

## 2025 ACR Convergence Exhibitor Rules and Regulations

The ACR's goal is to maintain a professional atmosphere for attendees and exhibitors. The following rules and regulations have been put in place for the Exhibit Hall. By submitting an official exhibit space application, the exhibiting company agrees to comply with all policies, rules, regulations, terms and conditions in this prospectus and any others issued by the ACR regarding the annual meeting. The exhibiting company will be held responsible for the activities of its company relations and marketing firms and/or any agency appointed on its behalf. It is the responsibility of the exhibiting company to disseminate the rules and regulations contained within this guide among its staff and affiliates.

Exhibitors with an outstanding balance due to ACR or unpaid invoice(s) may be refused entry or asked to vacate the Exhibit Hall in ACR's sole discretion.

### \*ACR Convergence 2025, Client Due Dates: Exhibits, Suites, Sponsorships, Industry Sessions

Date	Area	Item	Resource or Regulation	Send Inquiries to:
Wednesday, April 23	Exhibits	Priority point deadline for Exhibits and Innovation Theater Applications	ACR Rules and Regulations	<a href="#">Kat Dennis</a> , Sr. Specialist, Strategic Relations Sales & Marketing
Wednesday, April 23	Innovation Theater	SurveyMonkey application due for Innovation Theater.	Innovation Theater Guidelines	<a href="#">Sophia Saucer</a> , Specialist, Exhibits and Sponsorships, Strategic Relations Operations
Thursday, April 24	Exhibits	Exhibit Sales open to general public	ACR Rules and Regulations	<a href="#">Kelli Wondra</a> , Sr. Specialist, Strategic Relations Operations
Friday, May 2	Exhibits	Assignment notifications for priority-points booth assignments	ACR Rules and Regulations	<a href="#">Kelli Wondra</a> , Sr. Specialist, Strategic Relations Operations
Friday, May 16	Exhibits	Cancellations or space reductions submitted on or after this date are subject to a 50% cancellation fee.	ACR Rules and Regulations	<a href="#">Kelli Wondra</a> , Sr. Specialist, Strategic Relations Operations
Friday, May 30	Industry Symposia	Part 1 of Survey Monkey application due for Industry Symposia.	Symposia Guidelines	<a href="#">Sophia Saucer</a> , Specialist, Exhibits and Sponsorships, Strategic Relations Operations
Friday, May 30	Exhibits	Last Day to Submit Cancellation or Space Reduction (with 50% cancellation fee)	ACR Rules and Regulations	<a href="#">Kelli Wondra</a> , Sr. Specialist, Strategic Relations Operations
Saturday, May 31	Exhibits	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.	ACR Rules and Regulations	<a href="#">Kelli Wondra</a> , Sr. Specialist, Strategic Relations Operations
Monday, June 3	Exhibits	Applications submitted on or after June 3 require payment in full upon submission of application.	ACR Rules and Regulations	<a href="#">Kelli Wondra</a> , Sr. Specialist, Strategic Relations Operations
Friday, June 13	Exhibits	Exhibitor service kit published.	Exhibitor Service Kit	<a href="mailto:exhibits@rheumatology.org">exhibits@rheumatology.org</a> <b>Note: Kit will also be posted to the a2z exhibitor hub resource center.</b>

**\*ACR Convergence 2025, Client Due Dates:  
Exhibits, Suites, Sponsorships, Industry Sessions**

Date	Area	Item	Resource or Regulation	Send Inquiries to:
Friday, June 27	Exhibits	Final Booth Balances Due; <b>The ACR reserves the right to cancel or resell exhibit space if the balance is not paid in full by Friday, June 27, 2025.</b>	ACR Rules and Regulations	<a href="#">Kelli Wondra</a> , Sr. Specialist, Strategic Relations Operations
Friday, June 27	Industry Symposia	Part 2 of SurveyMonkey application due for Industry Symposia.	Symposia Guidelines	<a href="#">Sophia Saucer</a> , Specialist, Exhibits and Sponsorships, Strategic Relations Operations
Monday, June 30	Innovation Theater	Payment Due	Innovation Theater Guidelines	<a href="#">Sophia Saucer</a> , Specialist, Exhibits and Sponsorships, Strategic Relations Operations
Friday, July 11	Innovation Theater/Industry Symposia	Last day for content modification submissions following committee reviewal.	Innovation Theater Guidelines/Symposia Guidelines	<a href="#">Sophia Saucer</a> , Specialist, Exhibits and Sponsorships, Strategic Relations Operations
Friday, July 18	Innovation Theater	Final SurveyMonkey with speaker information due for Innovation Theater.	Innovation Theater Guidelines	<a href="#">Sophia Saucer</a> , Specialist, Exhibits and Sponsorships, Strategic Relations Operations
Thursday, July 31	Industry Symposia	Payment Due	Symposia Guidelines	<a href="#">Sophia Saucer</a> , Specialist, Exhibits and Sponsorships, Strategic Relations Operations
Friday, August 1	Exhibits	Last day to submit floor plans for multi-level island booths.	ACR Rules and Regulations	<a href="#">Kelli Wondra</a> , Sr. Specialist, Strategic Relations Operations
Friday, August 1	Industry Symposia	Speaker information due for ISS.	Symposia Guidelines	<a href="#">Sophia Saucer</a> , Specialist, Exhibits and Sponsorships, Strategic Relations Operations
Friday, August 8	Exhibits	<b>Last date</b> to submit floor plans for approval of island booths. <b>Submit early to allow your teams ample time to make any needed adjustments.</b>	ACR Rules and Regulations	<a href="#">Kelli Wondra</a> , Sr. Specialist, Strategic Relations Operations
Friday, August 15	Sponsorships	Sponsorship art or other deliverables sent to ACR for approval	Prospectus	<a href="#">Kat Dennis</a> , Sr. Specialist, Strategic Relations Sales & Marketing
Friday, August 22	Sponsorships	Last day to provide final, approved graphic files to Shepard without 10% penalty	Prospectus	<a href="#">Kat Dennis</a> , Sr. Specialist, Strategic Relations Sales & Marketing
Friday, September 5	All Industry Activities	Approval of all promotional materials	ACR Rules and Regulations	<a href="mailto:sponsorships@rheumatology.org">sponsorships@rheumatology.org</a>
Monday, September 15	Exhibits	Booth activity approval forms for booth giveaways, marketing questionnaires, in-booth presentations, and ultrasound demonstrations.	ACR Rules and Regulations	<a href="#">Booth Activities Form</a>
Friday, September 19	Sponsorships	Last day to submit final, approved graphic files to Shepard with 10% penalty.	Prospectus	<a href="#">Kat Dennis</a> , Sr. Specialist, Strategic Relations Sales & Marketing
Saturday, September 20	Sponsorships	Any approved graphic files submitted to Shepard on or after September 20 are subject to a 15% penalty.	Prospectus	<a href="#">Kat Dennis</a> , Sr. Specialist, Strategic Relations Sales & Marketing
Friday, September 26	Exhibits	Deadline for Exhibitor-Appointed Contractor Forms	Exhibitor Service Kit	<a href="mailto:customerservice@shepardes.com">customerservice@shepardes.com</a>

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Date	Area	Item	Resource or Regulation	Send Inquiries to:
Friday, September 26	Exhibits	Deadline for Certificates of Insurance	ACR Rules and Regulations	upload to <a href="https://ExhibitorInsurance.com">ExhibitorInsurance.com</a>
Friday, September 26	Exhibits	First day for delivery of materials to Shepard Warehouse	Exhibitor Service Kit	<a href="mailto:ACRConvergence@shepardes.com">ACRConvergence@shepardes.com</a>
Monday, October 13	Exhibits	Last day for delivery of materials to Shepard Warehouse (without surcharge)	Exhibitor Service Kit	<a href="mailto:ACRConvergence@shepardes.com">ACRConvergence@shepardes.com</a>
Saturday, October 25	Exhibits	Abstract Embargo lifts at 10:00 AM EASTERN ( <a href="https://www.rheumatology.org/Annual-Meeting/Abstracts/Embargo-Policies">https://www.rheumatology.org/Annual-Meeting/Abstracts/Embargo-Policies</a> )	ACR Education Team	<a href="mailto:education@rheumatology.org">education@rheumatology.org</a>
Saturday, October 25	Exhibits	Exhibitors not occupying booth space by 5:00 PM on Saturday, October 25 will forfeit their booth space without refund.	ACR Rules and Regulations	<a href="#">Kelli Wondra</a> , Sr. Specialist, Strategic Relations Operations
Tuesday, October 28	Exhibits	Exhibitors vacating their exhibit space prior to 2:30 PM on Tuesday, October 28, will be subject to penalty and loss of priority points.	ACR Rules and Regulations	<a href="#">Kelli Wondra</a> , Sr. Specialist, Strategic Relations Operations
<b><i>*All dates are subject to change, pending final event schedule. Updates to deadlines will be communicated via the ACR exhibitor newsletter and service emails from the Shepard Expo Services team.</i></b>				

