



The ACR welcomes you to ACR Convergence 2025, October 24-29, in Chicago, IL
McCormick Place, West Building, Halls F2/F2A, Exhibits

Reminder: the Priority Point Booth, Innovation Theater, and Convergence Housing applications close at 5PM eastern on April 23!

Exhibits

To begin, please visit the [exhibit application page](#). This page is programmed to reflect the company information that we have on file for you, it is therefore protected. If your company information needs to be updated, please reach out to **Kelli Wondra, Sr. Specialist Exhibit Operations**. Since our application process is new, we have created a [Convergence application guide](#) to walk you through logging in to the site and completing the application (for booths and suites).

Exhibitor Housing

ACR has partnered with Maritz Events to provide exhibitor housing and registration services this year. To assist you with the block request process, we created this [Exhibitor Housing Request Guide](#), which previews the steps to reserve housing for Convergence. The welcome email to set up your exhibitor housing block was sent to all primary contacts on Monday, March 24 from Maritz (email_confirm@exl.eventshq.com). We recommend that you add this email to your accepted senders list. If your application is in progress or you need assistance from the Maritz team, please reach out to: ACRExh@maritz.com.

Information you need to participate at the 2025 meeting, including Exhibits and Industry Sessions, is available on the [industry engagement pages](#).

Sponsorship and Advertising

To see the full list of ACR25 offerings, please visit the [sponsorship prospectus](#). If you have any questions or would like to secure activations or discuss potential ideas, contact [Kat Dennis](#).

Industry Supported Session guidelines for Innovation Theater sessions and for Industry Symposia are located on our [Industry Session page](#). Please make sure to complete your applications(s) by the due date to be eligible for the priority point scheduling process.

To apply for the initial first round of assignments, applications need to be submitted by the following dates:

- Innovation Theater – Wednesday, April 23, 2025.
- Industry Supported Symposia – Part 1 Application due Friday, May 30, 2025.

LOAs will be sent out the week following the application deadline, and complete payment is due within two months of LOA signature. For assistance with Industry Session applications, please reach out to [Sophia Saucer](#).

Out-of-Home Advertising

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

Affiliate Event Application Form

The affiliate events application will launch **May 19th**. We will send a communication that morning, please watch our [Affiliate Event](#) page for more details.

Please let us know if you have additional questions or need further assistance!

Your ACR Strategic Relations Team,

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