

September 18 & 19, 2015  
Hyatt Regency  
Bellevue, WA



Photo Credit: Marv Heston

Celebrating 10 Years of Rheumatology Excellence

## **NORM Mission**

To be a forum by which we promote and support education, expertise and advocacy for rheumatology practices and their patients.

## **NORM Objectives**

- Develop and maintain a forum for gathering, analysis and distribution of information pertaining to rheumatology practice administration.
- Promote cooperation, understanding and fellowship among its membership.
- Serve as a focus for the education of its members and the practices they serve.
- Be conscious of, and work toward, the resolution of problems confronting rheumatology medical practices.
- Serve as a conduit for communication with and through any organization providing rheumatologic care.
- Serve as a liaison between members who have special areas of expertise in rheumatology practice management, and those individuals/practices who are searching for this type of expertise.
- Through the education, support and mentoring activities of its manager members, enhance patient access to affordable, efficient rheumatologic care, and to enhance each member's ability to provide such care in his/her practice.
- Provide a forum for members to network with others whose knowledge base complements and/or enhances their own.
- Enhance rheumatology advocacy efforts.

## **2015 Annual Conference Host - Bellevue Washington**

Bellevue, Washington, is located just minutes from Seattle, in one of the most breathtaking parts of the country. Bellevue is known for its urban experiences including incredible shopping, 4-star restaurants and nightlife, and its clean, safe and walkable downtown. But if outdoor experiences are your interest, be sure to check out the acres of parks and wetlands and miles of trails. In Bellevue, you're just a stone's throw from towering mountains, pristine lakes and wilderness, internationally acclaimed wineries, and the world famous Pike Place Market and other Seattle landmarks. Stay in Bellevue and experience all that the greater Puget Sound region has to offer.

## 2015 Conference App

We are introducing something new and innovative at our 2015 NORM Conference!

That's right, there is an app for that! You as a sponsor/exhibitor will be given a basic listing (name, location in exhibit hall, contact information) in the app.

You can sponsor the "click game" we will be using to encourage attendees to visit all vendors in the exhibit hall. You can purchase an add-on to your exhibit or sponsorship to enhance the listing to include links to your website, documents, and corporate social media site, etc. You can purchase a banner advertisement for all who are in the App that last 5-6 seconds.

Why take home a bag of business cards you can't remember faces too? All attendees including sponsors will have the option to create a profile with a selfie. Lead retrieval is now an option thanks to the app.

Just one more way NORM is joining and sticking with the times. The App is available to all Apple and Android users. There is a desktop version of the APP for all that wish to download to their desktops.

## 2015 Conference Sponsor and Exhibit Opportunities

### **\$10,000 SPONSORSHIPS**

Keynote Speaker  
Weekend Technology

### **\$8,000 SPONSORSHIPS**

Friday Breakfast  
Saturday Breakfast  
Conference Blanket

### **\$7,500 SPONSORSHIPS**

Conference Tote Bag  
Friday All Day Beverage Break  
Saturday All Day Beverage Break

### **\$5,000 SPONSORSHIPS**

Conference Click Game  
Friday Morning Break  
Friday Afternoon Break  
Saturday Morning Break  
Conference Name Badge  
Conference Power Block  
Conference 5 in 1 Charging Buddy  
Conference Umbrella  
Conference Travel Pillow  
Conference 160z Thermos  
Conference Luggage Tag or Luggage Strap  
Conference Flash Drive

### **\$3,000 EXHIBITOR**

Exhibit Space

Additional details on each opportunity and a variety of enhancements begin on the next page.

## 2015 Conference Sponsor and Exhibit Opportunities - Details

### *Sponsor of Keynote Speaker*

**\$10,000**

This sponsorship would allow you to be the presenting sponsor of our keynote speaker. Your sponsorship would include:

- ✓ six (6) name badges which allow
  - entrance into exhibit hall and general sessions,
  - entrance into the Thursday welcome reception, Thursday President's dinner, Friday and Saturday breakfast and breaks, and Friday lunch, reception, and Founder's dinner,
- ✓ name and link to your corporate website listed on our website (URL provided by sponsor),
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials (including agenda), podium recognition, banner recognition,
- ✓ basic listing (name, brief description, location in exhibit hall, and basic contact information) on conference app,
- ✓ six (6) copies of conference materials, and
- ✓ two six (6') tables side by side (12'X5'), and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

### *Weekend Technology Sponsor*

**\$10,000**

This sponsorship would allow you to be the presenting sponsor of our technology for the weekend. This sponsorship supplied wireless internet to general session room, breakout rooms, and exhibit hall. Your sponsorship would include:

- ✓ six (6) name badges which allow
  - entrance into exhibit hall and general sessions,
  - entrance into the Thursday welcome reception, Thursday President's dinner, Friday and Saturday breakfast and breaks, and Friday lunch, reception, and Founder's dinner,
- ✓ logo with NORMs on general session screen between sessions
- ✓ name and link to your corporate website listed on our website (URL provided by sponsor),
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials (including agenda), podium recognition, banner recognition,
- ✓ basic listing (name, brief description, location in exhibit hall, and basic contact information) on conference app,
- ✓ six (6) copies of conference materials, and
- ✓ two six (6') tables side by side (12'X5'), 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, 2015 for inclusion in printed conference materials. Your sponsorship would include:

- ✓ five (5) name badges which allow
  - entrance into exhibit hall and general session,
  - entrance into the Thursday welcome reception, Thursday President's dinner, Friday and Saturday breakfast and breaks, and Friday lunch, reception and Founder's dinner,
- ✓ name and link to your corporate website listed on our website (URL provided by sponsor),
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials (including agenda), podium recognition, banner recognition,
- ✓ basic listing (name, brief description, location in exhibit hall, and basic contact information) on conference app,
- ✓ five (5) copies of conference materials, and
- ✓ two six (6') tables side by side (12'X5'), and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

***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. The logo (in EPS format) must be received no later than July 15, 2015. 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, Thursday President's dinner, Friday and Saturday breakfast and breaks, and Friday lunch, reception and Founder's dinner,
- ✓ name and link to your corporate website listed on our website (URL provided by sponsor),
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials (including agenda), podium recognition, banner recognition,
- ✓ basic listing (name, brief description, location in exhibit hall, and basic contact information) on conference app,
- ✓ five (5) copies of conference materials, and
- ✓ two six (6') tables side by side (12'X5'), and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

### **Conference Tote Bag**

**\$7,500**

This sponsorship would allow you to be the presenting sponsor of the Conference Tote Bag (L 16"H 7"W). Your logo would travel with our members at the conference and at home. The logo (in EPS format) must be received no later than July 15, 2015. Your sponsorship would include:

- ✓ Corporate logo on the front pocket of tote bag
  - NORM's logo 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, Thursday President's dinner, Friday and Saturday breakfast and breaks, and Friday lunch, reception and Founder's dinner,
- ✓ name and link to your corporate website listed on our website (URL provided by sponsor),
- ✓ recognition in our conference materials (including agenda), podium recognition, banner recognition,
- ✓ basic listing (name, brief description, location in exhibit hall, and basic contact information) on conference app
- ✓ five (5) copies of conference materials and
- ✓ two six (6') tables side by side (12'X5'), 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**

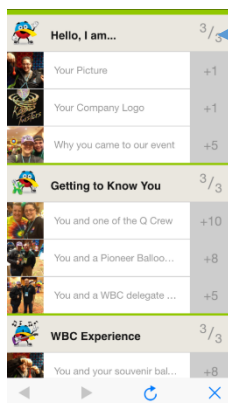
This sponsorship would allow you to be the presenting sponsor of either the Friday All Day Beverage Break or the Saturday All Day Beverage Break. Your logo (in EPS format) must be received no later than July 1, 2015 for inclusion in printed conference materials. Your sponsorship would include:

- ✓ five (5) name badges which allow
  - entrance into exhibit hall and general sessions,
  - entrance into the Thursday welcome reception, Thursday President's dinner, Friday and Saturday breakfast and breaks, and Friday lunch, reception and Founder's dinner,
- ✓ name and link to your corporate website listed on our website (URL provided by sponsor),
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials (including agenda), podium recognition, banner recognition next to break station),
- ✓ basic listing (name, brief description, location in exhibit hall, and basic contact information) on conference app
- ✓ five (5) copies of conference materials and
- ✓ two six (6') tables side by side (12'X5'), 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 include 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, Thursday President's Dinner, Friday and Saturday breakfast and breaks, and Friday lunch, reception and Founder's dinner,
- ✓ name and link to your corporate website listed on our website (URL provided by sponsor),
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials (including agenda), podium recognition, banner recognition,
- ✓ basic listing (name, brief description, location in exhibit hall, and basic contact information) on conference app,
- ✓ four (4) copies of conference materials and
- ✓ two six (6') tables side by side (12'X5'), and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).