# RULES AND REGULATIONS NAVIGATION

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## **Application and Space Assignment**

- Eligibility
- Nonprofit Organizations/Governmental Agencies
- Market Research Companies
- Space Assignment
- Priority Points
- Application, Agreement, and Payment
- Cancellations/Space Reductions

## **Exhibitor Booth Configuration and Fees**

- Booth Construction
  - General Information
  - Inline Linear Booths
  - Corner Linear Booths
  - Island Booths
  - Multi-Level Island Booths
- Booth Presentation
- Floor Covering
- Hanging Signs, Banners, Lights

## **General Exhibit and Event Policies**

- Abstract Embargo Policy
- Abstract and Poster Promotions
- Abstract Reprints
- Americans with Disabilities Act
- Cancellation of The Event or Exposition and Force Majeure
- Security
- Insurance
- Liability and Indemnification
- Children
- Guests
- COVID-19 Policies
- Failure to Occupy Space
- ACR Room Block Use
- Non-Contracted Exhibit Space
- Penalties – Exhibits, Industry-Sponsored Events and/or Affiliate Events
- Use of ACR Scientific Content
- Use of the ACR Name
- Violations and the Loss of Priority Points

## **Industry Guidelines**

- External Organization
  - ACCME
  - AdvaMed
  - ACR Principles for Interactions with External Entities
  - Council for Medical Specialty Societies
  - FDA
  - PhRMA

- Food and Drug Administration Approval and Off-Label Indications
- International Exhibits

## **Marketing, Advertising (Event and City-wide) and Media Events**

- City-wide Advertising Guidelines
- Media Events Policy
- Photography and Videotaping

## **Exhibitor and Sponsor Conduct – Attendee Engagement**

### **Exhibitor Conduct**

- Booth Space Restrictions
- Celebrities
- Character of Exhibits
  - Raffles
  - Gaming
  - Costumed Staff
  - Audio Levels
  - CMEs
  - Poster Display
- Displays, Decorations & Signs

### **Staff Conduct**

- Staffing of Exhibits
- Giveaways and Handouts
  - Apparel
  - Gift certificates
  - Branded items
  - Pledges/Donations
  - Literature

### **Animals**

- Human Subjects and Medical Equipment
- Ultrasound Demonstrations
- In-booth Presentations
- Information Educational Discussions
- Lead Retrieval

### **Live Presentations (Booths 3,500 sq or larger)**

- Prior Approval
- Speakers/Ineligible Speakers
- Presentation Length
- Podium/Seating Areas
- Traffic

### **Music Licensing**

### **Sound Restrictions**

## **Contractors, Labor, and Security**

- Official Decorator and Contractor
- Material Handling
- Exhibitor-Appointed Contractors
- Exhibitor Hand Carry Policy, McCormick Center

## Application and Space Assignment

### Eligibility

All exhibitors must meet the following qualifications:

- All products and services exhibited must be of professional and educational interest or benefit to attendees and directly related to the field of rheumatology.
- Exhibitors must agree to comply with the ACR rules and regulations governing the annual meeting.
- 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.***

*The ACR reserves the right at its sole discretion to refuse any application based on ACR policies, rules and regulations. Exhibit contracts will not be accepted if ACR deems them to include false or misleading statements. No exhibit application will be accepted if the ACR determines the exhibit is in poor taste, offensive to persons in attendance, is not relevant to rheumatology, and is not keeping with the character and purpose of the ACR Convergence.*

*Any exhibitor found to be misrepresenting themselves during the application process will be asked to leave the meeting/exhibit hall immediately.*

### ACR Online Exhibit Application (made via a2z Personify, referred to as “a2z”)

The ACR online exhibit application includes the following **required** elements in these two sections:

#### **Exhibitor Company Information**

Name of Exhibiting Company  
Address  
City  
State/Province  
Zip/Postal Code  
Country  
Phone  
Email Address  
Company Website

#### **Primary Contact (submitter of application)**

First Name, Last Name  
Job Role/Title  
Email Address  
Telephone

The application includes an agreement portion consisting of:

- the ACR’s payment and cancellation policies
- ADA policy
- Event Cancellation and Force Majeure
- Insurance (for exhibitor and their EAC contractors)
- Liability and Indemnification
- Penalties
- Agreement to abide by ACR Convergence 25 Rules and Regulations

## ACR Terms and Conditions:

We, the undersigned, hereby make application for exhibit space at ACR Convergence 2025 McCormick Place and authorize the ACR to reserve space on our behalf. **A signature on this application indicates our understanding and agreement to comply with all policies, rules, regulations, terms and conditions in the prospectus, the supplement of affiliate events, and any other policies issued by the ACR regarding the annual meeting. Furthermore, signature on this agreement indicates the exhibiting company's willingness to abide by the payment policy, and is an acknowledgment of having read the policies and the rules and regulations, and agrees that the 2025 ACR policies, rules and regulations are an integral and binding part of this agreement. For Exhibitors who submit applications prior to April 23, 2025, a 50% deposit of the total amount due, in U.S. funds drawn on a U.S. institution made payable to the American College of Rheumatology. The ACR Federal Tax Identification number is 58-1627547. The balance for all orders placed during the priority reservation period must be received by Friday, June 27, 2025. Exhibitors who apply to exhibit on or after June 3, 2025 must make payment in full at the time of application.**

**The ACR does not sign external contracts or letters of agreements for booth space, sponsorships, symposia, innovation theater sessions, or other industry engagements. The ACR is not able to amend the component elements of its agreement or terms and conditions.**

### *Nonprofit Organizations/Governmental Agencies*

Each nonprofit/governmental agency can reserve one 10'x10' booth at a discounted rate of \$1,250. **Additional booths may be purchased at the regular published rate.** An area will be reserved in the exhibit hall for nonprofit organizations/governmental agencies. Booths at the nonprofit rate will be placed at the discretion of the ACR. 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 rate must submit their letter of determination from the IRS with their application.* Booths will be allocated at the discretion of the ACR. Nonprofit organizations/governmental agencies will receive the following with their booths space:

- 10'x10' booth space
- Side and back drape
- Carpet
- One identification sign
- One six-foot skirted table
- Wastebasket
- Two side chairs
- One complimentary pre-event booth cleaning

### **\*NEW! Clinical Trial Awareness Space**

Companies who seek to raise awareness of about 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 for 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 statues, 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. Qualified exhibitors may reach out to [sponsorships@rheumatology.org](mailto:sponsorships@rheumatology.org) for additional information.

*\* Companies must be approved to exhibit. In order to participate in this program, the therapy cannot be currently available or in wide-spread distribution. The exhibiting company must be approved by our review committee.*

### **Market Research Companies**

Market research companies will be approved to exhibit, only if they are providing research for an approved ACR Exhibitor. Market research companies must include the name(s) of the client(s) for whom they are conducting research on their application to exhibit. This information will be kept confidential, and the sponsoring/supporting exhibitors need not be revealed, although no misrepresentation should be made.

Market research cannot be conducted under the manufacturer's name for any product that is pending governmental approval; however, it may be conducted under the auspices of a market research firm.

A sign must be placed at the booth stating the length of the questionnaire; questionnaires cannot exceed ten minutes. All questionnaires must be [submitted for approval](#) to the ACR by Monday, September 15. No unapproved questionnaires may be distributed.

### **Space Assignment**

Exhibitors are assigned booth space based on priority points. Exhibitors who previously participated in Convergence will receive an invitation to apply for space on March 24, 2025, with the instructions to submit their application by April 23 for inclusion in priority booth assignments.

- Applications submitted by the April 23, 2025, priority points deadline will be assigned space based on the following criteria:
  - Corporate donor status including Corporate Roundtable membership as of Friday, March 14, 2025.
  - Number of priority points. Each company is allocated:
    - one priority point per year of exhibiting since 2011
    - 5 points for the use of ACR's hotel block in the previous year
    - 1 point for a charitable donation to the Rheumatology Research Foundation in the previous year (exclusive of donations to the Corporate Round Table)
    - 1 point for exhibiting in all of the ACR's smaller events in previous year (Winter Rheumatology Symposium, State of the Art Clinical Symposium, and Pediatric Rheumatology Symposium).
  - Date/time order the application is received.
- Applications received by April 23, 2025, will receive an email confirmation of assignment by Friday, May 2, 2025.

