



# **SPONSORSHIP AND ADVERTISING OPPORTUNITIES**

**AT**

**The 2007 Washington Economic Policy Conference**

*An Economic Framework for Effective Policymaking*

**March 12-13, 2007**

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

***WWW.NABE.COM***

**2007 Washington Economic Policy Conference  
March 12-13 • 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 23rd 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>Approximately 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 2006 conference.</p>
<p><b>CONFERENCE PARTICIPANTS— what we purchase and recommend</b></p>	<p><b>Conference attendees purchase or recommend</b> new services, books, training programs, software, data services, consulting services, professional advancement tools, online news services, and magazines and other business publications. 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
- Tuesday breakfast with Ed Lazear, Chairman of the President's Council of Economic Advisers  
TAKEN
- Tuesday luncheon speaker

*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*  
\$5,000

### 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 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.  
\$5,000

### Educational Sessions

We will have four 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.  
\$3,000

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**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

4th Annual Professional Development Seminar, April 22-24, San Diego, California

49<sup>th</sup> Annual Meeting, September 9-11, 2007, San Francisco California

**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 recent Washington Economic Policy Conferences:**

AFL-CIO	CU Business Research Divison	Gabriel Roeder Smith & Company
Air Products	Cumberland Advisors Inc	Galen Institute Inc
ALTARUM Institute	Department of Finance Canada	Georgia Southern University
American Enterprise Institute	Detroit Edison	Georgia State University
American Institute of Architects	Dewey Ballantine LLP	Global Insight Inc
American Petroleum Institute	Diversified Communications Inc	Global Insight Inc
American Standard	DnBNOR Asset Management	Global Interdependence Center
Archstone-Smith Trust	East Stroudsburg University	Goldman Sachs
Argonne National Laboratory	Eaton Corporation	Govt Development Bank for PR
Atmos Energy	EBR University of Arizona	Greenwood & Associates Inc
AXA Investment Managers	Ecofi Investissements	Group of Thirty, The
Bank of Canada	Economic Analysis Assoc Inc	Harvard Medical School
Bank of England	Economic Consulting Services LLC	Haver Analytics Inc
Bank of Japan	Economic Outlook Group, The	Health Care Partners Inc
Bank of Korea, The	Economics from Washington	Heritage Asset Mgmt Inc
Bank of New York, The	Economist Intelligence Unit	Heritage Foundation, The
BC Investment Management Corp	Economy.com Inc	Huntington National Bank
Bernan Press	EIC	Idaho State University
BJK Research	Embassy of Australia	Independent Marketing Economist
Bloomberg News	Embassy of Canada	Independent Wealth Inc
BP America Inc	Embassy of Japan	INFORUM
British Embassy	Embassy of Sweden	Institute for International Economics
Brookings Institution, The	Employee Benefit Research Institute	Institute for Policy Innovation
California Assn of Realtors	European Commission Delegation	Internal Revenue Service
California Institute of Technology	FactSet Research Systems Inc	Intl Econ Relations & Summit Div
Cambridge Consumer Credit Index	Federal Deposit Insurance Corp	ISI Group Inc
Camilli Economics LLC	Federal Home Loan Bank of Atlanta	ITAA
Canadian Consulate General	Federal Reserve Bank of Chicago	ITOCHU International Inc
Capital Guardian Trust Company	Federal Reserve Bank of Dallas	Japan Center for Intl Finance
Cato Institute	Federal Reserve Bank of Kansas City	Jerome Levy Forecasting Center, The
CDP Capital	Federal Reserve Bank of Minneapolis	JETRO New York
Center for American Progress	Federal Reserve Bank of St Louis	Johnson & Johnson
CH2M Hill	FedEx Corporation	Joint Committee on Taxation
Chapman University	Florida Economic Associates	Kelley Schl of Bus Indiana University
Columbia University	Fluor Corporation	Kleinhenz & Associates Inc
Committee for Economic Development	Ford Motor Company	LaSalle Bank/ABN AMRO N.A.
Congressional Budget Office	Foreign Affairs Canada	Law Offices of Dan Brecher
Council of Economic Advisers	Framingham State College	Leeds School of Business
Credit Lyonnais	Freelance Writing & Public Relations	Legg Mason Investment Counsel
CSM Worldwide Inc	French Embassy	Lehman Brothers International
Ctr for Strategic & Intl Studies	G7 Group, The	Lindsey Group, The

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Lockwood Greene	Quantimetric Systems LLC	University of Nebraska
Louisiana Tech University	RBC Financial Group	University of Nevada Las Vegas
Lviv National University	Real Estate Center at Texas A&M	University of New Orleans
Macroeconomic Advisers LLC	Reserve Bank of Australia	University of Pittsburgh
Main Line Financial Advisors	Robert D. Niehaus Inc	University of Richmond
Manufacturers Alliance/MAPI	Robert Graham Center	University of South Alabama
McVean Trading & Investments	Rutgers University	University of South Carolina
Medley Global Advisors	Safian Investment Research Co	University of South Dakota
Medley Global Advisors	SHRM	University of Texas at Austin
Merrill Lynch	Society of Industrial & Office REALTORS	University of the Pacific
Mesirow Financial	Southern Growth Policies Board	University of West Florida
MG Strategic Research	St Louis Regional Chamber & Growth Assn	University of West Georgia
Micra Microeconomic Consult & Res	Standard & Poor's	Urban Institute, The
Middle Tennessee State University	State Univ of West Georgia	US Bancorp Asset Mgmt
Mizuho Research Institute Ltd	Statistics of Income Div IRS	US Bureau of Economic Analysis
Montgomery County Government	Stone Associates	US Bureau of Labor Statistics
Morgan Stanley	Svenska Dagbladet Stockholm Sweden	US Congressional Budget Office
Mortgage Bankers Assn	Swiss Re	US Department of Energy
Morton Associates	Tax Analysts	US Department of the Treasury
National Assn of Home Builders	Toyota Motor Sales USA Inc	US DOE/NETL
National Defense University	TTX Company	US General Accounting Office
National Economic Council	Tudor Investment Corporation	US Health & Human Svcs Dept
National Economists Club	U S Bureau of the Census	Virginia Employment Commission
National Education Association	University North Carolina Greensboro	Vulcan Materials Company
Natl Assn of State Retirement Admin	University of Alberta	Wachovia Bank NA
Natl Federation of Independent Bus	University of Arizona	Washington Mutual
NBR	University of Arkansas	Weldon Cooper Ctr UVA
New York Stock Exchange Inc	University of California	Welling & Woodard
Norwegian Embassy	University of Chicago	Wellington Management Company
Office of US Trade Representative	University of Colorado	West Virginia University
O'Neill Strategic Economics	University of Colorado at Bolder	Western Washington University
Oppenheimer Funds Inc	University of Georgia	Wichita State University
Penn State University Erie	University of Louisiana at Monroe	Wilder Research Center
Pfizer Inc	University of Maryland	WinWheel Bullion
PNC Financial Services Grp	University of Memphis	Wirtschaftswoche
Prince William County VA	University of Michigan	Yale Law School
Public Company Accounting Oversight Board	University of Montana	Yonge & Associates

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