



INSPIRE, INNOVATE, IGNITE

TRANSFORM

2025

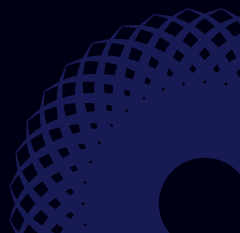
2025 EXHIBITOR PROSPECTUS

SEPTEMBER 23-26

HOUSTON, TX



NATIONAL
black
Premier gathering for black business professionals



TRANSFORM

2025

Welcome to the 47th Annual Conference and Expo!



Dear Valued Partner,

I am honored to invite you to join the National Black MBA Association® (NBMBAA®) as we launch our 47th Annual Conference and Expo in Houston, Texas, a dynamic city recognized for its progress, innovation, and resilience.

This year's conference theme, "**Transform**," embodies the spirit of intentional evolution. Change is inevitable, but transformation is a conscious choice. We are committed to intentionally evolving our leadership, education, and values to more effectively serve the communities we engage with. Now is the time to embrace transformation with openness, upgrade our methods, and strengthen our collective future with determination and vision.

As we gather in Houston—a city that understands transformation at its core—we invite you to be part of this powerful movement. Known as the energy capital of the world, Houston is constantly evolving, driving advancements that shape the future of our country. Likewise, NBMBAA® generates an energy of its own, igniting pathways to success, empowering professionals, and cultivating a culture of excellence that radiates beyond our conference walls. Your presence and participation will amplify your organization's reach and energize the culture of progress and innovation that defines our community.

Change is inevitable, but transformation is a conscious choice.

We look forward to welcoming you to this year's Conference & Expo, where we will transform the future of business, leadership, and opportunity together.

Sincerely,

Elaine Richardson, CMP, MBA

Vice President, Conference and Events
National Black MBA Association®



Elaine has been recognized as a 2025 Top Event Professional
Presented by BEN

TRANSFORM

2025

Let's Stay Committed

Message from Leslie Coleman, Board Chair of the National Black MBA Association®



Dear NMBBAA® Partners,

Since its founding in 1970, the National Black MBA Association® (NMBBAA®) has established a space where Black business leaders could organize, learn, and leverage the strength of partners who also believed in the incredible power of our mission and shared goals.

Today, with **38 chapters and 11,000 active members**, the NMBBAA® continues to be a standard of guidance that provides resources and champions empowerment to every community we touch. From our Leaders of Tomorrow® program to our experienced Legacy Leaders, our membership represents the progress of organized association success. For generations, partnerships have driven our progress, enabling us to overcome challenges and collectively build opportunities while breaking down barriers. ***Our members rely on us, and we rely on the commitment of our partners.***

“*Resilience is not just something we continue to demonstrate; it's ingrained into our very DNA.*”

Because of you, we've never had to take this journey alone. We stand united today, ensuring that the next generation of leaders have the knowledge, advancement, and possibility to boldly **TRANSFORM** the world, just as those who came before them.

Whether you sponsor year-round programming, conference engagement, or professional development integration, your partnership is instrumental in keeping our mission strong. Together, let's pave the way for the future. Let's continue this journey because the work is far from over.

We look forward to continuing the partnership!

Gratefully,

Leslie Coleman
Board of Directors, Chair



What Will Your Potential Candidates Look Like at the 2025 ANNUAL CONFERENCE AND EXPO?



