

Maximizing Your Conference Return on Investment (ROI) 101

-- Maximize the time, money and talent that you and your organization invest in attending and participating in Government or Corporate conferences --

- **NOVEMBER 2 - DUNN COUNTY GOVERNMENT CENTER, MENOMONIE, WI**
- **NOVEMBER 8 - LATINO CHAMBER OF COMMERCE OF DANE COUNTY, MADISON, WI**
- **NOVEMBER 15 - WEBINAR**
- **NOVEMBER 27 - FOX VALLEY TECHNICAL COLLEGE, APPLETON, WI**
- **NOVEMBER 28 - TECHNOLOGY INNOVATION CENTER, WAUWATOSA, WI**
- **DECEMBER 5 - WEBINAR**



Presented by the Wisconsin Procurement Institute and US SBA and Partners

- American Indian Chamber of Commerce-First American Capital Corporation (AICCW-FACC)
- Ayres Associates
- Dunn County Economic Development Corporation
- Great Lakes Inter-Tribal Council Inc
- Grow North Regional Economic Development Corporation (EDC)
- Heartland Information Research, Inc. (HIR)
- Juneau County Economic Development Corporation (JCEDC)
- Kim Swisher Communications, LLC
- Latino Chamber of Commerce of Dane County
- Madison Black Chamber of Commerce
- NeuroRepublica
- Nicolet Area Technical College
- Technology Innovation Center (TIC)
- UW-Stout Manufacturing Outreach Center
- UW-Stout MOC Discovery Center
- Western Dairyland
- Wisconsin Economic Development Corporation (WEDC)
- Wisconsin Indian Business Alliance (WIBA)

Webinar Etiquette

PLEASE

- Log into the GoToMeeting session with the name that you registered with online
- Place your phone or computer on MUTE
- Use the CHAT option to ask your question(s). We will share the questions with our guest speaker who will respond to the group

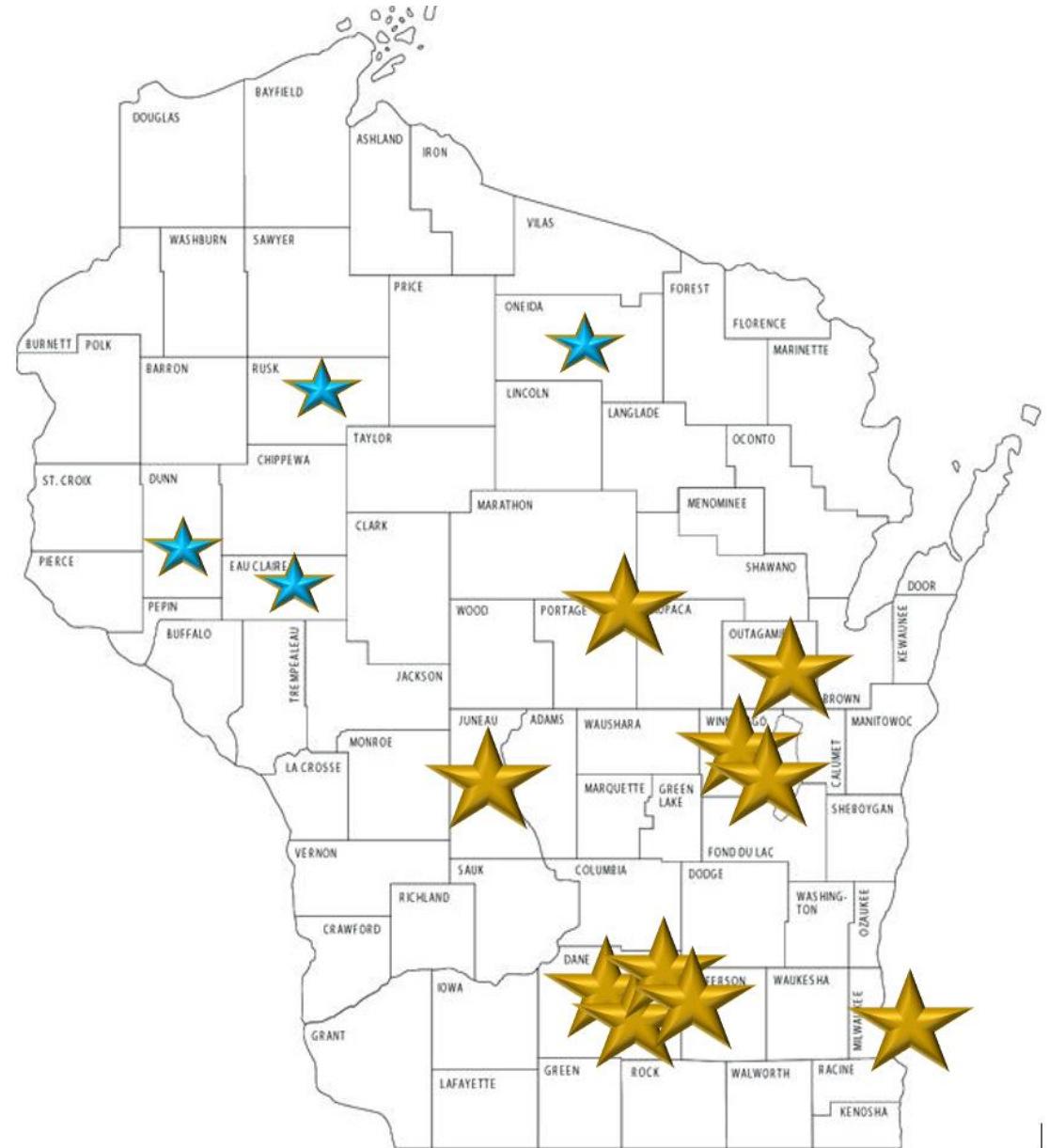
THANK YOU!

