



National Organization *of*
Rheumatology Managers

2020 Corporate Membership Levels

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Wilmington, NC 28405
910-520-0515
www.normgroup.org



MISSION STATEMENT

To be a forum by which we promote and support education, expertise and advocacy for rheumatology practices and their patients.

OBJECTIVES

- Develop and maintain a forum for gathering, analysis and distribution of information pertaining to rheumatology practice administration.
- Promote cooperation, understanding and fellowship among its membership.
- Serve as a focus for the education of its members and the practices they serve.
- Be conscious of, and work toward, the resolution of problems confronting rheumatology medical practices.
- Serve as a conduit for communication with and through any organization providing rheumatologic care.
- Serve as a liaison between members who have special areas of expertise in rheumatology practice management, and those individuals/practices who are searching for this type of expertise.
- Through the education, support and mentoring activities of its manager members, enhance patient access to affordable, efficient rheumatologic care, and to enhance each member's ability to provide such care in his/her practice.
- Provide a forum for members to network with others whose knowledge base complements and/or enhances their own.



2020 Conference Policies for Corporate Members

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

Corporate Members *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 corporate member 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. Corporate Member may request a smaller booth or to divide the booth. Request must be received by June 1, 2020.

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 Corporate Members during exhibiting times. Thus, each corporate member will have at least one representative at their booth when the exhibit hall is open (breakfast, lunch and breaks each day). Each corporate member 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 corporate member will receive the number of name badges appropriate for their level of corporate membership. 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.

Corporate Member Attendance for Educational Sessions Policies

Corporate Members 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. Corporate member 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. Corporate Members 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 corporate members may not attend those sessions.

Guest Rooms for Corporate Members

Hotel rooms are the responsibility of the corporate members. We have negotiated a guestroom block at the host hotel. Detailed information regarding guestroom reservations available in Cvent, or registration system.

Indemnification

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

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

Corporate Members 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 Corporate Member or any contractors hired or engaged by the Exhibitor or Sponsor in connection with the conference. Corporate Members 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 Corporate Member's obligations pursuant to this agreement, except those which are due to misconduct or negligence of the Convention Center.

Exhibitor/Corporate Member 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.

Exhibitor/Corporate Member Insurance Requirements

Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Exhibitor's indemnity obligations in this clause. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Hotel Parties and Group shall be named as additional insureds on such policy, and Exhibitor shall supply the Hotel with a Certificate of Insurance at least 30 days prior to the use of the exhibition premises. The Exhibitor understands that neither the Group nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.



2019 ANNUAL REPORT

NORM was represented at the following meetings

- ACCC Financial Advocacy Network – Think Tank Summit
- Arthritis Foundation Industry Forum
- Association of Women in Rheumatology Meeting
- ATAP Meeting
- CSRO Fellows Conference
- ACR Annual Conference
- Clinical Congress of Rheumatology - Destin
- California Rheumatology Alliance Meeting
- Florida Society of Rheumatology Meeting
- Georgia Society of Rheumatology Managers
- Michigan Rheumatism Society Meeting
- New York State Rheumatology Society Meeting
- NICA
- North Carolina Rheumatology Association Meeting
- Ohio Association of Rheumatology
- Oregon Rheumatology Alliance Winter Meeting
- Rheumatology Nurses Society
- State of Texas Association of Rheumatologists
- TSI Healthcare User Group Meeting

NORM Membership

- Has grown membership to over 470 + members
- Mentoring new and current members continues through webinars and outreach

NORM Education Committee (NEC)

- Biologic Coordinators Focus Group
- Biologic Coordinator Forum – NORM and the NEC created a forum for biologic coordinators giving them a resource to support this essential job function. Each NORM practice can sign up to two staff members to be part of the forum.
- Nuggets of Rheumatology Wisdom
 - Coordination Care/Referral Process
 - Office Culture

NORM Board Members and NORM Members participated in the following WebEx Programs – Sponsored by NORM, Sanofi Genzyme-Regeneron, and NORM Ventures

- Specialty GPO's Creating Value for Rheumatology Practices
- NORM Rx Advantage
- Paychex Private Benefit Pools
- Nuggets of Rheumatology Wisdom (15-20 minute webinars)
 - Get Wise About Co-Pay Accumulator & Maximizer Programs
 - Get Wise About the Flow of Money in Healthcare
 - Get Wise about the Patient Journey through the Reimbursement Process
 - Get Wise About Trends in Managed Care
- Physician Compensation Plans and Stark Compliance

