

# LAEDC 2018 ECONOMIC FORECAST

## PANEL DISCUSSION:

### Our Shrinking Middle Class: Key Findings and Strategies for Reversal

## EVENT INFORMATION

Wednesday, February 21, 2018  
7:00AM – 11:00AM

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

## Why Attend?

LAEDC's Economic Forecast is Southern California's premier source for in-depth economic forecasting and analysis on LA County and the surrounding areas. This year, the Economic Forecast will include our traditional overview of the global, national and local economy.

We will also take a closer look at Los Angeles County's shrinking middle-class, and examine strategies that will enable more Angelinos to live the American Dream of a middle-class lifestyle.



**LOS ANGELES COUNTY**  
ECONOMIC DEVELOPMENT CORPORATION  
*Advancing Opportunity and Prosperity for All*

### Gain insight on:

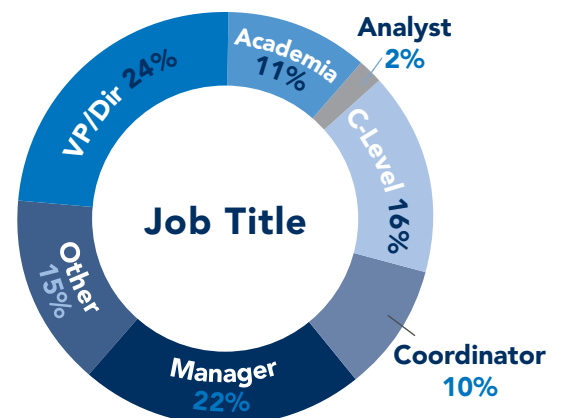
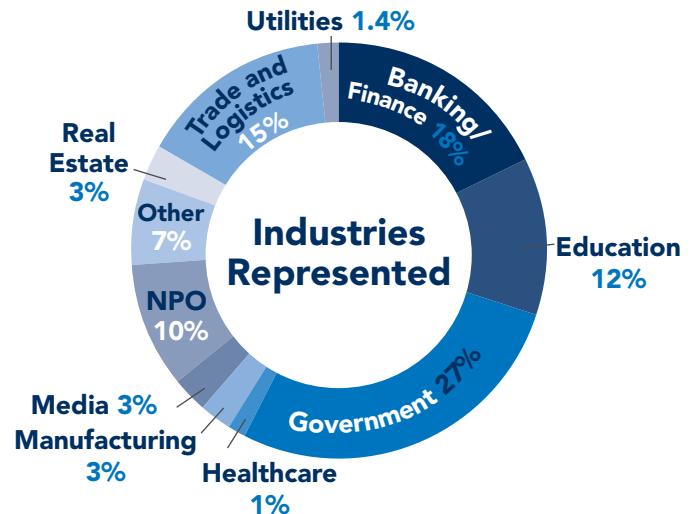
- The economic outlook for the LA County and the broader economy.

### LAEDC economists and speakers will deliver an in-depth analysis of LA County's middle-class:

- LA County is thriving, but many middle-income jobs have left our region, and have been replaced with lower wage jobs. Real incomes are dropping and housing costs are spiraling. If unchecked, these trends will put the American Dream out of reach for hundreds of thousands of our neighbors in LA County.
- How we can advance our Low to Moderate Income (LMI) communities by better connecting our underutilized labor to the innovative industries that drive the regional economy?

### Gain insight on:

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 (February 22, 2017):



# SPONSORSHIP OPPORTUNITIES

SPONSORSHIP DELIVERABLE	PRESENTING SPONSOR \$35,000	EVENT SPONSORS \$2,500	EXHIBITOR BOOTH LAEDC Member Rate: \$350 General Public Rate: \$500
Speaking opportunity on stage during the Economic Forecast program	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	(20) Conference Passes (i.e. 2 tables of (10))	(10) Conference Passes (i.e. 1 table of (10))	(2) Conference Passes
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	-

## Program Book Ads:

Full Page Ad: \$500  
Half Page Ad: \$250

## Conference Passes:

LAEDC Member Rate\*: \$105  
General Public Rate: \$135 before 1/19/18;  
\$165 after 1/20/18

\*LAEDC Members at the \$5,000+ level receive an allotment of (2) complimentary passes for the event. More information can be found on the Registration page on the event website.

Please contact Rick Moelis, Director, Event Programs, at [rick.moelis@laedc.org](mailto:rick.moelis@laedc.org) if you are interested in sponsorship opportunities.

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for Reversal**

Register for the February  
Economic Forecast Now!

[laedc.org/event/economic-forecast/](http://laedc.org/event/economic-forecast/)



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