Assist businesses in creating,
development and growing their
sales, revenue and jobs through
Federal, state and local government
contracts.

*WPI is a Procurement Technical Assistance Center (PTAC) funded in part by
the Defense Logistics Agency (DLA), WEDC and other funding sources.*

WPI OFFICE LOCATIONS

- MILWAUKEE – *Technology Innovation Center*
- MADISON –
 - *FEED Kitchens*
 - *Dane County Latino Chamber of Commerce*
 - *Wisconsin Manufacturing Extension Partnership (WMEP)*
 - *Madison Area Technical College (MATC)*
- CAMP DOUGLAS – *Juneau County Economic Development Corporation (JCEDC)*
- STEVENS POINT – *IDEA Center*
- APPLETON – *Fox Valley Technical College*
- OSHKOSH –
 - *Fox Valley Technical College*
 - *Greater Oshkosh Economic Development Corporation*
- EAU CLAIRE – *Western Dairyland*
- MENOMONIE – *Dunn County Economic Development Corporation*
- LADYSMITH – *Indianhead Community Action Agency*
- RHINELANDER – *Nicolet Area Technical College*





- EVENT CALENDAR
- FEDERAL GOVERNMENT
- STATE & LOCAL GOVERNMENT
- GRANTS
- SUCCESS & AWARDS
- FAQS

CURRENT EDITION OF THE WPI NEWSLETTER

www.wispro.org



UPCOMING EVENTS

- WED 05** "Protect Your Company from Major Threats" Cyber Security Event – Appleton, WI

December 5 @ 7:30 am - 10:30 am
Appleton WI
- WED 05** Maximizing Your Conference Return on Investment (ROI) 101 – Webinar

December 5 @ 12:00 pm - 1:00 pm
- THU 06** "Protect Your Company from Major Threats" Cyber Security Event – Madison, WI

December 6 @ 7:30 am - 10:30 am
Madison WI
- WED 12** Marketplace Wisconsin 2018 – Milwaukee, WI

December 12 - December 13
Milwaukee WI

[View More...](#)

CURRENT OPPORTUNITIES (3)

SERVICES OFFERED BY WPI

- FREE Bid Matching Services
- Individual Counseling and Assistance
- Locating Local, State and Federal Opportunities
- Government Market Strategy Development
- Training in use of Government websites and tools
- Assistance with System for Award Management (SAM) Registration
- Assisting in Market Research Process
- Development of Market Profile
- Small Business Subcontracting Plans Development, Outreach and Reporting
- Small Group Training
- Outreach and training with Local, State and Federal agencies
- Assist with Pre and Post Award Functions
- Assistance with Agency Specific Contracting Requirements
- Assistance with Contracting Regulations and Requirements, including FAR, DFAR, CFR
- Assistance with GSA Schedule Preparation and Administration
- Assistance with Local, State and Federal Certifications, including:
 - Service Disabled & Veteran Owned Small Business, HUBZone, Woman Owned Small Business, 8(a) Business Development Program
 - State
 - Local
 - DBE
- Bid review and Submission Assistance
- Proposal review and Submission Assistance
- Capabilities Statement and Related Government Marketing Material Development
- Assistance in Locating and Developing Teaming Partners and Subcontractors
- Updated Government Market Information

WHAT WE WILL BE DISCUSSING TODAY

- Doing your homework – how to develop your focus, goals and plan of attack
- Creating targeted marketing materials including business cards, capabilities statements, websites and elevator pitches
- Leveraging your Small Business status
- Basics of time management and networking
- Attracting people to your exhibit
- Post event strategies

ADVICE TO SMALL BUSINESS ATTENDING THE NATIONAL SAME CONF.

