate logo and/or product messaging on signs hanging in the center of each aisle in the Exhibit Hall. Signs are visible upon entrance to the hall and attendees use them to navigate their visit.

Benefits include:

- 12 aisle signs hanging in the Exhibit Hall with product/company branding



ACR
Convergence
Where Rheumatology Meets

For questions or to secure your sponsorship, please contact [Kat Dennis](#).

Wi-Fi Way ✓ **SOLD**

Exclusive Opportunity: \$115,000

Wi-Fi Way extends in four directions in the center 10 feet of each main Exhibit Hall aisle. Sprinkled with park benches, cocktail tables, banquet rounds, and carpet, Wi-Fi Way offers attendees a place to connect in the Exhibit Hall.

Benefits include:

- Corporate and/or product messaging on signage in each aisle
- Corporate and/or product messaging on table skins and bench banners

Relax and Recharge Lounge

Three Opportunities: \$50,000 each; Exclusive Opportunity: \$125,000

The Relax and Recharge Lounge is a place on the Exhibit Hall floor where attendees can go to unwind and relax. Pavilion features include massage chairs, a community service project, and therapy animals each day.

Benefits include:

- Signage recognition (product or corporate logo visibility) in the lounge
- Corporate acknowledgement in ACR Convergence Today ad promoting the Relax and Recharge Lounge

Exhibit Hall Snack Breaks ✓

Exclusive Daily Opportunity: \$25,000 daily; 3 days available

Refreshing snacks and beverages will be available to attendees in high-traffic, common areas of the Exhibit Hall.

Benefits include:

- Supporter will be recognized on signage placed near refreshment tables
- Supporter has the option to provide beverage cups and napkins with corporate and/or product logo at their expense

For questions or to secure your sponsorship, please contact [Kat Dennis](#).

Exhibit Hall Networking Lounges ✓ **SOLD**

Exclusive Opportunity: \$40,000

Two networking lounges located within the Exhibit Hall will offer attendees a relaxing oasis to meet with colleagues. Lounges will be set with sofas, coffee table, and water coolers refilled through the day.

Benefits include:

- Branded border placed around the perimeter of the networking lounge featuring the sponsor's logo
- Supporter has the option to provide beverage cups and napkins with corporate and/or product logo at their expense

Networking Opportunities

Attendee Lounge ✓

Two Opportunities: \$65,000; secure both for \$100,000

Located above the Grand Hall in the Pennsylvania Convention Center, attendees will be able to relax and connect with colleagues while waiting for their next session. The Attendee Lounge offers comfortable seating and power strips for attendee convenience.

Benefits include:

- Branded table clings
- Branded signage
- Option to provide branded tent cards at the supporter's expense



ACR Convergence

Where Rheumatology Meets

For questions or to secure your sponsorship, please contact [Kat Dennis](#).

Meeting Nooks **NEW!** ✓

Multiple Opportunities: \$25,000 each; 4 of 6 available

Attendees are always looking for areas to have one-on-one meetings, and these meeting nooks are the perfect place for networking. Offering seating for two and electrical connections, attendees will thank you for providing a comfortable meeting space. Six nooks will be placed throughout the convention center.

Benefits include:

- Company or product branding on the outside of the nook

Seating Cube Pods ✓

Exclusive Opportunity: \$55,000; 3 pods of 10 cubes

Placed throughout the convention center in high-traffic locations, these pods double as seating areas and unique branding opportunities for increasing corporate and product awareness. A total of three pods of 10 cubes will be located within the convention center. Each cube includes a fabric cover that can have meeting messaging or branding on all sides.

Benefits include:

- Company or branded advertising on each cube



ACR
Convergence
Where Rheumatology Meets

For questions or to secure your sponsorship, please contact [Kat Dennis](#).

Collaboration Workspace ✓

Exclusive Opportunity: \$50,000

Attendees have been asking for places to work and meet with colleagues. This workspace will be located in the convention center and will provide a quiet place for attendees to catch up on emails or meet with colleagues. The ACR will provide areas to charge laptops and devices as well as comfortable seating.