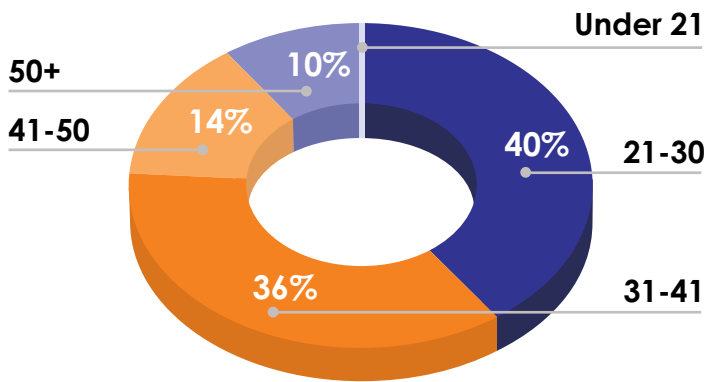
10,000

EXPECTED 2025 ATTENDANCE

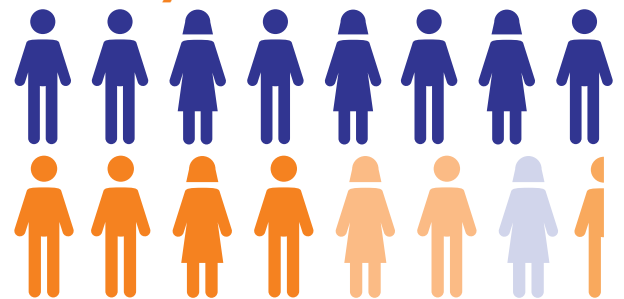
9,011

ATTENDEES AT THE 2024 WASHINGTON, DC CONFERENCE

Age

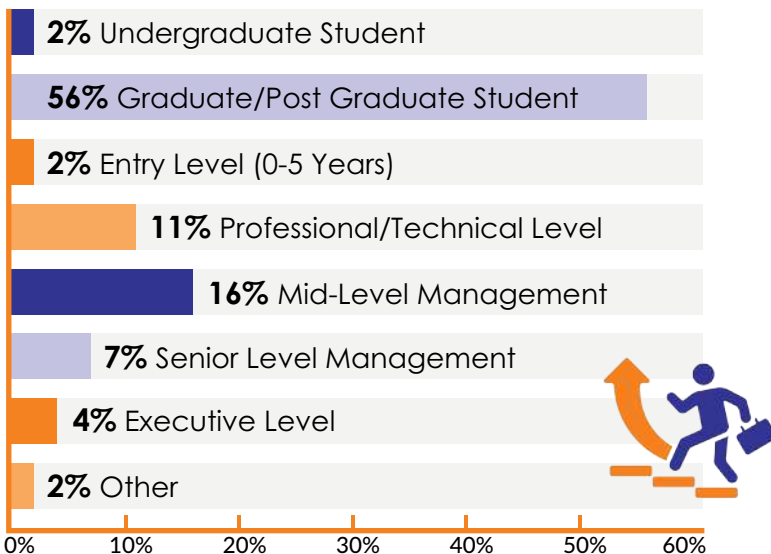


Ethnicity

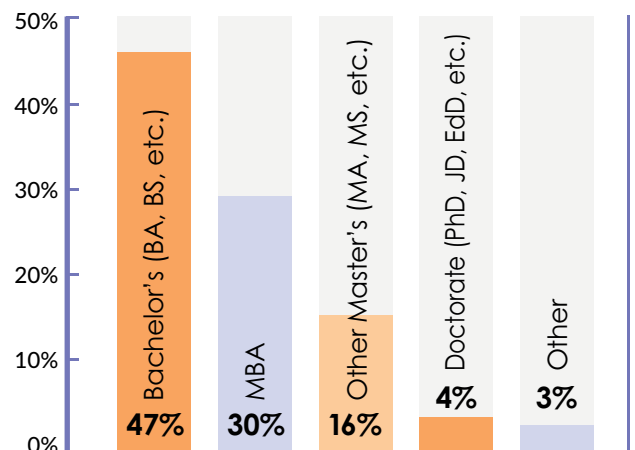


African/African American	68%
Asian American/East Indian	19%
Caucasian/Euro American	8%
Hispanic/Latin American	5%
Indigenous/Native American	<1%

Career Level



Highest Degree Earned



What 2025 Exhibitors Can Expect from NBMBAA®

Each year, we strive to elevate the conference experience for our members and corporate partners. In 2025, our goal is to transform the annual event by:



- Expanding access to more main stage sessions, ensuring a broader audience benefits from key insights.
- Creating opportunities for our partners to build meaningful connections through immersive dialogue.
- Aligning our focus with critical areas of urgency and relevance within the Black business community.

The Campus is Returning!

Back by popular demand, **The Campus** is making a bold return. Because you've asked, we've made it more visible near the entrance of the Expo Hall! Experience the energy of an HBCU yard, packed with buzz, flare, and can't-miss moments. Be among the first to secure your spot on this exciting schedule of events!



ERG Roundtable

This conference isn't just for members. You are important to why we do this work as well. Join fellow corporate partners in thought-provoking discussions that will strengthen your leadership and career growth. Share insights, strategies, and experiences that will empower you to lead with impact.



