

# ACR/ARHP Annual Meeting

Chicago • 2018

October 19-24, 2018 • Exhibits: October 21-23



## CORPORATE SUPPORT AND ADVERTISING OPPORTUNITIES



# Dear Exhibitor,

The American College of Rheumatology and TriStar are teaming up to provide a seamless buying experience for corporate support and advertising opportunities. TriStar Event Media Strategists will work closely with you to provide marketing solutions to maximize your visibility. Bring your message to life with a broad selection of opportunities found in this new all-inclusive menu of offerings!

## CORPORATE SUPPORT OPPORTUNITIES

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## PROCEDURES AND DEADLINES

- New in 2018, TriStar will be coordinating corporate support requests and right of first refusals.
- The ACR releases the right of first refusal and other corporate support opportunities to those companies with items under right of first refusal prior to widespread release. Right of first refusal companies are those who secured sponsorships in the year prior.
- On behalf of ACR, TriStar will accept confirmation of right of first refusal and new/existing items beginning at the same time.
- To give all right of first refusal companies ample time to review all opportunities, TriStar will begin accepting requests on Wednesday, April 4, 2018 at 1 p.m. ET. To ensure fairness to all organizations, please be aware that requests received prior to this date and time will not be accepted. Requests must be submitted via email no earlier than 1 p.m. ET on April 4.
  - » Right of first refusal will be offered where possible. Please note that the opportunities change year to year within the convention center and offering right of first refusal items may not be possible in a given year.
  - » New/existing items are available on a first-come, first-served basis and may not be available when TriStar receives your company's notification.
  - » Each exhibiting organization may submit one new sponsorship idea to TriStar. The ACR will review and approve new sponsorship ideas not included on the current menu. New opportunities initiated by a company but not included in the ACR menu will be available to the initiating company first. Should more than one corporate partner suggest a similar idea, preference will be given to the company initiating the idea first. Should the initiating company not move forward, another company may opt to pick up the opportunity. Pricing will be comparable to current sponsorships.
- Right of first refusal and all sponsorship items not secured by April 30 at 5 p.m. ET will be released for general consideration to all exhibitors and sponsors.
- Upon election, TriStar will notify the ACR who will provide a Letter of Agreement for signature.
- ACR will invoice and collect payment for all corporate support opportunities.
- Material submission and sponsorship deliverables will be made to the ACR.

## CORPORATE SUPPORT GUIDELINES

- All opportunities may include corporate and/product branded messaging, except those supporting specific sessions or educational activities.
- Supporters are responsible for all design, content, and other sponsor-directed graphics for all sponsorships and supporter-provided materials.
- ACR approval is required for all supporter content and design, as well as any supporter-produced materials in advance of production.
- The ACR is responsible for production, installation, and removal of all sponsorships, signage, banners, and other supporter materials unless otherwise noted in the sponsorship details.
- Development and placement of recognition signage, sponsorships, and other associated materials is at the discretion of the ACR.
- **ACR Exhibitor Prospectus and Rules and Regulations** are applicable and additional guidelines may apply to specific opportunities.

## SUPPORTER BENEFITS AND RECOGNITION

**Benefits:** In addition to unique benefits for each opportunity, all support opportunities include corporate recognition in Annual Meeting signage located throughout the convention center, and listings within the Session Tracker and the ACR Daily News.

**Recognition:** All opportunities may include corporate and/or product branded messaging, aside from session or education-related activities.

## NOTE TO OUR PARTNERS

### Submit a New Sponsorship

We welcome innovative ways that you think your organization can add value to the meeting and attendee experience while achieving your organization's visibility and awareness goals. Each exhibiting organization may submit one new sponsorship idea to TriStar for consideration.

**Contact TriStar for more information, specific guidelines, and to secure your new sponsorship.**



Welcome attendees to the 2018 Annual Meeting with eye-catching advertising throughout the McCormick Place convention center. Choose from bold banners, escalator signage, and stair decals to promote your brand, booth, or products.

**BANNER ADVERTISING**    Materials due: August 17 | Final proof due: August 24

LOCATION	QUANTITY	DIMENSIONS	SUPPORT FEE
Transportation lobby, west side level 2 concourse, facing southeast <b>(L2-A)</b>	1 banner	25'W x 10'H; single-sided	<b>\$75,000</b>
Transportation lobby, west side level 2 concourse, facing southwest <b>(L2-B)</b>	1 banner	25'W x 7'H; single-sided	<b>\$75,000</b>
Transportation lobby, west side level 2 concourse, next to elevator <b>(L2-C)</b>	1 banner	15'W x 7'H; single-sided	<b>\$75,000</b>
Transportation lobby, level 2 concourse banner next to elevator, facing west <b>(L2-D)</b>	1 banner	20'W x 7'H; single-sided	<b>\$75,000</b>
Transportation lobby, level 2 concourse banner, overlooking entrance, facing north <b>(L2-E)</b>	1 banner	27'W x 7'H; single-sided	<b>\$100,000</b>
Transportation lobby, west side level 2 concourse banner at room W183, facing east <b>(L2-F)</b>	1 banner	30'W x 6'H; single-sided	<b>\$100,000</b>
East side of central concourse, east side level 3 above escalators, facing west <b>(L3-A)</b>	1 banner	10'W x 7'H; single-sided	<b>\$50,000</b>
East side of central concourse, level 3, facing east near hotel entrance <b>(L3-B)</b>	1 banner	20'W x 5'H; single-sided	<b>\$75,000</b>
East side of central concourse, east side level 3 above escalators near Starbucks Coffee, facing east <b>(L3-C)</b>	1 banner	12'W x 7'H; single-sided	<b>\$50,000</b>
East side of central concourse, east side level 3 near skybridge <b>(L3-D)</b>	1 banner	50'W x 7'H; single-sided	<b>\$125,000</b>
East side of central concourse, east side level 2 near room CC20 <b>(L2-G)</b>	1 banner	16'W x 7'H; single-sided	<b>\$75,000</b>
East side of central concourse, east side level 4 above Starbucks Coffee <b>(L4-L)</b>	1 banner	25'W x 7'H; single-sided	<b>\$75,000</b>
West side of central concourse, level 3 concourse walkway, over escalator, facing east <b>(L3-E)</b>	1 banner	45'W x 7'H; single-sided	<b>\$100,000</b>
West side of central concourse, level 3 concourse walkway, over escalator <b>(L3-F)</b>	1 banner	45'W x 7'H; single-sided	<b>\$100,000</b>
West side of central concourse, west side level 3 concourse, facing stairs and escalators <b>(L3-G, L3-H, L3-I)</b>	3 banners	20'W x 7'H; single-sided	<b>\$75,000 each</b>
West side of central concourse, level 3, side-facing <b>(L3-J, L3-K, L3-L)</b>	3 banners	25'W x 7'H; single-sided	<b>\$75,000 each</b>
West side of central concourse, level 4 central concourse balcony banners <b>(L4-A, B, C, D, E, F, G, H, I, J)</b>	10 banners	19'W x 7'H; single-sided	<b>\$75,000 each</b>
West side of central concourse, level 3 concourse, above the escalator, facing west <b>(L3-M)</b>	1 banner	45'W x 4'H; single-sided	<b>\$100,000</b>
West side of central concourse, level 3 bridge banner, above escalators <b>(L3-N)</b>	1 banner	20'W x 4'H; single-sided	<b>\$75,000</b>

