

# LAEDC 2016 ECONOMIC FORECAST

mo·bil·i·ty  
noun  
the ability to move or be moved  
freely and easily

**mō'bilədē/:**  
**The Next Generation**

LAEDC LOS ANGELES COUNTY  
ECONOMIC DEVELOPMENT CORPORATION

## EVENT INFORMATION

**Wednesday, February 17, 2016**  
**7:00AM – 11:00AM**

OMNI HOTEL DOWNTOWN LOS ANGELES  
251 South Olive Street, Los Angeles, CA 90012

## Why Attend?

LAEDC's Annual Economic Forecast & Industry Outlook is an accurate planning tool for the coming year, and the special topic of The Next Generation of Mobility will provide an insider's look at what lies ahead for our region in the areas of autonomous vehicles, commercial drones, high-speed commuting, goods movement, and the impact of this innovation on our cities. Hear from the disruptors themselves – automakers, drone producers, and technology innovators – how they are shaping the future of LA County.

### ► Gain insight on:

- How technology disruptions will shape the future of transit in LA County?
- How will infrastructure of our roads, buses, subways, ports, airports, and even space be impacted by these advances in transit?
- The economic outlook for LA County and the broader economy

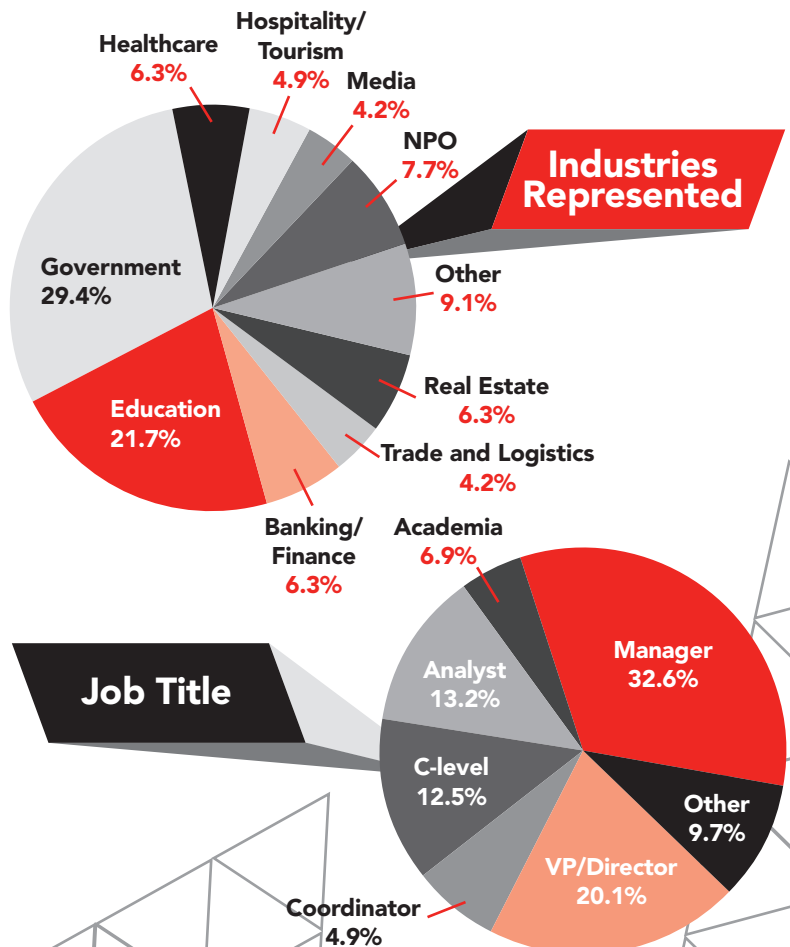
### ► LAEDC economists and recognized speakers will do a deeper-dive analysis of the impact of advanced transportation on the LA region:

- How will the advent of autonomous vehicles impact automobile production, our transportation grid, and parking in Los Angeles?
- How will goods movement and supply chain management change as modes of transport for products are reshaped?
- How low will commute times go for long-distance travel?

### ► Audience Profile

500+ business leaders and appointed government officials, along with professionals from the education, finance, media and civic sectors.

Demographic information about LAEDC's previous Economic Forecast event (Sept. 30, 2015):



# SPONSORSHIP OPPORTUNITIES

SPONSORSHIP DELIVERABLE	TITLE SPONSOR \$20,000	PRESENTING SPONSOR \$10,000	EVENT SPONSOR \$5,000
5-minute speaking slot from podium during event	YES	-	-
Sponsor-provided marketing piece distributed at each attendee seat	YES	-	-
Ad in Program Book	Full Page Ad	Half Page Ad	-
Allocation of Conference Passes with VIP Preferred Table Seating	(30) Conference Passes (i.e. 3 tables of (10))	(20) Conference Passes (i.e. 2 tables of (10))	(10) Conference Passes (i.e. 1 tables of (10))
Premium placement of 6' exhibit table	(2) exhibit tables	(1) exhibit table	(1) exhibit table
Sponsor logo placement according to sponsor level in all digital, print and social media marketing communications	YES	YES	YES

## Tables of (10):

LAEDC Member Rate: \$800  
General Public Rate: \$1,450

## Exhibit Booth

LAEDC member Rate: \$350  
General Public Rate: \$500

## Conference Passes:

LAEDC Member Rate\*: \$105  
General Public Rate: \$135 before 1/22/16;  
\$165 after 1/23/16

## Program Book Ads:

Full Page Ad: \$1,000  
Half Page Ad: \$500

\*LAEDC Members receive an allotment of complimentary passes for the event. More information can be found on the Registration page on the event website.

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Register for the February  
Economic Forecast Now!

<http://laedc.org/economic-forecast-february/>