

# CORPORATE MEMBERSHIP OPPORTUNITIES

## Diamond Corporate Membership \$100,000

The Diamond level includes the following items in reference to the non-CME annual educational meeting:

- Attendance at NORM Virtual Annual Conference:
  - Fourteen complimentary access privileges to Virtual platform.
  - Opportunity to purchase access for four additional company representatives at \$500 per person.
- Recognition in conference magazine to acknowledge support. Company logo incorporated in recognition.
- Recognition through conference virtual platform to acknowledge support.
- Recognition in conference brochure if written commitment of funds received by March 1, 2020.
- Company logo included on conference tote-bag.
- One company conference tote bag insert (8.5 X 11, 3 sheets max size).
- Sponsorship of Friday Night Dinner **or** other suitable item negotiated between NORM and Corporate Member.
- Main contact will be provided a copy of the virtual conference magazine.

This level includes the following items on the Virtual Platform (specs on last page):

- Company logo and 25-word description
- Ability to design your “booth” background (image)
- Virtual booth live options (see additional details at end)
  - Join via webcam and present a webcast
  - Join via phone and present a webcast
  - Join for interaction, and have an embedded video that they can watch at their leisure
- All booths are live on Friday, September 25 between 12pm – 2pm
  - You have option for a live booth on Saturday, September 26 between 12pm – 2pm
- Resources that attendees may download (PDF, URL)
- Live group chat available during live booth times
- Question and Answer Box - for personal questions
  - Available during the live booth times
  - At breaks when no live booths are available & members are encouraged to visit exhibit hall the question will be sent to your representative’s email.
  - When booths are available on demand the questions will be sent to your representative’s email
- A survey and/or a call to action
  - Survey – you can ask quantitative survey questions of members (max of 5)
  - Call to Action – encourage them to visit a specific page on your website such as external petition, new products, etc (this will be used if you choose to join for interaction and have embedded video)
- Available rep (X #), their contact information/social media (You may have 5 reps for each live session.)

This level includes the following items throughout the year:

- Company logo on NORM website home page and annual conference page from receipt of funds until December 31, 2020.
  - Link to company website from corporate member page if supplied by corporate member.
- Opportunity to host unbranded webinars with NORM membership on critical topics.
  - Topics and dates to be negotiated with NORM and scheduled at least one month before the webinar to ensure time to advertise.
- Ability to submit a monthly issue to NORM for NORM to share with membership in each area:
  - new company announcements posted on the NORM News Blog – category Industry News,
  - announcements to be posted on payer issue page of the *members’ only* portal on NORM website and announcement of this posting by NORM to the membership, and
  - announcements to be posted on Healthcare Policy page of the *members’ only* portal on NORM website and announcement of this posting by NORM to the membership.
- Twelve scheduled opportunities to share educational information with President on issues affecting rheumatology.
- Four 90-minute meetings, webinars or conference calls with NORM Board or Board Representatives:

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- Six representatives to meet with NORM Board virtually on Monday, Tuesday or Wednesday the week before the 2020 conference in Austin, TX. The date and time negotiated by July 15, 2020.
- Six representatives to meet with the NORM board before the NORM Board meeting in March in San Francisco, CA March 12 & 13, 2020.
- Six representatives to meet with at least two members of the NORM board at Clinical Congress of Rheumatology in Destin, FL (May 14 – 16, 2020).
- Six representatives to meet with at least two members of the NORM board the NORM Board meeting in June in Philadelphia, PA (June 11 & 12).

# CORPORATE MEMBERSHIP OPPORTUNITIES

## Sapphire Corporate Membership \$75,000

The Sapphire level includes the following items in reference to the non-CME annual educational meeting:

- Attendance at NORM Virtual Annual Conference:
  - Twelve complimentary access privileges to Virtual platform
  - Opportunity to purchase access for four additional company representatives at \$500 per person
- Recognition in conference magazine to acknowledge support. Company logo incorporated in recognition.
- Recognition through conference virtual platform to acknowledge support.
- Recognition in conference brochure if written commitment of funds received by March 1, 2020
- Opportunity to introduce one breakout speaker following the script provided by NORM that will include corporate name. This will be pre-recorded, please see specs on last page.
- Company logo included on conference tote-bag.
- One company conference tote bag insert (8.5 X 11, 2 sheets max size).
- Sponsorship of suitable item negotiated between NORM and Corporate Member.
- Main contact will be provided a copy of the virtual conference magazine.

