

17th International Conference on

# NATURALISTIC DECISION MAKING

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July 1 - 5, 2024

Auckland Tāmaki Makaurau, Aotearoa  
New Zealand Auckland, New Zealand

## Sponsor Prospectus



The Naturalistic  
Decision Making  
Association

Learn more at  
[NaturalisticDecisionMaking.org](https://NaturalisticDecisionMaking.org)

# ABOUT THE NDM COMMUNITY & CONFERENCES

For nearly four decades, the field of Naturalistic Decision Making (NDM) has been concerned with the study of how people make decisions in complex real- world settings.

What we have learned about NDM has changed the way we train decision makers, the types of decision support we provide, and the way we design organizations.

Since 1989, the NDM conferences have been the world's leading conferences on Naturalistic Decision Making. The conferences have alternated between the U.S. and Europe biennially, and have served to disseminate new development in knowledge elicitation, training, system design, evaluation, and teamwork.

**“I find NDM methods and NDM research to be remarkably useful in real world business situations — to the point where I don’t know why more people don’t write or read about NDM methods.”**

**- Cedric Chin**

# 2024 SPONSORSHIP OPPORTUNITIES

## Ideal Partners

Our community consists of well-educated professionals who are invested in improving how humans learn and work.

If you have a product, service, or initiative that would resonate with or support the goals of this audience, then **sponsorship is ideal for you.**

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### Gold Sponsor (1)

*\$10,000*

As Gold Sponsor, your company logo will be featured prominently across all promotion channels, including; the NDM website, conference registration page, all email communications and social media headers, and in supplementary marketing collateral (like our event program).

Headline Sponsorship offers maximum exposure and engagement leading up to and throughout the conference.

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### Social Event Sponsor (1)

*\$1,500*

Have your brand highlighted and present a short address during our opening mixer or closing dinner event.

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### Media Sponsor (3)

*\$3,000*

Your brand and a short promotional message will be featured on an evergreen podcast episode and included on our conference web page, all email communications, social media headers, and supplementary marketing collateral (like our event program).

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### Poster Sponsor (1)

*\$1,500*

Highlight your brand at a promotional booth and with a short address at our Poster Session.

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### Keynote Sponsor (4)

*\$1,000*

Your brand will be recognized and prominently featured during either our opening or closing keynote address.

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### Gift Bag Sponsor (2)

*\$1,000*

Include your company logo on promotional items offered in our attendee gift bags, along with a business card or flyer insert.

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# CONTACT US

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We are flexible in the sponsorship opportunities available. To discuss the offers detailed in this prospectus, or any other ideas you may have, please reach out to:

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