CONTINUED ON NEXT PAGE

**BANNER ADVERTISING**    Materials due: August 17 | Final proof due: August 24

LOCATION	QUANTITY	DIMENSIONS	SUPPORT FEE
Central concourse, level 4 center banner, facing north <b>(L4-K)</b>	1 banner	25'W x 7'H; single-sided	<b>\$75,000</b>
Central concourse <b>(CC-A, B, C, D, E, F, G, H, I, J)</b>	10 banners	9'W x 16'H; double-sided	<b>\$75,000 each</b>
Exhibit hall <b>(EH-A)</b>	1 banner	15'W x 15'H; single-sided	<b>\$75,000</b>
Exhibit hall <b>(EH-B)</b>	1 banner	15'W x 3'H; single-sided	<b>\$50,000</b>
Exhibit hall <b>(EH-C)</b>	1 banner	128'W x 4'H; single-sided	<b>\$125,000</b>

**ESCALATOR ADVERTISING**

LOCATION	QUANTITY	DIMENSIONS	SUPPORT FEE
Lobby — West side of central concourse, level 1 leading to level 2.5 <b>(E1-A)</b>	Package of 2 runner clings plus stairs	Each runner cling is 11.5"W x 48'-1"H 39 stair decals: 99"W x 6" high each	<b>\$75,000</b>
Lobby — West side of central concourse, level 1 leading to level 2.5 <b>(E1-B, E1-C, E1-D)</b>	18 escalator glass clings – package includes sections B, C, D	Sections B and D: 3'4"L x 29"H Sections C: 37'L x 26"H	<b>\$50,000</b>
West side of central concourse, level 2.5 leading to level 3 <b>(E2.5-A)</b>	Package of 2 runner clings plus stairs	Each runner cling is 11.5"W x 34'-1"H 26 stair decals: 74"W x 6"H each	<b>\$75,000</b>
West side of central concourse, level 2.5 leading to level 3 <b>(E2.5-B, E2.5-C, E2.5-D)</b>	18 escalator glass clings – package includes sections B, C, D	Sections B and D: 3'4"L x 29"H Sections C: 23'L x 26"H	<b>\$50,000</b>
Central concourse, level 3 leading to level 4 <b>(E3-A)</b>	Package of 2 escalator runner clings	Each runner cling is 11.5"W x 57'H	<b>\$40,000</b>
Central concourse, level 3 leading to level 4 <b>(E3-B, E3-C, E3-D)</b>	18 escalator glass clings – package includes sections B, C, D	Sections B and D: 40"W x 29" Sections C: 45'L x 26"H	<b>\$50,000</b>
Level 1 leading to registration <b>(E1-E)</b>	Package of 2 escalator runner clings	Each runner cling is 11.5"W x 78'-7"H	<b>\$40,000</b>
Level 1 leading to registration <b>(E1-F, E1-G, E1-H)</b>	18 escalator glass clings – package includes sections B, C, D	Sections B and D: 3'4"L x 29"H Sections C: 67'L x 26"H	<b>\$50,000</b>

**STAIRCASE ADVERTISING**

LOCATION	QUANTITY	DIMENSIONS	SUPPORT FEE
Lobby — West side of central concourse, level 1 leading to level 2.5 <b>(S1-A)</b>	39 decals	99"W x 6"H	<b>\$50,000</b>
West side of central concourse, level 2.5 leading to level 3 <b>(S2.5-A)</b>	26 decals	74"W x 6"H	<b>\$50,000</b>

## CURRENTLY AVAILABLE

### DIGITAL IMAGE DISPLAY

[Click here for more information](#)

**Exclusive Opportunity: \$50,000**

To encourage the growth of the ACR's digital image library with high quality images for educational use, we will host a display kiosk at the annual meeting to showcase accepted case-based medical images. The kiosk will include 4–5 digital rotating image displays with captions. Sponsor benefits will include signage, a screen saver on the rotating displays, and an exclusive digital display to show the sponsor's product advertisement or meeting/booth information. The kiosk will be placed outside Hall F2 (Poster Hall).

**Materials due: August 17 | Final proof due: August 24**

### REGISTRATION FLOOR DECALS **NEW!**

**Exclusive Opportunity: \$75,000**

This new, exclusive opportunity will give a single sponsor the ability to help ACR direct attendees to the registration area located in the pre-function lobby. Approximately 30–35 floor decals featuring the supporter's message (corporate or product) will lead attendees from the third level to the registration area. Decals are typically 18" x 24" and spaced approximately 15' apart. Guidelines apply.

