

# 52<sup>nd</sup> NABE Annual Meeting

October 9-12, 2010  
Grand Hyatt Denver  
Denver, CO

## Mile-High Challenges to Economic Prosperity

52<sup>nd</sup> NABE  
Annual Meeting  
October 9-12, 2010  
Grand Hyatt Denver  
Denver, Colorado

For more information on  
becoming a sponsor or  
advertiser at the  
**NABE ANNUAL MEETING**,  
email  
Tom Beers at  
[tbeers@nabe.com](mailto:tbeers@nabe.com) or  
call (202) 463-6223



2010 NABE ANNUAL MEETING  
**MILE-HIGH CHALLENGES  
TO ECONOMIC PROSPERITY**

OCTOBER 9-12, 2010 | DENVER, COLORADO

For more than 50 years, economists, analysts, business leaders and policymakers have congregated at the **NABE Annual Meeting** to discuss the outlook for the U.S. and global economies and probe the issues and trends that impact economic prosperity in both the near and long-terms. The NABE Annual Meeting regularly draws hundreds of NABE members and other interested parties, in addition to dozens of members of the business media.

## NABE Conference Sponsorship Program

The 2010 NABE Annual Meeting provides excellent opportunities for your company to increase its visibility through sponsorship of a general session, meal function, concurrent session, educational session, networking break or cocktail reception. The various levels of sponsorship include a wide range of promotional tools to maximize the impact of your investment. As always, the NABE staff will work with you to tailor a sponsorship to meet your company's specific goals.

### *All Sponsorships Include:*

- ✓ **Sponsor name in program and promotional Materials\***
  - ✓ **Sponsor name on conference signage\***
  - ✓ **Sponsor name on NABE Website**
  - ✓ **Special consideration for future sponsorship opportunities**
- \*Sponsors will appear in marketing communications and signage subsequent to activation of agreement, according to production schedules.*

**ABOUT NABE:** NABE is the premier professional association for business economists and those who use economics in the workplace. Since 1959, NABE has attracted the brightest minds and the most prominent figures in economics, business, and academia to its membership with highly-regarded conferences, educational and career development offerings, industry surveys, and its unrivaled networking opportunities. The NABE membership is organized into eight subject-oriented Roundtables including: Corporate Planning, Financial, Health Economics, International, Manufacturing/Industry, Real Estate/ Construction, Regional/Utility, and Technology. Past presidents of NABE include former Chairman of the Board of Governors for the Federal Reserve System, Alan Greenspan, several former Federal Reserve Governors, and numerous senior business leaders.



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### Advertising Opportunities

#### Onsite Program

Attendees rely on the Onsite Program to navigate the Annual Meeting. A 2X3" ad in the Program ensures your message will reach all attendees.

*\$1,500*

#### Tote Bag Insert

Your promotional piece will be included in the Tote Bag received by all attendees upon registration. (8oz max, one item or packet of 8.5 x 11" collated, self contained paper)

*\$500*

#### Conference Web Page Ad

The Annual Meeting Webpage serves as the registration portal and information clearinghouse leading up to the conference. 125 x 125 pixels + link or 234 x 60 pixels + link. File size must be 15k or less (GIF)

*\$500*



# Platinum, Gold, Silver and Bronze Sponsors Enjoy Additional Benefits:

## Platinum Sponsor

*\$20,000*

- Sponsorship of Keynote session or meal function
- Opportunity to introduce speaker or deliver opening remarks
- Five (5) complimentary conference registrations
- Ten (10) VIP invitations to attend sponsored event
- One (1) complimentary sponsored table at any conference meal
- Complimentary 1-page insert in registration tote bag
- Complimentary advertisement on Annual Meeting website
- Optimal logo size/placement in program and promotional materials
- Optimal logo size/placement on Conference website (includes hotlink)
- Roster of meeting attendees to use for follow-up
- Special consideration for future sponsorship opportunities

## Gold Sponsor

*\$15,000*

- Sponsorship of general session or meal function
- Opportunity to introduce speaker/panel or deliver opening remarks
- Three (3) complimentary conference registrations
- Ten (10) VIP invitations to attend sponsored event
- Complimentary 1-page insert in registration tote bag
- Preferred logo size/placement in program and promotional materials
- Preferred logo size/placement on Conference website (includes hotlink)
- Roster of meeting attendees to use for follow-up
- Special consideration for future sponsorship opportunities

