



## INNOVATION THEATER INFORMATION

The Innovation Theater, located within the exhibit hall, delivers an exceptional setting to showcase your products and services to approximately 200 attendees, who can attend on a first-come, first-served basis. Two theaters will be available at ACR Convergence with presentations rotating every hour from Sunday through Tuesday.

2023 Schedule		
Date	Theater A	Theater B
<b>Sunday, November 12</b> Exhibit hours 10:00 AM – 5:00 PM Unopposed Hours 10:00 – 11:00 AM ; 1:00 – 2:00 PM	10:30 – 11:15 AM*	11:30 AM – 12:15 PM‡
	12:30 – 1:15 PM‡	1:30 – 2:15 PM*
	2:30 – 3:15 PM*	3:30 – 4:15 PM*
<b>Monday, November 13</b> Exhibit hours 10:00 AM – 5:00 PM Unopposed Hours 10:00 – 11:00 AM ; 1:00 – 2:00 PM	10:30 – 11:15 AM*	11:30 AM – 12:15 PM‡
	12:30 – 1:15 PM‡	1:30 – 2:15 PM*
	2:30 – 3:15 PM*	3:30 – 4:15 PM*
<b>Tuesday, November 14</b> Exhibit Hours 10:00 AM – 2:30 PM Unopposed Hours 10:00 – 11:00 AM ; 1:00 – 2:00 PM	10:30 – 11:15 AM*	11:30 AM – 12:15 PM‡
	12:30 – 1:15 PM‡	1:30 – 2:15 PM*
*Light refreshment will be served ‡Boxed lunch will be served		

## GUIDELINES

### Theater Presentations

The exhibitor agrees to utilize the Innovation Theater as a place for a promotional presentation or activity highlighting a new service or product. **Presentations in the Innovation Theater cannot offer CME.** The ACR reserves the right to review all content of proposed presentations. If your proposed presentation requires modification, you will be notified by ACR Staff. Due to the scope of the meeting, ACR cannot guarantee that educational sessions on comparable topics may not be taking place during any given timeslot.

### ***Eligibility***

1. Theater slots may only be secured by contracted 2023 ACR exhibitors.
2. If the exhibitor cancels or defaults on exhibit space, the contracted Innovation Theater time slot will be revoked and cancellation fees will apply, as outlined in these guidelines.
3. Requests for more than one time slot will be approved at the discretion of the ACR.

### **Innovation Theater Benefits - \$45,000**

- Outstanding venue for you to market your products or services during a 45- minute presentation
- Seating for approximately 200
- Innovation Theater presentation listings on signage in the exhibit hall, on the ACR website, in the meeting app, and in the Session Tracker
- Complimentary light refreshments and snacks at to the Innovation Theater provided by the ACR.
  - 10:30 AM, 1:30 PM, 2:30 PM and 3:30 PM sessions will have light refreshments
  - 11:30 AM and 12:30 PM sessions will include a boxed lunch.
- Two complimentary lead retrieval units for use during the sessions
- Complimentary core audio/visual equipment, which includes: two microphones, LCD projector, screen, and confidence monitor

### **Innovation Theater Upgrade - \$15,000**

Enhance your Innovation Theater presentation by upgrading your package to include:

- A recording of your session
- The ability to live-stream your session directly into your booth
- Pre-scheduled, 30-minute, "day of" rehearsal time with AV tech

### ***Application and Payment Schedule***

1. Applications submitted by the **April 12, 2023** deadline will be assigned a time slot based on the following criteria:
  - Corporate donor status including Foundation Corporate Roundtable membership as of March 14, 2023.
  - Number of priority points.
  - Date/time order the application is received.
2. Once your time slot has been assigned, you will be invoiced for the total amount.
3. Payment due no later than Friday, August 25, 2023.

Any applications received after the April 12, 2023 deadline will be assigned in the order in which the application is received.

### ***Cancellation & Liability Policy***

- The ACR reserves the right to terminate an exhibitor's Innovation Theater contract. The ACR, Shepard and the San Diego Convention Center are not responsible for delays, damage, loss, increased costs or other unfavorable conditions which arise as a result of such termination.
- Exhibitors are liable for any damage caused to theater floors, walls, columns, or to standard theater furnishings, theater equipment, or to other exhibitors' property.
- The contracted exhibitor is responsible for all personal and corporate property placed in Theater space.
- Cancellation must be received in writing. Send cancellation correspondence to Brianna Boyer ([bboyer@rheumatology.org](mailto:bboyer@rheumatology.org)). The official cancellation date will be recorded as the date of receipt.

### ***The following cancellation fees apply:***

Cancellations received on or before August 4, 2023, will be assessed a 50% cancellation fee. Cancellations received on or after August 5, 2023, will forfeit 100% of their fees.

### ***Speaker Information***

#### ***Restrictions:***

Board members of the ACR and the Foundation, the ARP executive committee, the A&R editor, the AC&R editor, the TR editor and chairs of the following committees: committee on education, annual meeting planning subcommittee, 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 may not participate in industry-supported activities, held during or at the conclusion of ACR meetings, including industry-supported symposia and innovation theater presentations.

Please refer to the list of [ineligible speakers for 2023](#).

***Speaker Registration:*** Complimentary speaker registrations are not provided. It is highly encouraged that speakers are registered through attendee registration (as opposed to exhibitor registration) in order for the most accurate information to be reflected on the website.

### ***Relocation of Theater***

ACR Management reserves the right to alter the size and location of the Innovation Theater as shown on the official floor plan, if deemed necessary, at the sole discretion of ACR Exhibit Management.

### ***Set-Up and Breakdown***

Companies will be allowed access to the theater 30 minutes prior to the start of their presentation and for 30 minutes after the presentation.

### ***Special Considerations***

Any activities outside of the normal scope of Innovation Theater presentations need to be approved by show management. This would include anything that would add logistics (such as handing out technology to attendees) or work and expense related to vendors (anything that would require additional A/V, power, etc.).

### ***Giveaways, Announcements & Invitations***

Companies are allowed to place literature or handouts in the theater in the set up time preceding their scheduled presentation and are expected to pick up any remaining items left in the theater after the presentation. No other swag/giveaways are allowed.

- The ACR encourages you to promote your Innovation Theater presentation utilizing the marketing tools listed on the ACR Convergence website. The ACR will not co-sponsor any presentations in the Innovation Theater.
- Announcements or invitations must include the following disclaimer:

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

- All promotional materials must be reviewed and approved by ACR Exhibit Management.
- All announcements and invitations must adhere to the [promotional material guidelines](#)

## ***Signage***

Signage may be ordered (no larger than 28" x 44") through Shepard or a contractor of the exhibitor's choosing and are the sole financial responsibility of the exhibitor. **A maximum of two signs may be displayed at the Innovation Theater.** Sponsors may place signage outside the theater, beginning 30 minutes prior to the presentation. A sign may also be placed in the sponsoring company's booth. No additional theater signage is permitted in the exhibit hall. All innovation signage provided by the session sponsor must be reviewed and approved by ACR Exhibit Management. All signs must adhere to the promotional materials guidelines.