(FEDERAL CONSTRUCTION CONFERENCE – NATIONAL VA CONFERENCE POSTED AT ENTRANCE)

HOW TO NAVIGATE SBC-NVSBE

5 Ways to Take Advantage of the SBC-NVSBE Co-Location!

New for 2018, the SAME Federal Small Business Conference is co-located with the Department of Veterans Affairs' Construction-Targeted National Veterans Small Business Engagement. Having these two major events in one place provides more engagement opportunities than ever within the federal architecture, engineering, construction and facilities maintenance industries. Learn how you can successfully navigate these two events in one location and take advantage of endless opportunities!

- 1. DETERMINE YOUR GOALS**
It's all about market research! Before you build your itinerary, know the outcomes you want to achieve. Identify the requirements you're trying to fill, the opportunities you're searching for, or the teaming partners you're seeking.
- 2. MAKE NETWORKING ROUNDTABLE APPOINTMENTS**
These micro-group meetings with government procurement decision-makers and large businesses are extremely limited, so it's essential you review the list of table hosts available at SBC and NVSBE and book your appointment immediately!
For SBC: Log in to the Attendee Service Center (ASC) at www.samesbc.org and click on "Networking Roundtables & Itinerary Building." On the "Search" tab, look for the hosts you want to meet, then request an appointment. Only small businesses may request appointments of table hosts.
For NVSBE: Log in to the Event Management System (EMS) at www.nvsbe.com and click on "My Meeting Maker" to view the procurement decision-makers with whom you are matched based on your profile. Then book your NRT appointments!
- 3. BOOKMARK SESSIONS YOU HAVE TO ATTEND**
SBC and NVSBE feature Business Opportunity Briefings for you to learn about upcoming opportunities, as well as insights and next level.
- 4. LIST THE EXHIBITORS YOU NEED TO VISIT**
SBC features over 400 exhibiting organizations. Create a list of "Must See" companies and "Want to See" companies. Use the SBC interactive Exhibit Hall to search for companies by Product Category, Small Business Designation, or NAICS Code. With the ASC, you can bookmark these exhibitors and create a personalized floorplan with your favorites marked!
- 5. MAXIMIZE NETWORKING OPPORTUNITIES**
With expected attendance of more than 4,000 people, there are endless connections to make at SBC-NVSBE, from dedicated networking events to casual conversations while grabbing a coffee or decompressing in the hotel lobby. Don't forget to stock your pocket or bag each morning with more business cards!

Doing your homework - How to develop your focus, goals and plan of attack

Understanding the event

- December 12. a.m. – Small Business Academy: Business owner education workshops, Roundtable learning sessions, Resource Booths and Networking.
- December 12 p.m. – Workshops: WEDC & Partners and Resources, 3 tracks (Construction, Building Sales & Capacity, Foxconn Project)
- December 12 evening – Networking reception
- December 13 – Breakfast guest speaker, Exhibitor hall open following breakfast, and One-on-One with buyers. Lunch guest speaker. Exhibit hall reopens following lunch along with the One-on-One with buyers.

WHY attend a CONFERENCE or TRADESHOW – WHICH ARE YOU TARGETING

- IDENTIFY NEW PROSPECTS AND BUSINESS LEADS
- CONNECT WITH CURRENT CLIENTS
- MEET AND CONNECT WITH OTHER BUSINESSES, EXPERTS, RESOURCES, LEADERSHIP, SUPPLIERS.....
- LEARN ABOUT YOUR COMPETITORS
- GET INSPIRED
- EDUCATION AND TRAINING
 - UPDATED INFORMATION
 - TRENDS
 - TECHNICAL
- CONNECT AND NETWORK WITH POTENTIAL PARTNERS AND MENTORS
- BECOME PART OF THE “GROUP”
- IN MOST CASES – IT IS **NOT TO GET IMMEDIATE SALES**



WHAT IS YOUR GOAL – WHAT OUTCOMES WOULD YOU NEED TO GIVE YOU A **+ROI**



- CONNECT WITH 20 CURRENT CLIENTS
- MAKE 25 NEW BUSINESS CONNECTIONS
- MEET WITH 30 BUYERS
- CONNECT WITH 30 NEW CLIENTS AT YOUR EXHIBIT BOOTH
 - SET UP 10 FOLLOW UP MEETINGS
- LEARN 5 NEW THINGS
 - TECHNICAL
 - UPCOMING OPPORTUNITIES – PROJECTS
 - PRIORITIES
- MEET 5 POTENTIAL TEAMING PARTNERS / MENTORS / SUPPLIERS



