



FEDERAL SMALL BUSINESS CONFERENCE

NOV
15 - 19



Experience SBC

We're excited that you're looking to incorporate SBC, *Back Together. Built for You*, 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 SBC this November 15-19, 2021, in Atlanta, GA. This premier event includes educational, one-on-one appointments, and networking opportunities to help further your career.

We can't wait to be together again, and for you to experience SBC! Even if you can't be us in person, or just not ready or able to travel, we hope to see you virtually. We'll have the same great content experience for you.



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, but we also came home with new clients and a list of opportunities to add to our pipeline."

-Siokey Gastelum-Galvez, J.G. Management Systems, Inc.

"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: 73% of SAME members are small businesses**
- **FACT: 78.2% of attendees indicated that attending the 2020 SBC helped them conduct market research for their organization.**
- **FACT: 84.7% of attendees rated SBC as good to outstanding when asked what their overall experience was at the 2020 SBC.**
- **FACT: 93.7% of survey responses indicated that the correct Business Opportunities Topics were presented.**



Medium/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
- Numerous in person networking opportunities
- Engage in listening sessions with **senior government leadership** on key acquisition issues and concerns
- *Numerous* education tracks with the opportunity to earn over 40 PDH credits
- Explore the Exhibit Hall featuring leading A/E/C companies to **see what the competitive landscape is**



Attendee Breakdown

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

of Mil./Gov. Attendees has nearly tripled since 2016.

- 2020: 901
- 2019: 579
- 2018: 502
- 2017: 383
- 2016: 346
- 2015: 314
- 2014: 330
- 2013: 271



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SEGMENT	2020
Industry - Large	271
Industry - Medium	374
Industry - Small	704
Government	901



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.

Check out the number of submissions throughout the years:

- **64** in 2016
- **70** in 2017
- **98** in 2018
- **110** in 2019
- **80** in 2020 (Virtual SBC)



How to Justify SBC Attendance

- If you and your company are involved in business in any capacity, SBC is a must-attend event of the year. Show the value of attending SBC to your supervisor by understanding your conference expenses and selling the variety of benefits.
- Feel free to incorporate any of the top reasons to attend listed previously into your letter to help make your business case. Please see attached Justification Letter (sample).
- For health and safety information, review the following page:
 - For health and safety guidelines: www.samesbc.org/health_and_safety.cfm
- To outline your approximate conference expenses, review the following pages:
 - For conference registration pricing: www.samesbc.org/registration
 - For travel and hotel accommodations: www.samesbc.org/travel&lodging.cfm