**Materials due: August 17 | Final proof due: August 24**

*\*Customization available. Inquire for pricing.*

*\*ACR reserves the right to update sponsorship opportunities without written notification.*

### EXHIBIT HALL COLLABORATION RHEUM

**Exclusive Opportunity: \$75,000**

The Collaboration Rheum offers scientific meeting attendees space to meet with peers, colleagues, experts, and others. The Rheum offers separate meeting areas that are available for use. Sponsor recognition includes Daily News acknowledgement, signage, panel branding on the Collaboration Rheum external walls, and branded cups and napkins for the water service (supporter to provide). The Collaboration Rheum is located in a prime high-traffic area.

**Materials due: August 17 | Final proof due: August 24**

### EXHIBIT HALL SNACK BREAKS

**Exclusive Daily Opportunity:  
\$25,000 daily, three days available**

Refreshing snacks and beverages will be available to attendees in high-traffic common areas during the exhibition. The supporter will be recognized in signage placed near the refreshment tables and is able to provide cups and napkins with corporate and/or product logo for each break (supporter to provide).

**Materials due: August 17 | Final proof due: August 24**

### ATTENDEE LOUNGE

**Two Opportunities: \$50,000 each**

Located outside Hall F2 (Poster Hall) and Room 375 (Review Course/Scientific Sessions), attendees will be able to relax and connect with colleagues while waiting for their next session. The Lounges offer comfortable seating at banquet rounds and include power strips for attendee convenience. The supporter will receive recognition through branded signage and table skins.

**Materials due: August 17 | Final proof due: August 24**



### ARHP NETWORKING FORUM, MONDAY

**Exclusive Opportunity: \$20,000**

This event continues to be one of ARHP's most highly rated sessions and provides a unique opportunity for your organization to support informal roundtable networking for health professionals during the annual meeting. Two company representatives are invited to attend the event from the supporting organization and corporate recognition will be provided on event signage and tabletop tent cards, as well as from the podium during the introductory remarks.



## RIGHT OF FIRST REFUSAL

VIEW  
IMAGES  
HERE

### EXHIBIT HALL HANGING AISLE SIGNS

**Exclusive Opportunity: \$75,000**

Extend your company's visibility by having corporate logo and/or product messaging on signs hanging in the center of each aisle in the exhibit hall. Signs are visible upon entrance to the hall and attendees use them to navigate their visit. The cross-directional signs come in two sizes with the smaller sign hanging below the larger sign. There are 12 aisles in the exhibit hall, creating space for 12 upper panels at 48"W x 96"H and 12 lower panels at 48"W x 36"H offering cross-directional branding.

**Materials due: August 17 | Final proof due: August 24**

### EXHIBIT HALL FLOOR DECALS

**Exclusive Opportunity:**

**\$75,000 for approximately 30–35 decals**

Exhibition floor decals will lead attendees from the entrance of the exhibit hall to your booth. Each floor decal will include your corporate and/or product logo, messaging, and booth number. Depending on shape, decals are typically 18" x 24" and spaced approximately 15' apart (subject to change based on floor plan). Guidelines apply.

**Materials due: August 17 | Final proof due: August 24**

### EXHIBIT HALL NETWORKING LOUNGES

**Exclusive Opportunity: \$35,000**

Two networking lounges located within the exhibit hall will offer attendees a relaxing oasis in which to meet with colleagues. Lounges will be set with sofas, coffee tables and water coolers refilled throughout the day. Supporter has the option to provide beverage cups and napkins with corporate and/or product messaging.

**Materials due: August 17 | Final proof due: August 24**

### EXHIBIT HALL ATTENDEE GREEN SCREEN PHOTOS

**Exclusive Opportunity: \$25,000**

The green screen photos are a fun way for attendees to commemorate their meeting experience with friends and colleagues in the exhibit hall. The green screen offers a variety of backgrounds for attendees to select from and will include a sponsor tagline that reads, "Brought to you by xx company" or "Visit xx at booth xx." Additional signage will recognize the supporter at the green screen booth, located within the ACR Discovery Center in the center of the exhibit hall.

**Materials due: August 17 | Final proof due: August 24**

### WIFI WAY

**Exclusive Opportunity: \$100,000**

WiFi Way extends in four directions in the center of each main exhibit hall aisle. Sprinkled with park benches, five cocktail tables, ten banquet rounds, and carpet, WiFi Way offers attendees a place to connect in the hall. Sponsor recognition includes corporate and/or product messaging on signage in each aisle, table skins, bench banners, and directional signage. Table skins are at the supporter's expense.

**Materials due: August 17 | Final proof due: August 24**

### SESSION TRACKER (BACK COVER POSITION)

**Exclusive Opportunity: \$95,000**

The Session Tracker features a variety of meeting information, including session information, convention center information and key location and room details. This will be the only printed meeting publication provided at the time of registration and materials pick-up. Supporter receives a four-page corporate or product listing on the back cover and previous pages for PI, as needed. (Specifications, placement and final approval to be provided by the ACR).

**Materials due: August 17 | Final proof due: August 24**

### TECHNOLOGY KIOSKS

**Exclusive Opportunity: \$75,000**

Four technology kiosks give your organization an enhanced presence in high-traffic areas during the meeting. The exclusive supporter can provide mouse pads and a screensaver that displays corporate and/or product branded meeting messaging and receives recognition and meeting messaging on signage and kiosk panels.

**Materials due: August 17 | Final proof due: August 24**



## RIGHT OF FIRST REFUSAL (continued)

VIEW  
IMAGES  
HERE

### HOTEL KEY CARDS

**Exclusive Opportunity: \$75,000**

Distributed upon check-in at the hotel front desk, key cards can contain corporate logo, meeting messaging and booth number. Sponsor will receive the list of hotels where key cards will be distributed. Approximate quantity: 15,000

**Materials due: August 17 | Final proof due: August 24**

### CHARGING STATIONS

**Exclusive Opportunity: \$50,000**

Ten lockable charging kiosks will be placed around the convention center in high-traffic areas, including lobby areas outside of the exhibit and poster halls, and on the second floor of the convention center. These convenient stations allow attendees to securely charge their phones on-site throughout the day. Sponsors can provide a static or looping video with corporate and/or product branded advertisements to play each day throughout the meeting on the 19" LCD touch screen.

