

# “How to Obtain a GSA Schedules Contract”

## AND

# “Marketing to the Federal Government”

***A Primer for GSA’s Corporate Partners***

**These in-depth workshops will cover:**

- The process of getting on GSA’s Schedule
- How to access government solicitations
- The most significant sections of an offer
- How to submit an offer
- The evaluation and award process
- Conduct effective marketing research
- Develop innovative marketing strategies
- Target specific government buyers

**Dates:**

Tuesday, October 21, 2008  
Wednesday, October 22, 2008

**Time:**

***This is an all day event!***  
9am -12pm and 1pm - 3pm  
(Please arrive at 8:30 to sign in)

**Location:**

Federico Degetau  
Federal Building  
150 Carlos Chardon Avenue  
Hato Rey, PR 00918

**Room:**

733 — 7th Floor

**Please select one day to attend as these workshops will be run twice.**

**Free admission! Seating is limited. Photo ID Required!  
Register now at:**

**[www.gsa.gov/r2smallbusiness](http://www.gsa.gov/r2smallbusiness)**

(GSA Events on the right hand side of the page and click on GSA Schedules Contract Training)

**Please be sure to review the “Frequently Asked Questions” document on the website above to ensure that this workshop is appropriate for your company.**

**This program is extended to the public on a nondiscriminatory basis. All small businesses in any type of industry are invited to attend.**

**To request a reasonable accommodation due to a disability, please contact either Janice Bracey at [janice.bracey@gsa.gov](mailto:janice.bracey@gsa.gov) or John Naclerio at [john.naclerio@gsa.gov](mailto:john.naclerio@gsa.gov) at least 10 days prior to the event.**

**Contact Information:**

**Email:**  
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212-264-8265