

# **NORM 2024**

**Breaking Borders: Building Bonds**

# **NORM 2024 Exhibitor & Sponsorship Prospectus**

**Conference Dates: June 23<sup>rd</sup> – 26<sup>th</sup>, 2024**

**Exhibit Dates: June 23<sup>rd</sup> – 25<sup>th</sup>, 2024**

**Exhibition Location: Senior Ballroom of  
Compton Union Building**

**Washington State University Campus  
Pullman, WA**

# **NORM 2024** Fast Facts

## • **Venue**

- Compton Union Building
- Pullman, WA

## • **Exhibit Dates and Times**

- Sunday, June 23<sup>rd</sup>
  - 5:00 pm – 7:00 pm
- Monday, June 24<sup>th</sup>
  - 8:00 am – 5:00 pm
- Tuesday, June 25<sup>th</sup>
  - 8:00 am – 3:30 pm

## • **Installation Schedule**

- Sunday, June 23<sup>rd</sup>
  - 12:00 pm – 5:00 pm

## • **Dismantle Schedule**

- Tuesday, June 25<sup>th</sup>
  - 3:30 pm – 5:00 pm

## • **Contacts**

- Zachariah Heiden
  - Expo/General Chair
  - [Zachariah.heiden@wsu.edu](mailto:Zachariah.heiden@wsu.edu)
- Kristopher Waynant
  - Technical Session Chair
  - [kwaynant@uidaho.edu](mailto:kwaynant@uidaho.edu)

## • **Space Assignments**

- Priority for space assignment is based on sponsorship level (if relevant) and date on which the exhibit space is reserved

## • **Booth Sizes and Fees**

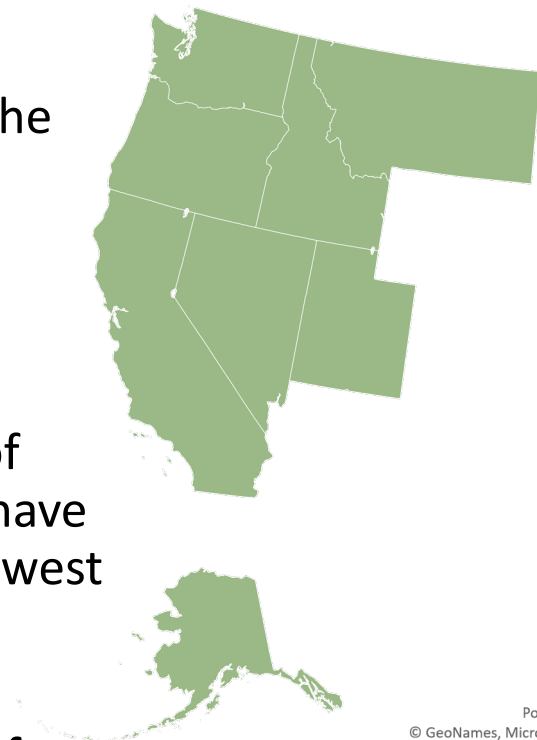
- Standard booth is an 8-foot-long table with two chairs, tablecloth, and pipe and drape
- Power will be available upon request
- Standard Booth...\$1000
- Double Booth.....\$1900
- Literature Only (Commercial).....\$250
- Nonprofit.....\$500
- Literature Only (Nonprofit).....\$150