**Materials due: August 17 | Final proof due: August 24**



### CONFERENCE SHUTTLE BUSES WITH BUS BANNER OPTION

**Exclusive Opportunity: \$100,000 + add-on external bus wrapping option: \$10,000 per bus**

Complimentary shuttle bus service is a convenient and popular transportation option for attendees throughout the meeting. The supporter receives messaging including logo on custom headrest covers, the option to display and loop messaging on shuttle TV (supporter to provide DVD) and recognition on busing schedules, printed materials, and signage. An external bus banner is also available to the supporter at an additional fee. Due to the proximity of the convention center to the hotels, we anticipate a high volume of riders for the 2018 annual meeting, making this an excellent visibility opportunity.

**Materials due: August 17 | Final proof due: August 24**

### ARHP NETWORKING FORUM, SUNDAY

**Exclusive Opportunity: \$20,000**

The Networking Forum is the first "must-attend event" at the annual meeting for rheumatology health professionals. Two company representatives are invited to attend the event from the supporting organization, and corporate recognition will be provided on event signage and tabletop tent cards, as well as from the podium during the introductory remarks.

### SEATING CUBE PODS

**Exclusive Opportunity: \$55,000 (three pods of 10 cubes located within the center)**

Placed throughout the center in high-traffic locations, these pods double as seating areas and unique branding opportunities for increasing corporate and product awareness. A total of three pods of 10 cubes will be located within the convention center, and each cube includes a fabric cover that can have meeting messaging or branding on all sides.

**Materials due: August 17 | Final proof due: August 24**



\*ACR reserves the right to update sponsorship opportunities without written notification.



# ACRDailyNewsLive.org

ACRDailyNewsLive.org is the go-to meeting site connecting members, attendees, and exhibitors to important meeting information, featured news stories, and social media from the Annual Meeting. Reinforce your brand, promote events, and drive traffic to your web properties with prominently displayed advertising.

## 2017 STATS:



**12,548 sessions**



**8,860 users**



**23,789 pageviews**

## CAMPAIGN PERIOD

Ads will be posted upon first website traffic driver deployment and will run approximately 45 days after final traffic driver deployment (unless otherwise specified by the advertising company).

## DEADLINES

August 10      Ad space/payment  
August 17      Ad materials due

## ADVERTISING UNITS

AD TYPE	FEE
Leaderboard	<b>\$14,900</b> per leaderboard
Homepage Banner	<b>\$6,900</b> per top banner <b>\$5,900</b> per mid banner
Content Post Banner	<b>\$12,700</b> per top banner <b>\$10,500</b> per bottom banner
Half-page	<b>\$13,450</b> per top ad <b>\$12,450</b> per bottom ad
Docked Bottom Banner	<b>\$7,500</b>
Medium Rectangle	<b>\$4,200</b> per ad
Sidebar Video	<b>\$7,500</b>
Advertorial	<b>\$12,000</b> per advertorial
Video upgrade	<b>\$2,550</b>
Image gallery upgrade	<b>\$8,200</b>
<i>Ads changing out will be subject to a 10 percent change-out fee.</i>	

Contact your TriStar Event Media Strategist for ad specs!

## ACRDAILYNEWSLIVE.ORG WILL BE PROMOTED THROUGH THE FOLLOWING ACR CHANNELS:

- Two pre-meeting emails sent in September to ACR members and attendees
- Daily emails sent during the Annual Meeting to all attendees
- ACR Annual Meeting website and ACR publications site
- Social media posts through Facebook and Twitter that drive members to ACR Daily News Live content
- ACR App:
  - » Dashboard icon
  - » Alert sent daily when content is uploaded to drive app users to read today's news



**Click here to visit [ACRDailyNewsLive.org](http://ACRDailyNewsLive.org)**

# Email Advertising

ACR/ARHP-supported emails are a great way to reach attendees while delivering session highlights and news. Your banner ads will be highly visible on six emails distributed to ACR/ARHP members and meeting attendees.

## 2017 STATS:



**42.01% average open rate**



**8% average click rate**

## DEADLINES

August 10      Ad space/payment  
August 17      Ad materials due

## DISTRIBUTION DATES

**Email #1-2:** Approximately 11,500 ACR/ARHP members and pre-registrants will receive pre-meeting emails approximately six and two weeks before the Annual Meeting.

**Email #3-6:** ACR will send emails that report the latest Annual Meeting news to approximately 11,500 ACR/ARHP members and attendees on the following days:

**Email #3: October 19 | Email #4: October 21 | Email #5 : October 22 | Email #6: October 23**

## SPECIAL NOTES

- Banner ads will be placed on each of the six emails
- Ads changing out will be subject to a 10 percent change-out fee

## ADVERTISING RATE

POSITION	RATE
Top Banner	\$45,000
Mid Banner	\$35,000
Bottom Banner	\$25,000

## SPECIFICATIONS

Contact your TriStar Event Media Strategist for ad specs

Annual Meeting news and information from the American College of Rheumatology...  
To view this email as a web page, click [here](#).


AN OFFICIAL PUBLICATION OF THE AMERICAN COLLEGE OF RHEUMATOLOGY

# DAILY NEWS

REGISTRATION: NOV. 3-4 • PRE-MEETING COURSES: NOV. 3-4 • SCIENTIFIC SESSIONS: NOV. 3-4


## TOP BANNER

**MACRA has arrived, and now it counts**  
Posted date: Nov. 3, 2017



Changes to reimbursement introduced by the Medicare Access and CHIP Reauthorization Act (MACRA) will affect your Medicare income for 2019. A Sunday morning session will help you survive and thrive in this new era. [Learn more](#)


**Study of B cells gives new insight into SLE, other diseases**  
Posted date: Nov. 3, 2017



"B cells are a critical part of not only lupus, but a number of other autoimmune diseases," said Ignacio Sanz, MD. "It is time for a state-of-the-art look at how B cells are involved in SLE and so many other important autoimmune diseases." [Learn more](#)


## MID BANNER

**ACR Government Affairs moves forward on legislative action in 2017**  
Posted date: Nov. 3, 2017



2017 has been a busy year in Washington. The ACR's annual Legislative & Regulatory Update 2017, which takes place Sunday afternoon, will help put the year in perspective. [Learn more](#)

**Session delivers best of the best in pediatric rheumatology**  
Posted date: Nov. 3, 2017



Pediatric rheumatology - one of the most vibrant and productive communities in the specialty - has several presentations at the Annual Meeting, but the best of the best are gathered in a single session. [Learn more](#)

## BOTTOM BANNER

**AMERICAN COLLEGE OF RHEUMATOLOGY**  
American College of Rheumatology  
2200 Lake Boulevard NE  
Atlanta, GA 30319  
Tel: 404-633-3777

You are receiving this email because you have expressed interest in the ACR or ARHP. [Unsubscribe](#) from our list, or visit the [ACR website](#) to manage your Communication Preferences.