Benefits include:

- Corporate or product branded messaging on signage in the workspace

Interprofessional Team Networking Forum, Sunday, Nov. 13 ✓

Hosted by the ARP

Exclusive Opportunity: \$20,000

Diverse Discipline Day provides rheumatology professionals with the unique opportunity to connect with disciplines from around the globe in one room. Discussions promote innovation, address current challenges, and envision the future of rheumatology. Community, conversation, and perspective are at the heart of this event, making Diverse Discipline Day a must-attend event at ACR Convergence for rheumatology professionals.

Benefits include:

- Two company representatives are invited to attend
- Corporate recognition will be provided on event signage and tabletop tent cards
- Recognition from the podium during introductory remarks



ACR
Convergence
Where Rheumatology Meets

For questions or to secure
your sponsorship, please
contact [Kat Dennis](#).

Interprofessional Team Networking Forum, Monday, Nov. 14

Hosted by the ARP

Exclusive Opportunity: \$20,000

Monday's Meet-Up continues to be one of the ARP's most highly rated sessions and provides a unique opportunity for your organization to support informal roundtable networking for rheumatology professionals around hot topics during ACR Convergence.

Benefits include:

- Two company representatives are invited to attend
- Corporate recognition will be provided on event signage and tabletop tent cards
- Recognition from the podium during introductory remarks



ACR Convergence

Where Rheumatology Meets

For questions or to secure your sponsorship, please contact [Kat Dennis](#).

Community Hubs

Multiple Opportunities: \$75,000; 21 available

ACR Convergence is large and serves a diverse group of professionals. Community Hubs are essential to providing a welcoming, inclusive space for these professionals to interact, learn, and share. Each Community Hub will be co-hosted by leaders in the field and include a mix of informal education and networking opportunities.

Community Hubs will be part of the virtual meeting only.

Choose from one of the topics below (topics will be assigned on a first-come, first-served basis)

- | | |
|-------------------------------------|---|
| ■ Aging | ■ Metabolic Bone |
| ■ Business of Rheumatology | ■ Myositis |
| ■ Cellular & Molecular Technologies | ■ Osteoarthritis |
| ■ Crystal Arthritis | ■ Pediatrics |
| ■ COVID-19 | ■ Rheumatoid Arthritis |
| ■ Diversity, Equity, and Inclusion | ■ Scleroderma |
| ■ Early Career | ■ Spondyloarthritis and Psoriatic Arthritis ✓ |
| ■ Educators | ■ Systemic Lupus Erythematosus ✓ |
| ■ Global Rheumatology | ■ Ultrasound |
| ■ Interprofessional Team | ■ Vasculitis ✓ |
| ■ Leadership | |

Benefits include:

- Virtual
 - Customized banner ad in the hub
 - Clickable link on the banner to your virtual exhibit booth
 - Data on the number of clicks on the banner
 - 20-minute, prerecorded, sponsor-led discussion available on demand in the hub

For questions or to secure
your sponsorship, please
contact [Kat Dennis](#).

Attendee Amenities

Cell Phone MobileQube Kiosks ✓

Exclusive Opportunity: \$50,000

Spread out in three locations throughout the convention center, MobileQube kiosks provide portable charging "qubes" for standard mobile devices. Attendees will receive complimentary use of a "qube" for a 24-hour rental period.

Benefits include:

- Complimentary attendee Qubes
- Ability to display a static 1920 x 1080 png image on the top screen kiosk
- Printing of sponsor information on the receipt

Hotel Key Cards ✓ **SOLD**

Exclusive Opportunity: \$75,000

Make an immediate and ongoing impression with an exclusive ad on the key cards distributed upon check-in at the hotel front desk. Sponsor will receive a list of hotels where the key cards will be distributed. Two key cards per room. Approximate quantity: 10,000.

Benefits include:

- Corporate logo, meeting messaging, and booth number printed on each card

For questions or to secure your sponsorship, please contact [Kat Dennis](#).

