

TAKE ADVANTAGE

The US Government alone spends more than \$500 billion annually for various products and services. Opportunities 2016 is your chance to learn how you can tap into this lucrative market.

MARKET FACE-TO-FACE

Market your products and services directly to over 50 federal, state, and local government agencies and large prime contractors in ONE day with ONE sales call.

LEARN NEW SKILLS

Attend series of seminars designed to provide the latest information on doing business with and selling products and services to the government.

MAKE CONNECTIONS

Networking with other small businesses while at Opportunities could lead to contracting partnerships.

100% of previous attendees say the seminars provided helpful insights into government selling.

WHEN & WHERE

Monday, March 14, 2016 8 am to 5 pm

US Cellular Center – Asheville, NC

Conference Hotel Overnight accommodations for Sunday, March 13 are being held at the Renaissance Asheville Hotel at a special conference rate of \$129 (+tax) until Friday, Feb 12.

Call Marriott Reservations at (800) 468-3571 - ask for the "NCSU Opportunities" block. Book online from the Opportunities website.

REGISTER ONLINE

www.sbtcd.org/events/opportunities

\$95 includes lunch, snacks and registration.

Cancellations accepted until March 7



ONE DAY. ONE SALES CALL.

Market your products to 50+ federal, state and local government agencies + prime contractors.



MARCH 14, 2016

8am to 5pm

NEW VENUE!

US Cellular Center
Downtown Asheville, NC

www.sbtcd.org/events/opportunities

Opportunities2016

Making Dollars and Sense Selling to the Government

SCHEDULE

- 8:00 a.m. Registration & Networking
- 8:45 a.m. Welcome & Opening Remarks
- 9:15 a.m. Opportunities Trade Show Opens
- 10:00 a.m. Seminars
- Government Contracting 101
 - Financing Your Contract
 - Think Like a State Contracting Officer
- 11:30 a.m. Luncheon with Keynote Address
- 1:15 p.m. Opportunities Trade Show Opens
- Seminars
- Doing Business with DOT
 - Exploring Local Contracting
 - Proactive Subcontractors Win the Work
- 2:30 p.m. Break
- 2:45 p.m. Seminars
- Certifications and Affiliations
 - Benchmarking & Assessing Competition
 - Joint Ventures & Teaming Arrangements
- 4:00 p.m. Ice Cream Social
- 5:00 p.m. Opportunities 2016 Closes

SEMINAR TOPICS

New to Contracting

Government Contracting 101

- How the Government Buys
- Procurement Types
- Finding Opportunities
- Responsive & Responsible Bids
- System for Award Management (SAM)

Doing Business with DOT

- Budget trends & forecasts
- Identifying opportunities
- Business development programs
- Insider tips

Certifications & 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

New and Experienced Contractors

Financing Your Contract

- Working capital requirements
- Small business lending programs
- Surety Bonding – what, why & how
- Other financing options

Exploring Local Contracting

- Working capital requirements
- Small business lending programs
- Surety Bonding – what, why & how
- Other financing options

Benchmarking & Assessing Competition

- Learn how to identify probable bidders
- Developing an assessment checklist
- Using no-cost government tools to track competition
- Improve your chances of winning more contracts

Experienced Contractors

Think Like a State Contracting Officer

- Brief overview of NC & SC state contracting
- Be contract-ready when an emergency hits
- Contracting officer panel shares war stories
- Get your questions answered

Proactive Subcontractors Win the Work

- Breaking down the RFP
- Understanding the evaluation process
- When (and when not) to network
- Putting together a proposal (and the sub's role)
- Comments from proposal writing veterans

Joint Ventures & Teaming Arrangements

- What they are / how they work
- Finding the right partners
- Identifying ideal opportunities
- Understanding legal requirements
- Practical considerations & pitfalls

BOOTH INFO

Opportunities 2016 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 1 attendee)
- Government agencies: FREE (must pay attendee fee)

Hosted by: Senator Richard Burr, Rep. Patrick McHenry (NC-10), Rep. Mark Meadows (NC-11)

In cooperation with: City of Asheville, SC Small Business Development Center / PTAC, and NC Small Business & Technology Development Center / PTAC