

SBC 2026

Attendee

Orientation



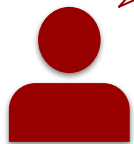
During this webinar, you can:

**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**



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Thank You Gold Sponsors



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ENGINEERING, INC.



Spur*



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ACQUISITION**

Code of Conduct

SAME is committed to providing a safe and welcoming experience for all participants. Unacceptable behavior includes, but is not limited to intimidating, harassing, abusive, discriminatory, derogatory, or demeaning conduct; disruptive, incessant and unwelcomed instant messaging; or other unprofessional behavior be it written, verbal, or otherwise as determined by SAME and its representatives, in their sole discretion. Anyone engaged in unacceptable behavior is subject to expulsion from the event, at SAME's sole discretion, without refund. Unacceptable behavior will not be tolerated and should be reported to registration@same.org.



Meet Today's Presenters

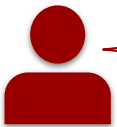
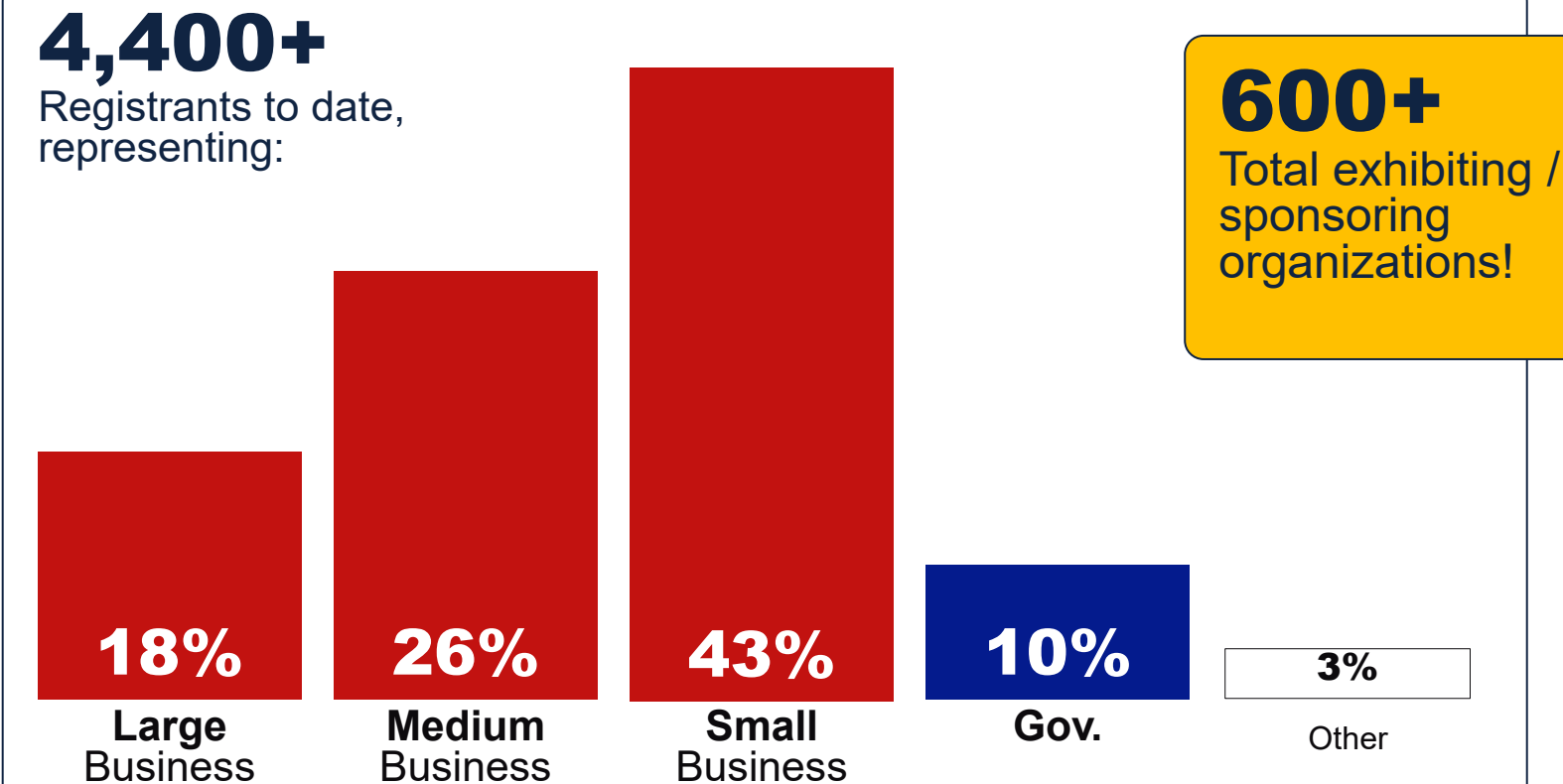


Ann McLeod, CEM, CAE
Senior Director, Engagement
SAME National Office



Belle Febbraro
Associate Director, Education
SAME National Office

Current Facts and Figures

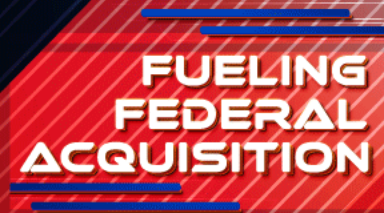


Tip: Numbers will continue to climb, particularly for government!



Have you been to SBC?

- a) Nope, I'm a newbie!
- b) Once
- c) Twice
- d) Three or more times
- e) Been so often I don't need this webinar!





What is your main goal for SBC?

- a) Find relevant customers or partners
- b) Understand federal opportunities
- c) Improve my approach to federal contracting
- d) Build relationships
- e) Learn where to start – I'm a total newbie

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After this Webinar, You'll Know How to Action:



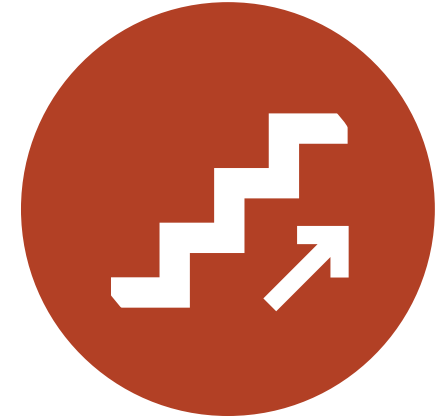
A Preparation Plan

Know what to do now
and what needs
advance action.



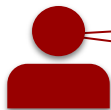
A Focused Itinerary

Choose activities that
support your
conference goal.



A Follow-Through Plan

Turn useful conversations
into agreed next steps.



TIP: Keep a notepad or 2nd screen open. Build your plan as we go!

Acronyms You'll Hear Today... and need to know

CCC = Charlotte Convention Center

ASC = Attendee Service Center

SSC = Speaker Service Center

ESC = Exhibitor Service Center

SRR = Speaker Ready Room

IGE = Industry-Government Engagement

C3 = Community of Interest, Council, or Committee

AOF = Academy of Fellows

AIA = American Institute of Architects

PDH = Professional Development Hour

USACE = US Army Corps of Engineers

AFCEC = Air Force Civil Engineer Center

NAVFAC = Naval Facilities Engineering Systems Command

Your SBC preparation plan

1

What to do Before SBC

2

USACE Updates

3

Choose Activities That Fit

4

Build Your Itinerary & Demos

5

Navigate On-site

6

The Exhibit Hall

6

After SBC

7

Reference Appendices



What to do...now!

Your Starting Point: One Conference Goal

ILLUSTRATIVE EXAMPLE:

A small-business owner attending alone wants to find relevant teaming partners.

Priority

Identify organizations whose needs fit the company's capabilities.

Preparation

Research a short list and write one useful question for each.

Evidence of progress

Leave with relevant contacts and agreed next actions.

Preparation Checklist: Now to Departure

Now

Set your goal. Test access. Complete your profile and shortlist organizations.

This week and next

Submit requests for limited activities. Check confirmations and resolve conflicts. Browse exhibitors & sessions and bookmark.

One week before

Refine talking points. Prepare your capability statement and meeting materials.

Before departure

Review your itinerary, badge barcode and arrival instructions.



Need-to-Know Dates

TODAY!

October 13

Apply for a listening session, if desired.

Itinerary Builder opens at 5pm ET

October 19, 22, 26

Request matched-networking appointments when eligible

Request / confirmation status reviewed

October 21

Download attendee list inside of your ASC and refine targets

Have your priority list ready!

October 27

Sign-ups for Lunch w/the Experts...hopefully!

Preparation Tools and Opportunities

E-Newsletters

- Attendee
- Exhibitor
- Speaker

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](#)

Use the Attendee Service Center

- ✓ Download the Attendee List on October 21 to see who's going to be at SBC
- ✓ Use the Itinerary Builder to search for attendees, exhibitors, and sessions

1st Attendee Meet & Greet November 3

5:30 PM – 6:30 PM

Already registered but didn't sign up? Email registration@same.org to add it



The SAME Events App

Fueling Your Event Experience

Search

- Attendees
- Exhibitors
- Speakers
- Sessions
- And more!

Get the Latest Updates

- Real-Time Event Updates
- Session Changes & Alerts
- Important Onsite Notifications

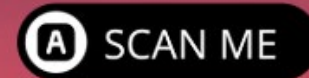
App & Itinerary Builder...Synchronized!

Login to the app using your registration credentials & the itinerary builder you created on the web is at your fingertips!

SAME EVENTS



Download the SAME Events App!



Amplify Your Participation

Using Our Social Tools!

The link to create a customizable social media post with our SBC graphic is easy to find:

Registration Confirmation email

Attendee or Exhibitor
Service Center
Welcome Page

SBC Marketing Tools
[web page](#)



Dierdre Crowl, MBA, CAP, OM • 2nd
Empathetic Leader & Connection Curator | Strategic Growth, ...
5d •

[+ Follow](#) [...](#)

Can't wait to connect in person with our clients and partners at the premier Federal networking event of the year! Come meet our team at booth 1933 and start - or continue - our partnership in mission.

