

2023 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 2023 Important Dates			
Date	Item	Resource or Regulation	Inquiries to:
March 14, 2023	Priority point deadline for Exhibits and Innovation Theater	ACR Rules and Regulations	Kat Dennis, Sr. Specialist, Strategic Relations Sales & Marketing
April 3, 2023	Assignment notifications for priority-points booth assignments	ACR Rules and Regulations	Kat Dennis, Sr. Specialist, Strategic Relations Sales & Marketing
May 26, 2023	Last day to Submit Cancellation or Space Reduction w/out penalty	ACR Rules and Regulations	Kelli Wondra, Sr. Specialist, Strategic Relations Operations
May 27, 2023	Cancellations or space reductions submitted on or after this date are subject to a 50% cancellation fee.	ACR Rules and Regulations	Kelli Wondra, Sr. Specialist, Strategic Relations Operations
June 30, 2023	Final Booth Balances Due	ACR Rules and Regulations	Exhibits@rheumatology.org
June 30, 2023	Last Day to Submit Cancellation or Space Reduction (with 50% cancellation fee)	ACR Rules and Regulations	Kelli Wondra, Sr. Specialist, Strategic Relations Operations
July 1, 2023	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	Kelli Wondra, Sr. Specialist, Strategic Relations Operations
June 16, 2023	Exhibitor service kit published.	Exhibitor Service Kit	Exhibits@rheumatology.org
Friday, September 8, 2023	Last date to submit floor plans for approval of island booths, multi-level island booths	ACR Rules and Regulations	Kelli Wondra, Sr. Specialist, Strategic Relations Operations

ACR Convergence 2023 Important Dates

Friday, October 13, 2023	Deadline for Exhibitor-Appointed Contractor Forms	Exhibitor Service Kit	customerservice@shepardes.com
Friday, October 13, 2023	Deadline for Certificates of Insurance	ACR Rules and Regulations	Exhibits@rheumatology.org
Friday October 13, 2023	First day for delivery of materials to Shepard Warehouse	Exhibitor Service Kit	Exhibits@rheumatology.org
Friday October 13, 2023	Booth activity approval forms due for booth giveaways, marketing questionnaires, in-booth presentations, and ultrasound demonstrations	ACR Rules and Regulations	Booth Activities Form
Friday, November 3, 2023	Last day for delivery of materials to Shepard Warehouse	Exhibitor Service Kit	Exhibits@rheumatology.org
Tuesday, November 7, 2023	Abstract Embargo lifts	ACR Education Team	Education@rheumatology.org https://www.rheumatology.org/Annual-Meeting/Abstracts/Embargo-Policies
Saturday, November 11, 2023	Exhibitors not occupying booth space by 5:00 PM on Saturday, November 11, 2023, will forfeit their booth space without refund.	ACR Rules and Regulations	Kelli Wondra, Sr. Specialist, Strategic Relations Operations

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.

Rules and Regulations Navigation

Application and Space Assignment

Eligibility
 Nonprofit Organizations/Governmental Agencies
 Market Research Companies
 Space Assignment
 Application 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 Reprints
 Americans with Disabilities Act
 Cancellation of The Event or Exposition and Force Majeure
 Security
 Insurance
 Liability and Indemnification
 Children
 COVID-19 Policies
 Failure to Occupy Space
 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

Rules and Regulations Navigation

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

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

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 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, and is not keeping with the character and purpose of the ACR Convergence.

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

Nonprofit Organizations/Governmental Agencies

Each nonprofit/governmental agency can reserve one 10'x10' booth at a discounted rate of \$1,000. Additional booths may be purchased at the regular published rate. There will be an area 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

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 Friday, October 13, 2023. No unapproved questionnaires may be distributed.

Space Assignment

Exhibitors are assigned booth space based on priority points. Each company is allocated one priority point per year of exhibiting.

- Applications submitted by the April 12, 2023, priority points deadline will be assigned space based on the following criteria:
 - Corporate donor status including Corporate Roundtable membership as of Wednesday, March 14, 2023.
 - Number of priority points. Each company is allocated one priority point per year of exhibiting.
 - Date/time order the application is received.
- Applications received by April 12, 2023, will receive an email confirmation of assignment by Monday, April 28, 2023.
- Applications received after Monday, April 12, 2023, will be assigned space in the date/time order the application is received.

