



Welcome to ACR Convergence 2025 planning, this year's event is set for October 24-29, in Chicago, IL.

Exhibits

The ACR exhibit hall offers you the opportunity to network with leading rheumatologists and rheumatology health professionals from around the world at the premier meeting in the field of rheumatology. With daily unopposed exhibit and poster hall time each day – don't miss this chance to build new relationships with our attendees. This year's main exhibit space will be in Halls F2/F2A at McCormick Place, West Building.

Information you need to participate at the 2025 meeting, including Exhibits and Industry Sessions, is available on the **industry engagement pages**. Additional links that we are waiting on will be updated as they are available, please check back and look for our additional communications regarding the sponsorship prospectus. To help you prepare for the application go-live date of **Monday, March 24th**, we wanted to offer up some reminders and insights about this year's sales.

Prepare

Pricing, meeting schedule, and general event information can be found in the exhibitor prospectus, which is attached to this email and will go live on the website tomorrow, March 21. The exhibitor **rules & regulations** for the 2025 meeting and well as the **floor plan** are currently live. We encourage you to have a look and start thinking about booth location preferences.

Booth Application and Exhibitor Suite or Meeting Room Purchase – NEW Process with a2z

Past exhibitors may access their custom application URL and login with their company access code to apply for booth space and to purchase exhibit suite space.

On **March 24**, your company's primary booth contact will receive the exhibit booth application invitation from the ACR Convergence 2025 Manager (a2z-exhibits@rheumatology.org). Please add this email address to your accepted senders list. The attached ACR Convergence 2025 Application Guide outlines the steps for moving through the application. This year, you will need to complete an application for each booth that you purchase. All companies new to the ACR will need to reach out to exhibits@rheumatology.org for assistance getting set up with an exhibit account. If you would like to change your primary contact to a different person, please reach out to [Kelli Wondra](#).

Applications for exhibit space, exhibitor suites and meeting rooms, Innovation Theater and Industry Symposia will open on March 24. The priority point deadline for completing your application is Wednesday, April 23, at 4:00 PM ET. After we have received and reviewed applications, we will reach out to you to finalize space assignments. *Final booth confirmations will be sent starting May 2.* At that time, you will receive a link to the exhibitor dashboard where you will be able to update your exhibitor information, company description and products.

Industry Supported Session information will be updated on our [Industry Session page](#). Please make sure to complete your application(s) by the due date in order 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 – deadline for initial application – Part 1 Application/Full payment due Friday, May 30, 2025.

For assistance with Industry Session applications, please reach out to [Sophia Saucer](#).

Sponsorship and Advertising

The **sponsorship prospectus** is not yet live, we will provide an additional communication when this is available, or you are free to check back on the website. However, if you secured sponsorships in 2024, you will receive your right of first refusal letter on Monday, March 24th by end of day. If you have any questions or would like to secure activations or discuss potential ideas, contact [Kat Dennis](#).

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.

Exhibitor Housing

ACR has partnered with Maritz Events to provide exhibitor housing and registration services this year. The attached Exhibitor Housing Guide previews the steps to reserve housing for Convergence. The welcome email to set up your exhibitor housing block will be sent at 11:30 AM Eastern, on Monday, March 24 from Maritz (email_confirm@exl.eventshq.com). We recommend that you add this email to your accepted senders list.

Affiliate Event Application Form

The affiliate events page will launch in May. Once the application is available, we will send it out to all. Please watch our [Affiliate Event](#) page for more details.

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

Your ACR Strategic Relations Team,

Kat Dennis
Sr. Specialist, Strategic Relations Sales & Marketing
kdennis@rheumatology.org
(404) 679-5320

Kelli Wondra
Sr. Specialist, Exhibits & Sponsorships Operations
kwondra@rheumatology.org
(404) 365-1380

Sophia Saucer
Specialist, Exhibit & Sponsorship
ssaucer@rheumatology.org
(404) 365-2132