SBC 2026 - Fueling Federal Acquisition, to join me click here <https://lnkd.in/gpzGMwKs>. #MeetMeAtSBC2026 #SAMESBC #FederalAcquisition #AECindustry#MilitaryEngineering #collaboratedelivery #PDB #ImagineCreateImprove #missionfocused

I'M EXHIBITING



NOVEMBER 4-6 2026 Charlotte, North Carolina

JOIN ME →

Dierdre Crowl
Cushing Terrell
Federal Market - Director of Business Development



**FUELING FEDERAL
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USACE Updates

Preparing for Conversations with USACE

Know who's coming and how they're participating

Research the Fit

Review mission areas, districts/centers and relevant opportunity information.

Prepare Evidence

Bring examples of experience that relate to the USACE's needs.

Plan the Interactions

Identify who to meet, opportunities for interaction, what to ask, and how you will follow up.

READ THEIR MATERIAL

USACE created multiple resources with limited staff. Enough said!



Recommendations for Contractors



US Army Corps
of Engineers®

NEW to Working with USACE?

- [Check out the Contractor Roadmap](#) created just for you!
- Understand how USACE is structured by reviewing the [mission areas](#) and top NAICS for the districts/centers
- Review the small business websites of the districts/centers that you hope to partner with
- Look at other areas of [USACE HQ Small Business Website](#)
- Contact your state's [APEX Accelerator](#)

Networking and opportunity research for everyone

- Review current enterprise-wide [forecasted opportunities](#)
- Check out lists of opportunities specific to [horizontal](#), [vertical](#), [environmental](#), and [architecture/engineering](#)
- Bring relevant capability examples to tailor your discussions and be focused on your goals.

Know who's available

- USACE Booths staffed by Division, District, and Center leadership and contracting professionals - shape your messages accordingly – small business professionals won't be in attendance
- Be prepared to share brief history with those who may not know of the working a relationship between you and USACE
- Follow up after SBC (or before!) with [Small Business Professionals](#)



Attend USACE Sessions



US Army Corps
of Engineers®

USACE Mega Session

- Day 1 - Wednesday, November 4 at 1:30pm
- Key messaging this year is how USACE has progressed from last year and where we are going with collaborative delivery.
- USACE is interested in industry perspectives...listen to what's said here, then share your feedback directly

Other USACE significant sessions:

- IGE Session: OTA and PDB Transformation – Thursday, Nov 5 at 10:30 am
- IGE Session: Preparing the IC Industrial Base for Federal Demand – Thursday, Nov 5 at 1:00 pm
- OTAs for SBs – Friday, Nov 6 at 9:00 am

HUNDREDS of EXHIBITORS THOUSANDS of PARTICIPANTS

Focus on QUALITY connections with those present

Remember that no job is done solo – teaming is essential

SBC provides the venue for a multitude of conversations that would normally not be possible or take months to arrange.



Choosing Activities That Fit

Choosing Activities: Learning and Insight

Your need	Activities to consider	How to choose
Understand the big picture	General Sessions / Mega Sessions	Read descriptions and choose what's relevant.
Learn practical approaches	Education Sessions and Tracks	Match the topic and level to your experience.
Explore business opportunities	Business Opportunity Sessions	Prioritize relevant organizations and mission areas.
Add your voice to focused discussions	IGE Sessions / Listening Sessions	Review the purpose, eligibility and participation rules. Make sure you are comfortable being an active participant

Choosing Activities: Relationships and Feedback

Your need	Activity	Preparation
Focused conversation	Matched Networking	Research the host. Request and confirm an appointment.
Improve your capability statement	Capability Statement Review	Book a review. Bring copies and specific questions.
Explore relevant organizations	Targeted exhibit visits	Bookmark relevant exhibitors and plan a route.
Meet people informally	Meals, receptions and breaks	Prepare an introduction and a question.

General Sessions

WEDNESDAY **NOVEMBER 4**

8:30 AM – 10:00 AM

- Executive Leaders Panel:
 - USACE, NAVFAC, Air Force, VA, Coast Guard, NOAA

THURSDAY **NOVEMBER 5**

8:30 AM – 10:00 AM

- Andy Papathanassiou
- Small Business Awards

Session Tracks

Business
Growth
Strategies

From Policy to
Practice

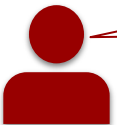
On-Ramping to
Federal
Contracting

Spurring
Innovation and
Technology

Business
Opportunities

Mega Sessions

IGE Sessions



Tip: All sessions except IGE are recorded, so don't stress. Choose what's essential to see in person, then watch others back home! PDH & AIA credit available for education & IGE.

Specialty Programming – RSVP reqd.

CMAA PCM Course

- Professional Construction Management course (Mon-Wed)
- SBC Attendance (Wed-Fri)

Pre-Conference Workshop

- Winning in a New Federal Landscape (Tue)

Technical Tours

- Inside an Energy Resilience Lab (Tue)
- Inside the Jonas Federal Courthouse Transformation (Fri)

Building Bridges (Full)

- Partnering with Indigenous Communities (Thu)



Tip: email registration@same.org for questions or to inquire about adding one of these to your conferece registration!

Listening Sessions – By Application

- ✓ **Veterans Affairs | Wednesday: 1:00 PM - 2:30 PM**
- ✓ **USACE | Wednesday: 3:00 PM - 4:30 PM**
- ✓ **AFCEC | Thursday: 10:30 AM - 12:00 PM**
- ✓ **JUST ADDED: NAVFAC | Wednesday: 10:30 AM - 12:00 PM**
- ✓ ***A separate application will be issued***

By Application Only

An email was sent to registered attendees when the application opened

Who can attend?

Industry Senior Executives

Confirm eligible roles within your company

Application deadline

TODAY!

**October 13, 2026,
Midnight ET**



Those selected to participate will be notified by October 26.

Optional Activities And Meetings

5K On Your Own

- Support the SAME Foundation!
- Run, Walk, Scoot, Ride
- Stop at the 5K Table to sign up

C3 Meetings

- 14 COI, Council, and Committee Meetings
- Check the website or app for when and where
- Connect with your tribe!

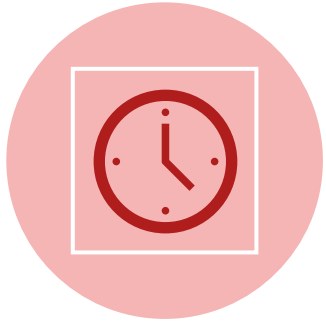
Ukraine Breakfast Meeting

- Hosted by Ukraine Field Chapter
- Thu, 11/5
- 7:00 - 8:15 AM
- Richardson BR C



**Let's pause for your
questions**

Matched Networking: Overview



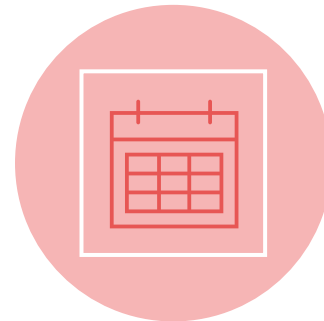
15-minute appointments
between Hosts and Attendees



Hosts (exhibitors or
government agencies) indicate
what they are looking for in
businesses



Attendees receive a list of
matches based on the number
of attributes they meet



Full-conference attendees can
request appointments with
Hosts they matched with

Matched Networking: Scheduling Appointments

REQUESTS OPEN

October 19: Small Businesses (w 3 or less executed fed contracts)

October 22: All other Small Businesses

October 26: All Full-conference Attendees

SCHEDULING

First come, first served

3-appointment limit

Book via the ASC

APPOINTMENTS

in Exhibit Hall C2

Wednesday

November 4

1:30 PM - 5:30 PM

Thursday

November 5

10:30 AM - 12:00 PM

2:00 PM – 4:30 PM

Friday

November 6

9:00 AM - 11:00 AM

CONFIRMATIONS

Confirmations for Matched Networking appointments will come from the email address

noreply@same.org

Be sure to whitelist this address!



Matched Networking: Best Practices

DO. YOUR. HOMEWORK!

- Research the host and relevant opportunities.
- Prepare your capability statement and supplemental info sheet.
- Ask host if you can email them your materials in advance.

MEETING TIPS

- Arrive on time.
- Ask focused questions.
- Agree on a useful next step.

FOLLOW UP

Record the topic, promised materials, and next-action date.
Follow up with a specific reference to your conversation.

An Effective 15-minute Conversation

SUGGESTED STRUCTURE • Adapt to the host's guidance.

Time	Purpose	Example prompt
0–2 min	Introduce the fit	“We help with [capability].”
2–9 min	Ask and listen	“Where might that experience be relevant to your needs?”
9–12 min	Offer relevant evidence	“May I share a brief example?”
12–15 min	Agree on a next step	“What would be useful for me to send, and to whom?”

Record the commitment and follow-up date immediately afterward.

Capability Statement Reviews

SIGN UP

- Use the Matched Networking Portal to sign up for a review slot.
- Multiple reviewers are available and can be found by searching “Capability Statement Review”

ONSITE APPOINTMENTS

- Same schedule as Matched Networking appointments
- 15-minute appointments
- This is free consulting!

BRING COPIES OF YOUR CAPABILITY STATEMENT

- Reviewers will share feedback on what works and what doesn't
- Bring a few to mark-up
- Be open and don't take it personally, it's all about improvement!

Daily Networking Opportunities

RECEPTIONS in Exhibit Hall

Wednesday
November 4

5:30 PM - 7:00 PM

Thursday
November 5

4:30 PM - 6:00 PM

LUNCH DAILY in Exhibit Hall

Wednesday
November 4

11:30 AM - 1:00 PM

Thursday
November 5

12:00 PM - 1:30 PM

SNACK BREAKS in Exhibit Hall

Wednesday
November 4

2:30 PM - 3:00 PM

Thursday
November 5

3:00 PM - 3:30 PM

FRIDAY MEALS in Exhibit Hall

Breakfast

8:30 AM - 9:00 AM

Brunch

10:00 AM - 11:00 AM



Lunch with the Experts: Wednesday

NEW activity organized by the Small Business Council

Casual conversations

No pressure. Chat informally about shared topics of interest.

