

SAME Small Business Council Maximize Your SBC

Part 1: Welcome to SBC – Conference Essentials, Resources & Best Practices

October 23, 2025 | 3:00 p.m.



This webinar is being recorded and will be posted on the SBC website.



Download a copy of the presentation from the “handouts” tab on your control panel.



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



Use the Chat tab to engage with others.

MODERATOR



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Pro2Serve

FIRST SBC:

2017

2012

2024

2016

TOTAL SBCs:

6

12

2

7

ACCELERATE READINES

How Many Times Have YOU Attended SBC?

- a) Never
- b) Once
- c) 2-5 times
- d) 6 or more



samesbc.org



SAME
Federal
Small
Business
Conference
NOV
19-21
2025
PHOENIX
ARIZONA

SAMESBC.ORG

 @SAMENATIONAL

 @SAME_NATIONAL | #SAMESBC25

 "SOCIETY OF AMERICAN MILITARY ENGINEERS"

Agenda



About SAME & SBC Overview

USACE Update

Conference Essentials: Know Before You Go

Setting Your Conference Goals

Tools & Resources: Events App, Website, Service Centers

Navigating the Agenda

Attendee Service Center

Exhibitor Service Center

Make Your SBC Presence Count on LinkedIn

Q&A/Contact Information

About SAME & SBC



What is SBC?

Conference-at-a-Glance: Format & Audience

Why SAME? Our Mission & Community



Let's talk about
*what no one wants
to talk about*

The Elephant
in the Room

The Elephant in the Room

Expect fewer government attendees, but **still a visible presence**.

Agencies have told us they are committed to attending and being involved in the program—as they believe the event is **mission-critical** to them.

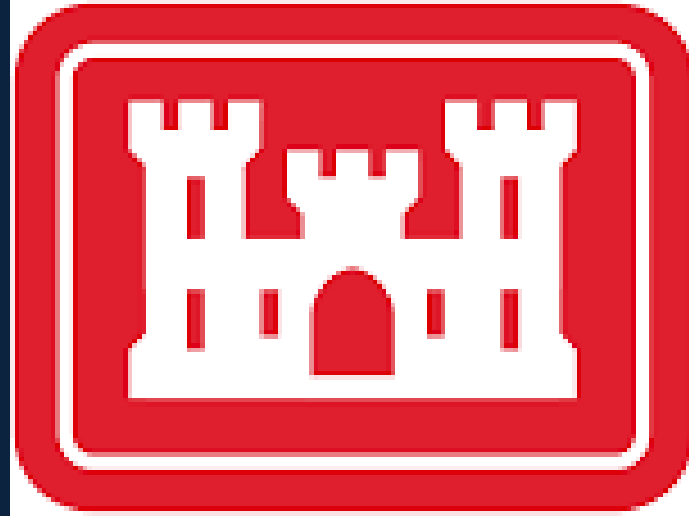
Some agencies are sending less people. Some are sending the same amount.

The SAME National Office **has weekly meetings with the services to discuss the current situation**, how we can maximize their participation, and how we can continue to them to **meet them at the point of need**.

SBC WILL occur. SBC is not just about companies connecting with government but meeting with their peers, discussing teaming arrangements, subcontracting opportunities, and mentor-protégés.

The **business-to-business connections at SBC are critical** to the effectiveness of the A/E/C industry in delivering on the record workloads and emerging requirements of the agencies.

USACE Update



**US Army Corps
of Engineers®**



Recommendations for New Contractors



US Army Corps
of Engineers®

Review Roadmap for Success Industry Roadmap

- [Contractor Roadmap](#)
- Review [mission areas](#) and top NAICS for districts/centers- understand how USACE is structured
- Review current [forecasted opportunities](#) and review SAM.gov for current opps
- Review the small business websites of the targeted districts/centers
- Look at other areas of [USACE HQ Small Business Website](#)

Understand Networking Opportunities

- USACE Exhibit Tables
 - Division and District commanders and contracting
 - [Check schedules](#) to align with other networking and session attendance
 - Should bring specific examples of experience/capabilities relative to their mission and/or open opportunities
 - Plan to follow up with [Small Business Professional](#) (could reach out prior to)

