

NORM

National Organization of
Rheumatology Management

CORPORATE MEMBER PROSPECTUS

2025



• ANNIVERSARY •

NORM
Annual Conference
Kissimmee, FL
OCTOBER 9TH – 11TH, 2025



TABLE OF CONTENTS

- NORM Overview ---- pg 3
- Diamond Corporate Membership ---- pg 4-5
- Sapphire Corporate Membership ---- pg 6-7
- Platinum Corporate Membership ---- pg 8-9
- Gold Corporate Membership ---- pg 10-11
- Chart Breakdown ---- pg 12
- A La Carte Items ---- pg 13-14
- Conference Gallery ---- pg 15
- Save the Date ---- pg 16
- Conference Policies ---- pg 17-18
- Contact Us ---- pg 19



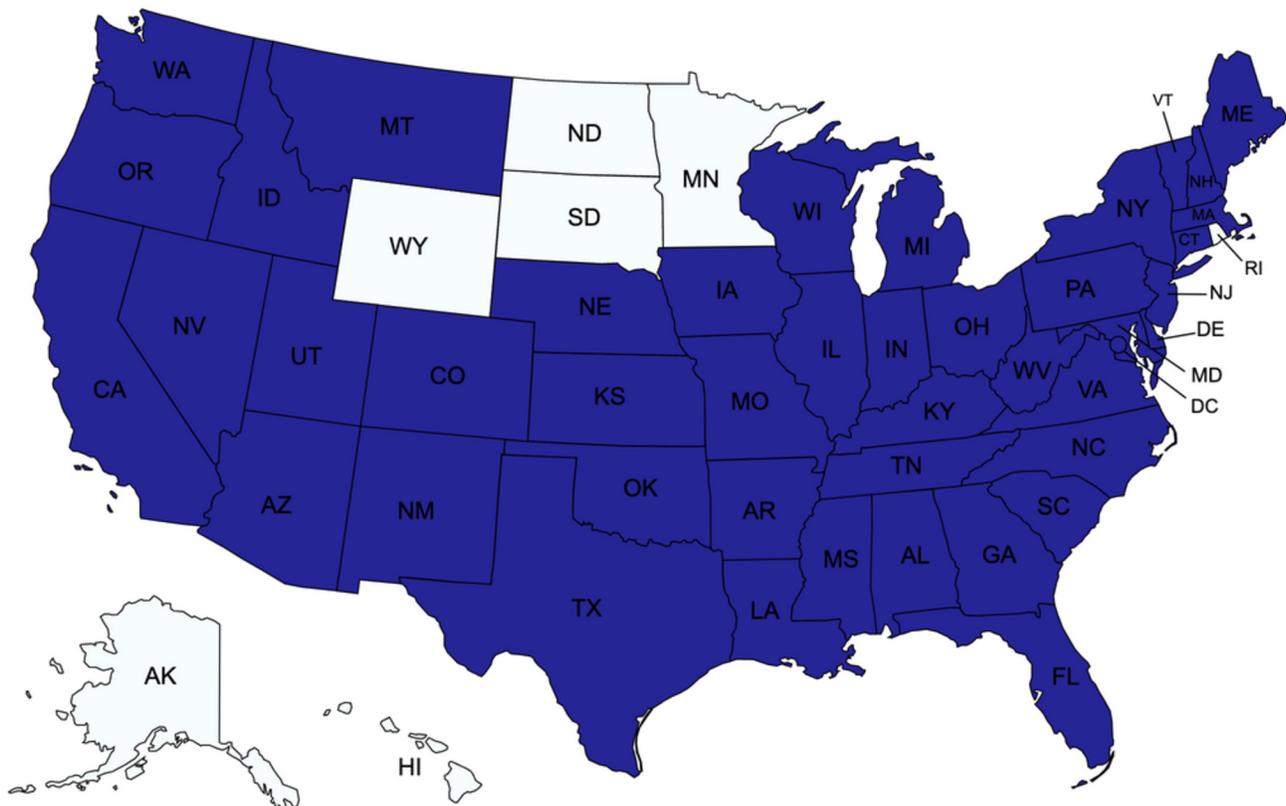
NORM OVERVIEW

The National Organization of Rheumatology Management (NORM) is a forum that promotes education, expertise and advocacy for rheumatology managers and their practices. NORM provides value across the nation by cultivating a thriving community of rheumatology managers and physicians. Together, we are focused on supporting our patients and pursuing excellence in medical practice management.