NORM AAPC CEU Webinars

In 2019, six webinars were shared with NORM members as well as the Rheumatology Community at large. The webinars are hosted twice each time to ensure east coast and west coast members are able to participate. These webinars were presented in partnership with Myraid and developed and hosted by Acevedo Consulting. Over 300 people have participated in the five webinars completed by October 20 of the series of six webinars scheduled. Topics include:

- 2019 Rheumatology Update for Medicare Coding & MIPS
- Responding to Payer Audit
- Integrating Non-Physician Practitioners Into Your Practice
- Avoiding Denials for Medical Necessity
- E&M Documentation: Quality is not Quantity
- Incident-to (December)

NORM will continue this series in 2020.

NORM 2019 Annual Conference

In September 2019, NORM hosted its annual meeting in Grand Rapids, MI. We had 248 register for the conference. There were seventeen (17) corporate members, six (6) sponsors and twenty-two (22) exhibitors and guest represented in the exhibit hall. Conference Guests of NORM were Arthritis Foundation, NICA, RNS, AARDA, Healio Rheumatology, CSRO, Eagle Associates and Creaky Joints/Global Healthy Living. This year, NORM partnered with AAPC to provide up to 11 credit hours.

NORM 2019 Annual Conference CRHC Coding Test

In 2019, NORM partnered with AAPC to offer the CRHC coding test to our members and their staff as well as hosted local community AAPC members taking various coding exams. Between NORM members and community test takers forty-five (45) completed the over five (5) hour live exam on Thursday, September 11. To help the NORM participants prepare, NORM sponsored nine and a half hours of webinars as well as posted these on the NORM website along with other resources. NORM also prepared a resource guide and shared with our participants before the start of the webinars.

Plans to continue to support our members by providing the test, the study webinars, etc. in 2020.

NORM – Bootcamp For New Leaders

For the second year, NORM hosted a bootcamp for new leaders in Rheumatology on Thursday, September 11. We had 35 attendees from around the country with a few on a waiting list. Topics for this all day seminar included: Time Management, Dealing with Difficult Patients, Communication Between Manager and Doctor, Prior Authorizations, Benchmarks for RCM, Drug Inventory Management, Strategies for Integrating Quality Measures, Motivating Workers and more.

NORM – Medical Management Bootcamp for Physicians

NORM hosted a bootcamp for Physicians that were new to having their own, privately run office on Thursday September 11. Our first bootcamp for physicians had 14 attendees. This was an all day seminar with topics including: Foundations and Role Modeling, Office Checklists & Inventory Management, Future Trends in Rheumatology, Physician Extenders, Coding Changes are Coming – Will You Be Ready, Difficult Conversation, Medical Practice Compliance Checklist and Mastering Medical Necessity. NORM was able to provide a maximum of 6.0 AMA PRA Category 1 Credit(s)TM.

NORM New Initiatives:

In March 2019 NORM organized the first non-profit summit. The summit consisted of NORM, RNS, NICA, CSRO, Bone and Joint, Global Healthy Living, Arthritis Foundation and AARDA. The purpose of this summit was to bring all the non-profit groups together to work on issues that affected our Rheumatology patients. *The Voice Of Rheumatology* was created and the American Chronic Pain Association, Spondylitis Association of America and Lupus and Allied Diseases Association, Inc have now joined. This group will have bi-monthly calls to discuss advocacy issues that affect access to care for our Rheumatology patients and work together to create additional patient resources for open enrollment and education for HR departments.

Hill Day- NORM board and Healthcare Policy Committee visited Capitol Hill. Prior to speaking with the representatives, we had an Advocacy 101 lesson, by the Weiser Group. We learned how to formulate our ask and convey it effectively.

Lean Training – In first quarter of the 2019 NORM board participated in LEAN training in Healthcare and passed the Bronze level exam. These Lean case studies were presented at the 2019 conference. On-going education to our membership will continue.