Plan to Attend

- USACE Mega Session on Day 1 (Wednesday, November 19 at 1:00 p.m.)
 - Sets the stage with senior leadership on our challenges
- Business Line Briefings – USACE Information will be available in slide deck but no USACE representative will present the info
- Doing Business with USACE on Thurs, Nov 20 at 11am will provide different perspectives to new contractors



Recommendations for Current Contractors



US Army Corps
of Engineers®

Understand who is Attending

- Shape your messages for commanders and/or contracting officers
 - Be prepared to share briefly with those that may not already have a relationship with you
- Review the [exhibit schedule](#) to better prepare (exhibits are shared and districts/centers have scheduled time)
- Review current [forecasted opportunities](#) to better shape initial discussions

Don't rely only on Business Line Briefings

- USACE is not actively presenting during the business opportunity sessions
 - A USACE slide will be included to direct industry to available forecasted opportunities - this is not all inclusive and not vetted for the presentation as in years past
- Review available [information](#) prior to SBC

Plan to Attend

- USACE Mega Session on Day 1 (Wednesday, November 19 at 1:00 p.m.)
 - Key messaging is how USACE is transforming
 - Current challenges and asks of industry will be shared
- Other session include USACE speakers on important issues such as AI, A/E TORN etc. – check the schedule!



Up Next:
Conference Essentials
Conference Goals
Tools & Resources

Conference Essentials – Know Before You Go



SBC App: Download & login (plan your schedule)



Registration/check-in process



Dress Code: Business or uniform (Pro Tip: Comfortable Shoes)



Logistics: Hotel, Travel, Setup and Tear Down (for exhibitors), etc.



Must Bring Items: Business Cards, Chargers, Note-Taking Tools, Company Capability Statements/Marketing Materials, Sunglasses, Lip Balm

Setting Your Conference Goals



Define specific objectives

Learning goals (e.g., understand DoD priorities)

Networking Goals (e.g., meet 5 new contacts)

Business goals (e.g., schedule teaming meetings)



Prioritize sessions and events that align with your goals

Setting Your Conference Goals



Reach out to customers and industry partners early to get on their calendars



Which Customers and Industry Partners do you want to meet with? Separate into Tiers – Strategic partners, Developing Relationships, New Relationships



What opportunities are you pursuing? Know what intelligence you want to find out.



Prepare a Calendar with all sessions, meetings, lunches/dinners, networking events, etc. that you want to have/attend.

Tools & Resources

1

Download the SAME Events App to plan your schedule, see maps, and access session/exhibitor info.

2

Visit www.samesbc.org for news, agendas, and details.

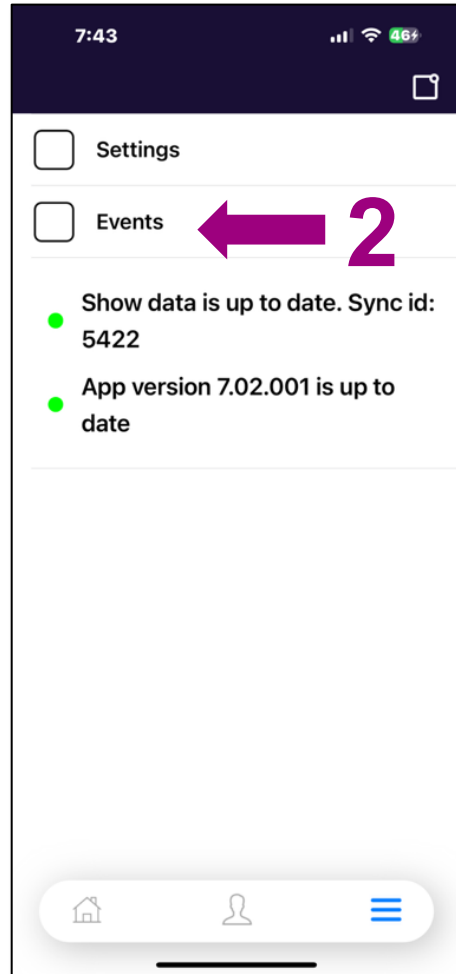
3

Use the Attendee Service Center and Exhibitor Service Center for tailored support.

