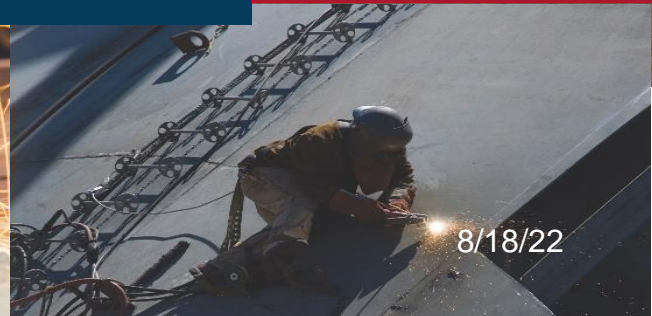
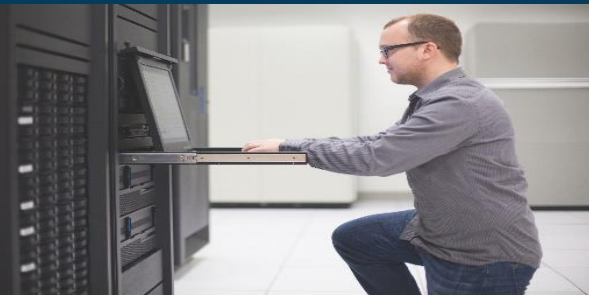
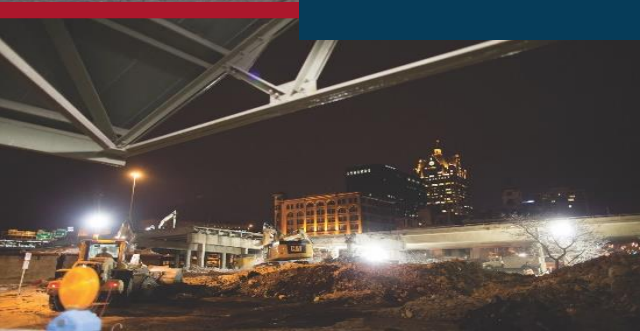


# Understanding SAM.gov Validation and Registration

August 18, 2022





# **Assist businesses in creating, developing and growing their sales, revenue and jobs through Federal, State and Local Government contracts.**

- **INDIVIDUAL COUNSELING** – At our offices, at client’s facility or via telephone/virtually
- **SMALL GROUP TRAINING** – Workshops and webinars
- **CONFERENCES** to include one on one or roundtable sessions

**Last year WPI provided training at over 100 events and provided service to over 1,200 companies**

*The Wisconsin Procurement Institute, serves as Wisconsin’s Procurement Technical Assistance Center (PTAC). This procurement technical assistance center is funded in part through a cooperative agreement with the Department of Defense. WPI is also funded in part by the Wisconsin Economic Development Corporation (WEDC). The content of any written materials or verbal communications of the PTAC does not necessarily reflect the official views of or imply endorsement by our funders.*



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## ▪ MADISON

- *FEED Kitchens*
- *Dane County Latino Chamber of Commerce*
- *Wisconsin Manufacturing Extension Partnership (WMEP)*
- *Madison Area Technical College (MATC)*

## ▪ CAMP DOUGLAS

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## ▪ FOND DU LAC

- *Envision Greater Fond du Lac*

## ▪ GREEN BAY

- *NWTC Startup Hub*

## ▪ APPLETON

- *Fox Valley Technical College*

## ▪ OSHKOSH

- *Fox Valley Technical College*
- *Greater Oshkosh Economic Development Corporation*

