



2016 PRODUCT THEATRE OPPORTUNITIES

NORM is happy to announce that there are eight (8) product theatre opportunities for NORM 2016 Corporate Members, Sponsors/Exhibitors. This is an excellent opportunity to showcase a new product. NORM will promote your product theatre in the Conference Magazine and through the Conference App. You may promote your product theatre at your booth in the exhibit hall.

Exhibit fee for the product theatre:

Corporate Members	\$5,000
Sponsors/Exhibitors	\$7,000

The exhibit fee provides the opportunity to bring two (2) additional representatives to the conference.

There are two product theatres at each of the following times:

Friday, September 16 th	11:30am – 12:30pm
Friday, September 16 th	2:00pm – 3:00pm
Saturday, September 17 th	11:00am – 12:00pm
Saturday, September 17 th	1:45pm – 2:45pm

At the time of the product theatres there are NORM sponsored breakout sessions running concurrently.

NORM will provide a banner for the hallway announcing your product theatre. You are permitted to bring additional signage; however, any signage you bring may not block the attendees view of the other opportunities or NORM events. NORM does not guarantee the success of any exhibitor function nor does it guarantee any minimum number of participants that might attend any promoted activity.

Projection Presentation Technology is the exclusive audio-visual provider for any event associated with the Mobile Convention Center. NORM requires that Projection Presentation Technology be used as the audiovisual provider for this promotion activity. The technology fee will be separately negotiated between the product theatre sponsor and Projection Presentation Technology.

Maggie Robinson is NORM's conference contact at the Arthur R. Outlaw Convention Center in Mobile, AL. Ms. will assist with room set-up, etc. You will be able to access your space thirty (30) minutes before the event and must exit the space no later than fifteen (15) minutes after the defined end of your product theatre. Any fee for your request will be negotiated with between the product theatre sponsor and the Convention Center.

Product theatres will be awarded on a first come-first served basis with preference given to those with higher level of support. Payment for the product theatre is due no later than thirty (30) days after notification of your product theatre time. If payment is not received the product theatre opportunity will be offered to the next organization.

NORM will announce the 2016 product theatre schedule on March 1, 2016.

Please complete this [form](#) (password PT16) to request your product theatre space. If the embedded link did not work copy and paste this into your browser <https://www.normgroup.org/?p=2207>