



NAWBO'S 50TH ANNIVERSARY EVENT

Frequently Asked Questions & Answers

Why is NAWBO doing one combined event for 2025?

In the past, NAWBO has offered three in-person national experiences annually in different locations across the U.S.: Leadership Academy (Winter), Leader Onboarding & Advocacy Days (Summer) and the National Women's Business Conference (Early Fall).

With our 50th anniversary approaching in 2025, we made the decision to not hold our National Women's Business Conference in 2024 and instead, to hold one epic event in 2025—one that combined all our events together in one location—to honor such an incredible milestone that so few organizations reach.

This event is the *only chance* for our current NAWBO sisters as well as 50 years of trailblazing NAWBO women to be together in-person to celebrate...one year after our last in-person event in June 2024.

Why was Washington, DC chosen as the host city?

Our "birthplace" was chosen to acknowledge and celebrate where NAWBO was founded in 1975 when a group of a dozen like-minded businesswomen in the Washington, DC area gathered to share information and create an atmosphere of professional community to further and strengthen their entrepreneurial interests.

Why was the date of June 5-8, 2025 selected?

NAWBO's official 50th anniversary is July 7, 2025, so we wanted to host our event as close as possible to this date and when legislators are likely to be in town for our Capitol Hill meetings. We also traditionally hold one of our in-person national event experiences—Leader Onboarding & Advocacy Days—during this timeframe. Additionally, Washington, DC is one of the world's most desirable event and travel locations, so we had to choose from available dates at an iconic city venue that was large enough to host us.

Why does the NAWBO Greater DC Reception fall before Advocacy Day and not before National Women's Business Conference?

The reception is planned and hosted by the NAWBO Greater DC chapter and local sponsors, so the number of attendees is limited. Since Thursday's Advocacy Day is an add-on ticket for \$150 and limited to 200 people, this Wednesday evening reception is intended to welcome—without charge—these 50th event participants who arrive first to the city. It's also intended to give our chapter leaders the chance to have roundtable discussions on Thursday evening following Advocacy Day activities since they have asked for more time for this, and Friday's Leader Onboarding agenda is always very full.

How was pricing determined to cover costs and still make the event affordable?

While we knew that hosting one larger four-day event would cost more than attendance to one of our traditional annual in-person events, we hoped that this approach and our long communication lead time would allow members to save to join us. We also costed tickets so that they just covered the food and beverage expense for each attendee to ensure better affordability.

Our Teal Ticket price of \$597 for members (which is \$200 off the standard ticket price of \$797), does not fully cover this expense. However, we wanted to offer our very best savings to make this event as accessible as possible to all our members. Additionally, we added several "buy now, pay later" payment options this year to give attendees the choice of spreading out the cost of their ticket. We have extended this special member costing through the end of November. After that, Early Bird costing will be available to everyone through the end of March.

How does this pricing compare to past NAWBO National in-person events?

We are always very careful with how we structure our events to balance the cost with the overall takeaways and member experience.

Here's a look at the cost of our past events compared to 2025:

Event	Standard Ticket Cost	Hotel Cost
Women's Business Conference 2022	\$500 (3 days)	\$199
Advocacy Days 2023	\$300 (2 days)	\$239
Women's Business Conference 2023	\$575 (3 days)/\$475 (2 days)	\$209
NAWBO Days 2024	\$475 (3 days)	\$239
50 th Anniversary Event 2025	\$797* (3 days)	\$274
Advocacy Days 2025	\$150	\$274

**\$597 Teal Ticket and \$697 Early Bird*

For members who attend more than one NAWBO HQ in-person event each year, our 2025 anniversary event is a savings since it's one event in one year in one location.

How has cost inflation impacted events, including NAWBO's 50th event?

Event costs for hosting organizations have increased across the board for 2024 and beyond because of rising costs for resources, people and travel, to name a few.

A survey at the beginning of the year showed that 60% of organizers planned to increase ticket prices as a result. They expected food and beverage costs to increase by up to 50% as well as AV and production costs to continue to rise. They also expected guest rooms and event technology prices to increase by up to 20% and the cost per attendee per day to increase to an average of \$174. Additionally, in another survey, 77% said they believed the cost of holding a meeting or event of the same size and complexity in 2024 would increase by up to a fifth compared to 2023.

How does this pricing compare to other multi-day national conferences?

Current data shows that the average per-person cost for a conference this year and next ranges from \$500 to \$2,500. For comparison:

Inc 5000 Conference (3 Days): \$1,995 for Conference + \$995 for Gala

WBENC Conference (4 Days): \$649

Women's Business Centers Leadership Conference (4 Days): \$949-1,049

SHRM Conference (for HR) (4 Days): \$1,995-\$2,095

Adobe Summit (for Marketers) (3 Days): \$2,295

How much does it cost an organization to host an event of this scope?

Costs can vary significantly based on location, duration, venue, catering, speakers, entertainment, audio-visual equipment, marketing and promotion, staff and event coordination, decorations and signage, travel and accommodations for speakers and staff, conference materials like swag and printed programs and other miscellaneous services. Currently hosting a conference for up to 1,000 attendee is estimated to cost as much as \$1 million or more.

What's the average cost for an organization like NAWBO to take out a room block for an event of this scope?

The cost depends on location, quality, season and number of rooms blocked, and has significantly increased (by 10%-20%) since 2023 as the result of inflation, increased demand for travel, higher operational costs and post-pandemic recovery. A room per night at an economy/3-star hotel costs anywhere from \$100-\$150, while one at a luxury/5-star hotel costs \$300-\$500+. NAWBO's room block rate of \$274/night is at a mid-range/4-star venue to balance the need for affordability with our desire to deliver a highly desirable and comfortable experience for all our attendees.

What does all this mean for conference attendees in 2025 versus just a few years ago?

The cost to attend a conference in 2025 compared to 2022 is projected to be 15% to 30% higher for attendees, so planning ahead is important. The total estimated cost for attending a mid-range, mid-size conference like NAWBO's 50th event, which was \$1,200-\$2,500 in 2022, is now \$1,500-\$3,500 with inflation.

We are offering the Teal Ticket to give our members the chance to save \$200 off the standard ticket price as well as "buy now, pay later" options that spread out the cost and make it more affordable. We also encourage room and ride sharing for this event with other women business owners in your chapter/area. Additionally, shopping early for airfare can result in substantial savings. Watch for event communications from NAWBO that highlight some of these savings opportunities.