OR



WHAT WILL THIS COST – ALL OF IT

- TRAVEL
- STAFF TIME
- EXHIBIT SET UP – SHIPPING – MATERIALS
- PRINTING
- ASSOCIATED “SCHMOOZING”
- THIS SHOULD BE EVALUATED AS AN INVESTMENT NOT AN EXPENSE



SUCCESS SHOULD BE EVALUATED AS A RETURN ON YOUR INVESTMENT

IF MEETING WITH BUYERS AND POTENTIAL CLIENTS / CUSTOMERS

- **DO YOUR HOMEWORK – IT IS EXPECTED THAT YOU COME PREPARED TO MEETINGS – KNOW WHO YOU ARE MEETING WITH**
- DATABASES – IF GOVERNMENT SAM, DSBS, FPDS, USASPENDING, FBO, SMALL BUSINESS OFFICES AT GOVERNMENT AGENCIES OR DIVERSITY / SUPPLY CHAIN PORTALS FOR INDUSTRY
- NEWS SOURCES
- SOCIAL MEDIA
- TRADE GROUPS, ASSOCIATIONS.....
- **NEXT DISCUSSION – HOW YOU PREPARE TO PRESENT YOURSELF**

Creating targeted marketing materials including: business cards, capabilities statements, websites and elevator pitches

BE PROFESSIONAL

- YOU
- YOUR STAFF
- YOUR MARKETING MATERIALS
- YOUR EXHIBIT BOOTH
- YOUR PRESENTATION



BASIC MARKETING MATERIALS

- Business card
- Capabilities statement
- Website
- Prepared verbal introduction of your business
- Prepared verbal “about your business”
- Social media
- And if Federal / Federal prime market is target – register in www.SAM.gov and inside SAM <http://dsbs.sba.gov>

IMPORTANCE OF UNDERSTANDING AND LEVERAGING YOUR SMALL BUSINESS STATUS

- WHEN MEETING WITH GOVERNMENT AGENCY OR THEIR PRIME CONTRACTORS – YOUR SMALL BUSINESS STATUS AND SMALL BUSINESS PROGRAM CERTIFICATIONS MATTER
- WHEN MEETING WITH OTHERS – THEY MAY OR MAY NOT MATTER
- **THEREFORE – YOU MAY NEED TWO IDENTITIES**



LEVERAGING YOUR SMALL BUSINESS STATUS – US SBA

- WHAT IS A SMALL BUSINESS – NAIC's determines
- WHY DOES IT MATTER – ACCESS AND PREFERENCE
- CATEGORIES OF SMALL BUSINESS
 - FEDERAL – SMALL 23%, WOMAN 5%, DISADVANTAGED 5%, HUBZONE 3%, VETERAN, SERVICE DISABLED VETERAN 3%
 - DBE – WOMAN OR MINORITY
 - STATE OF WISCONSIN – MINORITY, WOMAN, SERVICE DISABLED VETERAN
 - OTHERS – LOCAL GOVERNMENT, CORPORATE

BUSINESS CARD

- **CLEARLY** states what your business **DOES** – use a tag line if necessary
- **COMPLETE** contact information including street address, telephone and email
- **NAICS** codes – **NIPG** codes – DUNS – CAGE CODE
- Website
- Small business designations – small, HUBZone, SDVOSB, MBE.....
- Quality level, ITAR, other technical and professional certifications of value to market
- **ALSO**
 - Professional in appearance – include logo
 - Light colored background - Non glossy paper
 - If recent “award recipient” – would need to be recognizable



Milwaukee Manufacturing

Custom Specialty Metal Parts

Samantha Stumpf, President

*Town Industrial Park
1234 W. Newberry Dr.
North Allis, WI 53222*

414-111-2345

sstumpf@milwaukeeemfg.com

www.milwaukeeemfg.com

ISO 9001

ITAR

**Woman Owned
HUBZone Certified
Small Business**



DUNS – 119922883 CAGE – 1FFDA

Experienced supplier to the Defense Industry

NAICS Codes – 333612, 331492, 332119, 332322

FSC/PSC – 18,20,22,23

Member: National Defense Industrial Association (NDIA)

Recognition: Wisconsin Marketplace –

2013 Woman Owned Business Award Winner

CAPABILITIES STATEMENT

A concise one page document that clearly and effectively communicates your capabilities to potential government customers.

