Marketing Express

Marketing Your
IT Schedule 70 Contract

GSA has provided this guide as a resource to help contractors market to the government. The information listed in this Guide may not be all-inclusive. GSA is not endorsing any of the private sector resources listed in this Guide.
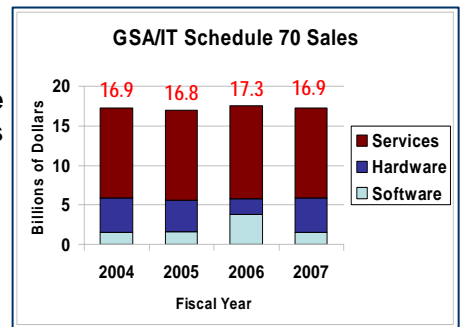
Sections in this Guide:

For Further Assistance Contact:

IT Acquisition Center:

www.gsa.gov/itcenter

Tel. 703-605-2700 or

Email: IT.center@gsa.gov

Introduction

Congratulations! You have taken the first step towards doing business with the government. Your company, along with thousands of others, has seen the benefits of obtaining a Schedule

GSA/IT Schedule 70 Sales

Billions of Dollars

2004	2005	2006	2007
16.9	16.8	17.3	16.9

Services
Hardware
Software

Fiscal Year

70 contract.   And, if you have agreed to participate in Cooperative Purchasing (the program that opens up your Schedule 70 contract to use by state and local governments) then you have also taken that first step towards doing business with state and local governments.

Unfortunately, acquiring a Schedule contract does not guarantee your company any real government money. But, it provides your company with the resources you will need when you compete for that government money. This guide can help you get that contract award, or better yet, that money.

This guide on how to market your Schedule 70 contract will attempt to answer four important questions:
1. **WHO** are my customers?
2. **WHERE** are my customers?
3. **HOW** do I get these customers?
4. **WHAT** can GSA and others do for me?
Let's get started and find out WHO are those government customers.

Performance-Based Services Acquisition Guidance

The Seven Steps to Performance-Based Services Acquisition (PBSA) Online Guide is a virtual knowledge management tool that includes PBA regulations, policies, guidance, samples, and a library of other PBA information including other electronic resource tools. This guide can be accessed from the Acquisition Central website at: http://acquisition.gov. At this site, under **"Acquisition Workforce"**, click on **"Seven Steps to Performance-Based Services Acquisition Guide"**

WHO?

As a contractor in the Schedules program, you will have many different customers. Typically, these customers will fall into one of three categories:
1. Contracting Officers/Specialists (CO/S)
2. Program Managers
3. End-users

Contracting Officer/Specialist

Contracting Officers/Specialists are often the 'gate-keepers' to the Program Managers and end-users.

The Program Managers know what they want, but turn to their Contracting Officer/Specialist to get the materials and/or services they need. The CO/S gives advice on the best way to procure those services and verifies that the materials and/or services are procured according to regulations. Therefore, the CO/S is a key customer who has influence over the Program Manager/end-user and selecting the contracting method. The following key message should be emphasized when communicating with Contracting Officers/Specialists:

Contracting Officer/Specialist Key Message

Contracting Specialists are a key part of the contracting process. They are needed to ensure proper implementation and formulation of the task order. Even though buying services from IT Schedule 70 is a very streamlined process, agencies still need qualified contracting officers to draft the task order requests, establish blanket purchase agreements, evaluate contract proposals and make a best value decision.
Schedules do not eliminate jobs—Schedules are a tool to make the acquisition process easier. When ordering against Schedules, the agency remains in complete control of their task order.

Schedule Benefits for All Customers

Every customer wants to know, "Why is this good for me?" With these key benefits of using the Schedules program, you can clearly tell them how it is good for them:

Ordering:
❑ Ease of ordering.
❑ FedBizOpps (FBO) synopsis is not required.
❑ Order limitations have been removed.
❑ Customers can choose from a variety of vendors ranging from small to large, to 8(a) to woman-owned.
❑ Meets all applicable regulations and competition requirements (including FAR and CICA).
❑ The government issued credit card, GSA SmartPay, can be used to make purchases.
❑ Reduction of procurement lead-time and administrative costs.
❑ After considering at least three contractors for orders greater than $3,000, ordering activities can place an order directly with the contractor of their choice. (Additional rules apply to adhere to DoD Section 803)

Pricing:
❑ Volume discount pricing.
❑ Flexible pricing.
❑ Schedule pricing is guaranteed to be fair and reasonable.

Control of Solutions:
❑ Ordering activity maintains a direct relationship with the contract service provider. The IT Acquisition Center is not involved in the process except to initially establish the Schedules contracts.
❑ Contractor teaming arrangements allow agencies to customize solutions
❑ Access to industry leaders.
❑ Wide selection of contractors.
❑ Orders placed under the Schedules program count toward the ordering activity's socioeconomic goals and accomplishments.

Who? (Continued)

Program Manager

The Program Manager is typically the visionary. Program Managers set the requirements for what they need to enhance their program and provide those requirements to the end-user. Normally they've been given tight deadlines, and these deadlines are passed on to the end-user. They are short staffed and need reliable, high-quality contractors to supplement their staff. They are accustomed to working with quality contractors and selecting from a pool of resources. They want a variety of quality contractors to select from, regardless which mechanism they use. They are unsure of the procurement process and turn to their Contracting Officer/Specialist for help. In many instances Program Managers rely on their contractors for procurement guidance and for advice in getting the services they need in the quickest fashion. The following key message should be emphasized when communicating with Program Managers:

Program Manager Key Message

Ordering activities are being required to do more work with less staff. **GSA Schedules help Program Managers get the work done that is critical to their agency's mission, and allows them to focus on the core functions of their job**. GSA schedules streamline the acquisition process, allow Program Managers more time to achieve goals, and reduce time spent on contract support and administration.

End-User

The end-user is ultimately interested in obtaining the most qualified contractor. They have been given tight deadlines and want the quickest way to procure these products or services. Most end-users are confused about the procurement process and turn to their Contracting Officer/Specialist for help. The following key message should be emphasized when communicating with end-users:

End User Key Message

End-users are accustomed to working with good companies and want that same kind of service. They don't care how they get the contractor on board—they want the quickest mechanism to get the contractor—and being a contractor on Schedule 70 facilitates that. End-users still want to be in charge of the selection of the contractor and they want to remain the key contact in the working relationship with the contractor. It's important that they understand the variety of contractors on Schedule (small, large, 8(a), etc.) and the variety of services each company offers. **Schedules allow end-users to pick from the best of contractors.**

Subjects you should become familiar with include the *MAS Federal Supply Schedule Program, