

SAME 2018 FEDERAL SMALL BUSINESS CONFERENCE

3 Days. 2 Events. 1 Place. ENDLESS OPPORTUNITIES.

EXHIBITOR MARKETING TOOL KIT



Core Message Points:

The SBC 2018 takes place in New Orleans, LA from October 31 to November 2 at the New Orleans Morial Convention Center.

Held each fall, the SAME Small Business Conference is the premier event for federal agencies and businesses operating in the A/E/C marketplace. New this year, SAME Small Business Conference is co-locating with the Department of Veterans Affairs' National Veterans Small Business Engagement creating the biggest and best event connecting small businesses directly with federal government procurement decision makers, contracting officers, small business liaison officers, and leaders.

The SBC attracts senior leadership from the uniformed services and several federal agencies, including the U.S. Army Corps of Engineers, Naval Facilities Engineering Command, and Air Force Civil Engineer Center as well as General Services Administration, Department of Energy, NASA, Department of State, Small Business Administration, and more.

The event will bring together representatives from federal agencies, small businesses, and large to:

- Deliver the most comprehensive and useful market research experience possible for all attendees
- Learn of and/or share upcoming business opportunities for small businesses
- Connect with teaming partners
- Support the nation's contracting goals
- Engage in above-board networking between federal program managers and procurement/contracting officers with small and large businesses

What you can expect at SBC:

- 3 days
- 3,500+ attendees made up of
 - 15% Government
 - 32% Large Business
 - 51% Small Business
 - 2% Academia/Non-profit

The SBC Featured Keynote Speakers:

- The Hon. Lucian Niemeyer, Assistant Secretary of Defense for Energy, Installations, and Environment.
- Linda Bernardi – Technologist, Innovation Provocateur & Former IBM Chief Innovation Officer & Watson Co-Lead
- Linda McMahon, SBA Administrator – the 25th Administrator of the U.S. Small Business Administration (SBA), and the former chief executive officer of WWE - World Wrestling Entertainment, Inc (invited)

Business Opportunity Sessions:

Representatives from the uniformed services and federal agencies will brief on upcoming opportunities for small businesses. Sessions are organized by business line, so companies can attend those sessions that pertain to their core functions.

A sample of the sessions include:

- Environmental & Remediation
- Energy
- Horizontal Construction
- Vertical Construction

Education Sessions:

Educational sessions are topic-specific and tailored to meet the information and business needs of businesses in the federal A/E/C industry. A sample of the sessions include:

- Key Considerations in Federal Subcontracting - 1 PDH
- Tips for Improving Small Business Development Success - 1 PDH
- Leveraging the SB Subcontracting Program to Succeed - 1PDH



- DCAA Accounting System Compliance for Small Business - 1 PDH
- Understanding and Navigating Technical Delivery Risks - 1 PDH
- CPARS... Evaluation Process from the Government's Perspective - 1 PDH
- Win More! Tips from Contracting and Industry - 1 PDH
- Necessary Subcontracts Provisions & Proposal Preparation Issues - 1 PDH
- Practical Cybersecurity Compliance for Small Businesses - 1 PDH
- What REALLY Matters in Your Proposal -1PDH

See all the sessions at http://www.samesbc.org/conference_sessions.cfm

Exhibit Hall:

High energy and interactive Exhibit Hall, 300+ exhibiting companies like us who are ready to showcase the latest products and services. Check out the interactive exhibit hall, where you can search all exhibiting companies, at <https://www.sames-bc.org/floorplan.cfm>

Sample Email Copy:

Subject line: ** {Insert NAME}, I'm Exhibiting at SAME's 2018 Federal Small Business Conference (SBC)**
Pre- header: October 31 - November 2, 2018 - New Orleans, LA

{Insert NAME},

As a proud exhibitor at the at the 2018 Federal Small Business Conference (SBC), I invite you to stop by booth # {Insert your Booth #}. The Society of American Military Engineer's (SAME) Federal Small Business Conference (SBC), is three days full of learning, networking, and market research and relationship-building opportunities second to none.