## ▪ EAU CLAIRE

- *Western Dairyland*

## ▪ LADYSMITH

- *Indianhead Community Action Agency*

## ▪ RHINELANDER

- *Nicolet Area Technical College*

## ▪ ASHLAND

- *Ashland Area Development Corporation*

## ▪ FLORENCE

- *Florence County Economic Development*

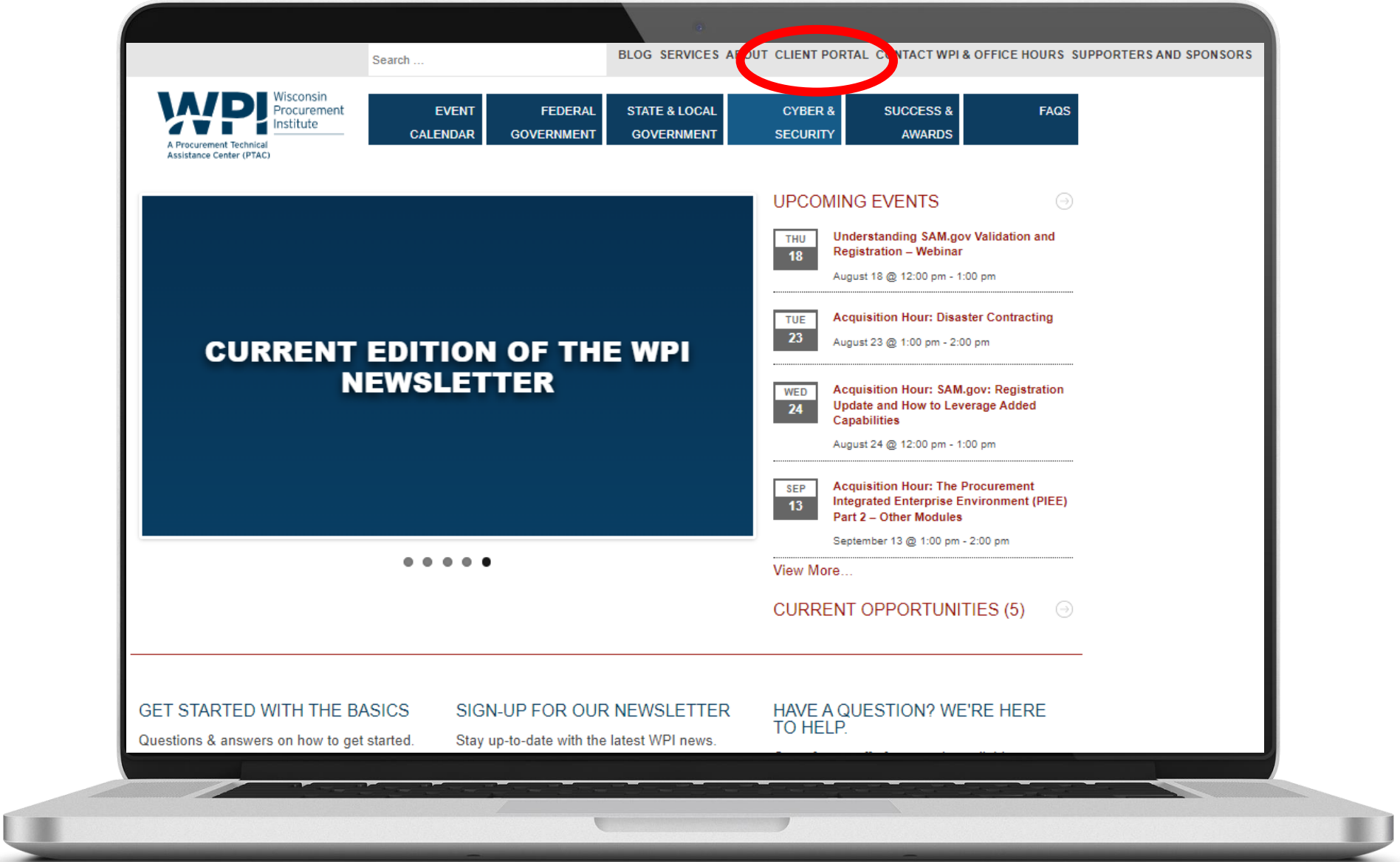
## ▪ DOOR COUNTY

- *NE WI Technical College*
- *Door County Economic Development Corporation*

## ▪ SUPERIOR

- *Small Business Dev Center; UW Superior*





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## CURRENT EDITION OF THE WPI NEWSLETTER