Table Leads

Each table will have a leader or expert who will help lead the conversation. Great for the shy types!

Watch for topics and sign-ups

Table topics and any necessary sign-ups will be announced in the Know Before You Go newsletter, released the week of Oct. 26



A Simple Approach to Informal Networking

Join

▶ “May I join you? What brought you to SBC?”

Connect

▶ Share a brief introduction, then ask about their interests.

Agree

▶ If there is a fit, ask whether a follow-up would be useful.

Capture

▶ Note the context, agreed action and preferred contact method.

A Focused Day at SBC

Planning order	Example choice	Reason
1. Fixed commitments	Confirmed networking appointment	Protect a relevant conversation.
2. Learning priority	One goal-related session	Choose relevance over volume.
3. Exhibit time	Relevant exhibitor visits	Make room for targeted conversations.
4. Flexible time	Movement and notes	Avoid back-to-back commitments.



Tradeoff: if two activities conflict, prioritize the one most closely tied to your goal.



**Let's pause for your
questions**

Build Your Itinerary & Demos

What do you need to do before you can build your itinerary?

Have Your ASC Login Ready

Remember this is NOT your SAME login.

Check out the Exhibit Hall Map at [SAMESBC.ORG](https://www.samesbc.org)

Familiarize yourself with what companies and government agencies will be at SBC!

[Exhibit Hall Floorplan](#)

Search

Appointments

Bookmarks

Profile Setup

Matches

Matched Networking Appointment Request Schedule:

- **(NEW) Small Business attendees with 3 or fewer federal contracts executed** can request appointments starting November 3, 2025, at 12:00 p.m. Eastern Time
- **Small Business attendees** can request appointments starting November 6, 2025, at 12:00 p.m. Eastern Time
- **Medium and Large Business attendees** can request appointments starting November 10, 2025, at 12:00 p.m. Eastern Time

Matched Networking is available **only** to private industry **full conference registrants** on a **first-come, first-served** basis. *Exhibit Hall-Only attendees, One Day Only attendees, and students are **not** eligible.*

MATCHED NETWORKING APPOINTMENTS SUMMARY

Individual Appointments

Description	Time	Appt
No Appointments Created		

Itinerary Builder Demo Time

DEMO: BUILD YOUR EVENT ITINERARY

Create a Personalized Schedule in 10 Minutes

START

Log in with your SBC ASC credentials.
Review your profile and Community of Interest routes.

[Attendee Service Center \(ASC\) | Small Business Conference \(SBC\)](#)

FIND

Search for organizations
in the Exhibit Hall and
sessions that support
your goals.

SAVE & CONFIRM

Bookmark priorities and
review request and
confirmation statuses.

REVIEW

Check conflicts, generate
your itinerary, and verify
saved items are ready to go.

SAME Events APP

Demo Time



SAME Events App Best Practice

Start

Be sure to log in with your SBC ASC (samesbc.org) credentials, not your regular SAME membership login.

Find

Search for one organization and one relevant session.

Save and Check

Bookmark your priorities, including companies you'd like to meet in the exhibit hall, people you'd like to connect with, and sessions you don't want to miss.

Review

Ensure your ASC itinerary and bookmarked items in the app are saved and readily accessible before you arrive.



**Let's pause for your
questions**

Navigate Onsite

Your Arrival Process

Before You Head Out The Door

- ▶ Have your badge barcode and conference itinerary ready. Download the SAME Events App and log in with your samesbc.org ASC login.

At Registration

- ▶ Pick up your badge and event materials. Verify your ticketed events, education sessions, and access details.

Navigate

- ▶ Find your first session, meeting, or networking event using the SAME Events App, printed conference program, or venue map.

If you need help

- ▶ Visit the Help Desk or ask an SAME staff member or volunteer if you need assistance.

FINDING THE RIGHT HELP

SAME Staff & Volunteers Are Here for You



Look for team members wearing red shirts, sweaters, or fleece.



Look for official Event Volunteer T-Shirts throughout SBC.



Visit the Registration & Information Desk, SAME Booth, or find a Session Monitor (in session rooms).

WAYS TO GET HELP

- Registration & Information Desk
- SAME Booth
- National Leadership & Staff
- Event Volunteers
- Session Monitors
- Registration Team

We're Here to Help Throughout SBC



**FUELING FEDERAL
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ARRIVAL & BADGE PICKUP

Get Checked In and Ready for SBC

EXPRESS BADGE PICKUP

Scan your registration QR code to print your badge and pick up your conference materials.

CHARLOTTE CONVENTION CENTER

Registration & Information Desk are on the Street Level of the Convention Center.

Staff available to assist with check-in and event questions.

REGISTRATION HOURS

Date	Hours
Tue, Nov. 3	8:00 am - 7:00 pm
Wed, Nov. 4	7:30 am - 7:00 pm
Thu, Nov. 5	7:30 am - 6:00 pm
Fri, Nov. 6	8:30 am - 12:00 pm

Staying at the Westin?

Skip the Convention Center registration line and pick up your badge early.

Tuesday, Nov. 3 Only
11:00 AM - 7:00 PM





Registration Barcode	Registration Information
 * 4 8 8 6 9 8 *	Karen Offringa Education Coordinator SAME National Office 1420 King St Ste 100 Alexandria, VA 22314 E-mail: koffringa@same.org
If you are having trouble viewing the above barcode image, click here to print your barcode.	

FUELING FEDERAL ACQUISITION	
MELISSA Mrs. Melissa Sprague SAME NATIONAL OFFICE Alexandria, VA United States 932980 Exhibitor: Dark Blue	
Networking Reception in Exhibit Hall DRINK TICKET *Good for One Free Alcoholic Drink* Valid WEDNESDAY Only Thank you to our Titanium Sponsors!	Networking Reception in Exhibit Hall DRINK TICKET *Good for One Free Alcoholic Drink* Valid THURSDAY Only Thank you to our Platinum Sponsors!
WiFi Network Name: SAMESBC26 Password: Fueling! Free WiFi is available throughout the convention center.	Mobile Application Download the SAME Events mobile App in Google Play or Apple Store, then click on "Events" and select "SBC 2026" to gain easy access to useful event information such as an exhibitor list and session times, locations, and descriptions. Thank you to our Platinum Sponsors!



Tip: Don't lose these tickets!!



Badge Holders Identify Who's Who

Badge color indicates “registration type” and off-hours access to the Exhibit Hall

GOLD

Government Exhibitor

GREEN

Industry Attendee

LIGHT BLUE

Exhibit Hall Only

ORANGE

Government Attendee

RED

Personal Guest

BLUE

Exhibiting Personnel

GRAY

One-Day Attendee



Level 2

- Business Opportunity Sessions
- Education Sessions
- General Sessions
- Mega Sessions