Sales to the public will open on April 24, 2025. This is the date for companies who are new to the ACR (or those who missed the priority deadline) to submit their exhibit application.

Applications received on or after April 24, 2025, will be processed after priority assignments are made. Space assignments will be made in the order that the requests were received. Confirmations for non-priority applicants will be sent after Monday, May 5.

***Assignment of space for exhibitors that have either merged with, been purchased by, or have purchased another organization will be based on the organization that has the highest number of priority points. Please indicate on the application if your organization has participated in a previous meeting under a different name.***

*In the event of conflicts regarding space requests or conditions beyond the control of exhibit management, the ACR reserves the right to revise, relocate or reassign exhibit booths at any time for the overall benefit of the exhibition. The current exhibit hall floor plan is available on the ACR website.*

*Every effort to accommodate special requests will be made; however, the ACR cannot guarantee booth location.*



The subletting, assignment, or apportionment of the whole or any part of exhibit space is prohibited. No exhibitor may permit any other party to exhibit in the space assigned to them, nor may they allow the distribution of any goods other than those manufactured or handled by the contracting exhibitor, nor permit the solicitation of business by others within space assigned to them.

*Application and Payment*

Complete your application online and submit your 50% deposit for your application to be considered complete. Booth assignments will not be made until your deposit is received. **Applications without a paid deposit by the priority points deadline will forfeit their assignment ranking in the priority points sequence. ACH payments are preferred.** For additional assistance with ACH payment reconciliation, please reach out to Kelli Wondra, Strategic Relations Operations, at [kwondra@rheumatology.org](mailto:kwondra@rheumatology.org). **Payment can be made via credit card (Visa, American Express, or MasterCard.) Checks are accepted and should be made payable to the ACR in U.S. dollars and drawn on a U.S. bank. Please only send checks to the ACR using standard US postal delivery.**

Exhibitors who apply to exhibit on or after June 3, 2025 must make payment in full at the time of application. **For companies who participated in priority point and early public sales, the balance for your booth space must be received by Friday, June 27, 2025.** The ACR reserves the right to cancel or resell exhibit space if the balance is not paid in full by Friday, June 27, 2025.

<b>ACH PAYMENT DETAILS</b> Bank of America Merrill Lynch 222 Broadway New York, NY 10038 ABA/Routing #: 061000052 Account #: 334037183126 SWIFT Code: BOFAUS3N International SWIFT Code: BOFAUS6S Please include the a2z invoice number in the text of the payment detail field. If you elect to send an ACH payment, please send a notification to <a href="#">Kelli Wondra</a> so that internal tracking may be initiated.	<b>CHECK PAYMENT DETAILS</b> <b>Send any checks, along with the invoice remittance information to:</b>  American College of Rheumatology 2200 Lake Boulevard NE Atlanta, GA 30319  If sending checks, please only send via standard US post. Do not send via FedEx or UPS.
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### Cancellations/Space Reductions

Cancellations and space reduction requests must be submitted in writing to Kelli Wondra, Senior Specialist, Strategic Relations Operations, at [kwondra@rheumatology.org](mailto:kwondra@rheumatology.org) by Friday, June 27. Booth space reduction requests may be granted at the ACR's sole discretion. For cancellations and reductions made after the date that a company receives its final space assignment (or May 16), a 50% penalty fee, and a \$275 processing fee per 10' x 10' booth will be applied. Cancellations made on or after Saturday, May 31, are not eligible for a refund and the cancellation fee for orders during this time is 100%, with a \$275 processing fee per 10' x 10' booth cancelled that will also be applied.

Booth Size	Cancellation Processing Fee	Failure to notify ACR of intent to cancel may result in Exhibitor being denied participation at future ACR meetings. <b>Space not claimed and occupied prior to the start of the meeting for which no special arrangements have been made with ACR may be resold or reassigned by ACR without obligation on the part of ACR for any refund whatsoever</b>
10' x 10'	\$275	
10' x 20'	\$550	
10' x 30'	\$825	
20' x 20'	\$1,100	
20' x 30'	\$1,650	
20' x 40'	\$2,200	
30' x 30'	\$2,475	
30' x 40'	\$3,300	
40' x 40'	\$4,400	
40' x 50'	\$5,500	
50' x 50'	\$6,875	

### Exhibitor Booth Configuration and Fees

The guidelines provided below are derived from the *International Association of Exhibitions and Events (IAEE) 2023 North American Update*. Any booth that does not meet these requirements is subject to loss of priority points

#### Booth Construction

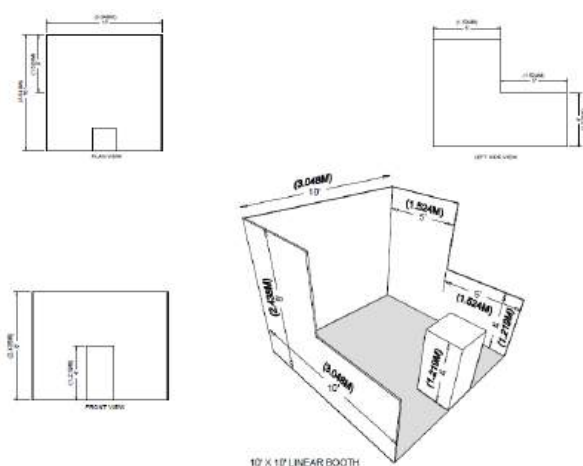
Every exhibit space should allow for the visibility of other spaces. The following rules for booth construction ensure that every exhibitor has reasonable site lines to the aisle.

#### General Information

- Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibits.
- No part of any equipment, or signs relating thereto, shall be posted, nailed, or otherwise attached to columns, walls, floors or other parts of the building or its furniture, in any way to deface them; damage arising by failure to observe these rules shall be payable by the exhibitor.

#### LINEAR (INLINE) BOOTHS: \$4,800

- Inline booths have only one side exposed to the aisle and are arranged in a series along a straight line.
- Backgrounds are limited to 8 feet in height inclusive of company name and logo.
- No obstructions in the front half of the booth above a height of 48 inches are permitted.
- Hanging signs and banners are not permitted.
- Inline booths include 8-foot-high back drape with 36-inch-high side dividers and one identification sign.



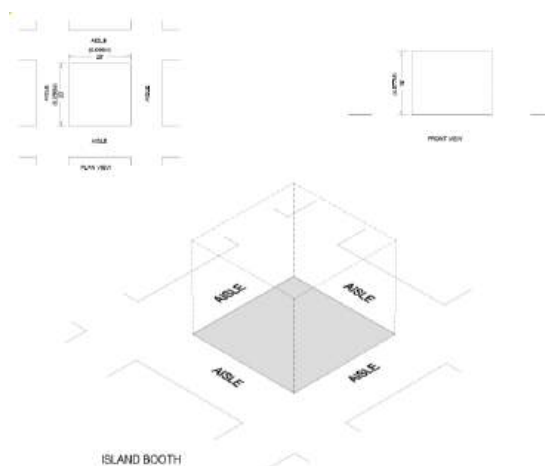
### CORNER LINEAR BOOTHS: \$5,000

- Corner booths have only two sides exposed to the aisle and are generally arranged in a series along a straight line.
- Backgrounds are limited to 8 feet in height inclusive of company name and logo.
- No obstructions in the front half of the booth above a height of 48 inches are permitted.
- Hanging signs and banners are not permitted.
- Inline booths include 8' foot high back drape with 36" inch high side dividers and one identification sign.

### ISLAND BOOTHS: \$50/SQUARE FOOT

### MULTI-LEVEL ISLAND BOOTHS: \$54/SQUARE FOOT

- An island booth is bound on four sides by aisles.
- Island booths may extend to a height of 20 feet from the floor.
- Hanging signs and banners are permitted for island displays only. The height from floor to the top of the sign may not exceed 20 feet, excluding overhead support truss.
- **The design of the booth must allow accessibility for all four aisles and sufficient see-through areas that do not block the view of adjacent exhibitors. The ACR requires that 30% of the total length and width of the booth be transparent or open in order to facilitate clear views to the adjacent aisles.**
- Floor plans and elevation drawings must be submitted to Kelli Wondra at [kwondra@rheumatology.org](mailto:kwondra@rheumatology.org) for approval at **least 60 days in advance of the exhibition. Friday, August 8, 2025, is the last day to submit your elevations. We welcome early submissions of island renderings in order to permit your design teams optimal planning for space requirements.**
- Neither single-level suites nor exhibitor suites may be enclosed by ceilings.
- All island booth designers must abide by the [regulations set forth for fire safety by McCormick Place](#).



