

SEVENTH ANNUAL

# NABE TECH ECONOMICS CONFERENCE & INDUSTRY JOB FAIR

# TEC2023

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

November 8-10, 2023 / Hyatt Regency Santa Clara / Santa Clara, CA

**NABE**  
National Association for Business Economics



## ABOUT TEC

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, A.I., and Experimentation," NABE's Tech Economics Conference & Industry Job Fair (TEC2023) brings together hundreds of economists, data scientists, and business leaders to discuss and demonstrate how applications of A.I.-based computing, machine learning, behavioral economics and other tools are impacting businesses by improving customer experiences, enhancing efficiencies, and driving profitability. TEC2023 features a robust job fair to help match employers with newly minted and experienced economists.

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.

**TEC2023** 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 is pleased to co-host with Founding Partners **Amazon, Google, Microsoft, and Netflix.**

**NABE**

# Conference sponsorship levels and benefits

The **NABE Tech Economics Conference** 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 400+ including corporate economists and data scientists, government / Federal Reserve Bank employees, academics, and graduate-level students.

	<b>PLATINUM</b> \$15,000	<b>GOLD</b> \$10,000	<b>SILVER</b> \$5,000	<b>BRONZE</b> \$3,000
<b>Complimentary conference registrations</b>	8	5	2	1
<b>Recognition on conference program, signage*</b>	Extra large logo	Large logo	Medium logo	Company name
<b>Recognition on conference emails, website*</b>	Extra large (+link)	Large (+link)	Medium (+link)	Company name
<b>Recruiter package*</b>	Onsite recruiter with booth	Onsite recruiter	Onsite recruiter	Virtual
<b>Complimentary insert in conference tote bag</b>	✓	✓		
<b>Complimentary exhibitor booth (in lieu of recruiter booth)</b>	✓			
<b>Opportunity to host conference luncheon or reception</b>	✓			
<b>Complimentary VIP table at seated conference meal</b>	✓			
<b>Complimentary advertisement on conference website</b>	✓			

*\*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 Economics Conference 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.

## Thursday and Friday Lunches

Conference lunches feature top speakers and are well attended by conference attendees,

***Available to Platinum Sponsors***

## Evening Receptions

Host a reception onsite or offsite at your office or another alternate venue.

***Available to Platinum Sponsors***

## Thursday and Friday Continental Breakfasts

Attendees will be treated to a continental breakfast with Danishes and fresh fruit.

***Available to Gold Sponsors***

## Networking Breaks

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

***Available to Silver Sponsors***

## Expo Booth - \$1,750

Rent a booth to meet new contacts, connect with clients, and demonstrate your products and services. Includes one exhibitor pass (*no meals*), 8'x10' ft. booth with pipe & drape, 6 ft. table, 2 chairs; exhibit hall open Wednesday – Friday.

*\*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 Platinum and Gold sponsors**



## Conference Badge Lanyards

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

**Available to Platinum and Gold 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**



## Hotel Key Cards

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



## 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

250x250 pixels placed on conference web site side bar. **\$1,000**



## Sponsored Tables

Sponsor a table at a meal function and invite up to nine of your favorite colleagues or clients to join you. Guests do not need to be registered attendees. **\$2,500**



# Industry Job Fair



**TEC2023 plays host to the premier annual industry job fair for 400+ newly minted and experienced economists.**

Register as a recruiter at the TEC2023 Industry Job Fair and meet outstanding candidates with highly technical backgrounds and advanced training in economics.

Recruiters can elect to participate virtually or interview candidates onsite at Recruiters Row, a room set aside for semi-private interviewing. Booths are also available to employers who would like to network with candidates and other attendees (some of whom may also be in the market for a new job!) throughout the conference.

\*Some candidates will participate in-person, while others will be virtual.

## *Recruiter Options at the TEC Industry Job Fair*

### **Virtual Recruiter Package - \$400**

We send you the resume books, you do the rest. Review the resumes and set up your own interviews with candidates at your convenience, virtually or at your office. *(does not include a conference registration)*

### **Onsite Recruiter Package - \$400**

You receive the resume book and one recruiter pass to attend TEC2023 in person *(no meals included)*. You contact candidates to meet up during the conference. You enjoy full access to Recruiters' Row throughout the conference to interview your top candidates in person.

### **Onsite Recruiter with Booth - \$1,900**

The Whole Enchilada! Two recruiter passes to attend TEC2023 *(no meals included)*, the resume book, full access to Recruiters' Row interview space, and a booth to network with candidates and other attendees throughout the conference.

### **Private Interview Room - \$1,750/day**

Onsite recruiters may rent a private room for their interviews on Wednesday, Thursday, or Friday. *(a very limited number of rooms are available)*

### **Additional Onsite Recruiter Pass - \$300**

Onsite recruiters may purchase up to two additional passes for recruiters to attend TEC2023 *(no meals included)*.

# Application form

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

**By Mail:**  
NABE  
1020 19<sup>th</sup> St, NW  
Suite 550  
Washington DC 20036

**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.*

## Renting a booth?

*Please complete and return exhibitor waiver included on the last page of this packet.*

## NABE Tech Economics Conference

November 8-10, 2023 | Hyatt Regency Santa Clara | Santa Clara, CA

### 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	_____

### INDUSTRY JOB FAIR

<input type="checkbox"/> Onsite Recruiter with Booth*	\$1,900	
<input type="checkbox"/> Onsite Recruiter	\$400	
<input type="checkbox"/> Virtual Employer	\$400	
<input type="checkbox"/> Extra Recruiter Pass	\$300	
<input type="checkbox"/> Private Interview Room	\$1,750/day	____ Days

### ADVERTISEMENTS

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

### OTHER OPPORTUNITIES

<input type="checkbox"/> VIP Lunch Table	\$2,500
<input type="checkbox"/> Hotel Keycard Branding	\$2,500
<input type="checkbox"/> Expo Booth (+1 exhibitor pass)	\$1,750

### 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 \_\_\_\_/\_\_\_\_/\_\_\_\_  
Print Name \_\_\_\_\_

Signature \_\_\_\_\_

**NABE**

NABE Tech Economics Conference  
**November 8-10, 2023**  
**Santa Clara, CA**

**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 Hyatt Regency Santa Clara, and during the National Association for Business Economics meeting, November 8-10, 2023. 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:

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Authorized signature:

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Print Name

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Title:

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Date:

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