This level includes the following items on the Virtual Platform (specs on last page):

- Company logo and 25-word description
- Ability to design your “booth” background (image)
- Virtual booth live options (see additional details at end)
  - Join via webcam and present a webcast
  - Join via phone and present a webcast
  - Join for interaction, and have an embedded video that they can watch at their leisure
- All booths are live on Friday, September 25 between 12pm – 2pm
  - You have option for a live booth on Saturday, September 26 between 12pm – 2pm
- Resources that attendees may download (PDF, URL) maximum of 5 items
- Live group chat available during live booth times
- Question and Answer Box- for personal questions
  - Available during the live booth times
  - At breaks when no live booths are available & members are encouraged to visit exhibit hall the question will be sent to your representative’s email.
  - When booths are available on demand the questions will be sent to your representative’s email
- A survey and/or a call to action
  - Survey – you can ask quantitative survey questions of members (max of 5)
  - Call to Action – encourage them to visit a specific page on your website such as external petition, new products, etc (this will be used if you choose to join for interaction and have embedded video)
- Available rep (X #), their contact information/social media. (You may have 5 reps for each live session.)

This level includes the following items throughout the year:

- Company logo on NORM website home page and annual conference page from receipt of funds until December 31, 2020.
  - Link to company website from corporate member page if supplied by corporate member.
- Opportunity to host unbranded webinars with NORM membership on critical topics.
  - Topics and dates to be negotiated with NORM and scheduled at least one month before the webinar to ensure time to advertise.
- Ability to submit a bi-monthly issue to NORM for NORM to share with membership in each area:
  - new company announcements posted on the NORM News Blog – category Industry News and shared with membership across all social media platforms utilized by NORM,
  - announcements to be posted on payer issue page of the *members’ only* portal on NORM website and announcement of this posting by NORM to the membership, and
  - announcements to be posted on Healthcare Policy page of the *members’ only* portal on NORM website and announcement of this posting by NORM to the membership.

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- Six scheduled opportunities to share educational information with President on issues affecting rheumatology.
- Three 90-minute meetings or conference calls with NORM or Board Representatives:
  - Four representatives to meet with NORM Board virtually for 90 minutes Monday, Tuesday or Wednesday the week before the 2020 conference in Austin, TX.
  - Four representatives to meet with the NORM board before the NORM Board meeting (March 12 & 13,) in San Francisco, CA.
  - Four representatives to meet with at least two members of the NORM board at Clinical Congress of Rheumatology in Destin, FL (May 14 – 16) **or** before the NORM Board meeting in Philadelphia, PA (June 11 & 12)

# CORPORATE MEMBERSHIP OPPORTUNITIES

## Platinum Corporate Membership \$50,000

The Platinum level includes the following items in reference to the non-CME annual educational meeting:

- Attendance at NORM Virtual Annual Conference:
  - Ten complimentary access privileges to Virtual platform
  - Opportunity to purchase access for four additional company representatives at \$500 per person,
- Recognition in conference magazine to acknowledge support. Company logo incorporated in recognition.
- Recognition through conference virtual platform to acknowledge support.
- Recognition in conference brochure if written commitment of funds received by March 1, 2020.
- One company conference tote bag insert (8.5 X 11, 1 sheets max size).
- Company logo included on conference tote-bag.
- Sponsorship of Conference Journal **or** other suitable item negotiated between NORM and Corporate Member.
- Main contact will be provided a copy of the virtual conference magazine.

This level includes the following items on the Virtual Platform (specs on last page):

- Company logo and 25-word description
- Ability to design your “booth” background (image)
- Virtual booth live options (see additional details at end)
  - Join via webcam and present a webcast
  - Join via phone and present a webcast
  - Join for interaction, and have an embedded video that they can watch at their leisure
- All booths are live on Friday, September 25 between 12pm – 2pm
  - You have option for a live booth on Saturday, September 26 between 12pm – 2pm
- Resources that attendees may download (PDF, URL) maximum of 5
- Live group chat available during live booth times
- Question and Answer Box- for personal questions
  - Available during the live booth times
  - At breaks when no live booths are available & members are encouraged to visit exhibit hall the question will be sent to your representative’s email.
  - When booths are available on demand the questions will be sent to your representative’s email
- A survey - you can ask 5 quantitative survey questions of attendees
- Available rep (X #), their contact information/social media. (You may have 5 reps for each live session.)

