



SPONSORSHIP AND ADVERTISING OPPORTUNITIES

AT

The 2005 Washington Economic Policy Conference

*The New Administration and Congress:
Policy Frontiers for Growth and Security*

March 20-22, 2005 λ Marriott Metro Center Hotel λ Washington, DC

WWW.NABE.COM

**2005 Washington Economic Policy Conference
March 20-22, 2005 • Marriott Metro Center Hotel • Washington, DC**

“Increase your exposure to the leaders and young professionals in economics and finance. You won’t want to miss this popular event in its 21st year.”

<p>ABOUT NABE AND AUBER</p>	<p>A nonprofit professional association founded in 1959, NABE provides programs to thousands of active members and to the members of forty-five NABE chapters. Our members are business analysts and economists, finance and treasury professionals, money managers and other market participants, and policy makers. Again this year, the Association for University Business and Economic Research (AUBER) joins NABE in presenting the conference. AUBER members are the one hundred plus university business and economic research centers around the U.S. Other conference partners are: the National Economists Club, the Society of Government Economists, and the Global Interdependence Center.</p>
<p>CONFERENCE PARTICIPANTS— who we are</p>	<p>Over two hundred professionals from the nation's leading firms and research centers. 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>
<p>CONFERENCE PARTICIPANTS— what we purchase and recommend</p>	<p>Conference 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. NABE and AUBER members 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.</p>
<p>BUSINESS SPONSORSHIPS</p>	<p>We have four levels of sponsorships and the benefits are many: recognized in signage at the meeting, cited in the promotion materials, announced at the meeting, recognized on NABE’s website with a hot link to your site, reserved space for advertising opportunities, and more. See the sponsorship pages that follow.</p>
<p>SPONSORSHIP OPPORTUNITY SELECTIONS</p>	<p>Choose from among the sponsorship opportunities outlined on the following pages. Or be creative and develop a customized sponsorship package based upon your organization’s marketing objectives. We’re sure your investment will unlock a host of potential opportunities for greater recognition and increase contacts.</p>

Sponsorship Registration Form

Yes! We would like to:

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

Level _____

Event _____

Event _____

Event _____

Total \$ _____

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

Please complete and return this registration form to NABE by February 1, 2005 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 _____

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

Please send to:

NABE, 1233 20th St NW Suite 505, Washington DC 20036, 202-463-6239 (fax)

Thank you!

Sponsorship Levels

We have four levels of sponsorships 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 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 sponsoring 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
- Complimentary insert in attendee's onsite packets
- Recognized on NABE's website with a hotlink to your website
- Opportunity to meet with keynote speaker at event sponsored
- 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
- 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
- Fifty percent discount on one conference registration

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

Sponsor Promotional Opportunities

As a sponsor you can count on the policy conference to reach more than 200 economic and finance professionals at the conference and an additional 4,000 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:

Monday luncheon, TAKEN

Tuesday breakfast, TAKEN

Tuesday luncheon, a leading businessman and former high-ranking government official has been invited to speak

Available to Platinum and Gold partners

\$5,000-\$10,000

Welcome Reception

This festive reception on Sunday evening for all conference attendees will leave an indelible impression.

Available to Gold partners

\$5,000

Monday Evening Reception

TAKEN

Available to Platinum and Gold partners

\$5,000-\$10,000

Refreshment Networking Breaks

Breaks will be held between sessions in the morning and afternoon on Monday and Tuesday.

\$1,500-\$3,000

Keynote Sessions

We will feature six general sessions open to all conference attendees. Three of these sessions are available for sponsorship. The session sponsor is invited to introduce the speaker(s). Signage will recognize your organization.

\$3,000-\$5,000

Educational Sessions

We will have five sets of educational 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.

\$1,500

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Conference Notepads

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

\$1,500

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.

\$1,500

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

\$400

Add a link to your website

\$150

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. For a media kit, please contact NABE or visit <http://www.nabe.com/advert.html>.

Upcoming NABE Events

Partner with NABE at our
47th Annual Meeting, September 25-27, 2005, Chicago, IL

For more information, please contact us!

National Association for Business Economics

1233 20th St NW Suite 505

Washington DC 20036

nabe@nabe.com

202-463-6223/202-463-6239 (fax)

www.nabe.com