



**2016**  
**SPONSORSHIP AND EXHIBITOR OPPORTUNITIES**

***Sponsor of Keynote Speaker***  
**\$10,000**

This sponsorship would allow you to be the presenting sponsor of our keynote speaker. Your logo (in EPS format) must be received no later than July 1, 2016. Your sponsorship would include:

- ✓ six (6) 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,
- ✓ corporate logo on slide introducing the keynote speaker,
- ✓ name on 2016 Conference Vendors' page on website from receipt of funds,
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials, podium recognition, & banner recognition.
- ✓ ability to develop enhanced profile on conference app,
- ✓ six (6) copies of conference materials, and
- ✓ one 10 X 10 booth, and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

***Friday Breakfast***  
***Or***  
***Saturday Breakfast***  
***Sponsor***  
**\$8,000**

This sponsorship would allow you to be the presenting sponsor of either the Friday morning breakfast or the Saturday morning breakfast. These meals will be in the exhibit hall each day. Your logo (in EPS format) must be received no later than July 1, 2016. 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,
- ✓ name on 2016 Conference Vendors' page on website from receipt of funds,
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials, podium recognition, & banner recognition.
- ✓ ability to develop enhanced profile on conference app,
- ✓ five (5) copies of conference materials, and
- ✓ one 10 X 10 booth, and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

**First Right of Refusal for 2016 Sponsorships provided to 2015 Sponsors until February 15, 2016.**

***Conference Blanket Sponsor***  
***\$8,000***

This sponsorship would allow you to be the presenting sponsor of our Conference Blanket. Your corporate logo would be on the conference blanket presented to attendees. Your logo would travel with our member at the conference and at home. Your logo (in EPS format) must be received no later than July 1, 2016. Your sponsorship would include:

- ✓ Corporate logo as well as NORM's logo on blanket
- ✓ 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,
- ✓ name on 2016 Conference Vendors' page on website from receipt of funds,
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials, podium recognition, & banner recognition.
- ✓ ability to develop enhanced profile on conference app,
- ✓ five (5) copies of conference materials, and
- ✓ one 10 X 10 booth, and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

***Conference Slipper Sponsor***  
***\$8,000***

This sponsorship would allow you to be the presenting sponsor of our Conference Slipper (hotel does not provide them). Your corporate name would be on the conference slippers presented to attendees. Your logo would travel with our member at the conference and at home. Your logo (in EPS format) must be received no later than June 1, 2016 for inclusion in conference materials. Your sponsorship would include:

- ✓ Corporate logo as well as NORM's logo on conference slippers
- ✓ 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,
- ✓ name on 2016 Conference Vendors' page on website from receipt of funds,
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials, podium recognition, & banner recognition.
- ✓ ability to develop enhanced profile on conference app,
- ✓ five (5) copies of conference materials, and
- ✓ one 10 X 10 booth, and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

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***Conference Tote Bag***  
***\$7,500***

This sponsorship would allow you to be the presenting sponsor of the Conference Tote Bag. Your logo would travel with our members at the conference and at home. Your logo (in EPS format) must be received no later than July 1, 2016. Your sponsorship would include:

- ✓ Corporate logo on the front pocket of tote bag with NORM's logo and conference date
  - and others on the back of the tote bag.
- ✓ 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,
- ✓ name on 2016 Conference Vendors' page on website from receipt of funds,
- ✓ recognition in our conference materials, podium recognition, & banner recognition.
- ✓ ability to develop enhanced profile on conference app,
- ✓ five (5) copies of conference materials and
- ✓ one 10 X 10 booth, and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

***Friday All Day Beverage Break***  
***or***  
***Saturday All Day Beverage Break***  
***Sponsor***  
***\$7,500***

This sponsorship would allow you to be the presenting sponsor of either the Friday All Day Beverage Break or the Saturday All Day Beverage Break. Your logo (in EPS format) must be received no later than July 1, 2016. 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,
- ✓ name on 2016 Conference Vendors' page on website from receipt of funds,
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials, podium recognition, & banner recognition.
- ✓ ability to develop enhanced profile on conference app,
- ✓ five (5) copies of conference materials and
- ✓ one 10 X 10 booth, and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

***Friday Morning Break***  
***Or***  
***Friday Afternoon Break***  
***Or***  
***Saturday Morning Break***  
***Sponsor***  
**\$5,000**

This sponsorship would allow you to be the presenting sponsor for the morning OR afternoon breaks on Friday OR the Saturday morning break. The breaks are held in the exhibit hall and are 45 minutes. Your logo (in EPS format) must be received no later than July 1, 2016. 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,
- ✓ name on 2016 Conference Vendors' page on website from receipt of funds,
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials, podium recognition, & banner recognition.
- ✓ ability to develop enhanced profile on conference app,
- ✓ four (4) copies of conference materials and
- ✓ one 10 X 10 booth, and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

***Conference Click Game Sponsor***  
**\$5,000**

This sponsorship would allow you to be the presenting sponsor of our click game designed to draw attendees to vendor's tables in exhibit hall. Your corporate logo would be on the first badge and will be visible each time the game is opened. Your logo and sponsorship notation would also be on the paper trail map given to those without smart devices. The logo (in PNG and JPG format) must be received no later than May 1, 2015 to be included in the conference app. Your logo (in EPS format) must be received no later than July 1, 2015 for inclusion in printed conference materials.