It should include:

- Company Data
- Core Competencies
- Key Information
- Differentiators
- Past Performance

- **EVERY CAPABILITIES STATEMENT WILL BE UNIQUE IN APPEARANCE AND CONTENT – it should reflect your company and your work**
- **IT IS IMPORTANT THOUGH TO INCLUDE ALL THE ELEMENTS WE DISCUSSED**
- **IT SHOULD REFLECT YOUR COMPANY’S IDENTITY AND BRAND**
- **IT CAN BE SIMPLE – MUST BE INFORMATIVE**
- **And SHOULD LOOK GOOD**



The Really Great Construction Company LLC

Leaders in Energy Saving Building Renovation

7523 North Concrete Avenue
Cement, WI 53222
414-222-0000

www.reallygreat.com

Joel Tallbuild, Project Manager, j.tallbuild@rgcc.com

Since 1962, the Really Great Construction Company has been a leader in providing the best energy savings building renovations in the world. RGCC prides itself on having a highly skilled and experienced staff that can take a project from design to completion within budget, on time and provide you with long term energy savings. **RGCC is a small business with experience in successfully teaming on Federal and State projects.**

PAST PROJECTS

- Large VA Hospital (WI)
- USDA Lab Rehabilitation (OH)
- Base Lighthouse Upgrade (MI)
- Federal Courthouses (IN)
- County Facility (MN)
- Military Base Housing (KY)

CAPABILITIES

- Solar panel installation
- Boiler and sheet metal
- Temperature controls
- Energy Analysis
- Underwater turbine integration
- Water pump installation

The Really Great Construction Company LLC is

- LEED Certified
- Licensed
- Bonded
- Insured
- Certified Safety Program
- Confined Space Entry Program
- EPA Reclamation Program
- Quality Control Program
- Green qualified
- "TQM" Total Quality Management – USACE

NAICS CODES

- 237130 Alternative Energy
- 238220 Boiler Installation
- 541330 Engineering Services

Winner of the 2010 BEST ENERGY SAVING BUILDING RENOVATION IN THE COUNTY

FSC / PSC Codes

- Z -- Maintenance, repair, and alteration of real property





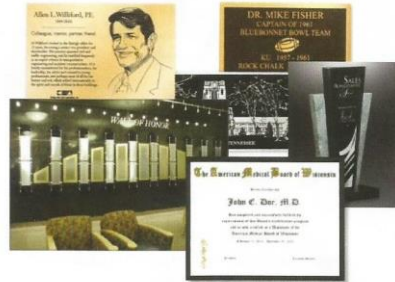
WOMEN OWNED SMALL BUSINESS

Registered with SAM

Kristy McArthur
 President/Owner
 P.O. Box 577
 Black River Falls, WI 54615

Ph: 715-937-4968
 kristy@klpawards.com
 www.klpawards.com

Capabilities Statement



Company

KLP Awards, LLC is a women owned small business licensed in the state of Wisconsin providing intricately designed recognition awards, certificates; commemorative, memorialized, dedication award plaques; donor wall plaques; hand designed calligraphy scrolls; oil paintings; promotional items; and gifts. Plaque materials include: silver or bronze finishes; ADA compliant Braille; brass; copper; aluminum; zinc; wood; commercial bronze; painted finishes. Some products can be stock items, and most are custom. We invite you to visit our website, www.klpawards.com. Please call for a quote, we will prepare pricing respectfully.

Principals

Kristy McArthur, the owner of KLP Awards, LLC has thirty years experience in the awards business and managing small privately held companies. Kristy believes the customer is the most important component in the process of the order, and she can help direct you, the customer, to the highest point in your vision to compose results! WE BUILD HONEST, LONG LASTING RELATIONSHIPS WITH OUR CUSTOMERS!! IT IS OUR "MISSION" TO MAKE A "STATEMENT"!

Customers

Medical Boards	Federal Government	Whole Foods Market
Medical Academies	Local Government	Colleges
Medical Associations	Beauty Industry	Food Service Industry

Corporate Data

Company Destinations

Cage Code: 70YZ1
 DUNS: 079191365
 EIN: 462446481
 Credit Cards Accepted

Corporate Structure

Women Owned Small Business

NAICS CODES

453998
 453220
 332313



Capability Statement

Kim M. Lobdell, PE • President
 klobdell@klengineering.com
 608.663.1218 - Voice / 608.444.0073 - Cell
 5950 Seminole Centre Court, Suite 200
 Madison, WI 53711 • 608.663.1226 - Fax
 www.klengineering.com

Who We Are

KL Engineering is a woman-owned small business, providing professional services built around a core specialization in transportation engineering and an unwavering customer service ethic. Maintaining excellent communication, being flexible and responsive, and delivering a quality product on schedule and within budget are trademarks of our organization and how we provide our clients [A] Better Experience.

