

October 7-9, 2021  
Arizona Grand Resort & Spa  
Phoenix, AZ

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1121 Military Cutoff #337  
Wilmington, NC 28405  
910-520-0515  
[www.normgroup.org](http://www.normgroup.org)

## 2021 Conference Policies

### Logo

Logos are due to NORM no later than July 15, 2021. 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)

### Cancellation/Subletting of Exhibit Space

Cancellation of exhibit space and requests for refunds must be received in writing by June 1, 2020 for a 50% refund if space is sold to another vendor, payable after the conference. Cancellations received after June 1, 2020 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.

### Sponsored Events

Vendors *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

Each vendor will respect the exhibit set-up hours established by NORM. Exhibit set-up and shipping information will be shared with all Vendor by July 15, 2021. The vendor 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. All interactive features must be installed within the confines of your exhibit space. 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, 2021. 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 the exhibit hall during exhibiting times. Thus, each vendor will have at least one representative at their booth when the exhibit hall is open (breakfast, lunch and breaks each day). Each vendor will not break down their booth early. The agenda will be shared with your corporate contact, will be posted on the NORM website, and will be on the mobile app.

Each vendor 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.

### **Vendor Attendance for Educational Sessions**

Vendors 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. Vendors 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. Vendors are not to enter the breakout room until all attendees have entered. Vendors must sit in the back of the room.

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 Vendors may not attend.

### **Guest Rooms for Vendors**

Hotel rooms are the responsibility of the Vendor. 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. Please do not overbook or double book rooms.

### **Indemnification**

Vendors agree to abide by these terms, and any applicable provisions under NORM's agreement with the management of the Arizona Grand Resort & Spa.

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

Vendors agree to defend, indemnify, and hold harmless the Arizona Grand Resort & Spa 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 Vendor or any contractors hired or engaged by the Corporate Member, Exhibitor or Sponsor in connection with the conference. Vendors also agree to defend, indemnify, and hold harmless the Arizona Grand Resort & Spa from any liability resulting from any claim, action or action, which may be asserted by third parties arising out of the performance of the Vendor's obligations pursuant to this agreement, except those which are due to misconduct or negligence of the Arizona Grand Resort & Spa.

### **Vendor 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 Arizona Grand Resort & Spa ("Hotel"), Hotel's owner, managers, subsidiaries, affiliates, employees and agents (collectively, "Hotel Parties"), as well as National Organization of Rheumatology Managers, a Virginia nonstock corporation, d/b/a National Organization of Rheumatology Management ("Group"), from and against any and all claims or expenses arising out of Exhibitor's use of the Hotel's exhibition premises.

**2021**  
**SPONSORSHIP AND EXHIBITOR OPPORTUNITIES**

**\$8,000 Sponsorship Opportunities**

- Friday Breakfast
- Saturday Breakfast
- Rolled Blanket\*
- Adjustable Phone/Tablet holder

**\$7,500 Sponsorship Opportunities**

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

**\$5,000 Sponsorships Opportunities**

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>• Friday Morning Break *</li><li>• Friday Afternoon Break *</li><li>• Saturday Morning Break *</li><li>• Ergonomic Mouse Pad</li><li>• Wall Charger*</li></ul> | <ul style="list-style-type: none"><li>• Smart Tag</li><li>• Microfiber Sports Towel</li><li>• Cooling Cloth</li><li>• Packing Cubes (2)</li><li>• Umbrella *</li></ul> |
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**\$3,000 Exhibit/Display Space**

**Additional Opportunities**

For additional information or to purchase an item please visit the Sponsor/Exhibitor 2021 Opportunities page on the NORM website.

*\* First Right of Refusal for 2021 Sponsorships provided to 2019 & 2020 Sponsors until April 15, 2021.  
Logos due to NORM in EPS format by July 15, 2021.*

## ***\$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
- Rolled Blanket with handle – warm blanket that is used by our members at the conference and travels home with them
- 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 2021 Conference Vendors' page on website from receipt of funds,
- logo on conference t-shirt
- recognition in our conference materials, podium recognition, & banner recognition,
- tile of conference attendee hub
- five (5) copies of conference materials, and
- one 10 X 10 booth, and electrical capabilities
  - sponsors will be able to choose their tentative location when they purchase their sponsorship

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

Sponsorship opportunities at this level include:

- Zippered Tote Bag – nice 20 X 15 X 5.5 foldable tote
- Jewelry Travel Case – organized case for your jewelry when traveling
- Airplane Seat Pack Organizer – have everything at your finger tips 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 2021 Conference Vendors' page on website from receipt of funds,
- logo on conference t-shirt
- recognition in our conference materials, podium recognition, & banner recognition,
- tile of conference attendee hub
- five (5) copies of conference materials and
- one 10 X 10 booth, and electrical capabilities
  - sponsors will be able to choose their tentative location when they purchase their sponsorship

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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
- Ergonomic Mouse Pad – distributed to attendees for use in their work or home office
- Packing Cubes – distributed to help attendees travel efficiently package of 2 cubes
- Umbrella – distributed to conference attendees for their use at the conference and at home
- Wall Charger – distributed to attendees allowing them to charge up to 4 USB items at one time
- Microfiber Sports Towel –distributed to conference attendees who will use this towel to quickly dry off after a workout or dip in the pool
- Cooling Cloth – distributed to conference attendees to keep them cool walking in Phoenix heat or at home

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 2021 Conference Vendors' page on website from receipt of funds,
- logo on conference t-shirt,
- recognition in our conference materials, podium recognition, & banner recognition,
- tile on conference attendee hub
- four (4) copies of conference materials and
- one 10 X 10 booth, and electrical capabilities
  - sponsors will be able to choose their tentative location when they purchase their sponsorship

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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,
- tile on conference attendee hub
- three (3) copies of conference materials and
- one table in exhibit hall
  - exhibitors will have the opportunity to choose their tentative location when they purchase exhibit space

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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 NORM's design needs.. 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, 2021.

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 Thursday, September 30, 2021. If document arrives after September 30 or vendor does not follow instructions for shipping, NORM cannot guarantee inclusion in tote bag. Shipping cost paid by exhibitor/sponsor. Shipping information provided on NORM website.

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

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