Concourses

- Express Badge Pickup
- Help Desk
- Onsite Registration
- UPS Store

Lower Level

- Café for daily lunches
- Exhibit Hall
- Matched Networking

Convention Center Floorplan

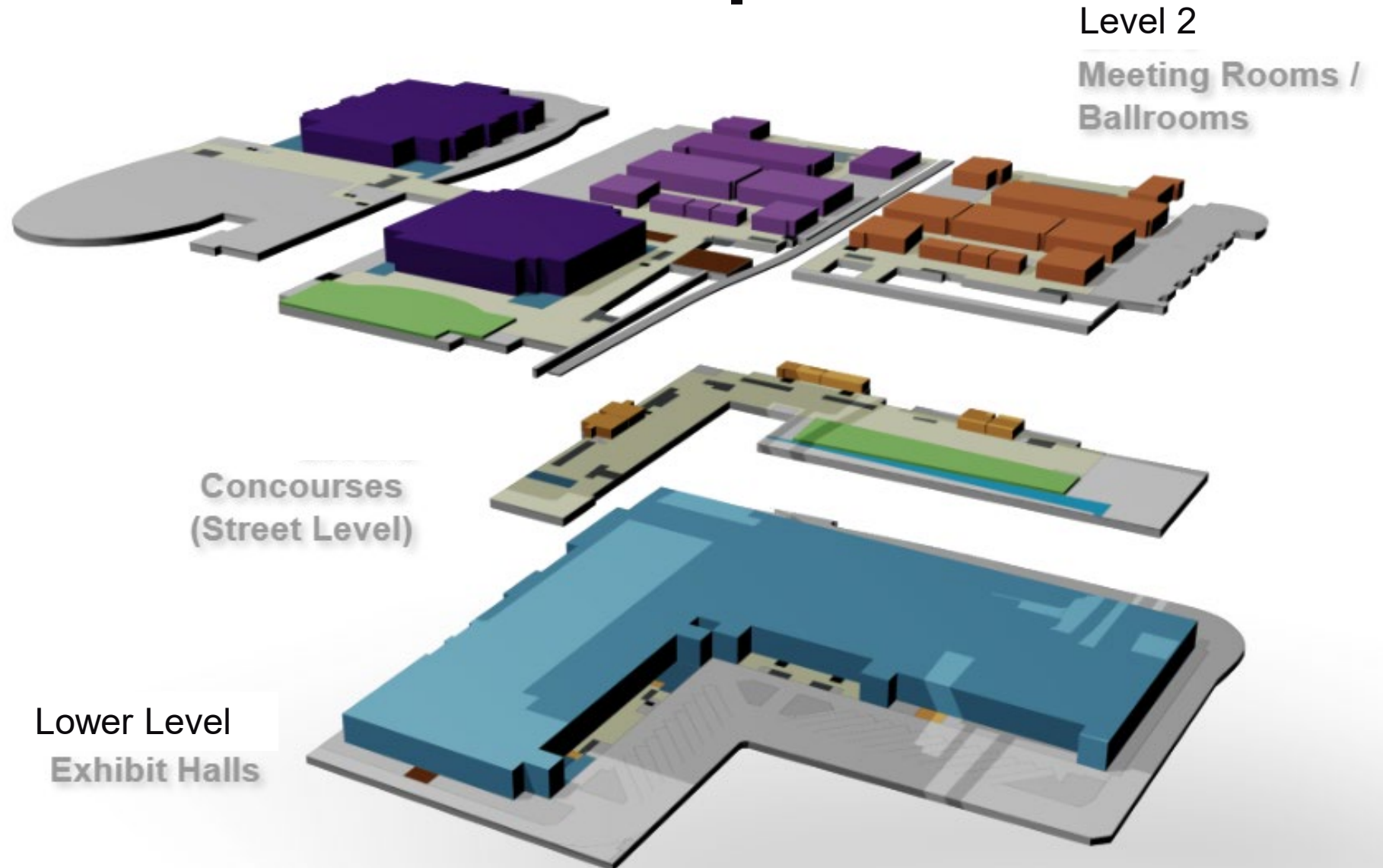


Exhibit Hall

Exhibit Hall Highlights



SAME Booth

SAME Staff
Selfie Station



Relaxation Station



The Playground



Headshot Lounge



Beverage Stations throughout the hall



Small Business Scavenger Hunt



SBC Booth Battle

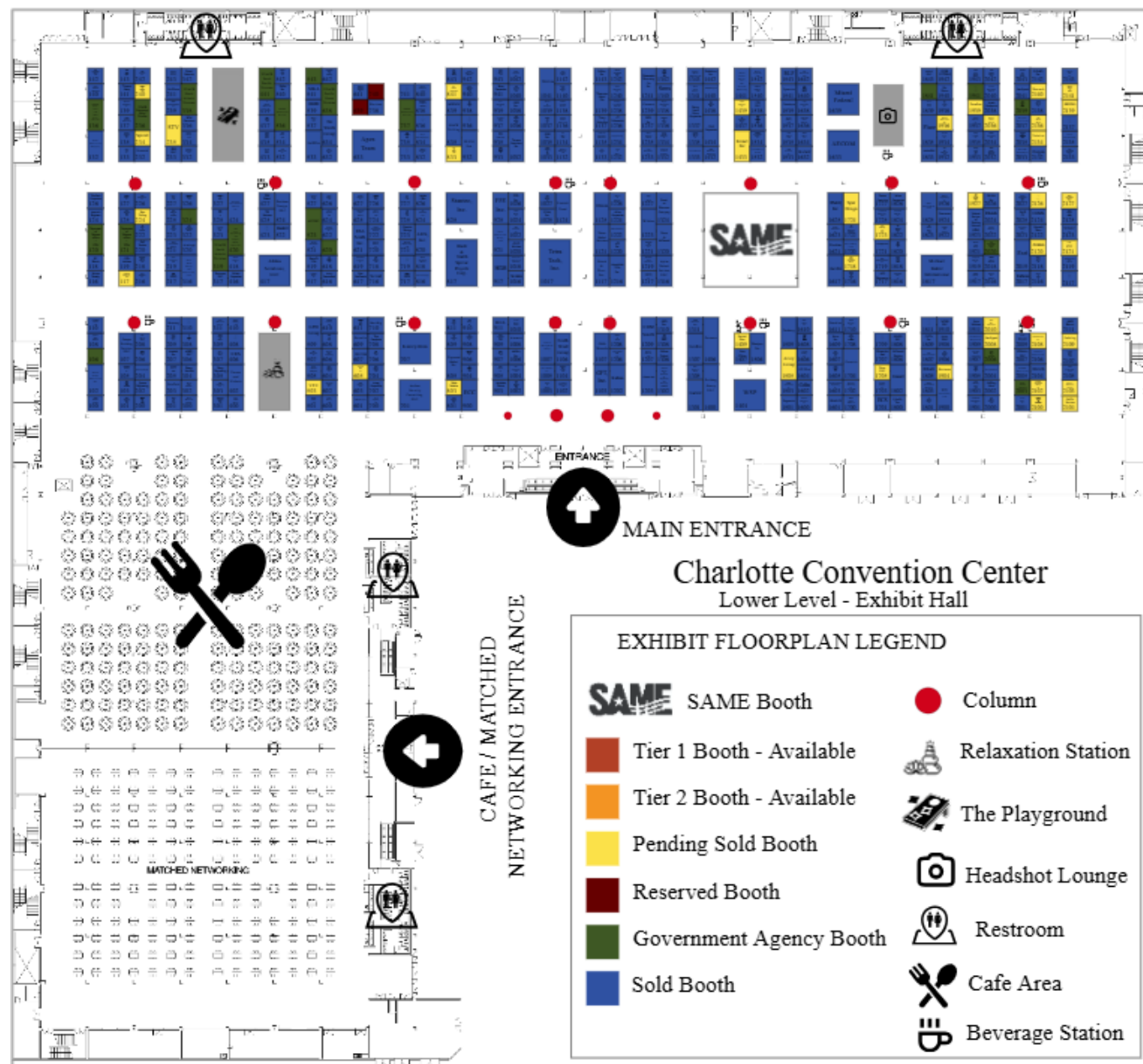
Exhibit Hall Map

WAYFINDING

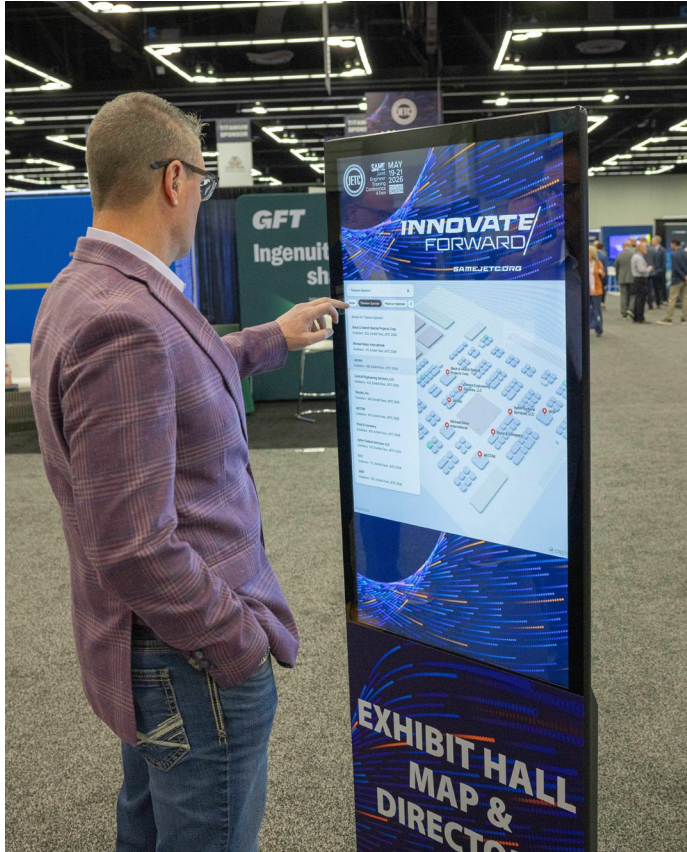
The interactive exhibit hall map is available in the SAME Events app and at the touchscreen on the show floor (by the Exhibit Hall entrance and at the SAME Booth!)

LOWER LEVEL

The exhibit hall is located on the lower level of the convention center!



Digital Wayfinding & Charging Stations



Interactive Floor Maps

View the floor plan, search exhibitors

Check the Scavenger Hunt Leader Board

Mobile Device Power Hubs

Will be found throughout the Exhibit Hall near lounge spaces

Look for them by the session rooms as well!



Small Business Scavenger Hunt

A Returning New Favorite



QR CODE
Scan
participating
booth codes
as you explore
the exhibit
hall.

LEADERBOARD
Interactive
leaderboard on
phones, at the
SAME booth, and at
the floorplan maps
by the entrances

WINNERS
Prizes to 3 lucky
winners who
check in at all
waypoints

OPTIONAL ACTIVITY
Use the hunt to meet exhibitors while keeping
time for your priority visits.

Participation questions:
exhibit@same.org



SBC Booth Battle

Presented by SAME's Exhibitor Advisory Council

VOTE for your Favorite Booth

*Small Business
Medium Business
Large Business*

Feature Award

*Best Promotion Leading
up to SBC*

Attendee Voting

Look for QR Codes
throughout the Exhibit
Hall

Judging

Judges make selections, BUT take your votes into
consideration

Every Vote Counts

Voting Closes

Thursday at 4:30 PM





**Let's pause for your
questions**



After SBC

After SBC: Follow-Through

Your next steps turn participation into progress.



A Suggested Follow-up Routine

Same day

Capture the conversation, promised materials and agreed next step.

Soon after SBC

Send a specific follow-up and the information you promised.

At your own checkpoint

Review open actions, respond to replies and agree the next contact.

Contact log: person / organization / topic / commitment / owner / due date

Resources After SBC

Visit the ASC:

- Final Attendee List – the week after SBC
- Session presentations and audio recordings – Nov. 20
- PDH transcript record – Nov. 6
- AIA Form – Nov. 6
- Link to SBC photos – end of November
- Registration receipt – it's there now!



How you will assess the value of SBC

Your original goal	Evidence to record	Next checkpoint
Relevant relationships	Conversations with a clear next step	Review agreed actions and responses.
Useful learning	An insight you can apply at work	Share it and identify a practical change.
Business development	Qualified follow-up opportunities	Track progress over time, not just contacts collected.

Attendance does not guarantee a contract. Evaluate progress *against the goal you set.*

Your Pre-Conference Checklist

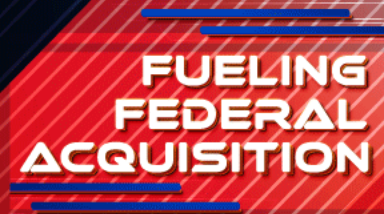
- Login and finalize your profile
- Priority organizations identified
- Required requests submitted
- Appointments confirmed
- Capability statement prepared
- Itinerary and arrival plan reviewed
- Necessities packed
 - *Remember your company lanyard, business cards, and a refillable water bottle!*
- **Vote – early, by mail, or before you hit the road! (Election day is Tuesday Nov. 3)**





Who's ready for SBC?

- a) My next step is clear
- b) I need to finish my itinerary
- c) I need help with access or booking
- d) I need help choosing priorities



Your Next Action After This Webinar

Write down one action you will complete today.

Prepare

Check access and the deadlines that apply to you.

