



2020 EXPO Preparation

Exhibitors & General Attendees



AGENDA

- Introduction of Participants
- Schedule
- Questions and Answers



SCHEDULE— Wednesday, November 18

8:00 AM - 3:00 PM (Ongoing)

8:30 AM - 9:00 AM

9:00 AM - 10:00 AM

10:00 AM - 12:00 PM

12:15 PM - 1:15 PM

1:20 PM - 3:00 PM

Spot Bid Fair Opens

Day 1: Key Note Speaker

HMSDC Rigel Awards— Day 1

EXPO Products EXPO

Biz Talk: State of the MBE Economy

Emerging 10



SCHEDULE— Thursday, November 19

8:30 AM - 9:00 AM

9:00 AM - 10:00 AM

10:00 AM - 12:00 PM

10:00 AM - 12:00 PM

12:00 PM - 2:00 PM

12:00 PM - 2:00 PM

2:00 PM - 3:00 PM

Day 2: Key Note Speaker

HMSDC Rigel Awards— Day 2

EXPO Services EXPO

CPO Summit (*Closed Event*)

20/20 Insight Forum

One-to-One Sessions

MBE Best Of Class Reception

LEVEL SET

- Why are you here today?
- Get relaxed, focused
- Why are you attending EXPO 2019
- What is your expectation?





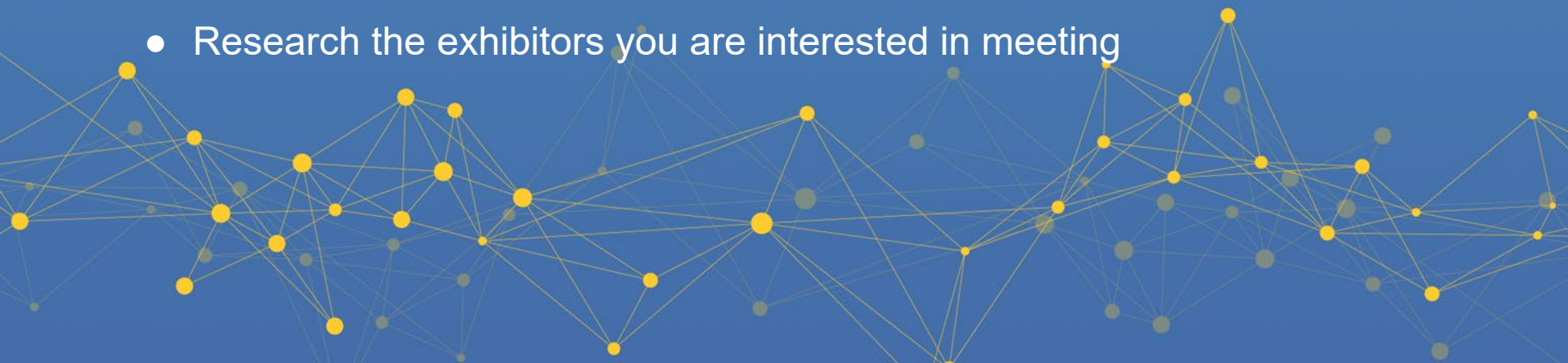
SETTING EXPECTATIONS

www.hmsdc.org | 713.271.7805

- ✓ Don't expect a Contract – expect a Contact
- ✓ Come prepared to create new relationships
- ✓ Business is about relationships before it's about cost
- ✓ Supplier Diversity Professionals can make introductions and recommendations; don't control buying of goods and services
- ✓ Personal Observations from Corporations and MBEs
- ✓ Not every EXPO exhibitor or attendee is your client

PREPARING FOR EXPO

- Have a plan on who you are going to see
- Set realistic goals for the conference
- Do not expect a contract – focus on making a contact
- Research the exhibitors you are interested in meeting



PREPARING FOR EXPO

- REGISTER!
- Perfect your value proposition – be disruptive | innovative
- Have a one page thorough and errorfree capability statement

You can upload capability statements to virtual booths



WIDESCOPE
CONSULTING AND CONTRACTING SERVICES

Widescope Consulting and Contracting Services LLC.
Email: info@widescopeccs.com
Phone: (404) 545-7908
www.widescopeccs.com

FLORIDA:
14466 Kandi Ct. Largo FL 33774

PENNSYLVANIA:
2339 Pineview Dr. Malvern Pa. 19355

CAPABILITIES STATEMENT

CORE COMPETENCIES

Widescope Consulting Contracting and Services customers help customers meet their technology objectives by providing technical resources to meet their short and long term IT requirements related to the following:

- Staff Augmentation
- Project Management
- Program Management
- Software Development
- Executive Administration

PAST PERFORMANCE

Identified talent, created, managed, and utilized teams made of up contractors in support of multi-million dollar technology and engineering projects.