SBC is the ONE conference where small businesses can grow their presence in the federal A/E/C marketplace; where large businesses can engage with the largest range of potential subcontracting and teaming partners; and where government agencies can conduct above-board networking and market research to see what capabilities and services exist in the small business arena as they map out their acquisition strategy for the years ahead.

This year's event features numerous valuable opportunities for attendees to enhance their knowledge and improve their organization.

- More than 3,500 attendees, which include the top public and private sector leaders in the engineering, architecture, construction, environmental sustainability and facility management industries.
- Representatives from numerous federal agencies, including the U.S. Army Corps of Engineers, Air Force Civil Engineer Center, Naval Facilities Engineering Command, Small Business Administration, Department of Energy, General Services Administration, Department of Veterans Affairs, and more.
- Over 300 exhibitors from across the A/E/C industry and federal government.
- Keynote Speakers, Linda Bernardi, Former Co-Lead of IBM's Watson and the Author of The Inversion Factor and Provoke; and The Honorable Lucian Niemeyer, Assistant Secretary of Defense (Energy, Installations & Environment)
- Tailored networking events and partnering opportunities.
- Business Opportunity Briefings that help attendees learn where agencies will be awarding contracts in the future and what type of support they will need.
- Unlimited market research opportunities that provide insight into what government requirements are and the services and capabilities that are out there.



- Education sessions that offer professional development credits and help inform small business leaders on how to compete in federal acquisition, whether they are new to the marketplace or an experienced firm.
- Co-location with the Department of Veterans Affairs’ National Veterans Small Business Engagement, which will bring in even more small businesses and procurement decision-makers to network with, as there will be several shared events, including the Exhibit Hall.

REGISTER & LEARN MORE! As an A/E/C professional, I assure you that the 2018 SBC is not to be missed! If you have any questions or would like to learn more, please feel free to contact me or visit www.samesbc.org.

I look forward to seeing you in New Orleans.

{Insert NAME & SIGNATURE}

SAME’s Social Media Channels:

- SBC Website:** www.samesbc.org
- SAME Blog:** <http://sameneews.org/same-blog>
- Facebook:** [@samefanpage](https://www.facebook.com/samefanpage)
- Twitter:** [@same_hq](https://twitter.com/same_hq)
- Instagram:** [@samefanpage](https://www.instagram.com/samefanpage)
- LinkedIn Company Page:** <https://www.linkedin.com/company/society-of-american-military-engineers/>
- LinkedIn Group Page:** Search “Society of American Military Engineers” Group-Request to Join!

SBC Hashtags: (Don’t forget to Tag Us!) Include these hashtags when posting to your favorite social media channels.

- #SAMESBC18
- #MySBJourney
- #OneTimeInNola

Social Media Copy:

Stop by our {Insert your Booth #} at [#SAMESBC18](https://www.samesbc.org) and see what we can offer to assist with winning proposals. Register Today! <http://www.samesbc.org>

I’m proud to exhibit at [#SAMESBC18](https://www.samesbc.org), a 3-day conference full of learning, networking, and market research and relationship-building opportunities second to none. Join me!

A short trip to New Orleans could lead to long-term business connections! Join me & register for [#SAMESBC18](https://www.samesbc.org)!

YES! You can support the mission of the U.S. Navy and NAVFAC. Experts who oversee the programs share insider’s info [#SAMESBC18](https://www.samesbc.org), Oct 31 - Nov 2, New Orleans, LA.

The U.S. Air Force and AFCEC needs business leaders like you! More @ [#SAMESBC18](https://www.samesbc.org), Oct 31 - Nov 2, New Orleans, LA, <https://www.samesbc.org>

Social Media Images / E-Mail Signatures:

Include these specially designed images to your emails or social media communications to help build excitement around your participation at [#SAMESBC18](https://www.samesbc.org).



Download your images here:

http://www.samesbc.org/Marketing_Tools.cfm