- ✓ Corporate logo on first badge in click game,
- ✓ 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,
- ✓ name on 2016 Conference Vendors' page on website from receipt of funds,
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials, podium recognition, & banner recognition.
- ✓ ability to develop enhanced profile on conference app,
- ✓ four (4) copies of conference materials and
- ✓ one 10 X 10 booth, and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

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### ***Conference Sleep Mask***

#### ***Sponsor***

**\$5,000**

This sponsorship would place your logo on the conference sleep mask distributed to conference attendees. Your logo (in EPS format) must be received no later than July 1, 2016. Your sponsorship would include:

- ✓ corporate logo as well as NORM's logo on the sleep mask
- ✓ 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,
- ✓ name on 2016 Conference Vendors' page on website from receipt of funds,
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials, podium recognition, & banner recognition.
- ✓ ability to develop enhanced profile on conference app,
- ✓ four (4) copies of conference materials and
- ✓ one 10 X 10 booth, and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

### ***Conference Cell Mate***

#### ***Sponsor***

**\$5,000**

This sponsorship would place your logo on the cell phone cell mate distributed to conference attendees. Your logo (in EPS format) must be received no later than July 1, 2016. Your sponsorship would include:

- ✓ corporate logo as well as NORM's logo on the cell mate
- ✓ 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,
- ✓ name on 2016 Conference Vendors' page on website from receipt of funds,
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials, podium recognition, & banner recognition.
- ✓ ability to develop enhanced profile on conference app,
- ✓ four (4) copies of conference materials and
- ✓ one 10 X 10 booth, and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

### ***Conference Power Block***

#### ***Sponsor***

**\$5,000**

This sponsorship would place your logo on the power block distributed to conference attendees. Your logo (in EPS format) must be received no later than July 1, 2016. Your sponsorship would include:

- ✓ corporate logo as well as NORM's logo on the power block
- ✓ 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,
- ✓ name on 2016 Conference Vendors' page on website from receipt of funds,
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials, podium recognition, & banner recognition.
- ✓ ability to develop enhanced profile on conference app,
- ✓ four (4) copies of conference materials and
- ✓ one 10 X 10 booth, and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

### ***Conference Umbrella***

#### ***Sponsor***

**\$5,000**

This sponsorship would place your logo on the umbrella distributed to conference attendees. Your logo (in EPS format) must be received no later than July 1, 2016. Your sponsorship would include:

- ✓ corporate logo as well as NORM's logo on the umbrella
- ✓ 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,
- ✓ name on 2016 Conference Vendors' page on website from receipt of funds,
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials, podium recognition, & banner recognition.
- ✓ ability to develop enhanced profile on conference app,
- ✓ four (4) copies of conference materials and
- ✓ one 10 X 10 booth, and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

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### ***Conference Travel Pillow***

#### ***Sponsor***

**\$5,000**

This sponsorship would place your logo on the travel pillow distributed to conference attendees. Your logo (in EPS format) must be received no later than July 1, 2016. Your sponsorship would include:

- ✓ corporate logo as well as NORM's logo on the travel pillow
- ✓ 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,
- ✓ name on 2016 Conference Vendors' page on website from receipt of funds,
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials, podium recognition, & banner recognition.
- ✓ ability to develop enhanced profile on conference app,
- ✓ four (4) copies of conference materials and
- ✓ one 10 X 10 booth, and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

### ***Conference Water Bottle***

#### ***Sponsor***

**\$5,000**

This sponsorship would place your logo on the water bottle distributed to conference attendees. Your logo (in EPS format) must be received no later than July 1, 2016. Your sponsorship would include:

- ✓ corporate logo as well as NORM's logo on the water bottle
- ✓ 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,
- ✓ name on 2016 Conference Vendors' page on website from receipt of funds,
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials, podium recognition, & banner recognition.
- ✓ ability to develop enhanced profile on conference APP,
- ✓ four (4) copies of conference materials and
- ✓ one 10 X 10 booth, and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

**First Right of Refusal for 2016 Sponsorships provided to 2015 Sponsors until February 15, 2016.**

***Conference Lunch Size Cooler  
Sponsor  
\$5,000***

This sponsorship would place your logo on the conference lunch size cooler distributed to conference attendees. Your logo (in EPS format) must be received no later than July 1, 2016. Your sponsorship would include:

- ✓ your corporate logo as well as NORM's logo on the lunch size cooler
- ✓ 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,
- ✓ name on 2016 Conference Vendors' page on website from receipt of funds,
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials, podium recognition, & banner recognition.
- ✓ ability to develop enhanced profile on conference app,
- ✓ four (4) copies of conference materials and
- ✓ one 10 X 10 booth, and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

***Conference Luggage Tag or  
Strap Sponsor  
\$5,000***

This sponsorship would allow you to be the presenting sponsor of our Conference Luggage Tag or Conference Luggage Strap. Your corporate logo would be on the conference luggage tag or strap presented to attendees. Your logo would travel with our attendees on their luggage on their way home and on all other trips. Your logo (in EPS format) must be received no later than July 1, 2016. The logo needs to be a simple logo due to the space provided. When checking out please indicate in notes box if you prefer luggage strap or luggage tag. Your sponsorship would include:

- ✓ corporate logo on one side of the luggage tag with NORM's logo on the other, or corporate logo and NORM logo next to each other on the luggage strap,
- ✓ four (4) name badges which allow
  - entrance into exhibit hall and general sessions,
  - entrance into the Thursday welcome reception, Friday and Saturday breakfast and breaks, and Friday lunch, reception, and dinner,
- ✓ name on 2016 Conference Vendors' page on website from receipt of funds,
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials, podium recognition, & banner recognition,
- ✓ ability to develop enhanced profile on conference APP,
- ✓ four (4) copies of conference materials and
- ✓ one 10 X 10 booth, and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

**First Right of Refusal for 2016 Sponsorships provided to 2015 Sponsors until February 15, 2016.**



***Exhibitor***

**\$3,000**

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,
- ✓ basic listing (name, brief description, location in exhibit hall, and basic contact information) on conference app,
- ✓ three (3) copies of conference materials and
- ✓ one six (6') table in exhibit hall (approximately 6'X5' space)
  - exhibitors will be placed in the exhibit hall by NORM after corporate members and sponsors have selected their location.

***Additional Opportunities to  
Enhance your Sponsorship or Exhibit***

***Banner Advertisement on  
Conference App  
Add-on for Sponsor or Exhibitor  
\$2000***

This add-on to your sponsorship or exhibit fee will provide a banner advertisement at the top of the NORM Conference App. Banner's change every 5-6 seconds when the App is open. NORM Conference App will be available to attendees approximately one month before the conference and after the conference so that attendees can access their notes and conference handouts.

You have the ability to design own banner advertisement that NORM will then add to the Conference App and link to your profile. If you choose to design you will need to submit two images (640 X 150 pixels for phone and 552 X 150 pixels for tablets). These PNG or JPG banner advertisements may be submitted by August 1, 2016.

Or NORM will place your logo and Corporate name on the banner advertisement. Corporate Logo, in PNG and JPG format is required for NORM to design.

Please note that there are limited number of banner advertisements available and will be provided on a first come first serve basis.

**First Right of Refusal for 2016 Sponsorships provided to 2015 Sponsors until February 15, 2016.**

***Logo on Conference Tote Bag  
Add-on for Exhibitors***

**\$300**

This add-on to your exhibit fee will place your Corporate Logo on the 2016 NORM Conference tote bag. The logo (in EPS format) must be received no later than June 1, 2016. There are no exceptions to this deadline.

***Logo on NORM Website  
Add-on for Sponsors or Exhibitors***

**\$500**

This add-on to your sponsorship or exhibit fee will place your Corporate Logo on the 2016 Conference Vendors' page on website and a link to your website (URL provided by you) from receipt of funds until December 31, 2016.

***Enhance Profile on  
Conference App  
Add-on for Exhibitors***

**\$500**

This add-on would allow you to add your logo, links to your website and social media, and add brochures/documents to your listing in Vendor area of the NORM Conference app. NORM Conference app will be available to attendees approximately two months before the conference and after the conference so that attendees can access their notes and conference handouts. Corporate Logo, in PNG and JPG format, needed by May 1, 2016 if you wish NORM to add your logo to your profile.

***Lead Retrieval via  
Conference App  
Add-on for Sponsors or Exhibitor***

**\$500**

This add-on to your sponsorship or exhibit fee will allow two of your corporate representatives to use the Lead Retrieval feature of NORM's conference app. A person will be assigned as "lead retrieval administrator". They will establish lead retrieval representatives for your organization in the Conference APP. You may purchase additional access for \$200/per additional access. Step by step instructions will be provided to the lead retrieval administrator and to the representatives at the conference. *Exhibitors please note: lead retrieval requires an enhanced profile.*

***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 Monday, September 7<sup>th</sup>. Shipping and hotel storage cost paid by exhibitor/sponsor. Shipping information provided 1 month before conference.

***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.

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