### UPCOMING EVENTS

- THU 18** Understanding SAM.gov Validation and Registration – Webinar  
August 18 @ 12:00 pm - 1:00 pm
- TUE 23** Acquisition Hour: Disaster Contracting  
August 23 @ 1:00 pm - 2:00 pm
- WED 24** Acquisition Hour: SAM.gov: Registration Update and How to Leverage Added Capabilities  
August 24 @ 12:00 pm - 1:00 pm
- SEP 13** Acquisition Hour: The Procurement Integrated Enterprise Environment (PIEE) Part 2 – Other Modules  
September 13 @ 1:00 pm - 2:00 pm

[View More...](#)

### CURRENT OPPORTUNITIES (5)

GET STARTED WITH THE BASICS  
Questions & answers on how to get started.

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HAVE A QUESTION? WE'RE HERE TO HELP.

# Understanding SAM.gov Validation and Registration

# Topics in this Webinar

- What is SAM.gov and who is it for?
- What is the Unique Entity Identifier (UEI)?
- Logging in to your SAM.gov Profile
- Validating your entity in SAM.gov
- Registering an entity in SAM.gov

# What is SAM.gov? Who is it For?


## *Overview*

- SAM stands for System for Award Management
- Any entity looking to do business with the Federal Government must register
  - Government Contractors
  - Government Subcontractors
  - Federal Researchers (grantees)

# What is SAM.gov? Who is it For?

## Overview

- Ensure that you are on the official Federal government website
- SAM.gov is FREE. If you are being asked to provide payment to register, you are not on the official SAM.gov site.

 An official website of the United States government [Here's how you know](#) ▾

 Sign In

[Home](#) [Search](#) [Data Bank](#) [Data Services](#) [Help](#)



**Official U.S. Government Website**  
100% Free

# What is the Unique Entity Identifier (UEI)?

## *The Basics*

- The UEI is a 12-character alpha numeric code that is assigned to your entity by the U.S. General Services Administration
- **SAM.gov is the exclusive provider of UEIs**
- Obtaining a UEI requires you to create a SAM.gov profile and validate your entity

### **WISCONSIN PROCUREMENT INSTITUTE**

<b>Unique Entity ID</b> NHF1TL24EM25	<i>Registration Status</i> ● Active Registration	<i>Expiration Date</i> Feb 3, 2023
<i>CAGE/NCAGE</i> 1GFNO	<i>Purpose of Registration</i> <b>Federal Assistance Awards Only</b>	
<i>Physical Address</i> 10437 W Innovation DR STE 320 Wauwatosa, Wisconsin 53226-4839, United States	<i>Mailing Address</i> 10437 Innovation DR. STE 320 Milwaukee, Wisconsin 53226-4815, United States	

# What is the Unique Entity Identifier (UEI)?

## *Other Entities that May Have to Register*

- An entity might be asked to register in SAM.gov and obtain a UEI even if you aren't doing business with the government. Examples include:
  - You do work for a federal prime contractor
  - You are applying for grants
- The application process for these special cases is shorter than the full registration

# Logging in to Your SAM.gov Profile

# Logging in to Your SAM.gov Profile

## *SAM.gov and Login.gov*

- Creating a SAM.gov profile requires creating a Login.gov account
- A Login.gov account identifies you and you only to the government
- Login.gov accounts are tied to individuals. Associating it with a business comes later in SAM.gov
- **Sharing login credentials is prohibited**
- Whoever will be the entity administrator needs to be the one who creates the Login.gov account and SAM.gov profile
- Multiple individuals can access a SAM.gov profile after it is created. Each new individual will have to create a Login.gov account and be assigned a role by the SAM.gov entity administrator

