

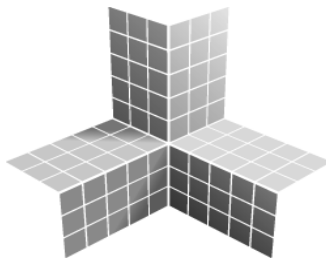
***Change and Competitiveness: Who Moved My Paradigm?***  
**NABE 47<sup>th</sup> Annual Meeting**  
**September 25-27, 2005 λ Westin Chicago River North λ Chicago, IL**

## ***OPPORTUNITIES***

**For**

**Sponsorships -- Exhibits -- Advertising**

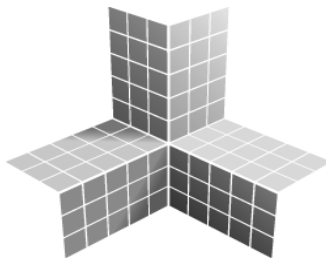
*Another occasion to increase your exposure to leaders in economics and finance.  
You won't want to miss this popular event!*



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**General Information**

<b>ABOUT NABE</b>	<p><b>NABE</b>, a nonprofit professional association founded in 1959, provides programs to more than 2,500 active members and the members of forty-one chapters nation-wide. Our members are business analysts and economists, finance and treasury professionals, money managers and other market participants, and policy makers. <b>Our meeting partners are the Chicago Association for Business Economics, the Canadian Association for Business Economics, and the Global Interdependence Center.</b></p>
<b>CONFERENCE PARTICIPANTS—who we are</b>	<p><b>Three hundred professionals from major corporations, small businesses, non-profit associations, universities, and government.</b> Industries represented: energy, construction, manufacturing, transportation, communication, utilities, wholesale and retail trade, financial services, and consulting. Areas of specialization 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>Rent exhibit space in a high-traffic area; display your product line to a prime market segment. <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 @\$950 \_\_\_\_\_

Provide **PROMOTION MATERIALS** for onsite packets @\$450 \_\_\_\_\_

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

—

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

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

*Please complete and return this registration form to NABE at the address below.*

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**Payment method:**

Charge to my  Visa  MasterCard  American Express  Discover

Card Number \_\_\_\_\_

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

Signature \_\_\_\_\_

Enclosed is a check payable to NABE.

*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 \_\_\_\_\_

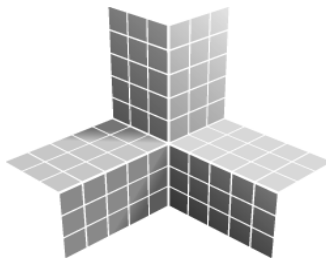
Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

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

*Please send to the address/fax number below. Thank you!*



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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**

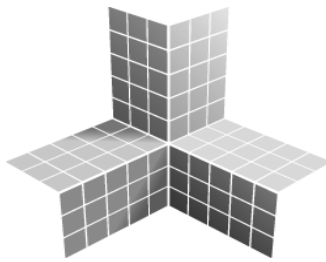
\$3,000

- Organization name in program and promotional materials
- Acknowledged on meeting signage
- Opportunity to introduce speakers at 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



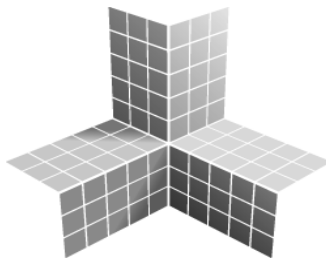
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**Sponsorship Levels and Events**

<b>Event</b>	<b>Sponsorship</b>
<b>Sunday Reception</b>	TAKEN
<b>Sunday Keynote Luncheon Address</b>	Platinum
<b>Monday Continental Breakfast</b>	Gold
<b>Monday Adam Smith Award Address Luncheon with Dale Jorgensen, Harvard University</b>	Platinum
<b>Monday Reception</b>	Gold
<b>Tuesday Keynote Breakfast with CEA Chair</b>	Platinum
<b>Tuesday Keynote Luncheon with Alan Greenspan (live via satellite)</b>	Platinum
<b>Coffee breaks</b>	Silver
<b>NABE Contributed Paper Session*</b>	Gold
<b>General Sessions</b>	Gold
<b>Concurrent 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 2006 issue of Business Economics, NABE's prestigious journal.*



