

2023 Corporate Member Prospectus

As of 9/01/2022



2023 NORM Conference | San Francisco, CA
September 21-23, 2023

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 access privileges to Conference App as well as 14 complimentary conference magazines (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, 2023.
- Corporate Members will have first right of refusal on location in exhibit hall at annual meeting based on membership level.
- Company logo and/or name included on back of conference t-shirt.
- One company conference tote bag insert (8.5 X 11, 3 sheets max size) mailed to NORM at conference site.
- 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 May 1, 2023.
- Sponsorship of Welcome Reception, Friday Night Reception or Friday Night Dinner **or** other suitable item negotiated between NORM and Corporate Member before July 1, 2023. Previous corporate members at this level have first right of refusal.

This level includes the following item on the Conference App at the 2023 conference:

- Enhanced corporate profile on Conference 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 the Conference App.

This level includes the following items throughout the year:

- Company logo on NORM corporate member page from receipt of funds until December 31, 2023.
 - Link to company website from corporate member page if supplied by corporate member.
- Opportunity to host three (3) unbranded webinars with NORM membership on critical topics.
 - Topics and dates to be negotiated with NORM's Executive Director and scheduled at least six weeks before the webinar to ensure time to advertise.
- Ability to submit 1 issue every other month to NORM for NORM to share with membership in **one** of the following areas:
 - New company announcements posted on the NORM News Blog – category News from our Industry Partners,
 - 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 or Executive Director on issues affecting rheumatology.

CORPORATE MEMBERSHIP OPPORTUNITIES

- Four meetings, virtually or Face to Face with NORM Board, or Board Representatives and Executive Director:
 - Representatives to meet with the NORM Board the week before the 2023 conference in San Francisco, CA. The date and time negotiated by August 15, 2023 (face to face or virtual). 90 minutes
 - Representatives to meet with NORM representatives before the NORM Board meeting in March. 90-minutes
 - Representatives to meet virtually with NORM representatives before the NORM Board meeting in July – 90 minutes
 - Representatives to meet with. NORM representatives during ACR (face to face or virtual). 60- minutes
- Hot Topic Summary from Executive Director Monthly
- Discount of 30% on A La Carte Items listed on last page of prospectus.

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 access privileges to Conference App as well as 12 complimentary conference magazines (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, 2023
- Corporate Members will have first right of refusal on location in exhibit hall at annual meeting based on membership level.
- Company logo and/or name included on back of conference t-shirt.
- One company conference tote bag insert (8.5 X 11, 2 sheets max size) mailed to NORM at conference site.
- 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 May 1, 2023.
- Sponsorship of Room Key Sponsorship (your logo on room key for each guest room) **or** Conference Journal **or** other suitable item negotiated between NORM and Corporate Member before July 1, 2023. Previous corporate members at this level have first right of refusal.

This level includes the following items on the Conference App at the 2023 conference:

- Enhanced corporate profile on Conference 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 Conference App.

This level includes the following items throughout the year:

- Company logo on NORM corporate member page from receipt of funds until December 31, 2023.
 - Link to company website from corporate member page if supplied by corporate member.
- Opportunity to host two (2) unbranded webinars with NORM membership on critical topics.
 - Topics and dates to be negotiated with NORM's Executive Director and scheduled at least six weeks before the webinar to ensure time to advertise.
- Ability to submit an issue quarterly to NORM for NORM to share with membership in **one** of the following areas:
 - New company announcements posted on the NORM News Blog – category News from our Industry Partners 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 or Executive Director on issues affecting rheumatology.

CORPORATE MEMBERSHIP OPPORTUNITIES

- Three meetings or conference calls with NORM Board, or Board Representatives and Executive Director:
 - Representatives to meet with NORM Board the week before the 2023 conference in San Francisco, CA. The date assigned and time assigned by August 15, 2023 (face to face or virtual). 60-minutes
 - Representatives to meet with NORM representatives at Clinical Congress of Rheumatology in Destin, FL (face to face or virtual). 90-minutes
 - Representatives to meet with NORM representatives at ACR (face to face or virtual). 60-minutes
- Hot Topic Summary Every other Month
- Discount of 10% on A La Carte Items listed on last page of prospectus.

