



EXHIBITOR PROSPECTUS

2025



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



TABLE OF CONTENTS

- NORM Overview ---- pg 3
- Exhibitor---- pg 4
- Non-Profit---- pg 5
- A La Carte Items ---- pg 6
- Conference Gallery ---- pg 7
- Save the Date ---- pg 8
- Conference Policies ---- pg 9
- Contact Us ---- pg 10



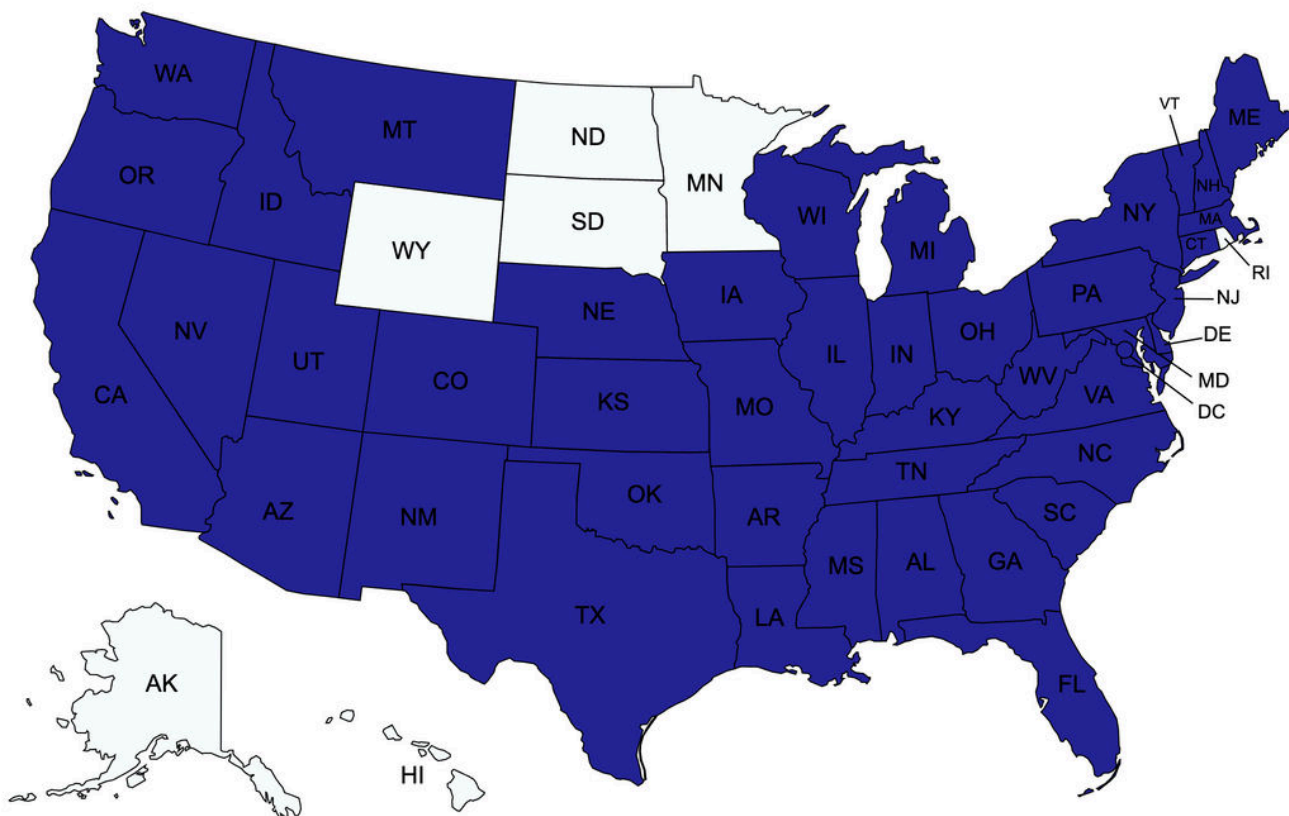
NORM OVERVIEW

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**



Exhibitor – \$6,500

Exhibitor Opportunities

OPPORTUNITIES

- **Sponsorship opportunities at this level include:**
 - One (1) 6ft tabletop with two (2) chairs and a wastebasket and electric capabilities.
 - Electrical and audio-visual capabilities can be arranged through the hotel at an additional charge.
 - Sponsors will be able to choose their tentative location upon purchase of their sponsorship.
- **Two (2) name badges which allow:**
 - Entrance into exhibit hall and general sessions.
 - Entrance into the Thursday and Friday night receptions, Friday and Saturday breakfast, breaks and lunch.

**See pg 6 for additional attendee information.*

- **Your corporate logo cobranded with NORM's logo on conference signage.**
- **Corporate name on 2025 Conference Exhibitors' page on website upon receipt of funds.**
- **Recognition in NORM conference materials, podium recognition, & banner recognition.**
- **Acknowledgment on conference app.**

Guest room blocks have been reserved at Gaylord Palms. Please reserve your guest room via the reservation link that will be provided during registration.

**Due to space limitations and fire marshal regulations, any booth sponsorships initiated after August 1st 2025 will incur a service fee of \$1000.*

Non Profit – Complimentary

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****Non-Profit exhibitors cannot advertise a for-profit organization at their non-profit table. A separate table will need to be purchased for any for-profit advertisements.***

A LA CARTE ITEMS

Exhibitor Opportunities

Additional Attendees - \$700 per person

- This add-on to your exhibit fee will allow an additional attendee at your booth. There is a maximum of four (4) additional attendees per booth sponsorship. This will also include entrance into exhibit hall and general sessions, as well as access to Thursday's reception and Friday/Saturday breakfast, breaks, lunch and Friday night's event. ***No more than 4 people can be at a booth at a time.**

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.

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.

Door Drop - \$7,500

- Available for Thursday or Friday. The door drop may be branded or unbranded, and must be approved by NORM before it is printed.

Tote Bag Insert - \$1,500

- You can include a single sided sheet tote bag insert in the conference swag bag for members, and inserts must not exceed 8.5" x 11", must be pre-approved by NORM, and be received on-site by October 1st.

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:



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