

ACR 2025 Exhibitor Newsletter

January 31, 2025

Hello! Welcome to ACR Convergence 2025 planning. We have some important information for you if you're interested in joining us this year in Chicago.

Exhibits

The exhibit hall is an excellent way to meet and network with rheumatology health care professionals. With Daily unopposed exhibit and poster hall time each day – don't miss this chance to build new relationships with our attendees. The ACR exhibit hall offers you the opportunity to network with leading rheumatologists and rheumatology health professionals from around the world at the premier meeting in the field of rheumatology. This year's main exhibit space will be in Halls F2A/F2 in McCormick Center's West Building, Sunday-Tuesday (October 26-28, 2025). Exhibitor applications will open the week of March 24th. More details and instructions will be shared in late February.

Upcoming Changes and Improvements

The ACR will be moving with Maritz as its official housing and registration provider. As a part of this new partnership, you can anticipate several updates to exhibitor registration that will make this process more convenient for you and your team; among these improvements, you can expect to see ease of staff registration (including the ability to upload a csv list) as well as improved admin access to your registration portal. Finally, each of your registered team members will receive a personal copy of our Know Before You Go email along with their badge QR code. There will be updates to the housing process as well, please be sure to peruse those communications carefully.

Additionally, the ACR will be moving forward with a2z as its host for floor plan services. With this update, you can expect to see a more robust exhibitor resource center that will function as a central repository for information. The application form as well as the resource center will look very different from past versions. If you have questions at any time in the process – please reach out to [Kelli Wondra](#)!

Industry Supported Session information will be updated in early March with new program details and guidelines for Innovation Theater Sessions and for non-CME Symposia and as well as Symposia with CME. To apply for the initial first round of assignments, applications will need to be submitted in accordance with our deadlines, which will be shared in future communications.

Sponsorship and Advertising

The exhibitor and sponsorship prospectuses will be available in late February. Please stay tuned for more information, or contact [Kat Dennis](#) with any questions in the meantime.

Out-of-Home Advertising

If you are interested in any advertising outside of the convention center (neighborhood signage/airport signage, as an example) it **MUST** be secured through our **ONLY** official ACR-approved event media vendor, [TriStar](#). Any advertising that is secured through an imposter company (a non-ACR approved vendor) will be subject to ACR penalties. Contact [Hilary Bair](#) with any questions.

Additional ACR Opportunities – SOTA 2025

Our State of the Art Symposium will take place in Chicago, IL, April 4-6, 2025. For more information, check out the [sponsorship and exhibits prospectus](#).

Let's get ready for Chicago! Please let us know if you have any questions for us. We hope you have a wonderful day 😊

Your ACR Strategic Relations Team,

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