

NSBA'S BIENNIAL TOWNHALL

SBC

SMALL BUSINESS CONGRESS

2025

AMERICA'S SMALL BUSINESS CONGRESS

FEB. 6-7, 2025 | WASHINGTON, D.C.

MEMBER BROCHURE | FALL 2024





SMALL BUSINESS FIRST.
MEMBERS CENTER.

PROSPECTUS

ABOUT
SBC2025

EVENT
INVITATION

SPONSOR
OPPORTUNITIES

NSBAadvocate.org/SBC2025

MEMBER DRIVEN | SINCE 1937

NSBA was founded as a means of providing resources and connections after the effects of the Great Depression crippled opportunities for American small-business owners. Nearly a century later, NSBA is proud to host its biennial Small Business Congress, where members come together, learn about, vote on, and ratify Priority Issues we'll pursue as part of our advocacy mission for the 119th Session of the U.S. Congress.



TOP ISSUES AFFECTING SMALL BUSINESS | 2023-2024

In February 2023, Small Business Congress Delegates selected the following Priority Issues for NSBA to pursue in the 118th Congress.

**EXPAND EXPIRING
TAX CUTS**

**SUPPORT ROBUST SMALL
BUSINESS CONTRACTING**

**REIN IN THE COSTS
OF HEALTH CARE**

**IMPROVE ACCESS
TO CAPITAL**

**REPEAL THE CORPORATE
TRANSPARENCY ACT**

**ENACT TAX REFORM &
SIMPLIFICATION**

**IMPROVE WORKFORCE
ACCESS & TRAINING**

**PREVENT THE IRS FROM
TARGETING SMALL BUSINESS**

**REFORM THE U.S.
IMMIGRATION SYSTEM**

**STRENGTHEN THE SBA
OFFICE OF ADVOCACY**

PROGRESS FOR NSBA PRIORITY ISSUES

In addition to nearly 30 other white paper Issue Briefs available as a resource to the small-business community on NSBAadvocate.org, thanks to our motivated members, NSBA was able to drive several Priority Issues to action. Chief among those: NSBA won a federal court victory over the Corporate Transparency Act for its unconstitutionality and undue burdens on small-business owners.



*Small Business Administrator
Isabella Guzman addresses SBC
2023 Delegates and attendees.*



NSBA MEMBERS | SMALL BUSINESS LEADERS

NSBA's membership is a constantly growing collective with a proven record of financially and tangibly supporting initiatives to ensure change for small-business policy. Comprised of verified small-business owners in all 50 states, representing nearly every category of skills and services, getting your message in front of the NSBA audience means a chance to connect with a truly diverse population of America's most important economic community.

During SBC 2023, nearly 200 of NSBA's most active and invested members convened to ensure the future of small-business policy priorities, and, building from significant momentum of our several legislative and legal wins throughout the 118th Session, we're on track to exceed this attendance for SBC 2025.



Every small-business brand is operational, and every small-business owner is tactical. From florists, to military equipment manufacturers, and everyone between, small business is at the core of our nation's security and the heart of the U.S. economy.

The devastating effects of the Great Depression fueled formalization of the National Small Business Association (NSBA), which is America's First - and Oldest - Small Business Advocate. Since 1937, it has been our mission to amplify small-business operations and effects. With a member in nearly every U.S. congressional district and involvement across nearly every industry, NSBA represents a highly functional and mobilized small-business community.

My current mission as President & CEO of NSBA is to unite small-business leaders on the ground and to implement better small-business policy. Hosting Small Business Congress as our biennial townhall meeting and conference of NSBA members, we're looking forward to expanding SBC's reach through your support in 2025 and throughout the upcoming 119th Session of Congress.

We invite all small-business owners and supporters to attend this important event designed to help America secure pro-small-business policy, rules, and regulations.

Your support of our mission and this event is crucial to ensuring we achieve these important goals.

*Todd
McCracken*



Todd McCracken

President & CEO

National Small Business Association

WORTHY PARTNERS.
SBC SPONSORS.



Be a Part of Something Big for Small Business.

NSBA is pleased to offer opportunities for our Members to advertise their company as champions of small-business policy in front of the SBC Delegation and leading policymakers joining us this February.



NSBA Members meet with the office of U.S. Senator Padilla.

