



# NORM Management Conference Vienna

by informa •••

**30 March 2027**

Training Course & Executive Roundtable

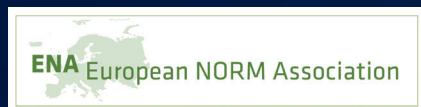
**31 March – 2 April 2027**

3 Days Main Conference

Vienna International Centre (VIC), IAEA HQ

## Turning the Key: From Liabilities to Opportunities

Scientific Leading Organisation:



In Cooperation with:



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# NORM Management Conference - Vienna

4

days

300

attendees

14

exhibitors

60

speakers

60%

C-Suite leaders

**Co-organised by the European NORM Association (ENA), the International Atomic Energy Agency (IAEA) and Informa**

This conference will bring together regulators, policy makers, industry leaders, investors, scientists, technology providers and technical experts to address the evolving challenges and emerging opportunities at the intersection of energy, resources, and sustainability.

As industries worldwide face growing demands for sustainability, resource efficiency, and secure supplies of critical raw materials, NORM management is evolving beyond a regulatory challenge. It is becoming an opportunity to drive innovation, support circular economy strategies, recover valuable resources, and create long-term environmental and economic value.

## Why attend?

- **Discover** innovative NORM management and valorisation approaches
- **Explore** contributions to sustainability, circular economy, and resource security
- **Gain insights** into policy developments, regulations, radiation protection, and international best practices
- **Learn** from real-world case studies across mining, oil & gas, phosphates, and water treatment sectors
- **Connect** with global decision-makers, regulators, industry operators, researchers, technology providers, and investors
- **Shape** the future of responsible, sustainable, and economically viable NORM management

The inaugural conference theme, ***“Turning the Key: From Liabilities to Opportunities,”*** challenges us to rethink NORM management – not simply as a compliance issue, but as a strategic enabler for sustainability, innovation, resource recovery and long-term value creation.

# Benefits of Sponsoring or Exhibition



## Thought Leadership

Speaking on stage puts your brand at the centre of the industry dialogue, spotlighting who you are, what you do, and why working with you delivers measurable value. By showcasing real-world results and fresh perspectives, shape forward-thinking and open doors to high value relationships.



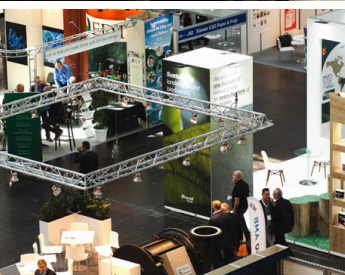
## Brand Exposure

Turn visibility into memorability by including your brand within pre-event campaigns and onsite signages. Options include roll up banners, lectern branding, logo on lanyards, mobile app placements, social media banners, email features and onsite event signages.



## Pre-event Promotion

Own the spotlight across channels. A featured interview tells your story with substance and becomes a reusable asset for sales and PR; social announcements ignite reach, engagement and delivers targeted impressions; and your logo in emails for creates high trust visibility and higher brand recall.



## Exhibit Space

Turn curiosity into conviction and conversations into commercial momentum. Your exhibition stand becomes the go to hub in the networking area, where handshakes happen, product demos pop and deals begin.



## Mobile App Branding

With exclusive in app branding, your logo greets delegates on the home screen, and accompanies their journey as they browse the agenda, scan through the attendee list, book meetings and see presentation slides. Timed push notification will also be sent out to visit your booth and session. Connectme app will be available for all official designated participants for use either on the smart phone or laptop.



## Drinks & Hospitality

Host the Drinks Reception and set the tone for the entire conference, where badges become business cards and conversations spark opportunities. Your brand is the friendly face of day one, welcoming the industry's key players and turning relaxed moments into real momentum.



## Early and Full Access

Arrive early. Engage deeper. Win faster. The Pre Conference Day places you in front of a pre qualified audience, unlocking direct access, priority introductions and time with the people you most want to meet. Pair it with a Main Conference delegate pass to maximise visibility across all days and multiply your moments for meaningful conversations.