Sponsor Name and Logo

***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 30 minutes. Your sponsorship would include:

- ✓ four (4) name badges which allow
  - entrance into exhibit hall and general sessions,
  - entrance into the Thursday welcome reception, Thursday President's Dinner, Friday and Saturday breakfast and breaks, and Friday lunch, reception and Founder's dinner,
- ✓ name and link to your corporate website listed on our website (URL provided by sponsor),
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials (including agenda), podium recognition, banner recognition,
- ✓ basic listing (name, brief description, location in exhibit hall, and basic contact information) on conference app,
- ✓ four (4) copies of conference materials and
- ✓ two six (6') tables side by side (12'X5'), and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

***Conference Name Badge***  
***Sponsor***  
***\$5,000***

This sponsorship would place your logo on the conference name badge holder distributed to conference attendees. The logo (in EPS format) must be received no later than July 15, 2015. Your sponsorship would include:

- ✓ corporate logo on the name badge holder
- ✓ four (4) name badges which allow
  - entrance into exhibit hall and general sessions,
  - entrance into the Thursday welcome reception, Thursday President's Dinner, Friday and Saturday breakfast and breaks, and Friday lunch, reception and Founder's dinner,
- ✓ name and link to your corporate website listed on our website (URL provided by sponsor),
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials (including agenda), podium recognition, banner recognition,
- ✓ basic listing (name, brief description, location in exhibit hall, and basic contact information) on conference app,
- ✓ four (4) copies of conference materials and
- ✓ two six (6') tables side by side (12'X5'), 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. The logo (in EPS format) must be received no later than July 15, 2015. Your sponsorship would include:

- ✓ corporate logo on the power block
- ✓ four (4) name badges which allow
  - entrance into exhibit hall and general sessions,
  - entrance into the Thursday welcome reception, Thursday President's Dinner, Friday and Saturday breakfast and breaks, and Friday lunch, reception and Founder's dinner,
- ✓ name and link to your corporate website listed on our website (URL provided by sponsor),
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials (including agenda), podium recognition, banner recognition,
- ✓ basic listing (name, brief description, location in exhibit hall, and basic contact information) on conference app,
- ✓ four (4) copies of conference materials and
- ✓ two six (6') tables side by side (12'X5'), and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

### ***Conference 5 in 1 Charging Buddy***

#### ***Sponsor***

**\$5,000**

This sponsorship would place your logo on the 5 in 1 charging buddy distributed to conference attendees. The logo (in EPS format) must be received no later than July 15, 2015. Your sponsorship would include:

- ✓ corporate logo on the 5 in 1 charging buddy
- ✓ four (4) name badges which allow
  - entrance into exhibit hall and general sessions,
  - entrance into the Thursday welcome reception, Thursday President's Dinner, Friday and Saturday breakfast and breaks, and Friday lunch, reception and Founder's dinner,
- ✓ name and link to your corporate website listed on our website (URL provided by sponsor),
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials (including agenda), podium recognition, banner recognition,
- ✓ basic listing (name, brief description, location in exhibit hall, and basic contact information) on conference app,
- ✓ four (4) copies of conference materials and
- ✓ two six (6') tables side by side (12'X5'), 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. The logo (in EPS format) must be received no later than July 15, 2015. Your sponsorship would include:

- ✓ corporate logo on the umbrella
- ✓ four (4) name badges which allow
  - entrance into exhibit hall and general sessions,
  - entrance into the Thursday welcome reception, Thursday President's Dinner, Friday and Saturday breakfast and breaks, and Friday lunch, reception and Founder's dinner,
- ✓ name and link to your corporate website listed on our website (URL provided by sponsor),
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials (including agenda), podium recognition, banner recognition,
- ✓ basic listing (name, brief description, location in exhibit hall, and basic contact information) on conference app,
- ✓ four (4) copies of conference materials and
- ✓ two six (6') tables side by side (12'X5'), and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

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

#### ***Sponsor***

**\$5,000**

This sponsorship would place your logo on the travel pillow distributed to conference attendees. The logo (in EPS format) must be received no later than July 15, 2015. Your sponsorship would include:

- ✓ corporate logo on the travel pillow
- ✓ four (4) name badges which allow
  - entrance into exhibit hall and general sessions,
  - entrance into the Thursday welcome reception, Thursday President's Dinner, Friday and Saturday breakfast and breaks, and Friday lunch, reception and Founder's dinner,
- ✓ name and link to your corporate website listed on our website (URL provided by sponsor),
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials (including agenda), podium recognition, banner recognition,
- ✓ basic listing (name, brief description, location in exhibit hall, and basic contact information) on conference app,
- ✓ four (4) copies of conference materials and
- ✓ two six (6') tables side by side (12'X5'), and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