Prioritize

Build your itinerary around your main goal.

Follow through

Record commitments and act on agreed next steps.



Questions and support

Registration: registration@same.org

Exhibits: exhibit@same.org

Education: sessions@same.org

APPENDIX A

Search Exhibitors, Sessions & Build Itinerary

Step 1: Log in to the ASC

ATTENDEE SERVICE CENTER

The Attendee Service Center (ASC) is a great feature that allows you to update your individual attendee registration, pay a balance due, access documents, and more. The ASC is different than the Exhibitor (ESC) and Speaker (SSC) Service Centers; it helps manage individual registration, not exhibit booth or speaking engagements. Features within the ASC include:

Post-Conference:

- **Edit Your Registration:** Update your badge name, Organization name, or other personal demographic information on your registration.
- **Pay Registration Balance Due:** Have a balance on your registration? You can pay that here.
- **Documents:** Obtain copy of registration invoice/receipt or event documents that have been shared.
- **Pre-Conference Attendee List:** The list will be posted two weeks before the event (10/21) and a final list will be posted after the conference.

PLEASE SIGN IN

Email:

Password:

[Sign In](#)

[Forgot Password?](#)

Log in to the SBC Attendee Service Center (ASC) https://www.samesbc.org/asc_login.cfm

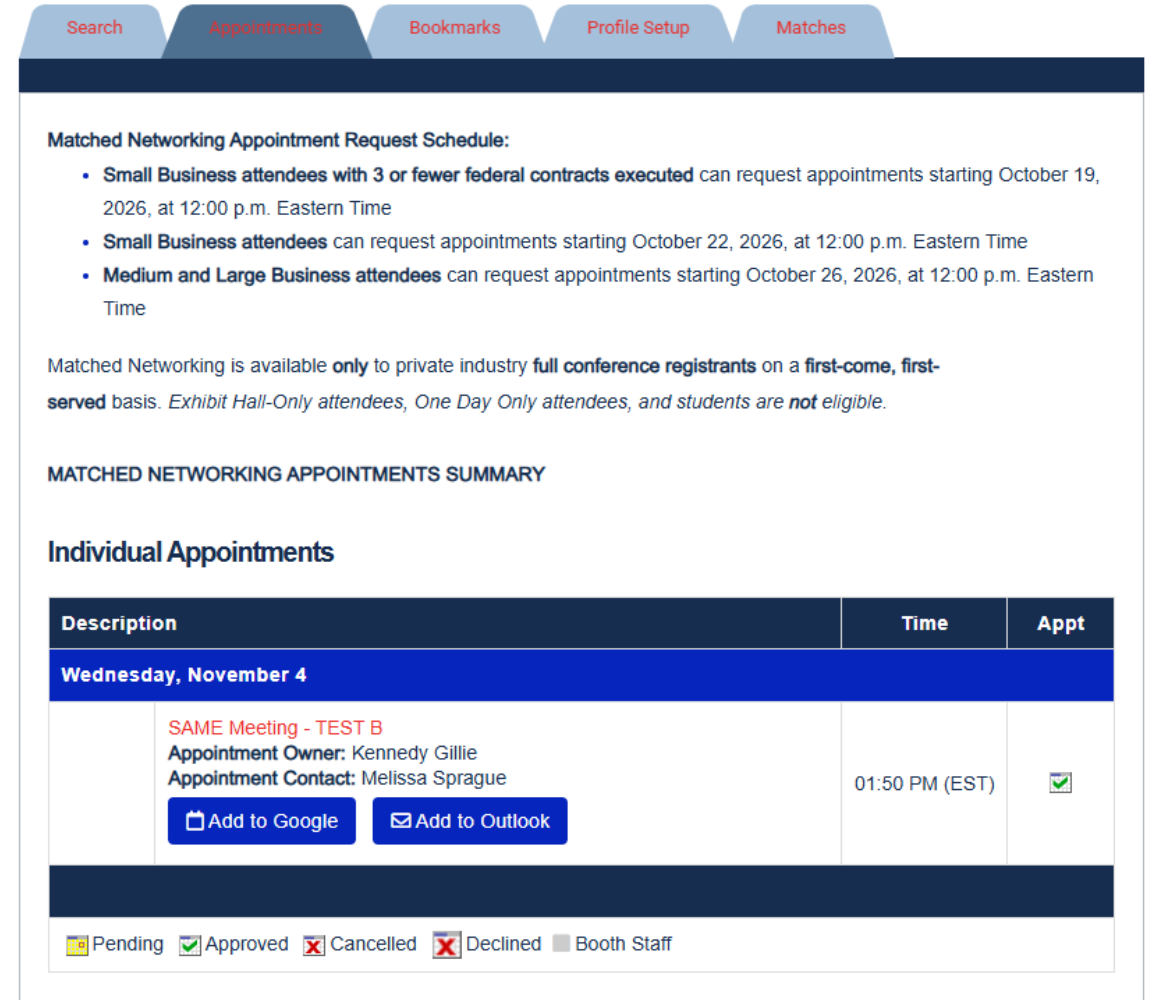
To access the ASC, you must be registered to attend. **No one is automatically registered!**

Log-in information (e-mail and password) was included in your registration confirmation email.

Once logged in, click on “ASC - Attendee Matched Networking & Itinerary Builder” located in the left menu.

Step 2: Itinerary Tools

- The Attendee Matched Networking & Itinerary Builder page is your toolkit for making connections and managing appointments.
- Note the 5 tabs across the top
 - **Search:** to find exhibitors, attendees, sessions + more
 - **Appointments:** to manage your appointments
 - **Bookmarks:** to view your bookmarks
 - **Profile Setup:** to view and update your profile
 - **Matches:** to view the list of networking hosts with whom you matched



Search Appointments Bookmarks Profile Setup Matches

Matched Networking Appointment Request Schedule:

- **Small Business attendees with 3 or fewer federal contracts executed** can request appointments starting October 19, 2026, at 12:00 p.m. Eastern Time
- **Small Business attendees** can request appointments starting October 22, 2026, at 12:00 p.m. Eastern Time
- **Medium and Large Business attendees** can request appointments starting October 26, 2026, at 12:00 p.m. Eastern Time

Matched Networking is available **only** to private industry **full conference registrants** on a **first-come, first-served** basis. *Exhibit Hall-Only attendees, One Day Only attendees, and students are **not** eligible.*

MATCHED NETWORKING APPOINTMENTS SUMMARY

Individual Appointments

Description	Time	Appt
Wednesday, November 4		
SAME Meeting - TEST B Appointment Owner: Kennedy Gillie Appointment Contact: Melissa Sprague Add to Google Add to Outlook	01:50 PM (EST)	☒

 Pending  Approved  Cancelled  Declined  Booth Staff

Step 3: Search Tools

- Click the “Search” tab to search for exhibitors, and sessions.
- Each search allows you to create bookmarks that generates lists to help you plan your time.
- Click on the appropriate button to search that group.

Search

Appointments

Bookmarks

Profile Setup

Matches

Click the "Exhibitors" button below to reveal the search functionality that will help you find exhibitors and match networking hosts by name or a variety of categories. Once you find who you'd like to connect with, click the calendar icon to request an appointment.

If there is no calendar icon to select and it says, "Restricted," the company is only exhibiting and not a Matched Networking host.

Check the "bookmark" box to create a list of exhibitors to visit. All attendees are limited to 3 appointment requests. We will remove this limit on Monday, November 17.

Exhibitors

Session

Exhibitor Search

Exhibiting Company:

Booth Number

Business Type:

NAICS Code (EXH)

Please Select... ▼ Select

Business is recognized as a small business under its Primary NAICS code?

Step 4: Search Exhibitors

Exhibitor Search

Exhibiting Company:

Booth Number:

Business Type:

NAICS Code (EXH): Please Select...

Business small business

Small Business

Average past three years

Number of employees

Government currently ()

NAICS Code (EXH)

Select	Title
☐	Clear Selection
☐	221114
☐	236210
☐	236220
☐	237110
☐	237120

- Click “Exhibitors” to search exhibitors.
- Select relevant filters.
- Click Search to view results.

Search

Logo	Booth	Exhibitor/Sponsor	Make Appointment	Bookmark
	892	24HRC	Restricted	☐
	754	ACHUTI LLC.	Restricted	☐
	1000	Acuity International	☐	☐
	663	Advon Corporation	☐	☐
	882	Ahtna Design-Build, Inc.	☐	☐
	376	Ahtna Solutions, LLC	Restricted	☐
	586	AMEST, LLC	Restricted	☐
		General Services, LLC	☐	☐
	1156	AR6 Construction & Engineering, LLC	Restricted	☐
	956	Aztec Contractors, Inc.	Restricted	☐
	603	Benham Design, LLC	Restricted	☐

These are the search results

Step 4: Search Exhibitors cont.

- Click on exhibitor's name to open their profile
- Click on "bookmark" in the bookmark column to add them to your bookmarks list
- In the "Make Appointment" column:
 - Restricted means they are not accepting appointments, or their calendar is full

Search

Logo	Booth	Exhibitor/Sponsor	Make Appointment	Bookmark
	802	24HRC	Restricted	☐
		ACHUTI LLC.	Restricted	☐
		Acuity International	☐	☐
		Advon Corporation	☐	☒
		Ahtna Design-Build, Inc.	Restricted	☐
		Ahtna Solutions, LLC	Restricted	☐
		AMES 1, LLC	Restricted	☐
		Apitim Federal Services, LLC	☐	☐
	1156	AR6 Construction & Engineering, LLC	Restricted	☐
	956	Aztec Contractors, Inc.	Restricted	☐

Advon Corporation Booth 663

Advon Corporation
2882 Remington Green Lane
Tallahassee, FL 32308
United States

Sales Contact
Taylor Marshall
Business Development Coordinator

Description
Business Type: Small Business (fewer than 100 employees)

Step 5: Search Sessions

Attendees Exhibitors **Session**

Session Search

Session Title	
Description/Keyword	
Session Date	
Speaker	
Track	
Search List All	

- Click the “Sessions” button to search sessions
- Use dropdowns to see search criteria and select those you want to find.
- CLICK SEARCH TO GENERATE THE SEARCH

Session Date	11/02/2023
Speaker	
Track	Business Opportunities
Search List All	

Time	Session Title	Bookmark
November 02nd 2023		
11:00 AM - 12:00 PM	Vertical Construction Business Opportunities Session Code: 9009	☐
11:00 AM - 12:00 PM	GSA Business Opportunities Session Code: 9010	☐
11:00 AM - 12:00 PM	Veterans Affairs Regional Procurement Off... Session Code: 9020	☐
02:00 PM - 03:00 PM	Outside the Continental U... Session Code: 9007	☐
02:00 PM - 03:00 PM	Healthcare... Session Code: 9008	☐
03:30 PM - 04:30 PM	Transportation Business Opportunities Session Code: 9002	☐
03:30 PM - 04:30 PM	Horizontal Construction Business Opportunities Session Code: 9011	☐
03:30 PM - 04:30 PM	Department of State, Bureau of Overseas Buildings Operations Business Opportunities Session Code: 9014	☐

These are the search results

Step 5: Search Sessions cont.