We see NORM as a vehicle in leading and influencing the rheumatology community. Effective practice management is the key to a successful healthcare practice; and for us, effective rheumatology practice management calls for management excellence.

Our Members

- **600+ members with practices across 44 states**
- **12,000+ digital touchpoints in 2024**
- **Member demographics: 90% Managers & 10% Physicians**



DIAMOND MEMBERSHIP

Corporate Membership Opportunities

\$100,000

YEAR ROUND OPPORTUNITIES

- **Four (4) meetings, virtually or face to face with NORM Executive Board or Board representatives and Executive Director:**
 - Representatives to meet with NORM Board in March. 90-minutes (face to face or virtual)
 - Representatives to meet with NORM Board June/July. 90-Minutes (face to face or virtual)
 - Representatives to meet with the NORM Board the week before the 2025 Conference in Kissimmee, FL. The date and time negotiated by September 15, 2025 (face to face or virtual). 75 minutes
 - Representatives to meet with NORM Executive Board during ACR (face to face or virtual). 60-minutes
- **Four (4) additional opportunities to schedule a 30-minute virtual meeting with the Executive Board throughout the year as requested.**
- **Eight (8) scheduled opportunities to share educational information with NORM president on issues relevant to rheumatology.**
- **Opportunity to host three (3) unbranded webinars with NORM membership on critical topics and two (2) branded webinars.**
 - Topics and dates to be negotiated with NORM's Executive Director scheduled at least six (6) weeks before the webinar to allow adequate time for advertising.
- **Ability to submit one (1) issue every other month to NORM Board 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 our social media platforms.
 - Announcements to be posted on payer issue page of the members' only portal on NORM website and the announcement of this posting by NORM to the membership.
 - 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.
- **Company logo on NORM corporate member page from receipt of funds until December 31, 2025.**
 - Link to company website from corporate member page if supplied by corporate member.

DIAMOND MEMBERSHIP

Corporate Membership Opportunities

\$100,000

ANNUAL CONFERENCE OPPORTUNITIES

- **Attendance at NORM Annual Conference:**
 - Ten (10) company representatives.
 - Opportunity to bring twelve (12) additional company representatives at \$700 per person.
 - Ten (10) complimentary access privileges to conference App.
- **Recognition in digital 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, 2025.**
- **Corporate Members will have first right of refusal on location in exhibit hall at NORM's annual conference based on membership level. (pending fire marshal approval)**
- **One (1) company conference tote bag insert (8.5 X 11). Three (3) sheets max size mailed to NORM conference site.**
- **30 X 10 booth at annual conference and the booth includes 3 exhibit tables, 6 chairs, a waste basket and electrical capabilities. In 2025, due to space limitations, size of the booth may be adjusted.**
- **Corporate Member may request smaller booth or to divide the booth. Request must be received by August 1, 2025, or incur a set-up fee of \$1500.**
- **Sponsorship of Member's Lanyard, Conference Journal, or another suitable item negotiated between NORM and Corporate Member before August 1, 2025.**
- **"Early Bird" access to purchase product theater based on membership level. Additional \$6000 per product theater, not included with membership.**

This level includes the following items on the Conference App at the 2025 conference:

- **Enhanced corporate profile on Conference App which will allow your representative to add your logo, corporate description, contact information, brochure/documents, and links.**

SAPPHIRE MEMBERSHIP

Corporate Membership Opportunities

\$75,000

YEAR ROUND OPPORTUNITIES

- **Three (3) meetings, virtually or face to face with NORM Executive Board or Board representatives and Executive Director:**
 - Representatives to meet with the NORM Board the week before the 2025 conference in Kissimmee, FL. The date and time negotiated by September 15, 2025 (face to face or virtual). 60 minutes
 - Representatives to meet virtually or in person with NORM Board June/July. 75 Minutes
 - Representatives to meet with NORM Executive Board during ACR (face to face or virtual). 60 minutes
- **Three (3) additional opportunities to schedule a 30 - minute virtual meeting with the Executive Board throughout the year as requested.**
- **Four (4) scheduled opportunities to share educational information with NORM president on issues relevant to rheumatology.**
- **Opportunity to host two (2) unbranded webinars with NORM membership on critical topics and one (1) branded webinar for our biologic coordinators.**
 - Topics and dates to be negotiated with NORM's Executive Director scheduled at least six (6) weeks before the webinar to allow adequate time for advertising.
- **Ability to submit one (1) issue quarterly to NORM Board 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 our social media platforms.
 - 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.
 - 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.
- **Company logo on NORM corporate member page from receipt of funds until December 31, 2025.**
 - Link to company website from corporate member page if supplied by corporate member.

