

SBC 2026

**MATCHED NETWORKING
HOST ORIENTATION &
TRAINING**



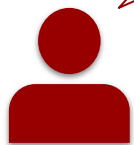
During this webinar, you can:

**Download the
presentation**
"Handouts" tab

**Ask questions
at any time**
"Q&A" tab

**Engage with
others!**
"Chat" tab

**The recording of this webinar will be
posted on the SBC website**



**FUELING
FEDERAL
ACQUISITION**

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After Today's Webinar, You'll Understand:

1

The Importance of Matched Networking

2

How to Set-Up Your Profile and Availability

3

How to Manage Requests

4

Best Practices to Conduct Useful Meetings

5

What Happens On-Site

Meet Today's Presenters



Ann McLeod, CEM, CAE
Senior Director, Engagement
SAME National Office



Kennedy Gillie, CEM
Exhibit & Sponsorship Manager
SAME National Office

Facts and Figures

#4,040

Registrants include:

1,780 represent SBs

1,090 represent MBs

751 represent LBs

#New Partners

678 have executed 0-3 fed. contracts

863 have never been to SBC

#11

Capability
Statement
Reviewers

#251

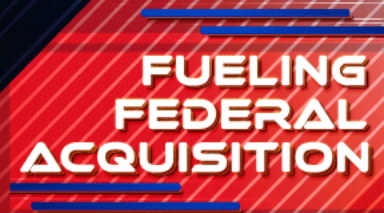
Matched Networking Hosts





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



Matched Networking Logistics

Why Matched Networking?



THE OPPORTUNITY

This is the starting point to build relationships with representatives of companies that can fill your requirements

THE MEETING

These upon-request meetings are one-to-one appointments, 15 minutes in length



THE HOST – YOU!