- Click on the session name to see more info on the session:
 - Location
 - Speakers
 - Description
- Click on “bookmark” in the bookmark column to add it to your bookmarks list and schedule

The screenshot displays the SBC website interface. On the left, a session profile for 'Outside the Continental US Business Opportunities' is shown. It includes the session code 9007, the date Thursday, November 02nd, the time 02:00 PM - 03:00 PM, the location Henry B. Gonzalez Convention Center, and the room 217 BC. The speakers listed are Daniel Hibner, William Hannan, John Lloyd, and Christopher Cray. The abstract describes the session's focus on contracting opportunities in Latin America, the Middle East, Europe, and the Pacific.

On the right, a table lists various business opportunities sessions. The table has two columns: 'Session Title' and 'Bookmark'. Each row includes the session title, session code, and a bookmark icon.

Session Title	Bookmark
Vertical Construction Business Opportunities Session Code: 9009	☐
GSA Business Opportunities Session Code: 9010	☐
Veterans Affairs Regional Procurement Office East Business Opportunities Session Code: 9020	☐
Outside the Continental US Business Opportunities Session Code: 9007	☐
Healthcare Construction Business Opportunities Session Code: 9015	☐
Department of Transportation Business Opportunities Session Code: 9002	☐
Horizontal Construction Business Opportunities Session Code: 9011	☐
Department of State, Bureau of Overseas Buildings Operations Business Opportunities Session Code: 9014	☐

Step 6: View Bookmarks & Itinerary

- Click the Bookmarks tab to see all your bookmarks
- Click “PDF Itinerary” to download an itinerary that lists all your bookmarks, a color-coded floorplan showing your bookmarked exhibitors, and a session and appointment list!

SearchAppointmentsBookmarksProfile SetupMatches

Sessions and exhibitors you've bookmarked are listed in the table below. If no table appears, you have not bookmarked anything!

To Bookmark sessions and exhibitors, go to the "Search" tab.

#	Title	Bookmark
Session		
1	Department of Energy Business Opportunities	☒
2	How to Ace a Shortlist Interview - 1 PDH, 1 AIA LU	☒
Exhibitors		
1	AFCEC Booth: 1653	☒
2	SAME Meetings Department	☒

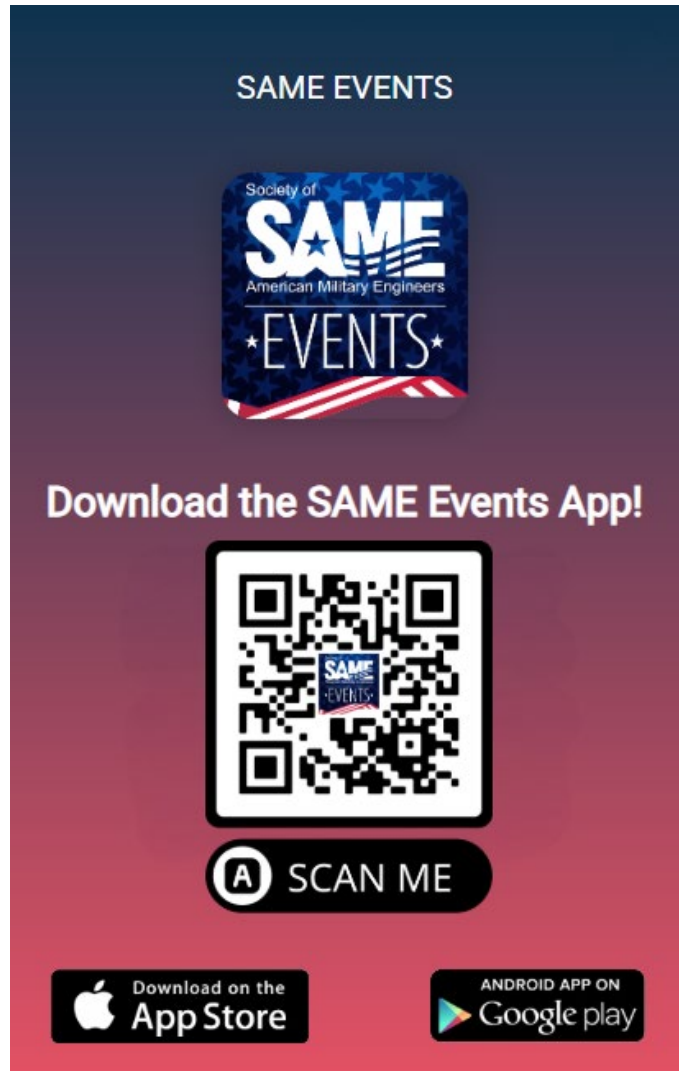


PDF Itinerary

APPENDIX B

SAME Events App

SAME Events App: Setup Checklist



Get Access

Install the SAME Events app and open the conference event.

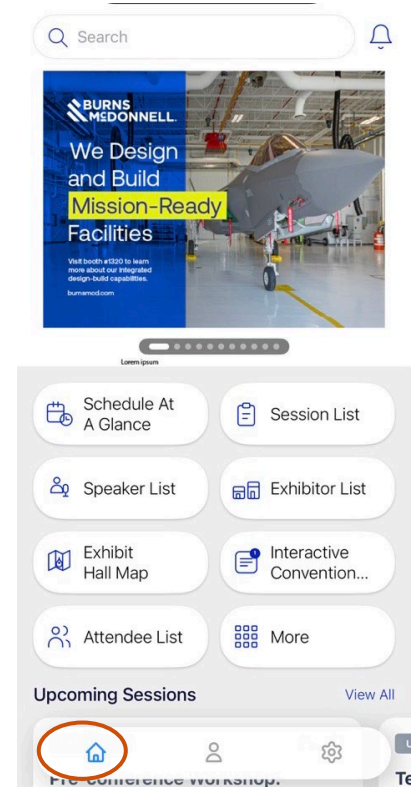
Login

Log in using your **ASC login credentials**, not your SAME Member ID.

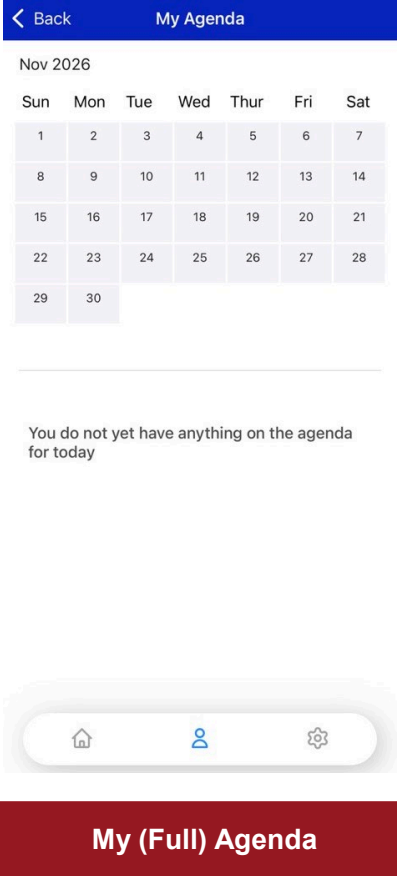
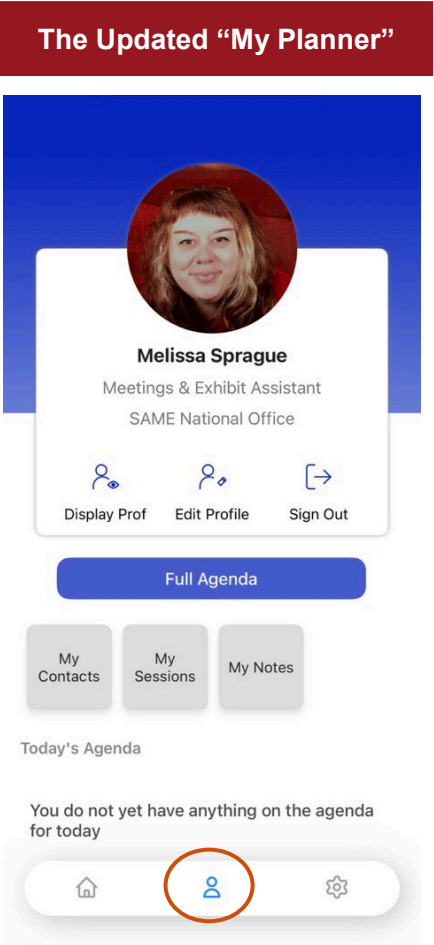
Review Your Plan

Double check that everything you have added from your ASC itinerary is linked to the app. Explore the exhibit hall map, save sessions, fuel your SBC experience.

