

SBC 2025

MATCHED NETWORKING HOST ORIENTATION & TRAINING

Ann McLeod, CEM, CAE – Senior Director, Engagement, SAME
Kennedy Gillie – Exhibit & Sponsorship Manager, SAME



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Use the Q&A tab to submit a question at any time during this presentation.



Use the Chat tab to engage with others.

CODE of CONDUCT

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Ann McLeod, CEM, CAE

Senior Director, Engagement

SAME



Years at SAME:

- 15

Grew up in:

- Brooklyn, NY & Westfield, NJ

Currently binge-watching:

- Downton Abbey...again

Recently:

- Went to Waimea Canyon on Kauai



Kennedy Gillie

Exhibit & Sponsorship Manager
SAME

Years at SAME:

- 3

Grew up in:

- Danville, VA

Currently binge-
watching:

- Yellowstone!

Recently:

- Went surfing in Hawaii!

Have you previously participated in Matched Networking appointments?

- a) Yes! As a Host
- b) Yes! As an Attendee
- c) Yes – as both!
- d) This is my first time hosting

Why Matched Networking?



- This is an opportunity to start and build upon relationships with representatives of companies who can fill your requirements.
- You, the host, complete a profile of what you're searching for. Attendees complete a similar profile, and they are "matched" with you based on the profile items that correspond...making market research easier for everyone!

How it all works

All exhibitors may host Matched Networking Appointments!

- Yes, even small business exhibitors!

Hosts complete a profile of what they're LOOKING FOR in a business.

Attendees are “matched” with hosts based on corresponding profiles.

Attendees CAN request appointments with hosts even if they have NOT “matched”

Appointments are intended to be one-on-one...but there are two chairs for each Host and two chairs for the business.

ONE PERSON from the hosting organization receives appointment requests and accepts or declines all appointment requests.

- If there are multiple people from your organization at SBC, you may assign appointments to others

Matched Networking Schedule

(All times Arizona time...)

Wednesday, Nov. 19

- 1:30 PM – 5:30 PM

Thursday, Nov. 20

- 10:30 AM – 2:00 PM
- 2:00 PM – 4:30 PM

Friday, Nov. 21

- 9:00 AM-11:30 AM

- Appointments are 15-minutes long with a 5-minute break between.
- There are a total of 30 appointment times over the three days.
- We've removed appointments during lunchtime and networking receptions.
- You are in complete control of your schedule
- PLEASE be available for at least 15 appointment times!!
- Block off your availability for breaks needed, sessions you want to attend, and other obligations.

Important Reminders

Participating hosts should complete their profile and schedule availability by October 31.

- If you haven't set up a profile or schedule, and don't receive any appointment requests, you will be deleted as a host

There is **no obligation** to accept an appointment request, but please be sure to deny any unwanted requests.

(NEW!) Small Business attendees with 3 or fewer government contracts held can start requesting appointments on November 3.

- All other small business attendees can start requesting appointments with hosts on November 6.
- Medium & large business attendees can request appointments starting November 10.