2017 Email shown for illustration purposes only.

# Speaker Videos **NEW!**

The ACRDailyNewsLive.org platform offers a modern approach to event reporting, allowing attendees to read, interact and engage with meeting content. Preview interviews of session speakers will be promoted across multiple media channels, offering supporters vast visibility.

## DEADLINES

August 24 Ad space/payment  
August 31 Ad materials due

## ADVERTISING RATE

**\$35,000** per package (three available)  
6-8 videos will be produced with support

## THREE PACKAGES AVAILABLE

PACKAGE INCLUDES	DETAILS
Company acknowledgment featured at the beginning and end of all videos	Example: <b>ACR News coverage is made possible through the generous support of COMPANY A, B, C</b>
One static ad to be played after acknowledgment screen	300 dpi, 1920 x 1080 pixels, eps or jpg *does not display on ACRDailyNewsLive.org
Additional acknowledgment after each video has played, displaying one product or corporate logo	
One top half-page ad on ACRDailyNewsLive.org (minimum 33% SOV)	Contact your Event Media Strategist for ad specs
One news alert scrolling in the breaking news ticker at the bottom of all videos	25–50 word limit

## UPGRADE OPPORTUNITY: \$8,000 (ONE AVAILABLE)

- In-video slider CTA linked to external site
- 30 character limit, including spaces, with displayed logo (appears once in each video)

For illustration purposes only. The content shown below is not derived from the ACR/ARHP Annual Meeting.



## TRAFFIC DRIVERS

-  ACRDailyNewsLive.org promotions
-  Email advertising
-  Link on ACR's Annual Meeting website
-  ACR social media channels
-  ACR Mobile Event App dashboard icon connecting to ACR DailyNewsLive.org
-  Sharing by ACR-designated social media influencers
-  ACR's exhibits



# Daily News

An attendee favorite, the Daily News features meeting highlights, industry announcements, and late-breaking science. Delivered each morning to attendees' hotel rooms and distributed at the convention center, the Daily News is highly visible!

## DEADLINES

September 7      Ad space/payment  
September 14      Ad materials due

## QUANTITY/NUMBER OF ISSUES

7,000 per issue date / 4 issues

## PUBLICATION DATES/DISTRIBUTION METHODS

### Friday/Saturday, October 19–20

Distribution beginning on the 19th at the convention center and dropped door-to-door at select hotels on the 20th

### Sunday, October 21–Monday, October 22

### Tuesday/Wednesday, October 23–24

Door-to-door at the major hotels and onsite at the convention center via strategically placed distribution racks and handout personnel

## ADVERTISING DIMENSIONS AND RATES

SIZE	DIMENSIONS (W X H)	B/W - 3X	4/C - 3X	B/W - 4X	4/C - 4X
Full-page	10 ¼" x 14"	<b>\$20,475</b>	<b>\$24,000</b>	<b>\$25,000</b>	<b>\$28,500</b>
Junior page	7 ½" x 10"	<b>\$17,650</b>	<b>\$20,300</b>	<b>\$21,000</b>	<b>\$24,000</b>
½ page	10 ¼" x 7" or 5" x 14"	<b>\$15,000</b>	<b>\$17,800</b>	<b>\$17,900</b>	<b>\$20,200</b>
¼ page	5" x 7"	<b>\$8,300</b>	<b>\$9,100</b>	<b>\$10,000</b>	<b>\$12,400</b>
Front Page Banner	10 ¼" x 2"	See premium positions			
Exhibit Hall Map Banner	21" x 2"	See premium positions			
Bellyband	26" x 2 ½"	See premium positions			
Inserts	10" x 7" max	See premium positions			



2017 Daily News issues  
shown for illustration purposes only.

## Premium Positions

(ALL PREMIUM POSITIONS, EXCLUDING BELLYBANDS AND INSERTS, MUST RUN IN ALL FOUR DAILY ISSUES – RATES INCLUDE 4/COLOR CHARGE.)

### MAIN SECTION

Back Cover .....	<b>\$42,600</b>
Inside Front Cover .....	<b>\$37,000</b>
Inside Back Cover .....	<b>\$32,500</b>
Center Spread .....	<b>\$32,500</b> per page
Front Page Banner .....	<b>\$41,000</b> <i>(Includes one full-page, 4/color ad to be placed run-of-book.)</i>
Bellyband .....	<b>\$32,600</b> per issue <i>(Includes one full-page, 4/color ad to be placed run-of-book in all issues. Advertiser supplies printed bands.)</i>

### SECOND SECTION

Back Cover .....	<b>\$38,000</b>
Inside Front Cover .....	<b>\$31,800</b>
Inserts .....	<b>\$31,300</b> per issue
Front Page Banner .....	<b>\$31,200</b> <i>(Includes one full-page, 4/color ad to be placed run-of-book.)</i>
Exhibit Hall Map .....	<b>\$38,300</b> <i>(Banner to be placed below the exhibit hall floor map, booth highlight, and one full-page, 4/color ad prior to map.)</i>

# Daily News Distribution Racks

This opportunity offers elite visibility throughout the convention center! Place your brand or corporate signage on the side and kick panels of five Daily News distribution racks.

