



SMALL BUSINESS
roundtable

EX25

Entrepreneurship Exchange 2025

Fueling the World's Entrepreneurs

OCTOBER 2-3, 2025 | MEXICO CITY (CDMX), MEXICO

SPONSORSHIP OPPORTUNITIES





Entrepreneurship Exchange 2025

EVENT OVERVIEW

The Entrepreneurship Exchange 2025 (EX25) is a high-level convening where visionary leaders in business, policy, and innovation converge to shape the future of entrepreneurship on a global scale. Hosted by the Small Business Roundtable (SBR) in partnership with leading North American entrepreneurship organizations, the fourth annual EX25 will take place on October 2-3, 2025, in Mexico City (CDMX), Mexico.

Bringing together 75 - 125 small business leaders, think tanks, government officials, entrepreneurs, trade associations and experts from around the world, EX25 emphasizes the significant economic contributions of the small business community while spotlighting the critical challenges it faces. EX25 will dive into the most pressing policy issues impacting entrepreneurs, industry trends, economic development, and the evolving landscape of small business. Through bold, solutions-driven dialogue, EX25 fosters strategic alliances, informs policy, and accelerates sustainable economic growth.

As a sponsor, you gain unparalleled access to decision-makers, industry thought leaders, policymakers, and influential stakeholders, ensuring prime visibility in an environment designed for meaningful connections and strategic collaboration. By supporting EX25, you're not just sponsoring an event—you're investing in the future of entrepreneurship, strengthening your industry influence, and demonstrating your commitment to empowering business leaders worldwide, positioning your brand at the center of global economic discourse.

JOIN US IN DRIVING GLOBAL ECONOMIC PROGRESS. WILL YOU BE AT THE TABLE?





THEMES

THE DISCUSSION AT THIS YEAR'S SYMPOSIUM WILL
FOCUS ON THE FOLLOWING TOPICS:

- North American Political Landscape
- Expanding Trade & Commerce
- Small Business Challenges & Opportunities
- Scaling Businesses Through Trade & Market Trends
- Artificial Intelligence (AI) & Digital Transformation

EX25 SIGNATURE PROGRAMMING

- Thought leadership and action panels on the state of entrepreneurship
- Business Networking Receptions
- Policy Roundtable Discussions
- Engagement with Government Officials
- Stakeholders' Salon Dinners



NOTABLE PAST SPEAKERS



**THE HONOURABLE
ANITA ANAND**

President of the Treasury
Board, Government of Canada,
Member of Parliament, Oakville



**THE HONOURABLE
DON CRAVINS**

Under Secretary of Commerce
Minority Business Development
U.S. Department of Commerce



GRAHAM FLOATER

UK Chief Negotiator for Trade with the US
UK Department for International Trade



ROSEMARY GALLANT

Minister Counsellor and Regional Senior
Commercial Officer for the United Kingdom
Nordics and Ireland
U.S. Embassy London



KEVIN HOLLINRAKE MP

Parliamentary Under Secretary
of State Department for
Business Trade
UK Government



**THE HONOURABLE
KAREN G. MILLS**

Administrator, U.S. Small Business
Administration from 2009 to 2013
Senior Fellow
Harvard Business School



MICHAEL NEGRON

Special Assistant To The President
for Economic Policy at The White House
(National Economic Council)



**THE HONOURABLE
ARUN VENKATARAMAN**

Assistant Secretary of Commerce for
Global Markets, and Director General of
the U.S. and Foreign Commercial Service
Global Markets



IN THE ROOM...

The members of the Small Business Roundtable (SBR) form the heart of the EX25 event, representing a diverse array of business sectors, community organizations, and advocacy groups. These esteemed organizations support and amplify the voices of more than 32 million entrepreneurs and small businesses across the United States, who contribute to the rich and dynamic economic vitality of North America.

SMALL BUSINESS ROUNDTABLE MEMBERS



AT THE TABLE...

Our event partners are instrumental in shaping the strategic direction of EX25, contributing their expertise, resources, and networks to elevate the dialogue. These organizations, bring diverse perspectives and a wealth of experience to the table, ensuring that the programming is impactful and forward-thinking.

EX25 OFFICIAL PARTNERS



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS OVERVIEW						
BENEFIT	SOLD OUT! CORPORATE SIGNATURE (\$150K) EXCLUSIVE	CORPORATE PLATINUM (\$50K)	CORPORATE GOLD (\$20K)	WI-FI SPONSOR (\$35K) EXCLUSIVE	RECEPTION SPONSOR (\$35K) EXCLUSIVE	SALON DINNER SPONSOR (\$25K) EXCLUSIVE
SPONSOR RECOGNITION IN PROGRAM MATERIALS	✓ (& Badge)	✓	✓	✓	✓	✓
ON-STAGE SPEAKING OPPORTUNITY	3 MIN				3 MIN (& Toast)	3 MIN
COMMERCIAL ON MAIN STAGE	60 SEC	30 SEC				
LOGO PLACEMENT ON SIGNAGE	PROMINENT	STANDARD	STANDARD	PROMINENT	STANDARD	STANDARD
LOGO PLACEMENT ON WEBSITE	PROMINENT	STANDARD	STANDARD	STANDARD	STANDARD	STANDARD
WEBSITE LINK TO SPONSOR'S SITE	✓	✓	✓	✓	✓	✓
ACCESS TO ALL IN-PERSON EVENTS	✓	✓				
SOCIAL MEDIA PROMOTION	✓	✓		✓	✓	✓
RECAP NEWSLETTER PROMOTION	✓	✓	✓	✓	✓	✓
WI-FI CUSTOMIZATION OPTION				✓		
CUSTOM INSERT						✓



SPONSORSHIP PACKAGE DETAILS

Corporate Signature Sponsor \$150,000 (Exclusive)

SOLD OUT!

CURRENT BENEFITS:

Sponsor Recognition:

- Recognition as the Corporate Signature Sponsor of EX25
- Featured in the EX25 program materials as the Corporate Signature Sponsor

On-stage Opportunities:

- Three-minute in-person speaking role on stage for a senior corporate executive at EX25
- Sixty-second commercial on the main stage at EX25

Brand Placement:

- Sponsor's logo featured on attendee registration badges
- Priority logo placement on EX25 signage
- Priority logo placement on the EX25 website
- Direct link from the EX25 website to the sponsor's company website

Event Access & Promotion:

- Access to all in-person events at EX25
- Promotion of the sponsorship through dedicated SBR social media post
- Inclusion in the EX25 recap newsletter sent to the SBR National Network

Corporate Platinum Sponsor \$50,000

CURRENT BENEFITS:

Sponsor Recognition:

- Recognition as the Corporate Platinum Sponsor of EX25
- Featured in the EX25 program materials as the Corporate Platinum Sponsor

On-stage Opportunity:

- Thirty-second commercial on stage at EX25

Brand Placement:

- Logo placement on EX25 signage
- Logo placement on the EX25 website
- Direct link from the EX25 website to the sponsor's company website

Event Access & Promotion:

- Access to all in-person events at EX25
- Promotion of the sponsorship through dedicated SBR social media post
- Inclusion in the EX25 recap newsletter sent to the SBR National Network

Corporate Gold Sponsor \$20,000

CURRENT BENEFITS:

Sponsor Recognition:

- Recognition as the Corporate Gold Sponsor of EX25
- Featured in the EX25 program materials as the Corporate Gold Sponsor

Brand Placement:

- Logo placement on EX25 signage
- Logo placement on the EX25 website
- Direct link from the EX25 website to the sponsor's company website

Event Promotion:

- Inclusion in the EX25 recap newsletter sent to the SBR National Network



SPONSORSHIP PACKAGE DETAILS

Welcome to EX25 Reception Sponsor
\$35,000 (Exclusive)**CURRENT BENEFITS:****Sponsor Recognition:**

- Exclusive recognition as the Welcome Reception Sponsor of EX25
- Featured in the EX25 program materials as the exclusive Welcome Reception Sponsor

On-stage Opportunity:

- Three-minute in-person speaking role for a senior corporate executive during the reception
- Opportunity for the sponsor to lead an official toast during the reception

Brand Placement:

- Logo placement on EX25 signage
- Logo placement on the EX25 website
- Direct link from the EX25 website to the sponsor's company website

Event Promotion:

- Promotion of the sponsorship through dedicated SBR social media post
- Inclusion in the EX25 recap newsletter sent to the SBR National Network

Wi-Fi Sponsor
\$35,000 (Exclusive)**CURRENT BENEFITS:****Sponsor Recognition:**

- Exclusive Wi-Fi sponsorship of EX25

Brand Placement & Customization:

- Prominent logo placement on individual Wi-Fi signage at EX25
- Logo placement on the EX25 website
- Direct link from the EX25 website to the sponsor's company website
- Option to choose the Wi-Fi network name and password (pending venue capabilities)

Event Promotion:

- Promotion of the sponsorship through dedicated SBR social media post
- Inclusion in the EX25 recap newsletter sent to the SBR National Network

Welcome to EX25 Salon Dinner Sponsor
\$25,000 (Exclusive)**CURRENT BENEFITS:****Sponsor Recognition:**

- Exclusive recognition as the Welcome Mexico Salon Dinner Sponsor of EX25
- Featured in the EX25 program materials as the exclusive Welcome Mexico Dinner Sponsor

On-stage Opportunity:

- Three-minute in-person speaking role for a senior corporate executive during the dinner

Brand Placement:

- Logo placement on EX25 signage
- Logo placement on the EX25 website
- Branded custom menu insert
- Direct link from the EX25 website to the sponsor's company website

Event Promotion:

- Promotion of the sponsorship through dedicated SBR social media post
- Inclusion in the EX25 recap newsletter sent to the SBR National Network

