

***The Politics of the Pocketbook***  
**NABE 46<sup>th</sup> Annual Meeting/GIC 23<sup>rd</sup> Annual Conference**  
**October 3-5, 2004 • Sheraton Society Hill Hotel • Philadelphia, PA**

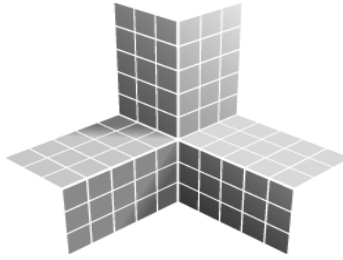
## ***OPPORTUNITIES***

**For**

**Sponsorships -- Exhibits -- Advertising**

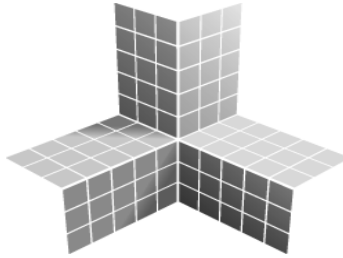
*Another occasion to increase your exposure to leaders in economics and finance.  
You won't want to miss this popular event!*

*1233 20<sup>th</sup> Street NW Ste 505, Washington DC 20036*  
*202-463-6223 • 202-463-6239 (fax) • nabe@nabe.com • www.nabe.com*



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**General Information**

<b>ABOUT NABE and GIC</b>	<p><b>This year NABE and GIC are partnering to offer this exciting meeting in Philadelphia.</b> NABE, a nonprofit professional association founded in 1959, provides programs to more than 2500 active members and the members of forty-six chapters nation-wide. Our members are business analysts and economists, finance and treasury professionals, money managers and other market participants, and policy makers. The GIC seeks to inform private and public decision making on emerging and evolving international economic issues. Our access to world class experts, our non-partisan and not-for-profit structure, and our mission to reach those who deal in the complex global realm, enable GIC to truly make a difference. We welcome you to participate with us.</p>
<b>CONFERENCE PARTICIPANTS— who we are</b>	<p><b>Four hundred professionals from major corporations, small business, non-profit associations, universities, and government. Industries represented:</b> energy, construction, manufacturing, transportation, communication, utilities, wholesale and retail trade, financial services, and consulting. <b>Areas of specialization</b> include: corporate planning, microeconomic analysis, statistics, securities analysis, real estate, international economics, finance, labor markets, macroeconomic forecasting, market research, and regional economics.</p>
<b>CONFERENCE PARTICIPANTS— what we purchase and recommend</b>	<p><b>Conference attendees purchase or recommend</b> books, training programs, software, data services, consulting services, professional advancement tools, online news services, and business publications, including newspapers and magazines. Attendees are highly educated and are looking for the latest and best ideas. <b>They are active consumers of items that will help improve their work and their careers.</b> NABE members have a median base salary of \$100,000 and 90 percent have advanced degrees (2004 Salary Survey).</p>
<b>SPONSORSHIPS</b>	<p><b>We have four levels of sponsorships,</b> and benefits are many: recognized in signage at the meeting, cited in the promotion materials, announced at the meeting, recognized in <i>NABE News</i>, listed on NABE's website with a hot link to your site, reserved space for advertising opportunities, and more. <i>See the Sponsorship sheets on the following pages.</i></p>
<b>EXHIBITS</b>	<p><b>Rent exhibit space in a high-traffic area; display your product line to a prime market segment.</b> <i>See the Exhibitor sheets on the following pages.</i></p>
<b>PROMOTIONAL OPPORTUNITIES</b>	<p><b>Take advantage of promotional opportunities.</b> Provide attendees materials they can take back to the office. <i>See the Promotional Opportunities sheet at the end of this kit.</i></p>



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**Registration Form**

Yes! We would like to:

**SPONSOR** at the following level and/or event(s)\*:

Level/event \_\_\_\_\_

Rent an **EXHIBIT** booth @\$900 \_\_\_\_\_

Provide **PROMOTION MATERIALS** for onsite packets @\$400 \_\_\_\_\_

**Other** \_\_\_\_\_

Total \$ \_\_\_\_\_

*\*For events, please refer to the Sponsorship Opportunities.*

*Please complete and return this registration form to NABE by June 11 to be listed in the conference program.*

---

**Payment method:**

Charge to my  Visa  MasterCard  American Express  Discover  
Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Enclosed is a check payable to NABE. (PLEASE NOTE: NABE is handing registration for sponsorships, exhibits, and advertising.)

