

September 15 & 16, 2017  
Kansas City Downtown Marriott  
Kansas City, MO



**Get Jazzed About Rheumatology**



**2017**  
**SPONSORSHIP AND EXHIBITOR OPPORTUNITIES**  
**TABLE OF CONTENTS**

**POLICIES**

**SPONSORSHIP AND EXHIBITOR OPPORTUNITIES**

**INSTRUCTIONS FOR PURCHASING**



## 2017 Conference Policies for Sponsors and Exhibitors

### Registration Policies

The registration form for sponsorship or exhibit booth space must be completed on-line and executed by an individual who has the authority to act on behalf of the applicant. To access the sponsor/exhibitor on-line store you will have to sign that you accept the policies as described below. The registration form may be submitted no later than July 1, 2017. If space is no longer available you will be notified immediately.

If your organization requires NORM to sign a Commercial Agreement these must be completed by July 15, 2017.

All promised funds must be received within four weeks of submitting registration form. For those registering at the last minute funds must be received no later than August 1, 2017. If funds are not received August 1, 2017 NORM cannot promise that their corporate name will be included in our written materials, in our Conference App, or that the organization will be allowed to exhibit.

### Cancellation/Subletting of Exhibit Space Policies

Cancellation of exhibit space and requests for refunds must be received in writing by June 1, 2017 for a 50% refund if space is sold to another vendor, payable after the conference. Cancellations received after June 1, 2017 are non-refundable.

Cancellation of sponsorships are non-refundable unless another sponsor steps forward for the event or item.

No subletting of space is permitted. Each firm represented in the Exhibit Hall must submit the on-line Exhibit Registration Form and sign acknowledging that they have read these policies. Any person subletting space will be subject to eviction.

### Sponsor/Exhibitor 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.

Companies that are not sponsors/exhibitors are prohibited from hosting advisory boards, focus groups, hospitality/social events, etc during the conference.

### 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, 2017. 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, 2017. No banners, signs or other material may be nailed, taped, hung to any hotel property. If exhibitor/sponsor defaces hotel property they are responsible for the damage.

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 contact and will be posted on the NORM website.

Each sponsor/exhibitor will receive the number of name badges appropriate for their level of sponsorship/exhibit. Two additional name badges may be purchased.

Distribution of literature/advertising materials may only occur in your exhibit space. 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 the exhibits.

### **Exhibitor Attendance for Educational Sessions Policies**

Sponsors/exhibitors are welcome to attend the general sessions unless they are for members' only and this indicated on the conference brochure. Chairs will be set in the back of the general session space for their use. No sponsor/exhibitor is to sit with membership. Please respect our attendees and speakers and do NOT carry on a conversation with your colleagues. If conversations become a problem the exhibitor/sponsor 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 are for NORM members only and Sponsors/Exhibitors may not attend those sessions.

### **Guest Rooms for Sponsors/Exhibitors**

Hotel rooms are the responsibility of the exhibitors/sponsor. We have negotiated a guestroom block at the host hotel. Detailed information regarding guestroom reservations is on the event information page.

### **Indemnification**

Sponsors and Exhibitors agree to abide by these terms, and any applicable provisions under NORM's agreement with the management of the Kansas City Downtown Marriott.

Sponsors and 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.

Exhibitors and Sponsors agree to defend, indemnify, and hold harmless the Kansas City Downtown Marriott 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 Exhibitor or Sponsor or any contractors hired or engaged by the Exhibitor or Sponsor in connection with the conference. Exhibitors and Sponsors also

agree to defend, indemnify, and hold harmless the Kansas City Downtown Marriott from any liability resulting from any claim, action or action, which may be asserted by third parties arising out of the performance of the Exhibitor or Sponsor's obligations pursuant to this agreement, except those which are due to misconduct or negligence of the Hotel.