- **Submitted floor plans should include the following elements:**
  - \* *Thumbnail image of booth layout superimposed onto floor plan*
  - \* *Dimensions of walls, storage units, counters, and signage (floor-based and hanging)*
  - \* *Floor to top dimensions of walls and hanging signage*
  - \* *View of each side of the booth from each aisle*
  - \* *ACR Requires that your submitted drawings demonstrate the degree to which your design allows attendees to see booths that surround you*
  - \* *The Shepard-ACR Exhibitor Service Manual and the a2z exhibitor hub will provide a [template](#) for the submission.*

### **Booth Presentation**

- To ensure an attractive appearance, exposed unfinished sides or exhibit backgrounds must be draped and all booths must have a floor covering.
- Following installation, all exhibits will be inspected, and the decorator – with the approval of the Senior Specialist, Strategic Relations Operations – will provide draping and/or carpet to areas deemed necessary by Show Management, at the expense of the exhibitor.
- Exhibitors are required to keep their booths clean at all times and free of combustible rubbish. Trash may not be placed in the aisles or outside of waste receptacles. The Senior Specialist, Strategic Relations Operations has the right to order daily cleaning and/or porter service if booth appearance is unsightly. Any charges incurred will be the responsibility of the exhibitor. Order forms and a complete listing of services will be available in the Exhibitor Service Kit.

### **Floor Covering**

Floor covering is mandatory for all booths. The floor covering must cover the entire net square footage of the contracted exhibit space.

### **Hanging Signs, Banners, Lights**

Island booths of 400 square feet or more are allowed to have hanging signs, banners, and lighting truss. These must be within the confines of the booth. **The maximum height for signs is 20 feet from the floor to the top of the sign.** Truss and lighting may be higher.

## **General Exhibit and Event Policies**

### **Abstract Embargo Policy**

Accepted abstracts are made available to the public online in advance of the meeting and are published in a special online supplement of our scientific journal, *Arthritis & Rheumatology*. Information contained in those abstracts may not be released until the abstracts appear online. Academic institutions, private organizations, and companies with products whose value may be influenced by information contained in an abstract may issue a press release to coincide with the availability of an ACR abstract on the ACR website. However, the ACR continues to require that information that goes beyond that contained in the abstract (e.g., discussion of the abstract done as part a scientific presentation or presentation of additional (new) information that will be available at the time of the meeting) **is under embargo until 10:00 AM ET on Saturday, October 25, 2025.**

Violation of this policy may result in the abstract being withdrawn from the meeting and other measures deemed appropriate. Authors are responsible for notifying financial and other sponsors about this policy.

If you have questions about the abstract embargo policy, please contact the abstract team ([abstracts@rheumatology.org](mailto:abstracts@rheumatology.org)).

### *Posters and Abstracts*

The following guidelines must be observed:

- **Display and/or distribution of poster(s) accepted at this year's ACR Annual Meeting is **not permitted** in exhibit booths; however, a title listing of the company's poster presentations is allowed.**
- Innovation Theater and Industry Supported Symposium presentations may be promoted from the booth.
- Speakers, including oral and poster abstract presenters, may only present data as part of an in-booth live presentation **after its presentation during the concurrent meeting**.
- ACR posters and abstract presentations should not be used to promote external, sponsored events.
- The introduction of branded paraphernalia or print items at poster stations is not permitted.

*Companies whose staff are presenting posters at Convergence may share a text listing of the titles of the posters. Any promotional item (social media post or flyer) that links to an abstract listing or a poster, may not include company logos or product branding.*

### *Reproducing ACR Abstracts and Posters for Dissemination Prior to ACR Convergence*

- Requests to reproduce abstracts for dissemination prior to ACR Convergence will not be approved.
- Per the ACR Embargo Policy, academic institutions, private organizations, and companies with products whose value may be influenced by information contained in an abstract may issue a press release to coincide with the availability of an abstract online.
- Permission to issue a press release does not require ACR approval. However, it must comply with the ACR Embargo Policy; violation of this policy may result in the abstract being withdrawn from the meeting or other measures deemed appropriate.
- For more information regarding press releases, please contact the ACR public relations department at [pr@rheumatology.org](mailto:pr@rheumatology.org).

### *Reproducing ACR Abstracts and Posters for Dissemination During ACR Convergence*

- **an exhibiting organization may disseminate copies of individual ACR Abstracts from its exhibit space.**
- **Booklets of abstracts (e.g., two or more) may not be produced and/or distributed.**
- **Any list of QR codes or links to multiple abstracts hosted anywhere other than [acrabstracts.org](https://acrabstracts.org) is considered a booklet and is prohibited.**
- Following approval, an exhibiting organization may disseminate information summaries (title/date/time/poster number) of ACR Abstracts from its exhibit space. **Summaries may not reference company or product names.** Requests for approval must be submitted in writing to [abstractreprints@rheumatology.org](mailto:abstractreprints@rheumatology.org).
- Presenters may provide an electronic copy of the poster via a QR code on the poster itself, the QR code may not be a separate item. (See the [ACR's abstract information page](#) for more information).
- Posters may not be linked to or hosted on branded corporate websites or to websites that promote a product.

#### **ACR Abstracts**

- Following approval from Wiley, the ACR permits ACR Abstracts (i.e., all abstract content published in the online supplement) to be reprinted and disseminated following ACR Convergence.
- Abstracts and booklets of abstracts (e.g., two or more) must include the following statement on the front of the abstract/booklet: Abstract(s) reprinted from ACR Convergence held October 2025. The American College of Rheumatology does not guarantee, warrant, or endorse any commercial products or services. Reprinted by (insert name of supporting company).
- **Booklets cannot contain corporate or product logos or any advertisements. No exceptions.**

#### **ACR Posters**

- Following approval from the presenting author and the ACR, copies of actual ACR poster presentations (i.e., images from the poster presentation hung in the poster hall) may be reproduced.
- Reprint requests for the actual poster abstract text published in the Arthritis & Rheumatology supplement are considered ACR Abstracts and must be submitted to Wiley (see the ACR's abstract guidelines).
- **IMPORTANT:** The ACR does not retain and cannot provide poster presentation images.
- The following statement must be listed under each poster reprint:

Reprinted from the ACR Convergence held October 2025. The American College of Rheumatology does not guarantee, warrant, or endorse any commercial products or services. Reprinted by (insert name of supporting company).

*ACR Abstract policies are subject to change. Please visit the [ACR's Abstract Information page](#) to view the full policies.*

#### *Americans with Disabilities Act*

Each exhibitor shall be responsible for compliance with the "Americans with Disabilities Act" with regard to their booth space, including but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless, and defend the ACR, the ARP, the Rheumatology Research Foundation and Shepard Exposition Services, Inc, their officers, directors, agents, members, and employees from and against any claims, liabilities, losses, damages, and expenses, including attorney's fees and expenses, resulting from, or arising out of the exhibitors' failure or allegations of exhibitors' failure to comply with the provisions of ADA.

#### *Cancellation of The Event or Exposition and Force Majeure*

ACR reserves the right to cancel the Meeting at any time. In the event the Meeting is entirely or partially canceled or postponed other than due to a Force Majeure event, Exhibitor's sole and exclusive remedy with respect to any damages sustained by Exhibitor as a result of such non-occurrence or postponement shall be a refund from ACR of all deposits (or payment in full) made by Exhibitor at the time of such cancellation or postponement. Exhibitor acknowledges and agrees that ACR's performance under the contract is subject to and shall be excused due to one or more Force Majeure events (as defined herein) directly or indirectly impacting ACR or the Meeting. A Force Majeure is defined as a circumstance or occurrence beyond ACR's control which makes it inadvisable, illegal, commercially impracticable or impossible for the Meeting to take place as planned, including, without limitation: (i) acts of God, (ii) disasters (including, but not limited to, fire, flood, severe weather, avalanche, tsunami and earthquake), (iii) war, (iv) civil disorder, (v) suspected or actual terrorism in or near the borders of the continental United States, (vi) government regulation (including, but not limited to, declared states of emergency), (vii) national or international public health authorities' (including, without limitation, the Centers for Disease Control or the World Health Organization) declaration of public health emergencies, communicable disease, epidemic or pandemic advisories or alerts, (viii) strikes or work stoppages, (ix) curtailment of transportation services (including, without limitation, travel bans and advisories), (x) public or private policies which restrict or prohibit participants of the Meeting from traveling to or attending the Meeting.