SBC25 Member Sponsorship Packages

- ★ Two Complimentary Registrations
- ★ Dedicated Exhibitor Table & Materials Distribution
- ★ NSBA Leadership Recognition During Policy Sessions
- ★ Logo Placement on All SBC 2025 Communications
- ★ Prominent Logo Placement on SBC 2025 Website
- ★ Prominent Listing on SBC 2025 Partner Banner
- ★ NSBA Leadership Recognition at Breakfast/Luncheon
- ★ Five Mentions on NSBA's Social Media Channels

**PRESIDENTIAL
SPONSOR
\$5,000**

- ★ One Complimentary Registration
- ★ Access to a Shared Exhibitor Table & Materials Distribution
- ★ NSBA Leadership Recognition During Policy Sessions
- ★ Logo Placement on All SBC 2025 Communications
- ★ Large Logo Placement on SBC 2025 Website
- ★ Large Listing on SBC 2025 Partner Banner
- ★ Four Mentions on NSBA's Social Media Channels

**SENATORIAL
SPONSOR
\$2,500**

- ★ Access to a Shared Exhibitor Table & Materials Distribution
- ★ Medium Logo Placement on SBC 2025 Website
- ★ Medium Listing on SBC 2025 Partner Banner
- ★ Three Mentions on NSBA's Social Media Channels

**CONGRESSIONAL
SPONSOR
\$1,000**

- ★ Access to a Shared Exhibitor Table & Materials Distribution
- ★ Small Logo Placement on SBC 2025 Website
- ★ Small Listing on SBC 2025 Partner Banner
- ★ Two Mentions on NSBA's Social Media Channels

**FEDERAL
SPONSOR
\$500**

- ★ Featured Logo Placement on SBC 2025 Website
- ★ Featured Listing on SBC 2025 Partner Banner
- ★ One Mention on NSBA's Social Media Channels

**ADVOCATE
SPONSOR
\$250**



1001 16TH STREET NW, WASHINGTON, D.C. 20036

CAPITAL HILTON

In the heart of downtown D.C., steps away from the Oval Office, the Capital Hilton is NSBA's headquarters for SBC 2025, with one of the grandest ballrooms in the city and facilities large enough to comfortably accommodate the Small Business Congress.

SBC DELEGATES & REGISTRANTS

Book by Jan. 8 to secure an exclusive NSBA rate!



REGISTER TODAY



SBC SCHEDULE | FEBRUARY 6

Registration and Sponsor Welcome

8:00-10:00 a.m.

Capital Hilton Foyer

Welcome and Opening Ceremony

9:00-9:15 a.m.

Capital Hilton Presidential Ballroom

Issue Panels I & II

9:15-11:45 a.m.

Capital Hilton Presidential Ballroom

Luncheon

12:00-1:30 p.m.

Capital Hilton Federal AB Ballroom

Issue Panels III & IV

1:45-3:45 p.m.

Capital Hilton Presidential Ballroom

Business Tools Panels | Concurrent Sessions

4:00-5:00 p.m.

Capital Hilton Presidential Ballroom

Networking Reception

5:30-7:00 p.m.

Capital Hilton North Gate Grill

FEBRUARY 7 | SBC SCHEDULE

Congressional Breakfast

7:30-9:00 a.m.

Capital Hilton Federal AB Ballroom

Legislative Outlook

9:00-9:45 a.m.

Capital Hilton Presidential Ballroom

Small Business Townhall

9:45-11:30 a.m.

Capital Hilton Presidential Ballroom

Working Luncheon

12:00-1:30 p.m.

**Board only. Location TBD.*

A FEW WORDS FROM CHAIRWOMAN MARILYN LANDIS

As a native of Buffalo, New York, I've seen firsthand the importance of small business in supporting economic opportunity and instilling community pride. It is this same pride I feel having the honor to serve as the 2024 Chair for NSBA. Working to improve federal policy to better support America's Small Business Owners is my priority, and I look forward to furthering this legacy with you at SBC25.



Marilyn

QUESTIONS?

CONTACT
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NSBAadvocate.org/SBC2025

**JOIN
NSBA**

#SBC25

NSBA[advocate.org/SBC2025](https://nsbaadvocate.org/SBC2025)