



National Organization of
Rheumatology Management

EXHIBITOR PROSPECTUS

2026

**NORM
Annual Conference
New Orleans, LA
OCTOBER 1-3, 2026**



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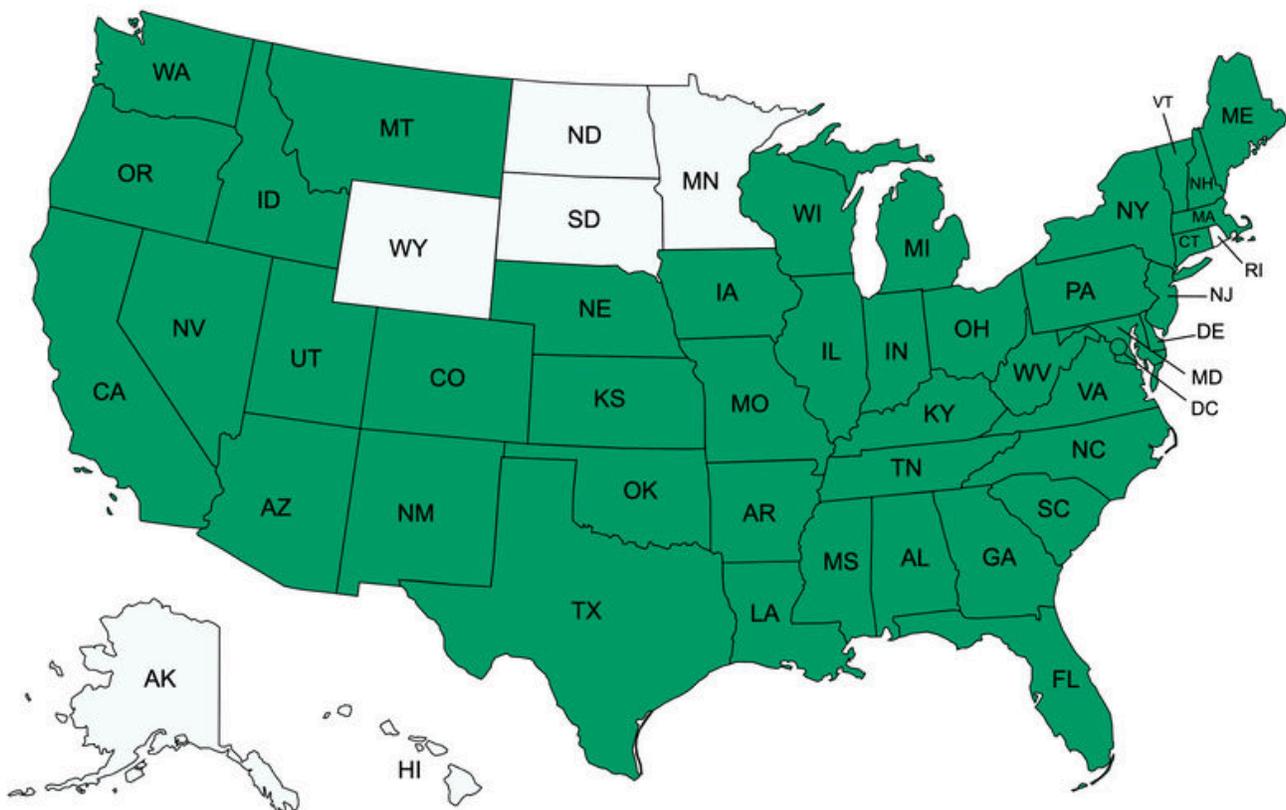
NORM OVERVIEW

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

- **550+ members with practices across 44 states**
- **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.
- **Your corporate logo cobranded with NORM's logo on conference signage.**
- **Corporate name on 2026 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 Hyatt Regency. Please reserve your guest room via the reservation link that will be provided during registration.

**Due to permitting and fire marshal regulations, any booth sponsorships initiated after August 1st 2026 will be increased to \$8000 and will be based on availability and submission date.*

Non Profit – Complimentary 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.
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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.*

**Due to permitting and fire marshal regulations, any booth sponsorships initiated after August 1st 2026 will be based on availability and submission date.*

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 30 - 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, 2026.

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 / Wristband - \$7,500

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

Door Drop - \$7,500

- Available for Thursday or 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 - \$3,000

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

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.,

A photograph of a historic building with a balcony and green shutters at night. The building has a stone facade and a balcony with ornate metal railings. The windows have green shutters, and the scene is lit with warm streetlights and interior lights, creating a cozy atmosphere. The sky is dark with some clouds.

NORM

2026 ANNUAL CONFERENCE

SAVE THE DATE

**HYATT REGENCY | NEW ORLEANS, LA
OCTOBER 1-3, 2026**

2026 CONFERENCE POLICIES

Logos are due to NORM no later than August 1, 2026. 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, 2026. 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, 2026, 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.

2026 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 Hyatt Regency New Orleans.
- 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 Hyatt Regency New Orleans 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 Hyatt Regency New Orleans 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 Hyatt Regency New Orleans.

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 Hyatt Regency New Orleans ("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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