NORM Services for Members

NORM hosts an active community forum which allows members to provide mentoring and support to each other leading to enhanced efficiency of care for patients. The community forum has 14 categories, 42 forums, and 1089 thread and 4949 Posts. This updated resource allows members to search for previous post on a topic. NORM has developed a members' only portal that contains practice management resources for members. This membership portal hosts our document library (800 documents), access to webinars hosted and recorded in 2017, 2018, and 2019, our healthcare policy and industry policy information, our Hart Health Regulatory weekly updates, and many other items. With the assistance of our Corporate Members NORM is able to provide our membership a Grassroots for Advocacy PDF, MACRA and QRUR Factsheet and Checklist, Disease Training Video Primers, etc.

News On Rheumatology Matters our endeavor with DoctorsManagement continues to highlights advocacy and regulatory updates on a monthly basis in an electronic format for our members. Topics include MIPS Risk adjustment, PBMs and Physician Fee Schedule.

NORM Ventures continues to partner with Metro Medical, a Cardinal Health Company for our Cornerstone GPO for NORM members. NORM Ventures has also partnered with Transperfect, RxVantage, Paychex, and Eagle Associates to provide services for NORM Members. These opportunities are posted on our members' only page.

NORM, has maintained its news blog that contains topics of interest to our members and followers. Since it began in 2014 NORM has provided 210 news blogs for our membership. Topics covered have included Cultivating An Exceptional Front Staff At Your Rheumatology Practice, Tips To Improve Physician Communication With Patients, Seven Reasons Why Patients Leave And How To Make Them Stay to name a few. In 2019 NORM developed our Artists and RA blog series to complement our theme The Art of Rheumatology Practice Management.

NORM also has a presence on twitter (@NORMGrp) and on Facebook. Our various social media platforms are used to quickly relay information to the public, advertise NORM board member activities, and publicize NORM events such as webinars and the annual conference.

NORM update our Industry Spreadsheet highlighting co-pay assistance programs and other support programs with links to each programs website to provide up-to-date information of Rheumatology practices.

2019 NORM continues its support of the Alliance for Transparent & Affordable Prescriptions (ATAP). ATAP is a coalition of patient and provider organizations functioning at both the state and national level who have joined together to address pharmacy benefit managers (PBMs) and their impact on prescription drug costs and patient access to affordable treatment. NORM joined CSRO to meet with various Senators to discuss PBMs. NORM has a director's Position on ATAP

NORM has a seat on the ACR Insurance Sub-Committee.

NORM is a member of the Let My Doctor's Decide Task force initiative with AARDA.

NORM continues to strengthen its committees including Advocacy & Healthcare Policy, Membership, Outreach, and Education (NEC). Advocacy updates and education for our members provided through weekly Regulatory Reviews by Hart Health Strategies and posted on our member's only website. NORM continues to empower practices to advocate and motivate our patients to have a voice to protect access to care for their rheumatologic treatments. NORM educates members on National, Regional, State and MAC level initiatives such as the down-coding of infusion complexity. NORM's members' only page highlights current healthcare policy issues facing our practices such as biosimilars, non-medical switching, and MACRA.

NORM LAUNCHED TWO PROFESSIONAL CERTIFICATIONS IN 2019

The complexity of today's regulatory and business environment for healthcare organizations puts a premium on comprehensive, role-based and specialty-specific training, which can be difficult to find. To meet this need the National Organization of Rheumatology Managers (NORM) is delighted to offer two new professional certification programs to the membership.

Certified Medical Practice Manager

NORM has worked closely with Doctors Management, a premier practice management consulting firm, to help develop and administer their Certified Medical Practice Manager (CMPM) certification. The CMPM credential demonstrates that you have gone the extra mile to pursue and master a broad body of knowledge to be a first-rate medical practice management professional.

The CMPM program was launched in Q2-19 and consists of 21 modules and a 2-hour 105 question exam at the completion. A score of 80% or higher is required to pass the CMPM exam. You may take the exam a maximum of two times within the 180 days from the first time you log into your account.

Certified Rheumatology Medical Specialist

NORM has worked diligently to develop an educational pathway entitled GetNORMed that leads to the designation of Certified Rheumatology Medical Specialist (CRMS). This credential focuses on the unique administrative, clinical, compliance and billing aspects of managing the biologic drug processes within a rheumatology practice management. In order to qualify to take the CRMS exam, you must have earned the CMPM or other similar professional certification from a recognized organization such as MGMA, PAHCOM, or AAPC, and have a minimum of three years of experience as a rheumatology practice manager.

The CRMS program will launch in Q4-19 and consist of 10 modules and a 2-hour 100 question at the completion. A score of 80% or higher is required to pass the CRMS exam. You may take the exam a maximum of two times within the 180 days from the first day you log in to your account.