- Transportation Design
- Construction Management
- Planning & Feasibility Studies
- Environmental Analyses
- Traffic Signal & Lighting Design
- Survey & GIS

What We Can Do For You • United States Forest Service

KL Engineering can assist the Forest Service on opportunities that include roads, bridges and sitework. While we are primarily a design firm, our Construction Management Services can be a good match for many Forest Service projects. We can act as the Owner's Representative on your construction projects, managing a team that helps make sure the contractor delivers to the owner's expectations. Realizing that every action we take can affect the environment and future generations, we work with a great respect for the ecosystem around us. From stormwater drainage to disposal of construction waste, we always keep our environmental impact top of mind.



What Makes Us Different

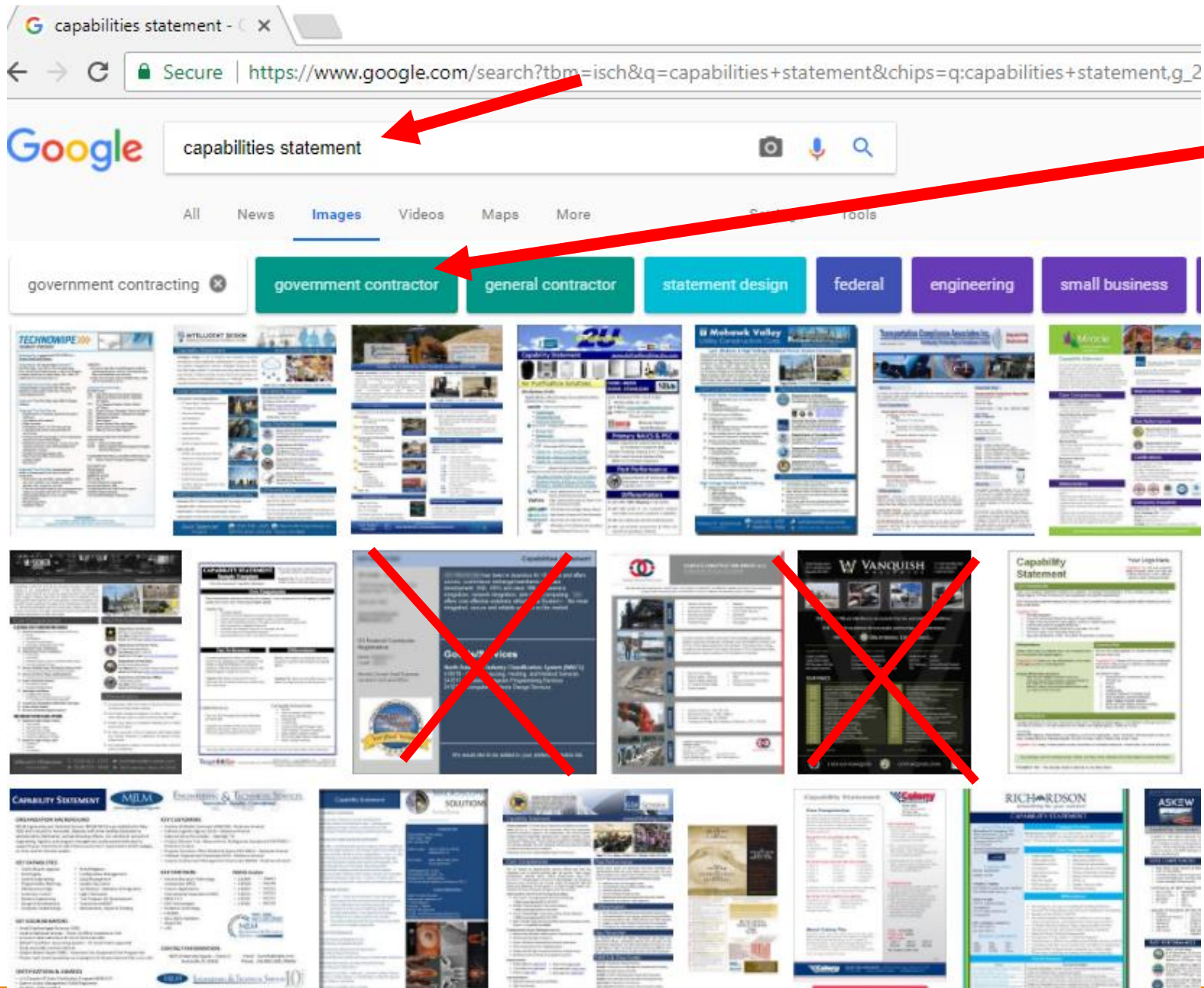
- EXPERIENCE:** 90% of our work over 23 years has been for federal projects through WisDOT contracts.
- KNOWLEDGE:** We understand specific processes and procedures required for governmental contracts.
- SATISFACTION:** We gather client feedback on a regular basis and put the results into action.
- RELIABILITY:** We are known for delivering cost effective, low maintenance, high quality and timely services.
- CREDENTIALS:** We are a **Woman Owned Small Business (WOSB) & DBE Certified by WisDOT.**
- WINNING:** We produce award winning designs and project work.