## ADVERTISING RATE

**\$33,420**

(Includes brand or corporate advertising on side and kick panels of five distribution racks plus one full-page, 4/color ad to be placed in all issues of the Daily News.)

## DEADLINES

August 31 Ad space/payment  
September 7 Ad materials due

## MATERIAL SPECIFICATIONS

To be provided upon space commitment



# Medical Bag

Gain exposure for your event, product, and booth by placing your advertising in the bag! Attendees receive the ACR/ARHP Medical Bag from energetic handout personnel as they enter the exhibit hall.



## DEADLINES

August 24 Ad space/prototype/payment  
August 31 Ad materials due

## DISTRIBUTION DATES

October 21 (first day of exhibits)  
October 22

## PROTOTYPE SUBMISSION

Send PDF to Meghan Scobie [mscobie@tristarpub.com](mailto:mscobie@tristarpub.com)

## QUANTITY

3,000 per day

## ADVERTISING RATE

**\$8,300** per insert, per day

## SPECIAL NOTES

See page 20

# Premium Advertising Opportunity

Receive incredible visibility with prime advertising space on the outside of the official 2018 ACR/ARHP Medical Bag. The clear plastic pocket on the outside of the bag will hold one promotional insert. Your corporate or product logo and booth number will be printed above the pocket, and the ACR/ARHP logo will brand the opposite side of the bag.

## DEADLINES

June 29 Ad space/payment  
July 6 Logo artwork due  
August 24 Insert prototype due  
August 31 Final materials due

## ADVERTISING RATE

**\$29,800**



# Mobile Event App

The ACR/ARHP Mobile Event App has become an invaluable resource for navigating the Annual Meeting. Cutting-edge technology allows attendees to record information, customize their itineraries, and interact with other attendees like never before. Create an engaging event experience with measurable ROI by supporting the ACR/ARHP App.

## 2017 STATS:



**4,300,766**  
ad impressions



**108,603 downloads**  
and web visits



**1,385,713**  
session views

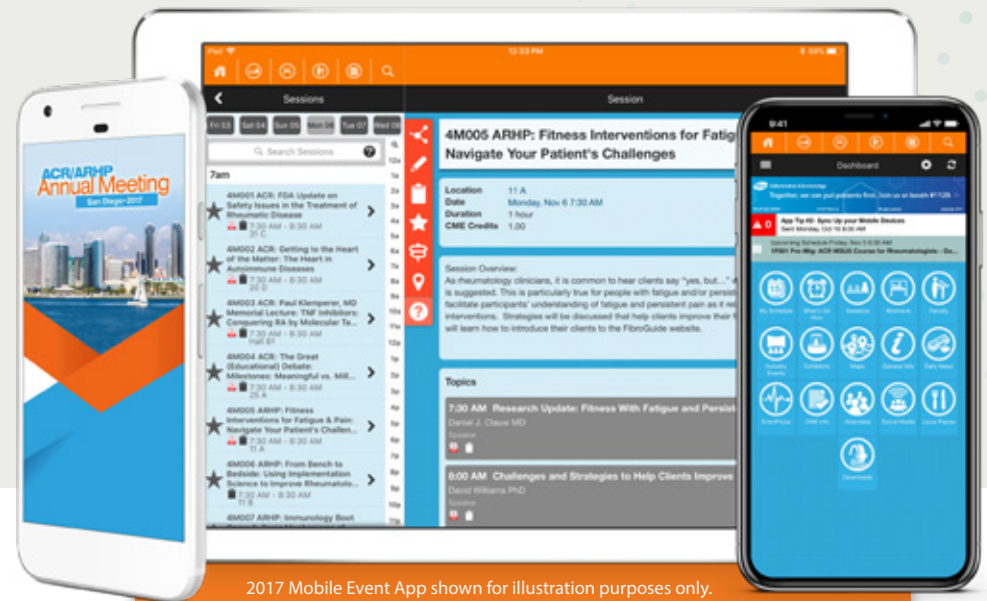
## DEADLINES

August 10 Space/payment  
August 17 Banner and landing page ad materials due

## SPECIFICATIONS

Contact your TriStar Event Media Strategist for ad specs

The ACR/ARHP Annual Meeting App is compatible with iPhone, Android, iPad and most tablets.



2017 Mobile Event App shown for illustration purposes only.



**Click here to learn more about the mobile event app**

## ADVERTISING PACKAGE

**\$65,000** (three packages available)

- One rotating banner ad to be placed at the top of the dashboard (clicks on banner ad open in-app landing page ad)
- One landing page ad (landing page ads can open in-app exhibitor detail page and/or approved external URL)
- Complimentary enhanced exhibitor listing (includes highlighted listing name, corporate logo on detail page and map along with up to five PDF documents for users to download, view, save or share)
- Acknowledgement on ACRDailyNewsLive.org and in the Session Tracker



# Enhanced Exhibitor Listing

Bring attention to your ACR/ARHP 2018 Mobile Event App exhibitor listing with these unique features to connect and engage attendees!

## COMPANY NAME LISTING HIGHLIGHT

At a glance, app users are drawn to your listing with this color highlight. Include product literature handouts and the handout "badge" icon in the listing will alert users you have resources to share! Purchase the video upgrade and a video "badge" icon highlights your media.

## LOGO RECOGNITION

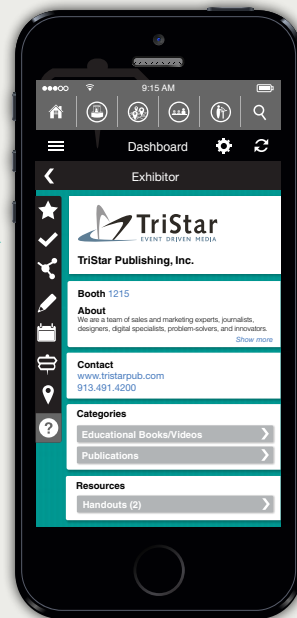
Brand your exhibitor detail page and your booth location in the Mobile Event App's floor map with one simple upload of your 4/color logo.