SAME Events App

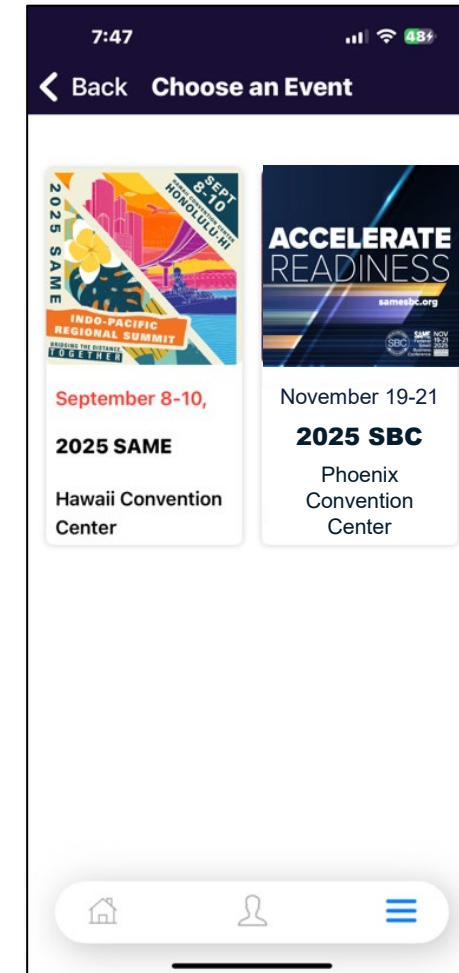


Search “**SAME Events**” in your app store



1 After opening the SAME Events App, click on menu button on bottom right

2 Click on Events



3 Select SBC on the Event page

SAME Events App

7:41   45%

Create Account



Sign in using your Attendee Service Center (ASC) login to take full advantage of the app's features. In

Login

 Email

 Password Show

Login

Forgot password?

4 Login using your SAME provided **Attendee Service Center** password.



Event Home Screen

12:22  100%



Q What are you looking for?


