We’re excited that you’re looking to incorporate Virtual SBC, *Built by the Experts*, into your schedule and want to support your business case to help you attend. As part of these efforts, we’ve put together this Attendee Justification Toolkit, providing you with must-know information about the event for you and your supervisor.

We hope you find this toolkit useful in making your case for attending Virtual SBC this November 4-6, 2020. This premier event includes educational, one-on-one appointments, and networking opportunities to help further your career.

We look forward to “connecting with you!

For more information, visit  www.samesbc.org
Our Attendees say it best!

"SAME SBC is the single biggest factor in the ongoing success of our company. The networking opportunities are priceless and the ability to talk one on one with so many government representatives will keep us coming back every year."
- Bob Sidoti, ESA South

"SBC by far was one of my most productive conferences. Not only did we come home with teaming partners, we came home with new clients and a list of opportunities to add to our pipeline."

“I have been using the experience I have gained from working with you and the SAME staff over the years to hold very successful trainings where I balance education with networking and workshop activities that have staff involvement during the learning. The skills I have learned from being involved with SAME are directly improving the quality of government employees we have. A lot of that success is from the very skills I have learned and developed from being involved and a member of SAME."
- CDR Steven K. Sauer, P.E., BCEE, District Engineer, Portland Area Indian Health Service
Top Reasons to Attend

• FACT: 70% of attendees indicated that attending SBC helped them conduct market research for their organization.

• FACT: 80% of attendees rated SBC as very good or outstanding when asked what their overall experience was at the 2019 SBC.

• FACT: 95% of survey responses indicated that the correct Business Opportunities Sessions were presented.

For more information, visit www.samesbc.org/registration
Large Business Top Reasons to Attend

• Seek out small business companies in our one-on-one matchmaking appointments
• Discover subcontracting partners to help you meet your capacity needs
• Help support the nation’s small business contracting goals and build overall industry capacity
• Video chat networking with all attendees
• Engage in listening sessions with senior government leadership on key acquisition issues and concerns
• Five education tracks with the opportunity to earn over 40 PDH credits
• Explore the Virtual Exhibits featuring leading A/E/C companies to see what the competitive landscape is

For more information, visit www.samesbc.org/registration
SBC has grown more than 100% since 2013. The value of the conference is clear: more than 3,700 people attended in 2019, up from 1,653 in 2013.

- 2019: 3,730
- 2018: 3,244
- 2017: 2,582
- 2016: 2,346
- 2015: 2,067
- 2014: 1,866
- 2013: 1,653

For more information, visit www.samesbc.org/registration
Attendee Breakdown

Whether you are from industry or government, large or small business, there are market research opportunities for you at VSBC.

# of Mil./Gov. Attendees has grown nearly 70% since 2016.

- 2019: 579
- 2018: 502
- 2017: 383
- 2016: 346
- 2015: 314
- 2014: 330
- 2013: 271

For more information, visit www.samesbc.org/registration
Attendee Breakdown

# of Small Business Attendees

- 2019: 1,831
- 2018: 1,750
- 2017: 1,338
- 2016: 1,271
- 2015: 1,127
- 2014: 972
- 2013: 849

For more information, visit www.samesbc.org/registration
Best of the Best

Over the last several years, the Education Sessions have attracted the best of the best content to help attendees grow and develop in the federal marketplace. The number of submissions for consideration has increased from 64 in 2016, to 70 in 2017, 98 in 2018, and 110 in 2019.

For more information, visit www.samesbc.org/conference_sessions
Justification Letter (sample)

Feel free to incorporate any of the top reasons to attend listed previously into your letter to help make your business case.

See attached word document.