

# 2024 ACR Convergence Promotional Materials Guidelines

The American College of Rheumatology (ACR) welcomes various industry and nonprofit organizations as supporters of the ACR's professional meetings throughout the year. To ensure consistency of promotional materials, the ACR offers the following guidelines to help you prepare marketing collateral for distribution to meeting participants.

By submitting marketing materials to participate in ACR Convergence, the participating company/organization agrees to comply with all policies, rules, regulations, terms, and conditions outlined in this document and others issued by the ACR regarding the meeting. Below you will find a complete listing of the eligibility requirements, guidelines, and policies for promotional materials. Please read all policies and guidelines prior to submitting your materials. A piece is considered final once the ACR has approved it. If changes are made the piece must be re-submitted to the ACR for further review and approval.

Noncompliance with these guidelines will result in non-approval of the marketing collateral, the loss of priority points and, if possible, the removal of the promotional item.

**All promotional materials must be approved by the ACR prior to printing, distribution (hard copies and digital) or social media use. Final versions of materials must be submitted for approval by Friday, October 4, 2024. Send submissions via email to [sponsorships@rheumatology.org](mailto:sponsorships@rheumatology.org). Please allow seven (7) business days for review. Rush orders will be handled in three to five (3-5) business days as time permits.**

## *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.

Promotional materials must indicate the name of the supporter and/or sponsor and must not imply – directly or indirectly – that the programs are part of official ACR activities.

## *Referencing the ACR Meeting*

You may not use the ACR Convergence 2024 logo, nor ACR company name, to imply affiliation on your company's marketing and promotional materials. The ACR name may only be referenced **once** on a print or digital marketing piece in the following manners:

- ACR Convergence 2024
  - ACR Convergence may not be used
  - ACR 2024 may not be used
- #ACR24 (for use on, or in reference to, social media)

The ACR reserves the right to request promotional activities violating this policy be edited or removed. Failure to comply with these guidelines may result in non-approval of the marketing collateral, the loss of priority points and, if possible, the removal of the promotional item.

# 2024 ACR Convergence Promotional Materials Guidelines

## General Guidelines

Promotional materials include, but are not limited to:

- Flyers
- Brochures
- Mailings
- Invitations
- Envelopes
- Giveaways
- Advertisements
- Websites
- Email blasts
- Social Media Posts
- Press Releases\*

*\*Press releases are also subject to the guidelines outlined in the Press Registration Policies and Procedures.*

The following guidelines apply to all promotional materials produced and distributed for ACR Convergence 2024:

- Promotional materials must reflect the professional tone of ACR Convergence.
- The ACR name may not be referenced on external portions of the mailer (*e.g., not on the envelope, on the address side of a postcard, or in the subject line of an email*).
- Except for the third-party and Industry-Supported Session disclaimer language below, the ACR name **may not** appear on any document, marketing piece, email or within any social media post that also refers to a product name.
- The ACR/ACR Convergence names can only be used one (1) time in a promotional piece.
- The mention of a free or complimentary gift is strictly prohibited in all promotional and marketing materials, including marketing materials on your company profile page within the ACR Convergence platform, on social media and in your exhibit booth.
- The ACR name and/or ACR Convergence name may not be referenced in reports, summaries, questionnaires produced before, during or after the meeting.
- The ACR name and/or ACR Convergence name may not be used as part of URLs\* produced before, during or after the meeting.
  - \*The ACR will provide URLs, if needed, for access to content and industry supported sessions that are digital/virtual. This URL can then be used as part of marketing efforts.
  - Companies can create their own URLs, but they cannot include the ACR or ACR Convergence names as part of the created URL.
- Any reference to abstracts presented at the meeting must abide by the [ACR's Abstract Embargo Policy](#).

**Below are additional guidelines for marketing materials the ACR commonly reviews for approval. Please review these guidelines carefully to ensure your pieces are in alignment with ACR approval standards.**

## Guidelines for Printed Marketing Materials

- Printed marketing materials cannot include the following:
  - ACR/ARP or ACR Convergence logos
  - The materials cannot assume or mimic any of the ACR Convergence color schemes
  - The ACR or ACR Convergence names may be used only once.

## Guidelines for Digital Marketing Materials

Marketing materials distributed digitally **cannot** include the following:

- Registration for ACR Convergence – this includes links to the ACR Convergence registration page, QR codes, or language that suggests registration is available via the company's digital marketing piece.
  - Acceptable language includes “must be registered for the meeting to access this session/event” or some version of this.
  - Approval from the ACR is required.
- ACR/ARP or ACR Convergence logos
- The materials cannot assume or mimic any of the ACR Convergence color schemes.
- The ACR/ARP or ACR Convergence name should not be included in e-mail subject lines.
- The ACR or ACR Convergence names may be used only once

