

September 24-26, 2020
Hilton Austin
Austin, TX

Hitting All the Right Notes- 15 Years of Rheumatology Excellence



1121 Military Cutoff #337
Wilmington, NC 28405
910-520-0515
www.normgroup.org



2020

**SPONSOR & EXHIBITOR OPPORTUNITIES
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Tammy Bulger

NORM, Administrative Director

910-520-0515

tammy@normgroup.org

www.normgroup.org



2020 Conference Policies for Sponsors/Exhibitors

Logo

Logos are due to NORM no later than July 1, 2020. They must be in EPS format. (anyone inside your organization with graphic design experience will know how to convert your logo into the EPS format)

Corporate Member Sponsored Events Policies

Sponsors/Exhibitors *will not* plan any event that conflicts in any way with NORM sponsored events. Choosing to plan an event that conflicts with a NORM sponsored event will result in the organization not being invited to join us at our next event.

An event is any activity from dinner with one conference attendee to an event to which many attendees are invited.

Exhibit Hall Policies

Each sponsor/exhibitor will respect the exhibit set-up hours established by NORM. Exhibit set-up and shipping information will be shared with all sponsors/exhibitors by July 1, 2020. The sponsor/exhibitor will follow instructions regarding shipping items to the hotel. If instructions are not followed NORM is not responsible for missing exhibit items.

Exhibit space will be provided as indicated in the Prospectus.

Exhibits must be installed within the parameters of your exhibit space with no components extending beyond. Your installation may not block other exhibitors. If your organization will not need the tables provided, your space will be noted on the floor. You must notify NORM that you will not be using your tables no later than August 1, 2020. No banners, signs or other material may be nailed, taped, hung to any hotel property.

The NORM Board works hard to encourage attendees to visit Sponsors/Exhibitors during exhibiting times. Thus, each sponsor/exhibitor will have at least one representative at their booth when the exhibit hall is open (breakfast, lunch and breaks each day). Each sponsor/exhibitor will not break down their booth early. The agenda will be shared with your corporate contact and will be posted on the NORM website.

Each sponsor/exhibitor will receive the number of name badges appropriate for their level. Additional name badges may be purchased.

Distribution of literature/advertising materials may only occur in your exhibit space. No literature / advertising materials may be left on dining tables in the exhibit hall. Interviews, focus groups, etc are to occur within your exhibit space. If you wish to hold additional sessions, you must notify NORM's administrative director (the times and locations) and await approval before moving forward with plans.

Insuring Exhibits

While the exhibit hall will be monitored during the day and locked after our sessions end, exhibitors and sponsors are encouraged to insure their exhibits, merchandise, and display materials against theft, fire, etc at their own expense. NORM is not responsible for any damage to or theft of the exhibits.

Sponsor/Exhibitor Attendance for Educational Sessions Policies

Sponsors/Exhibitors are welcome to attend the general sessions unless they are for members' only and this is indicated on the conference brochure. Chairs will be set in the back of the general session space for their use. Sponsor/Exhibitors may not sit with the membership. Please respect our attendees and speakers and do NOT carry on a conversation with your colleagues. If conversations become a problem the corporate member will be asked to leave the room.

If there is space representatives may attend the breakout sessions. Sponsors/Exhibitors are not to enter the breakout room until all attendees have entered.

The NORM Educational Committee (NEC) sessions and Circles of Knowledge are for NORM members only

The NORM annual membership meeting is for NORM members only and Sponsors/Exhibitors may not attend those sessions.

Guest Rooms for Sponsors/Exhibitors

Hotel rooms are the responsibility of the Sponsors/Exhibitors. We have negotiated a guestroom block at the host hotel. Detailed information regarding guestroom reservations available in Cvent our registration system. This will be shared with our contact and they will register everyone for the conference and make hotel reservations.

Indemnification

Sponsors/Exhibitors agree to abide by these terms, and any applicable provisions under NORM's agreement with the management of the Austin Hilton.

Sponsors/Exhibitors assume full responsibility and liability for any loss, damage or claim arising out of injury or damage to sponsor and exhibitor's displays/materials.

Sponsors/Exhibitors agree to defend, indemnify, and hold harmless the Austin Hilton Convention Center, Inc from and against all claims, actions, causes of actions, or liabilities, including reasonable attorney's fees arising out of or resulting from any act undertaken or committed by Sponsor/Exhibitor or any contractors hired or engaged by the Exhibitor or Sponsor in connection with the conference. Sponsors/Exhibitors also agree to defend, indemnify, and hold harmless the Austin Hilton Convention Center, Inc from any liability resulting from any claim, action or action, which may be asserted by third parties arising out of the performance of the Sponsor/Exhibitor's obligations pursuant to this agreement, except those which are due to misconduct or negligence of the Convention Center.