*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 order in priority points. Payment can be made via credit card (*Visa, American Express, or MasterCard*) or check. Checks should be made payable to the ACR in U.S. dollars and drawn on a U.S. bank. Nonprofit organizations must include full payment with application. The ACR does not accept wire transfers for exhibit payments; if a wire transfer is required, please reach out to Kelli Wondra, Strategic Relations Operations, at kwondra@rheumatology.org for additional details for payment processing.

The balance for your booth space must be received by Friday, June 30, 2023. Applications received after Friday, June 30, 2023, require that payment in full accompanies the application. The ACR reserves the right to cancel or resell exhibit space if the balance is not paid in full by Friday, June 30, 2023.

All payments should be sent to:

**American College of Rheumatology
2200 Lake Boulevard NE
Atlanta, GA 30319**

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 no later than Friday, June 30, 2023. Cancellations made between Saturday, May 27 and Friday, June 30, 2023, will be assessed a 50% penalty fee. Cancellations made after Friday, June 30, 2023, are not eligible for a refund. All cancellations are also subject to a \$275 processing fee per 10'x10' space cancelled.

Booth space reduction requests may be granted in ACR's sole discretion. Refunds (if any any) for amounts paid by an Exhibitor will be determined on a sliding scale based upon proximity to the Meeting and the date ACR received written notice of cancellation or reduction of space request.

Failure to notify ACR of intent to cancel may result in Exhibitor being denied participation at future ACR meetings. 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.

Exhibitor Booth Configuration and Fees

Booth Construction

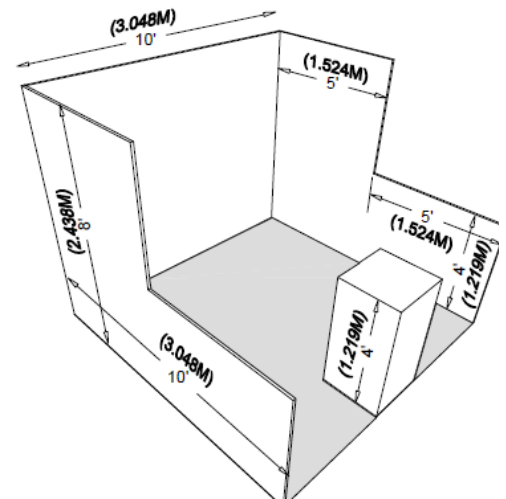
Every exhibit space should allow for the visibility of other spaces. The following rules for booth construction ensure that every exhibitor has reasonable site lines to the aisle.

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.

INLINE LINEAR BOOTHS: \$4,200

- Inline booths have only one side 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.

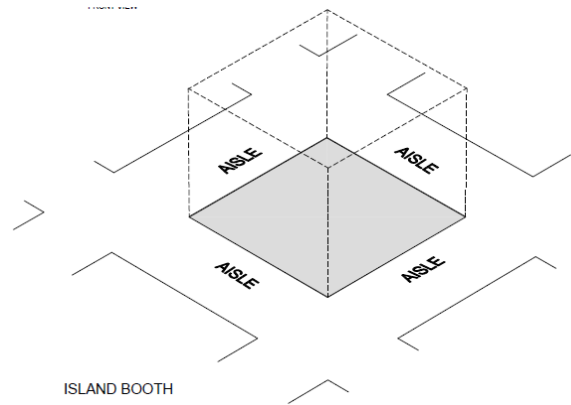


CORNER LINEAR BOOTHS: \$4,400

- 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: \$44/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 from all four aisles and sufficient see-through areas that do not block the view of adjacent exhibitors.
- Floor plans and elevation drawings must be submitted to Kelli Wondra at kwondra@rheumatology.org for approval at **least 60 days in advance of the exhibition. Friday, September 8, 2023, is the last day to submit your elevations.**



MULTI-LEVEL ISLAND BOOTHS: \$47/SQUARE FOOT

- **ACR Exhibit Staff and the Event Staff at the San Diego Convention Center must approve multi-level booths.**
- All multi-level booths are subject to applicable state and city building codes and are subject to inspection by state/city officials. Smoke detectors must be installed on the first floor of the exhibit and every subsequent enclosed level. Exhibit fire sprinkler systems are required of any exhibit that has a roof, or any other covering, that would impede the effective use of the facilities sprinkler system. A 20-pound BC fire extinguisher must be visible on every level.
- A floor plan, including height elevation (height elevation may not exceed 20 feet) must be submitted to the Senior Specialist, Strategic Relations Operations (kwondra@rheumatology.org) for submission to the San Diego Convention Center, no later than Friday, September 8, 2023 (60 days prior to the meeting).
- **All plans must have a safety certification stamp from a licensed architect or structural engineer. The exhibiting organization is responsible for having plans available on site for inspection by ACR Exhibit Staff and the San Diego Convention Center Event Staff and/or the fire marshal.**

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.
- 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 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 Tuesday, November 7, 2023.**

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 Senior Specialist in charge of annual meeting abstracts at abstracts@rheumatology.org.