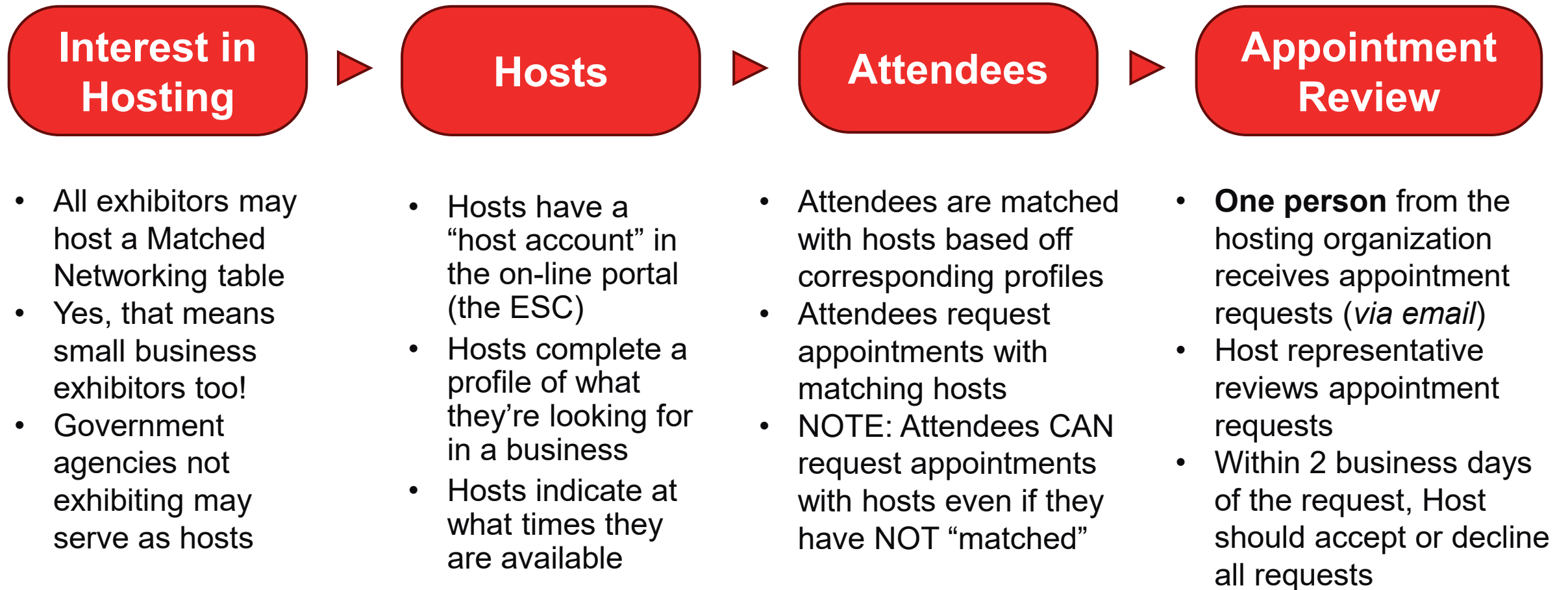
completes a profile of what is needed

THE ATTENDEE

completes a similar profile, and they are “matched” with Hosts based on the corresponding profile items

THE OUTCOME: Market research is easier for everyone!

How it all works



We'll create an account in the ESC for hosts not exhibiting

Schedule Overview

The Details

APPOINTMENTS

- 15-minutes long with a 5-minute break in between
- There are a total of 29 appointment times over the three days

CONFLICTING ACTIVITIES

We've removed appointments during lunchtime and networking receptions.

There are concurrent activities at all other times shown.

THE HOST

- 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

Schedule

The Dates & Times (Eastern Time)



Wednesday, Nov. 4

1:30 PM – 5:30 PM



Thursday, Nov. 5

10:30 AM – 12:00 PM
2:00 PM – 4:15 PM



Friday, Nov. 6

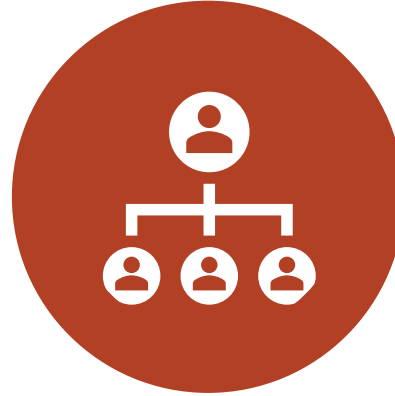
9:00 AM – 11:00 AM

Important Reminders



October 9

- Complete your host profile by October 9.
- Describe what you need for better matches.
- Accept relevant requests and decline those you cannot accommodate.



Requests open

- Oct. 19: Small businesses with 3 or fewer government contracts
- Oct. 22: All other small businesses
- Oct. 26: All other attendees



Oct. 19 through SBC

- Check requests daily from October 19, when booking begins.
- Attendees may initially request 3 appointments. The limit lifts November 2.
- Continue checking during SBC as attendees request open slots.