## • **Hotel Accommodations**

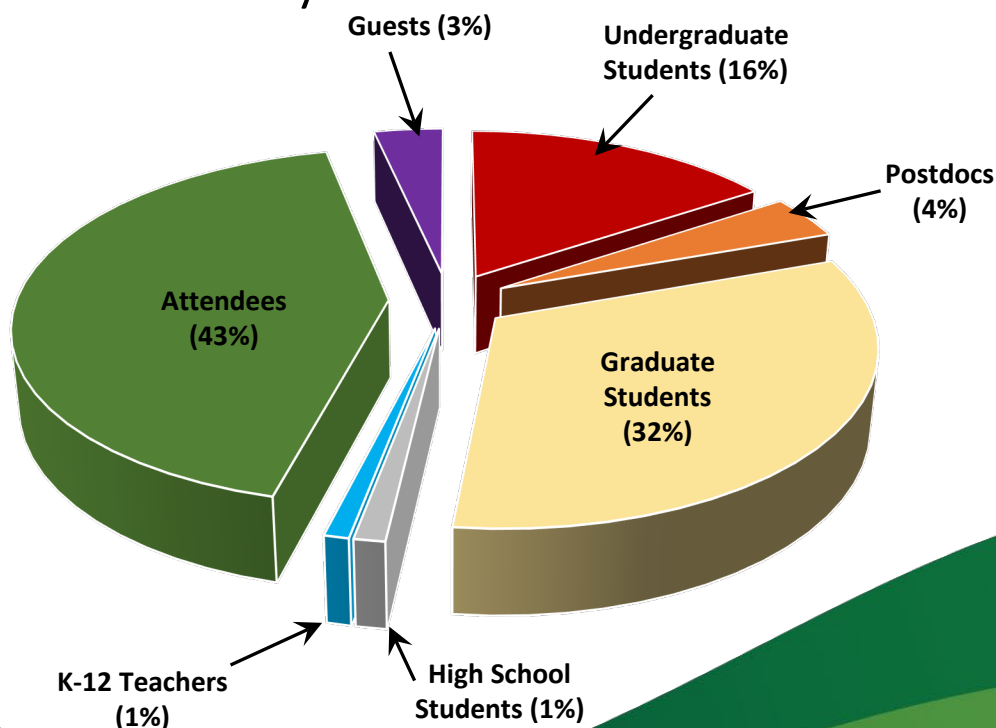
- Reservations for hotel accommodations at NORM 2024 can be made through the NORM 2024 website
- <https://norm2024.org/travel/>

# NORM 2024 Attendee Demographics

- 500-800 attendees
- About 75% of attendees are from the Northwest Region
- Roughly 40 states represented
- ~1 % of attendees come from outside the United States
- NORM 2024 sits within 600 miles of two national laboratories and will have many attendees from Pacific Northwest National Laboratory and Idaho National Laboratory
- NORM program is designed to be of interest to attendees in chemistry and disciplines outside of chemistry



