

OCTOBER 24-29 • EXHIBITS OCTOBER 26-28 • CHICAGO, ILLINOIS

2025 Exhibitor and Sponsorship Prospectus



ACR
Convergence
Where Rheumatology Meets
#ACR25



MCCORMICK PLACE
WEST BUILDING



Exhibitor Prospectus

ACR Convergence, the world's premier rheumatology experience, is where thousands of rheumatologists and rheumatology professionals come together to network and get the latest scientific information in the field. Since 1934, the ACR has hosted more than 90 annual meetings. In the past five years alone (2019–2024), the ACR has welcomed more than 88,000 rheumatology professionals to the event.

**ACR Convergence 2025 will be held October 24-29
at McCormick Place in Chicago, Illinois.**

The meeting will be hosted in person.

Attendance at ACR Convergence continues to grow, with domestic attendance at its highest in the last 10 years.

View [2024 demographics](#).



Opportunities to engage at ACR Convergence 2025

In addition to booths in the Exhibit Hall, we are offering numerous sponsorships (e.g., banners, floor decals, clings), Innovation Theater, industry-supported sessions, and advertising opportunities, all designed to help increase your corporate visibility at the meeting, raise awareness of your current product offerings, and drive attendees to your booth.

Additional opportunities to increase awareness of your brand include:

- Banners or clings in high-traffic areas of the convention center.
- Advertising in ACR Convergence Today, the official ACR Convergence news source. Cross-promote your meeting activities through meeting ads, sponsorships, out-of-home marketing tactics, or other marketing avenues. For more information, contact Hilary Bair at TriStar Event Media (hbair@tristarpub.com).

Additional ways to engage with ACR attendees include:

- Supporting in-person attendees by sponsoring a key attendee amenity, such as the networking lounges, headshot station, snack breaks, or attendee shuttles.
- Educate attendees about clinical research, clinical trials, and product or treatment offerings through Live Lightning Talks, Library Books, Industry-Supported Symposia, or Innovation Theater sessions.

Support your team's marketing efforts by renting the attendee mailing list to reach thousands of attendees before, during, and after the meeting.

Exhibitor Opportunities and Benefits to Exhibiting

An in-person Exhibit Hall gives you the opportunity to interact with a global audience of rheumatology professionals and extend your brand recognition.

Exhibitors receive:

- Listing in ACR Convergence Today and the ACR Convergence app
- Unopposed Exhibit Hall hours October 26-28: 11:30 AM-1:00 PM
- Five complimentary exhibitor badges per 10' x 10' booth
- Exhibitor badges provide access to all scientific sessions (CME cannot be claimed with an exhibitor badge; access to Advance Programming excluded)
- Renting an exhibitor suite or meeting room in the convention center
- Booking affiliate event space at an official ACR hotel
- Hosting an industry-supported session



Exhibit Hall Dates and Hours

October 26: 10 AM-5 PM
October 27: 10 AM-5 PM
October 28:
10 AM-2:30 PM

Exhibit Space Rates

STANDARD PRICES

Inline 10' x 10' Booth: \$4,800
Corner 10' x 10' Booth: \$5,000
Island Booth: \$50/square foot
(single level)
Island Booth: \$54/square foot
(multi-level)

Special Rates

Non-Profit Exhibit Rates*

10' x 10' Booth: \$1,250 (linear or corners space)

Nonprofit organizations/governmental agencies will receive the following equipment with their booth space purchase:

- 10' x 10' booth space with side and back drape
- Carpet
- One identification sign
- One 6' skirted table
- Wastebasket
- Two side chairs
- One complimentary pre-event booth cleaning

*The ACR Convergence floorplan will have an area designated for nonprofit organizations/governmental agencies. 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 agency rate must submit their letter of determination from the IRS with their application. Booths at the nonprofit rate will be allocated and placed at the discretion of the ACR. Each nonprofit/governmental agency can reserve one 10' x 10' booth at a discounted rate of \$1,250. Additional booths may be purchased at the standard published rate.