Hosts are required to respond to appointment requests within 2 business days



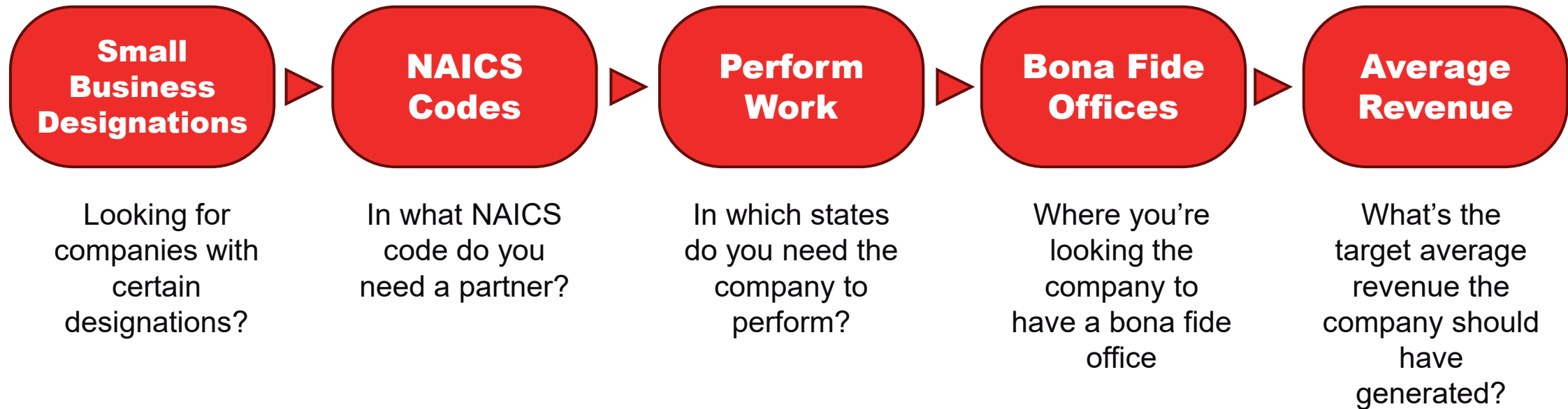
**Let's pause for your
questions**

Appointments, Profile Setup & Scheduling

Host Profile

Demographic questions

This is not your organization's profile. Instead, indicate what you're looking for in a potential match, including items such as:



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

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 Booth Staff
- Access the Exhibitor Service Manual
- Update your company demographic information
- Manage your Matched Networking Host account

Did you miss the Exhibitor Orientation & Training webinar on September 8? Watch it [here](#) and get all of your questions answered.

PLEASE SIGN IN

Email:

Password:

Sign In

[Forgot Password?](#)

ESC-Host Matched Networking Set-Up

- Profile set-up
- Set your availability

Managing Appointments

- View the attendee profile
- Message attendees about their requests
- Assign host representatives to appointments
- Accept or decline requests



Managing Appointments

MATCHED NETWORKING POC

- Your Matched Networking point of contact (POC) receives appointment-request email notifications.
- This is often your booth coordinator.
- To add or change a POC on your organization's account, email exhibit@same.org.

ACCEPT OR DECLINE

- **Accept or decline requests within 2 business days.**
- Before November 2, attendees may request 3 appointments. Declining a request frees a spot for them.
- Assign a host representative to each approved appointment.

COMMUNICATE WHY

- Provide a reason for declining appointments
- Use the Notes field for an explanation
 - *Example: "Thank you for your request. Your services do not match our current needs, so we are declining this appointment."*

COMMUNICATE WHAT TO BRING

- 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 (in the notes section when you accept the appointment).

They DO NOT have your email address otherwise.

Managing Appointments

DEADLINE

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

HONOR

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

ESC

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

ITINERARY

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



ESC Live Demo



ESC Quick Reference

Essential tasks to revisit after the live demo

1 Profile & availability

▶ Describe the businesses you want to meet. Block unavailable times.

2 Request review

▶ Read the attendee's profile. Accept or decline within 2 business days.

3 Assignment & message

▶ Assign a host. Explain what to bring and provide your email if needed.

4 Daily schedule check

▶ Check requests and appointment status throughout SBC. Print your itinerary.

[Open the Exhibitor Service Center](#)

Account or POC help: exhibit@same.org



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**Let's pause for your
questions**

Pre-Event Action Plan

Pre-SBC Homework for Appointments

USE OUR TOOL

Use the Appointment system to send messages back and forth.

Continue to manage your schedule!

EMAIL, EMAIL, EMAIL

If you want attendees to send materials before SBC, such as a capability statement:

PROVIDE YOUR EMAIL ADDRESS

KNOW YOUR AUDIENCE & SHARE

- View the profile of the person who requested the appointment!
- Explain how your organization evaluates businesses and how they can work with you.
- Talk about specific opportunities to work with your organization, based on their profile.
- Use the meeting to start a dialogue. Agree on next steps and follow up afterward.