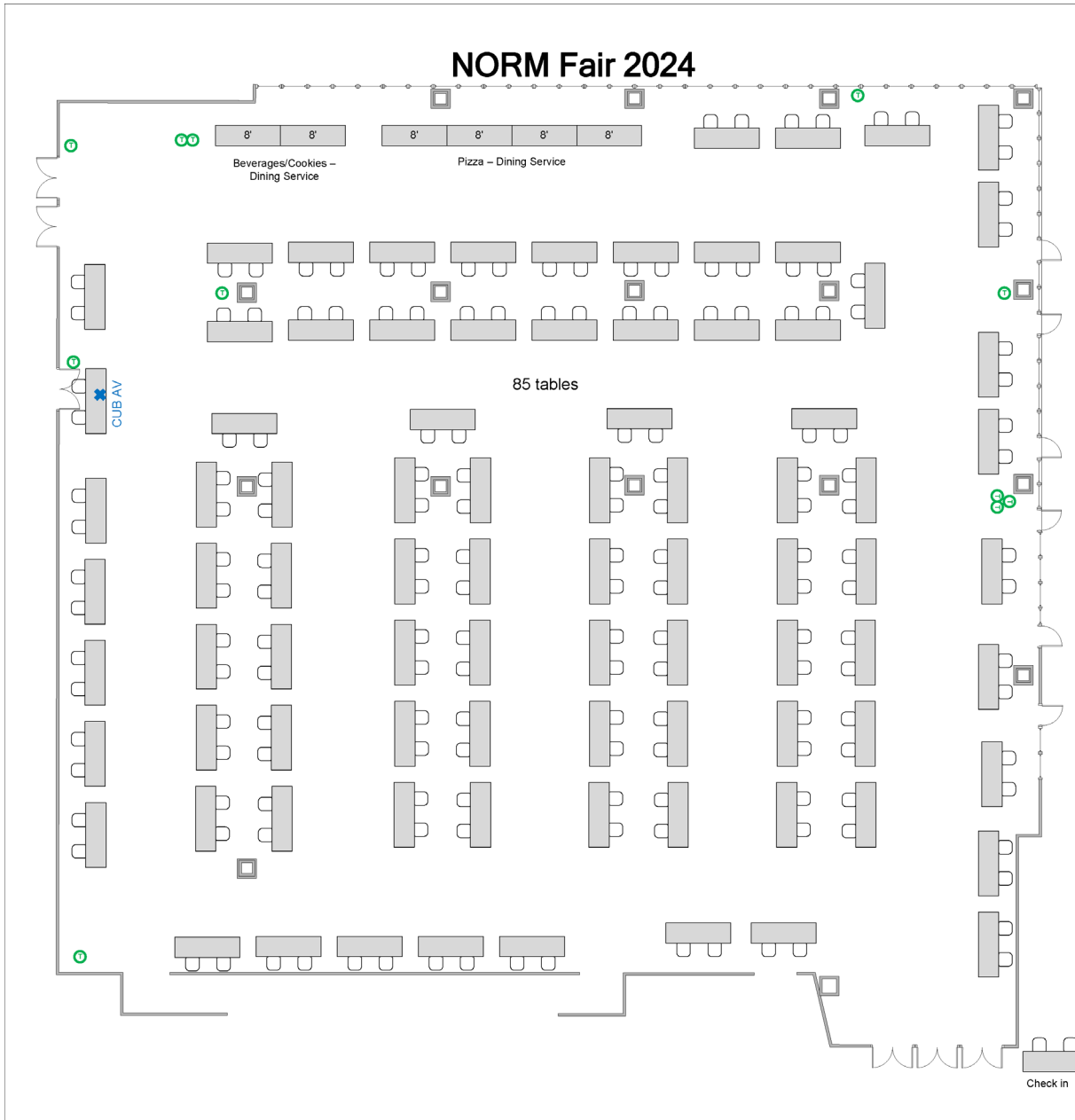
Powered by Bing  
© GeoNames, Microsoft, TomTom



# **NORM** Booth Assignment Procedures and **2024** Cancellation Information

- All products and services exhibited must be of interest to the attendees of the Northwest Regional Meeting (NORM) of the American Chemical Society
- NORM organizers reserve the right to accept or refuse any application in its sole discretion, including but not limited to, refusing applications of organizations not meeting standard requirements or expectations. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc.
- **Space Assignments**
  - Space assignments are made in one of the following three ways:
  - Sponsors also exhibiting at NORM 2024 will be priority over general exhibitors
  - Space assignments for exhibitors will be given the option of selecting their booth location in the finalized exposition layout
  - Applications received after **May 3<sup>rd</sup>**, will be assigned space on a first-come, first-served, space availability basis.
- Selection of the locations of exhibitor booths for exhibitors registered on or before May 3<sup>rd</sup>, will start on **May 6<sup>th</sup>**
- Application for exhibit space must be made on the official NORM website (<https://norm2024.org/expo/>)
- No space will be assigned until both an application and full payment have been received.
- Exhibitors wishing to avoid assignment of space adjacent to that of a particular competitor should indicate the company during the booth selection process.
- Careful consideration will be given to all such requests, but relocation cannot be guaranteed.
- In the event of conflicts regarding space requests or conditions beyond the control of exhibit management, NORM 2024 organizers reserves the right to revise, relocate, or reassign exhibit booths at any time for the overall benefit of the meeting.
- A revised floor plan will be provided upon request.