Blended experience in corporate and military settings.

COMPANY DATA

Widescope Consulting Contracting and Services delivers Information Technology and Staff Augmentation services to the federal government, state and local municipalities.

Widescope CCS strives to be a company that delivers an outstanding work product, yet does not require a lot of maintenance from our government clients. Our goal is to make our clients' jobs easier, not more difficult.

DIFFERENTIATORS

Widescope brings to bare, fast, reliable, immediately productive, experienced resources from multiple disciplines to reduce risk and ensure customer satisfaction. Utilizing customer focused demand management processes, we continuously prepare and develop talent tailored towards the customers needs.

CODES & CERTIFICATIONS

- Service Disabled Veteran Owned Small Business
- DOT certified DBE
- Center for Verification Evaluation (CVE) Certified
- CAGE Code – 743B9
- Minority Owned Small Business
- We Accept Credit & Purchase Cards


NAICS CODES: 541330, 541512, 541611, 541612, 541614, 561320, 541519, 611430

CAGE CODE: 743B9

DUNS NUMBER: 079310444



HOW TO MARKET YOUR COMPANY

- Pace yourself – it will be a long day
 - Dress to Impress – it's your first impression that counts
 - Begin to build a relationship
 - Personalize your introduction to each exhibitor based on the information you gathered at the forums the previous day
 - Utilize all of the EXPO activities to make connections
- 
- A decorative network diagram at the bottom of the slide, consisting of numerous yellow and grey circular nodes connected by thin, light-colored lines, creating a complex web-like structure.



WHAT TO ASK...

www.hmsdc.org | 713.271.7805

- Ask what commodity/service you are CURRENTLY sourcing
- Ask what commodity/service you WILL BE sourcing (6-18 months)
- Ask what commodity/service you are NOT sourcing
 - recently awarded contracts
 - saturated areas of opportunity
 - geographic scope (regional, national, international)
 - areas where prime supplier covers full scope (no opportunity)



BE PREPARED AND FOLLOW UP

- Have a plan on who you will see
- Know a little about the opportunity you are seeking
- Offer to send an email or upload capability statement
- Time your email to arrive so it's at the top of the inbox