What to Share at Your Meeting

ORGANIZATION CHART

Some organizations are very big, so it's key for the SBs to know the right person to contact

TEAMING OPPORTUNITIES

A list of procurement or teaming opportunities and whom to contact for each

KNOWLEDGE

Knowledge of your own process, and how that may differ between departments/divisions within your organization

TIME

An understanding of the timing of when major contracts are let

SPENDING

Your organization's spending or procurement history

POCs

- Have a list of key points of contact within your organization.
- You can have the list only for YOUR reference; it does not need to be shared with meeting participants
- If you know the right contact, make a specific referral. Otherwise, record the question and agree on a follow-up date.

A clear referral or an agreed next step gives the business something useful to act on.

Check List

Before Appointment Requests Open

Access the [Exhibitor Service Center \(ESC\)](#) NOW!



Complete your Host Profile



Describe the capabilities your organization needs.



Define your target criteria



NAICS Codes, SB Designations, Geographic Focus, Other partnering requirements



Set Your Availability



Block off unavailable times (meetings, sessions, breaks, etc.).



Register Booth Staff



Exhibitors: ensure all participating team members are registered through the [Booth Staff Form](#).



Assign hosts



Assign appointment responsibilities to appropriate team members.



Review setup

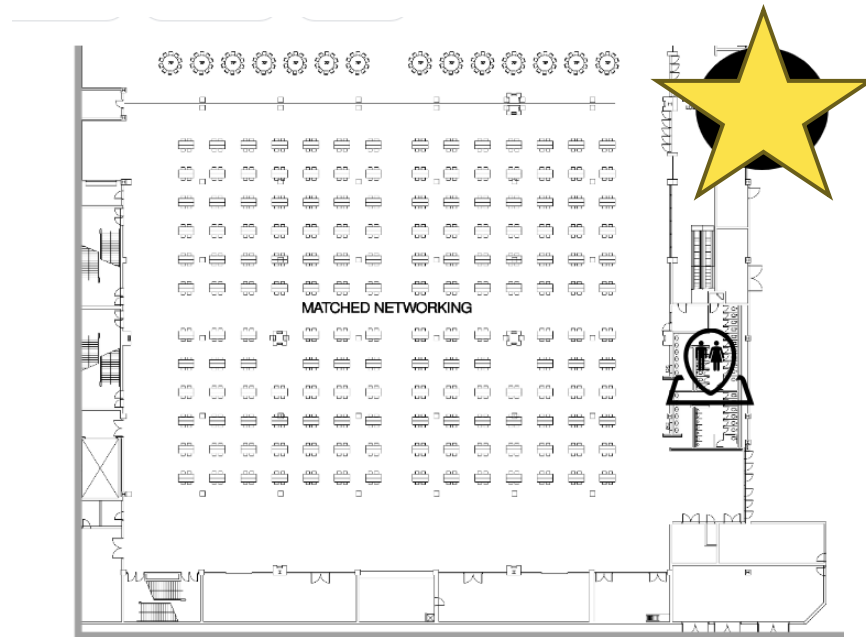


Confirm profile and availability are complete by October 9, 2026.

