



OUTLOOK

CBER
ECONOMIC
FORECAST

SPONSORSHIP OPPORTUNITIES

Join us at the M Resort
November 13, 2026
7:30a - 10:30a

SEE THROUGH THE
UNCERTAINTY

11.13.26

— A PROGRAM OF —

UNLV

LEE BUSINESS SCHOOL
CENTER FOR BUSINESS AND
ECONOMIC RESEARCH

35 YEARS OF OUTLOOK

We are thrilled to announce that UNLV's Center for Business and Economic Research (CBER) will celebrate its 35th Outlook on Friday, November 13th, 7:00- 10:30am. You're invited to join the 400 plus attendees and numerous sponsors in participating in the conversation.

For five decades, CBER has been at the forefront of delivering key economic insights and leadership that drive business decisions, policy making, and public dialogue on the economy. For 50 plus years, we have fulfilled our mission to provide independent, data-driven research to applied economic reporting. CBER continues to be a trusted resource in economic discussions that impact our state and region.

This year's Outlook 2026 will be more than just an economic forecast—it will be a discussion on the Nevada economy and all of the changes occurring in areas such as workforce and artificial intelligence, economic development, housing, and resource management. Expect expert analysis, the release of economic forecasts, and engaging discussions from experts in housing and national trends.

A special thank you to our presenting sponsor, PNC Bank, for a third year in a row helping to make this event possible.

SEE THROUGH THE UNCERTAINTY

2026 is already proving to be a year of rapid change. Nevada weathered 2025 somewhat better than initially expected despite a summer slump in tourism, an industry which creates one in five jobs and influences nearly half of the state's general fund. Yet, the economy seemed to hang on with consumer spending holding up and business travel remaining strong despite rampant uncertainty and pessimism. The state population reached 3.3 million and the University of Nevada, Las Vegas (UNLV) welcomed one of the largest freshman classes, bringing the total student population to 33,700 and breaking the previous year's record. The university maintained its R1 designation, once again demonstrating our impact as a University. CBER itself has been identified in the top quartile of applied public economic research in terms of sponsored research and number of team members, which reached 15 at the beginning of the year.

CBER continues to meet the needs of our community with original economic research on diversification, healthcare, entrepreneurship, national security, and workforce. At any time, we are working on 3-4 projects, some sponsored by clients and some we take on our own as a public good for the community. We still see the same challenges with the largest being our reliance on two dominant industries statewide, which leads to a boom-and-bust cycle. Nevada, and our urban communities, are not isolated archipelagoes in the isolated Mojave Desert. We share a 610-mile border with the fourth-largest economy in the world, and in an era of unprecedented change, global connections and emerging challenges—whether from artificial intelligence, workforce, climate change, tariffs, consumer demand, or economic shifts—we at CBER are working day and night to understand and inform both business leaders and the public.



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CBER's Outlook two and a half hour program this year will focus on:

- **Growth & Demographics:** Nevada's population is set to grow over the next 20 years, with a younger population than the national average, but changes in immigration are predicted to significantly slow our growth rate.
- **Diversification & Opportunity:** Nevada remains the entertainment capital of the world. It has also become a hub for professional sports, technology, and battery manufacturing. Our program will set the tone on how new industries help the Nevada economy.
- **Economic Resilience:** We've survived a pandemic, adapted to global economic shifts, tariffs, conflict, and continue to prepare for the next transformation of the United States and global economy. We will discuss what to expect in the year ahead.
- **Resource management:** The challenges in land, water, and energy have constrained affordability and economic growth. Further planning and action by government and business leaders will be needed to address these concerns.

As a sponsor, your organization will be positioned alongside this work and gain visibility among key decision makers. Whether you are a business leader, policymaker, or investor, Outlook 2026 is where you will want to be for the insights, tools, and information needed to see through the uncertainty and thrive in a rapidly evolving economy.

SPONSOR OUTLOOK TODAY!

Andrew Woods
Director, Center for Business and Economic Research (CBER),
Lee Business School, UNLV

TO SPONSOR, CONTACT:

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SPONSORSHIP OPPORTUNITIES

CHAIR

\$15,000

Chair Sponsor Benefits

- Fifteen tickets (table and a half) to CBER's Outlook.
 - Logo displayed at the beginning, during breaks, and end of the program as well as in the final digital Outlook forecast book, which every attendee will receive
 - VIP invited to any pre or post event receptions
 - Access to the quarterly economic forecasts reports
 - Attendance at CBER's stakeholder events three times a year
 - Opportunity for three months of sponsorship highlights in the Rebel Business Indicators weekly newsletter.
-

CEO

\$10,000

CEO Sponsor Benefits

- Ten tickets (one table) to CBER's Outlook.
 - Logo displayed at the beginning, during breaks, and end of the program as well as in the final digital Outlook forecast book, which every attendee will receive
 - VIP invited to any pre or post event receptions
 - Access to the quarterly economic forecasts reports
 - Attendance at CBER's stakeholder events three times a year
 - Opportunity for one month of sponsorship highlights in the Rebel Business Indicators weekly newsletter.
-

VICE PRESIDENT

\$5,000

Vice President Sponsor Benefits

- Five tickets (half table) to CBER's Outlook.
 - Logo displayed at the beginning, during breaks, and end of the program as well as in the final digital Outlook forecast book, which every attendee will receive
 - VIP invited to any pre or post event receptions
 - Access to the quarterly economic forecasts reports
 - Attendance at CBER's stakeholder events three times a year
 - Opportunity for two weeks of sponsorship highlights in the Rebel Business Indicators weekly newsletter.
-

DIRECTOR

\$2,500

Director Sponsor Benefits

- Three tickets to CBER's Outlook.
- Logo displayed at the beginning, during breaks, and end of the program as well as in the final digital Outlook forecast book, which every attendee will receive
- VIP invited to any pre or post event receptions
- Access to the quarterly economic forecasts reports
- Attendance at CBER's stakeholder events three times a year
- Opportunity for one week of sponsorship highlights in the Rebel Business Indicators weekly newsletter.





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