# Tentative Exhibition Layout



**A finalized layout will be available after May 3<sup>rd</sup>**

# Additional Rules and Regulations

- **Food and Beverage Products**
  - All food and beverage service must be coordinated through the convention center caterer. Food preparation and cooking are prohibited in the exhibit hall.
  - Opportunities to sponsor snacks/lunches/socials are available through the NORM website:  
<https://norm2024.org/support/>
- **Handouts and Giveaways**
  - All items to be distributed must be useful to the participants at the meeting and/or in the professional activities of the booth visitor.
- **Lead Retrieval Tool**
  - All NORM 2024 badges will contain a QR code that can be scanned with a cell phone using an app provided by ACS/Cvent
  - App Cost: \$249 single license, \$149 for additional license
  - Will be purchased through ACS
- **Exhibitor Lounge**
  - CUB 204 will be stocked with coffee/refreshments and snacks for the exhibitors during the following hours
    - Monday, June 24<sup>th</sup>
      - 8 am – 4 pm
    - Tuesday, June 25<sup>th</sup>
      - 8 am – 4 pm
- **Admission of Guests**
  - All guests must at least have a guest registration to be admitted to the exposition area.
- **Exhibit Personnel Badges**
  - Each exhibitor will be issued a conference badge and must be worn at all times within the exhibition area.
  - The number of badges issued to each exhibitor may be limited.
  - Exhibitor registration should be completed online.
  - Badges will not be mailed in advance and must be picked up on site at the Registration Desk during the following hours:
    - Sunday, June 23<sup>rd</sup> (noon – 9:00 pm)
    - Monday, June 24<sup>th</sup> (7 am – 5 pm)
    - Tuesday, June 25<sup>th</sup> (7 am – 5 pm)
  - Business cards, ribbons from other meetings, and company logos do not supplement the NORM 2024 conference badge.
  - Exhibitor badges allow access to the exhibit and poster halls, in addition to the technical sessions.

# Sponsorship Opportunities

- **Diamond - \$20,000**

- Logo branding on all meeting materials and promotion
- Linked logo on NORM website
- Multiple large logos in all seminar room rotating slides
- Logo in program on sponsors page
- 4 meeting registrations
- Up to four hours focus group or one full day invited speaker only symposium
- Opening remarks (3 min) at Presidential/Governance Plenary on Sunday
- Expo table in prominent location

- **Platinum - \$10,000**

- Linked logo on NORM website
- Large logos in all seminar room rotating slides
- Logo in program on sponsors page
- 4 registrations
- Up to four hours focus group or ½ day invited speaker only symposia
- Expo table in prominent location

- **Gold - \$5,000**

- Linked logo on NORM website
- Medium logos in all seminar room rotating slides
- Logo in program on sponsors page
- 3 registrations
- Up to two hours focus group or one ½ day invited speaker only symposia
- Expo table in prominent location

- **Silver - \$2,500**

- Linked logo on NORM website
- Medium logos in seminar rooms of up to two selected tracks
- Logo in program on sponsors page
- 2 registrations
- Up to one hour focus group time
- Expo table

- **Copper - \$1,000**

- Linked logo on NORM website
- Logo in program on sponsors page
- 1 registration

- **Nickel – Up to \$500**

- Linked logo on NORM website
- Logo in program on sponsors page



# **NORM** Technical Program **2024** Sponsorship Opportunities

- Individual Symposia/Tracks (any amount in \$250 increments)
- Symposia/Track sponsors receive:
  - Mention of the sponsorship at the beginning, breaks, and end of each sponsored symposium/track
- All breaks and receptions will be hosted in the exposition hall (Compton Union Building Senior Ballroom)
- Opening Reception (\$10,000)
- Monday (June 24<sup>th</sup>) Morning Coffee Break (\$3,000)
- Monday (June 24<sup>th</sup>) Lunch (\$5,000)
- Monday (June 24<sup>th</sup>) Afternoon Snack/Coffee Break
- Tuesday (June 25<sup>th</sup>) Morning Coffee Break (\$3,000)
- Tuesday (June 25<sup>th</sup>) Lunch (\$5,000)
- Tuesday (June 25<sup>th</sup>) Afternoon Ice Cream Social (\$3,000)
- Awards Banquet (\$7,500)
- Hotel Shuttle (\$5,000)
- Partial sponsorships in \$250 increments available