Sponsor/Exhibitor Responsibility Clause

To the fullest extent permitted by law, the person/legal entity described as "Exhibitor" in this clause and in this exhibitor contract (regardless whether such person/legal entity is also described as "Exhibitor" in this contract) hereby assumes full responsibility and agrees to indemnify, defend and hold harmless Hilton Austin Convention Center, Inc. ("Hotel"), Hotel's owner (Austin Convention Enterprise, Inc.), managers, subsidiaries, affiliates, employees and agents (collectively, "Hotel Parties"), as well as National Organization of Rheumatology Managers ("Group"), from and against any and all claims or expenses arising out of Exhibitor's use of the Hotel's exhibition premises.



2020 SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

\$10,000 Sponsorship Opportunities page 5

- Toiletry Bag
- Jumbo Insulated Cooler
- BBQ Set in Aluminum Case
- Trunk Organizer

\$8,000 Sponsorship Opportunities page 6

- Friday Breakfast
- Saturday Breakfast
- Conference Blanket *
- Conference Slippers
- Leather Accessory Tray
- Adjustable Phone/Tablet holder

\$7,500 Sponsorship Opportunities page 6

- Conference Tote Bag *
- Jewelry Travel Case
- Airplane Seat Pack Organizer
- Travel Pillow

\$5,000 Sponsorships Opportunities page 7

- | | |
|--|---|
| <ul style="list-style-type: none"> • Friday Morning Break * • Friday Afternoon Break * • Saturday Morning Break * • Bean Bag Phone Holder • Facial Mask Hot/Cold • Signal Emergency Flashlight * | <ul style="list-style-type: none"> • Packing Cubes (2) • Umbrella * • Dip Clip Sauce Holder for car • Lumbar Support Pillow • Accessories Travel Organizer |
|--|---|

\$3,000 Exhibit/Display Space page 8

Additional Opportunities page 9

For additional information or to purchase an item please visit the Sponsor/Exhibitor 2020 Opportunities page on the NORM website.

**First Right of Refusal for 2020 Sponsorships provided to 2019 Sponsors until March 15, 2020.
Logos due to NORM in EPS format by July 1, 2020.**



\$10,000 Sponsorships

Sponsorship opportunities at this level include:

- Toiletry Bag – travel bag that hangs on hook; perfect when counter space is limited
- Jumbo Insulated Cooler – nice size cooler for grocery shopping that folds flat
- BBQ Set in Aluminum Case – contains spatula, fork and pair of tongs
- Trunk Organizer – nice case to organize items in your trunk

Your sponsorship would include:

- ✓ six (6) name badges which allow
 - entrance into exhibit hall and general sessions,
 - entrance into the Thursday welcome reception, Friday and Saturday breakfast, breaks and lunch, and Friday lunch, reception, and dinner,
- ✓ your corporate logo with NORM's logo on item
- ✓ name on 2020 Conference Vendors' page on website from receipt of funds,
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials, podium recognition, & banner recognition,
- ✓ ability for you to develop enhanced profile on conference app,
- ✓ six (6) copies of conference materials, and
- ✓ one 10 X 10 booth, and electrical capabilities
 - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

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\$8,000 Sponsorships

Sponsorship opportunities at this level include:

- Friday Breakfast – you would be the sponsor for this meal
- Saturday Breakfast – you would be the sponsor for this meal
- Conference Blanket – warm blanket that is used by our members at the conference and travels home with them.
- Conference Slippers – hotel slippers for use in conference hotel and at home
- Leather Accessory Tray – tray for jewelry, keys, other items when you travel; collect the items in one place
- Adjustable Phone/Tablet Holder – cradle your phone or tablet on your desk

Your sponsorship would include:

- ✓ five (5) name badges which allow
 - entrance into exhibit hall and general session,
 - entrance into the Thursday welcome reception, Friday and Saturday breakfast, breaks and lunch, and Friday lunch, reception, and dinner,
- ✓ your corporate logo with NORM's logo on item or signage at buffet
- ✓ name on 2020 Conference Vendors' page on website from receipt of funds,
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials, podium recognition, & banner recognition,
- ✓ ability for you to develop enhanced profile on conference app,
- ✓ five (5) copies of conference materials, and
- ✓ one 10 X 10 booth, and electrical capabilities
 - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

\$7,500 Sponsorships

Sponsorship opportunities at this level include:

- Conference Tote Bag – our canvas conference tote bag, your logo with NORM's on the front pocket and other sponsors on the back
- Jewelry Travel Case – organized case for your jewelry when traveling
- Airplane Seat Pack Organizer – have everything at your finger tips when traveling
- Travel Pillow – comfortable pillow to use when traveling

Your sponsorship would include:

- ✓ five (5) name badges which allow
 - entrance into exhibit hall and general sessions,
 - entrance into the Thursday welcome reception, Friday and Saturday breakfast, breaks and lunch, and Friday lunch, reception, and dinner,
- ✓ your corporate logo with NORM's logo on item or signage at buffet
- ✓ name on 2020 Conference Vendors' page on website from receipt of funds,
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials, podium recognition, & banner recognition,
- ✓ ability for you to develop enhanced profile on conference app,
- ✓ five (5) copies of conference materials and
- ✓ one 10 X 10 booth, and electrical capabilities
 - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