**2017**

**SPONSOR AND EXHIBITOR OPPORTUNITIES**

<b>\$10,000 Sponsorship Opportunities</b>	page 6
<ul style="list-style-type: none"> <li>• Keynote Speaker</li> <li>• Weekend Technology</li> </ul>	
<b>\$8,000 Sponsorship Opportunities</b>	page 7
<ul style="list-style-type: none"> <li>• Friday or Saturday Breakfast</li> <li>• Conference Blanket</li> <li>• Conference Slippers</li> </ul>	
<b>\$7,500 Sponsorship Opportunities</b>	page 8
<ul style="list-style-type: none"> <li>• Conference Tote Bag</li> <li>• Light Weight Stainless Steel Bottle</li> <li>• Friday or Saturday All Day Beverage Break</li> </ul>	
<b>\$5,000 Sponsorship Opportunities</b>	page 9
<ul style="list-style-type: none"> <li>• Friday Morning or Afternoon Break</li> <li>• Saturday Morning Break</li> <li>• Signal Emergency Flashlight</li> <li>• Personal Safety Alarm</li> <li>• Multi-Use Cell Phone Tool</li> <li>• Bottle Band</li> <li>• First Aid Kit</li> <li>• Hot/Cold Pack</li> <li>• Umbrella</li> <li>• Luggage Tag</li> <li>• Conference Sleep Mask</li> </ul>	
<b>\$3,000 Exhibit/Display Space</b>	page 10
<b>Add-on for Sponsor or Exhibitor</b>	page 11

Your **logo** (in EPS format) must be received no later than July 1, 2017.

For additional information on the products listed above please visit the Sponsor/Exhibitor 2017 Opportunities Page on the NORM Website.

**First Right of Refusal for 2017 Sponsorships provided to 2016 Sponsors until March 1, 2017.**

## **\$10,000 Sponsorship Opportunities**

All sponsorship at the \$10,000 level include the following:

- ✓ 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,
- ✓ name on 2017 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).

### ***Keynote Speaker***

This sponsorship would allow you to be the presenting sponsor of our keynote speaker. In addition to the above items this sponsorship would include your corporate logo with NORM's on slide introducing the keynote speaker

### ***Weekend Technology***

This sponsorship would allow you to be the presenting sponsor of our technology for the weekend. This sponsorship provides wireless internet to general session room, breakout rooms, and exhibit hall. In addition to the above items this sponsorship would include your corporate logo with NORM's on the splash page for internet

## **\$8,000 Sponsorship Opportunities**

All sponsorship at the \$8,000 level include the following:

- ✓ 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,
- ✓ name on 2017 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).

### ***Friday or Saturday Breakfast***

This sponsorship would allow you to be the presenting sponsor of either the Friday morning breakfast or the Saturday morning breakfast. These meals are in the exhibit hall each day. Banners will be placed near the buffet stations indicating your support.

### ***Conference Blanket***

This sponsorship would allow you to be the presenting sponsor of our Conference Blanket. Your corporate logo and NORM's would be on the conference blanket presented to attendees. Your logo would travel with our member at the conference and at home.

### ***Conference Slipper***

This sponsorship would allow you to be the presenting sponsor of our Conference Slipper (hotel does not provide them). Your corporate name and NORM's would be on the conference slippers presented to attendees. Your logo would travel with our member at the conference and at home.



## **\$7,500 Sponsorship Opportunities**

All sponsorship at the \$7,500 level include the following:

- ✓ 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,
- ✓ name on 2017 Conference Vendors' page on website from receipt of funds,
- ✓ 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).

### ***Conference Tote Bag***

This sponsorship would allow you to be the presenting sponsor of the Conference Tote Bag. Your corporate logo would travel with our members at the conference and at home. Your logo and NORM's would be on the front pocket along with conference date. The back of the tote would house other sponsor logos.

### ***Light Weight Stainless Steel Bottle***

This sponsorship would allow you to be the presenting sponsor of the Light Weight Stainless Steel Bottle. Your corporate logo and NORM's would travel with our members at the conference and at home.

### ***Friday All Day Beverage Break***

*or*

### ***Saturday All Day Beverage Break***

This sponsorship would allow you to be the presenting sponsor of either the Friday All Day Beverage Break or the Saturday All Day Beverage Break. Banners will be placed near beverage stations indicating your support.

**First Right of Refusal for 2017 Sponsorships provided to 2016 Sponsors until March 1, 2017.**

## **\$5,000 Sponsorship Opportunities**

All sponsorship at the \$5,000 level include the following:

- ✓ 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,
- ✓ name on 2017 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).

### ***Friday Morning Break Or Afternoon Break Or Saturday Morning Break***

This sponsorship would allow you to be the presenting sponsor for the Morning OR Afternoon Breaks on Friday OR the Saturday Morning Break. The breaks are held in the exhibit hall and are 45 minutes. Banners with your logo and NORM's on them will be placed near buffet stations indicating your support.