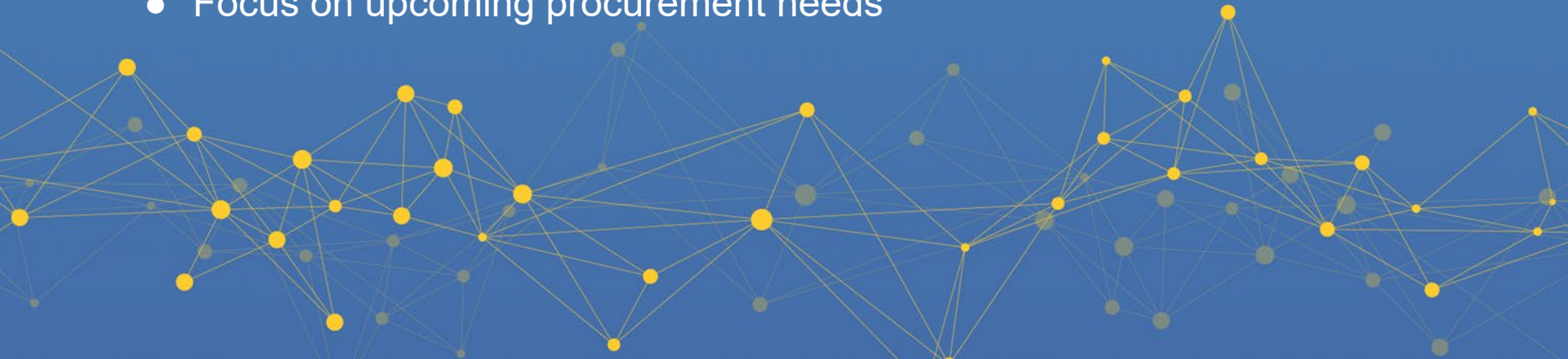
ONE-TO-ONE SESSIONS

Relationship Building Process



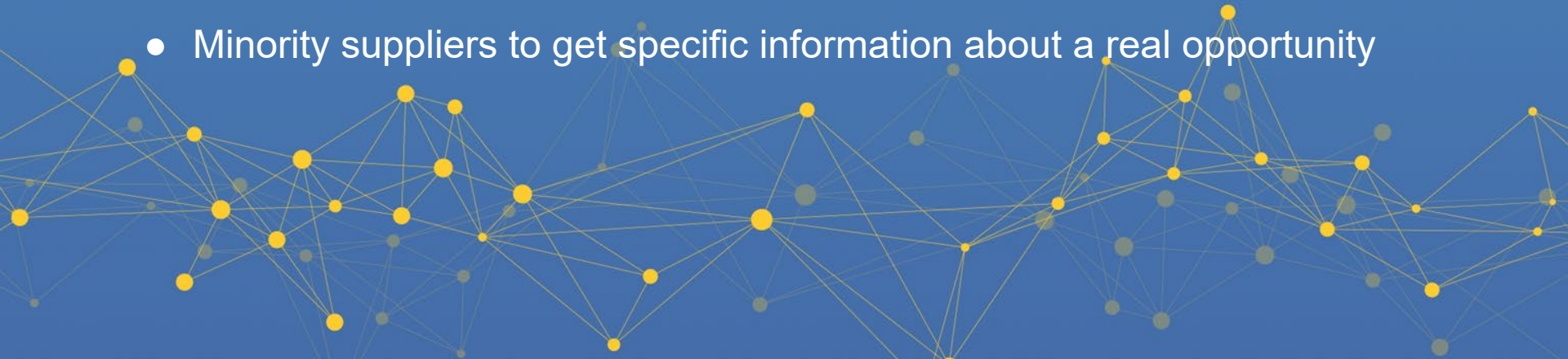
WHAT ARE ONETO-ONE SESSIONS

- You must be registered to be selected
- Pre-arranged 15-minute appointments between minority suppliers and exhibitor representatives
- Focus on upcoming procurement needs



ONE-TO-ONE SESSIONS ARE AN OPPORTUNITY FOR

- Minority suppliers to relay their value proposition
- Exhibitor representatives to meet qualified minority suppliers
- Exhibitor representatives to initiate the relationship between the minority supplier and the purchaser
- Minority suppliers to get specific information about a real opportunity



EFFECTIVE ONE-TO-ONE SESSION TIPS

Do's

- Introduce yourself confidently and explain your value proposition
- Get the contact information of the exhibitor representative and the purchaser
- Agree to a specific date and time for follow up
- Get feedback on timing of opportunity and most appropriate method for follow -up (i.e. email, phone calls)



EFFECTIVE ONE-TO-ONE SESSION TIPS

Dont's



NOT the time for your elevator pitch

DON'T BE LATE!



DON'T SHARE EVERYTHING about your company or product

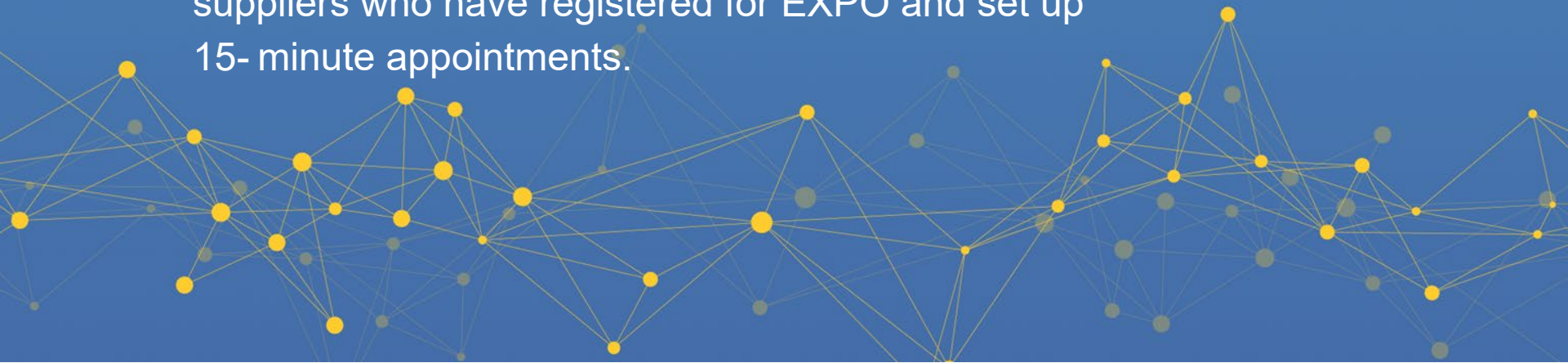




ONE-TO-ONE RESOURCES

www.hmsdc.org | 713.271.7805

- HMSDC Staff
- For exhibitors - Provide HMSDC with a list of upcoming contract opportunities for products or services your company is seeking to purchase.
- HMSDC will match your contract requirements with qualified minority suppliers who have registered for EXPO and set up 15- minute appointments.



