



Event Theme: "Fostering Nevada Small Business Innovation for Mission Success"

How to Do Business with the Government & Business Matchmaker Opportunity Event

- FOR:** Active Nevada Procurement Technical Assistance Center (PTAC) Clients; such clients are invited especially those with science, technology, engineering, mathematics & advanced manufacturing capabilities
- COST:** No cost to attend; free
- WHEN:** Thursday, June 1, 2017
- TIME:** 7:30 AM-4:00 PM
- WHERE:** College of Southern Nevada-North Las Vegas Campus
3200 East Cheyenne Ave., Building A, First Floor
North Las Vegas, Nevada
- REGISTER:** Space is limited, so register at: http://www.ptassist.com/services/ptac_web_register.php?id=B057B49852 or call (702) 486-3514
- DO:** Research government agencies & prime contractors beforehand [see last page for specific tips from the National Aeronautics & Space Administration (NASA)]
- BRING:** Bring your one-page Capabilities Statement & your business cards for government agencies, prime contractors, Nevada PTAC resource partners & prospective teammates
- FYI:** Food & beverage may be available for purchase [planning to have food truck(s)]

DRAFT CONDENSED AGENDA (DETAILED AGENDA TO BE PROVIDED AT CHECK-IN):

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|---------------|--|
| 7:30-8:30 AM | Check-in & networking |
| 8:30-12:00 PM | Welcome; innovation-related talk & panel discussion; break & networking; NASA small business program update; and a variety of business opportunities with NASA |
| 12:00-1:00 PM | Break & networking |
| 1:00-4:00 PM | Mission success-related panel discussion; break & networking; and one-on-one, 7-minute business matchmaking sessions with government, prime contractor & resource partner representatives |

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Confirmed for Business Matchmaking (As of 4/3/17)

Federal Govt.:

National Aeronautics & Space Administration (NASA)

U.S. Air Force (USAF) - 99th Contracting Squadron for Nellis Air Force Base (AFB) and Creech AFB

U.S. Department of Veterans Affairs (VA)

Hoping to add more agencies...

Federal Govt. Prime Contractors:

Arcata Associates, Inc. (Award-Winning Prime Contractor and Subcontractor, with HQs in Las Vegas, NV)

Boeing

Hoping to add more primes...

State Govt.:

State of Nevada Purchasing Division

Hoping to add more agencies...

Local Govt.:

Clark County Purchasing and Contracts Division

Las Vegas Valley Water District

Hoping to add more agencies...

Resource Partners:

Nevada Procurement Technical Assistance Center (PTAC)

U.S. Small Business Administration (SBA)

Hoping to add more resource partners...

Please call the Nevada Procurement Technical Assistance Center (PTAC) Las Vegas office at 702.486.3514 no later than May 17, 2017 in the event reasonable accommodations for persons with mental or physical disabilities are needed

Marketing to the Federal Government and its Prime Contractors

Pre-Marketing Suggestions:

- Do your homework; know the agency or prime contractor you are targeting
- Understand the agency's or prime contractor's customers
- For NASA, check out the NASA Office of Small Business Programs (www.osbp.nasa.gov); research each individual NASA center, as each center has different buying needs; and register in the NASA Vendor Database (https://osbp.nasa.gov/vendor_database.html)

Be Prepared When Marketing (Especially During One-On-One Business Matchmaking):

- Know your audience
- Be time sensitive; keep the meeting brief, but make it productive
- Provide capabilities statement (one page, if possible)
- Highlight your company's niche
- Discuss some of your company's existing and past customers
- Share relevant company past performance
- Identify any specific program(s) where you would like your company to be considered
- Post-matchmaking, do respond to Sources Sought Synopses and/or Requests for Information

Relationship Building and Resources:

- Get to know the agency Small Business Specialist(s) and other resources
- Network and build relationships over time
- Attend events, including agency outreach events
- Attend professional or trade association meeting and events
- Be persistent
- Review agency or other relevant websites as well as Acquisition Forecasts from an agency
- Be registered in appropriate databases