### ***Conference 16oz Thermos***

#### ***Sponsor***

**\$5,000**

This sponsorship would place your logo on the 16oz Thermos distributed to conference attendees. The logo (in EPS format) must be received no later than July 15, 2015. Your sponsorship would include:

- ✓ corporate logo on the thermos
- ✓ four (4) name badges which allow
  - entrance into exhibit hall and general sessions,
  - entrance into the Thursday welcome reception, Thursday President's Dinner, Friday and Saturday breakfast and breaks, and Friday lunch, reception and Founder's dinner,
- ✓ name and link to your corporate website listed on our website (URL provided by sponsor),
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials (including agenda), podium recognition, banner recognition,
- ✓ basic listing (name, brief description, location in exhibit hall, and basic contact information) on conference app,
- ✓ four (4) copies of conference materials and
- ✓ two six (6') tables side by side (12'X5'), 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. The logo (in EPS format) must be received no later than July 15, 2015. 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, Thursday President's Dinner, Friday and Saturday breakfast and breaks, and Friday lunch, reception and Founder's dinner,
- ✓ name and link to your corporate website listed on our website (URL provided by sponsor),
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials (including agenda), podium recognition, banner recognition,
- ✓ basic listing (name, brief description, location in exhibit hall, and basic contact information) on conference app,
- ✓ four (4) copies of conference materials and
- ✓ two six (6') tables side by side (12'X5'), and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

### ***Conference Flash Drive***

#### ***Sponsor***

**\$5,000**

This sponsorship would place your logo on the flash drive distributed to conference attendees. While we are moving to an conference app that will contain conference materials, this year we will still provide the members with a flash drive with conference materials. The logo (in EPS format) must be received no later than July 15, 2015. Your sponsorship would include:

- ✓ corporate logo on one side of the flash drive and NORM's logo on the other
- ✓ four (4) name badges which allow
  - entrance into exhibit hall and general sessions,
  - entrance into the Thursday welcome reception, Thursday President's Dinner, Friday and Saturday breakfast and breaks, and Friday lunch, reception and Founder's dinner,
- ✓ name and link to your corporate website listed on our website (URL provided by sponsor),
- ✓ logo on conference tote bag,
- ✓ recognition in our conference materials (including agenda), podium recognition, banner recognition,
- ✓ basic listing (name, brief description, location in exhibit hall, and basic contact information) on conference app,
- ✓ four (4) copies of conference materials and
- ✓ two six (6') tables side by side (12'X5'), and electrical capabilities
  - sponsors have second right of refusal on location based on sponsorship level (corporate members have first right of refusal).

#### ***Exhibitor***

**\$3,000**

This exhibit level would provide space in our exhibit hall. Breakfast and breaks on both Friday and Saturday, as well as Friday's lunch 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 and President's dinner, Friday and Saturday breakfast and breaks, and Friday lunch, reception and Founder's dinner,
- ✓ name listed on our website with other exhibitors
- ✓ recognition in our conference materials, podium recognition, and
- ✓ 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.

#### ***Logo on NORM Website Only (for non-exhibitors/sponsors)***

**\$2,000**

If you are unable to exhibit at the conference, this sponsorship allows you to place your Corporate Logo on the NORM website from receipt of funds until December 31, 2015. Please note that the registration form is located only on the NORM website therefore all attendees must visit our website.

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

***Logo on Conference Tote Bag  
Add-on to Sponsorship or Exhibitor  
\$300***

This add-on to your sponsorship or exhibit fee will place your Corporate Logo on the 2015 NORM Conference tote bag. The logo (in EPS format) must be received no later than July 15, 2015. There are no exceptions to this deadline.

***Logo on NORM Website  
Add-on to Sponsorship or Exhibitor  
\$500***

This add-on to your sponsorship or exhibit fee will place your Corporate Logo on the NORM website on the page noting support of conference and for exhibitors we will add link to your website. Please note that the registration form is only located on the NORM website therefore all attendees must visit our website.

***Logo on NORM Website & Conference Tote Bag  
Add-on to Sponsorship or Exhibitor  
\$700***

This add-on to your sponsorship or exhibit fee will place your Corporate Logo on the NORM website from April 2015 (or receipt of funds) until December 31, 2015. Please note that the registration form is located only on the NORM website therefore all attendees must visit our website.

This add-on also includes your Corporate Logo on the NORM 2015 Conference tote bag.

***Banner Advertisement on  
Conference App  
Add-on to Sponsorship or Exhibitor  
\$2000***

This add-on to your sponsorship or exhibit fee will place your Corporate Logo and a link to the corporate profile on 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 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, 2015.

