



Submission Guidelines and Resources

Key Dates

Deadline for submission: May 24, 2024 @ 11:59 PM EDT
Acceptance notifications will be sent the week of July 8, 2024
Draft Presentations due in PowerPoint format: October 31, 2024
FINAL Presentations due in PPT format: November 14, 2024
SBC takes place November 20-22, 2024 | New Orleans, LA

SAME SBC is the largest A/E/C event in the country for government contractors. In 2023, we had more than a hundred abstracts submitted. Most of the abstracts were excellent, but we can still only accept a limited number. We expect even more abstracts in 2024! We will be selecting abstracts for 60-minute educational sessions, as well as for 20-minute Micro Session presentations. Please do not submit an abstract if you are unable to attend SBC in-person during November 22-24.

Please note, this Call for Presentations is not for a General Session and SAME does not provide compensation for speakers selected through this process. Speakers attending SBC the day of their session ONLY, will be provided a complimentary one-day registration. Speakers attending a total of two or more days at SBC will need to purchase a Speaker Full Conference Registration at a reduced rate.

Submission Guidelines

IMPORTANT! We suggest you first develop and save your submission proposal in Word then copy and paste the information into the appropriate sections in the online form. The online form does not have spell check so editing your submission in advance ensures greater accuracy.

NOTE: Presentations must offer professionally relevant topics and avoid marketing any product, person, or business service. All sessions are intended to provide professional development and, therefore, attendees receive Professional Development Hour (PDH) credits. The National Council of Examiners for Engineering and Surveying (NCEES) defines a PDH presentation as a professionally relevant instruction or presentation. Sessions can be individual presentations, moderated panel discussions, moderated roundtable discussions, or case studies.

Submission Instructions & Important Tips for Completing the CFP

- All speakers must accept the *Content Speaker Agreement* terms and conditions at time of submission
- Create a session title that captures the essence of your session in ten (10) words or less
- A 200-400-word description of the session content – the description should “sell” your session to the reviewers – be concise about the value to the audience
- A 50-word summary of the session to be used in conference promotional materials –this brief summary should tell people exactly what they’ll get out of your session! Make it catchy so people want to attend.
- Four (4) burning questions the session will answer – solutions your session provides.
- A 100- to 150-word biography for each presenter
- Presenter(s) qualifications on the subject matter – what makes this person the one who should be chosen



to speak on this topic

- If applicable, other conferences where this information has been presented, including references
- Co-presenters must be identified by name (do not just say “representative from USACE”) and included in the abstract submission along with their contact information.
- You will be asked if SAME can consider your abstract for the Micro Session Theater if not chosen for an education session. Micro Session Theater will be in the Exhibit Hall and features 20-minute presentations.
- Recommended: A 1-2 minute video (via link) explaining the basis of your abstract and demonstrating your presentation skills.

PLEASE NOTE: Upon acceptance, we may modify the session title and description to fit into our writing style and format for promotional materials, website, and onsite program.

Please submit no more than two (2) presentation proposals.

Focus Areas

Educational sessions will be organized into focus areas. Each focus area’s sub-set clearly defines the type of presentation proposals desired. Be sure to indicate your target audience (start-up, mid-level, advanced) and be mindful of the topic areas requested. A session could be a stand-alone topic or grouped together with other topics for a broader session. Session length is one (1) hour to include time for Q&A.

Entering the Federal Marketplace - the to-dos for small businesses just venturing into government contracting. Possible topics:

- Business Basics – organization, operations, finance
 - Understanding NAICS - #s, sizes, etc.
- Funding – seed, working capital
- Insurance / Bonding
 - The ins & outs of insurance. What type of insurance do you need to have (GL, umbrella, vehicle & professional) to protect yourself as it pertains to the construction and professional service industries
 - How to grow your bonding and financial capacity
- Business Processes – project management, etc.
- Contracts – Subcontracts, Teaming, JVs, understanding federal contract clauses
 - Large companies and what they expect from small business’ “Learn what they want to succeed”
 - Enhance your subcontract agreement & understand your main contract
- Successful federal project delivery (initial contract, small projects)
- Understand your financial statement and position your business to sustain your business development efforts
- I’m new to government. Where do I start?

