



## INNOVATION THEATER GUIDELINES

The Innovation Theater, located within the exhibit hall, delivers an exceptional setting to showcase your products and services to approximately 250 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.

| 2025 Schedule  |                              |                                  |
|--|------------------------------|----------------------------------|
| Date   | Theater A                    | Theater B                        |
| <b>Sunday, October 26</b><br>Exhibit hours<br>10:00 AM – 5:00 PM<br>Unopposed Hours<br>11:30 AM – 1:00 PM  | 10:30 – 11:15 AM*            | 11:30 AM – 12:15 PM <sup>‡</sup> |
|  | 12:30 – 1:15 PM <sup>‡</sup> | 1:30 – 2:15 PM*                  |
|  | 2:30 – 3:15 PM*              | 3:30 – 4:15 PM*                  |
| <b>Monday, October 27</b><br>Exhibit hours<br>10:00 AM – 5:00 PM<br>Unopposed Hours<br>11:30 AM – 1:00 PM  | 10:30 – 11:15 AM*            | 11:30 AM – 12:15 PM <sup>‡</sup> |
|  | 12:30 – 1:15 PM <sup>‡</sup> | 1:30 – 2:15 PM*                  |
|  | 2:30 – 3:15 PM*              | 3:30 – 4:15 PM*                  |
| <b>Tuesday, October 28</b><br>Exhibit Hours<br>10:00 AM – 2:30 PM<br>Unopposed Hours<br>11:30 AM – 1:00 PM | 10:30 – 11:15 AM*            | 11:30 AM – 12:15 PM <sup>‡</sup> |
|  | 12:30 – 1:15 PM <sup>‡</sup> | 1:30 – 2:15 PM*                  |
| *Light refreshment will be served<br><sup>‡</sup> Boxed lunch will be served                               |                              |                                  |

### 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.

Content (Title, Description, Speaker Information) is due no later than July 18<sup>th</sup>, 2025, via SurveyMonkey [collector](#).

## Eligibility

1. Theater slots may only be secured by contracted 2025 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 and will not be considered until everyone that has applied and fits the criteria has been assigned one slot.

## Innovation Theater Benefits - \$50,000

- Outstanding venue for you to market your products or services during a 45- minute presentation
- Seating for approximately 250
- 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 the Innovation Theater provided by the ACR.
  - 10:30 AM, 1:30 PM, 2:30 PM and 3:30 PM sessions will have light food and beverage
  - 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 (Optional) - \$15,000

- Livestream of the session into supporting company's booth via Vimeo stream - Must have at least 20x20 exhibit space to stream
- 30-minute rehearsal prior to scheduled session
- One complimentary pre-registration mailing list for *distribution to a licensed/bonded mail house or printer*, for one-time use by the sponsoring organization, for issuing invitations to your theater presentation
- A session recording (.mp4) within a week of the conclusion of the meeting
  - The standard package is speaker audio along with presentation slides. ***A camera add-on to have video of the speaker/stage will incur additional expense for the equipment rental and labor.***

## Application Schedule

- 1) Applications submitted by the initial **April 23, 2025**, deadline will be assigned a time slot based on the following criteria:
  - a. Foundation Corporate Roundtable membership benefits by the time of assignment
  - b. Number of priority points.
  - c. Date/time order the application is received.
- 2) We will not begin assigning slots until the week of April 26<sup>th</sup>-30<sup>th</sup>, when LOA's will be generated and sent for signature.
- 3) LOA's must be signed and returned within 30 days. Failure to return will result in the loss of the presentation slot.
- 4) If any slots remain after the initial round of assignments, they will be available on a first come, first served basis. Multiple theater slots will be approved on a case-by-case basis by show management, and only once everyone who has applied has secured one slot.

## Cancellation & Liability Policy

- The ACR reserves the right to terminate an exhibitor's Innovation Theater contract. The ACR, Shepard and the McCormick Place 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 Sophia Saucer at [ssaucer@rheumatology.org](mailto:ssaucer@rheumatology.org). The official cancellation date will be recorded as the date of receipt.