Clinical Trial and Investigator Focus

**NEW
THIS
YEAR!**

Companies who seek to raise awareness of their clinical trials may engage with the ACR audience by renting a 10' x 10' booth space located in a special area in Hall F2, at a special rate of \$2,500. This space is intended only for raising awareness of a specific clinical trial. This space may not be used to promote existing products or treatments. Clinical Trial booth space will be anchored near the Innovation Theater and the Lightning Talk Stage, two high-traffic areas visited throughout the day by ACR attendees. This opportunity is designed to encourage interactions that support scientific inquiry, raise awareness of current trials statuses, and promote collaboration. To help raise awareness of your trial, a one-time special rate is available to participate in a Lightning Talk and receive an accompanying Library Book. [Apply for a clinical trials booth.](#)

Note: In order to participate in this program, a company may not have a therapy that is currently available in widespread distribution, and must be approved to exhibit by our review committee.

Eligibility to Exhibit

All exhibitors must meet the following qualifications:

- All products and services exhibited must be of direct 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 ACR Convergence](#).
- 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 and must be approved by the ACR Committee on Corporate Relations.
- The ACR reserves the right at its sole discretion to refuse any application based on ACR policies, rules, and regulations.



Space Assignment

Exhibitors are assigned booth space based on priority points. Each company is allocated:

- 1 one priority point per year of exhibiting since 2011
- 5 points for utilizing ACR's official housing block
- 1 point for a charitable donation to the Rheumatology Research Foundation in the previous year (exclusive of donations to the Corporate Roundtable)
- 1 point for exhibiting at non-ACR Convergence events

Applications for priority point holders will open on March 24.

All priority points deadlines will be assigned space using the following criteria:

1. Corporate donor status, including Corporate Roundtable membership, as of March 14, 2025.
2. Number of priority points.
3. Date/time order the application is received. Applications received by priority point holders will receive an email confirmation of booth assignment by April 23.

Applications received after April 23 will be assigned space in the date/time order the applications are received.

Meeting Space

There are two options for meeting space within the convention center: Exhibitor Suites or meeting rooms. These areas can be used to host small staff meetings, as an exhibitor staff lounge, or to meet privately with attendees. Educational sessions may not be held in an Exhibitor Suite or meeting room. Food service must be coordinated through the convention center caterer.

Exhibitor Suites

*10' x 10' Exhibitor Suite:
\$7,800*

*10' x 20' Exhibitor Suite:
\$12,600*

*20' x 20' Exhibitor Suite:
\$22,000*



Exhibitor Suites

Exhibitor Suites are located in Hall F2. They are available for use during the days/times when the Exhibit Hall is open. All suites include 8' high hard walls with lockable doors, carpet with padding, nightly cleaning during Exhibit Hall dates, and one door header with the company name and/or suite number. Each 10' x 10' suite includes one 1,000-watt outlet, and 10' x 20' or 20' x 20' suites receive two 1,000-watt electrical outlets.

Custom suite configurations are available upon request, pending space availability, and will be billed by the ACR Strategic Relations team for the rental of the space. Custom suite labor and materials (including connecting individual suites by way of walls, or applying custom treatments inside suite spaces) will be managed by the Shepard Custom Design team, who will assist with orders and pricing for custom materials.

Convention Center Meeting Rooms

Meeting rooms are located throughout the convention center. They are available for use from October 24–29. Meeting rooms include a lockable door, carpet, electrical outlets, tables and chairs, company name outside of the meeting room, and nightly cleaning. Hosting companies may have one small table outside the meeting room for check-in.

- \$35,000 for 5-day rental period
- \$20,000 per 1-day rental period

Assignments are pending space availability, and restrictions may apply.



Refund/Cancellation/Downsizing

Cancellations and space reduction must be submitted in writing to Kelli Wondra by June 27. There will be a 50% penalty for cancellations made between May 16, and May 30.

Cancellations made on or after May 31 are not eligible for a refund. All cancellations are subject to a \$275 processing fee per 10' x 10' booth cancelled.