Exhibit Hall Map


Attendee List


Exhibitor List


Session List


Speaker List


Schedule At A Glance


Convention Center Map

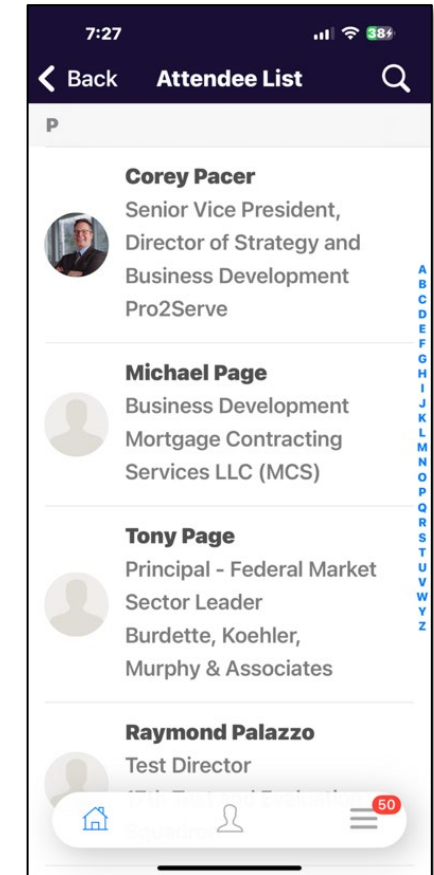
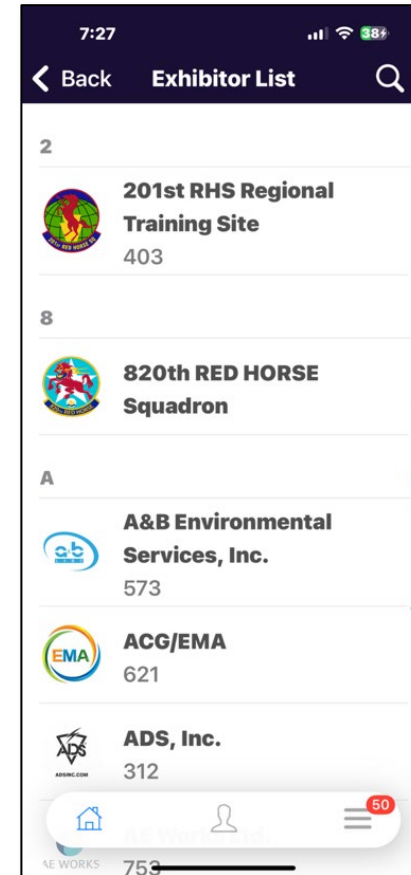
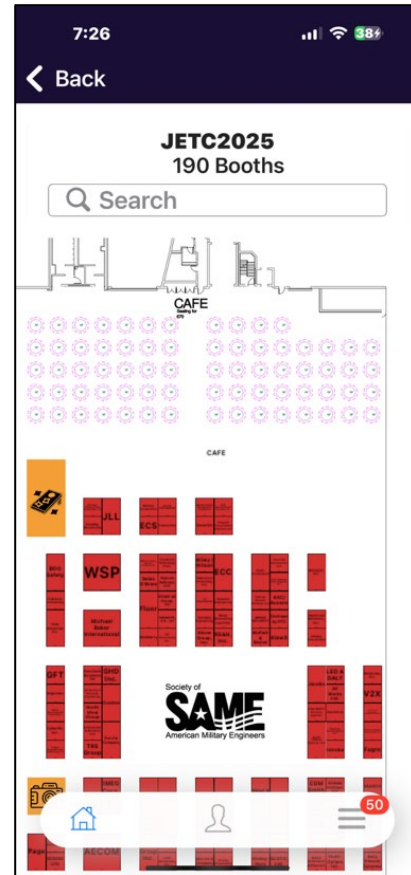
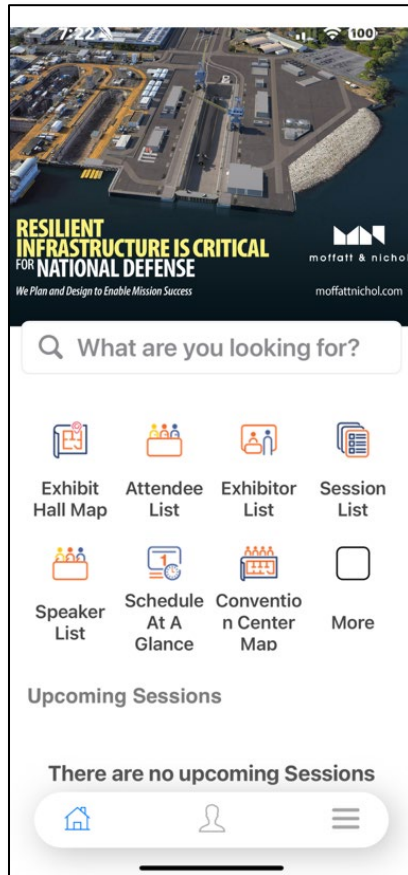