SAME Events App

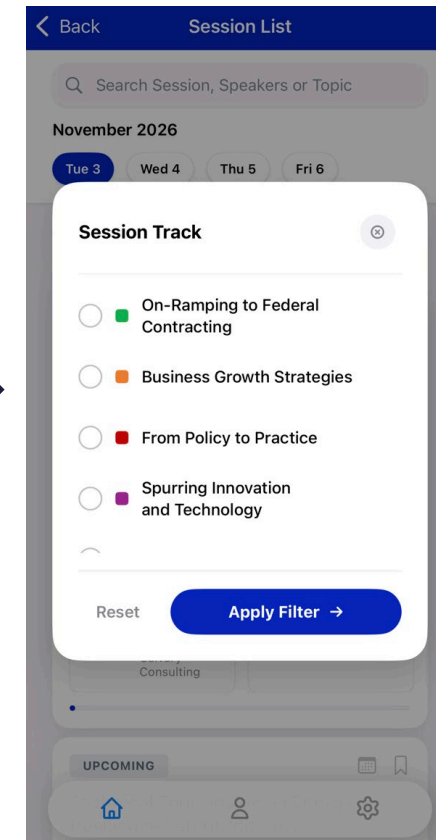
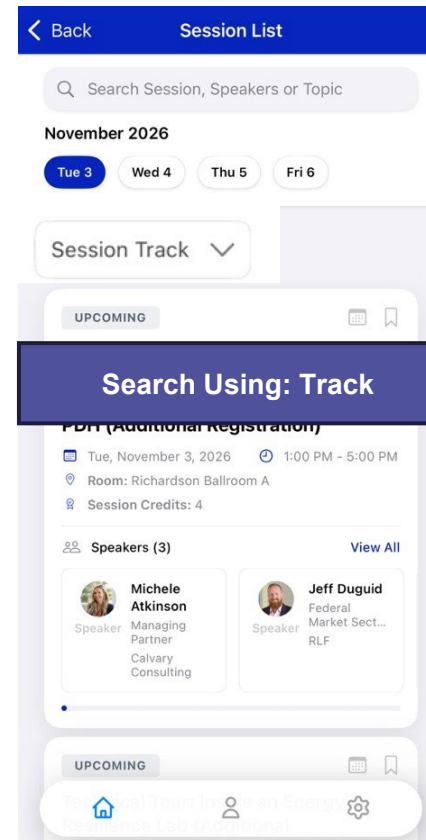
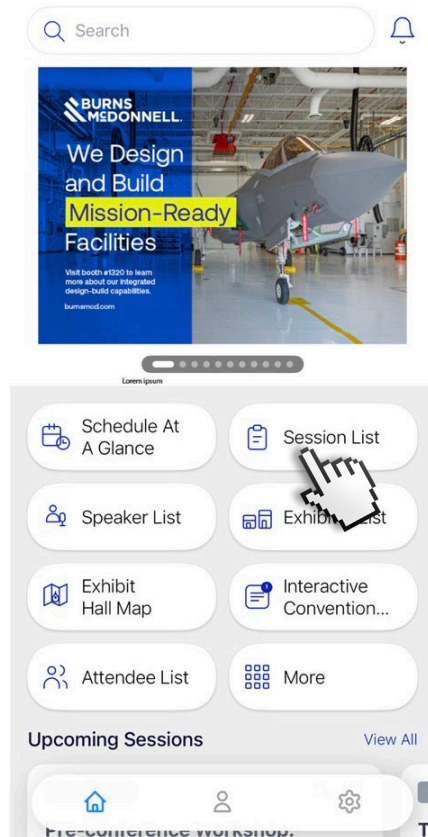


Home Page

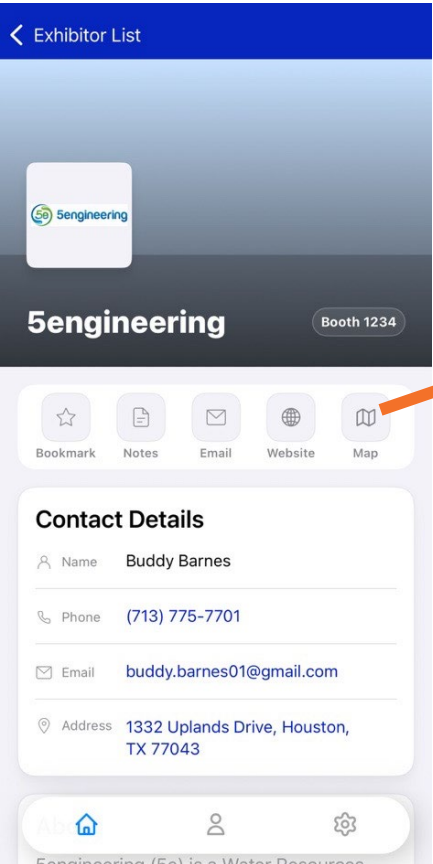
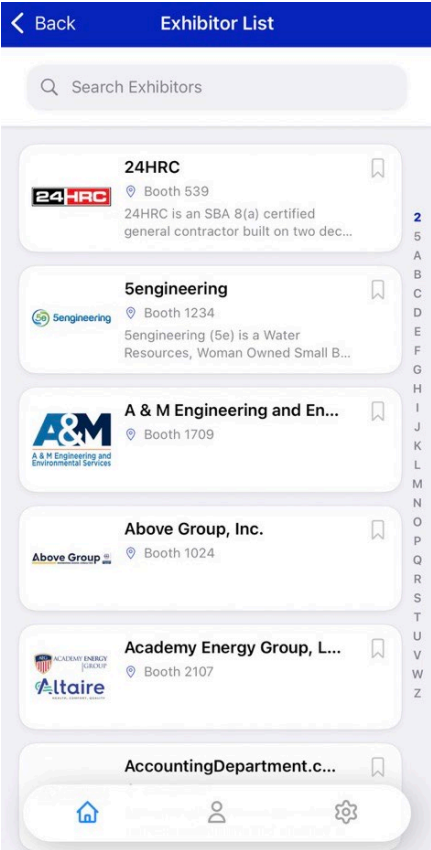
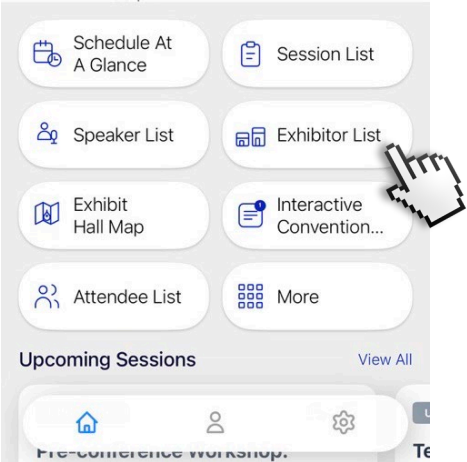
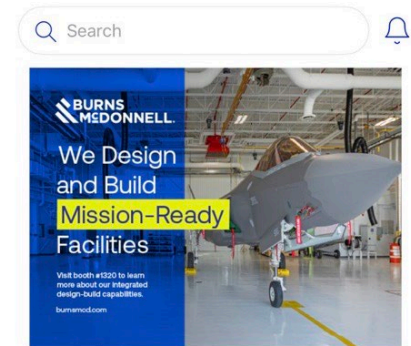


My (Full) Agenda

Search for Sessions



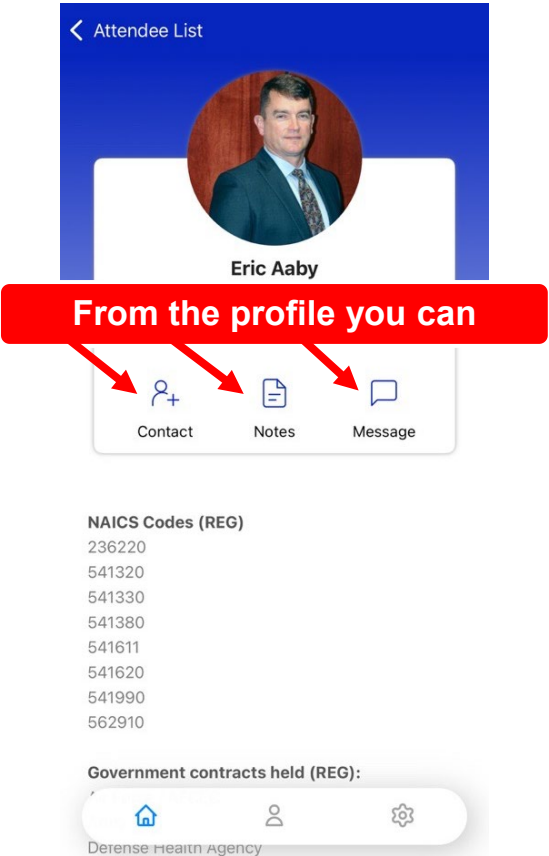
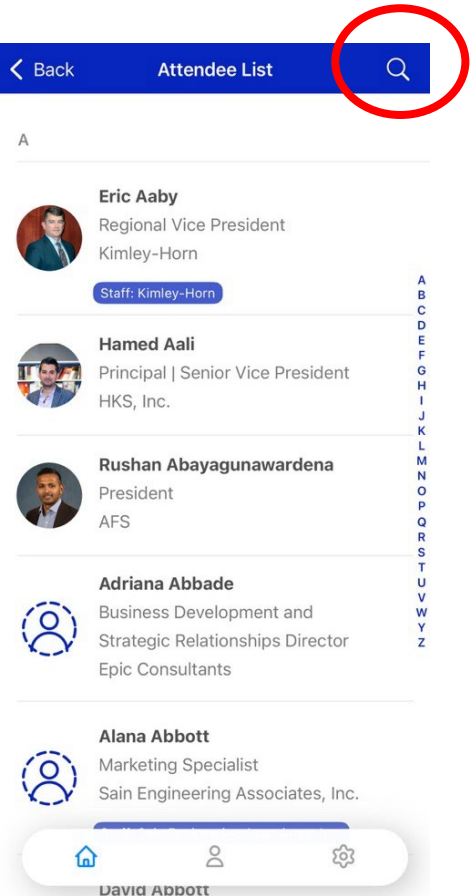
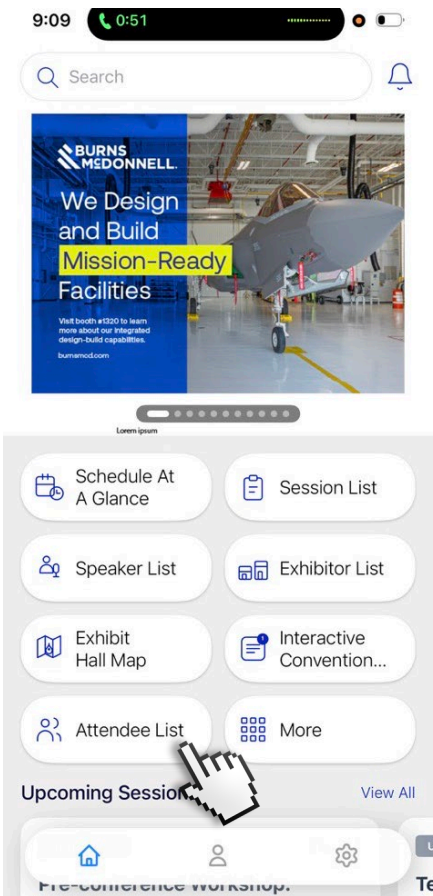
Search for Exhibitors