ACR shall promptly provide notice (which may be sent via e-mail) of a cancellation due to the existence of one or more Force Majeure events, and Exhibitor agrees that ACR shall have no liability whatsoever to Exhibitor as a result of such cancellation or ACR's partial or nonperformance due to such Force Majeure event.

### *Security*

Badges must be prominently displayed by all exhibitors and their exhibitor-appointed contractors at all times while in the Convention Center. As a courtesy to exhibitors, security for the contracted exhibit halls will be furnished by the ACR, during the hours deemed necessary by the ACR. The furnishing of this service is in no case to be understood or interpreted as a guarantee to exhibitors against loss or theft of any kind. Exhibitors may contract with the ACR-approved security contractor to provide additional security within their booth, at their own expense.

### *Insurance*

**Exhibitors should insure their exhibit materials, goods and wares against theft, damage by fire, accident or loss of any kind and must do so at their own expense.** The exhibitor is solely responsible for any damages, claims, losses, or expenses arising from any injury to any person or property that arises out of or is in any manner connected with the exhibitor's participation in ACR Convergence, including its indemnity obligations herein.

For the term of the agreement, Exhibitor shall maintain comprehensive general liability insurance against claims for bodily injury or death and property loss or damage occurring in or upon or resulting from the premises leased by the ACR. **Such insurance shall include contractual liability and product liability coverage, of \$1,000,000 per occurrence with a \$2,000,000 aggregate. The American College of Rheumatology, (ACR), Shepard Expo Services, and McCormick Place shall be added as additional insureds to such insurance. The dates of the policy should be set to cover exhibitor move-in, the exhibition, and exhibitor move-out dates, \*October 21-October 29, 2025.** Exhibitor shall confirm to the ACR such insurance cannot be cancelled or changed prior to the Conference. Exhibitor agrees to provide the ACR a suitable certificate verifying that the required insurance is and will remain in force for the duration of the Exhibition. The ACR will bear no liability for personal injuries, whether suffered by an exhibitor, its employees, its contractors, agents, or business invitees. The ACR will also assume no liability for loss or damage to the property of an exhibitor, its employees, its contractors, agents, or business invitees, regardless of the cause, unless such injury or damage results from, or is caused directly or exclusively by, the gross negligence or wrongful acts of the ACR. **\*September 26, 2025, is the deadline for all companies to provide their Certificate of Insurance to [ExhibitorInsurance.com](https://ExhibitorInsurance.com), the official insurance partner of Shepard Exposition Services.** If your company has an existing relationship with an insurance provider, you may contract with them, but you must still provide a certificate of insurance to the ExhibitorInsurance.com portal. Instructions for uploading your COI will be available after the launch of the exhibitor service manual. Any questions about this process can be directed to [Kelli Wondra](mailto:Kelli Wondra), Sr. Specialist, Strategic Relations Operations.

If your company works with an exhibitor-appointed contractor, that contractor must also provide a certificate of insurance. The certificate of insurance for exhibitor-appointed contractors should be submitted to [ExhibitorInsurance.com](https://ExhibitorInsurance.com). The completed Exhibitor-Appointed Contractor form is sent by **\*September 26, 2025** to [customerservice@shepardes.com](mailto:customerservice@shepardes.com).

#### **Reminder:**

- Insurance certificates for the company renting the booth space, and any EAC COI's should be uploaded to the [ExhibitorInsurance.com](https://ExhibitorInsurance.com) portal.
- EAC forms should be sent directly to **Shepard Expo Services** ([customerservice@shepardes.com](mailto:customerservice@shepardes.com)).

*\*All dates are pending final production schedule, and may be subject to change.*



### *Liability and Indemnification*

The exhibitor will be fully responsible for any claims, liabilities, losses, damages, or expenses, including attorney's fees, relating to, or arising out of any loss of, injury to, or damage to any person or property of the exhibitor or any other person or property where such injury, loss or damage is incident to, arises out of or is in any way connected with the exhibitor's participation in the Exhibit Program. The exhibitor shall protect, indemnify, hold harmless, and defend the ACR, its officers, directors, agents, volunteers vendors, employees, and McCormick Place and its Members, Officers, Directors, Agents and Employees from and against any and all such claims, liabilities, losses, damages, and expenses, including attorneys' fees, provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting from the gross negligence or willful misconduct of the ACR, its officers, directors, agents, volunteers, vendors or employees.

### *Children*

Children may enter the exhibit hall **during the exhibit days if accompanied by a registered attendee or exhibitor**. The accompanying person is responsible for the child and assumes all responsibility for the activities of the child. Children (under the age of 18) are not permitted in the exhibit hall during the installation and dismantling of exhibits. For safety reasons, strollers are not permitted at any time.

### *Guests*

Scientific attendees may purchase a guest pass for access to the Exhibit Hall and receptions only. Guests are not eligible to claim CME. Guests must be accompanied by the person who initiated the badge purchase.

### *Code of Conduct*

All in-person attendees are required to read and acknowledge our [Event Policies](#), including the updated ACR Code of Conduct (under the accordion titled "Educational Meeting Code of Conduct").

### *Dress and Safety*

During exhibitor move-in and move-out, exhibitors and their staff must wear closed-toe footwear.

### *Failure to Occupy Space*

Exhibitors not occupying booth space by 5:00 PM on Saturday, October 25, 2025, will forfeit their booth space without refund. The ACR reserves the right to resell or redistribute any forfeited space.

### *ACR Room Block Use*

Exhibitors who use the ACR Exhibitor Room Block Group are responsible for picking up eighty percent (80%) of the total room/suite block cumulative it agrees upon in its signed group agreement with the ACR Registration company. Should the actual rooms/suites utilized be less than 80% of the total room/suite block, the Group agrees to pay ACR for the number of sleeping rooms/suites not utilized up to 80% of the total room/suite block reserved. **Final hotel reconciliations may take up to 60 days post-event to be processed; invoices may not be generated until February of the following year.**

Following receipt of the actual pick-up numbers from the hotel(s), the Group will be billed for the difference between the actual hotel's pick-up numbers up to 80% of the total room/suite block as listed on this Group Agreement. These monies are due within thirty (30) days of receipt of the invoice. All cancellations must be made in writing and sent via e-mail to ACR Housing. Individual reservations must be cancelled at least 72 hours prior to your scheduled arrival to avoid penalty charges. If you do not cancel your reservation in time or fail to check in on the scheduled date of arrival your credit card will be charged in the amount of one night's room and tax, or your check deposit will be forfeited. Your reservation will also be cancelled for the remainder of the stay. Priority points are available for companies who book their housing in the ACR block.



### *Non-Contracted Exhibit Space*

Persons, companies, or organizations that have not directly contracted with the ACR to occupy space in the exhibit hall will not be permitted to display or demonstrate products or services, solicit orders, or distribute advertising materials in the convention center, outside or inside any hotel contracted by the ACR, or parking lots. Noncompliance with this regulation will result in the prompt removal of the offending person or property from the area. This includes any affiliate company working on behalf of a contracted exhibitor.

### *Use of ACR Scientific Content*

All of the proceedings of the annual meeting, including the presentation of scientific papers and other educational material, are intended solely for the benefit of the ACR members and other registered attendees. Scientific presentations or other educational material may not be recorded, photographed, copied, photocopied, transferred to electronic format, reproduced, or distributed without the written permission of the ACR and the presenter.

Any presentation is to be regarded as limited publication only and all rights, including copyrights, are expressly reserved to the presenter or the ACR. Any use of the program content, which includes but is not limited to oral presentations, audiovisual materials used by speakers and program handouts, is expressly prohibited, without the written consent of the ACR and the presenter. This policy applies before, during and after the annual meeting.

### *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.

### *Violations and the Loss of Priority Points*

Violation of any of the ACR regulations on the part of the exhibiting company or its employees or agents shall, at the discretion of the ACR, nullify the right to occupy space, and such exhibitor may be requested to forfeit to management all monies that have been paid. Exhibitors shall be liable for all damages that management may incur and shall forfeit all monies paid or due. The exhibitor expressly waives the serving of a written notice to re-enter or terminate.

As a condition for exhibiting, each exhibitor agrees to observe all ACR policies and regulations as described in this prospectus, including policies regarding use of the ACR name and/or logo and mailing list policies. Failure to halt or amend these actions or comply with these policies and regulations will result in penalties as outlined below.

Whenever appropriate in the view of the ACR, disciplinary action will be progressive. However, the ACR reserves the right to levy a more severe penalty, including refusal or termination of the exhibit, at the ACR's discretion, without progressing through each of the successive steps. In the event of such restriction or eviction, the ACR will not be liable for any refunds on rentals or other exhibitor expenses. Violators of ACR rules and regulations will incur a reduction in priority points for each penalty assessed. In assessing penalties, prior year warning and penalties may be considered.