SAPPHIRE MEMBERSHIP

Corporate Membership Opportunities

\$75,000

ANNUAL CONFERENCE OPPORTUNITIES

- **Attendance at NORM Annual Conference:**
 - Eight (8) company representatives.
 - Opportunity to bring ten (10) additional company representatives at \$700 per person.
 - Eight (8) complimentary access privileges to conference App.
- **Recognition in digital 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, 2025.**
- **Corporate Members will have first right of refusal on location in exhibit hall at NORM's annual conference based on membership level. (pending fire marshal approval)**
- **One (1) company conference tote bag insert (8.5 X 11). Two (2) sheets max size mailed to NORM conference site.**
- **20 X 10 booth at annual conference and the booth includes 2 exhibit tables, 4 chairs, a waste basket and electrical capabilities. In 2025, due to space limitations, size of the booth may be adjusted.**
- **Corporate Member may request smaller booth or to divide the booth. Request must be received by August 1, 2025, or incur a late fee of \$1500.**
- **Sponsorship of Thursday, Friday or Saturday Internet or Swag Item with your corporate logo, or other suitable item negotiated between NORM and Corporate Member before August 1, 2025.**
- **"Early Bird" access to purchase product theater based on membership level. Additional \$6000 per product theater, not included with membership.**

This level includes the following items on the Conference App at the 2025 conference:

- **Enhanced corporate profile on Conference App which will allow your representative to add your logo, corporate description, contact information, brochure/documents, and links.**

PLATINUM MEMBERSHIP

Corporate Membership Opportunities

\$50,000

YEAR ROUND OPPORTUNITIES

- **Three (3) meetings, virtually or face to face with NORM Executive Board or Board representatives and Executive Director:**
 - Representatives to meet with NORM Board in March. 60-minutes (face to face or virtual)
 - Representatives to meet with the NORM Board the week before the 2025 Conference in Kissimmee, FL. The date and time negotiated by September 15, 2025 (face to face or virtual). 45 minutes
 - Representatives to meet with NORM Executive Board during ACR (face to face or virtual). 60-minutes
- **Two (2) additional opportunities to schedule a 30-minute virtual meeting with the Executive Board throughout the year as requested.**
- **Two (2) scheduled opportunities to share educational information with NORM president on issues relevant to rheumatology.**
- **Opportunity to host one (1) unbranded webinar with NORM membership on critical topics**
 - Topics and dates to be negotiated with NORM's Executive Director scheduled at least six (6) weeks before the webinar to allow adequate time for advertising.
- **Ability to submit one (1) issue every six months to NORM Board 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 our social media platforms.
 - Announcements to be posted on payer issue page of the members' only portal on NORM website and the announcement of this posting by NORM to the membership.
 - 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.
- **Company logo on NORM corporate member page from receipt of funds until December 31, 2025.**
 - Link to company website from corporate member page if supplied by corporate member.

PLATINUM MEMBERSHIP

Corporate Membership Opportunities

\$50,000

ANNUAL CONFERENCE OPPORTUNITIES

- **Attendance at NORM Annual Conference:**
 - Six (6) company representatives.
 - Opportunity to bring ten (10) additional company representatives at \$700 per person.
 - Six (6) complimentary access privileges to conference App.
- **Recognition in digital 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, 2025.**
- **Corporate Members will have first right of refusal on location in exhibit hall at NORM's annual conference based on membership level. (pending fire marshal approval)**
- **One (1) company conference tote bag insert (8.5 X 11). One (1) sheet max size mailed to NORM conference site.**
- **10 X 10 booth at annual conference and the booth includes 1 exhibit table, 2 chairs, a waste basket and electrical capabilities. In 2025, due to space limitations, size of the booth may be adjusted.**
- **Corporate Member may request smaller booth or to divide the booth. Request must be received by August 1, 2025, or incur a late fee of \$1500.**
- **Sponsorship of Friday or Saturday Breakfast, Friday or Saturday Lunch, or another suitable item negotiated between NORM and Corporate Member before August 1, 2025.**
- **"Early Bird" access to purchase product theater based on membership level. Additional \$6000 per product theater, not included with membership.**

This level includes the following items on the Conference App at the 2025 conference:

- **Enhanced corporate profile on Conference App which will allow your representative to add your logo, corporate description, contact information, brochure/documents, and links.**