Under "Map It"
The blue arrow will show where on
the exhibit hall floor the booth is located



Search for Attendees

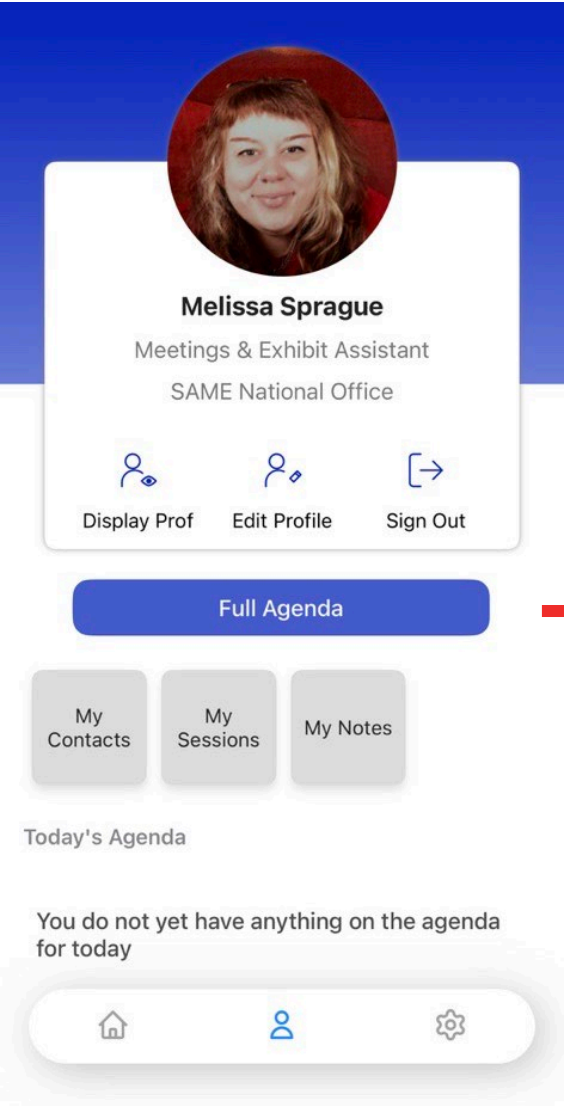


The Profile is where you find everything you've saved!

Bookmark

Anything you bookmark will live here, in your personal profile. This includes company's, people, even sessions.

Keep an eye out for the Bookmark icon



Melissa Sprague
Meetings & Exhibit Assistant
SAME National Office

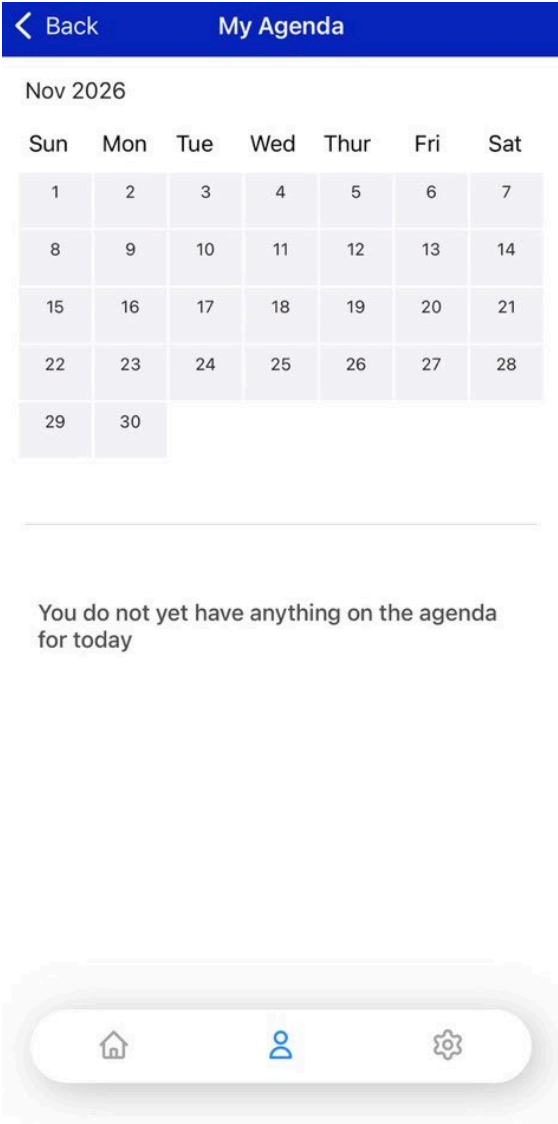
Display Prof Edit Profile Sign Out

Full Agenda

My Contacts My Sessions My Notes

Today's Agenda

You do not yet have anything on the agenda for today



< Back My Agenda

Nov 2026

Sun	Mon	Tue	Wed	Thur	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

You do not yet have anything on the agenda for today

Full Agenda

Here you can see everything you have added to your calendar!

This creates a shortcut and makes it easier to grab the information you need!



Getting Around the Charlotte Convention Center

CHARLOTTE CONVENTION CENTER

CHARLOTTE
CONVENTION
CENTER
300 South College Street

Convention Center Floorplan

Level 1



Entrance

EAST MARTIN LUTHER KING JR. BOULEVARD



SOUTH BREVARD STREET

SOUTH COLLEGE STREET

EAST BROOKLYN VILLAGE AVENUE

Convention Center Floorplan

Level 2

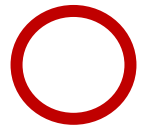


EAST MARTIN LUTHER KING JR. BOULEVARD



Convention Center Floorplan

Level 3



**Crown Ballroom -
General Sessions**

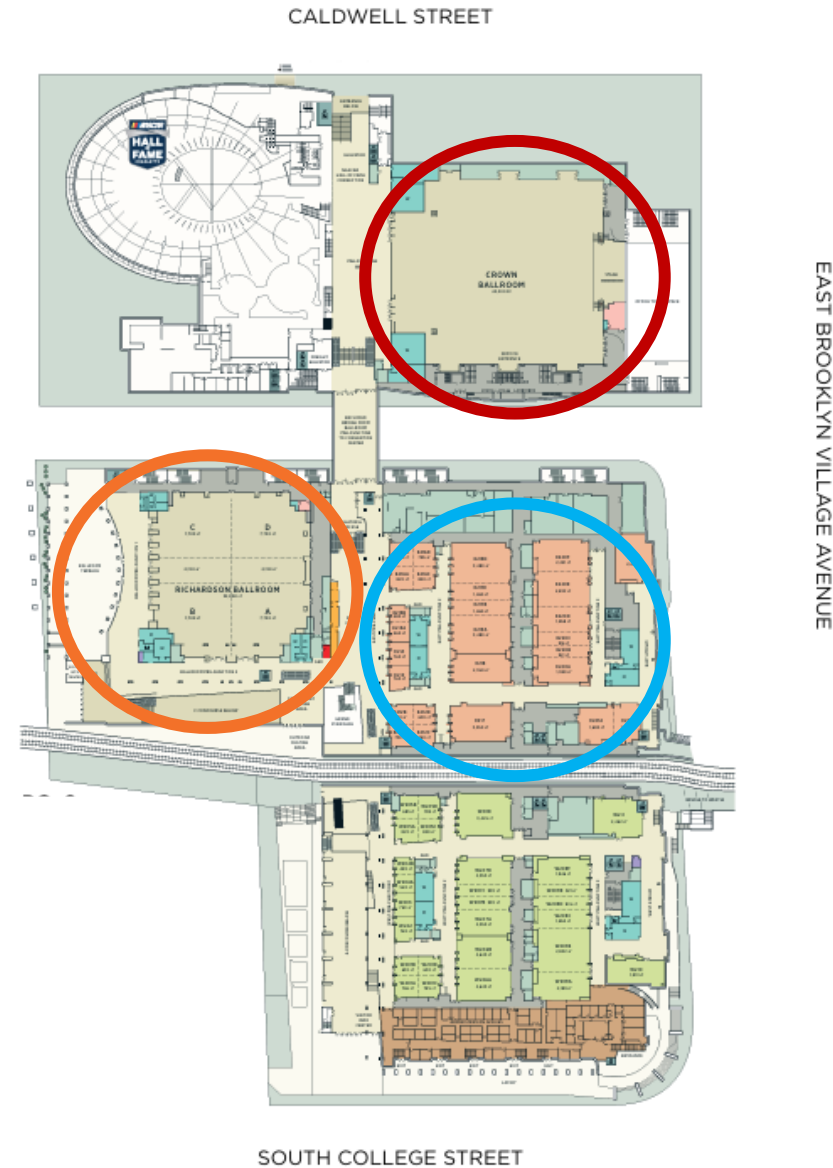


**Richardson Ballroom -
Mega Sessions &
Business
Opportunities**



**East Meeting Rooms -
Education Sessions,
IGE Sessions, &
Business
Opportunities**

EAST MARTIN LUTHER KING JR. BOULEVARD



JETC 2027 | Milwaukee, WI | May 18-20, 2027



SAME
Joint
Engineer
Training
Conference
& Expo

MAY
18-20
2027
MILWAUKEE
WISCONSIN

**WHERE
INNOVATION
MEETS
IMPACT**

SAMEJETC.ORG