## Lanyard Branding

Be the name everyone wears. Your brand sits at the heart of every introduction, framing handshakes, photos, and conversations from registration to wrap up. It's constant, on body visibility that turns the whole event into your brand theatre.

# Branding & Networking Packages

## Exhibit Booth Only

### Exhibiting:

3x2m booth with table, power, and 2 chairs

### Branding:

Logo, 100-word profile, and website link on conference website and mobile app

### Access:

2 delegate passes  
(3-day main conference + networking events)  
Delegate list via app  
25% discount on additional passes

## Networking Sponsor

### Exclusive Hospitality:

1-hour drinks and canapés reception  
(logistics by Informa)

### Visibility:

Logo on website, event signage and app  
Video announcement as Drinks  
Reception Sponsor  
Branded tent cards and 1 roll-up banner  
with QR code

### Thought Leadership:

Pre-event interview  
30-min solo presentation  
One speaker pass

### Access:

1 pre-conference pass  
2 main conference passes  
3x2m booth  
Delegate list via app  
25% discount on additional passes

## Lanyard Sponsor

### Exclusive Branding:

Your logo on all conference lanyards worn by  
delegates, speakers, sponsors, and VIPs

### Visibility:

Logo on website, event signage and app

### Thought Leadership:

Pre-event interview  
30-min solo presentation  
One speaker pass

### Access:

1 pre-conference pass  
2 main conference passes  
3x2m booth  
Delegate list via app  
25% discount on additional passes

## App Sponsor

### Exclusive Digital Presence:

Prominent logo on app homepage and  
across tabs  
Timed push notifications to drive booth  
and session visits

### Visibility:

Logo on website, event signage and app

### Thought Leadership:

Pre-event interview  
30-min solo presentation  
One speaker pass

### Access:

1 pre-conference pass  
2 main conference passes  
3x2m booth  
Delegate list via app  
25% discount on additional passes



# Branding & Thought Leadership Packages

|                                                                     | Platinum                                             | Gold                      | Silver                    |
|---------------------------------------------------------------------|------------------------------------------------------|---------------------------|---------------------------|
| Pre-event video interview                                           | ✓                                                    |                           |                           |
| Roll up printed by Informa (Design to be provided by client)*       | 3                                                    | 1                         |                           |
| Speaking opportunity on main conference                             | 30 mins solo presentation<br>+ 1 panel participation | 30 mins solo presentation | 20 mins solo presentation |
| Speaker passes for main conference and networking events            | 2                                                    | 1                         |                           |
| Branding*                                                           | ✓                                                    | ✓                         | ✓                         |
| Lectern branding (Logo along with our event partners)               | ✓                                                    |                           |                           |
| 3x2m exhibit booth with a table, power and 2 chairs                 | ✓                                                    |                           |                           |
| Access to the delegate list through the conference app              | ✓                                                    | ✓                         | ✓                         |
| Delegate passes for pre-conference day                              | 2                                                    | 1                         |                           |
| Delegate passes for 3 days of main conference and networking events | 4                                                    | 2                         | 1                         |
| Discount for colleagues & customers                                 | 25%                                                  | 25%                       | 25%                       |

\* Branding:

- Company logo will feature on all pre-event collateral, emails, onsite event signages and thank you emails
- LinkedIn posts announcing your participation
- Corporate logo, profile of 100 words and hyperlink to your company website will be featured on the conference website.



## Put Your Company at the Heart of the Global NORM Management Dialogue

The NORM Management Conference - Vienna convenes the entire NORM ecosystem - regulators, policy makers, industry leaders, investors, scientists, technology providers and technical experts - in one room at the IAEA Headquarters in Vienna.

**Let's Talk!**

**Contact:**

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**#NORMVIENNA**

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