## PRODUCT LITERATURE

Educate attendees on your products and services with PDF documents downloaded and viewed through the app. Include up to five documents for maximum engagement.

## ADVERTISING RATE

**\$400** or  
**\$1,600** with Video Upgrade



# Promotional Alerts

Promotional alerts push your message at just the right time! Drive traffic to your event by scheduling a highly visible notification with custom content.

## DEADLINES

September 21 Ad space/payment  
September 28 Content due

## ADVERTISING RATE

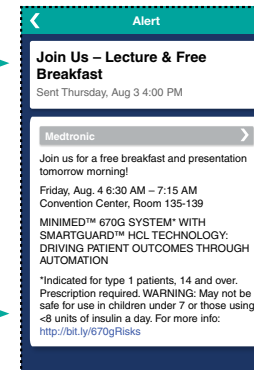
**\$13,000** per alert (limit two alerts per day) or  
**\$25,000** per day (includes two alerts)

## SPECIFICATIONS

Contact your Event  
Media Strategist

Subject Line

Custom Message



## SPECIAL NOTES

- Promotional alerts will be limited to two per day and are available on a first-come, first-served basis. Book NOW to confirm your promotional window!
- ACR/ARHP maintains the right to reschedule promotional alerts at their discretion
- Please include a subject line of up to 29 characters with associated content.

# Hotel Room Drop

Delivered to hotel rooms alongside the ACR/ARHP Daily News, your product or corporate promotion will receive special attention from a captive audience! Where possible, hotels will slide your advertisement under attendees' doors to greet them when they wake. Hotel room drops are available to one participant each day.

## DEADLINES

September 14	Ad space/prototype/payment
October 9	Samples of final products due to TriStar
October 17	Final products due to hotels

## QUANTITY

6,500 per day (includes overage)

## DISTRIBUTION DATES

October 20, 21, 22, 23

## ADVERTISING RATE

**\$65,000** per item, per day

## SPECIAL NOTES

See page 20



# Custom Post-It® Note

Placed on attendees' hotel room doors, Custom Post-It® Notes are an extremely visible and effective way to extend your marketing message beyond the convention center.

## DEADLINES

September 21	Ad space/payment
September 28	Ad materials due

## QUANTITY

5,600 (includes overage)

## DISTRIBUTION DATES

October 20, 21, 22, 23

## DIMENSIONS

Trim: 8" x 5 1/16"  
Live: 7 5/8" x 5 7/16"  
Bleed: 8 1/4" x 6 1/4"

## DISTRIBUTION METHOD

Post-It® Notes will be placed on the outside of attendees' hotel room doors in the evenings at participating hotels.

## ADVERTISING RATE

**\$61,700**

**Make sure  
your message  
sticks with  
attendees**



# City Scene

Distributed with meeting registration materials and at the advertiser's booth, the City Scene offers Annual Meeting attendees information on Chicago, including special attractions, transportation, restaurants, and a city map. This exclusive opportunity includes up to six pages of premium advertising.

## DEADLINES

August 17	Ad space/payment
August 24	Ad materials due

## DIMENSIONS

Trim: 3  $\frac{7}{8}$ " x 8  $\frac{1}{2}$ "    Bleed: 4  $\frac{1}{8}$ " x 8  $\frac{3}{4}$ "  
Final specifications to be supplied upon space reservation

## ADVERTISING RATE

**\$49,740** (includes six pages of premium advertising)

## QUANTITY/DISTRIBUTION METHOD

Approximately 13,500 City Scenes are distributed with the meeting materials, and 200 are distributed from the advertiser's booth





# ACR/ARHP Walking Challenge

Be the first to support the ACR/ARHP Walking Challenge at the 2018 Annual Meeting. This new opportunity allows attendees to track their steps throughout the meeting using iOS and Android smartphones, Fitbit, Garmin, or other activity trackers and the ACR/ARHP Mobile Event App. Leader boards will display the top 25 individual walkers, total cumulative steps, daily step winners, and daily step average in real time. Supporters of this unique and engaging activity will receive print and digital visibility before and during the Annual Meeting.



## SUPPORT INCLUDES

- Logo on the onsite registration booth
- Logo on Leader Board
- Recognition in 2018 ACR/ARHP Mobile Event App
- Recognition on 2018 ACR/ARHP Meeting website
- Recognition on promotional emails
- Arrangement for boost steps in the sponsor's booth to drive traffic
- Recognition on printed event materials, onsite signage, association communications, and social media

## DEADLINES

- |         |               |
|---------|---------------|
| To Come | Space/payment |
| To Come | Materials due |

## SUPPORT FEE

- **\$45,000** per supporter (available to three supporters)



# Out-Of-Home Marketing

Gain unprecedented exposure beyond the convention center with eye-catching out-of-home marketing opportunities.



OPPORTUNITY	QUANTITY	DURATION	ADVERTISING RATE	SPACE DEADLINE	AD MATERIALS DUE
Wallscape – Corner of Cermak and Michigan Avenue	One 14'x 48' sign	4 weeks	<b>\$100,000</b>	September 7	September 14
Wintrust Arena Digital Board	One board; share of voice variable	October 19–24	Call for details	September 21	September 28
Midway Tension Fabric Display	One	4 weeks	Call for details	September 7	September 14
Chicago O'Hare Digital Screens – Baggage Claim	20 screens	4 weeks	<b>\$40,000</b>	September 14	September 21
Taxi Video Screens	1,500 taxis, 0:30 spot, approx. 200,000 impressions	7 days	<b>\$25,000</b>	September 21	September 28
Pedicabs	10	4 days	<b>\$45,000</b>	August 31	September 7
Mobile Billboard	1	4 days	<b>\$25,000</b>	September 21	September 28
Digital Mobile Billboard	1	4 days	<b>\$43,300</b>	September 21	September 28



## IMPORTANT NOTES

- Out-of-home marketing opportunities are subject to availability at time of reservation.
- Opportunities require pre-payment.
- Opportunities listed are not exclusive.
- Out-of-home marketing is subject to the terms and conditions set forth in the ACR/ARHP guidelines, found in the **Exhibitor Prospectus Rules and Regulations** as well as the exhibitor contracts.
- TriStar is the exclusive partner through which ACR/ARHP Annual Meeting exhibitors have the opportunity to book citywide advertising.
- For opportunities not listed, contact TriStar.