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 access privileges to Conference App as well as 10 complimentary conference magazines (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, 2023.
- 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) mailed to NORM at conference site.
- Company logo and/or name included on back of conference t-shirt.
- 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 May 1, 2023.
- Sponsorship of Friday AV or Saturday AV **or** Friday Internet, or Saturday Internet or other suitable item negotiated between NORM and Corporate Member before July 1, 2023. Previous corporate members at this level have first right of refusal.

This level includes the following items on the Conference App at the 2023 conference:

- Enhanced corporate profile on Conference 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 Conference App.

This level includes the following items throughout the year:

- Company logo on NORM corporate member page from receipt of funds until December 31, 2023.
 - Link to company website from corporate member page if supplied by corporate member.
- Opportunity to host one (1) unbranded webinar with NORM membership on critical topics.
 - Topics and dates to be negotiated with NORM's Executive Director and scheduled at least six weeks before the webinar to ensure time to advertise.
- Ability to submit a one (1) issue every six months to NORM for NORM to share with membership in **one** of the following areas:
 - New company announcements posted on the NORM News Blog – category News from our Industry Partners 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 or Executive Director on issues affecting rheumatology.

CORPORATE MEMBERSHIP OPPORTUNITIES

- Three meetings or conference calls with NORM Board, or Board Representatives and Executive Director:
 - Representatives to meet with NORM Board the week before the 2023 conference in San Francisco, CA. The date and time assigned by August 15, 2023 (face to face or virtual) for 45-minutes
 - Representatives to meet with NORM representatives before the NORM Board meeting on in March (face to face or virtual). 60 minutes
 - Representatives to meet with NORM representatives at ACR. 60 minutes
- Hot Topic Summary Quarterly
- Discount of 5% on A La Carte Items listed on last page of prospectus.

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 access privileges to Conference App as well as 8 complimentary conference magazines (includes list of attendees).
- Recognition in conference magazine to acknowledge support. Company logo incorporated in recognition.
- Recognition through conference signage to acknowledge support.
- Corporate Members will have first right of refusal on location in exhibit hall at annual meeting based on membership level.
- Company logo and/or name included on back of conference t-shirt.
- A 20X10 booth at annual conference and the booth includes 2 exhibit tables, 4 chairs, a waste basket, and electrical capabilities.

This level includes the following items on the Conference App at the 2023 conference:

- Enhanced corporate profile on Conference 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 Conference App.

This level includes the following items throughout the year:

- Company logo on NORM corporate member page from receipt of funds until December 31, 2023.
 - Link to company website from corporate member page if supplied by corporate member.
- Two scheduled opportunities to share educational information with President or Executive Director on issues affecting rheumatology.
- Two meetings with NORM Board, or Board Representatives and Executive Director:
 - Representatives to meet with NORM Board for 45 minutes the week before the 2023 conference in San Francisco, CA. The date and time assigned by August 15, 2023 (face to face or virtual).
 - Representatives to meet with NORM representatives at Clinical Congress of Rheumatology in Destin, FL (face to face or virtual) or virtually in July for 60 minutes

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 access privileges to Conference App
 - as well as 6 complimentary conference magazines (includes list of attendees).
- Recognition in conference magazine to acknowledge support. Company logo incorporated in recognition.
- Recognition through conference signage to acknowledge support.
- Corporate Members will have first right of refusal on location in exhibit hall at annual meeting based on membership level
- Company logo and/or name included on back of conference t-shirt.
- 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 App at the 2023 conference:

- Enhanced corporate profile on Conference 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 Conference App.

This level includes the following items throughout the year:

- Company logo on NORM corporate member page from receipt of funds until December 31, 2023.

CORPORATE MEMBERSHIP OPPORTUNITIES

Ala Cart Items

Survey NORM's Membership - \$7500

Survey may contain no more than twenty (20) questions, and this includes any questions that eliminate certain members' participation.

Survey questions must be approved by NORM board.

Deliverables:

- Survey results will be deidentified before sharing with the corporate member and under no circumstances will NORM share identifying information
- The survey results may be used internally by the corporate member and any external use must be approved by the NORM board.
- NORM will not share or discuss the result of the survey with others outside the corporate members.

