



Beacon Economics
in partnership with the
Bay Area Economic Forum
Presents

The Bay Area Economic Forecast Series 2007

East Bay: Thursday, September 13th
San Francisco: Tuesday, September 18th
San Jose: Thursday, October 4th

Please join Beacon Economics as they present their inaugural Bay Area Economic Forecast Series this fall in partnership with the Bay Area Economic Forum. The series includes three conferences that examine current trends and important issues, and provide an essential vision to decision makers for what may be coming down the path in the national, state and local economies.

Event Time: 7:30 am – 10:30 am
Registration Fee: \$125 / \$150 at the door
Table of 8: \$750

Each event includes the following:

- A breakfast conference that includes a National, State, and Regional Economic Forecast presented by Beacon Economics
- All participants will receive a 100 plus page forecast book containing extensive demographic and economic forecasts, as well as a variety of current regional and national data. For a sample book please refer to the following link:
http://www.beaconecon.com/events/InlandEmpire07/IE_07_EcoForecast.pdf
- Additional speakers focusing on topics and issues specific to each region.
- For Sponsors of our event, a VIP Dinner the evening before giving representatives the opportunity to speak directly with regional experts and to network with other sponsor companies.

The Bay Area Economic Forecast:

The National Economy



- Housing: Will the bubble be contained? Will it influence the broader economy?
- The stock market has come off its record highs. Are we due for another crash or is Corporate America on solid ground? Is there another credit meltdown ready to happen?
- How will the Federal Reserve respond to the softening markets? Will the subprime meltdown affect long term rates for everyone?

The State Economy

- What sectors of the economy are driving growth? Which are leaving the state?
- How will housing affect state revenues? What does it mean for the ongoing deficit?
- Will record high real estate prices become a drain on state growth?

The Local Economy

- The Bay Area is still recovering from the 2001 downturn. Will the current slowdown impact the economy as severely again, or can the region endure the bleak housing market?
- Is tech back as the primary driver of growth? Is it a new lean machine or are the excesses of the past in danger of reemerging?
- The East Bay has been the strength of the region over the last 5 years, but growth has slowed relative to its two neighboring economies. Is it due to housing or other factors?
- San Jose has bounced back and the technology market is gaining momentum. Will it be steadfast, or are the forces of irrational exuberance again pushing the envelope? Is green technology the next big thing?
- San Francisco shows increased occupancy rates in once vacant offices, but subprime worries may shake the entire financial industry. How will credit shocks impact the west coast's Wall Street?

Beacon Economics

Regional Forecast Conference Series

On its own, California would be the ninth largest economy in the world, and one of the fastest growing developed nations. To put this in perspective, its economy equals that of Italy, France, Russia, or Brazil's. Within such a large economy, enormous range of regional economies subsist, as different from each other as one nation may be from another. During the 2001 recession, California was home to some of the worst hit regional economies in the nation (San Francisco and San Jose) and some that continued to be among the fastest growing in the U.S. (the Inland Empire, Sacramento, and San Diego).

Despite tremendous local diversity, most public discussions focus only on the aggregate, while local information is distributed at best only in sound-bites. For local businesses trying to make important decisions regarding employment and investment, an aggregate forecast falters at providing the necessary level of understanding about important local trends and policy issues. To this end, Beacon Economics is committed to applying its reputable expertise in regional economies and producing local economic forecast presentations for the many diverse regions within California.

These annual events will be hosted within local communities engaging 200 to 500 attendees. Each morning meeting will include discussions of important trends in the state and national economy, with a focus on what these aggregate trends may mean for the region. They will also provide an extensive look at the local economy, long-term growth trends, and potential ups and downs for the following year. Topics including income, employment, demographics, residential and commercial real estate, and local government will all be discussed. The centerpiece of each event will be a book with over one hundred pages of local and national statistics covering the most important demographic, economic and social issue provided to all attendees, along with written discussions of the important indicators.

The founders of Beacon Economics have extensive experience in studying regional economies and presenting their findings to diverse audiences in an understandable and enjoyable way. These events connect their work to local business and political leaders and encourage a dialogue about important issues facing the local economy. In addition to the presentations by our economists, regional experts will be invited to present on topics essential to the local community.



Sponsorship Opportunities

Sponsors of the Beacon Economic Regional Forecast events provide funding for our research, publications, and conferences. But the interaction between sponsors and Beacon Economics extends beyond financial interactions. Our ties to the business community help direct our research to the most important issues, drive our understanding of the dynamics of the regional economy, and provide a depth of knowledge that goes beyond the statistical figures used to drive traditional forecasting models.

