

September 24-26, 2020  
Virtual Conference

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# Hitting All the Right Notes- 15 Years of Rheumatology Excellence



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**2020**

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## 2020 SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

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

Sponsorship opportunities close on August 1.  
Exhibit/Display place available until August 15.

**Logos due to NORM in EPS and JPG formats by August 1, 2020.**



## **2020 Virtual Conference All Sponsorships Include**

The following items on the Virtual Platform (specs on last page):

- Company logo and 25-word description
- Ability to provide color for your booth background (HEX or RGB). You may provide two colors and determine if gradient is horizontal, vertical, diagonal (left/right).
- Virtual booth - Join for interaction, and have an embedded video that attendees can watch at their leisure
- One booth live on Friday, September 25 between 12pm – 2pm
- Resources attendees may download
- Group chat available during live booth times
- Question and Answer Box- for personal questions
  - Available during the live booth time
  - At breaks when no live presentation & members are encouraged to visit exhibit hall the question will be sent to your representative's email.
- A survey - you can ask 3 quantitative survey questions of attendees
- Available rep (X #), their contact information/social media. (You may have 3 reps for the live session.)
- Virtual exhibit hall will be available for 30 days after the conference. Any questions will be sent to your representative's email.

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### ***\$8,000 Sponsorships***

Sponsorship opportunities at this level include:

- Leather Accessory Tray – tray for jewelry, keys, other items when you travel; collect the items in one place

Your sponsorship would include:

- Five (5) complimentary access privileges to Virtual platform
- 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 mailed to attendees
- Main contact will receive a copy of virtual magazine

### ***\$7,500 Sponsorships***

Sponsorship opportunities at this level include:

- Jewelry Travel Case – organized case for your jewelry when traveling
- Airplane Seat Pack Organizer – have everything at your fingertips while traveling
- Travel Pillow – comfortable pillow to use when traveling

Your sponsorship would include:

- Five (5) complimentary access privileges to Virtual platform
- 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 mailed to attendees
- Main contact will receive a copy of virtual magazine

## ***\$5,000 Sponsorships***

Sponsorship Opportunities at this level:

- 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
- Dip Clip Holder for Car – no more spilled dip/ketchup in the car when you travel
- Accessories Travel Organizer – use this small pouch for cosmetics or electronics

Your sponsorship would include:

- Four (4) complimentary access privileges to Virtual platform
- 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 mailed to attendees
- Main contact will receive a copy of virtual magazine

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### ***\$3000 Exhibitor***

This exhibit level would provide the following:

- Three (3) complimentary access privileges to Virtual platform
- Name listed on our website with other exhibitors
- Recognition in our conference materials mailed to attendees
- Main contact will receive a copy of virtual magazine

Exhibiting includes the following items on the Virtual Platform (specs on last page):

The following items on the Virtual Platform (specs on last page):

- Company logo and 25-word description
- Ability to provide color for your booth background (HEX or RGB)
- Virtual booth – Ability to push one slide and interact with attendees via group chat and question and answer box.
- One booth live on Friday, September 25 between 12pm – 2pm
- Resources that attendees may download (max of two items)
- Group chat available during live booth times
- Question and Answer Box- for personal questions
  - Available during the live booth time
  - At breaks when no live presentation & members are encouraged to visit exhibit hall the question will be sent to your representative's email.
- A survey - you can ask 2 quantitative survey questions of attendees
- Available rep we will need their contact information/social media. (You may have 2 reps for the live session.)
- Virtual exhibit hall will be available for 30 days after the conference. All questions submitted will be sent to your representative's email.

**Logos due to NORM in EPS and JPG formats by August 1, 2020.**

## ***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 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, 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.

**For Additional Information Contact**  
Tammy Bulger, Administrative Director  
910-520-0515  
tammy@normgroup.org

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## *Virtual Exhibit Hall*

NORM conference attendees will be wandering in and out of all vendors between 12pm and 2pm on Friday. NORM is incentivizing them to visit live, and then to visit the on-demand exhibit hall over the conference weekend and for 30 days.

The “exhibit booth” is a webcast on the On24 platform. This means for your booth to be live, at least one person must act as producer and join before 12 p.m. in order to start the webcast and record the webcast. They must record for the virtual exhibit booth to be available on-demand. The presenter can act as producer and record.

### **Producer**

Producers will be responsible for starting and ending the “exhibit hall”. If a Producer accidentally clicks the End Webcast buttons, the webcast cannot be restarted. An archived version of the webinar will be available for on-demand viewing soon after the webcast ends. The on-demand will be available for exhibit hall if no live exhibit hall planned. The on-demand exhibit hall will be available for 30 days after the conference.

NORM will host one training session for presenters/producers. This page will provide additional information -

[https://on24-prod.mindtouch.us/Webcast\\_Elite/Presenting\\_a\\_Live\\_Webinar/PMXD\\_Quick\\_Start\\_Guide\\_for\\_Presenters](https://on24-prod.mindtouch.us/Webcast_Elite/Presenting_a_Live_Webinar/PMXD_Quick_Start_Guide_for_Presenters)

### *Spec*

	<i>Requirements</i>
Logo	JPG or PNG for virtual exhibit hall
Slide	16:9 orientation DUE to NORM no later than September 1
Representative Picture	90 X 90 pixels

### **Survey**

Question types allowed:

- multiple choice with a single answer
- multiple choice with multiple answers

**Logos due to NORM in EPS and JPG formats by August 1, 2020.**



**2020**  
**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.