## Silver Sponsor

*\$10,000*

- Sponsorship of general session or concurrent session
- Opportunity to introduce speaker/panel or deliver opening remarks
- Two (2) complimentary conference registrations
- Five (5) VIP invitations to attend sponsored event
- Logo placement in program and promotional materials
- Logo placement on Annual Meeting website (includes hotlink)
- Roster of meeting attendees to use for follow-up
- Special consideration for future sponsorship opportunities

## Bronze Sponsor

*\$5,000*

- Sponsorship of concurrent session, educational session or networking break
- Opportunity to introduce speaker/panel or deliver opening remarks
- One (1) complimentary conference registration
- Logo placement in program and promotional materials
- Logo placement on Annual Meeting website
- Roster of meeting attendees to use for follow-up
- Special consideration for future sponsorship opportunities

## NABE Sponsor

*\$2,500*

- Sponsored table at meal function, general conference sponsor or lanyards
- One (1) complimentary conference registration (except for table sponsors)
- Sponsor name in program and promotional materials
- Sponsor name on conference signage
- Sponsor name on NABE Website
- Sponsored table includes ten (10) meal invitations for clients, colleagues

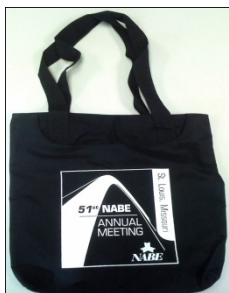
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### Additional Opportunities



#### Conference Tote Bags (includes company name/ logo)

The Tote Bags are a ubiquitous presence at NABE meetings, a sponsorship ensures that your name and/or logo will be seen repeatedly at the conference (and the beach, the mall, the gym....)

Contact NABE for more details



#### Conference Badge Lanyards (includes company name)

A high-visibility, low-cost way to build name recognition for your company

Available to NABE Sponsors



# The NABE Policy Conference Provides a Variety of Opportunities for Sponsors

## NABE Keynote Address

The most prominent speakers at the Annual Meeting deliver a NABE Keynote Address, which can take the form of a plenary session or meal function. In the past, Chairs of the Federal Reserve Board, Secretaries of the Treasury, and Chairs of the Council of Economic Advisers have participated in these sessions.

**Available to Platinum Sponsors**



## Conference Meal Functions

Meal Functions feature top speakers and are well-attended by conference attendees, these include the Sunday and Monday luncheons, the Tuesday breakfast, and the Tuesday luncheon

**Available to Gold and Silver Sponsors**



## General Sessions

The most critical issues are addressed by speakers or panels in General Sessions at the Annual Meeting. General Sessions are attended by all conference attendees, insuring the maximum exposure for your sponsorship.

**Available to Gold and Silver Sponsors**

## Sunday and Monday Evening Receptions

The Sunday and Monday evening receptions are always memorable events, occurring annually at an elegant venue. Past receptions have been held at the Chinese, Canadian and Swedish Embassies, Fed Banks, and historical landmarks.

**Available to Platinum and Gold Sponsors**

## Concurrent Sessions

Concurrent sessions typically focus on a single issue or sector of the economy such as real estate, emerging markets, or health care, and thus draw a targeted audience.

## Educational Sessions

Educational Sessions are well attended by conference attendees of all ages and career stages.

**Available to Bronze Sponsors**

## NABE Networking Breaks

The four NABE Networking Breaks allow conference attendees to catch up with old friends and establish new contacts.

**Available to Bronze Sponsors**



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**Please Return this  
completed form to  
NABE:**

*By Mail:*

NABE  
1233 20th St, NW  
Suite 505  
Washington DC 20036

*By Fax:*

202-463-6239

*By Email:*

nabe@nabe.com

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

# Sponsorship Opportunities at the 2010 NABE Annual Meeting

(Opportunities in Bold are no longer available)

## Platinum

Robert Samuelson Dinner + books  
Lawrence Meyer/John Taylor  
Timothy Geithner (invited)  
Janet Yellen

## Gold

Robert Samuelson Dinner (no books)  
Sunday Lunch (Lucas Papademos invited)  
**Sunday Reception - Wells Fargo**  
CEA Breakfast with Christina Romer (invited)  
**Monday Reception - Fed Reserve Bank of Kansas City**  
Thomas Hoenig  
John Malone (invited)

