



OPPORTUNITIES

For

Sponsorships -- Exhibits – Advertising

NABE 48th Annual Meeting
***“Comparative Advantage in the 21st Century:
Information Technology and the Professional Network”***

September 10-12, 2006 • Boston Marriott Copley Place

*Increase your exposure to leaders in economics and finance.
You won't want to miss this popular event in its 48th year!*

*1233 20th 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

ABOUT NABE	NABE, a nonprofit professional association founded in 1959, provides programs to more than 2,400 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.
MEETING PARTICIPANTS— who we are	Three hundred professionals from major corporations, small businesses, non-profit associations, universities, and government. 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.
MEETING PARTICIPANTS— what we purchase and recommend	Meeting attendees purchase or recommend 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. They are active consumers of items that will help improve their work and their careers. NABE members have a median base salary of \$100,000 and 90 percent have advanced degrees (2004 Salary Survey).
SPONSORSHIPS	We have four levels of sponsorships, 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. See <i>pages 4-7</i> .
PROMOTIONAL OPPORTUNITIES	Take advantage of promotional opportunities. Provide attendees materials they can take back to the office-- <i>see page 7. Also see page 10.</i>
EXHIBITS	Rent exhibit space in a high-traffic area; display your product line to a prime market segment. <i>See pages 8-9.</i>

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Registration Form

Yes! We would like to:

SPONSOR

Level: ___ \$15,000 ___ \$10,000 ___ \$5,000 ___ \$3,000 ___ Other \$ _____
Event* sponsored _____

EXHIBIT

Rent an **EXHIBIT** booth @\$950 \$ _____

ADVERTISE

___ \$450 Inserts ___ \$150 Web link ___ \$3,000 Meeting brochure \$ _____
___ \$3,000 Meeting Notepads \$ _____

Total \$ _____

**For events, please refer to the Sponsorship Promotional Opportunities.
Please complete and return this registration form to NABE by May 15, 2006 to be listed in the primary promotion brochure.*

Payment method:

Charge to my ___ Visa ___ MasterCard ___ American Express ___ Discover
Card Number _____
Expiration Date _____
Signature _____

Enclosed is a check payable to NABE.

Sponsorships with 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 _____ Website _____

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

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Sponsorship Levels

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

Platinum

\$15,000

- Prominent placement of your logo in program and promotional materials
- Acknowledged on meeting signage
- Complimentary insert in attendee's onsite packets
- Opportunity to introduce keynote speaker at event sponsored
- Acknowledged in *Business Economics* if speech is published
- Recognized on the NABE website front page and meeting 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 sponsoring opportunities
- Three complimentary meeting registrations and 10 VIP invitations to event sponsored

Gold

\$10,000

- Premier placement of your logo in program and promotional materials
- Acknowledged on meeting signage
- Complimentary insert in attendee's onsite packets
- Opportunity to introduce keynote speaker at event sponsored
- Acknowledged in *Business Economics* if speech is published
- Recognized on NABE's website with a hotlink to your website
- Roster of meeting attendees and mail labels to use for follow-up
- Two complimentary meeting registration and 5 VIP invitations to event sponsored

Silver

\$5,000

- Organization name in program and promotional materials
- Acknowledged on meeting signage
- Opportunity to introduce keynote speaker at event sponsored
- Acknowledged in *Business Economics* if speech is published
- 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 meeting registration

Bronze

\$3,000

- Organization name in program and promotional materials
- Acknowledged on meeting signage
- Acknowledged in *Business Economics* if speech is published
- Recognized on NABE's website
- One complimentary meeting registration

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Sponsorship Levels and Events

Event	Sponsorship
Sunday Reception	Taken
Sunday Keynote Luncheon Address	Platinum/Gold
Monday Continental Breakfast	Gold/Silver
Monday Adam Smith Award Address Luncheon*	Taken
Monday Reception	Gold/Silver
Tuesday Keynote Breakfast with CEA Chair	Taken
Tuesday Keynote Luncheon	Platinum/Gold
Refreshment/Networking Breaks	Bronze
NABE Contributed Paper Session*	Silver/Bronze
Keynote Sessions	Silver/Bronze
Educational Sessions	Silver/Bronze

**Also, acknowledged in January 2007 issue of Business Economics, NABE's prestigious journal.*

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

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Sponsorship Opportunities

As a meeting sponsor you can count on reaching at least 400 economic and finance professionals at the meeting 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.

Meeting Meal Functions

These sit-down functions provided for all meeting attendees are a great opportunity to show your organization's support to all meeting attendees. You also have the opportunity to introduce the speaker. The functions are:

- Sunday luncheon, with a prominent economist
- Monday luncheon, with the Adam Smith award recipient
- Tuesday breakfast, with the Chair of the President's Council of Economic Advisers
- Tuesday luncheon, with Yochai Benkler, Yale University, author of *The Wealth of Networks*

Available to Platinum/Gold Sponsors

Receptions

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

Available to Gold/Silver Sponsors

Continental Breakfast

The initial gathering place of all meeting attendees before attending the kickoff Monday session, signage of your sponsorship will provide high visibility.

Available to Gold/Silver Sponsors

Refreshment Networking Breaks

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

Available to Bronze Sponsors

Keynote Sessions

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

- a) Opening Address on Monday by Federal Reserve Bank of Boston President Cathy Minehan
- b) The NABE Outlook and presentation of NABE Outlook Award for best forecast
- c) The NABE Presidential Address
- d) CEO Roundtable

Available to Silver/Bronze Sponsors

<more on next page>

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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 2007 issue of *Business Economics*, and the sponsor of this session will be recognized in the journal.

Available to Silver/Bronze Sponsors

Educational Sessions

We will have seven 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. See meeting program for sessions.

Silver—a set of three education sessions

Bronze—single educational session

Meeting 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 meeting 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.

Available to all partners

\$450

Add a link to your website

\$150

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Exhibit Information

- Where** The meeting will be held September 10-12, 2006 at the Boston Marriott Copley Place Hotel. **The exhibit area will be in the Atrium 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** Tentative setup time will be from 8 AM to 10 AM on Sunday, September 10, 2006. Dismantling will be from 1 PM to 4 PM on Tuesday, September 12, 2006.
Tentative exhibit hours are:
10 AM to 4 PM on Sunday, September 10, 2006
7 AM to 4 PM on Monday, September 11, 2006
9:30 AM to 12:30 PM on Tuesday, September 12, 2006
- 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 May 15 to be featured in the primary promotion brochure, or 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 Boston Marriott Copley Place Hotel and during the National Association for Business Economics meeting, September 10-12, 2006. 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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Promote your organization throughout the year!

ADVERTISING WITH NABE

Advertise your products and services in NABE's journal, *Business Economics*; in NABE's online membership directory; in NABE's online newsletter, *NABE News*; in NABE's electronic member update, *IdeaLink*; or on www.NABE.com. For a media kit, please contact NABE or visit <http://www.nabe.com/advert.html>.

Upcoming NABE Events

Partner with NABE at our

23rd Annual Washington Economic Policy Conference, Spring 2007, Washington, DC

49th Annual Meeting, September 9-11, 2007, San Francisco, CA

For more information, please contact us!

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