Company Details

• In Business Since 1991 (23 years)	DUNS: 804316727
• 3 Offices in Wisconsin: Madison, Green Bay & Menomonie	Cage: 3Q8P1
	NAICS Codes:
• 47 Employees: 31 Civil Engineers, 2 Environmental Specialists, 2 Surveyors, 7 Engineering Technicians, 5 Administration	541330, 541340, 541370, 541611, 541620 & 237310



• Proudly Serving Wisconsin, Minnesota, Michigan, Indiana & Illinois •



**Recommend
light color
background –
allows for note
taking and
comments**

TAPCO Federal

- Explore All Products ▶
- Products Available Online
- Federal Contracts ▶
- Resources

Request More Information

Call 1-800-236-0112
(8am-5pm CST)

Federal Contracts

We have a variety of contract agreements available to the

Military Signs

TAPCO is amongst the nation's largest sign manufacturers and we specialize in customized military signing. All signs are TAPCO Made® in Milwaukee, WI according to Federal Specifications.

Learn More

We want to be your primary supplier of traffic and parking control items while making it as easy as possible. GSA Advantage has been the most reliable and proven source for thousands of Federal agencies. We offer the most comprehensive selection of approved products and services from GSA AIA Schedule 1.

MUST HAVE A WEBSITE SO THOSE YOU MEET CAN “CHECK YOU OUT” – SHOULD BE SIMPLE AND EASY TO NAVIGATE

UPI MANUFACTURING

Military & Commercial Capabilities | About Us | Media | Contact Us | Partners | Facilities | Employment Op

Committed to Victory

Clients

LIST OF OTIE CUSTOMERS

Federal

US Air Force

AFCEC (Air Force Civil Engineer Center)
Beale AFB
Dyess AFB
Patrick AFB
Space Command, 45th Space Wing
Vandenberg AFB

US Army Corps of Engineers

Albuquerque District
...

State/City

Wisconsin

City of Greenfield
City of Hartford
City of Milwaukee
City of St. Francis
City of Waukesha
City of West Allis
Marinette County
Milwaukee County
Milwaukee Metropolitan



Belonger Corporation
MECHANICAL & PLUMBING CONTRACTOR

2334 Stonebridge Circle, Unit D
West Bend, WI 53095
800-766-9918
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VA Radiology
VA Medical Center
USDA Lab Hood Exhaust
Ft McCoy Headworks Bldg
Great Lakes Navy HVAC Renovations Bldg 523
Amtrak
Mauthe Lake
Waukesha Fire Station
Harley Davidson
Potawatomi Casino
Federal Courthouse
Parklawn Assembly of God

Lab Hood Exhaust Project, USDA Forest Products Lab, Madison WI, United States Department of Agriculture

Belonger was responsible for design and construction services to correct laboratory chemical fume hood exhaust deficiencies at the Forest Products Laboratory in Madison, Wisconsin. The 66 fume hood systems are dispersed among four buildings and are served by individual and combined exhaust fan systems, and various associated support equipment. Fume hood exhaust systems in these buildings were repaired, modified, combined or otherwise altered to ensure compliance with NFPA 45 "Fire Protection for Laboratories Using Chemicals," and ANSI/AIHA Z9.5, "American National Standards for Laboratory Ventilation," and "Industrial Ventilation, A Manual of Recommended Practice." Typical deficiencies corrected include: tying in fume hood systems to general exhaust systems; extending exhaust stack far enough above the building roofline to reduce the potential for harmful fume hood exhaust to enter the building supply air intake; correct improper exhaust air volumes. Also included in this project were improvements to correct the deficiencies to exhaust fans, modification of ductwork, roof matching alteration of exhaust



Licensed • Bonded • Insured • Unionized • Certified • Safety Program
Confined Space Entry Program • EPA Reclamation Program
Quality Control Program • "TQM" Total Quality Management
Army Corps of Engineers Quality in Construction Management



Shop Where The Chefs Shop!