## Silver

President's Welcome Reception  
Hal Varian  
Rudolph Penner  
John Walker  
Philip Verleger  
Tony Crescenzi  
NBER Panel with Robert Gordon

## Bronze

Robert Samuelson (Books)  
Excel Tips and Tricks  
Demographics  
Credit Default Swaps  
The Importance of Entrepreneurship to Job Creation/Economic  
Recovery  
NABE Outlook  
NABE Presidential Address  
Auto Industry Outlook  
Health Care  
Energy Supplies and Global Power Politics  
Business Cycle Outlook: Impact on Manufacturing  
Outlook for Sources of Renewable Energy  
Education  
Can the Economy Rebuild without Construction?  
Measuring the Financial Sector  
Networking Breaks (4)  
Tuesday Continental Breakfast

## NABE

Contributed Papers Session  
Sponsored Table at Meal Function  
Badge Lanyards



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# Exhibitor Information

Exhibiting at the NABE Annual Meeting is an excellent way to reach potential customers at the conference. The exhibit area is located just outside the meeting rooms and will have excellent traffic from meeting participants. All coffee breaks and the Monday continental breakfast will take place in the exhibit area.

## Benefits

- Direct access to NABE members and other conference attendees including approximately 300+ select professionals in corporate economics, finance and treasury, strategic planning, and market research.
- Two onsite badges to attend all meeting sessions, coffee breaks, and receptions
- Recognition in the conference program and promotional materials
- Acknowledgement on the conference website (hotlink optional)

## Exhibit Space

Sixteen booths are available on a first-come, first-served basis. Each 8' by 10' booth includes:

- 8' high back wall
- 3' high side dividers
- One 6' topped and skirted table
- Two side chairs
- One wastepaper basket
- One identification sign

## Other Important Information

Once your booth reservation is processed by NABE, you will receive an exhibit map for booth selection. Also included will be an order form for electrical and telephone services and Internet connection.

Exhibitors are encouraged to promote their booths by 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.

## Setup & Dismantling Times, Exhibit Hours

Tentative setup time: 7:30 AM to 9:30 AM on Sunday, October 10, 2010.

Dismantling: 2 PM to 4 PM on Tuesday, October 12, 2010.

Tentative exhibit hours are:

9:30 AM to 5:30 PM on Sunday, October 10, 2010

7:30 AM to 5:45 PM on Monday, October 11, 2010

7 AM to 2 PM on Tuesday, October 12, 2010

**Price:** \$1250 per booth

## Deadlines

The deadline is Wednesday, June 9 to be featured in the primary promotion brochure, all exhibitors must be confirmed ten days before the conference.

Questions?

Please contact us at the NABE office at the address below.

National Association for Business Economics

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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\*Please confirm by June 9  
to guarantee recognition in  
the primary promotion



# Application Form

52nd NABE Annual Meeting

## SPONSORSHIPS

Sponsorship Level	Price	Opportunity (specify)
<input type="checkbox"/> Platinum Sponsor	\$20,000	_____
<input type="checkbox"/> Gold Sponsor	\$15,000	_____
<input type="checkbox"/> Silver Sponsor	\$10,000	_____
<input type="checkbox"/> Bronze Sponsor	\$5,000	_____
<input type="checkbox"/> NABE Sponsor	\$2,500	_____

NABE cannot guarantee speakers; in case of a cancellation, NABE will attempt to identify a suitable substitute. Respond by June 9 to guarantee recognition in the primary conference promotion.

## EXHIBITS

Booth Rental\* \$1,250

\*Please return hold harmless statement included in this packet

## ADVERTISEMENTS

Advertisement	Price
<input type="checkbox"/> Onsite Program	\$1,500
<input type="checkbox"/> Tote Bag Insert	\$500
<input type="checkbox"/> Conference Webpage	\$500

## CONTACT INFORMATION

Name \_\_\_\_\_  
Company Name \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

## BILLING

PAYMENT AMOUNT \$ \_\_\_\_\_

### SELECT PAYMENT OPTION:

Please Charge my:       Visa       American Express  
    Discover       MasterCard

Card Number \_\_\_\_\_  
Expiration Date \_\_\_\_\_  
Signature \_\_\_\_\_

Enclosed is a check payable to NABE

Please invoice me by:       Mail       Email

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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 Grand Hyatt Denver, and during the National Association for Business Economics meeting, October 9-12, 2010. 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:

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Authorized signature:

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Print Name

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Title:

---

Date:

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