

NABE TECH ECONOMICS CONFERENCE

■ ■ ■ ■ ■ CAREER FAIR & EXPO ■ ■ ■ ■ ■

Economics in the Age of Algorithms, Experiments, and A.I.

■ November 15–16, 2017 | Seattle Marriott Waterfront | Seattle, WA

NABE
National Association for Business Economics

Sponsorship program

Conventional theory building, model development, and causal inference are necessary but no longer sufficient tools for Tech companies thriving in today's economic environment. The emergence of powerful software algorithms, next-generation experiments, big data, commodification of processing power, scalable platform computing, A.I., and machine learning are generating profound change for business economists and their academic colleagues. Arranged around the theme ***Economics in the Age of Algorithms, Experiments, and A.I.***, TEC brings together leading thinkers in economics and data science in an intellectual exchange on how interdisciplinary developments in these fields are impacting today's approaches, frameworks, tools, and techniques. World-class business economists will elaborate on the emerging and future data science needs in economic research and practice. NABE is pleased to co-host the inaugural TEC with Founding Partners **Amazon, Google, IBM, Intel, Netflix, and Zillow.**

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 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 twelve subject-oriented Roundtables. 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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Conference sponsorship levels and benefits

The **NABE Tech Economics Conference, Career Fair & Expo** provides excellent opportunities for companies to increase visibility through sponsorship of general sessions, meal functions, networking breaks, cocktail receptions, or branded conference items. 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.

Expected attendance is 250 and the audience makeup will be 50% corporate economists and data scientists, 20% government / Federal Reserve Bank employees, 10% academics, 10% media / press, and 10% graduate level students.

	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000
Complimentary conference registrations	7	5	2	1
Complimentary VIP table at seated conference meal	1	1	0	0
Recognition on conference Web site, e-Blasts*	Extra large logo (+link)	Large logo (+link)	Medium logo (+link)	Small logo (+link)
Recognition on conference program, signage*	Extra Large logo	Large logo	Medium logo	Small logo
Conference registration list for follow up	✓	✓	✓	✓
Complimentary insert in conference tote bag	✓	✓		
Opportunity to sponsor conference luncheon	✓			
Complimentary advertisement on conference website (optional)	✓			

**Sponsors will appear in marketing communications and signage subsequent to activation of agreement, according to production schedules.*

Opportunities for Sponsors



Sponsorships at the NABE Tech Economic Conference, Career Fair & Expo range from the Bronze level of \$3,000 to the Platinum level of \$15,000. Each level of sponsorship provides a group of benefits and opportunities designed to grow your brand recognition with the NABE audience – a senior group of tech economists, data analysts, academics, and other thought leaders, as well as graduate students and job candidates. The benefits of sponsorship include logo placement, verbal acknowledgements, complimentary registrations, and VIP tables at meal functions. In addition, some sponsors are invited to preside over conference sessions and/or assist with speaker introductions.

Conference Meal Function

Meal Functions feature top speakers and are well-attended by conference attendees, Wednesday will feature a networking luncheon, and Thursday a seated luncheon.

Available to Platinum Sponsors

TEC Closing Reception

The closing night networking reception serves to conclude the Tech Economics Conference.

Available to Platinum Sponsors

Wednesday and Thursday Continental Breakfast

On Wednesday and Thursday morning, attendees will be treated to a continental breakfast with Danishes and fresh fruit. ***Available to Gold Sponsors***

Plenary Sessions

Plenary sessions feature top speakers in the field who will deliver either “keynote” speeches or participate in panel discussions. ***Available to Gold Sponsors***

Concurrent Sessions

Concurrent sessions typically focus on a single issue-area or technology such as machine learning, data science, or advertising, and thus draw a targeted audience. ***Available to Silver Sponsors***

NABE Networking Breaks

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

Available to Silver Sponsors

****Opportunities are available on a first-come, first-serve basis to sponsoring firms. Inquire about availability with NABE staff.***

Additional Opportunities



Conference WiFi

Your logo will appear next to the wireless internet password in the conference program.

Available to Platinum and Gold Sponsors



Tote Bags

Branded with your logo, the Tote Bags are a ubiquitous presence at the conference.

Available to Gold sponsors



Conference Badge Lanyards

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

Available to Gold and Silver Sponsors



Onsite Program Advertisement

Attendees rely on the Onsite Program to navigate the Tech Economics Conference. A 2"x3" ad in the Program ensures your message will reach all attendees. **\$1,000**



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

125x125 pixels, placed on conference web site. **\$500**



Sponsored Tables

Sponsor a table at a meal function and invite up to nine of your most important colleagues or clients to join you. **\$3,000**

Application form

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

By Mail:
NABE
1920 L St, NW
Suite 300
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.*

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SPONSORSHIPS

Sponsorship Level	Price	Opportunity (specify)
<input type="checkbox"/> Platinum Sponsor	\$15,000	_____
<input type="checkbox"/> Gold Sponsor	\$10,000	_____
<input type="checkbox"/> Silver Sponsor	\$5,000	_____
<input type="checkbox"/> Bronze Sponsor	\$3,000	_____

**NABE cannot guarantee speakers, in case of a cancellation, NABE will attempt to
identify a suitable substitute*

EXPO / CAREER FAIR

<input type="checkbox"/> Expo Exhibit Booth Rental	\$750
<input type="checkbox"/> Employer Booth Rental	\$750
<input type="checkbox"/> Expo Table	\$500
<input type="checkbox"/> Virtual Employer	\$150

**Please complete and return exhibitor waiver included in this packet*

ADVERTISEMENTS

Advertisement	Price
<input type="checkbox"/> Onsite Program	\$1,000
<input type="checkbox"/> Tote Bag Insert	\$500
<input type="checkbox"/> Conference Webpage	\$500

CONTACT INFORMATION

Name _____
Company Name _____
Street Address _____
City _____ State _____ Zip _____
Telephone _____ Fax _____
Email _____

BILLING | **PAYMENT AMOUNT \$** _____

SELECT PAYMENT OPTION :

- ☐ Enclosed is a check payable to NABE
☐ Please invoice me by: ☐ Mail ☐ Email
☐ Please charge my card:

☐ Visa ☐ American Express ☐ Discover ☐ MasterCard

Name on Card _____
Card Number _____
CVV# (sec. code) _____ Expiration Date ____/____
Signature _____
Print Name _____

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NABE Tech Economics Conference, Career Fair & Expo
November 15-16, 2017
Seattle, WA

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 Seattle Marriott Waterfront, and during the National Association for Business Economics meeting, November 15-16, 2017. 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:

Authorized signature:

Print Name

Title:

Date:

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