### *Penalties – Exhibits, Industry-Sponsored Events and Affiliate Events*

A warning will be issued to the exhibiting company, outlining the actions that are in violation of the policies and regulations:

- The first penalty assessed by the ACR will result in the company not being allocated the priority points for participation in the current year.
- The second penalty assessed by the ACR will result in the company losing one-half of its accrued priority participation points.
- The third penalty assessed by the ACR will result in the company losing all of its accrued priority participation points.
- The fourth penalty assessed by the ACR will result in the company not being eligible to exhibit at future ACR meetings and exhibitions.

The ACR decision is final in all interpretations of the conditions set forth in this prospectus and of all applicable rules and regulations. The ACR reserves the right, in its sole discretion, to curtail and/or close at any time any exhibit that it deems undesirable, in poor taste or offensive to attendees or other exhibitors. Any objectionable practices by exhibitors or official suppliers should be reported to the [Senior Specialist, Strategic Relations Operations](#) immediately.

## Industry Guidelines

The ACR reminds exhibitors, their agents, or designees of their responsibility to be aware of and to abide by all guidelines and codes regarding the relationship between the pharmaceutical and medical device/equipment industry and health care professionals, including:

- Accreditation Council for Continuing Medical Education (ACCME)  
Standards for Commercial Support  
[www.accme.org](http://www.accme.org)
- Advanced Medical Technology Association (AdvaMed)  
Code of Ethics for Interactions with Healthcare Professionals  
[www.advamed.com](http://www.advamed.com)
- American College of Rheumatology (ACR)  
[Guiding Principles for Interactions with External Entities](#)
- American Medical Association (AMA)  
Opinion 8.061 Gifts to Physicians from Industry [www.ama-assn.org](http://www.ama-assn.org)
- Council for Medical Specialty Societies (CMSS)  
Code for Interactions with Companies  
<https://cmss.org/>
- Food and Drug Administration (FDA)  
[www.fda.gov](http://www.fda.gov)
- Office of Inspector General (OIG)  
Compliance Program Guidance for Pharmaceutical Manufacturers  
[www.oig.hhs.gov](http://www.oig.hhs.gov)
- Pharmaceutical Research and Manufacturers of America (PhRMA)  
Code on Interaction with Healthcare Professionals <https://www.phrma.org/>

## *Food and Drug Administration Approval and Off-Label Indications*

Exhibitors must comply with the Food and Drug Administration restrictions on promotion of investigational and pre-approved drugs and devices. An exhibiting organization may disseminate from its exhibit space peer-reviewed journal articles about off-label indications of its product(s), provided the company commits itself to file a supplemental application based on appropriate research, to establish the safety and effectiveness of the unapproved use.

## *International Exhibits*

All exhibits and exhibited items must comply with all local, state, and federal laws and regulations. Exhibitors who choose to promote products to non-U.S. attendees should adhere to the following guidelines:

- Companies without FDA product approval should clearly indicate on their booth that their product is for display purposes only and is not approved for use in the United States.
- Shipping paperwork should indicate that the product is for display purposes only.
- It is strongly recommended that international companies inform the FDA and U.S. Customs and Border Protection that their products are being shipped into the United States are for display purposes only and are not for distribution.

For more information, please contact the FDA at 800-638-2041 (Division of Industry and Consumer Education) and Department of Homeland Security, U.S. Customs and Border Protection at 877-227-5511.

## Marketing, Advertising (Event and City-wide), and Media Events

The ACR offers the opportunity to market company activities by advertising in ACR Convergence Today and Medical Bag as well as renting either the Advanced/Final Registration list or the ACR/ARP Membership list. These advertising opportunities and resources, including without limitation the Advanced/Final Registration list and ACR/ARP Membership list 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.

For complete policies on marketing and advertising, please review the [Promotional Material Guidelines](#) and note that all promotional collateral must be submitted to the ACR for approval. **The deadline for submission is Monday, September 5, 2025; an earlier submission is always advised to allow for any requested updates to be resubmitted for approval.**

### City-wide Advertising Guidelines

Exhibitors who wish to advertise outside of the convention center proper or at the host city airport(s) are required to use the services of ACR's official supplier, TriStar Event Media, for city-wide marketing, which may include but is not limited to airport advertising, wall spaces, transit advertising, billboards, taxi, and van wraps. Guerilla marketing including Segways, brand activations, or other viral tactics are strictly prohibited. All advertising materials are subject to the College's review and approval.

- Depending on the meeting city, new opportunities may arise; exhibitors are advised to contact TriStar early to learn of each year's ACR approved offerings to reach attendees.
- Exhibiting companies will receive first right of refusal for any opportunity or comparable tactic in the following meeting year.
- Exhibiting companies who do not abide by ACR's perimeter marketing guidelines will be penalized in accordance with the "Enforcement of Rules and Regulations Policy" as stated on the exhibitor application.

### Media Events Policy

"Industry" and "company" refers to pharmaceutical and biotech companies, their international affiliates, their co-marketing partners and their contracted public relations and marketing firms. It is each company's responsibility to disseminate the following policies among its staff and affiliates.

- Industry media events are not permitted during the Annual Meeting on property contractually held by the ACR (i.e., the convention center and official ACR hotels).
- Virtual media events may not be conducted at the same time as ACR press conferences.
- Promotional meetings for data presentation or to launch a drug or study are prohibited.
- Announcements and other materials must clearly state that such events are not affiliated with the ACR. The ACR must review any materials that mention the College or the annual meeting by name. Materials may be emailed to [pr@rheumatology.org](mailto:pr@rheumatology.org) for review.
- It is permissible to pitch abstract-embargoed stories before the meeting (see [Abstract Embargo Policy Information Page](#)); in such cases, companies and their spokespeople are responsible for ensuring that the embargo is upheld.

- Use of the ACR Newsroom is limited to media representatives with press passes and to annual meeting attendees granting interviews or otherwise engaged in ACR publicity. Industry representatives are not allowed in the newsroom. **Note: Individuals with exhibitor or attendee badges are not eligible to receive press badges.**

Companies or institutions may be eligible to have press releases associated with science being presented at the meeting made available in the ACR Newsroom. For more information about these policies, please contact the ACR's public relations department at (404) 633-3777, or [pr@rheumatology.org](mailto:pr@rheumatology.org), or visit the [Convergence PR information page](#). **The ACR does not release current or past media registration lists.**

### *Photography and Videotaping*

An exhibit may not be photographed or videotaped unless permission by the authorized exhibitor and/or presenter is granted. This policy extends to individuals and members of the press. ***Persons caught photographing a booth without an exhibitor's express permission will be escorted from the exhibit hall.***

Companies who would like to photograph specific portions of their booth or who would like to film their industry experts or patients in their booth must apply for approval. *Exhibiting companies may apply for permission to photograph or film during exhibit or non-exhibit hours; however, all requests must be approved by the Senior Specialist, Strategic Relations Operations.* Photography or filming may be done by the exhibiting company or by a third-party contractor of the exhibitor's choice. Requests for permission must be submitted for approval via the [Booth Activities form](#). **Requests submitted after the form closes on September 15, 2025 will be declined.**

The following guidelines must be observed:

- *Photography or filming may only take place within the assigned exhibit booth of the requesting exhibitor.*
- *No photographing, film/video recording activities can take place during exhibit hall set up or tear down.*
- *Photography or filming may not interfere with exhibition activities of other exhibitors or ACR Show Management.*
- *ACR will provide a courtesy notification of nearby photography/filming to neighboring booths.*
- ***Exhibiting companies may not film in public areas at the Convention Center.***

Companies who violate these rules are subject to loss of priority points or may become ineligible to exhibit at subsequent ACR events.

Registration and attendance at, or participation in, ACR meetings and other activities constitutes an agreement by the registrant to ACR's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, and audio tapes of such events and activities.

## Exhibitor and Sponsor Conduct – Attendee Engagement Exhibitor Conduct

### *Booth Space Restrictions*

All business must be conducted within the confines of the booth(s) assigned. Demonstration areas may not extend to the aisle line of the exhibit space; space must be left within the exhibit area to absorb the spectators and those who wait in line. The Senior Specialist, Strategic Relations Operations reserves the right to require exhibitors to discontinue any activity that interferes with the normal traffic flow or another exhibit.