More

Upcoming Sessions

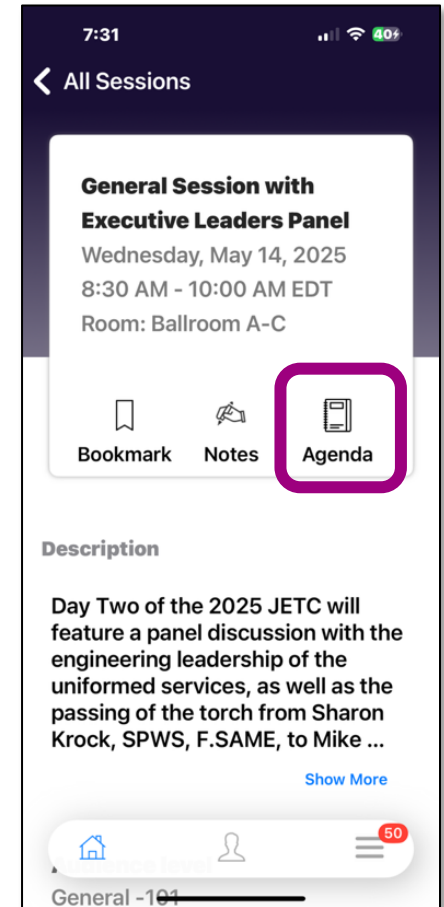
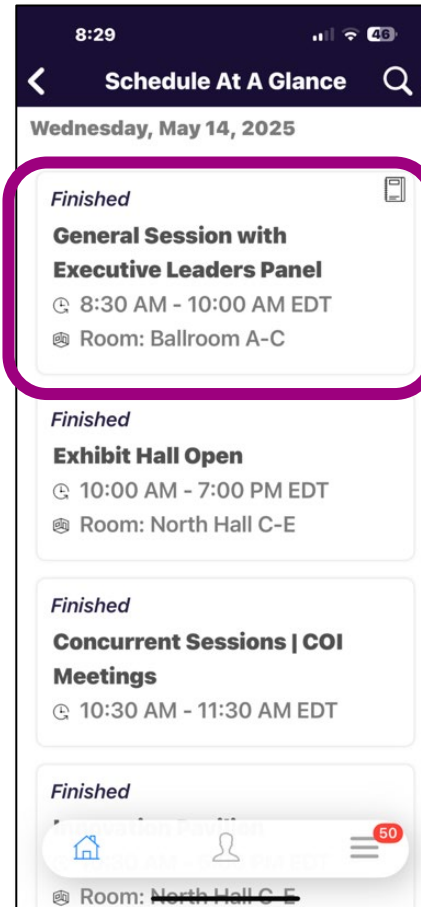
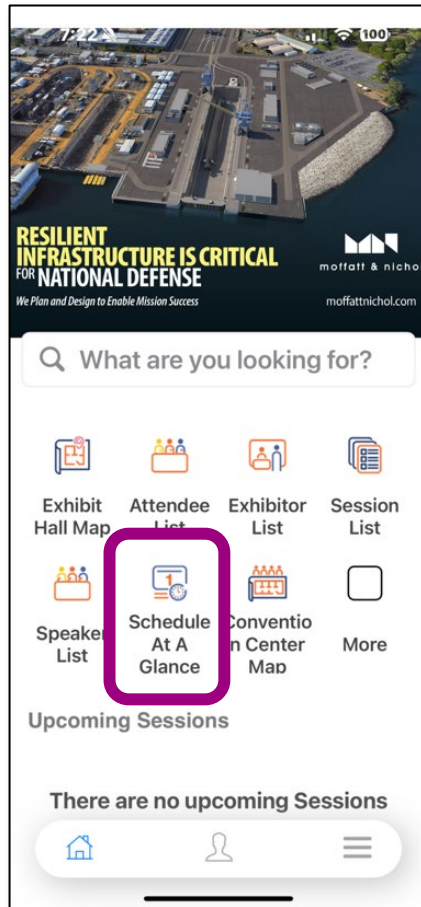
There are no upcoming Sessions

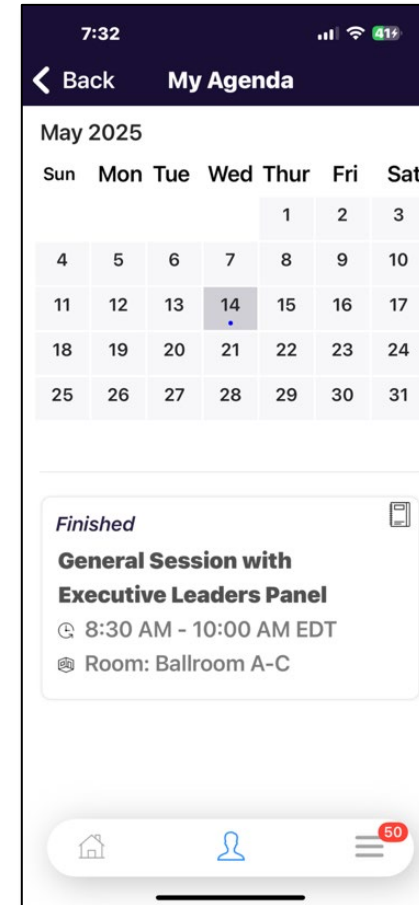
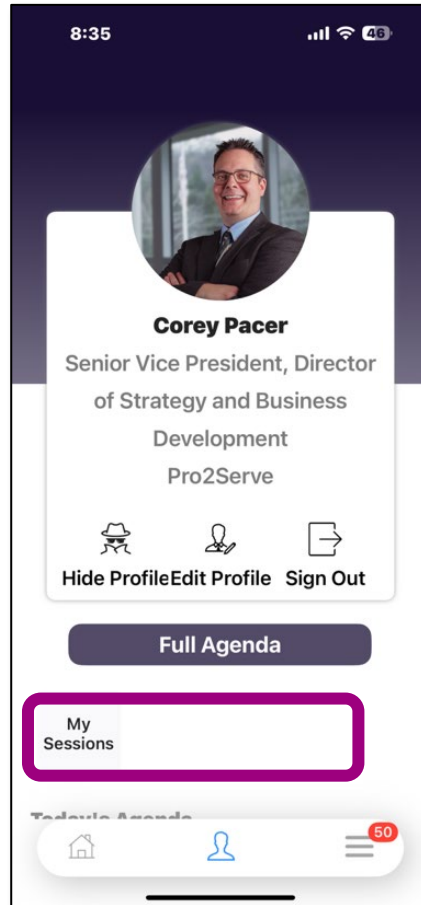
SAME Events App