## MEDICAL BAG

- All inserts must be submitted to TriStar for final approval by the American College of Rheumatology. A copy of the insert must be approved by the American College of Rheumatology regardless of prior approval for other promotional opportunities at the meeting.
- TriStar will notify you of approval. If changes are necessary, a copy of the corrected insert must be resubmitted, and TriStar will notify you of final approval.
- TriStar will supply a shipping label for the advertiser to complete and place on the outside of each box that is shipped.
- The advertiser is responsible for sending the correct number of pieces. TriStar will not be responsible for shortages due to an incorrect number of pieces being received.
- Do not ship bag inserts to TriStar. The advertiser will be responsible for costs incurred to ship to the insertion fulfillment house.
- Insert Specifications: maximum dimensions are 8 ½" x 11"; maximum weight is four ounces.
- Price is based on an average-sized insert. Insert fee is subject to change at publisher's discretion.
- Due to weight and bulk of magazines, newspapers, and other publications, distribution of these items will not be permitted in the bag.



## HOTEL MARKETING

- All advertisements and featured products subject to approval by the American College of Rheumatology.
- Fee is subject to change pending advertiser's selection of collateral to be placed outside attendees' hotel rooms.
- Company to supply all advertising material where noted. Quantities may vary due to hotel policies and staff availability.
- Room Drop specifications: maximum dimensions are 8 ½" x 11"; maximum weight is eight ounces.
- All shipments must be sent directly to hotels. TriStar will supply a shipping label for the advertiser to complete and place on the outside of each box that is shipped.
- Due to stringent hotel labor policies, TriStar is not liable for a hotel's failure to deliver to rooms in the designated room block. There will be no discounts or refunds given.

## GENERAL NOTES

- All advertisements and featured products subject to approval by the American College of Rheumatology.
- Circulation is based on projected attendance and room blocks at the time of rate card printing.
- TriStar reserves the right to cancel any publication or service in the event of revenue shortfalls. TriStar will refund monies paid for participation in a canceled publication or service.
- TriStar is not obligated to replace the canceled publication or service with any other advertising vehicle.

## FINANCIAL CONSIDERATIONS

- All signed agreements are firm. No cancellations accepted.
- Payment due upon space commitment.
- No agency commission or cash discounts permitted. Rate card prices are NET.
- Fees will apply for noncompliance with the shipping instructions or failure to fully complete shipping label provided.
- A minimum \$650 late fee will be charged for materials received after the specified due date.
- Digital ads requiring reformatting/manipulation by TriStar on the advertiser's behalf will incur a minimum fee of \$500, with final cost to be determined by the scope of work.
- TriStar will be diligent in providing the highest quality publications possible. TriStar will not provide any refunds or discounts on advertisements due to issues beyond the publisher's control.
- Payments may be made via check, wire transfer, or credit card. Payments made by credit card will have an additional fee of 3 percent added to the total purchase price. This fee cannot be waived.
- Payment is due prior to printing of the publication/services rendered unless otherwise agreed upon with the Publisher. If Publisher agrees, payment shall be made by the responsible party within 45 days of receiving tearsheets or proof of advertisement. In the event payment is not remitted to TriStar by the responsible party within 45 days of receiving proof of advertisement, a late fee of 3 percent will be applied to the outstanding balance. In addition, outstanding payments/invoices not made within the calendar year the advertisement was placed, a 6 percent late fee will be applied to all outstanding balances. TriStar reserves the right to prohibit advertising if an account is past due 90 days.



## ACCEPTABLE FILE FORMATS

- Adobe InDesign
- Fonts: Adobe Type 1 or outlined
- Images: at least 300 dpi at the desired print size
- Adobe Illustrator (fonts outlined) and Adobe Photoshop (flattened image)
- Press/print ready PDF (PDF/X compliant)
- All colors must be CMYK

## COLOR PROOFS

Color proofs are necessary for checking color and content at press time. Without a color proof, the publisher cannot be held responsible for the outcome of the color on press.

## UNACCEPTABLE PROGRAMS

- Corel Draw
  - Microsoft Publisher
  - Microsoft Word and Microsoft PowerPoint
- Deviation from these guidelines may require additional time and costs, and/or sacrifice reproduction predictability. Publisher cannot be held responsible for problems on press caused by improperly distilled PDF files.*

## SUBMITTING FILES

- FTP: Contact your TriStar representative for login information and upload instructions.
- Email: Files less than 10MB can be emailed to [ads@tristarpub.com](mailto:ads@tristarpub.com) with the subject line specifying the project name and the advertiser name.



# Ready to advertise?



## FOR CORPORATE SUPPORT AND ADVERTISING/RESERVATIONS CONTACT

**Hilary Bair**

[hbair@tristarpub.com](mailto:hbair@tristarpub.com)

**Brennah Tate**

[btate@tristarpub.com](mailto:btate@tristarpub.com)

**Nan Blunk**

[nblunk@tristarpub.com](mailto:nblunk@tristarpub.com)

## FOR ADVERTISING MATERIAL RELATED QUESTIONS CONTACT

**Meghan Scobie**

[mescobie@tristarpub.com](mailto:mescobie@tristarpub.com)

## FOR CORPORATE SUPPORT MATERIAL RELATED QUESTIONS CONTACT

**Amy Beith Miller**

[abeithmiller@rheumatology.org](mailto:abeithmiller@rheumatology.org)



## SEND ADVERTISING PAYMENTS TO

Accounts Payable

TriStar Publishing, Inc.

7285 W. 132nd Street, Suite 300

Overland Park, KS 66213

*\*Corporate Support Opportunities will be invoiced by ACR*

## PAYMENT OPTIONS

Payments may be made via check, wire transfer, or credit card. Payments made by credit card will have an additional fee of 3 percent added to the total purchase price. This fee cannot be waived.



T: 913-491-4200

F: 913-491-4202