This level includes the following items throughout the year:

- Company logo on NORM website home page and annual conference page from receipt of funds until December 31, 2020.
  - Link to company website from corporate member page if supplied by corporate member.
- Opportunity to host unbranded webinars with NORM membership on critical topics.
  - Topics and dates to be negotiated with NORM and scheduled at least one month before the webinar to ensure time to advertise.
- Ability to submit a quarterly issue to NORM for NORM to share with membership in each area:
  - new company announcements posted on the NORM News Blog – category Industry News and shared with membership across all social media platforms utilized by NORM,
  - announcements to be posted on payer issue page of the *members’ only* portal on NORM website and announcement of this posting by NORM to the membership, and
  - announcements to be posted on Healthcare Policy page of the *members’ only* portal on NORM website and announcement of this posting by NORM to the membership.
- Four scheduled opportunities to share educational information with President on issues affecting rheumatology.
- Three 60-minute meetings or conference calls with NORM Board or Board representatives as follows:
  - Four representatives to meet with NORM Board virtually Monday, Tuesday or Wednesday the week before the 2020 conference in Austin, TX.

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- Four representatives to meet with the NORM board before the NORM Board meeting on Thursday or Friday (March 12 or 13) in San Francisco, CA.
- Four representatives to meet with at least two members of the NORM board at Clinical Congress of Rheumatology in Destin, FL (May 14 – 16) **or** before the NORM Board meeting on Thursday or Friday in Philadelphia, PA (June 11 & 12).

# CORPORATE MEMBERSHIP OPPORTUNITIES

## Gold Corporate Membership \$30,000

The Gold level includes the following items in reference to the non-CME annual educational meeting:

- Attendance at NORM Virtual Annual Conference:
  - eight complimentary access privileges to Virtual platform
  - Opportunity to purchase access for four additional company representatives at \$500 per person,
- Recognition in conference magazine to acknowledge support. Company logo incorporated in recognition.
- Recognition through conference virtual platform to acknowledge support.
- Main contact will be provided a copy of the virtual conference magazine.

This level includes the following items on the Virtual Platform (specs on last page):

- Company logo and 25-word description
- Ability to design your “booth” background (image)
- Virtual booth live options (see additional details at end)
  - Join via phone and present a webcast
  - Join for interaction, and have an embedded video that they can watch at their leisure
- All booths are live on Friday, September 25 between 12pm – 2pm
- Resources that attendees may download (PDF, URL) maximum of 4
- Live group chat available during live booth times
- Question and Answer Box- for personal questions
  - Available during the live booth times
  - At breaks when no live booths are available & members are encouraged to visit exhibit hall the question will be sent to your representative’s email.
  - When booths are available on demand the questions will be sent to your representative’s email
- A survey - you can ask 4 quantitative survey questions of attendees
- Available rep (X #), their contact information/social media. (You may have 4 reps for the live session.)

This level includes the following items throughout the year:

- Company logo on NORM website home page and annual conference page from receipt of funds until December 31, 2020.
  - Link to company website from corporate member page if supplied by corporate member.
- Opportunity to host unbranded webinars with NORM membership on critical topics.
  - Topics and dates to be negotiated with NORM and scheduled at least one month before the webinar to ensure time to advertise.
- Ability to submit one issue per six months to NORM for NORM to share with membership in each area:
  - new company announcements posted on the NORM News Blog – category Industry News and shared with membership across all social media platforms utilized by NORM,
  - announcements to be posted on payer issue page of the *members’ only* portal on NORM website and announcement of this posting by NORM to the membership, and
  - announcements to be posted on Healthcare Policy page of the *members’ only* portal on NORM website and announcement of this posting by NORM to the membership.
- Two scheduled opportunities to share educational information with President on issues affecting rheumatology.
- Two 60-minute meetings with NORM Board or Board representatives as follows:
  - Two representatives to meet with NORM Board virtually for 60 minutes Monday, Tuesday or Wednesday the week before the 2020 conference in Austin, TX.
  - Two representatives to meet with at least two members of the NORM board at Clinical Congress of Rheumatology in Destin, FL (May 14-16).

# CORPORATE MEMBERSHIP OPPORTUNITIES

## **Silver Corporate Membership** **\$15,000**

This Silver level includes the following items in reference to the non-CME annual educational meeting:

- Attendance at NORM Virtual Annual Conference:
  - Six complimentary access privileges to Virtual platform
- Recognition in conference magazine to acknowledge support. Company logo incorporated in recognition.
- Recognition through conference signage to acknowledge support.
- Company logo included on conference tote-bag.
- Main contact will be provided a copy of the virtual conference magazine.

This level includes the following items on the Virtual Platform (specs on last page):

- Company logo and 25-word description
- Ability to provide color for your booth background (HEX or RGB) you may provide two colors and determine if gradient is horizontal, vertical, diagonal (left/right).
- Virtual booth live options (see additional details at end)
  - Join for interaction, and have an embedded video that they can watch at their leisure
- All booths are live on Friday, September 25 between 12pm – 2pm
- Resources that attendees may download
- Live group chat available during live booth times
- Question and Answer Box- for personal questions
  - Available during the live booth times
  - At breaks when no live presentation & members are encouraged to visit exhibit hall the question will be sent to your representative's email.
  - When booths are available on demand the questions will be sent to your representative's email
- A survey - you can ask 3 quantitative survey questions of attendees
- Available rep (X #), their contact information/social media. (You may have 3 reps for the live session.)