Session Tracker ✓ **SOLD**

Exclusive Opportunity: \$95,000; back cover position

The Session Tracker features a variety of meeting information, including session information and key location and room details. This will be the only printed meeting publication provided at the time of registration and materials pickup.

Benefits include:

- A four-page corporate or product listing on the back cover and previous pages for PI, as needed. (Specifications, placement, and final approval to be provided by the ACR.)

Shuttle Buses *(with bus banner option)*

Exclusive Opportunity: \$100,000 plus \$10,000 per bus to wrap; \$5,000 per bus for interior stickers

Complimentary shuttle bus service is a convenient and popular transportation option for attendees throughout the meeting. The supporter receives messaging, including logo on custom headrest covers, the option to display and loop messaging on shuttle TV (supporter to provide DVD), and recognition on busing schedules, printed materials, and signage. An external bus banner and interior stickers are also available to the supporter for an additional fee.

Benefits include:

- Custom headrest covers
- Option to display and loop messaging on shuttle TV (supporter to provide DVD)
- Recognition on busing schedules and signage
- Option to add external bus banners at \$10,000 per bus
- NEW! Option to add interior bus stickers at \$5,000 per bus



ACR
Convergence
Where Rheumatology Meets

For questions or to secure your sponsorship, please contact [Kat Dennis](#).

Wayfinders NEW! ✓ **SOLD**

Exclusive Opportunity: \$80,000

Send attendees in your direction through sponsorship of these new interactive displays. Six kiosks located throughout the convention center will aid attendees in navigating the meeting while putting your product front and center.

Navigation Features:

- Interactive exhibit and convention center maps
- Multi-level route mapping
- Exhibitor listings with descriptions
- Session schedules and details

Benefits include:

- Branded kiosk signage
- Screensaver advertisement
- Sidebar tower advertisement
- Booth highlight on interactive floor plan

Wi-Fi Sponsorship ✓ **SOLD**

Exclusive Opportunity: \$75,000

Used by attendees throughout the course of the meeting, this is an excellent way to maximize exposure for your company. Corporate branding only.

Benefits include:

- Network ID name to include sponsor name
- App alert reminding attendees to connect to Wi-Fi with a "Sponsored by" tagline
- Signage throughout the convention center with Wi-Fi Network ID and sponsor acknowledgement
- Recognition in the Session Tracker

For questions or to secure your sponsorship, please contact [Kat Dennis](#).

Mobile Event App Sponsorship ✓

ALL 3 SOLD

Multiple Opportunities: \$72,000; 3 packages available

The mobile event app is a tool that every attendee at the meeting will want to download to ensure that they have all the latest meeting information at their fingertips. The event app is where attendees will go to navigate their way through the meeting and ask questions during sessions.

Benefits include:

- One rotating banner ad to be placed at the top of the dashboard and on the virtual meeting platform (clicks on banner ad open to your exhibitor profile)
- Complimentary enhanced exhibitor listing
- Logo recognition on the Exhibit Hall floorplan
- Company listing at the top of the exhibitor list (alphabetical for app supporters)

App Upgrade Opportunities

Mobile App Promotional Alert ✓

8 of 10 Opportunities Available: \$25,000 per alert

Promotional alerts push your message out to meeting attendees throughout the meeting. Use alerts to drive traffic to your exhibit or industry event. Alerts will be sent in the mobile app and in the virtual meeting platform.

Benefits include:

- One promotional alert sent through the meeting app
- Metrics on the number sent



ACR
Convergence
Where Rheumatology Meets

For questions or to secure your sponsorship, please contact [Kat Dennis](#).

Enhanced Exhibitor Listing

Multiple Opportunities: \$500

Bring more attention to your exhibitor listing with this unique feature to connect and engage attendees!

Benefits include:

- Logo recognition on exhibitor page in app and on the desktop version of meeting platform
- Product literature: include a pdf document with your exhibitor listing that can be downloaded and viewed through the app. Include up to five documents.