# **NORM** Technical Program and Symposia as of **2024** March 1<sup>st</sup>, 2024

- **Catalysis Track**
  - Integration of Thermal Catalysis and Electrocatalysis
  - Breaking Borders and Building Bonds Through Catalysis
- **Chemical Biology Track**
  - Advances in Medicinal Chemistry
  - Small Molecule Modulators of Aminotransferases and Amidases. Application to  $\alpha$ -ketoacid Biochemistry
  - Biochemistry and Biomedicine/Cancer Biochemistry and Biology/Biomedical Engineering and Applications
  - Breaking Borders and Building Bonds in Chemical Biology
  - Emerging Technologies for Targeted and Controlled Drug Delivery
- **Environmental Challenges Track**
  - Advanced Analytical Methods for Discovery of Nutrient and Contaminant Cycling in the Environment
  - Engineering Solutions for Environmental Chemistry Challenges
  - Breaking Borders and Building Bonds Through Environmental Challenges
- **Interfaces Track**
  - 3D Printing of Biomaterials and Drug Delivery
  - Creating and Breaking the Borders in Molecular Recognition
  - Interfacial Chemistry Enables Sustainable and Resilient Infrastructure Materials
  - Electrochemistry
  - Structures, Kinetics, and Thermodynamics at Interfaces
  - Breaking Borders and Building Bonds at Interfaces

<https://norm2024.org/program/>

# **NORM** Technical Program and Symposia as of **2024** March 1<sup>st</sup>, 2024

- **Nuclear Science Track**

- Advances in Actinide and Lanthanide Chemistry
- The Nucleus, Radiation, and Chemistry Today
- Geochemistry and Mineralogy of Critical Metal Elements
- Advancements and Training in Nuclear Materials Processing and Sensing in Harsh Environments
- Materials in the Nuclear Fuel Cycle: From Cradle to Grave
- Breaking Borders in the Nuclear Science Enterprise

- **Limits of Detection Track**

- Pushing the Boundaries of Sensitivity
- New Frontiers in Mass Spectrometry and Gas-Phase Ion Manipulation
- Breaking Borders and Building Bonds at the Limits of Detection

- **Energy Track**

- Chemical Theory and Mechanisms for Sustainable Energy Conversion and Production
- Biobased Materials and Products
- Unlocking a Sustainable Future: Harnessing the Power of the Hydrogen and Beyond
- Exploring the Chemistry of Next-Generation Coolants and Solvents: Radiation-Induced Chemistry
- Exploring the Chemistry of Next-Generation Coolants and Solvents: Structure and Properties of Coolants, Fuels and Solvents
- Exploring the Chemistry of Next-Generation Coolants and Solvents: Interfacial Processes Under Extreme Environments
- Breaking Borders and Building Bonds through Energy

<https://norm2024.org/program/>

# **NORM 2024** Technical Program and Symposia as of March 1<sup>st</sup>, 2024

- **Synthesis Track**
  - Creativity in Metal-Ligand Bonding
  - Breaking Borders and Building Bonds Through Synthesis
- **Chemistry in the Community Track**
  - Advances in STEM Education
  - Project SEED, REU's, and Partners in Science
  - Breaking Borders and Building Bonds through Chemistry in the Community
  - Undergraduate Research
- **Chemistry Away from the Bench Track**
  - The Chemistry of Historical Archaeology
  - Chemistry of Fermented Beverages
  - Computation in Molecular Sciences
  - Computational Chemistry: From Theory to Applications
  - Advancing Chemistry through Computation and Artificial Intelligence
  - Breaking Borders and Building Bonds through Chemistry Away from the Bench

<https://norm2024.org/program/>

# Dates to Remember

- **December 4<sup>th</sup>, 2023**
  - Registration for NORM 2024 Exposition opens
- **February 12<sup>th</sup>, 2024**
  - Abstracts open for technical program
- **March 25<sup>th</sup>, 2024**
  - Abstracts close for technical program
- **April 1<sup>st</sup>, 2024**
  - Registration for attendees opens
- **May 3<sup>rd</sup>, 2024**
  - Exhibit Space Application deadline for priority consideration
- **May 6<sup>th</sup>, 2024**
  - Selection of exposition booth location begins
- **June 3<sup>rd</sup>, 2024**
  - Onsite shipments accepted
- **June 14<sup>th</sup>, 2024**
  - Registration bag inserts due to NORM organizers
- **NORM 2024 Conference – June 23<sup>rd</sup> – 26<sup>th</sup>**