Exhibitor Setup

Target move-in (island spaces):*

- October 21, noon—4:30 PM
- October 22, 8:00 AM—4:30 PM
- October 23, 8:00 AM—4:30 PM

General move-in (linear spaces):

- October 24, 8:00 AM—4:30 PM
- October 25, 8:00 AM—4:30 PM

*Target setup will be based on the floor plan provided by Shepard Expo Services in the exhibitor services manual and are pending the final show schedule.

All booths must be set up by 5:00 PM on October 25. Booths must be staffed for the entirety of the event.

Event move-out and freight management cannot begin before 3:00 PM on October 28. Dismantling or tearing down exhibits prior to the official closing of the exhibition is prohibited and will result in a loss of priority points. Dismantle must be complete by October 29 at 4:30 PM.

Exhibitor Registration

Each exhibitor will receive five registrations per 10' x 10' booth. Additional badges can be purchased for \$150 per badge. Exhibitor badges will allow access to the Poster Hall and to attend scientific sessions, provided space is available. Attendees with an exhibitor badge are NOT eligible to receive CME credit. To receive CME credit, you must register as a scientific attendee.

Exhibitor registration will open on June 17. Each designated exhibitor registration contact will receive an email with instructions to access the registration portal from the ACR's official registration vendor, Maritz. All exhibit staff, including booth representatives, agency personnel, install and dismantle staff staying through the entire conference, and anyone else needing access to the Exhibit Hall, must be registered through the Maritz exhibitor portal.

Housing

Maritz will manage exhibitor housing for the meeting. Housing requests may be submitted online starting March 24. Confirmations will be sent beginning June 9. More information about exhibitor housing can be found on the [ACR website](#).

ACR
Convergence
is the world's
premier
rheumatology
meeting.

Industry-Supported Sessions

The ACR provides several ways for your company to reach a rich spectrum of rheumatology professionals, including clinicians, researchers, and educators from around the world. Our in-person options can help you extend the life of your content with on-demand availability.

INNOVATION THEATER SESSIONS (IN PERSON) | \$50,000

Unique to our in-person event, exhibitors may opt to sign up for live sessions in two alternating Innovation Theaters on the exhibit floor to showcase new products or services. Each theater seats approximately 200 people and offers several 45-minute, non-CME presentations per day. The ACR provides snacks or boxed lunches depending on the session time to help increase attendee participation in the theaters. Additional benefits include complimentary A/V setup and lead retrieval.

INNOVATION THEATER UPGRADE PACKAGE | \$15,000

The upgrade package allows you to stream your Innovation Theater presentation to your exhibit booth and capture a recording for hosting on your company's website. Visit the [ACR industry-supported sessions webpage](#) for more details about the Innovation Theater sessions.

INDUSTRY-SUPPORTED SYMPOSIA (IN PERSON) | \$70,000 (OCTOBER 26-28) | \$45,000 (OCTOBER 29)

In-person Industry-Supported Symposia are designed to provide important education to meeting participants. These sessions have proved to be an extremely effective engagement method during our in-person meetings. Applicants may select 60-minute, 90-minute, or 120-minute segments during times set aside for Industry-Supported Symposia on October 26–29.

Presentation content is company-directed and either non-CME or may offer CME or MOC.

Available times for in-person symposia include:

- October 26, 6:00–8:00 PM (Corporate Roundtable Donors only)*
- October 27, 6:00–8:00 PM (Corporate Roundtable Donors only)*
- October 28, 6:00–8:00 PM (Exhibitors Only)*
- October 29, 1:30–3:30 PM

*Sessions on these days may begin after 6:00 PM and should conclude no later than 8:00 PM.