KEY TO A SUCCESSFUL ONE-ONE

- FOLLOW UP
- FOLLOW UP
- FOLLOW UP





HOW SHOULD YOU FOLLOW UP?

www.hmsdc.org | 713.271.7805

- Send email to everyone with whom you are interested in opening a dialogue
- Put your name, where you met, and short keyword in Subject Line
- Use large font
- Leave out personal talk, make the email ready for forwarding
- Don't forget the most important thing...**THE ASK!**





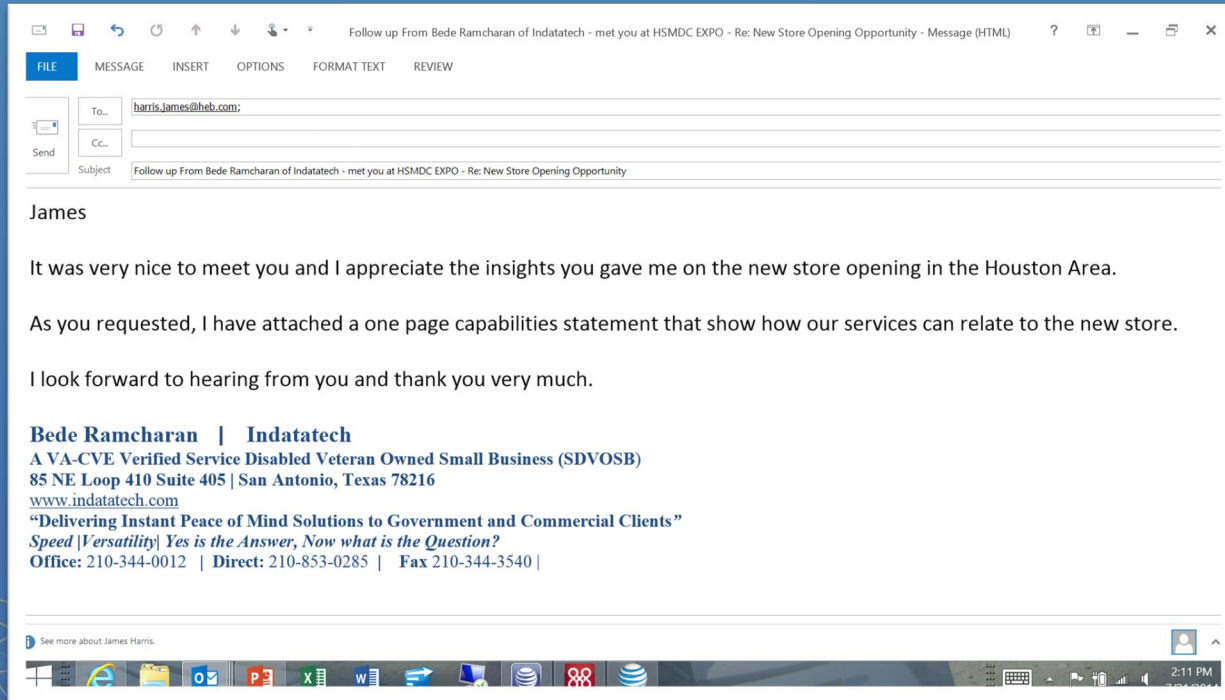
TOOLS FOR ASSISTANCE

www.hmsdc.org | 713.271.7805

- Additional EXPO Preparation
- Committee Participation
- HMSDC Staff
- Supplier Idol
- MBE Leadership Academy



EXAMPLE OF A FOLLOW UP EMAIL...



Follow up From Bede Ramcharan of Indatatech - met you at HSMDC EXPO - Re: New Store Opening Opportunity - Message (HTML)

FILE MESSAGE INSERT OPTIONS FORMAT TEXT REVIEW

To: harris.james@heb.com

Cc:

Subject: Follow up From Bede Ramcharan of Indatatech - met you at HSMDC EXPO - Re: New Store Opening Opportunity

James

It was very nice to meet you and I appreciate the insights you gave me on the new store opening in the Houston Area.

As you requested, I have attached a one page capabilities statement that show how our services can relate to the new store.

I look forward to hearing from you and thank you very much.

Bede Ramcharan | Indatatech
A VA-CVE Verified Service Disabled Veteran Owned Small Business (SDVOSB)
85 NE Loop 410 Suite 405 | San Antonio, Texas 78216
www.indatatech.com
"Delivering Instant Peace of Mind Solutions to Government and Commercial Clients"
Speed |Versatility| Yes is the Answer, Now what is the Question?
Office: 210-344-0012 | Direct: 210-853-0285 | Fax 210-344-3540 |

See more about James Harris.

2:11 PM



QUESTIONS?

Website: expo.hmsdc.org

Email: info@hmsdc.org