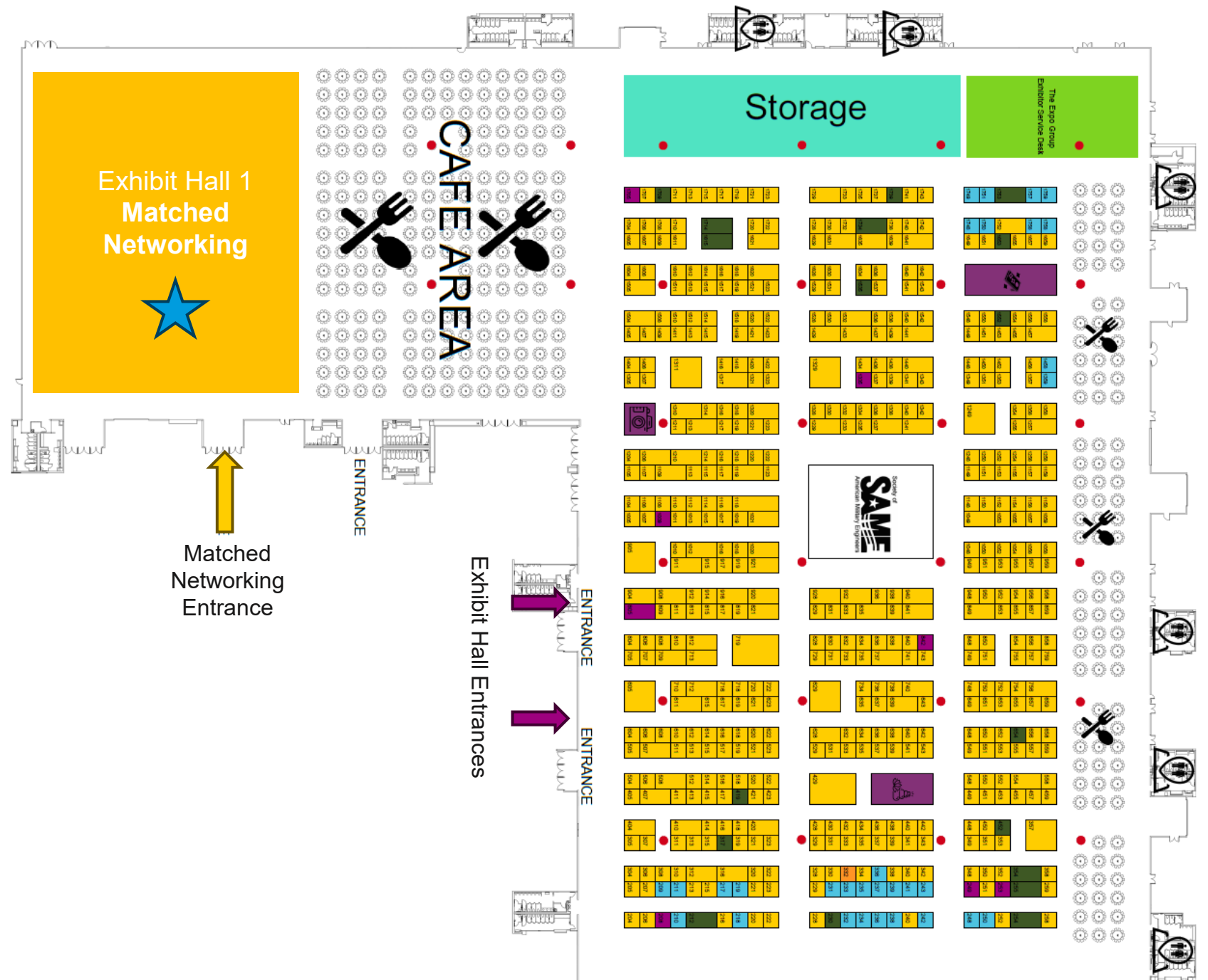
Initially, everyone is limited to requesting **THREE** appointments in total.

- Because of this limitation, it is imperative that you review and respond to appointment requests ASAP.
- On November 17, we will lift the 3-limit rule. Expect more appointment requests on/after this date as well as on-site

Hosts should respond to all appointment requests as soon as possible but at the latest within 2 business days of receipt.

Phoenix Convention Center

LOWER LEVEL



Host Profile: Demographic questions

This is NOT your organization's profile...it's what you are looking for! Includes items such as:

- Small Business Designations
- NAICS codes
- Companies that perform work in certain states
- Companies with bona fide offices in certain states
- Average revenue over the past 3 years

Host Profile Set-up and Schedule Availability ...via the Exhibitor Service Center (ESC)

- ESC-Host Matched Networking Set-Up
 - Profile set-up
 - Set your availability!
- Managing Appointments
 - View the attendee profile
 - Send message to an appointment request
 - Assign company attendees to specific appointments
 - Accepting and declining requests

EXHIBITOR SERVICE CENTER

The Exhibitor Service Center offers online features listed below to assist exhibitors in their pre-show planning. Some items may require login information for security purposes. **Some of the information is password protected because it is tied to your exhibit or sponsorship record.** To view password-protected documents, enter the login and password sent with the booth confirmation e-mail.

- Pay the balance due for your booth or sponsorship
- [Register your booth personnel](#)
- Access the Exhibitor Service Manual
- Update your company demographic information
- Manage your Matched Networking Host account, starting October 14

PLEASE SIGN IN

Email:

Password:

[Sign In](#)

[Forgot Password?](#)

Managing Appointments

Your Matched Networking POC will receive an e-mail notification when an appointment has been requested.

