



# **SPONSORSHIP AND ADVERTISING OPPORTUNITIES**

**AT**

**The 2006 Washington Economic Policy Conference**

*Promoting Economic Growth and Security—What's Needed?*

**March 13-14, 2006**

**Marriott Crystal City at Reagan National Airport  
(Nearby Washington, DC)**

***WWW.NABE.COM***

**2006 Washington Economic Policy Conference  
March 13-14 • Marriott Crystal City**

“Increase your exposure to the leaders and young professionals in economics and finance. You won’t want to miss this popular event in its 22nd year.”

<p><b>ABOUT NABE AND AUBER</b></p>	<p>A nonprofit professional association founded in 1959, <b>NABE</b> provides programs to thousands of active members and to the members of forty-one NABE chapters. NABE 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 (<b>AUBER</b>) joins NABE in presenting the conference. <b>AUBER</b> members are the one hundred plus university business and economic research centers around the U.S. Other conference partners are: the National Economists Club and the Society of Government Economists.</p>
<p><b>CONFERENCE PARTICIPANTS— who we are</b></p>	<p>More than two hundred professionals from the nation's leading firms and research centers. <b>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. See page 7 for a list of firms and organizations at the 2005 conference.</p>
<p><b>CONFERENCE PARTICIPANTS— what we purchase and recommend</b></p>	<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. NABE and AUBER members 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></p>
<p><b>BUSINESS SPONSORSHIPS</b></p>	<p><b>We have four levels of sponsorships</b> 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><b>SPONSORSHIP OPPORTUNITY SELECTIONS</b></p>	<p><b>Choose from among the sponsorship opportunities outlined on the following pages.</b> 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

Level: \_\_\_ \$15,000 \_\_\_ \$10,000 \_\_\_ \$5,000 \_\_\_ \$3,000 \_\_\_ Other \$\_\_\_\_\_

Event\* sponsored \_\_\_\_\_

### ADVERTISE

\_\_\_ \$450 Inserts \_\_\_ \$150 Web link \_\_\_ \$2,000 Conference brochure \$\_\_\_\_\_

\_\_\_ \$3,000 Conference Notepads \$\_\_\_\_\_

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

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

*Please complete and return this registration form to NABE by February 1, 2006 to be listed in the primary promotion brochure.*

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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.

*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**

\$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 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
- Three complimentary conference 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 conference 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 conference 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 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. Opportunity to introduce speaker. The functions are:

- Monday luncheon with San Francisco Fed President Janet Yellen
- Monday dinner with John Breaux, Vice Chairman of the President's Tax Advisory Commission
- Tuesday breakfast with National Coordinator for Health Information Technology, U.S. Health & Human Services Department
- Tuesday luncheon speaker TBA

*Available to Platinum and Gold partners*

\$10,000-\$15,000

### Welcome Reception

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

*Available to Gold partners*

\$10,000

### Monday Evening Reception

*Available to Platinum and Gold partners*

\$10,000-\$15,000

### Refreshment Networking Breaks

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

\$3,000

### Keynote Sessions

We will feature nine 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.

\$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.

\$3,000

### 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.

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\$3,000

**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.

\$3,000

**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

**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 or visit <http://www.nabe.com/advert.html>.

**Upcoming NABE Events**

Partner with NABE at our

48<sup>th</sup> 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

[nabe@nabe.com](mailto:nabe@nabe.com)

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

[www.nabe.com](http://www.nabe.com)

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**Firms and organizations represented at the 2005 Washington Economic Policy Conference:**