Sponsors will have the opportunity to network with the best and most experienced in the fields of economic and business forecasting, as well as to speak with key players within the business community. Event sponsorship will also provide companies and organizations with maximum visibility and demonstrate a continued commitment to the success of business in the local economy. All sponsors are invited to attend a dinner the evening before the conference and to receive a preview of the final materials.

Conference Attendees include:

- Bankers, investment advisors, brokers, and other financial professionals
- Mortgage brokers, developers, commercial brokers, residential real estate brokers, and other real estate related professionals
- Regional government officials, city planners, and other local government representatives
- A variety of local business leaders and professional organizations

Conference Sponsorship Levels

Associated benefits are as follows:

		<u>Gratis Conference Registrations</u>	<u>Additional Forecast Books</u>	<u>VIP Dinner Invitations</u>	<u>Placement in Marketing Materials</u>	<u>Recognition in Book</u>
HOST	\$25,000	24 (3 tables)	20	4	In Title	One page
GOLD	\$10,000	16 (2 tables)	10	3	Yes	One page
SILVER	\$6,500	16 (2 tables)	5	2	Yes	Half page
BRONZE	\$3,000	8 (1 table)	5	1	Logo	Quarter page
AFFILIATE	\$0	2	0	1	Logo	Logo

- ◆ Host level is limited to two sponsors.
- ◆ Host and Gold sponsors are offered a speaking role at the event.
- ◆ Reserved VIP seating at the Conference for Sponsor's guests.
- ◆ Inclusion of Sponsor's logo or name in Conference brochure and agenda distributed to all attendees, and in advance marketing materials and advertising spots where possible.
- ◆ Sponsor logo will be displayed at the event and will be publically recognized.
- ◆ Inclusion of Sponsor's logo on the registration page of Beacon Economics' website with a hyperlink to the Sponsor's website.
- ◆ Bronze sponsors and above may set up a marketing booth in the reception area of the event for providing materials to conference attendees if they choose.
- ◆ A discount on admissions for all Sponsor affiliates (Affiliate Rate is \$100).
- ◆ Admissions are valued at \$150 per person. The publication books are valued at \$100.
- ◆ All affiliating organizations are asked to market the conference to their client base. Members of affiliating organizations will receive a \$50 discount on admission.



Beacon Economics is: Jon Haveman



Jon Haveman, Ph.D. is a founding partner of Beacon Economics. Dr. Haveman is an expert in goods movement, international trade policy, and labor market issues. He has authored a number of special reports on transportation and security issues at California's seaports, business outsourcing, and trade in technology products. He has a lengthy record of publishing articles in the areas of labor and international economics. He also has a history of work related to private asset accumulation in the United States. Dr. Haveman is routinely contacted by the press to discuss his work and has testified at numerous federal and state government hearings on issues related to seaport activity and security, technology, trade, and local economic development. Prior to launching Beacon, he was the Director of the Economy Program at the Public Policy Institute of California. He received his Ph.D. and M.S. in Economics from the University of Michigan (1992) and his B.S. in Economics from the University of Wisconsin. He specializes in International and Labor Economics. He has been a senior economist with the President's Council of Economic Advisers, and held a faculty position in the business school at Purdue University.

Christopher Thornberg



Christopher Thornberg, Ph.D. is a founding partner of Beacon Economics. Dr. Thornberg is an expert in the study of regional economies, real estate dynamics, labor markets, and business forecasting. He has been involved in a number of special studies measuring the impact of important events on the economy, including the NAFTA treaty, the California power crisis, port security, California water transfer programs, and the September 11th terrorist attacks. Prior to launching Beacon Economics, he worked with the UCLA Anderson Forecast where he regularly authored the forecasts for California, Los Angeles, and the East Bay as well as performing a number of specialized forecasts for regions and industries. Dr. Thornberg lectures on a regular basis at a variety of public and private events. He has appeared on CNN, Fox News, and CNBC and is widely quoted in the press. He received his Ph.D. in Business Economics from the Anderson School and his B.S. in Business Administration from the State University of New York at Buffalo. He specializes in International and Labor Economics. Dr. Thornberg continues to teach in the MBA program at UCSD and previously held a faculty position in the economics department at UCLA and Clemson University.

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