# 2024 ACR Convergence Promotional Materials Guidelines

## Guidelines for Social Media and Websites

- Companies cannot create new graphics using ACR/ARP or ACR convergence name, logos, or color schemes.
- Reposting or sharing content from ACR social media platforms is allowed.
- Websites and microsites cannot include registration for ACR Convergence. This includes links to the ACR Convergence registration page, QR codes, or language that suggests registration is available via the company's website or microsite.
- Use of the ACR/ARP Convergence logos are prohibited without written consent from the ACR. If the ACR discovers use of the logo without written consent, the company in violation will be contacted immediately, via social media or email, to remove the logo and modify and/or remove the social post.
- The official hashtag for the annual meeting is #ACR24. Companies can use the hashtag, or they can spell out ACR Convergence 2024.
- Where possible, the ACR should be tagged in a social post.
- The ACR name cannot be used in any URLs and sponsors cannot provide a link to ACR websites, including conference registration. Companies can use ACR-provided URLs that link to virtual industry-supported sessions or innovation theaters.
- Social posts sponsors should **not** imply that the ACR is officially endorsing a particular product, service, or program.
- The ACR/ACR Convergence names cannot be included in posts that have branded product content.
- Social media content should be submitted to the ACR for review and approval. Changes to previously approved social media content must be resubmitted for a new approval.

## Guidelines for Third-Party Event Promotional Materials

The following guideline, in addition to those listed under general, printed, digital and social media guidelines, apply to all materials for third-party events. Third-party events include the Innovation Theater and affiliate events. The following disclaimer must be included on each piece (print and digital):

*"This is not an official function/event of the American College of Rheumatology"*

## Guidelines for Industry-Supported Session Promotional Materials

The following guidelines, in addition to those listed under the general, printed, digital and social media guidelines, apply to all materials promoting Industry-Supported Sessions (e.g. this includes mini-sessions and lightning talks). The following disclaimer must be included on the marketing piece(s):

CME-accredited programs - *Educational grant support for this session is provided by [name of supporting organization] and sponsored by [name of sponsoring organization]. This is not an official program of the American College of Rheumatology.*

Non-CME programs - *This program is developed and offered by [name of supporting organization]. This is not an official program of the American College of Rheumatology.*

In addition to the disclaimer above, the following language may also be included. On mailers, this reference cannot appear on external portions of the mailer (e.g., on the envelope or on the address side of a postcard):

*This session will be conducted (before/during/at the conclusion of) ACR Convergence 2024.*

## Copyright Policy

Programs presented at the meeting are for the education of attendees and purchasers of recorded presentations as authorized by the American College of Rheumatology. **The information and materials displayed and presented during this meeting are the property of the ACR and the presenter and cannot be photographed, screenshot, recorded, copied, photocopied, transformed to electronic format, reproduced, or distributed without written permission of the American College of Rheumatology and the presenter.**

Any use of the program content for commercial purposes (which includes, but is not limited to, oral presentations, audiovisual materials used by speakers, and program handouts) without the written consent of the ACR is prohibited. This policy applies before, during, and after the meeting. The ACR will enforce its intellectual property rights and penalize those who infringe upon them. Please reference the “Abstract Permissions and Reprints” page for copyright and reprint details. Companies violating copyright may lose priority points and, if possible, have promotional items removed.

## Posters and Abstracts

The information below is excerpted from the [ACR Industry Rules and Regulations](#) and the ACR’s the [ACR’s abstract guidelines](#).

- **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

- Following approval (see the [ACR’s abstract guidelines](#)), **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](http://acrabstracts.org) is considered a booklet and is prohibited.**

## 2024 ACR Convergence Promotional Materials Guidelines

- 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 guidelines](#) for more information).
- Posters may not be linked to or hosted on branded corporate websites or to websites that promote a product.

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

#### **ACR Abstracts**

- Following approval from Wiley (see approval process in the [ACR's abstract guidelines](#)), 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 November 2024. 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 (see the [ACR's abstract guidelines](#)), 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 November 2024. The American College of Rheumatology does not guarantee, warrant, or endorse any commercial products or services.  
Reprinted by (insert name of supporting company).

### *Other Advertising & Marketing Activities Guidelines*

The ACR offers opportunities to promote company activities by advertising in *ACR Convergence Today*, the annual meeting publication. Companies can also rent the advanced or final meeting registration lists, or the ACR/ARP membership list. Please note that the registration and membership lists do not include email addresses as the ACR does not share this information and members can opt out of having their contact information shared. Additionally, marketing materials sent to the registration and/or membership lists must be approved by the ACR.

These advertising opportunities and resources are exclusively available through ACR, TriStar 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.

As a reminder, the ACR must approve all promotional materials prior to printing, distribution, or other use. Submit final versions of materials by **Friday, October 4, 2024, to [sponsorships@rheumatology.org](mailto:sponsorships@rheumatology.org)**. Please allow seven (7) business days for review and processing. Rush orders will be handled in three to five (3-5) business days, as time permits.