66TH NABE ANNUAL MEETING

Finding Harmony in the Noise: Transitioning to a New Normal



NABE
National Association for Business Economics

September 29 - October 1, 2024
Grand Hyatt Nashville, Nashville, TN

Sponsorship program

The **NABE Annual Meeting** is the foremost national event addressing the outlook for the global economy, finance, and trade, and the impact of macro trends and policy issues on industry sectors and businesses. Since 1959, the Annual Meeting has regularly attracted hundreds of professionals in the field of economics in addition to high-profile national and international business leaders, policymakers, and key members of the business media.

The **NABE Annual Meeting** provides excellent opportunities for companies to increase visibility through involvement in general sessions, meal functions, concurrent sessions, educational sessions, or sponsorship of 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.

NABE

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 twenty subject-oriented Roundtables including: Behavioral Economics, Climate Economics & Finance, Consumer/Retail, Data Analytics/Statistics, Diversity, Economic Careers, Energy, Financial, Health Economics, International, Labor Economics, Manufacturing/Industry, Policy, Real Estate/ Construction, Regional/Utility, Small Business/Entrepreneurship, Tech Applications, Tech Economics, Transfer Pricing, and Transportation.

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.

NABE

Conference sponsorship levels and benefits

	DIAMOND $25,000	**PLATINUM** $20,000	**GOLD** $15,000	**SILVER** $10,000	**BRONZE** $5,000
Complimentary conference registrations	7	5	3	2	1
Complimentary table at conference meal(s)	3	2	1	0	0
Recognition on conference Web site, e-Blasts*	Extra large logo (+link)	Large logo (+link)	Medium logo (+link)	Small logo (+link)	Small logo
Recognition on conference program, signage*	Large logo	Large logo	Medium logo	Small logo	Small logo
Conference registration list for follow up	✓	✓	✓	✓	
Complimentary insert in conference tote bag	✓	✓	✓		
Complimentary advertisement on conference website	✓	✓			
Complimentary advertisement on conference app	✓				

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

Opportunities for Sponsors



Sponsorships at the NABE Annual Meeting range from the Bronze level of $5,000 to the Diamond level of $25,000. Each level of sponsorship provides a group of benefits and opportunities designed to grow your brand recognition with the NABE audience – a very senior group of economists, analysts, policymakers, and other thought leaders. 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 Functions

Meal Functions feature top speakers and are well-attended by conference attendees; these include the Monday and Tuesday luncheons.

Available to Diamond, Platinum, and Gold Sponsors

Offsite Evening Reception

The Sunday and Monday evening receptions are always memorable events, occurring onsite at the hotel or offsite at a special venue. Past NABE receptions have been held at the Chinese, Canadian, and Swedish Embassies, Fed Banks, and historical city landmarks.

Available to Diamond, 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.

Available to Gold, Silver, and 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***

Monday or Tuesday Continental Breakfast

On Monday and Tuesday morning, attendees will be treated to a continental breakfast with Danishes and fresh fruit.

Available to Diamond, Platinum, Gold and Silver Sponsors

Additional opportunities







Conference WiFi
Your logo will appear next to the wireless internet password in the conference program.
Available to Bronze Sponsors

Tote Bags
Branded with your logo, the Tote Bags are a ubiquitous presence at the conference.
Contact NABE for pricing

Conference Badge Lanyards
A high-visibility, low-cost way to build name recognition
Available to Silver Sponsors

Hotel Key Cards
Branded with your firm's logo, the hotel room key cards will be distributed at check-in to all NABE attendee guests. **$2,500**

Onsite Program Advertisement
Attendees rely on the Onsite Program to navigate the NABE Annual Meeting. 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)* **$750**

Conference Web Page Ad
250x250 pixels, placed on conference web site.
$1,000

Reserved Luncheon Tables or Exhibit Booths
Reserved tables (seating up to 10 people) are available for the conference luncheons. Tables can be reserved for conference attendees and others. For more details, please contact nabe@nabe.com.

Demo your product or service at an exhibit booth; includes 8'x10' ft. booth with pipe & drape, 6 ft. table, 2 chairs; exhibit hall open Sunday - Tuesday
$1,750; Government Agency - $1,500



Application form

Please Return this completed form to NABE:

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.

**If the conference is canceled in its entirety due to a force majeure event and is not rescheduled nor hosted virtually by NABE, NABE will return 50% of the sponsorship fee.*

SPONSORSHIPS

Sponsorship Level	Price	Opportunity (specify)
☐ Diamond Sponsor	$25,000	_____
☐ Platinum Sponsor	$20,000	_____
☐ Gold Sponsor	$15,000	_____
☐ Silver Sponsor	$10,000	_____
☐ Bronze Sponsor	$5,000	_____

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

EXHIBITS

☐ Exhibit Booth Rental	$1,750
☐ Booth Rental – Gov't Agency	$1,500

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

ADVERTISEMENTS

Advertisement	Price
☐ Onsite Program	$1,000
☐ Tote Bag Insert	$750
☐ Conference Webpage	$1,000

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 _____

NABE

66th NABE Annual Meeting
September 29 – October 1, 2024
Nashville, TN

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 Grand Hyatt Nashville, and during the National Association for Business Economics meeting, September 29 – October 1, 2024. 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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