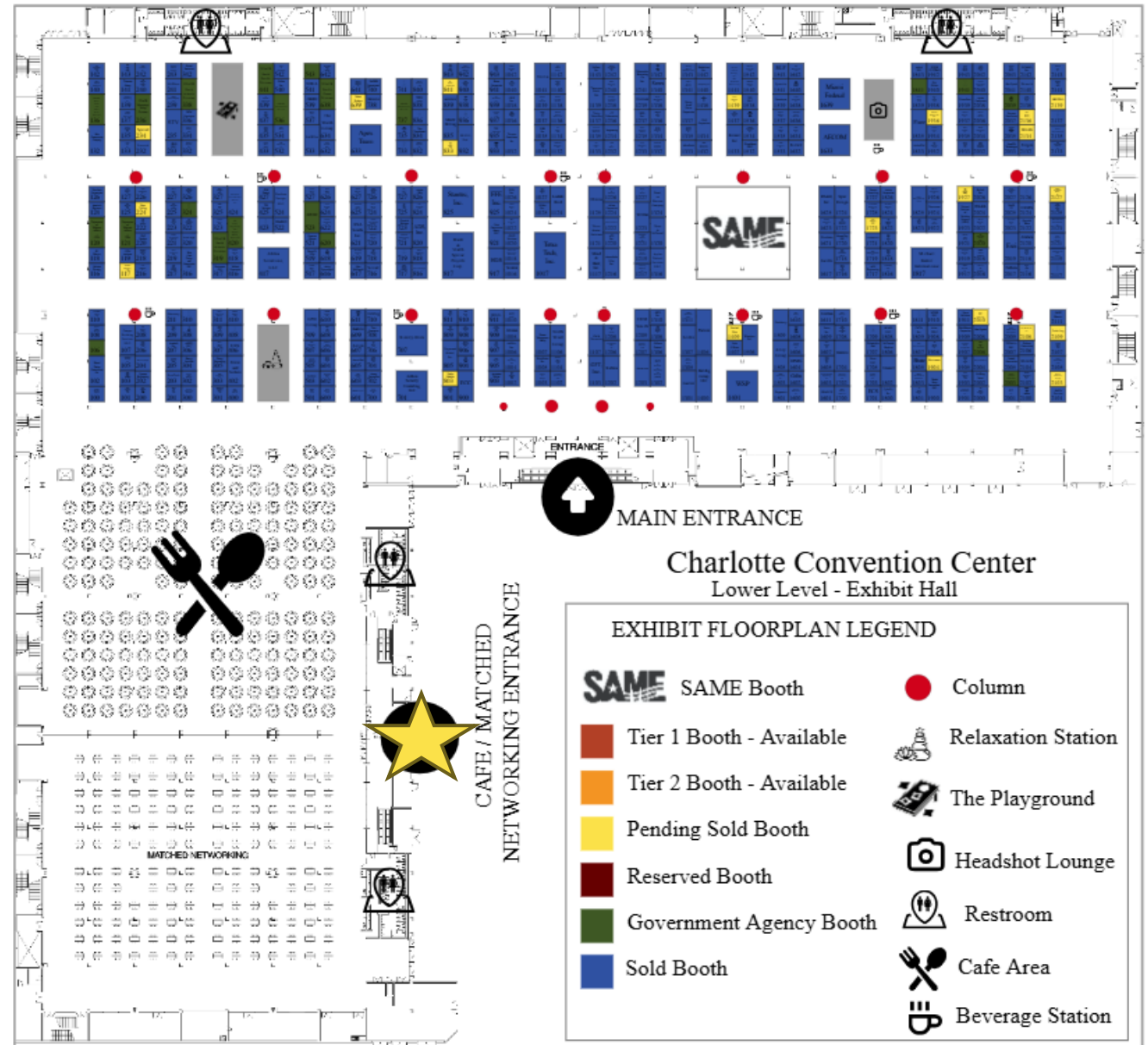


On-Site Action Plan

MN is ADJACENT to the EXH HALL on the LOWER LEVEL of the CC



Matched Networking
Entrance





Day-of Host Guide: Arrival

Before your first appointment

LOCATION & CHECK-IN

Go to the Matched Networking Area at least 10 minutes before your first appointment.

Each host has an assigned table with four chairs. Meetings take place here rather than at exhibit booths. We'll provide your table number the week before SBC.

SCHEDULE & MATERIALS

Check the ESC for new requests and schedule changes throughout the day.