### ***Signal Emergency Flashlight***

This sponsorship would place your logo and NORM's on the Signal Emergency Flashlight distributed to conference attendees at the conference, at home and when the conference attendee travels.

### ***Personal Safety Alarm***

This sponsorship would place your logo and NORM's on the Personal Safety Alarm distributed to conference attendees to be used at the conference, at home and when the conference attendee travels.

### ***Multi Use Cell Phone Tool***

This sponsorship would place your logo and NORM's on the Multi-Use Tool distributed to conference attendees to be used during the conference, at home, and when they travel.

### ***Bottle Band***

This sponsorship would place your logo and NORM's on the Bottle Band distributed to conference attendees to be used during the conference, at home, and when they travel.

### ***First Aid Kit***

This sponsorship would place your logo and NORM's on the First Aid Kit distributed to conference attendees.

### ***Hot Cold Pack***

This sponsorship would place your logo and NORM's on the Hot Cold Pack distributed to conference attendees.

### ***Umbrella***

This sponsorship would place your logo and NORM's on the Umbrella distributed to conference attendees and can be used at the conference and carried home.

### ***Luggage Tag***

This sponsorship would place your logo and NORM's on the Luggage Tag distributed to conference attendees to be placed on their luggage when they travel.

### ***Conference Sleep Mask***

This sponsorship would place your logo and NORM's on the conference sleep mask distributed to conference attendees to be used at the conference and at home.

**First Right of Refusal for 2017 Sponsorships provided to 2016 Sponsors until March 1, 2017.**

### ***\$3,000 Exhibitor Opportunity***

This exhibit level would provide space in our exhibit hall. Breakfast, 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 six (6') table in exhibit hall (approximately 6'X5' space)
  - exhibitors will be placed in the exhibit hall by NORM after corporate members and sponsors have selected their location.

## ***Additional Opportunities to Enhance your Sponsorship or Exhibit***

### ***Banner Advertisement on Conference App Add-on for Sponsor or Exhibitor \$2000***

This add-on to your sponsorship or exhibit fee will provide a banner advertisement 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 one month before the conference and after the conference so that attendees can access their notes and conference handouts.

You have the ability to design own banner advertisement that NORM will then add to the Conference App and link to your profile. If you choose to design, you will need to submit two images (640 X 150 pixels for phone and 552 X 150 pixels for tablets). These PNG or JPG banner advertisements may be submitted by July 15, 2017.

Or 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 15, 2017.

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

### ***Conference Magazine ~ Advertisement***

#### ***\$3000 Full Page Advertisement \$1500 Half Page Advertisement \$750 Quarter 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 1<sup>st</sup>, half page placed 2<sup>nd</sup>, quarter page placed 3<sup>rd</sup>. Your color advertisement in PDF format must be received no later than July 15, 2017.

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)

### ***Logo on Conference Tote Bag Add-on for Exhibitors***

**\$300**

This add-on to your exhibit fee will place your Corporate Logo on the 2017 NORM Conference tote bag. The logo (in EPS format) must be received no later than June 1, 2017. There are no exceptions to this deadline.

### ***Logo on NORM Website Add-on for Sponsors or Exhibitors***

**\$500**

This add-on to your sponsorship or exhibit fee will place your Corporate Logo on the 2017 Conference Vendors' page on website and a link to your website (URL provided by you) from receipt of funds until December 31, 2017.

**First Right of Refusal for 2017 Sponsorships provided to 2016 Sponsors until March 1, 2017.**

***Enhance Profile on Conference App  
Add-on for Exhibitors***  
**\$500**

This add-on would allow you to add your logo, links to your website and social media, and add brochures/documents to your listing in Exhibitor area of the NORM Conference app. NORM Conference app will be available to attendees approximately one month before the conference and after the conference so that attendees can access their notes and conference handouts.

***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 Monday, September 7<sup>th</sup>. Shipping and hotel storage cost paid by exhibitor/sponsor. Shipping information provided 1 month before conference.

***Additional Attendees***  
**\$500 per person**

This add-on to your exhibit fee will allow an additional attendee at your booth. There is a maximum of two (2) additional attendees.



**2017**  
**INSTRUCTIONS FOR PURCHASING**  
**SPONSORSHIP OR EXHIBIT SPACE**

- Step #1:** Visit NORM Website – Hover over Annual Conference and you will see 2017 Sponsor and Exhibitor Opportunities
- Step #2:** At the bottom of that page you will see 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.
- Step #5:** Follow the steps to our secure check-out.