GOLD MEMBERSHIP

Corporate Membership Opportunities

\$30,000

YEAR ROUND OPPORTUNITIES

- **Two (2) meetings, virtually or face to face with NORM Executive Board or Board representatives and Executive Director:**
 - Representatives to meet with NORM Board June/July. 60-Minutes (face to face or virtual)
 - Representatives to meet with the NORM Board the week before the 2025 Conference in Kissimmee, FL. The date and time negotiated by September 15, 2025 (face to face or virtual). 45 minutes
- **One (1) additional opportunity to schedule a 30-minute virtual meeting with the Executive Board throughout the year as requested.**
- **Ability to submit one (1) issue every year to NORM Board 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 our social media platforms.
 - Announcements to be posted on payer issue page of the members' only portal on NORM website and the announcement of this posting by NORM to the membership.
 - 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.
- **One (1) scheduled opportunities to share educational information with NORM president on issues relevant to rheumatology.**
- **Company logo on NORM corporate member page from receipt of funds until December 31, 2025.**
 - Link to company website from corporate member page if supplied by corporate member.

GOLD MEMBERSHIP

Corporate Membership Opportunities

\$30,000

ANNUAL CONFERENCE OPPORTUNITIES

- **Attendance at NORM Annual Conference:**
 - Four (4) company representatives.
 - Opportunity to bring ten (10) additional company representatives at \$700 per person.
 - Four (4) complimentary access privileges to conference App.
- **Recognition in digital 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, 2025.**
- **Corporate Members will have first right of refusal on location in exhibit hall at NORM's annual conference based on membership level. (pending fire marshal approval)**
- **10 X 10 booth at annual conference and the booth includes 1 exhibit table, 2 chairs, a waste basket and electrical capabilities. In 2025, due to space limitations, size of the booth may be adjusted.**
- **"Early Bird" access to purchase product theater based on membership level. Additional \$6000 per product theater, not included with membership.**

This level includes the following items on the Conference App at the 2025 conference:

- **Enhanced corporate profile on Conference App which will allow your representative to add your logo, corporate description, contact information, brochure/documents, and links.**

CHART BREAKDOWN

Corporate Membership Opportunities

2025 Corporate Membership Opportunities				
 National Organization of Rheumatology Management	Gold Corporate Membership \$30,000	Platinum Corporate Membership \$50,000	Sapphire Corporate Membership \$75,000	Diamond Corporate Membership \$100,000
Year Round Opportunities				
Company Logo on NORM corporate member page	X	X	X	X
Unbranded Webinars to NORM membership		1	2	3
Branded Webinars to NORM membership			1	2
Opportunity to submit issue(s) to the NORM membership	1	2	4	6
Opportunity to share educational info with the NORM president on Rheumatology Issues	1	2	4	8
Meetings live or virtually with the NORM Board and/or NORM Executive Board and Executive Director				
March Meeting - (full board)		60 min		90 min
June/July Meeting - (full board)	60 min		75 min	90 min
Annual Conference - (full board)	45 min	45 min	60 min	75 min
ACR - (Exec Board)		60 min	60 min	60 min
Additional 30 min Virtual Only - (Exec board)	1	2	3	4
Annual Conference Opportunities				
Complimentary Badges for the Annual Conference	4	6	8	10
Additional Badges that can be purchased for the Annual Conference	10	10	10	12
Recognition in digital conference magazine with company logo	X	X	X	X
Recognition through conference signage to acknowledge support	X	X	X	X
Recognition in conference digital brochure	X	X	X	X
Right to choose Exhibit Space	4th	3rd	2nd	1st
Number of Tote bag inserts (8.5 x 11) for Annual Conference		1 (2 Sheets)	1 (2 Sheets)	1 (3 Sheets)
Booth size	10 x 10	10 x 10	20 x 10	30 x 10
Sponsorship of Key item for Annual Conference		Fri or Sat Breakfast, Fri or Sat Lunch or Other Negotiated Item	Thurs, Fri or Sat Internet or Swag Item or Other Negotiated Item	Lanyard, Journal, or Other Negotiated Item
Enhanced corporate profile on Conference App	X	X	X	X

A LA CARTE ITEMS

Corporate Membership Opportunities

Survey NORM's Membership - \$7,500 (Corp builds), or \$10,000 (NORM builds)

Survey may contain no more than fifteen (15) questions, and this includes any questions that eliminate certain members' participation.

