

**A Conference on
The Economics of Drip Pricing**

**Federal Trade Commission
Bureau of Economics**

Agenda

Monday May 21, 2012

- 8:30 a.m. **Registration**
- 9:00 a.m. **Welcome and Opening Remarks**
Jon Leibowitz, Chairman, Federal Trade Commission
- 9:05 a.m. **Overview of Drip Pricing**
Mary Sullivan, Federal Trade Commission
- 9:15 a.m. **Consumer and Competitive Effects of Obscure Pricing**
Joseph Farrell, Director, Bureau of Economics, Federal Trade
Commission
- 9:45 a.m. **Theories of Drip Pricing**
Chair, Doug Smith, Federal Trade Commission
- David Laibson, Harvard University
Michael Baye, Indiana University
Michael Waldman, Cornell University
- Discussion leader
Michael Salinger, Boston University
- 11:15 a.m. **Break**
- 11:30 a.m. **Keynote Address**
Amelia Fletcher, Chief Economist, Office of Fair Trading
- 12:00 p.m. **Lunch**

1:00 p.m.

Empirical Analysis of Drip Pricing

Chair, Erez Yoeli, Federal Trade Commission

Vicki Morwitz, New York University

Meghan Busse, Northwestern University

Sara Fisher Ellison, Massachusetts Institute of Technology

Discussion leader

Jonathan Zinman, Dartmouth College

2:30 p.m.

Break

2:45 p.m.

Public Policy Roundtable

Moderator, Mary Sullivan, Federal Trade Commission

Panelists

Michael Baye, Indiana University

Sara Fisher Ellison, Massachusetts Institute of Technology

Rebecca Hamilton, University of Maryland

David Laibson, Harvard University

Vicki Morwitz, New York University

Michael Salinger, Boston University

Michael Waldman, Cornell University

Florian Zettelmeyer, Northwestern University

Jonathan Zinman, Dartmouth College

3:45 p.m.

Closing Remarks