*Payments to NABE are not tax deductible as charitable contributions. However, they may be tax deductible as ordinary and necessary business expenses.*

Contact name \_\_\_\_\_

Firm \_\_\_\_\_

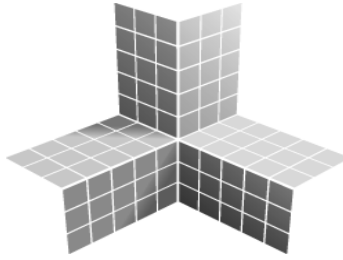
(As it is to be listed in the program)

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

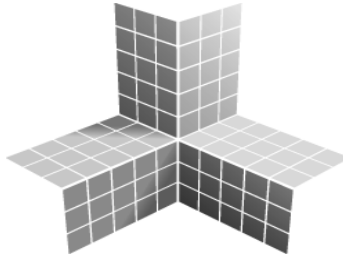
Email \_\_\_\_\_

We would like a hot link to our website. Address: \_\_\_\_\_



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**Sponsorship Levels**

We have four levels of partnerships and the benefits are many. Choose from the selections below or be creative and develop a customized sponsorship package, based upon your organization's marketing objectives, from the opportunities on the following pages.

**Platinum**

\$10,000

- Prominent placement of your logo in program and promotional materials
- Acknowledged on meeting signage
- Complimentary insert in attendee's onsite packets
- Opportunity to sit with and introduce keynote speaker at event sponsored
- Recognized on the NABE website front page and conference page with a hotlink to your website
- Roster of meeting attendees and mail labels to use for follow-up
- Receive extra special consideration for future partnering opportunities
- Two complimentary conference registrations and 10 VIP invitations to event sponsored

**Gold**

\$5,000

- Premier placement of your logo in program and promotional materials
- Acknowledged on meeting signage
- Opportunity to introduce speakers at keynote session sponsored
- Complimentary insert in attendee's onsite packets
- Recognized on NABE's website with a hotlink to your website
- Roster of meeting attendees and mail labels to use for follow-up
- One complimentary conference registration and 5 VIP invitations to event sponsored

**Silver**

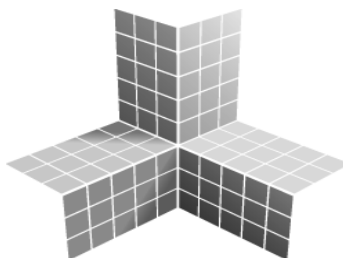
\$3,000

- Organization name in program and promotional materials
- Acknowledged on meeting signage
- Opportunity to introduce speakers at keynote session sponsored
- Recognized on NABE's website with a hotlink to your website
- Roster of meeting attendees and mail labels to use for follow-up
- One complimentary conference registration

**Bronze**

\$1,500

- Organization name in program and promotional materials
- Acknowledged on meeting signage
- Recognized on NABE's website with a hotlink to your website
- Fifty percent discount on one conference registration



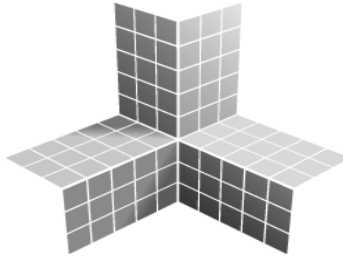
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**Sponsorship Levels and Events**

<b>Event</b>	<b>Sponsorship</b>
<b>Sunday Reception</b>	TAKEN
<b>Sunday Keynote Luncheon with Nobel Laureate Joseph Stiglitz</b>	Platinum
<b>Monday Continental Breakfast</b>	Gold
<b>Monday Adam Smith Award Address Luncheon with Nobel Laureate Lawrence Klein*</b>	Platinum
<b>Monday Reception</b>	Gold
<b>Tuesday Keynote Breakfast</b>	Platinum
<b>Tuesday Keynote Luncheon</b>	Platinum
<b>Coffee breaks</b>	Silver
<b>NABE Contributed Paper Session*</b>	Silver
<b>General Sessions</b>	Silver and Gold
<b>Education Sessions</b>	Silver