Marketing and Business Development - ideas and approaches to promote and position a business. Possible topics:

- How to write a winning proposal
- Capability statements that shine
- Pricing Strategies
- Market/ Service / Geographic expansion strategies
- Networking and teaming strategies
- Marketing / Sources Sought, RFI, RFQ & RFP / Capabilities / Cards



- Building your network
- Successful BD / Sales Strategies (beyond SAM.gov)
- Building past performance
- Hiring Business Developers – Strategies for when you don't have the cash flow
- Market Intelligence

Regulations, Rules, and the Government Framework - what businesses need to understand about government laws, regulations, guidelines, and programs. Over the last year and a half, there have been extensive updates to large, small business, socio-economic, mentor protégé, and joint venture regulations.

Possible topics:

- Strategic Teaming & Joint Ventures (large and small)
- Mentor-Protégé
 - All small Mentor-Protégé Programs (SBA as well as DoD)
 - Subcontracting / Subcontractor Management
- Supplier Diversity (local gov't/ commercial)
- Changes to the FAR and other regulations
 - Understand FAR regulations to mitigate liability in the construction and professional services industry
 - New regulation changes affecting the HUBZone, women - owned and 8(a) certifications
- Construction clauses that can protect or effect your business
- EPA and Environmental Regulations
- Understanding the Brooks Act
- REA Case Legislation
 - Trends for REA filings, duration within which agencies need to respond by, next steps if REAs are rejected
- Labor Law requirements under Part 22 of the Federal Acquisition Regulation
- Application of Labor Laws to Government Contracts
- Understanding value of government debriefings

Advanced Business and Procurement Strategies - means and methods for established businesses looking to excel. Possible topics:

- GSA Multiple Award Schedule and other contracting mechanisms
- From Government / Military to Civilian Life
- Preparing your Company for 8(a) Graduation
 - The final three years of 8(a) – how to prepare
 - How to compete after graduation
- Mergers & Acquisition
 - Profitability / Valuation
- Understand your financial statement and position your business to sustain your business development efforts
- Managing and mitigating risk, prevent subcontractor's defaults
 - Succession Planning
- How to build compensation packages for business developers
- Strategically leveraging SBA and DoD mentor protégé programs



Proof of Performance (Recommended)

We are requesting proof of performance for all speakers. In addition to proof of presenters' skills, we would like the video to include an explanation for the basis of your abstract. The link(s) must be accessible to SAME and abstract reviewers through July 31, 2024. Although a video is not required for your abstract submission, we highly recommend providing one so our reviewers can get a full picture of your proposed sessions.

Recommended forms of proof of performance:

- Link to video of proposed speaker presenting to a live audience (preferred)
- Link to video of speaker presenting via webinar or other format
- Compilation video of speakers and abstract explanation

Abstract Evaluations and Notification Process

Abstracts are evaluated using a peer review process. Each abstract will be evaluated by a panel of Small Business COI members and small business professionals from the Society of American Military Engineers (SAME), VA, USACE, NAVFAC, and/or USAF using the following criteria: quality of abstract, accuracy, overall quality of writing, references, and relevance of the subject to the focus areas. Notifications of acceptance for the SAME SBC 2024 Small Business Conference will be sent the week of July 8.

Registration and Travel Information

If attending only on the day of your speaking engagement, registration is complimentary. Full conference registration rates will be available in April 2024. Both government and private industry speakers are responsible for all travel-related costs.

NOTE: Any government speaker who submits an abstract is responsible for his/her own approval and is assumed to have received that confirmation prior to submitting. SAME cannot be the advocate to work your approval, however, we will inform the Service which speakers have been chosen.

Conference Information and Questions

The SBC Call for Presentations is being managed and executed by the Society of American Military Engineers (SAME). For conference details such as the schedule at-a-glance, location, registration fees, exhibiting and sponsorship opportunities, and travel and lodging, please refer to the conference website at www.samesbc.org.

If you have any questions or need assistance, please contact us at sessions@same.org.