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## **Sponsorship 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 a prominent economist

Monday luncheon, with Harvard University's Dale Jorgensen

Tuesday breakfast, with the Chair of the President's Council of Economic Advisers

Tuesday luncheon, with Fed Chairman Alan Greenspan, live via satellite

*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:

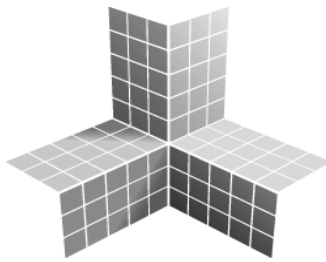
- a) Opening Address on Monday by Chicago Fed President Michael Moskow
- b) The NABE Outlook and presentation of NABE Outlook Award for best forecast
- c) The NABE Presidential Address
- d) CEO Roundtable
- e) Entitlements Reform with Thomas Saving.

*Available to Gold 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 2006 issue of *Business Economics*, and the sponsor of this session will be recognized.

*Available to Silver Sponsors.*



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**Session on Human Capital**

Nobel Laureate James Heckman is the featured speaker in this session.

*Available to Gold Sponsors.*

**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. (Does not apply to Contributed Papers Session or Session on Human Capital with James Heckman.)

*Bronze—single educational session*

*Silver—a set of three education sessions*

**Conference Notepads**

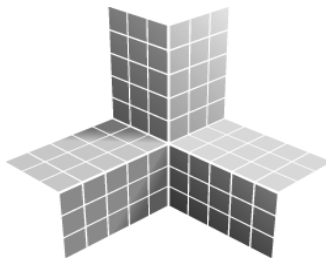
Notepads will be placed in every registrant's tote bag for their use throughout and after the meeting. The sponsor's logo will appear on the notepads.

*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.

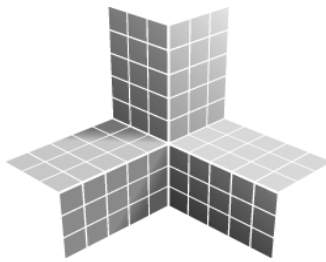
*Bronze*



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**Exhibit Information**

- Where** The meeting will be held September 25-27, 2005 at the Westin Chicago River North Hotel. **The exhibit area will be in the Astor Ballroom and will have excellent traffic from meeting participants.** All coffee breaks will take place in the exhibit area.
- Benefits** Meet the audience--300 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
  - List you on NABE's website with a hot link to your website
- 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 \$950.
- 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, September 25, 2005. Dismantling will be from 1 PM to 4 PM on Tuesday, September 27, 2005.  
Tentative exhibit hours are:  
10 AM to 4 PM on Sunday, September 25, 2005  
7 AM to 4 PM on Monday, September 26, 2005  
9:30 AM to 12:30 PM on Tuesday, September 27, 2005
- 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** To be featured in the meeting brochure, deadline is June 15. Otherwise, the deadline is ten days before the meeting, as long as booth space is still available.
- 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 Westin Chicago River North Hotel and during the National Association for Business Economics meeting, September 25-27, 2005. Further, exhibitor shall indemnify and hold harmless the hotel, the National Association for Business Economics, 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.

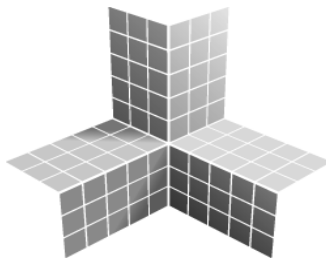
Exhibitor Name: \_\_\_\_\_

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. Price is \$450.

**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
- Listed on NABE's website with a hot link to your website

**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 2006 events—

22nd Annual Washington Economic Policy Conference, Spring 2005, Washington, DC

48th Annual Meeting, September 10-12, 2006, Boston, MA

**For more information, please contact us**  
**National Association for Business Economics**

1233 20th St NW Suite 505

Washington DC 20036

202-463-6223 λ 202-463-6239 (fax) λ [nabe@nabe.com](mailto:nabe@nabe.com) λ [www.nabe.com](http://www.nabe.com)