ACR Corporate Relations Team

SPONSORSHIP & EXHIBIT SALES

Kat Dennis

404-679-5320

kdennis@rheumatology.org

EXHIBIT HALL AND SUITE OPERATIONS

Kelli Wondra

404-365-1380

kwondra@rheumatology.org

INDUSTRY SYMPOSIA/ INDUSTRY SESSIONS

Sophia Saucer

404-365-2132

ssaucer@rheumatology.org

ADVERTISING

TriStar

Hilary Bair, Senior Media Strategist

913-491-4200

hbair@tristarpub.com

ACR GENERAL SERVICES & MATERIAL HANDLING CONTRACTOR

Shepard Expo Services

404-720-8600

ACRConvergence@shepard.com

ACR HOUSING & REGISTRATION

Maritz

Exhibitor registration:

acrexhib@maritz.com

GENERAL INFORMATION

General inquiries may be sent to

exhibits@rheumatology.org

**ACR
Convergence**
Where Rheumatology Meets
#ACR25

Important Dates

MAR. 17	Exhibits	Priority Points sales open
APRIL 23	Exhibits	Priority Points deadline for Exhibits and Innovation Theater applications
APRIL 23	Innovation Theater	SurveyMonkey application due for Innovation Theater
MAY 2	Exhibits	Assignment notifications for Priority Points booth assignments
MAY 16	Exhibits	Cancellations or space reductions submitted on or after this date are subject to a 50% cancellation fee
MAY 30	Industry-Supported Symposia	Part 1 application due for Industry-Supported Symposia
MAY 31	Exhibits	Last day to submit cancellation or space reduction (with 50% cancellation fee). Cancellations and space reductions submitted on or after this date are not eligible for any refunds; any balance due will be assessed to the exhibiting company.
JUNE 3	Exhibits	Applications submitted on or after this date require payment in full upon submission of application
JUNE 13	Exhibits	Exhibitor service kit published
JUNE 27	Exhibits	Final booth balances due. The ACR reserves the right to cancel or resell exhibit space if the balance is not paid in full by this date.
JUNE 27	Industry-Supported Symposia	Part 2 application due for Industry-Supported Symposia
JULY 11	Innovation Theater/ Industry-Supported Symposia	Last day for content modification submissions following committee reviewal
JULY 18	Innovation Theater/ Industry-Supported Symposia	Final survey form with speaker information due for Industry-Supported Symposia/Innovation Theater
AUG. 1	Exhibits	Last day to submit floor plans for multi-level island booths
AUG. 1	Innovation Theater/ Industry-Supported Symposia	Payment due for Industry-Supported Symposia/Innovation Theater
AUG. 8	Exhibits	Last day to submit floor plans for approval of island booths. Submit early to allow your teams ample time to make any needed adjustments.
AUG. 15	Sponsorships	Sponsorship art or other deliverables sent to ACR for approval
AUG. 22	Sponsorships	Last day to provide final, approved graphic files to Shepard without 10% penalty
SEPT. 5	Exhibits	Deadline for submission of promotional materials to ACR for approval
SEPT. 15	Exhibits	Booth activity approval forms are due for booth giveaways, marketing questionnaires, in-booth presentations, and ultrasound demonstrations. • Please also see deadlines for the approval of all promotional materials: Sept. 15
SEPT. 19	Exhibits	• Deadline for exhibitor-appointed contractor forms • Deadline for certificates of insurance
SEPT. 19	Sponsorships	Last day to submit final, approved graphic files to Shepard with 10% penalty. Any approved graphic files submitted to Shepard after this date are subject to a 15% penalty.
SEPT. 26	Exhibits	First day for delivery of materials to Shepard Warehouse
OCT. 13	Exhibits	Last day for delivery of materials to Shepard Warehouse (without surcharge)
OCT. 21	Exhibits	Abstract embargo lifts at 10:00 AM ET
OCT. 25	Exhibits	Exhibitors not occupying booth space by 5:00 PM CT on this date will forfeit their booth space without refund
OCT. 28	Exhibits	Exhibitors vacating their exhibit space prior to 3:00 PM CT on this date will be subject to penalty and loss of priority points

OCTOBER 24-29 • EXHIBITS OCTOBER 26-28 • CHICAGO, ILLINOIS

2025 Sponsorship & Advertising Opportunities



ACR
Convergence
Where Rheumatology Meets
#ACR25



ACR Convergence

ACR Convergence is the preeminent annual meeting in rheumatology, bringing together thousands of rheumatology professionals for in-person experiences, including networking, clinical education, and state-of-the-art medical research and trends. The ACR seeks to support the profession, with the goal of enhancing rheumatology and improving patient care. Our industry partners are the cornerstone of the ACR Convergence exhibition, advancing the progression of rheumatology education.