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\$5,000 Sponsorships

Sponsorship Opportunities at this level:

- Friday Morning Break – sponsorship of this 45 minute break in the exhibit hall
- Friday Afternoon Break – sponsorship of this 45 minute break in the exhibit hall
- Saturday Morning Break - sponsorship of this 45 minute break in the exhibit hall
- Bean Bag Phone Holder – a fun rest for your phone on your desk
- Facial Mask Hot/Cold – relief for sinus pressure, migraines, headaches
- Signal Emergency Flashlight – used by members at the conference and at home
- Packing Cubes – package of 2 cubes
- Umbrella – distributed to conference attendees for their use at the conference and at home
- Dip Clip Holder for Car – no more spilled dip/ketchup in the car when you travel
- Lumbar Support Pillow – protect your back at your desk or when traveling
- Accessories Travel Organizer – use this small pouch for cosmetics or electronics

Your sponsorship would include:

- ✓ four (4) name badges which allow
 - entrance into exhibit hall and general sessions,
 - entrance into the Thursday welcome reception, Friday and Saturday breakfast, breaks and lunch, and Friday lunch, reception, and dinner,
- ✓ your corporate logo with NORM's logo on item or signage at buffet
- ✓ name on 2020 Conference Vendors' page on website from receipt of funds,
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials, podium recognition, & banner recognition,
- ✓ ability for you to develop enhanced profile on conference app,
- ✓ four (4) copies of conference materials and
- ✓ one 10 X 10 booth, and electrical capabilities
 - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

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\$3000 Exhibitor

This exhibit level would provide space in our exhibit hall. Breakfasts, breaks and lunch on Friday and Saturday are held in the exhibit hall. Exhibition at this level would include:

- ✓ three (3) name badges which allow
 - entrance into exhibit hall and general sessions,
 - entrance into the Thursday welcome reception, Friday and Saturday breakfast, breaks and lunch, and Friday lunch, reception, and dinner,
- ✓ name listed on our website with other exhibitors
- ✓ recognition in our conference materials, podium recognition,
- ✓ basic listing (name, brief description, location in exhibit hall, and basic contact information) on conference app,
- ✓ three (3) copies of conference materials and
- ✓ one table in exhibit hall
 - exhibitors will be placed in the exhibit hall by NORM after corporate members and sponsors have selected their location.

Additional Opportunities for Sponsors & Exhibitors

Conference Magazine ~ Advertisement

\$750 Quarter Page Advertisement

\$1500 Half Page Advertisement

\$3000 Full Page Advertisement

This add-on would allow you to advertise in the conference magazine. NORM would place you in the magazine based on their needs in the magazine. Full page placed 1st, half page placed 2nd, quarter page placed 3rd. Your color advertisement in PDF format must be received no later than July 1, 2020.

Formatting:

Quarter Page: 4.25 x 5.5 (with a .25" white margin)

Half Page: 8.5 x 5.5 (with a .25" white margin)

Full Page: 8.5 x 11 (with .50" white margins)

Tote Bag Insert

\$500

This add-on to your sponsorship or exhibit fee will provide one (1) item inserted into the conference tote bag given to all attendees. Inserts must not exceed 8.5" X 11" and be received at the site no later than Friday, September 18, 2020. If document arrives after September 18 or vendor does not follow instructions for shipping, NORM cannot guarantee inclusion in tote bag. Shipping and hotel storage cost paid by exhibitor/sponsor. Shipping information provided 1 month before conference.

Basic Banner Advertisement on Conference App

\$2000

This add-on to your exhibit fee will provide a basic banner advertisement (logo, corporate name, and link to your profile on app) at the top of the NORM Conference App. Banner's change every 5-6 seconds when the App is open. NORM Conference App will be available to attendees approximately two weeks before the conference and after the conference so that attendees can access their notes and conference handouts.

NORM will place your logo and Corporate name on the banner advertisement. Corporate Logo, in PNG and JPG format is required for NORM to design. Logo must be shared with NORM by July 1, 2020.

Please note that there are limited number of banner advertisements available and will be provided on a first-come, first-serve basis.

For Additional Information Contact
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INSTRUCTIONS FOR PURCHASING
SPONSORSHIP OR EXHIBIT SPACE

- Step #1:** Visit NORM Website – Hover over Annual Conference and you will see 2020 Sponsor and Exhibitor Opportunities
- Step #2:** In the third paragraph you will see ~ When Ready to Purchase; read the instructions then click on **here** that is a link to our policies page.
- Step #3:** Review the policies carefully then at the bottom of the page provide the information requested then click submit.
- Step #4:** Find the item you wish to purchase. Add to the basket.
If you are going to add-on any of the options add those to the cart. These may also be purchased closer to the conference if necessary. Remember to save your login information.
- Step #5:** Follow the steps to our secure check-out.