*If you would like to sponsor a specific event, please select an event that corresponds with your sponsorship level.*

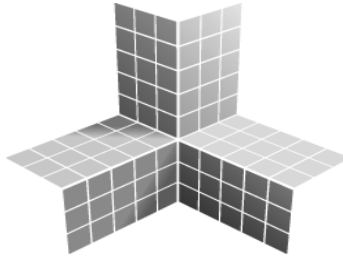
*\*Also, acknowledged in January 2005 issue of Business Economics, NABE's prestigious journal.*



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**Exhibit Information**

- Where** The meeting will be held October 3-5, 2004 at the Sheraton Society Hill Hotel. **The exhibit area will be in Ballrooms D and E and will have excellent traffic from meeting participants.** All coffee breaks will take place in the exhibit area.
- Benefits** Meet the audience--400 select professionals in corporate economics, finance and treasury, strategic planning, and market research. We anticipate that total attendance will exceed 400 including session presenters and members of the business press. In addition we will
- Acknowledge you at the meeting
  - Provide two onsite badges to attend all meeting sessions, coffee breaks, and receptions
  - Feature you in the program and promotional materials
  - Recognize you in *NABE News*
  - List you on NABE's website with a hot link to your website
  - Provide you with a roster of meeting attendees and mail labels to use for follow-up contact
- Exhibits** **Space for fifteen exhibits will be set up in the exhibit area for the meeting.** Included with each 8' by 10' booth will be a 8' high backwall and 3' high side dividers, one 6' topped and skirted table' 2 side chairs' 1 wastepaper basket, 1 identification sign. Cost is \$900.
- Additional Items** Upon receipt of booth reservations, we will send you the exhibit map for booth selection. We will have a complete exhibitor's kit sent to you. The kit will include an order form for electrical and telephone services and Internet connection.
- Setup & Dismantling Times, Exhibit Hours** Setup time will be from 8 AM to 10 AM on Sunday, October 3, 2004. Dismantling will be from 1 PM to 4 PM on Tuesday, October 5, 2004.  
Exhibit hours are:  
10 AM to 4 PM on Sunday, October 3, 2004  
7 AM to 4 PM on Monday, October 4, 2004  
9:30 AM to 12:30 PM on Tuesday, October 5, 2004
- Other** Advertise by providing promotional material for onsite registration packets. Exhibitors are also urged to sponsor, in whole or in part, receptions, meal functions, coffee breaks, speakers, or other functions to increase their exposure at the meeting. See the enclosed promotional opportunities and sponsorship information.
- Deadlines** The deadline is ten days before the meeting, as long as booth space is still available. To be featured in the meeting brochure, send us your registration form by June 11, 2004.
- Questions?** Please contact us at the NABE office at the address below.



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**Exhibitor Hold Harmless Statement**

Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the Sheraton Colony Square Hotel and during the National Association for Business Economics-Global Interdependence Center meeting, October 3-5, 2004. Further, exhibitor shall indemnify and hold harmless the hotel, the National Association for Business Economics and the Global Interdependence Center, their agents, servants and employees from any and all losses, damages and claims for any reason including, but not limited to personal injury and property damage.

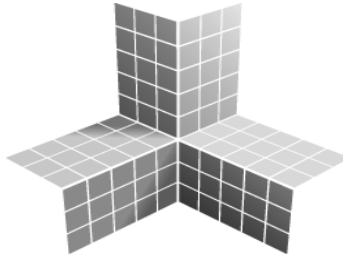
Exhibitor Name: \_\_\_\_\_

Authorized signature: \_\_\_\_\_

Print Name \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_



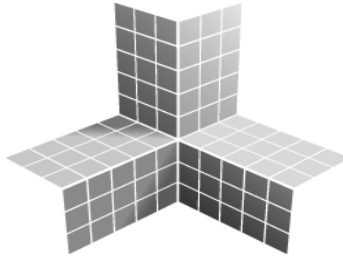
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**INSERTS IN ATTENDEES' ONSITE PACKETS**

Organizations may provide up to 8 oz. of 8-1/2" x 11" (collated or otherwise self-contained, if more than one piece) promotional materials to be placed in meeting attendees' registration packets. Information about where and when to send materials will be provided upon receipt of the registration form. Additional benefits of providing promotional materials include a list of attendees on a disk for follow-up contact, recognition in *NABE News*, and a hot link from NABE's website to yours.