SAME Events App



SAME Events App





Up Next:
Agenda
Service Centers
Additional Resources

Navigating the Agenda

- Types of sessions: General, Mega, Education Tracks, Matchmaking
- “Don’t Miss” events: Opening plenary, Small Business Networking, Industry-Gov panels, Receptions
- How to use the app or printed schedule



Schedule at a Glance

	Tuesday	Wednesday	Thursday	Friday
Programming	Pre-conference Workshop 1:00 p.m. – 5:00 p.m.	- General Session 8:30 a.m. – 10:00 a.m. - Concurrent Sessions Mega Sessions IGE Roundtables 11:00 a.m. – 5:30 p.m.	- General Session 8:30 a.m. – 10:00 a.m. - Concurrent Sessions Mega Sessions IGE Roundtables 11:00 a.m. – 4:30 p.m.	Concurrent Sessions 9:00 a.m. – 11:30 a.m.
Events	- New Member/First Time Attendee Meet & Greet 4:00 p.m. – 5:00 p.m. - President's Reception* 5:30 p.m. – 7:00 p.m.	- Networking Lunch 11:30 a.m. – 1:00 p.m. - Fellows Luncheon* 12:00 p.m. – 1:30 p.m. - Networking Reception 5:30 p.m. – 7:00 p.m.	- Networking Lunch 12:00 p.m. – 1:30 p.m. - Networking Reception 4:30 p.m. – 6:00 p.m.	Networking Lunch 11:30 a.m. – 12:30 p.m.
Matched Networking Capabilities Statement Reviews		Appointments 1:30 p.m. – 5:30 p.m.	Appointments 10:30 a.m. – 12:00 p.m. 2:00 p.m. – 4:30 p.m.	Appointments 9:00 a.m. – 11:30 a.m.
Meetings	National Leadership Assembly 9:00 a.m. – 5:00 p.m.	Foundation Meeting* 2:30 p.m. – 4:30 p.m.	EAG* 2:00 p.m. – 5:00 p.m.	
Exhibit Hall	Exhibitor Move-In 9:00 a.m. – 5:00 p.m.	Exhibit Hall Open 10:00 a.m. – 7:00 p.m.	Exhibit Hall Open 10:00 a.m. – 6:00 p.m.	- Exhibit Hall Open 8:30 a.m. – 12:30 p.m. - Exhibitor Move-Out 12:31 p.m. – 5:00 p.m.
Registration	8:00 a.m. – 7:00 p.m.	7:30 a.m. – 7:00 p.m.	7:30 a.m. – 6:00 p.m.	8:30 a.m. – 12:30 p.m.

*By Invitation; **RSVP Required

Attendee Service Center



Your portal for registration updates, agenda customization, session materials, contacts, and resources.