***Enhance Profile on  
Conference App  
Add-on to Sponsorship or Exhibitor  
\$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, 2015.

***Lead Retrieval via  
Conference App  
Add-on to Sponsorship 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. You will be assigned corporate lead retrieval administrator to assign lead retrieval representatives for your organization. You may purchase additional access for \$200/per additional access.

***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.

***Exhibitor 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.

# 2015 Conference Policies for Sponsors and Exhibitors

## Registration Policies

The registration form for sponsorship or exhibit booth space must be completed on-line and executed by an individual who has the authority to act on behalf of the applicant. To access the sponsor/exhibitor on-line store you will have to sign that you accept the policies as described below. The registration form may be submitted no later than July 1, 2015. If space is no longer available you will be notified immediately.

If your organization requires NORM to sign a Commercial Agreement these must be completed by July 15, 2015.

All promised funds must be received within four weeks of submitting registration form. For those registering at the last minute funds must be received no later than July 15, 2015. If funds are not received July 15, 2015 NORM cannot promise that their corporate name will be included in our written materials, in our conference app, or that the organization will be allowed to exhibit.

## Cancellation/Subletting of Exhibit Space Policies

Cancellation of exhibit space and requests for refunds must be received in writing by June 1, 2015 for a 50% refund, payable after the conference. Cancellations received after June 1, 2015 are non-refundable.

Cancellation of sponsorships are non-refundable unless another sponsor steps forward for the event or item. Request must be received in writing by June 1, 2015 for a 50% refund, payable after the conference. Cancellations received after June 1, 2015 are non-refundable.

No subletting of space is permitted. Each firm represented in the Exhibit Hall must submit the on-line Exhibit Registration Form and sign acknowledging that they have read these policies. Any person subletting space will be subject to eviction.

## Sponsor/Exhibitor Sponsored Events Policies

Sponsors/Exhibitors *will not* plan any event that conflicts in any way with NORM sponsored events or NORM co-sponsored events. Choosing to plan an event that conflicts with a NORM sponsored or co-sponsored 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 an event to which many attendees are invited.

If NORM is not the co-sponsor of an event, then they have no responsibility to insure that the event is the only event at that time.

Companies that are not sponsors/exhibitors are prohibited from hosting advisory boards, focus groups, hospitality/social events, etc during the conference.

## Exhibit Hall Policies

Each sponsor/exhibitor will respect the exhibit set-up hours established by NORM. Exhibit set-up and shipping information will be shared with all sponsors/exhibitors by July 1, 2015. The sponsor/exhibitor will follow instructions regarding shipping items to the hotel. If instructions are not followed NORM is not responsible for missing exhibit items.

Exhibit space will be provided as indicated in the Prospectus. 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 tables no later than August 15, 2015. No

banners, signs or other material may be nailed, taped, hung to any hotel property. If exhibitor/sponsor defaces hotel property they are responsible for the damage.

Each sponsor/exhibitor will have at least one representative at their booth when the exhibit hall is open (breakfast and breaks both days, lunch on Friday). Each sponsor/exhibitor will not break down their booth early. The agenda will be shared with contact and will be posted on the NORM website.

Each sponsor/exhibitor will receive the number of name badges appropriate for their level of sponsorship/exhibit. Two additional name badges may be purchased.

Distribution of literature/advertising materials may only occur in your exhibit space. Interviews, focus groups, etc are to occur within your exhibit space. If you wish to hold additional sessions the times and locations you must notify NORM's administrative director 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, exhibitors and sponsors are encouraged to insure their exhibits, merchandise, and display materials against theft, fire, etc at their own expense.

### **Exhibitor Attendance for Educational Sessions Policies**

Sponsors/exhibitors are welcome to attend the general sessions. Chairs will be set in the back of the general session space for their use. No sponsor/exhibitor is to sit with membership. Please respect our attendees and speakers and do NOT carry on a conversation with your colleagues. If conversations become a problem the exhibitor/sponsor will be asked to leave the room.

If there is space they may attend the breakout sessions. Sponsors/Exhibitors are not to enter the breakout room until all attendees have entered.

The NORM Educational Committee (NEC) breakout sessions are for NORM members only and Sponsors/Exhibitors may not attend those sessions.

### **Guest Rooms for Sponsors/Exhibitors**

Hotel rooms are the responsibility of the exhibitors/sponsor. We have negotiated a guestroom block at the host hotel. Detailed information regarding guestroom reservations is on the event information page.

### **Indemnification**

Sponsors and Exhibitors agree to abide by these terms, and any applicable provisions under NORM's agreement with the management of the Hyatt Regency Bellevue.

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.

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