**Benefits include**

- Promotional materials in packets distributed to select professionals corporate economics, finance and treasury, strategic planning, and market research; available to speakers and members of the business press
- Cited in meeting program and promotional materials
- Recognized in *NABE News*
- Listed on NABE's website with a hot link to your website
- Roster of meeting attendees and electronic mail labels to use for follow-up contact



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## **Sponsorship Promotional Opportunities**

**As a meeting sponsor you can count on reaching at least 400 plus economic and finance professionals at the conference and an additional 6,000 others who will see your name and/or click on your website. These professionals are active consumers of the latest and best ideas and tools that will help improve their work and their careers. They are opinion leaders who recommend ideas and tools to their colleagues.**

### **Conference Meal Functions**

These sit-down functions provided for all conference attendees are a great opportunity to show your organization's support to all conference attendees. The functions are:

- Sunday luncheon, with Nobel Prize Laureate Joseph Stiglitz
- Monday luncheon, with Nobel Prize Laureate Lawrence Klein
- Tuesday breakfast, with European Central Bank President Jean-Claude Trichet
- Tuesday luncheon, a leading spokesperson from the Administration will speak

*Available to Platinum Sponsors*

### **Receptions**

These festive receptions for all conference attendees will leave an indelible impression. Sunday reception taken. Monday available.

*Available to Gold Sponsors*

### **Refreshment Networking Breaks**

Breaks will be held between sessions in the morning and afternoon on all days of the meeting.

*Available to Silver Sponsors*

### **Keynote Sessions**

We will feature several general sessions open to all conference attendees. The session sponsor is invited to introduce the speaker. Signage will recognize your firm. Choose from:

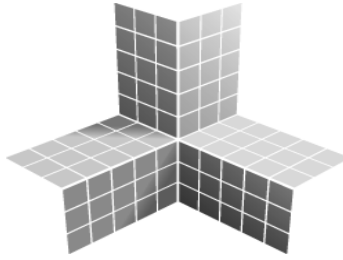
- a) Opening General Session on Sunday
- b) Opening Address on Monday by Philadelphia Fed President Anthony Sanomero
- c) The NABE Outlook with a panel of prominent macroeconomic forecasters
- d) The NABE Presidential Address
- e) The Keynote Address on Tuesday morning

*Available to Gold and Silver Sponsors*

### **Contributed Paper Session**

The two winners of the NABE Contributed Paper Competition will present papers at this session. The papers will appear in the January 2005 issue of *Business Economics*, and the sponsor of this session will be recognized.

*Available to Silver Sponsors*



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**Educational Sessions**

We will have multiple sets of concurrent sessions. Sponsor a set and place your literature in the session rooms to highlight your organization. Signage at each session room will recognize your organization.

*Bronze—single educational session*

*Silver—a set of three education sessions*

**Conference Notepads**

Notepads will be placed in every registrant's tote bag for their use throughout and after the meeting. The sponsor's logo will appear on the notepads.

*Bronze*

**On-site Program**

This handy guide serves as the conference program for all attendees. Sponsoring the guide will put your company's name in the hands of all our attendees.

*Bronze*

**Inserts in Attendees' Onsite Packets**

Provide up to 8 oz. of 8-1/2 x 11" (collated or otherwise self-contained, if more than one piece) promotional materials to be placed in meeting attendees' registration packets.

\$400

**Promote your organization throughout the year!**

**ADVERTISING WITH NABE**

Advertise your products and services in NABE's journal, *Business Economics*; in NABE's membership directory, *Who's Who in Business Economics*; in NABE's online newsletter, *NABE News*; in NABE's electronic member update, *IdeaLink*; or on [www.NABE.com](http://www.NABE.com). For a media kit, please contact NABE.

**Future NABE Events**

Partner with NABE at our 2005 events—

21st Annual Washington Economic Policy Conference, March 21-22, 2005, Washington, DC

47<sup>th</sup> Annual Meeting, September 25-27, 2005, Chicago, IL

**For more information, please contact us!**

**National Association for Business Economics**

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Suite 505

Washington DC 20036

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