NORM will within two weeks of receiving the data as long as not within one month on either side of the annual conference:

- Build the survey in our Survey Monkey account
- Send the survey to corporate member to test the survey and confirm survey functions as desired
- Distribute to NORM's membership via NORM's membership portal contact center
- NORM will incentivize the membership to complete survey

At the conclusion of data collection, NORM will:

- Collate data
- Scrub data of identifying information
- Share result of survey with corporate member

One survey will be distributed per month. Coordinate distribution process with NORM's Executive Director (info@normgoup.org). Questions must be to NORM by the first of the month, for development, test, and distribution by the middle of the month. NORM will not overload its members with more than one survey per month.

Additional Webinar - \$5000

A corporate member may purchase an additional branded webinar. Hosted on NORM platform includes promoting to members on website calendar and monthly email blasts. Unbranded webinars can be recorded for members to view at their convenience.

Topics and dates to be negotiated with NORM's Executive Director and scheduled at least six weeks before the webinar to ensure time to advertise. Content/Slides to be previewed by Executive Director

Promote Corporate Members Webinar to NORM Membership - \$2,000

Webinar on your platform will be promoted to our membership through newsletters and placed on public website. Topics and dates to be negotiated with NORM's Executive Director and scheduled at least six weeks before the webinar to ensure time to advertise. Content/Slides to be previewed by Executive Director

CORPORATE MEMBERSHIP OPPORTUNITIES

Ad Board and Speaker Assistance - \$1,000

NORM will assist Corporate Members in identifying Ad Board attendees from the NORM membership. Additionally, NORM will work with Corporate Members in finding Speakers, if needed, from within the NORM membership.

2023 Conference Policies

Logos are due to NORM no later than June 1, 2023. 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)

Sponsored Events Policies

Corporate Members, Sponsors, and 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 several attendees, also including ad boards, or any other organized group meetings.

Exhibit Hall Policies

Each Corporate Member, Sponsor, and 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 August 1, 2023. The sponsor/exhibitor will follow instructions regarding shipping items to the venue. If instructions are not followed NORM is not responsible for missing exhibit items.

Exhibit space will be provided as indicated in the Prospectus. Corporate Members may request a smaller booth or to divide the booth. Request must be received by July 1, 2023.

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 table(s) no later than August 1, 2023. 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, sponsors, and exhibitors during exhibiting times. Thus, everyone must have at least one representative at their booth when the exhibit hall is open (breakfast, lunch and breaks each day). No one will break down their booth early. The agenda will be shared and will be posted on the NORM website.

Each corporate member, sponsor, and exhibitor will receive the number of name badges appropriate for their level of support. Additional name badges may be purchased. Ala carte discounts do not apply.

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 Event Planner (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, all 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.

Attendance for Educational Sessions Policies

Corporate Members, Sponsors and 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. You 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, Sponsors and Exhibitors are not to enter the breakout rooms until all attendees have entered.

The NORM annual membership meeting is for NORM members only and corporate members, sponsors and exhibitors may not attend this session.

Guest Rooms for Corporate Members, Sponsors and Exhibitors

Hotel rooms are the responsibility of the Corporate Members, Sponsors, and Exhibitors. We have negotiated a guestroom block at the host hotel. Detailed information regarding guestroom reservations are available in our registration system.

Indemnification

Corporate Members, Sponsors, and Exhibitors agree to abide by these terms, and any applicable provisions under NORM's agreement with the management of the Marriott Marquis San Francisco.

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

Corporate Members, Sponsors, and Exhibitors agree to defend, indemnify, and hold harmless the Marriott Marquis San Francisco 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 Members, Sponsors or Exhibitors or any contractors hired or engaged by the Exhibitor or Sponsor in connection with the conference. Corporate Members, Sponsors, and Exhibitors also agree to defend, indemnify, and hold harmless the Marriott Marquis San Francisco from any liability resulting from any claims, or actions, which may be asserted by third parties arising out of the performance of the Corporate Member, Sponsor or Exhibitor's obligations pursuant to this agreement, except those which are due to misconduct or negligence of the Marriott Marquis San Francisco.

Corporate Member, Sponsor, & Exhibitor 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 the Marriott Marquis San Francisco ("Hotel"), managers, subsidiaries, affiliates, employees and agents (collectively, "Hotel Parties"), as well as 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.