The Executive Experience

After a successful 2024 debut, **The Executive Experience** is poised for even greater heights! If you joined us in DC, you may have connected with Judy Smith or relaxed in the luxury lounge. This year, expect even more exclusive opportunities. **Sponsorships are still available!**

Open Office Virtual Planning Calls

We know planning for the conference takes time, and we're here to help. **Our Open Office Virtual Planning Calls** are designed for you to connect with the NBMBAA event team, get updates, ask questions, and craft a conference experience that exceeds your expectations. Recordings will be available in your exhibitor dashboard.

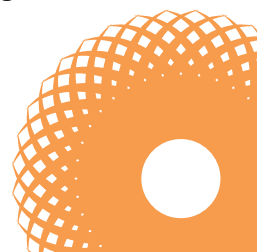
Welcome Reception – We're Shutting Down the Block!

This year, our **Welcome Reception** is taking over the streets—literally! Join us outside under the Texas sky and city lights for an unforgettable kickoff celebration. Make room for this in both your budget and your schedule!



Food Truck Pavilion

Houston's food scene is legendary, and we're bringing it straight to you! Explore a curated selection of **authentic Houston cuisine** right at the convention center. Get a taste of Texas without leaving the event! **Sponsorship opportunities are still available!**



Secure Your Expo Booth and Recruiting Package

NBMBAA® Career Fair			
EXHIBIT SPACE - STANDARD			
Size	Price	Exhibitor Passes	Rate per sq. ft.
100 sq ft	\$7600	5	\$76
200 sq ft	\$15,200	10	\$76
400 sq ft	\$29,200	20	\$73
600 sq ft	\$43,200	30	\$72
800 sq ft	\$56,800	40	\$71

EXHIBIT SPACE - NON-STANDARD		
Organization Type	Rate per Sq Ft	Passes per 100 Sq Ft
Academic	\$30	2
Small Bus./Non Profit	\$31	2
Government	\$41	2



Employer Activation Packages

Activation Packages give your company the hiring tools you need to achieve the maximum ROI for your booth purchase. *Employer Activation Packages are optional.*

GREEN - \$9000 (plus cost of exhibit space)
 Company logo, booth number, and profile in Annual Conference Guide.
 Online floor plan listing upgrade, including the ability to add a video.
 (3) Interview spaces in the NBMBAA Employment Network®
 (5) Conference Job Match job postings (July 1 - Oct. 31, 2025) with resume database access
 (15) Exhibitor Pass Registrations
 (3) Lead Retrieval Licenses

BLUE - \$6000 (plus cost of exhibit space)
 Company booth number and profile in Conference Materials.
 (2) Interview spaces in the NBMBAA Employment Network®
 (6) Conference Job Match job postings (July 1 - Oct. 31, 2025) with resume database access
 (4) Exhibitor Registrations

RED - \$3000 (plus cost of exhibit space)
 Company booth number and profile in Conference Materials.
 (1) Interview space in the NBMBAA Employment Network®
 (2) Conference Job Match job postings (Sept. 1 - 30, 2025) with resume database access
 (4) Exhibitor Registrations

VIEW EXHIBIT SPACE:
 Exhibitor Floor Plan NBMBAA 47th Annual Conference and Expo

Time for Transformation!

Time to **INSPIRE** starting at \$25K - Speaking Opportunities

MEET THE EXPERTS Bring your thought leadership to center stage. This sponsorship provides your company with the opportunity to curate your session's content from countdown to take-off. Sponsor this if you're looking to bring high-impact discussions!

BREAKOUT SESSIONS We're looking for powerful exchanges of strategies for success. Have a dynamic speaker in your company that's ready to shine? Join the panel and inspire our community.

SHARE LABS **NEW** Share labs are interactive learning communities with hands-on discussions to explore challenges and solutions in business and technology.



Time to **INNOVATE** starting at \$25k - Engagement Opportunities

ELEVATE EXPERIENCE LABS **NEW** Our members are looking to participate in experiential learning with emerging technologies. Sponsor so you can bring immersive ideas and present new opportunities that will elevate attendees.

SCALE UP PITCH NMBBAA® has long been a legacy supporter of the next wave of Black entrepreneurs. Your partnership will be the game-changer for future innovators and high-potential ventures of the future.

CUSTOM LOUNGES **NEW** This is the perfect place to showcase your brand's creativity and provide a space to connect or recharge. Black to the Future Lounges, Wellness Spaces, or Travel-Centric custom designed areas are just some ways you can maximize your visibility.

RIDE-N-DRIVE With all the leaders at NMBBAA®, of course everyone wants to be in the driver's seat! Looking for high-energy engagement? Downshift on this sponsorship today!



