

26th NABE
Economic Policy
Conference

MARCH 7-9, 2010
Key Bridge Marriott
Arlington, VA

The New Normal?
Policy Choices after
the Great Recession

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Policy Conference**
March 7-9, 2010
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Arlington, VA

For more information on
becoming a sponsor or
advertiser at the
**NABE Economic Policy
Conference**, email
Tom Beers at
tbeers@nabe.com or
call (202) 463-6223



NABE Sponsorship Program

The **NABE Economic Policy Conference** is the premier national event addressing the nexus of economics, business, and policymaking. The Policy Conference regularly draws hundreds of professionals in the field of economics in addition to attracting high-profile national and international policymakers and key members of the business media. The Association for University Business and Economic Research (AUBER) joins NABE in presenting the 26th NABE Economic Policy Conference

Sponsorship Benefits

The NABE Economic Policy Conference 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; however, the NABE staff can 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.

ABOUT AUBER: AUBER is the professional association of business and economic research organizations in public and private universities.

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Advertising
Opportunities

Onsite Program

Attendees rely on the Onsite Program to navigate the Policy Conference. 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 Policy Conference 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: 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 Policy Conference 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 Policy Conference 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 Policy Conference website
- Roster of meeting attendees to use for follow-up
- Special consideration for future sponsorship opportunities

NABE Sponsor

\$2,500

- General sponsorship or sponsorship of conference badge lanyards
- One (1) complimentary conference registration
- Sponsor name in program and promotional materials
- Sponsor name on conference signage
- Sponsor name on NABE Website

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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 Policy Conference 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 Monday luncheon, 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 Policy Conference. General Sessions are attended by all conference attendees, insuring the maximum exposure for your sponsorship.

Available to Gold and Silver Sponsors

Policy Conference Welcome Reception

The Sunday night reception serves to "kick-off" the Policy Conference and traditionally features the NABE Jazz Musicians.

Available to Gold and Silver Sponsors

Monday Evening Reception

The Monday evening reception is always a memorable event, occurring annually at an elegant venue in the District. Past receptions have been held at the Chinese, Canadian and Swedish Embassies.

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.*



Application Form

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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

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