# Logging in to Your SAM.gov Profile

## *Creating Your Login.gov Account*

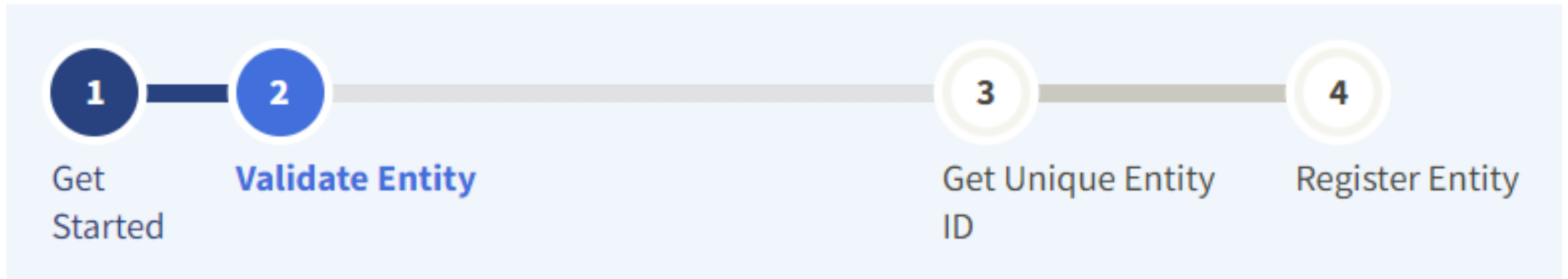
- Begin by visiting SAM.gov and clicking the “Sign In” button. From there, click “Create an Account” if you do not already have one.
  - Fill out required contact information
- Set up 2-Factor Authentication: Options, Pros and Cons
  - Cellphone number (can receive text messages)
  - Authentication App
  - Backup Codes

# Logging in to Your SAM.gov Profile

## *Completing your SAM.gov Profile*

- After creating your Login.gov account, you will be automatically redirected back to SAM.gov to finish setting up your SAM.gov profile
- At the first screen, you will see the “Request a Role” page
- If registering your entity for the first time, scroll to the bottom of the page and select, “Skip and Finish.”
- If your entity already exists and is registered, then a role may be necessary. Please reach out to WPI to discuss this if you have questions.

# Validating Your Entity in SAM.gov



# Validating Your Entity in SAM.gov

## *Validation Requirements Overview*

- **Validation** Documentation Requirements are the same whether you are:
  - getting started for the first time
  - renewing your entity registration
  - applying just for a validated UEI, or
  - updating your business address or legal business name
- **Validation requirements** are:
  - Legal business name
  - Physical address
  - Start year
  - State of incorporation

# Validating Your Entity in SAM.gov

## *Preparing to Validate Your Entity*

Collect the documentation covering ALL [validation requirements](#).

- GSA provides a list of common and acceptable documents that may be used to satisfy the [validation requirements](#) (see GoToWebinar HANDOUTS and below)
- The **GOLD STANDARD** and easiest documents to use are usually:
  - Articles of Incorporation or Organization
    - **Proves:** legal business name; state of incorporation; date of incorporation
  - Utility or Bank bill
    - **Proves:** physical address

Ensure documents are PDFs (not JPEG or other image file types)

# Validating Your Entity in SAM.gov

## Starting Entity Validation

1) Log in to SAM.gov and click the “Workspace” button.

2a) Click Get Started **ONLY IF** there is a 0 in the ACTIVE REGISTRATION bubble.



2b) If your entity registration is currently ACTIVE, click on the ACTIVE REGISTRATION bubble, then click the menu button to the right of your entity name. Then, select UPDATE from the menu options.



**Workspace**

**Entities**

0	0	0	0	1
ACTIVE REGISTRATION	WORK IN PROGRESS REGISTRATION	SUBMITTED REGISTRATION	ID ASSIGNED	PENDING ID ASSIGNMENT

Next Update Due: Due in Next 30 days: 0 Entities

**Register Your Entity or Get a Unique Entity ID**

[What do I need for registration?](#)

**Get Started**

**Renew/Update Your Entities**

Select Renew/Update to go to your entity workspace and renew/update your entities.

[How to renew or update an entity](#)

**Renew/Update**

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Jack Laufenberg  
jackl@wispro.org

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**Add A New Role**

# Validating Your Entity in SAM.gov

## *Starting Entity Validation*

- If you are renewing, you have selected your reason for registration in the past. You will be asked again to confirm the purpose of your registration. If you are new, you will be asked to declare the purpose of your registration.
- After this, there will be some informational pages to click through using the NEXT button.

### What do you want to do?

Choose what you need and we will show you what information to prepare.