Commercial Kitchen Equipment **Food Service Supplies** **Packaging Products**

Hot Deals **Project Portfolio** **Clearance** **Financing**

Culinary Center **Superior Rewards** **GSA Contract**

Our Team Collaboratively Customizes To Meet The Needs Of Each Client

Appraisals **Design Build**
Engineering **Revit Layout**
Installation **Consulting**
Fabrication **Project MGT**

Restaurant & Food Service Operators
Shop Where the Chefs Shop!

Government
Federal, State & Local Agencies,
Military Dining Facilities

Residential
Open to the Public

Used **Customize**

PREPARED VERBAL INTRODUCTION OF YOUR BUSINESS

SHORT and TIGHT introductory statement – maybe 30 seconds or so

- Who you are
- What you do
- KEEP IT BUSINESS
- Try it – refine it – try it – refine it – until you feel it is just right

Example - Good afternoon. My name is Red Green, President of the Green Barge Company based in Jacksonville, Florida. Our company specializes in shoreline clean up and reconstruction.

PREPARED VERBAL “ABOUT YOUR BUSINESS”

You would use this as your discussions continue or if you are in a situation where a longer opening is available and appropriate – 1 – 2 minutes

*My name is Red Green, President of the Green Barge Company based in Jacksonville, Florida. Our company specializes in shoreline clean up and reconstruction. We are currently working with the **USACE** on repairing areas on the St. Josephs River damaged after **Hurricane Irma**. Green Barge is **certified as a HUBZone** with **10 years of experience** in shoreline work. We have an experienced crew with a **superior safety record**.*

Basics of time management and networking

PLAN AHEAD – PREPARE

- DEVELOP A SCHEDULE FOR THE EVENT
 - REVIEW THE LIST OF SPEAKERS
 - REVIEW THE SCHEDULE OF PRESENTATIONS AND MEETING
 - REVIEW THE LIST OF EXHIBITORS
- MAKE A PLAN – IN DETAIL
- SCHEDULE MEETINGS AT EVENT AHEAD OF TIME WHERE POSSIBLE

Attracting people to your exhibit

GETTING PEOPLE TO YOUR BOOTH





DECISION IN BOOTH SETUP AND SUPPORT

- WHO SHOULD BE STAFFING YOUR BOOTH
 - KNOWLEDGE LEVEL
 - ENTHUSIASM
 - ENGAGEMENT
- STAFF MESSAGE AND INTERACTION WITH ATTENDEES
- WHAT IS THE MESSAGE
- SHOULD YOU HAVE GIVE AWAYS – RAFFLES
- SHOULD YOU HAVE GAMES AND ACTIVITIES
- UNMANNED BOOTH?
- SAMPLES?

Post event strategies

POST EVENT STRATEGIES

- **FOLLOW UP AND MAKE IT PERSONAL AND SPECIFIC WHERE POSSIBLE - IN A WEEK OR SO AFTER EVENT**
- EVALUATE THE VALUE OF THE EVENT BASED ON THE GOALS YOU ESTABLISHED WHEN YOU DECIDED TO ATTEND
 - SUCCESS
 - NOT A SUCCESS
- REVIEW YOUR COSTS
- EVALUATE WHAT YOU COULD HAVE DONE BETTER
- IDENTIFY IF THE EVENT WAS A GOOD FIT

<http://marketplacewisconsin.com>

The banner features a navigation menu at the top with links: About, Awards, Keynote, Sponsors, Registration, Exhibitors, Event Details, Pre-Marketplace, Buyer Meeting, and Contact. The Wisconsin Economic Development Corporation logo is in the top right. The main text reads "MARKETPLACE WISCONSIN" and "Governor's Conference on Minority Business Development Welcoming minority, woman and veteran-owned businesses". A "KEYSTONE SPONSOR" banner for "usbank" is prominent. The event dates are "DECEMBER 12-13" at the "POTAWATOMI CONFERENCE CENTER". The "MARKETPLACE WISCONSIN 2018" logo is centered. A "SMALL BUSINESS ACADEMY 2018" sidebar on the right lists "December 12 7:30AM - 1:00PM" and includes a Twitter icon with the hashtag "#WIMRKTplace for updates" and an "AWARD WINNERS" section with a "CLICK HERE TO VIEW" link. A "flickr" logo is at the bottom right. A large blue "REGISTER NOW" button is at the bottom center.

FOR ASSISTANCE CONTACT:

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