### ***Payment Terms and Cancellation Fees***

Once your time slot has been assigned, you will be invoiced on the following terms:

- Full payment is due within sixty days of LOA signature, no later than **June 30, 2025**.
- Any cancellations after **June 30, 2025**, will owe the full 100%.
- Any theater slot secured beyond a payment due date as stated above will be required to pay the total payments due up to that point.
- Cancellations must be received in writing to Sophia Saucer at [ssaucer@rheumatology.org](mailto:ssaucer@rheumatology.org).

### ***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 2025](#).

***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.

***Speaker Information:*** If your speaker is an ACR member, and the personal details submitted via the SurveyMonkey differ from the details listed on their ACR profile (affiliation, photo, title, etc.), the speaker must update the details within their ACR profile to be accurately represented in promotional materials.

### ***Attendee Registration***

Under no circumstances should any company create a separate registration mechanism for attendees to pre-register for their

theater presentation. Implementation of attendee registration may lead to being banned from taking part in the Innovation Theater in the future.

### ***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.

### ***Theater Entry / Attendance***

The Innovation Theater is intended as a free benefit for scientific attendees. To ensure priority theater accommodations for our scientific attendees, the ACR will grant access to the theater by referencing attendee lanyard color and/or badge credentials. Unless we are provided with other guidance, exhibitors from non-presenting companies will be turned away. Attendance of the hosting/presenting company's employees is at the discretion of the hosting company. Any large-scale management of attendance needs to be discussed with the ACR in advance.

### ***Theater Staffing***

The ACR provides two temps to scan attendee badges for Theater entry, and the ACR manager will ensure smooth operations of the schedule, F&B, and management of any appropriate venue or vendor staff related to the Theater. It is recommended that you provide a point of contact for things like onsite management of the speakers, audience Q&A (passing the microphone), and management of your company employees and/or sponsored/hosted attendees should you want to limit their attendance to the theater.

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

Companies will be allowed access to the theater 20 minutes prior to the start of their presentation and for 15 minutes after the presentation. We cannot guarantee an A/V run-through prior to presentation start and ask that this time be reserved for a quick PowerPoint run-through. Audience members begin to enter the theater 15 minutes prior to the presentation time to allow your presentation to reach maximum capacity.

### ***Special Considerations***

Any activities outside of the normal scope and stage set of the Innovation Theater 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.).

The stage setup for the Innovation Theater cannot be changed. Due to union restrictions at McCormick Place Convention Center, exceptions cannot be made.

### ***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 20 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.

### Lead Retrieval

The ACR provides lead retrieval scanners for the Theater from our official registration partner, CMR. The attendee bar code will include Time Stamp, Attendee Reg ID, FirstName, LastName, Credential, Company, Address, City, State, Postal Code, Country, Telephone, Email address. At the event, by having their badge scanned, the attendee is consenting to allow the exhibitor to follow-up after the event. Once the badge is scanned, the exhibitor is responsible for the secure handling of the attendee's personal information, and must comply with personal information security laws including, but not limited to GDPR (General Data Protection Regulation), MIPSA (Massachusetts data privacy law), and CCPA (California Consumer Privacy Act). An attendee may opt-out of badge scanning by verbally declining to allow an exhibitor to scan their badge, in which case, entry into the theater may be denied. If an attendee consents to scanning, but wishes to opt-out later, they may reach out to the exhibitor who scanned their badge to request removal from their list.

## DUE DATE QUICKLIST

**Please note that because Convergence 2025 takes place earlier than usual, we must adhere to strict deadlines. All deadlines listed below are final.**

|   |  |
|---|--|
| March 24 <sup>th</sup>                          | <a href="#">Application</a> Open   |
| April 23 <sup>rd</sup>                          | Final deadline for initial application/Full payment due within two months                                    |
| April 24 <sup>th</sup> - April 30 <sup>th</sup> | LOA's will be generated and sent from applications submitted by April 23 <sup>rd</sup>                       |
| April 30 <sup>th</sup> – onward                 | Any open slots assigned on a first come, first served basis  |
| June 30 <sup>th</sup>                           | Final payment due  |
| July 18 <sup>th</sup>                           | <a href="#">Content Due</a> – Title, Description, Speaker Information  |
| September 5 <sup>th</sup>                       | Promotional Material Approval Deadline   |
| October 10 <sup>th</sup>                        | Final PowerPoint presentations Due to <a href="mailto:ssaucer@rheumatology.org">ssaucer@rheumatology.org</a> |