ABN AMRO Bank	DnBNOR Asset Management	Intl Econ Relations & Summit
ACCRA	East Stroudsburg University	Div
AFL-CIO	Eaton Corporation	ISI Group Inc
Air Products	EBR University of Arizona	ITAA
Altarum Institute	Ecofi Investissements	ITOCHU International Inc
American Chemistry Council	Economic Analysis Assoc Inc	Japan Center for Intl Finance
American Enterprise Institute	Economic Consulting Services	Jerome Levy Forecasting
American Institute of Architects	LLC	Center, The
American Petroleum Institute	Economic Outlook Group, The	JETRO New York
American Standard	Economics from Washington	Johnson & Johnson
Archstone-Smith Trust	Economy.com Inc	Joint Committee on Taxation
Argonne National Laboratory	Embassy of Australia	Kelley Schl of Bus Indiana
Atmos Energy	Embassy of Canada	University
AXA Investment Managers	Embassy of Japan	LaSalle Bank/ABN AMRO
Bank of Canada	Embassy of Sweden	N.A.
Bank of England	Employee Benefit Research	LatinSource/EuroSource
Bank of Japan	Institute	Lehman Brothers International
Bank of Korea, The	FactSet Research Systems Inc	Lindsey Group, The
Bank of New York, The	Federal Deposit Insurance Corp	Lockwood Greene
BC Investment Management	Federal Home Loan Bank of	Louisiana Tech University
Corp	Atlanta	Macroeconomic Advisers LLC
Bernan Press	Federal Reserve Bank of Dallas	Main Line Financial Advisors
BJK Research	Federal Reserve Bank of Kansas	Manufacturers Alliance/MAPI
BP America Inc	City	McVean Trading & Investments
Brookings Institution, The	Federal Reserve Bank of	Medley Global Advisors
California Institute of	Minneapolis	Merrill Lynch
Technology	Federal Reserve Bank of St	Mesirow Financial
Cambridge Consumer Credit	Louis	MG Strategic Research
Index	Florida Economic Associates	Micra Microeconomic Consult
Camilli Economics LLC	Ford Motor Company	& Res
Canadian Embassy	Framingham State College	Middle Tennessee State
Capital Guardian Trust	French Embassy	University
Company	G7 Group, The	Mizuho Research Institute Ltd
Cato Institute	Gabriel Roeder Smith &	Morgan Stanley
CDP Capital	Company	Mortgage Bankers Assn
Center for American Progress	Galen Institute Inc	Morton Associates
Chapman University	Georgia Southern University	National Assn of Home Builders
Chicago Climate Exchange	Georgia State University	National Defense University
Columbia University	Global Insight Inc	National Economic Council
Committee for Economic	Global Interdependence Center	National Economists Club
Development	Goldman Sachs	Natl Assn of State Retirement
Congressional Budget Office	Govt Development Bank for PR	Admin
Council of Economic Advisers	Greenwood & Associates Inc	Natl Federation of Independent
Credit Lyonnais	Harvard Medical School	Bus
CSM Worldwide Inc	Haver Analytics Inc	NBR
Ctr for Strategic & Intl Studies	Health Care Partners Inc	New York Stock Exchange Inc
CU Business Research Divison	Heritage Asset Mgmt Inc	Norwegian Embassy
Department of Finance Canada	Huntington National Bank	Office of US Trade
Dept of Commerce	Idaho State University	Representative
Detroit Edison	INFORUM	Oppenheimer Funds Inc
Dewey Ballantine LLP	Institute for International	Penn State University Erie
Diversified Communications Inc	Economics	Pfizer Inc
Divison of Treasury	Institute for Policy Innovation	PNC Financial Services Grp
DMZ Economics	Internal Revenue Service	

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Public Company Accounting  
Oversight Board  
RBC Financial Group  
Real Estate Center at Texas  
A&M  
Reserve Bank of Australia  
Robert D. Niehaus Inc  
Robert Graham Center  
Rutgers University  
Safian Investment Research Co  
SHRM  
Southern Growth Policies Board  
St Louis Regional Chamber &  
Growth Assn  
Standard & Poor's  
State Univ of West Georgia  
Stone Associates  
Svenska Dagbladet Stockholm  
Sweden  
Tax Analysts  
Toyota Motor Sales USA Inc  
Tudor Investment Corporation  
U S Bureau of the Census

University North Carolina  
Greensboro  
University of Alberta  
University of Arizona  
University of Arkansas  
University of California  
University of Chicago  
University of Colorado  
University of Georgia  
University of Louisiana at  
Monroe  
University of Maryland  
University of Memphis  
University of Michigan  
University of Montana  
University of Nebraska  
University of Nevada Las Vegas  
University of New Orleans  
University of Pittsburgh  
University of Richmond  
University of South Alabama  
University of Texas at Austin  
University of West Florida  
University of West Georgia

Urban Institute, The  
US Bancorp Asset Mgmt  
US Bureau of Economic  
Analysis  
US Congressional Budget Office  
US Department of Energy  
US DOE/NETL  
US General Accounting Office  
US Health & Human Svcs Dept  
Virginia Employment  
Commission  
Vulcan Materials Company  
Wachovia Bank NA  
Washington Mutual  
Welling & Woodard  
Wellington Management  
Company  
West Virginia University  
Wilder Research Center  
WinWheel Bullion  
Wirtschaftswoche  
Yale Law School

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