Click here for access & login:
[Attendee Service Center](#)



IN THIS SECTION

- › Registration Information
- › Attendee FAQs
- › Volunteer at SBC
- › Volunteer Opportunities
- › Pre-conference Workshop: Level Up Your Federal Game
- › Attendee Service Center
 - › ASC - Welcome
 - › ASC - Edit Your Registration
 - › ASC - Invoice/Receipt
 - › ASC - Pay Registration Balance Due
 - › ASC - Marketing & Social Media
 - › ASC - Logout

WELCOME TO THE ATTENDEE SERVICE CENTER (ASC)

Thank you for registering to attend SAME'S 2025 Small Business Conference (SBC). Use the links on the left side of this page to access the following information for this event:

Pre-Conference:

- **Edit Your Registration:** If you need to update your prefix, badge name, or address.
- **Pay Registration Balance Due:** If you have a balance on your Registration, this is where you can pay it.
- **Attendee Photo & Profile Setup:** Update or add a photo to your profile and update your information.
- **Documents:** Obtain copy of registration invoice/receipt or event documents that have been shared.
- **Pre-Conference Attendee List:** This will be posted two (2) weeks before the conference; Wednesday, November 5, 2025.

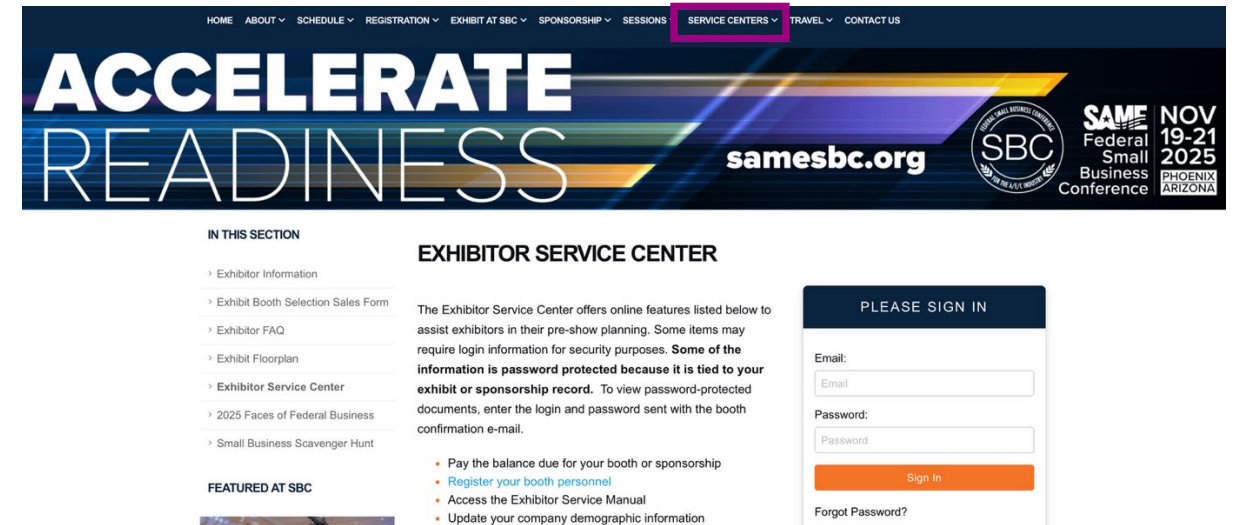
Exhibitor Service Center



Your central hub for booth logistics, lead retrieval, marketing resources, and exhibitor tools.