This level includes the following items throughout the year:

- Company logo on NORM website home page and annual conference page from receipt of funds until December 31, 2020.



# CORPORATE MEMBERSHIP OPPORTUNITIES

## Virtual Booth Live Options

NORM conference attendees will be wandering in and out of all virtual, vendor booths between 12pm and 2pm on Friday. NORM is incentivizing them to visit live, and then to visit the on-demand exhibit hall over the conference weekend and for 30 days.

The “exhibit booth” is a webcast on the On24 platform. This means for your booth to be live, at least one person must act as producer and join before 12pm in order to start the webcast and record the webcast. They must record for the virtual exhibit booth to be available on-demand. The presenter can act as producer and record the booth.

Join via webcam and present a webcast

- Presenter(s) would be to join using your webcam and present during the 2-hour virtual exhibit hall
- Additional people can join via phone to monitor group chat, question and answer, and other interactive components

Join via phone and present a webcast

- Presenter(s) would be to join using your phone and present during the 2-hour virtual exhibit hall
- Additional people can join via phone to monitor group chat, question and answer, and other interactive components

Join for interaction, and have an embedded video that they can watch at their leisure

- Presenter(s) would be to join using their phone start the webinar, must their phone
- Additional people can join via phone to monitor group chat, question and answer, and other interactive components

## Live Virtual Exhibit Hall – Best Practices if You Choose Webcast or Call-In Option – No Embedded Video

We advise you to

- Use a short, repeated video or a short repeated PPT deck
- Have a slide/person saying, “If you just joined us”...
- Have someone to monitor attendees and if a large group joins skip to welcome slide and start video.
- Have filler material to prompt group chat.

NORM will build your virtual exhibit booth. While the producer may feel they can make changes, no changes may be made less than 5 hours before the event. Producers will be given access 30 minutes before the event.

## Producer/Presenter

Presenter may act as producer, or you may have someone else act as producer.

Presenter is the person sharing data with visitors to the booth. Presenter is also the person managing group chat and the Q&A box when booths are live.

Producers will be responsible for starting and ending the “exhibit hall”. If a Producer accidentally clicks the End Webcast buttons, the webcast cannot be restarted. An archived version of the webinar will be available for on-demand viewing soon after the webcast ends. The on-demand will be available for exhibit hall if no live exhibit hall planned. The on-demand exhibit hall will be available for 30 days after the conference.

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NORM will host one training session for presenters/producers. This page will provide additional information - [https://on24-prod.mindtouch.us/Webcast\\_Elite/Presenting\\_a\\_Live\\_Webinar/PMXD\\_Quick\\_Start\\_Guide\\_for\\_Presenters](https://on24-prod.mindtouch.us/Webcast_Elite/Presenting_a_Live_Webinar/PMXD_Quick_Start_Guide_for_Presenters)

## *Virtual Exhibit Hall Spec*

	<b><i>Requirements</i></b>
Logo	JPG or PNG for virtual exhibit hall EPS for sponsored items
Slide	16:9 orientation
Background image	1900 X 200 pixels 10MB max
Representative Picture	90 X 90 pixels
Video for exhibit hall	File type: MP4 (.mp4) Video Format: H.264/AVC Audio Format: MP3 (.mp3) Frame Size: 16:9 (1280x720 resolution recommended)

## Survey

Question types allowed:

- multiple choice with a single answer
- multiple choice with multiple answers

## Resources

- Microsoft Word (.doc, .docx)
- PowerPoint presentations (.ppt, .pptx)
- Excel spreadsheets (.xls, .xlsx)
- PDFs (.pdf)
- Podcasts (.mp3)
- URL (255 Character Limit)

Please note: File names may not include a period.

Bad: SalesPitch.Version2  
Good: SalesPitch\_Version 2

# CORPORATE MEMBERSHIP OPPORTUNITIES

## Virtual Booth Construction

The NORM team will add your components to our templates. All components must be to NORM by the due dates that will be available next week. We will share a view of the template with you. The templates will **not** be adapted for individual organizations other than to insert your information based on your corporate membership level.

At this point you are probably wondering what this will look like.

The FitBit picture is an example of the embedded video option.

The producer/presenter would pushout one slide and be available to answer questions via group chat (not shown) or Q&A box.

Video

Slide