Register for Financial Assistance Awards Only



- To apply for grants and loans as described by [2 CFR 200](#).
- Includes getting a Unique Entity ID and entity registration.

Register for All Awards



- To bid on federal contracts and other procurements, as described by the Federal Acquisition Regulation (FAR).
- To apply for grants and loans as described by [2 CFR 200](#).

Get a Unique Entity ID Only



- May be required to report subawards, such as federal subcontracts or sub-grants
- You will get a Unique Entity ID. This is NOT an entity registration.

[What's the difference between getting a UEI only and registration](#)

# Validating Your Entity in SAM.gov

## *Entering Entity Information*

- After the informational pages, enter your entity information.
- Treat these fields like a form, not an internet search.
- Information entered is the basis for your entity's record in SAM; ensure it matches the documents you will use to support your entity's validation.

### **Enter Entity Information**

All the following information will be used to validate your entity, unless marked as optional.

#### **Legal Business Name**

If you are acting on behalf of a limited partnership, LLC, or corporation, your legal business name is the name you registered with your state filing office.

#### **Doing Business As (Optional)**

Doing business as is the commonly used other name, such as a franchise, license name, or acronym. Leave blank if not applicable.

#### **Physical Address**

Your physical address is the street address of the primary office or other building where your entity is located. A post office box may not be used as your physical address.

# Validating Your Entity in SAM.gov

## *Matching Entity Information*

- After entering your information, review the potential matches for a listing that matches your entity
- Your entity **MIGHT** be listed with some errors such as:
  - Outdated or Incomplete Legal Business Name
  - Old Physical Address
- Select the bubble that applies to your search results. If a search result applies, select it.
- The next screen will prompt you to certify that ALL details are correct or indicate what needs to be updated.
- **Remember: Close isn't good enough for government work.**

### Review Entity Information

Review the legal entity list and select whether or not you clearly recognize an entity as yours.



#### Select an Option

- I recognize my entity in the legal entities list.  
If some details are not correct, you can update them.
- I don't recognize my entity in this list.  
Select Next to continue.

#### LEGAL ENTITIES LIST

WHERE DO THESE  
RESULTS COME FROM?

#### Showing Top Results

**WISCONSIN PROCUREMENT INSTITUTE**  
Doing Business As: WPI EDUCATION & TRAINING  
SERVICES  
10437 W INNOVATION DR  
MILWAUKEE, WI 53226-4838  
USA

# Validating Your Entity in SAM.gov

## *Uploading Documentation*

- The popup window will now prompt you to submit documents supporting your entity details.
- GSA continues to improve this step. Validation turn-around time has improved, but there is no substitute for submitting the correct documentation the first time.
- Double-check that the documents you upload are in fact the documents you intend to upload.

# Validating Your Entity in SAM.gov

## *Uploading Documentation – Reviewing Validation Requirements*

- What do you have to prove?
  - Legal business name
  - Physical address
  - Start date
  - State of incorporation
- What is acceptable documentation?
  - Review the GSA list of common supporting documents (see GoToWebinar handout)
  - The gold standard is:
    - Articles of Incorporation or Organization
    - Bank statement or utility bill (within 5 years)
- What does **NOT** count? Insurance documents, lease agreements, ...

# Validating Your Entity in SAM.gov

## *Uploading Documentation*

- Once you've submitted the documentation, you will receive a confirmation email with a ticket number from the Federal Service Desk (FSD)
- Ticket numbers can be found in your SAM.gov "Workspace"
- If an FSD agent requests additional documents, submit it only through the workspace. Do not submit documentation via email
- Respond quickly to any messages from FSD. If you do not respond timely, the ticket will close, and you will have to start the process over

# Validating Your Entity in SAM.gov

*Claiming the Validated Entity = Getting a UEI*

- Once the FSD has updated or added your entity, you will receive an email that the entity has been updated in SAM.gov and is ready to be claimed
- To claim the entity, start the process again and select the correct entity from the legal entities results list
- When you search for and locate the entity, you will proceed to the challenge questions. Your answers must match information from the documents you submitted.
- Once an entity has been claimed, you will be issued a UEI. Take a screenshot. You can now find this UEI in your SAM Workspace.
- If applying for grants or to do business with the government, the next step is SAM **Registration**.