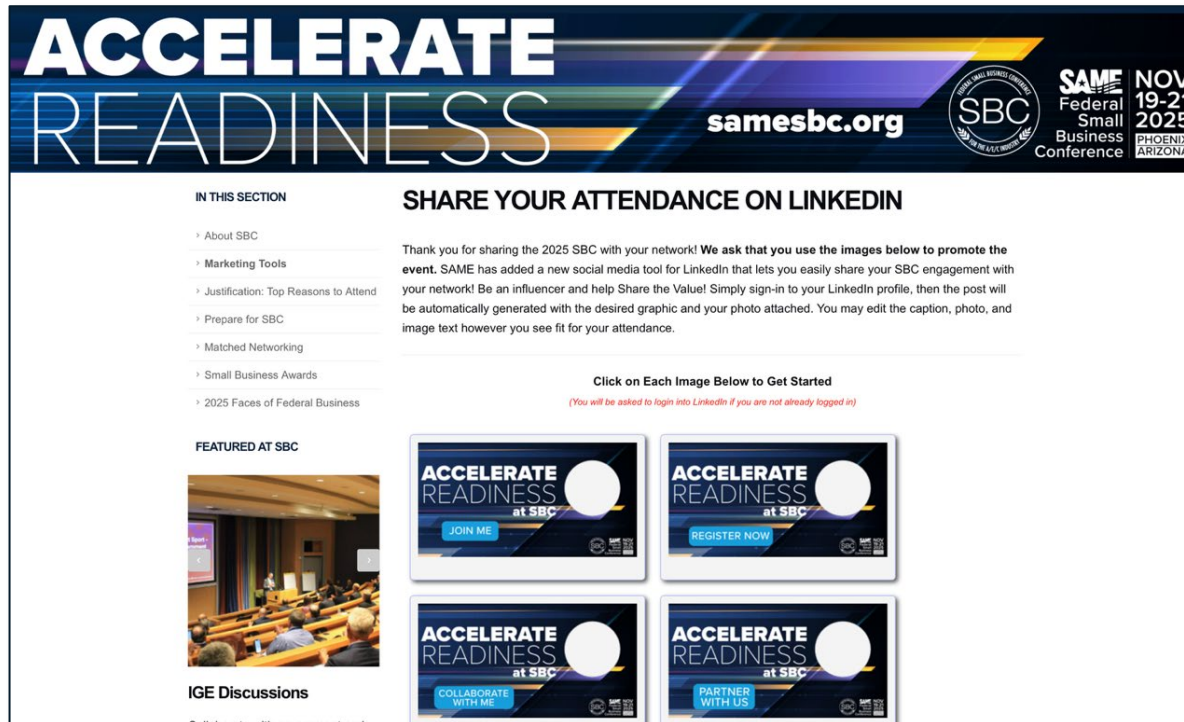


Click here for access & login:
[Exhibitor Service Center](#)



The screenshot shows the website header with navigation links: HOME, ABOUT, SCHEDULE, REGISTRATION, EXHIBIT AT SBC, SPONSORSHIP, SESSIONS, SERVICE CENTERS (highlighted), TRAVEL, and CONTACT US. The main banner reads "ACCELERATE READINESS" with the URL "samesbc.org". The "EXHIBITOR SERVICE CENTER" section includes a list of links under "IN THIS SECTION": Exhibitor Information, Exhibit Booth Selection Sales Form, Exhibitor FAQ, Exhibit Floorplan, Exhibitor Service Center, 2025 Faces of Federal Business, and Small Business Scavenger Hunt. A "FEATURED AT SBC" section lists: Pay the balance due for your booth or sponsorship, Register your booth personnel, Access the Exhibitor Service Manual, and Update your company demographic information. A "PLEASE SIGN IN" form on the right contains fields for Email and Password, a "Sign In" button, and a "Forgot Password?" link.

Make Your SBC Presence Count on LinkedIn



Announce your attendance or exhibitor status on LinkedIn using **#SAMESBC**



Tag SAME and connect with new contacts before, during, and after the event



Share photos and key learnings post-event to boost visibility and engagement

Make Your SBC Presence Count on LinkedIn



- **Visibility:** Post before and during SBC, tag others and SAME, and highlight your company's presence.
- **Engage strategically:** Like, comment, and share partner and client posts to stay visible and connected.
- **Share takeaways:** Post photos and insights to showcase involvement and expertise.



Last Chance for
Questions...Ask Us
Everything



Other Preparation Resources

e-newsletters from the SAME National Office

Attendee Orientation Webinar:

- Tues Oct 28 @ 3p.m. ET

Tips from the Experts Webinar Part II

- Thurs Oct 30 @ 3p.m. ET

Recordings of 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-protege-program-for-growth>

Don't Miss Part 2 of this Series

- Learn how to set clear goals, plan your schedule, and navigate SBC with purpose to get the most out of your time.
- Gain expert tips on maximizing networking and matchmaking opportunities, engaging in education sessions, and capturing actionable takeaways.
- Discover best practices for exhibitors and strategies for creating an effective post-conference action plan to turn connections into results.

Thank You for Listening!

- Lori Revely, lori@cavalryconsulting.com
- Christina Villeneuve, cvilleneuve@gri.com
- Corey Pacer, pacerc@p2s.com