NORM Signed On to or Sent Numerous Letters

- Medicare Program: Contract Year 2019 Policy and Technical Changes to the Medicare Advantage, Medicare Cost Plan, Medicare Fee-For-Service, Medicare Prescription Drug Benefit Program and PACE Program
- Letter to HHS – CMS 5528-AMPRM Comments on IPI
- Letter to HHS – Blueprint to Lower Drug Pricing RIN-0991-ZA49
- ATAP Coalition – Blueprint to Lower Drug Pricing
- ATAP Coalition – Patients Right to Know Prices Act
- ATAP Coalition – Health Plan Oversight of PBM Services
- ATAP Coalition – Rebate Rule
- ATAP Coalition – RIN 0938-AT92 Modernizing Part D and Medical Advantage
- ASP Coalition Letters on Step Therapy
- CMS Proposed Rules for American Patients First
- Part B Proposals
- UnitedHealth Care Down-coding of Administration Codes and Petition
- Non-Medical Switching for BCBS Michigan – Aimed Alliance
- Arthritis Foundation –Patient-Provider Biosimilar Principles

NORM

NORM 2020 Corporate Memberships



	Silver	Gold	Platinum	Sapphire	Diamond
	\$15,000	\$30,000	\$50,000	\$75,000	\$100,000
Conference Weekend					
# of Complimentary Representatives	6	8	10	12	14
# of additional representatives for purchase (\$500/rep)	2	4	4	4	4
Recognition through lapel pin, ribbon, conference magazine, signage, totebag	X	X	X	X	X
Ability to introduce 1 general session speaker (Friday or Saturday)					X
Ability to introduce 1 breakout session speaker (Friday or Saturday)				X	
Logo on conference brochure*			X	X	X
Complimentary tote bag insert			1 sheet	2 sheets	3 sheets
Exhibit size	10 X 10 booth	20 X 10 booth	20 X 10 booth	30 X 10 booth	40 X 10 booth
Exhibit hall space - 1st right of refusal based on level	5th choice	4th choice	3rd choice	2nd choice	1st choice
Sponsorship Opportunity			Thursday Welcome Reception OR Conference Journal OR Negotiated Item	Room Key OR Head Shot Booth OR Negotiated Item	Friday Reception & Dinner OR Airport/Hotel Shuttle OR Negotiated Item
Conference Weekend APP					
# of Complimentary Access	6	8	10	12	14
Enhanced Profile	X	X	X	X	X
Shared Banner Advertisement	X	X			
Banner Advertisement w/ link to your website			X	X	X

* if logo received by March 1, 2020

NORM 2020 Corporate Memberships



	Silver	Gold	Platinum	Sapphire	Diamond
	\$15,000	\$30,000	\$50,000	\$75,000	\$100,000
Year Round Opportunities					
Logo on website homepage and annual conference page	X	X	X	X	X
Webinars on topics critical to membership		X	X	X	X
Link to your website (annual conference corporate member page)		X	X	X	X
# of corporate announcements shared by NORM via NORM News Blog		2	4	6	12
# of items placed on members' only Healthcare Policy Page		2	4	6	12
# of items placed on Payer Issue Page		2	4	6	12
# of scheduled opportunities to share educational info w/ President		2	4	6	12
Meetings or conference calls with NORM Board		2 ~ 60 min (2 hrs)	3 ~ 60 min (3 hrs)	3 ~ 90 min (4.5 hrs)	4 ~ 90 min (6 hrs)
Number of representatives at meeting with NORM board		2	4	4	6

CORPORATE MEMBERSHIP OPPORTUNITIES

Diamond Corporate Membership \$100,000

The Diamond level includes the following items in reference to the non-CME annual educational meeting:

- Attendance at NORM Annual Conference:
 - Fourteen company representatives
 - Opportunity to bring four additional company representatives at \$500 per person,
 - Fourteen complimentary conference magazines and fourteen complimentary access privileges to Conference mobile APP (conference magazine includes list of attendees).
- Recognition in conference magazine to acknowledge support. Company logo incorporated in recognition.
- Recognition through conference signage to acknowledge support.
- Recognition in conference brochure if written commitment of funds received by March 1, 2020.
- Recognition of support at conference with Corporate Member lapel pin and ribbon for all corporate representatives.
- Opportunity to introduce a speaker following the script provided by NORM that will include corporate name.
- Corporate Members will have first right of refusal on location in exhibit hall at annual meeting based on membership level.
- Company logo included on conference tote-bag.
- One company conference tote bag insert (8.5 X 11, 3 sheets max size).
- 40X10 booth at annual conference and the booth includes 4 exhibit tables, 8 chairs, a waste basket, and electrical capabilities.
 - Corporate Member may request smaller booth or to divide the booth. Request must be received by June 1, 2020.
- Sponsorship of Friday Night Reception and Dinner **or** Sponsor of Shuttle between Airport and Hotel **or** other suitable item negotiated between NORM and Corporate Member.

This level includes the following items on the Conference mobile APP at the 2020 conference:

- Corporate Logo and link to your mobile APP site on banner advertisement that appear every 5 to 6 seconds when attendee is in Conference mobile APP.
- Enhanced corporate profile on Conference mobile APP which will allow your representative to add your logo, corporate description, contact information, brochures/documents, and links to corporate social media accounts. NORM will assign exhibit hall location link in APP.

This level includes the following items throughout the year:

- Company logo on NORM website home page and annual conference page from receipt of funds until December 31, 2020.
 - Link to company website from corporate member page if supplied by corporate member.
- Opportunity to host unbranded webinars with NORM membership on critical topics.
 - Topics and dates to be negotiated with NORM and scheduled at least one month before the webinar to ensure time to advertise.
- Ability to submit a monthly issue to NORM for NORM to share with membership in each area:
 - new company announcements posted on the NORM News Blog – category Industry News,
 - announcements to be posted on payer issue page of the *members' only* portal on NORM website and announcement of this posting by NORM to the membership, and
 - announcements to be posted on Healthcare Policy page of the *members' only* portal on NORM website and announcement of this posting by NORM to the membership.
- Twelve scheduled opportunities to share educational information with President on issues affecting rheumatology.
- Four 90 minute meetings, webinars or conference calls with NORM Board or Board Representatives:
 - Six representatives to meet with NORM Board Tuesday or Wednesday the week before the 2020 conference in Austin, TX. The date and time negotiated by July 15, 2020.
 - Six representatives to meet with the NORM board before the NORM Board meeting in March in San Francisco, CA March 12 & 13, 2020.
 - Six representatives to meet with at least two members of the NORM board at Clinical Congress of Rheumatology in Destin, FL (May 14 – 16, 2020).
 - Six representatives to meet with at least two members of the NORM board the NORM Board meeting in June in Philadelphia, PA (June 11 & 12).

CORPORATE MEMBERSHIP OPPORTUNITIES

Sapphire Corporate Membership \$75,000

The Sapphire level includes the following items in reference to the non-CME annual educational meeting:

- Attendance at NORM Annual Conference:
 - Twelve company representatives,
 - Opportunity to bring four additional company representatives at \$500 per person
 - Twelve complimentary conference magazines and twelve complimentary access privileges to Conference mobile APP conference (magazine includes list of attendees).
- Recognition in conference magazine to acknowledge support. Company logo incorporated in recognition.
- Recognition through conference signage to acknowledge support.
- Recognition in conference brochure if written commitment of funds received by March 1, 2020
- Recognition of support at conference with Corporate Member lapel pin and ribbon for all corporate representatives.
- Opportunity to introduce one breakout speaker following the script provided by NORM that will include corporate name.
- Corporate Members will have first right of refusal on location in exhibit hall at annual meeting based on membership level.
- Company logo included on conference tote-bag.
- One company conference tote bag insert (8.5 X 11, 2 sheets max size).
- 30X10 booth at annual conference and the booth includes 3 exhibit tables, 6 chairs, a waste basket, and electrical capabilities.
 - Corporate Member may request smaller booth or to divide the booth. Request must be received by June 1, 2020.
- Sponsorship of Room Key Sponsorship (your logo on room key for each guest room) **or** Head Shot Booth for member (signage at booth area) **or** other suitable item negotiated between NORM and Corporate Member.

This level includes the following items on the Conference mobile APP at the 2020 conference:

- Corporate Logo and link to your mobile APP site on banner advertisement that appears every 5 to 6 seconds when attendee in Conference mobile APP.
- Enhanced corporate profile on Conference mobile APP which will allow your representative to add your logo, corporate description, contact information, brochures/documents and links to corporate social media accounts. NORM will assign exhibit hall location link in APP.