# Registering Your Entity in SAM.gov

# Registering Your Entity in SAM.gov

## *Registration Overview*

- There are 2 different types of SAM.gov Registrations
  - Financial Assistance Awards Only
  - All Awards
- Usually, those applying for grants are directed to the shorter Financial Assistance registration. This track results when you choose the purpose of registration as “Financial Assistance Awards.”
- If registering in SAM for contracting or subcontracting, or as directed by your primary agency or prime contact, select “All Awards” as the purpose of registration.
  - The All Awards registration type covers:
    - Basic Business Information, e.g. start date, fiscal year information, EIN/TIN,...
    - Certification to follow various federal contracting regulations
    - Business and Bank Contact Information
- See the GoToWebinar Handouts for the full Entity Registration Checklist
- If you are unsure about which registration type you need, ASK your primary contact.

# Registering Your Entity in SAM.gov

## *Preparing for Registration – Use Your Time Wisely*

- Prepare for submitting your registration while your UEI application processes. Use the Entity Registration Checklist.
- You want to have ALL information gathered before starting to enter registration information in SAM. Picking up again on a DRAFT registration requires clicking through screens you have already completed before continuing.
- After submitting the SAM registration, be responsive and review all communications regarding IRS TIN validation and/or DLA CAGE review (full process next page).

# Registering Your Entity in SAM.gov

## *What Happens after Submitting Registration*

You will receive an email confirmation from SAM ([donotreply@sam.gov](mailto:donotreply@sam.gov)).

**Subject line: “CONFIRMATION: Registration Submitted for [Entity Name] / [SAM UEI] in the U.S. Government’s System for Award Management (SAM).**

*This email was sent by an automated administrator. Please do not reply to this message.*

You successfully submitted the entity registration for [Entity Name] / [SAM UEI] in the U.S. federal government's System for Award Management (SAM). This registration record will remain in Submitted status until all external validations are complete.

What happens next?

1. If you provided a Taxpayer Identification Number (TIN), the Internal Revenue Service (IRS) will conduct a validation of your TIN and Taxpayer Name. This step can take two business days. You will get an email from SAM.gov when that review is complete.
2. Your registration will then be sent to the Defense Logistics Agency (DLA) Commercial and Government Entity (CAGE) Code system for assignment or validation of your CAGE Code. This step averages two business days, but the DLA CAGE team can take up to ten business days, or longer, in peak periods. You will get an email from SAM.gov when that review is complete.
3. If the DLA CAGE team has any questions, they will contact the individual you listed as the Government Business Point of Contact (POC) via email. The email will come from a dla.mil address. Please tell your Government Business POC to respond right away to any requests from a dla.mil email. If a timely response is not received, your registration will be returned to SAM and your registration status changed to Work in Progress. You will have to resubmit and provide the requested information to DLA CAGE to continue.
4. You will get an email from SAM.gov when your registration passes these external validations and becomes Active. Until then, use the Check Registration Status link at SAM.gov to see where your registration is in the review process.
5. If you have not previously submitted a notarized letter formally designating the Entity Administrator for your entity, you must do so now. Failure to do so within 60 days of activation may result in the registration no longer being active. NOTE: You are not required to provide a notarized letter for a federal entity registration.

Remember, this process is entirely FREE to you. It is FREE to register and maintain your registration in SAM. It is FREE to get help with your registration from the Federal Service Desk at [www.fsd.gov](http://www.fsd.gov) or by telephone at 866-606-8220 (toll free) or 334-206-7828 (internationally).

In addition, if you are located in the U.S. and its outlying areas, you can get FREE support from your local Procurement Technical Assistance Center (PTAC), an official resource for government contracting assistance. Go to <http://www.aptac-us.org/> to find your closest PTAC.

Thank you,  
The System for Award Management (SAM) Administrator  
<https://sam.gov>

# Validating an Entity in SAM.gov

## ***DEMONSTRATION***

# PRESENTED BY

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