



Ahead of the ICBS Show and its full day of matchmaking, get prepared. If ready, you can come away from a matchmaking event with good contacts, valuable insights and business leads. All it takes is preparation. You never have a second chance to make a good first impression. Here are a few tips:

1. Make sure all of your company agency and prime contractor registrations are up-to-date and complete; that includes the System for Award Management (SAM) at www.sam.gov If your business is minority-owned, woman-owned, veteran-owned or located in a historically underutilized business zone (HUBZone) there may be a certification for you, learn more about these certifications and if you qualify!
2. Establish objectives for yourself – what do you hope to accomplish by attending? Who do you plan to meet?
3. Think about the specific kinds of opportunities your company is suited for. Be prepared to explain how you represent the solution to the government's contracting objectives.
4. Identify who is going to be in attendance and research in advance as much as you can about who will be there and those persons you want to meet. Think about why they are going to the show and what they want to accomplish there – align and align your company with their objectives. Check out agency websites to make sure you understand their mission and goals. You can also, explore agencies archived bid opportunities at www.fbo.gov. After doing your research, write down any questions you have for the agencies.
5. Be prepared with updated and current marketing materials, including business cards, brochures and/or product/service fact sheets, product samples/portfolio, and a capabilities statement.
6. Develop and be prepared to deliver a 30-second “elevator speech” which explains exactly what your company does. Highlight what's special about your company and why your products/services can solve an agency's goal; that's your competitive advantage.
7. Make sure to learn about and meet your competitors at the event – they are potential teaming partners.
8. Dress to impress. And wear comfortable shoes!
9. Follow-up is critical. Gather all the business cards you collected, write follow-up notes or emails and make follow-up meetings/conference calls. Make sure you follow up promptly.

For help with your matchmaking strategy visit your local Procurement Technical Assistance Center. For a list of locations, visit the [OBAN website](#) or [TGI Website](#).

ICBS is a business summit designed to meet the needs of government contractors seeking new business opportunities or new partners to meet contract requirements. This procurement technical assistance center is funded in part through a cooperative agreement with the Defense Logistics Agency. To learn more about ICBS visit www.ICBSSHOW.com.