This level includes the following items throughout the year:

- Company logo on NORM website home page and annual conference page from receipt of funds until December 31, 2020.
 - Link to company website from corporate member page if supplied by corporate member.
- Opportunity to host unbranded webinars with NORM membership on critical topics.
 - Topics and dates to be negotiated with NORM and scheduled at least one month before the webinar to ensure time to advertise.
- Ability to submit a bi-monthly issue to NORM for NORM to share with membership in each area:
 - new company announcements posted on the NORM News Blog – category Industry News and shared with membership across all social media platforms utilized by NORM,
 - announcements to be posted on payer issue page of the *members' only* portal on NORM website and announcement of this posting by NORM to the membership, and
 - announcements to be posted on Healthcare Policy page of the *members' only* portal on NORM website and announcement of this posting by NORM to the membership.
- Six scheduled opportunities to share educational information with President on issues affecting rheumatology.
- Three 90 minute meetings or conference calls with NORM or Board Representatives:
 - Four representatives to meet with NORM Board for 90 minutes Tuesday or Wednesday the week before the 2020 conference in Austin, TX. The date assigned and time assigned by July 15, 2020.
 - Four representatives to meet with the NORM board before the NORM Board meeting (March 12 & 13,) in San Francisco, CA.
 - Four representatives to meet with at least two members of the NORM board at Clinical Congress of Rheumatology in Destin, FL (May 14 – 16) **or** before the NORM Board meeting in Philadelphia, PA (June 11 & 12)

CORPORATE MEMBERSHIP OPPORTUNITIES

Platinum Corporate Membership \$50,000

The Platinum level includes the following items in reference to the non-CME annual educational meeting:

- Attendance at NORM Annual Conference:
 - Ten company representatives,
 - Opportunity to bring four additional company representatives at \$500 per person,
 - Ten complimentary conference magazines and ten complimentary access privileges to Conference mobile APP (conference magazine includes list of attendees).
- Recognition in conference magazine to acknowledge support. Company logo incorporated in recognition.
- Recognition through conference signage to acknowledge support.
- Recognition in conference brochure if written commitment of funds received by March 1, 2020.
- Recognition of support at conference with Corporate Member lapel pin and ribbon for all corporate representatives.
- Corporate Members will have first right of refusal on location in exhibit hall at annual meeting based on membership level.
- One company conference tote bag insert (8.5 X 11, 1 sheets max size).
- Company logo included on conference tote-bag.
- 20X10 booth at annual conference and the booth includes two exhibit tables, 4 chairs, a waste basket, and electrical capabilities.
 - Corporate Member may request smaller booth or to divide the booth. Request must be received by June 1, 2020.
- Sponsorship of Thursday Night Welcome Reception **or** Conference Journal **or** other suitable item negotiated between NORM and Corporate Member.

This level includes the following items on the Conference mobile APP at the 2020 conference:

- Corporate Logo and link to your mobile APP site on banner advertisement that appears every 5 to 6 seconds when attendee in conference mobile APP.
- Enhanced corporate profile on Conference mobile APP which will allow your representative to add your logo, corporate description, contact information, brochures/documents, and links to corporate social media accounts. NORM will assign exhibit hall location link in APP.

This level includes the following items throughout the year:

- Company logo on NORM website home page and annual conference page from receipt of funds until December 31, 2020.
 - Link to company website from corporate member page if supplied by corporate member.
- Opportunity to host unbranded webinars with NORM membership on critical topics.
 - Topics and dates to be negotiated with NORM and scheduled at least one month before the webinar to ensure time to advertise.
- Ability to submit a quarterly issue to NORM for NORM to share with membership in each area:
 - new company announcements posted on the NORM News Blog – category Industry News and shared with membership across all social media platforms utilized by NORM,
 - announcements to be posted on payer issue page of the *members' only* portal on NORM website and announcement of this posting by NORM to the membership, and
 - announcements to be posted on Healthcare Policy page of the *members' only* portal on NORM website and announcement of this posting by NORM to the membership.
- Four scheduled opportunities to share educational information with President on issues affecting rheumatology.
- Three 60 minute meetings or conference calls with NORM Board or Board representatives as follows:
 - Four representatives to meet with NORM Board Monday or Tuesday the week before the 2020 conference in Austin, TX. The date and time assigned by July 15, 2020.
 - Four representatives to meet with the NORM board before the NORM Board meeting on Thursday or Friday (March 12 or 13) in San Francisco, CA.
 - Four representatives to meet with at least two members of the NORM board at Clinical Congress of Rheumatology in Destin, FL (May 14 – 16) **or** before the NORM Board meeting on Thursday or Friday in Philadelphia, PA (June 11 & 12).