- **Exhibitors are prohibited from publicizing, distributing, canvassing, or maintaining any extracurricular activities, inducements, demonstrations, materials or displays outside the space assigned to them.**
- **Exhibitors are prohibited from entering other exhibitors' booths or suites (including those belonging to show management) for the purpose of soliciting attendees or occupying another company's exhibit space.**

### *Celebrities*

Celebrities (nationally known figures in the arts, sports, politics, etc.) including those primarily employed (*primarily employed is defined as 50 percent of more of an individual's working time*) by and/or company spokespeople, are prohibited from taking part in any event held during the ACR Convergence.

### *Character of Exhibits*

The ACR reserves the right to approve all exhibits and related activities. Programs or presentations must be straightforward in nature, ***must avoid the use of sideshow or theatrical gimmicks and cannot offer CME credits***. The ACR may require that an exhibit be curtailed if it does not meet the standards required or expected, if it reflects against the character of the ACR or if it exceeds the bounds of good taste as interpreted by the ACR. **All activities and/or giveaways must be approved by the ACR. Please [submit your list of activities, including any giveaways](#) no later than Monday, September 15, 2025.** To maintain the professional image of the ACR, the following standards have been set:

- Contests, lotteries, raffles, and games of chances, including game style activities may be conducted by an exhibitor. All participating exhibitors must comply with the following conditions:
  1. Companies wishing to offer a raffle must receive written permission from the ACR.
  2. All attendees must be eligible to enter in a drawing.
  3. Raffle prizes should be valued at **\$100 or less**.
  4. Companies sponsoring the raffle must comply with all local legal regulations.
  5. The drawing must take place after the conclusion of ACR Convergence.
  6. It is the responsibility of the exhibitor to notify the winner and arrange for the transfer of the prize to the winner.
  7. The ACR reserves the right at its sole discretion to refuse any raffle requests on the basis of ACR policies, rules, and regulations.
- Games or activities that produce a list of top-ranking participants for the day or meeting are ***only allowed if the attendee is provided with the option to use an avatar name, thus de-identifying their information***. For approval, please submit your activity proposal to the [booth activity approval form](#). The ACR reserves the right to view the design of the leaderboard to ensure that attendee information is properly displayed/de-identified.
- **Costumed staff and other non-professional images are not permitted, including magicians, fortune tellers, dancers, mimes, puppet shows, robots or other entertainment of this nature.**
- The use of a microphone in exhibit space is permitted only if the volume is at a reasonable level (lower than 85 decibels) and does not interfere with surrounding booths. Exhibit management reserves the right to require exhibitors to discontinue any activity that interferes with the normal traffic flow or another exhibit.
- Activities that involve CME credits awarded during or after the meeting are prohibited.
- No promotion of a CME-accredited ACR educational session is allowed from the exhibit booth.

- Display and/or distribution of poster(s) accepted at this year's ACR Annual Meeting is not permitted in exhibit booths; however, a title listing of the company's poster presentations is allowed. Innovation Theater and Industry Supported Symposium presentations may be promoted from the booth.

#### *Displays, Decorations & Signs*

- Displays or promotions offering special discounts to exhibitors are prohibited.
- Mylar, helium or air-filled balloons may not be used as booth decoration or distributed to attendees.

#### **Additionally, McCormick Place prohibits the following:**

- Adhesive-backed decals or stickers may not be distributed anywhere by anyone in the building.
- Glitter is prohibited in McCormick Place. Pressure-adhesive stickers or decals or similar promotional items cannot be distributed or sold within the facility. All materials must be made of fire-retardant materials as specified in the [NFPA Fire Codes](#).
- Confetti may not be used at McCormick Place.
- Dirt, sand, water, or similar elements used as part of an exhibit require special permissions from Show Management and from McCormick Place Event Staff. Please contact Sr. Specialist, Strategic Relations Operations for more information

#### *Weapons, Cannabis, and Drug Paraphernalia*

All exhibitors must abide by the [policies set forth by McCormick Place regarding the use or display of weapons, cannabis, or drug paraphernalia](#).

#### *Staff Conduct*

The ACR reserves the right to expel or refuse admittance to any representative, whose conduct is, in its opinion, not in keeping in character and/or spirit of the ACR. **Exhibit personnel may not enter another exhibitor's booth without obtaining permission.** Exhibit personnel may not take occupancy of show management structures (e.g., networking lounges, ACR Hub, or attendee lounge spaces). **If your booth staff are seeking a place to take a conference call, please direct them to the exhibitor lounge, located toward the back of hall F2.** Linger in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting other booth personnel is prohibited. Exhibitors may not solicit other exhibitors. Exhibitors may not deny any ACR or ARP members or registered attendees with appropriate badges access to an exhibit area. **Any issues should be reported immediately to [Kelli Wondra](#), Sr. Specialist, Strategic Relations Operations.**

#### *Staffing of Exhibits – Travel Arrangements*

All exhibits must be staffed during exhibit hours. Please book your travel plans accordingly; companies whose booth staff vacate their exhibit space prior to the close of the hall will be penalized with loss of priority points and may be barred from participating in future ACR events.

#### *Giveaways and Handouts*

The ACR is a signatory to the [Council for Medical Specialty Societies' \(CMSS\) Code for Interactions with Companies](#). The code provides detailed guidance to medical specialty societies on appropriate interactions with for-profit companies in the health-care sector. In addition, the ACR has developed [Guiding Principles for Interactions with External Entities](#).

Based on these documents, the ACR has the following policies for giveaways and handouts:

- **With the exception of descriptive company/product literature, all handouts and giveaways must be approved by the Senior Specialist, Strategic Relations Operations prior to the meeting.** Please complete this [online approval form](#) no later than Monday, September 15, 2025. Send any collateral samples to Kelli Wondra, Sr. Specialist, Strategic Relations Operations **Monday, September 15, 2025. No unapproved items may be distributed.**



- **Giveaways by commercial exhibitors** must be provided consistent with the [PhRMA Code on Interactions with Healthcare Professionals](#) and the [AdvaMed Code of Ethics on Interactions with Health Care Professionals](#), **regardless of whether the exhibitor has adopted the code**. *A commercial exhibitor is defined as any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients. This definition is not intended to include entities through which physicians provide clinical services directly to patients.*
- **Giveaways by nonprofit organizations/governmental agencies** that are not subject to the PhRMA or AdvaMed codes must be of modest value.
- Giveaways must be designed primarily for the education of patients or health care professionals, not be of substantial value, and not have value outside of a health care professional's professional responsibility.
- Specific items that may **not** be distributed include:
  - ***Any type of bag – including plastic, totes, and briefcases***
  - ***Clothing and apparel – including t-shirts, caps, and rain ponchos***
  - ***Stick-on emblems, buttons, unofficial badges, lanyards, or company nameplates***
  - ***Gift cards/certificates***

*Exhibitors are also prohibited from wearing any of the previously mentioned items outside of the exhibit hall.*

- **Distributing cash or cash equivalent items (e.g., phone cards, donations/pledges) is prohibited.** This includes any donations/pledges a company may make to a nonprofit organization for visiting their booth/signing up for a campaign.
- **Donations to the Rheumatology Research Foundation are permitted.** Companies may designate that their contribution be applied in one of four priority areas: recruitment, education and training, career development, or innovative research. More information about donation may be found on the Rheumatology Research Foundation [Donation page](#).
- Giveaways may not be distributed in any hotel contracted by the ACR to house registrants, any areas in the convention center other than company exhibit space or company-leased rooms, or in public areas outside the convention center or hotels.
- Limiting giveaway items to U.S. physicians or any other subset of attendees is prohibited. *Both international and US exhibitors must abide by this rule.*
- Industry representatives may only distribute giveaways or printed material – including product data, promotional information, periodicals, invitations, etc. – in the space rented by the exhibitor in the exhibit hall.
- Giveaways or handouts for affiliate events or industry-supported symposia will not be approved.
- Exhibitors may sell products, excluding prescription pharmaceutical products, in the exhibit hall. It is the exhibitor's responsibility to pay all applicable state and local tax.



### *Food and Beverage*

**With prior approval** from the Senior Specialist, Strategic Relations Operations, food services are permitted in the exhibitor's booth and exhibitor suite. **All food service must be coordinated through the convention center caterer. Food preparation, cooking, and alcohol are prohibited in the exhibit hall.** Neither **Popcorn nor ice cream bars may be served** at any booth in the exhibit hall.

Approval for distribution of samples or custom-branded foods or beverages must be obtained from the convention center's exclusive food and beverage provider prior to the event. Please enter your request for food and beverage approval into the [booth activity request form](#).

### *Animals*

The use of live animals in an exhibit for any purpose is not allowed.

### *Human Subjects and Medical Equipment*

The use of human subjects as models for demonstrating MRI scanning devices is prohibited. Exhibitors may not operate X-ray or MRI equipment in the exhibit hall. See section below for more information on ultrasound demonstrations.