SHINE at ACR Convergence!

Amplify your presence at ACR Convergence 2025, where thousands of rheumatology professionals will gather to celebrate the industry. Put your brand front and center to showcase your innovation and create a lasting impact on attendees.



Why Sponsor at ACR Convergence?

- ✓ In addition to the unique benefits of each opportunity, you will be recognized as an ACR Convergence sponsor on meeting signage, located throughout the convention center, and listings within *ACR Convergence Today*.
- ✓ You will have the Right of First Refusal (ROFR) for your sponsorship asset (or similar, if identical activation is not possible) at ACR Convergence 2026.
- ✓ Get more out of your booth investment with increased ROI! Sponsorship opportunities include banners and clings; display advertising; and events, lounges, and receptions.

Engagement Events at ACR Convergence

FELLOWS INDUSTRY INTERACTION TOURS— 6 OPPORTUNITIES, \$25,000 EACH

Before the hall opens on October 26, fellows are invited to attend a specialized presentation and tour designed to educate on ethical interactions with industry. [Learn more.](#)

FELLOWS DAY AT ACR CONVERGENCE— 3 OPPORTUNITIES, \$75,000 EACH

The FIT Program provides industry colleagues an opportunity to participate in three distinctive rheumatology fellows' activities held prior to the start of ACR Convergence.

Benefits include:

- Participation in the FIT Program roundtable discussion on careers in industry
- Verbal recognition in welcoming introduction
- Logo recognition on a slide at the beginning of the program, in the digital FIT Guide, and on signage
- Three (3) invitations to the Fellows Reception following the symposium

Optional add-on:

NETWORKING BREAKFAST, \$25,000 UPGRADE FEE

- Three (3) invitations will be provided
- Table tents with sponsor's logo will be placed on rounds

PRACTICE INNOVATION SUMMIT— A PRE-CONVERGENCE EVENT, OCTOBER 24-25

Community practice rheumatologists, along with their care teams, will gather for a two-day educational event at ACR Convergence 2025.

Become an exhibitor or sponsor and interact with Summit attendees. View the prospectus, [here](#).

Please note—This is a separate event from ACR Convergence. Exhibiting at the summit does not qualify you as an ACR25 exhibitor.

ULTRASOUND COURSE—A PRE-CONVERGENCE EVENT OCTOBER 24-25

This event features two courses: The Basic-Intermediate Musculoskeletal Ultrasound Course will focus on the fundamentals of ultrasound knowledge and technique, while the Advanced Rheumatologic Ultrasound Course will highlight synovitis and enthesitis scoring techniques. Join the event as an exhibitor or sponsor! View the prospectus [here](#).

Please note—This is a separate event from ACR Convergence. Exhibiting at the summit does not qualify you as an ACR25 exhibitor.

INTERPROFESSIONAL TEAM NETWORKING FORUM— 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. 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 (2) invitations for sponsor representatives to attend
- VIP table for sponsor representatives
- Corporate recognition on event signage and tabletop tent cards
- Verbal recognition during welcome introduction

UNDERREPRESENTED IN MEDICINE (URIM) RHEUMATOLOGY NETWORKING FORUM— EXCLUSIVE OPPORTUNITY, \$20,000

Hosted by the ACR and ARP, this event provides current and prospective rheumatology professionals from groups that are underrepresented in medicine with the unique opportunity to network and discuss opportunities for collaboration and strategies for increasing representation and career advancement in the specialty.