- To be added as a Matched Networking POC, please email Exhibit@same.org to be added to your company's account.

PLEASE either accept or decline appointment requests as soon as possible, but no later than 2 business days of the request.

- Because attendees are limited to 3 appointments, if you decline a request, it opens up another spot for them.

Provide a reason for declining appointments.

- Use the Notes field for an explanation
- Such as: "Thank you for your request. At this time, we're not contracting for the services you provide so we're declining your appointment request. We'd love to meet with you outside of SBC."

When approving an appointment, tell the organization what they should bring, if anything.

- This will lead to a more fruitful visit.
- ***Provide your email address so they can send materials to you! They DO NOT have your email address otherwise.***

Managing Appointments cont.

There is no deadline for attendees to request appointments for time slots that are open, so it is important to check your schedule and appointment requests **throughout the conference**

Honor all approved appointments on your schedule. If you are unable to make an appointment due to a schedule conflict, message the other party and ask to reschedule.

The appointments tab within the ESC shows you all appointments and their status.

A printable itinerary is available at the bottom of the appointments and bookmarks tab.

Let's do a demo in the ESC!

Pre-SBC Homework for Appointments

Use the Appointment system to send messages back and forth.

If you want the appointments to send you any information prior to SBC (capability statement, supplemental info sheet, etc), **PROVIDE YOUR EMAIL ADDRESS!**

View the appointment's profile!

Be prepared to give each business tips on how to best work with your organization, get their foot in the door, how you evaluate businesses, etc.

Talk about specific upcoming opportunities for SBs to work with your organization, based on their profile.

Remember this is a dialogue and stepping-stone – there's only so much that can be done in 15 minutes; follow up after your meetings!

What to Share at Your Meetings - Suggestions

- An Org Chart – some organizations are very big, so it's key for the SBs to know the right person to contact.
- A list of procurement or teaming opportunities and whom to contact for each.
- Knowledge of your own process, and how that may differ between departments/divisions within your organization.
- Your spending or procurement history.
- An understanding of the timing of when major contracts are let.
- A listing of key point people in your organization – you don't have to share it with those you're meeting, but if you don't have an answer on a specific question, it's more helpful for the SB if you can refer them to a specific individual right there and then, rather than stating you'll find out and get back to them later.



Day of Appointments



Honor all appointments on your schedule and be on time!



DO NOT decide that you are going to “take appointments in the booth”.



It's up to the host and attendee to watch the clock! Please respect everyone's schedules and arrive at the appointment on time and be aware of the length of each meeting. If someone arrives to the meeting late...the length of the appointment should be truncated accordingly.



SAME is not responsible for ensuring your schedule is accurate; accepting, declining, or canceling appointments; checking your appointment schedule or reminding you of appointments.

Other Fun Facts

3,648 individuals registered for SBC at this time

248 Matched Networking Hosts

Reach out to us at exhibit@same.org for any support needed!

Prior to SBC, if a host has not set up a profile or schedule, and hasn't received any appointment requests, that host table will be deleted.

SAME staff + volunteers will oversee on-site execution and provide support

At the end of the day, let us know who did not show up.

If you do not show up.... :(

Do you feel ready to host?

- a) Yes!
- b) Once I visit the ESC and check it out, I will feel confident
- c) I may be more scared now than I was prior to this webinar!

Other Preparation Opportunities

Attendee, Exhibitor, and Speaker Service Centers

e-newsletters

Tips from the Experts Webinar Part I

- Thurs Oct 21 @ 3p.m. ET

Attendee Orientation Webinar

- Tues Oct 28 @ 3p.m. ET

Tips from the Experts Webinar Part II

- Thurs Oct 28 @ 3p.m. ET

Recordings from Previous Webinars

- Exhibitor Orientation - <https://www.bigmarker.com/same/sbc-2025-webinar-exhibitor-orientation-training>
- Speaker Orientation - <https://www.bigmarker.com/same/sbc-2025-speaker-orientation>
- Capability Statements- <https://www.bigmarker.com/same/maximizing-your-sbc-creating-a-killer-capability-statement-that-communicates-value>
- Leveraging the Mentor-Protégé Program - <https://www.bigmarker.com/same/maximizing-your-sbc-leveraging-the-sba-mentor-protége-program-for-growth>

See you in Phoenix!

Additional questions?

Exhibit@same.org

(703) 549-3800