### *Ultrasound Demonstrations*

- Exhibitors are permitted to perform ultrasound imaging on models in the exhibit hall for educational purposes in booths 10'x20' or larger.
- All exhibitors wishing to demonstrate live scanning must indicate this on their [booth activity form](#).
- Demonstration areas may not extend to the aisle line of the exhibit; space must be left within the exhibit area to absorb the spectators and those waiting in line. The Senior Specialist, Strategic Relations Operations reserves the right to require exhibitors to discontinue any activity that interferes with the normal traffic flow or another exhibit.
- Models must be properly attired/draped at all times with the least amount of exposure necessary for examination.
- The exhibiting company must register models through the exhibitor registration process. Models will not be permitted into the exhibit hall without the appropriate badge.

### *In-booth Presentations*

CME educational activities are prohibited in exhibit booths at all times. Adherence to the Abstract Embargo Policy (see the [Abstract Embargo page](#) for details) for presentation of scientific information from the ACR meeting is required. For additional information regarding the ACR Abstract Embargo Policy, contact ACR Public Relations (404)633-3777, or [pr@rheumatology.org](mailto:pr@rheumatology.org).

### *Informal Educational Discussions*

Medical experts who are either primarily employed by or paid consultants (*excluding Celebrities, see page 20*) of exhibiting companies may engage in informal educational discussions about the company's products or data presented at the annual meeting related to the products in exhibit booths. Expert-led discussions must be either one-on-one or in small, informal groups only – not in classroom-style, seated presentations or to large groups. Exhibiting companies may promote that an expert will be available in their booth for educational purposes to discuss the product or data related to the product.

### *Live Presentations (Exhibit booths 3,500 sq. feet or larger only)*

Live presentations include, but are not limited to interactive videos, slide presentations, etc. All live presentations must be of educational nature.

- With prior approval from the Senior Specialist, Strategic Relations Operations, live presentations may be held in exhibit booths of 3,500 sq. feet or larger.
- Exhibitors wishing to include a live presentation must indicate this on their [booth activity request form](#). Topics, times, and speakers must be approved by the Senior Specialist, Strategic Relations Operations 60 days prior to the meeting.
- Speakers, including oral and poster abstract presenters, may only present data as part of their in-booth live presentation **after** its presentation during the concurrent meeting.
- Board members of the ACR and the Foundation, the ARP executive committee, the A&R editor, the AC&R editor, the TR editor, AMPC members and chairs of the following committees: committee on education, abstract selection subcommittee, abstract oversight subcommittee, professional meetings subcommittee, committee on ethics and conflict of interest, committee on corporate relations, committee on quality of care, committee on registries and health information technology and any other committees that plan CME activities, are not permitted to speak in an exhibitor's booth. Please refer to our [annual list of restricted speakers](#).
- Presentations cannot be longer than 20 minutes.
- A maximum of four live presentations are allowed a day. Only one presentation area is allowed in each exhibit booth.
- The presentation area cannot include seating for more than 30 people and cannot include a riser or stage. Podiums are acceptable.
- The presentation area may not extend to the aisle line of the exhibit; space must be left within the exhibit area to absorb any spectators. The Senior Specialist, Strategic Relations Operations reserves the right to require exhibitors to discontinue any activity that interferes with the normal traffic flow or another exhibit.

### *Music Licensing*

Neither the ACR nor exhibit management has obtained a music license authorizing the performance of either live or recorded music on the meeting's premises. All copyright fees applicable to music or entertainment used as part of an exhibit are the full responsibility of the exhibitor.

### *Sound Restrictions*

Exhibitors may not use audible electronic, mechanical apparatus or open audio systems that may be heard outside of the exhibitor's assigned space or interfere with or prove objectionable to attendees or other exhibitors. **Sound level may not exceed 85 decibels.** The Senior Specialist, Strategic Relations Operations reserves the right to require exhibitors to discontinue any activity that causes the annoyance or interference of others.

### *Lead Retrieval*

The ACR provides exhibitors with the opportunity to rent lead retrieval scanners and packages from our official registration partner, Maritz.

The attendee bar code will include Time Stamp, Attendee Reg ID, FirstName, LastName, Credential, Company, Address, City, State, Postal Code, Country, Telephone, Email address. At the event, exhibitors and sponsors must verbally request permission to scan an attendee's badge in order to add their information to your contact database. By agreeing to have their badge scanned, the attendee also consents to allow the exhibitor or sponsor to follow-up after the event.

**Once the badge is scanned, the exhibitor is responsible for the secure handling of the attendee's personal information, and must comply with personal information security laws including, but not limited to GDPR (General Data Protection Regulation), MIPSA (Massachusetts data privacy law), and CCPA (California Consumer Privacy Act).**

An attendee may opt-out of badge scanning by verbally declining to allow an exhibitor to scan their badge.

If an attendee consents to scanning, but wishes to opt-out later, they may reach out to the exhibitor who scanned their badge to request removal from their list.

**Exhibitors who contact ACR attendees via email, using data gathered via ACR-Maritz lead retrieval or from their own corporate CRMs, must provide an OPT-OUT option in the email and must honor any opt-out requests. Any complaints received by the ACR regarding unwanted emails will be reviewed. If an attendee notifies the ACR that unwanted emails persist, the exhibitor sending said emails may subject to a loss of priority points.**

## *Contractors, Labor, and Security*

### *Official General Services (Decorator) Contractor*

Shepard Exposition Services, Inc. is the official decorator and contractor for ACR Convergence 2025.

Shepard Exposition Services

Tel: 404-720-8600 | Email: [ACRConvergence@shepardes.com](mailto:ACRConvergence@shepardes.com)

### *Material Handling*

The official material handling contractor, Shepard Expo Services, has been designated as the official provider of drayage services with full responsibility for receiving and handling all exhibit material. Shepard will manage the McCormick Place docks and schedule vehicles, thus assuring a smooth, efficient, and safe move-in and move-out. The advance warehouse will begin to receive and store shipments on **September 26, 2025**. The last day for warehouse delivery is **October 13, 2025**. Please refer to the Exhibitor Services Kit for more details.

### *Exhibitor-Appointed Contractors*

Exhibitor-Appointed Contractors (EAC) hiring their own qualified labor may be utilized for installation and dismantling in-booth work during install and dismantle times only.

All other exhibitor work and services to be performed in common areas, inside and outside of the exhibit hall and during exhibit hours will be accomplished with labor facilitated and supplied by Shepard.

*Exhibitors using EACs for labor, supervision or any other services must submit the EAC request form directly to Shepard Expo Services. A copy of their contractor's insurance certificate in the amount of \$2 million liability, including property damage and proof of workers' compensation coverage to Shepard (customerservice@shepardes.com) by **September 26, 2025**. The certificate must indicate full coverage for installation, exhibition and dismantling and must list the American College of Rheumatology and Shepard Exposition Services as additional insured. Forms received after **September 26, 2025**, will not be accepted. EAC request forms will be provided in the Exhibitor Services Kit.*

EACs present in the exhibit hall during exhibition hours, must have an ACR exhibitor badge. ***All services provided to the exhibitors during exhibit hall hours will be performed by Shepard.*** For information regarding EACs and a complete list of local union jurisdictions and regulations, please refer to the online Exhibitor Services Kit. Additional information provided by McCormick Place regarding [labor jurisdictions](#), the exhibitor [ASUV Program](#), and the [Exhibitor Bill of Rights](#) may be found on those respective pages of the McCormick Center website.

#### *Exhibitor Hand-Carry Procedures and Personal Occupancy Vehicles, McCormick Place*

Exhibitors may choose to park their vehicle in one of McCormick Place's parking lots and walk their items to the Exhibit area. Items may be carried using a non-motorized, non-hydraulic hand- truck or dolly. Exhibitors may also take advantage of ASUV unloading. Please visit the [ASUV information page](#) for additional details. Please watch for future exhibitor newsletters and notifications (sent via email) about the exhibitor load-in/load-out policies as well as the Exhibitor Service Manual.

**The ACR reserves the right in its sole discretion to curtail or close exhibits, wholly or in part, that reflect unfavorably on the character and the purpose of the exhibition or that violate any of the ACR's rules, regulations or policies addressing the conduct of exhibits. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc. Applications may be refused or booth space restricted due to space limitations or other reasons determined by the ACR.**



If you have completed reading the above 25+ pages of the ACR's rules and regulations, please reach out to Kelli Wondra to have **3** additional priority points added to your 2025 total in preparation for ACR Convergence 2026.