CORPORATE MEMBERSHIP OPPORTUNITIES

Gold Corporate Membership \$30,000

The Gold level includes the following items in reference to the non-CME annual educational meeting:

- Attendance at NORM Annual Conference:
 - Eight company representatives,
 - Opportunity to bring four additional company representatives at \$500 per person,
 - Eight complimentary conference magazines and eight complimentary access privileges to Conference mobile APP (conference magazine includes list of attendees).
- Recognition in conference magazine to acknowledge support. Company logo incorporated in recognition.
- Recognition through conference signage to acknowledge support.
- Recognition of support at conference with Corporate Member lapel pin and ribbon for all corporate representatives.
- Corporate Members will have first right of refusal on location in exhibit hall at annual meeting based on membership level.
- Company logo included on conference tote-bag.
- A 20X10 booth at annual conference and the booth includes 1 exhibit table, 2 chairs, a waste basket, and electrical capabilities.

This level includes the following items on the Conference mobile APP at the 2020 conference:

- Corporate name on shared banner advertisement that appears every 5 to 6 seconds when attendee in Conference mobile APP.
- Enhanced corporate profile on Conference mobile APP which will allow your representative to add your logo, corporate description, contact information, brochures/documents, and links to corporate social media accounts. NORM will assign exhibit hall location link in APP.

This level includes the following items throughout the year:

- Company logo on NORM website home page and annual conference page from receipt of funds until December 31, 2020.
 - Link to company website from corporate member page if supplied by corporate member.
- Opportunity to host unbranded webinars with NORM membership on critical topics.
 - Topics and dates to be negotiated with NORM and scheduled at least one month before the webinar to ensure time to advertise.
- Ability to submit one issue per six months to NORM for NORM to share with membership in each area:
 - new company announcements posted on the NORM News Blog – category Industry News and shared with membership across all social media platforms utilized by NORM,
 - announcements to be posted on payer issue page of the *members' only* portal on NORM website and announcement of this posting by NORM to the membership, and
 - announcements to be posted on Healthcare Policy page of the *members' only* portal on NORM website and announcement of this posting by NORM to the membership.
- Two scheduled opportunities to share educational information with President on issues affecting rheumatology.
- Two 60 minute meetings with NORM Board or Board representatives as follows:
 - Two representatives to meet with NORM Board for 60 minutes Monday or Tuesday the week before the 2020 conference in Austin, TX. The date and time assigned by July 15, 2020.
 - Two representatives to meet with at least two members of the NORM board at Clinical Congress of Rheumatology in Destin, FL (May 14-16).

CORPORATE MEMBERSHIP OPPORTUNITIES

Silver Corporate Membership **\$15,000**

This Silver level includes the following items in reference to the non-CME annual educational meeting:

- Attendance at NORM Annual Conference:
 - Six company representatives,
 - Opportunity to bring two additional company representatives at \$500 per person,
 - Six complimentary conference magazines and six complimentary access privileges to Conference mobile APP (conference magazine includes list of attendees).
- Recognition in conference magazine to acknowledge support. Company logo incorporated in recognition.
- Recognition through conference signage to acknowledge support.
- Recognition of support at conference with Corporate Member lapel pin and ribbon for all corporate representatives.
- Corporate Members will have first right of refusal on location in exhibit hall at annual meeting based on membership level
- Company logo included on conference tote-bag.
- A 10X10 booth at annual conference and the booth includes 1 exhibit table, 2 chairs, a waste basket, and electrical capabilities.

This level includes the following items on the Conference mobile APP at the 2020 conference:

- Corporate name on shared banner advertisement that appears every 5 to 6 seconds when attendee in Conference mobile APP.
- Enhanced corporate profile on Conference mobile APP which will allow your representative to add your logo, corporate description, contact information, brochures/documents, and links to corporate social media accounts. NORM will assign exhibit hall location link in APP.

This level includes the following items throughout the year:

- Company logo on NORM website home page and annual conference page from receipt of funds until December 31, 2020.