Bring your itinerary, attendee profiles, approved agency information, and a way to take notes.



SAME staff and volunteers can help on-site. We will try to place a printed itinerary on your table. Bring your own copy and check the ESC for updates.





The 15-Minute Conversation

Suggested meeting structure, not an event rule

2 MIN

Introductions

Confirm the business's objective for this meeting.

5 MIN

Capabilities & fit

Discuss relevant experience and what your agency needs.

5 MIN

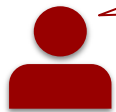
Agency guidance

Explain your process, appropriate opportunities and useful contacts.

3 MIN

Next steps

Agree on actions, owners and timing. Confirm contact information.



Volunteers ring a bell when each appointment ends. Allow five minutes between meetings. Suggested practice: use a quiet timer and a two-minute wrap-up cue.



Changes, No-Shows & Walk-Ups

How to handle schedule changes

Late arrival

Keep the original end time to protect the next appointment.

Attendee no-show

Record the missed meeting and report it to SAME staff or volunteers at day end.

Walk-up request

Staff may direct walk-ups to your table when your schedule shows an open slot. Keep unavailable times blocked in the ESC.

Host unavailable

Honor confirmed appointments. If you cannot attend, message the attendee through the ESC and ask to reschedule.

Contact attendees through the ESC. SAME cannot contact them on-site about appointments.





Day-End Wrap-Up & Follow-Up

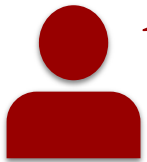
A short record makes the next conversation easier

MEETING RECORD

- ✓ Business name and contact
- ✓ Relevant capability or question
- ✓ Promised action and owner
- ✓ Agreed follow-up date

BEFORE YOU LEAVE

- ✓ Report attendee no-shows to SAME staff or volunteers at day end.
- ✓ Review open actions and follow up after your meetings.



THANK YOU for your participation in this valuable activity!!



**Let's pause for your
questions**

Quick Reminders



Appointments take place in the **Matched Networking Area**, not in exhibit booths.



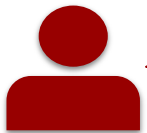
Each Host is assigned a table. There are a total of 4 chairs at each table.



Hosts (and attendees) are responsible for managing their own schedules and appointment requests.



SAME does not track appointment times, so please be punctual and honor all accepted appointments.



Show up on time, stay organized, and make every 15-minute conversation count!

Other SBC Preparation Tools and Opportunities

E-Newsletters

- Attendee
- Exhibitor

Ready. Set. SBC Webinars (Recordings)

- [A Practical Guide to Winning Federal Contracts](#)
- [Creating a Killer Capability Statement to Communicate Value](#)
- [Party of One: Maximizing SBC on Your Own](#)
- [Small Team, Big Impact: Booth Best Practices for SBC](#)

Pre-Conference Webinars

Attendee Orientation

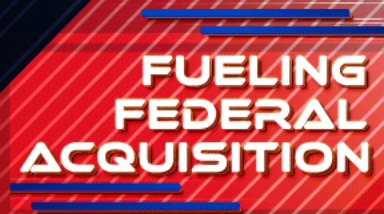
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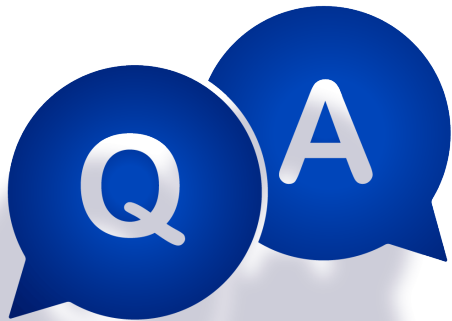


Do you feel ready to host?

- a. Yes, I'm ready to host.
- b. I need to finish my ESC setup.
- c. I need help with scheduling or on-site logistics.



See you in Charlotte!



Additional Questions?

exhibit@same.org or (703) 549-3800