Time to **IGNITE** starting at \$25K - Experience opportunities

PLENARY/MAIN STAGE SESSIONS The most influential leaders will take the stage for critical conversations. Sponsor here to capture the conference's largest impactful experiences.

STATE OF THE BLACK PROFESSIONAL TOWN HALL If your organization is true champion of progress and equity, align your brand here for a pivotal discussion on economic, social, professional trends impacting Black professionals.

WELCOME RECEPTION Kick off the 2025 NMBBAA® Annual Conference with one of the most anticipated events of the week! The vibes from this event are profound, making it the perfect segway to a dynamic week!

LEADERSHIP INSTITUTE The demand for our day-long Leadership Institute makes it one of the most exclusive and sought after experiences of the conference. Companies that are committed to leadership development will benefit tremendously from this sponsorship. **EXPANDING TO 400 ATTENDEES**



Time to Brand **BIGGER** starting at \$10K - Branding Solutions

TECHNOLOGY SPONSOR Sponsoring tech tools will get you noticed by everyone who is connected to our conference. From the Wi-Fi to the mobile app, and website, digital presence is the world in which we convene before, during and after the conference.

FOOD TRUCK PAVILION **NEW** A sponsorship with real flavor! Attendees will be delighted with this Houston-Centric gathering spot positioned directly in front of the convention center. Our attendees won't miss this! High-traffic and incentive opportunities make this a perfect chance to deliver major visibility!

NETWORKING PODS Back by popular demand, these individual pods were the perfect getaway for social meetups, networking, or for recharging all the batteries. The customization with these are endless. Make this an exclusive deal and we can transform them for you!



For more ways to partner or sponsor additional items, please inquire with your dedicated rep or contact us at NMBBAA@eagteam.com



To sign up for these opportunities, email: NBMBA@eagteam.com



Boost Your Branding and Visibility with Media

NBMBA® Media		
CONFERENCE GUIDE PRINT & DIGITAL EDITION		
Full Page	\$4300	Guarantees / primes +15%
1/2 Page	\$3200	
1/3 Page	\$2600	
1/4 Page	\$1900	
CONFERENCE APP		
Splash Screen SOLD	\$7900	First right of refusal
Banner Ad Package	\$3600	
Enhanced Exhibitor Listing	\$550	
Push Notifications (a la carte)	\$800	
CONFERENCE eBLASTS		
1 Pre-Conference eBlast	\$4000	Date specific - please inquire
1 Conference Week eBlast	\$5000	September 15 - September 26
NBMBA.ORG	12 MONTH	6 MONTH
Leaderboard	\$7500	\$4500
3:1 Rectangle	\$4500	\$2500



JOB BOARD POSTINGS		www.jobs.nbmbaa.org
NBMBA Career Success Network®		Year Round
1 60-Day posting	\$385	
2 60-Day posting	\$660	
3 60-Day posting	\$924	
10 60-Day posting	\$1980	



Visit www.jobs.nbmbaa.org for more options.

All postings include resume database access for the duration of the posting.

2025 EXHIBITOR PROSPECTUS

EXHIBIT SPACE & SPONSORSHIPS | NMBAA@eagteam.com

CONTACT INFORMATION

Partner and Sales Support
NMBAA@eagteam.com

Housing

<https://nmbaaconference.org/hotel-travel/>

Official Website

NMBAA.ORG

 **in f** #TRANSFORM2025

Follow @theblackmba on your favorite social media platform!

RESERVE YOUR EXHIBIT SPACE TODAY!

Map Your Show 

T R A N S F O R M
2025



Houston, TX
September 23-26

CRITICAL DATES

MARCH 31

■ Final Exhibit Payments Due

APRIL 28

■ Attendee Registration Launch

MAY 5

■ Exhibitor Registration Launch

JUNE 28

■ Early Bird Registration Ends

■ Sponsor Assets Due

JULY 1

■ Conference Job Match Opens

JULY 10

■ Housing Names Due Deadline

JULY 25

■ Hospitality Space Deadline

AUGUST 25

■ Final Housing Change Deadline

AUGUST 26

■ Housing Cutoff,
inventory returned to hotels

SEPTEMBER 1

■ Late Registration Rates Begin

SEPTEMBER 12

■ Exhibitor Registration Deadline

VIEW EXHIBIT SPACE:

Exhibitor Floor Plan
NMBAA 47th Annual
Conference and Expo



NATIONAL
black

Premier gathering for black business professionals