Benefits include:

- Two (2) invitations for sponsor representatives to attend
- VIP table for sponsor representatives
- Corporate recognition on event signage and tabletop tent cards
- Verbal recognition during welcome introduction



Brand and Product Promotion

ON-SITE SIGNAGE—\$35,000-85,000

From eye-catching banners to impactful escalator clings, our on-site signage options ensure that your brand stands out and reaches a captivated audience. View the full listing of [display advertising options](#).



HOTEL KEY CARDS—\$75,000 SOLD

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.

SEATING CUBE PODS—\$65,000 SOLD

Three sets of 10 seating cube pods with sponsor's art on all visible sides will be placed throughout the convention center. Total of 30 seating cube pods will be utilized by attendees during the meeting.



SHUTTLE BUS SPONSORSHIPS—STARTING AT \$10,000+

Complimentary shuttle bus service will be provided as a convenient and necessary transportation option for attendees throughout the meeting. Opportunities range from custom headrests and bus wraps to the shuttle bus tracker, which will link directly from the mobile app. View [more information](#).

WI-FI SPONSORSHIP— \$90,000

- Network ID with sponsor's name will be utilized by all attendees at ACR Convergence 2025.
- Splash page with sponsor's logo will appear when unique user logs in for the first time.
- Sponsor will be recognized wherever Wi-Fi instructions appear: marketing communications, website, *ACR Convergence Today*, and signage throughout the convention center.



Activations in the Exhibit Hall

FLOOR DECALS—\$75,000

Sponsor's artwork will appear on up to 35 floor decals in main aisle, leading from entrances to sponsor's booth.



HANGING AISLE SIGNS—\$75,000

Sponsor's artwork will appear on 12 aisle signs helping attendees navigate the Exhibit Hall.

HEADSHOT STUDIO—\$65,000 SOLD

Attendees will visit the Headshot Studio to have their complimentary professional headshots taken and receive a gallery of their images. List of names and emails will be provided to sponsor, along with demographics summary of attendees who visited the studio. Sponsor will be recognized by text and/or logo on all mention of Headshot Studio: signage, studio structure, attendee communications, *ACR Convergence Today*, and mobile app push notifications.



RHEUMATOLOGY RECHARGE LOUNGE—\$50,000+

Attendees can visit the puppy lounge during Exhibit Hall hours to enjoy adoptable dog pals! Sponsor will receive recognition within the lounge and wherever the lounge is advertised. View [more information](#).

SNACKS IN THE HALL—\$25,000/DAY

Sponsor the Exhibit Hall snacks for one or up to three days. Light bites as well as coffee and tea will be provided in multiple locations of the Exhibit Hall during select times. Sponsor will receive logo recognition on table tents placed on F&B tables. Add table clings on nearby highboy tables for an additional \$10,000 per day.



Activations in the Exhibit Hall *continued*

NEW! CLINICAL TRIALS AREA

Designed to provide a space for clinical trial information to be shared and presented, the clinical trials area will be a set of 10' x 10' booth spaces near the Live Lightning Talks Stage where attendees will be able to visit and learn more. Clinical trials booth exhibitors can purchase an add-on package of a 15-minute talk within the Live Lightning Talks schedule and a library book. Apply for a clinical trials booth [here](#).

- Clinical trials booth space— \$2,500
- Add-on: 15-minute talk and library book—\$1,000



LIVE LIGHTNING TALKS STAGE

The Live Lightning Talks will return this year to the Exhibit Hall on October 26 and 27 (days 1 and 2 of exhibits), along with additional speaking opportunities:

- Live Lightning Talks—5-minute presentations— \$7,500 each
- Mini-Sessions—30-minute presentations—\$25,000 each
- Clinical Trials Segment—15-minute presentations—Add on to Clinical Trials booth purchase

Other Engagement Activities

ACR CONVERGENCE ON AIR PODCASTS—\$50,000 SOLD

Sponsor the three ACR on Air podcast episodes taking place during and leading up to ACR Convergence and receive:

- A prerecorded, 30-second advertisement that will run at the top of the episodes
- Recognition during host's verbal "thank you to our sponsor" at the end of the episode and in the written show notes
- Sponsor's corporate name and link listed in the podcast description
- Number of downloads report