Abstract Reprints

The abstract reprint policy can be found on the [Annual Meeting website](#).

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

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.

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 ACR and the San Diego Convention Center shall be added as additional insureds to such insurance.** 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. **October 13, 2023, is the deadline for all companies to provide their Certificate of Insurance.**

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 Shepard Expo Services, along with the completed EAC form by October 13 to customerservice@shepardes.com.

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 the San Diego Convention Center and the 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.

COVID-19 Policies

All in-person attendees are required to read and acknowledge our Event Policies and our updated ACR Code of Conduct. Failure to perform this acknowledgement may impact a registrant's ability to pick up their badge.

Failure to Occupy Space

Exhibitors not occupying booth space by 5:00 PM on Saturday, November 11, 2023, will forfeit their booth space without refund. The ACR reserves the right to resell or redistribute any forfeited space.

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.

Penalties – Exhibits, Industry-Sponsored Events and/or 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.

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.

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
- Advanced Medical Technology Association (AdvaMed)
Code of Ethics for Interactions with Healthcare Professionals
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
- Council for Medical Specialty Societies (CMSS)
Code for Interactions with Companies
www.cmss.org
- Food and Drug Administration (FDA)
www.fda.gov
- Office of Inspector General (OIG)
Compliance Program Guidance for Pharmaceutical Manufacturers
www.oig.hhs.gov
- Pharmaceutical Research and Manufacturers of America (PhRMA)
Code on Interaction with Healthcare Professionals 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 and 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](#).

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.

- 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 for review.
- It is permissible to pitch abstract-embargoed stories before the meeting (see Abstract Embargo Policy on Page 9), but, 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 review the "Guidelines for Submitting Non-ACR Press Materials" at <http://www.rheumatology.org/Annual-Meeting/Press>. For additional assistance, please contact the ACR's public relations department at (404)633-3777, or pr@rheumatology.org. **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 October 13, 2023, 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.

Exhibiting companies may not film in public areas at the Convention Center.

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.

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 Friday, October 13.** To maintain the professional image of the ACR, the following standards of 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 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. Helium or air-filled balloons may not be used as booth decoration or distributed to attendees.

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. Lingering 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.

Staffing of Exhibits

All exhibits must be staffed during exhibit hours. Exhibitors who do not comply with this requirement may be unable to participate in future ACR exhibits.

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 Friday, October 13, 2023. Send any collateral samples to Kelli Wondra, Sr. Specialist, Strategic Relations Operations **Friday, October 13, 2023**. **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 [Advanced 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 Advanced 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. Popcorn may not 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.

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 page 9) 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.

Informal Educational Discussions

Medical experts who are either primarily employed by or paid consultants (*excluding Celebrities, see page 9*) 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 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 exhibitors 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.

Contractors, Labor, and Security

Official Decorator and Contractor

Shepard Exposition Services, Inc. is the official decorator and contractor for ACR Convergence 2023.

Shepard Exposition Services
404-720-8600
orders@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 San Diego Convention Center 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 **October 13, 2023**. The last day for warehouse delivery is **November 3, 2023**. Please refer to the Exhibitor Services Kit for more details.

Exhibitor-Appointed Contractors

Exhibitor-Appointed Contractors 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 and 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 by October 13, 2023. 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 **October 13, 2023**, will not be accepted. EAC request forms will be provided in the Exhibitor Services Kit.*

Work badges are required to enter the exhibit hall during installation and dismantling. Contractors who wish to access the exhibit hall during installation and dismantling will be required to provide photo identification (an ESCA badge) and proof of affiliation with pre-approved EAC company to gain entry. EAC crew who do not have ESCA badges, will need to work with their ACR partner to acquire show entrance credentials.

EACs present in the exhibit hall during exhibition hours, must have an 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.

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 polices 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.