- **Survey questions must be approved by NORM Board. Deliverables:**
 - Survey results will be de-identified 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
 - Limit of one (1) survey per month to our membership from January 1- August 30 or October 14 - Dec 31
- **NORM will within two (2) weeks of receiving the data as long as not within one (1) 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 results of survey with corporate member
 - Coordinate the distribution process with NORM's Executive Director (andrea@normgroup.org)

Questions must be to NORM by the first of the month, for development, test, and distribution by the middle of the month.

Webinars - \$12,500

- A corporate member may purchase a branded or non-branded webinar in addition to what is included in their level of membership. The webinar will be hosted on your platform and includes promoting to all NORM members including biologic coordinators on the website calendar and monthly advertising. If 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 (6) weeks before the webinar to ensure time to advertise. Content/Slides to be previewed by the Executive Director.

A LA CARTE ITEMS CONTINUED

Corporate Membership Opportunities

Ad Board and Speaker Assistance - \$3,500

- 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.

Push Notifications on the NORM App - \$3,500

- You can send an update or a notification directly to our membership via push notifications on the NORM Connect Application on IOS and Android mobile devices. Frequency is limited and is at the discretion of the NORM Board.

Swag Item - \$6,000

- Sponsorship of Swag item or another suitable item negotiated between NORM and Corporate Member before August 1, 2025.

Product Theater - \$6,000

- To be held in a meeting space secured by NORM during lunch time at the conference. A 30-minute session up to 30 attendees (practice managers/providers). Additional details available upon request.

Advertisement on the NORM Members' Only Website - \$5,000

- Featured advertisement on the home page on our membership only website. Advertisement will be up for 30 days.

Room Key - \$7,500

- Logo featured on custom room key card for all attendees.

Door Drop - \$7,500

- Available for Thursday and Friday.
- The door drop may be branded or unbranded, and inserts must not exceed 8.5" x 11", must be pre-approved by NORM, and be received on-site by October 1st

Tote Bag Insert - \$1,500

- You can include a single sided sheet tote bag insert in the conference swag bag for members.

Booth Upgrade - \$2,500

- You can only upgrade your booth, pending fire marshal approval. Upgrades are limited to 1 per corporate member.

Hotel Branding - \$TBD

- Hotel branding opportunities will be finalized as provided by the hotel. Pricing and additional information, will be updated in Expo Genie. Examples: banners, wraps, clings, etc.,

650+ EXPECTED ATTENDEES
CONSISTING OF RHEUMATOLOGY PRACTICE
MANAGERS, PHYSICIANS, & INDUSTRY LEADERS

2025 NORM ANNUAL CONFERENCE

SAVE THE DATE

GAYLORD PALMS RESORT AND CONVENTION CENTER,

KISSIMMEE, FL

OCTOBER 9-11, 2025



• ANNIVERSARY •

CONFERENCE GALLERY



2025 CONFERENCE POLICIES

Logos are due to NORM no later than August 1, 2025. They must be in EPS format (someone in your organization with graphic design experience will know how to convert your logo into EPS format).

Scheduled Events Policies

- Corporate Members will not plan any event that conflicts in ANY way with NORM scheduled events. Choosing to plan an event that conflicts with a NORM scheduled 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 minimum 30 days before the event with all exhibitors. The sponsor/exhibitor will follow instructions regarding shipping items to the venue. NORM is not responsible for shipping delays, missing exhibit items or handling/receiving fees.
- 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, 2025. No banners, signs or other material may be nailed, taped, hung to any hotel property.
- 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 August 1, 2025. 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.
- 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, et. 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.

2025 CONFERENCE POLICIES

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 a problem you 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 the 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 guest room block at the host hotel. Detailed information regarding guest room 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 Gaylord Palms Resort Kissimmee.
- Corporate Members, 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.
- Corporate Members, Sponsors, and Exhibitors agree to defend, indemnify, and hold harmless the Gaylord Palms Resort Kissimmee 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 originated by the Exhibitor or Sponsor in connection with the conference. Corporate Members, Sponsors, and Exhibitors also agree to defend, indemnify, and hold harmless the Gaylord Palms Resort Kissimmee 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 Gaylord Palms Resort Kissimmee.

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 Gaylord Palms Resort Kissimmee ("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.

CONTACT US

CONTACT US:



(484) 841-1074



normgroup.org



andrea@normgroup.org



9600 Two Notch Rd Suite 5 #1204
Columbia, SC 29223



• ANNIVERSARY •