

FIND NEW CUSTOMERS!

Join more than 500 others at Marketplace 2015: Procurement Opportunities for Small Businesses – the 15th statewide contracting conference designed to bring small business sellers together with buyers from federal and state government and large prime contractors.

Meet potential buyers - Marketplace provides an opportunity for small business owners to meet contracting officers from 50 federal, state and local government agencies and large prime contractors – all in ONE day!

Learn the tricks of the trade – Marketplace provides seminars for both companies new to government contracting and those already selling to the government. See topic details on the inside panels.

What attendees thought of past Marketplace events

- “Well-organized event, informative, lots of networking contacts.”
- 85% of small business attendees felt that selling to the government and prime contractors would be easier as a result of participating.

WHEN & WHERE

Wednesday, May 27, 2015 8 am to 5 pm

Sheraton Imperial – Research Triangle Park, NC

Accommodations

Overnight accommodations for Tuesday, May 26 are being held at a special conference rate of \$104 (+tax) until April 25.

Please mention **Marketplace** when making reservations. You must reserve your room directly with the Sheraton Imperial at www.SheratonRTP.com or (800) 325-3535.

REGISTER ONLINE

www.sbtdc.org/events/marketplace

- \$75 until noon on May 26
- \$95 at the door
- Includes lunch, breaks and reg.
- Cancellations accepted until May 20
- First come/first served basis

Marketplace
PROCUREMENT OPPORTUNITIES FOR SMALL BUSINESSES

5 West Hargett Street, Suite 600
Raleigh, NC 27601-1348

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SCHEDULE

- 8:00 a.m. Registration
- 8:45 a.m. Welcome & Morning Keynote
- Rep. G.K. Butterfield (NC 1st District)
 - Rep. David Price (NC 4th District)
- 9:15 a.m. Marketplace Opens
- 10:00 a.m. Seminars
- Federal Contracting Basics
 - Capability Statements That Work
- 11:30 a.m. Luncheon with Keynote Speaker
- Dr. John Palmour, Co-Founder and Chief Technology Officer, CREE Inc.
- 1:15 p.m. Marketplace Re-opens
- Seminars
- State and Local Contracting
 - Think Like a Prime Contractor
- 2:45 p.m. Seminars
- Certifications and Affiliations
 - Think Like a Contracting Officer
- 4:00 p.m. Reception
- 5:00 p.m. Marketplace 2015 Closes

SEMINAR TOPICS

New to Contracting

- **Federal Contracting Basics**
 - How the Government Buys
 - Procurement Types
 - Finding Opportunities
 - Responsive & Responsible Bids
 - System for Award Management (SAM)
- **State and Local Contracting**
 - NC State Purchasing System
 - Vendor Link
 - E-Procurement
 - IPS & Other Solicitations
 - Term Contracts
 - Pursuing Local Opportunities
- **Certifications and Affiliations**
 - Learn about 8a, HubZone, Woman-Owned, Veteran-Owned and State Level Certifications
 - Understand Prime Contractor Participation Requirements
 - What You Should Know About 'Affiliations'
 - Leveraging Your Certifications

FOR MORE INFO

If you know of other individuals or companies that would have an interest in attending this important event, or if you have any questions concerning Marketplace, please call the SBTDC's Raleigh office at 919-715-7272 (or at 800-258-0862 from elsewhere in the state) or visit sbtdc.org/events/marketplace.

Hosted by: Rep. G.K. Butterfield (NC 1st District) and Rep. David Price (NC 4th District)

In cooperation with: U.S. Environmental Protection Agency, U.S. Department of Health and Human Services/NIH/NIEHS, and NC Small Business & Technology Development Center/PTAC

Experienced Contractors

- **Capability Statements that Work**
 - Types of Capability Statements and When to Use Them
 - Core Competencies vs. Differentiators
 - Past Performance / CPARS - Your Contracting "Credit Rating"
 - Company Data Elements to Include
- **Think Like a Prime Contractor**
 - Primes Offer Insights on Subcontracting Plans & Subcontractor Selection Process
 - Learn the Do's & Don't's of Getting Your Foot in the Door
 - Leverage Your Subcontract to Grow Your Company
 - Get Your Questions Answered
- **Think Like a Contracting Officer**
 - Gain insight into the buyer's perspective
 - Contracting officer panel shares war stories
 - Get your questions answered

MATCHMAKING OPPORTUNITY

Marketplace 2015 is partnering with the SBA's American Supplier Initiative. Attendees that register early will have priority for supplier matchmaking appointments starting at 2:00 PM. For more info: sbtdc.org/events/marketplace.

BOOTH INFO

Marketplace 2015 is a reverse tradeshow in which buyers from large prime contractors and federal agencies have booths. This allows small business owners to circulate throughout the booth area and market their goods/services directly. Booths are not provided to small business vendors.

Booth fee

- Prime contractors: \$300 (includes 2 attendees)
- Government agencies: FREE (must pay attendee fee)