

September 12 – 14, 2019  
DeVos Place Convention Center &  
Amway Grand Plaza Hotel  
Grand Rapids, MI

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# Exploring the Art of Rheumatology Practice Management



1121 Military Cutoff #337  
Wilmington, NC 28405  
910-520-0515



## **2019 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 must be submitted no later than July 1, 2019. 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, 2019.

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, 2019. If funds are not received August 1, 2019 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.

### **Logo**

Logos are due to NORM no later than August 1, 2019. For sponsorship items they must be in EPS format. For inclusion on Conference Mobile App the logo must be in JPG or PNG format.

### **Cancellation/Subletting of Exhibit Space Policies**

Cancellation of exhibit space and requests for refunds must be received in writing by June 1, 2019 for a 50% refund if space is sold to another vendor, payable after the conference. Cancellations received after June 1, 2018 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 the week before the conference or 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, 2019. The sponsor/exhibitor will follow instructions regarding shipping items to the convention center. 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, 2019. No banners, signs or other material may be nailed, taped, hung to any hotel property. If exhibitor/sponsor defaces convention center 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 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 of sponsorship/exhibit. Two 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 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 is 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 and Circles of Knowledge are for NORM members only and Corporate Members/Sponsors/Exhibitors may not attend those sessions.

The NORM annual membership meeting is for NORM members only. No corporate members, sponsors or exhibitors may attend.

### **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. Do not reserve rooms that your organization will not be using. You hurt NORM attendees when you take guestroom and then release them just before the conference.

### **Indemnification**

Sponsors and Exhibitors agree to abide by these terms, and any applicable provisions under NORM's agreement with the management of the DeVos Place Convention Center.

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 DeVos Place Convention Center 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 DeVos Place Convention Center 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.



## 2019 SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

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<ul style="list-style-type: none"> <li>• Friday Morning Break *</li> <li>• Friday Afternoon Break *</li> <li>• Saturday Morning Break *</li> <li>• Lunch Cooler*</li> <li>• Wall Charger*</li> <li>• Signal Emergency Flashlight *</li> </ul>	<ul style="list-style-type: none"> <li>• Hot/Cold Pack</li> <li>• Umbrella *</li> <li>• Luggage Tag</li> <li>• Sleep Mask</li> <li>• Smart Tag*</li> <li>• Sports Towel</li> </ul>
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For additional information or to purchase an item please visit the Sponsor/Exhibitor 2019 Opportunities page on the NORM website.

**First Right of Refusal for 2019 Sponsorships provided to 2018 Sponsors until February 15, 2019.  
Logos due to NORM in EPS format by July 1, 2019.**



## **\$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

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 2019 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

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 2019 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:

- Saturday All Day Beverage Break – be the sponsor for beverage for everyone throughout the day
- Conference Tote Bag – our canvas conference tote bag, your logo with NORM's on the front product and other sponsors on the back
- Light Weight Stainless Steel Insulated Bottle – 26oz bottle will keep drinks cold for hours
- RDIF Credit Card Holder – carry your credit cards safely

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 2019 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
- Lunch Cooler – NORM members will be able to carry their lunch to work in this cooler.
- Wall Charger – charge 4 USB items at time with this simple wall charger
- Signal Emergency Flashlight – used by members at the conference and at home
- First Aid Kit – provide first aid kit for our members to use at home or at work
- Hot/Cold Pack – members can soothe aches and pains
- Umbrella – distributed to conference attendees for their use at the conference and at home
- Luggage Tag – for membership for their use during travels
- Sleep Mask – for membership for their use during travels
- Smart Tag by Sunjoy.com – attach this to your keys or purse, or leave in your car in busy parking lot and use the app on your phone to find your keys, purse or car.
- Sports Towel – quick drying towel you can use when working out or at the pool/beach

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 2019 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. 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.

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## ***Additional Opportunities for Sponsors & Exhibitors***

### ***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.

### **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 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, 2019.

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 6. If document arrives after September 6, NORM cannot guarantee inclusion in tote bag. Shipping and hotel storage cost paid by exhibitor/sponsor. Shipping information provided 1 month before conference.

### ***Banner Advertisement on Conference App***

**\$2000**

This add-on to your 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 your 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 August 1, 2019.

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 August 1, 2019.

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

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## ***Additional Opportunities for Exhibitors***

### ***Logo on Conference Tote Bag***

**\$500**

This add-on to your exhibit fee will place your Corporate Logo on the 2019 NORM Conference tote bag. The logo (in EPS format) must be received no later than August 1, 2019. There are no exceptions to this deadline.

### ***Enhance Profile on Conference App***

**\$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.

**For Additional Information  
Contact**

Tammy Bulger,  
NORM Administrative Director  
910-520-0515  
tammy@normgroup.org

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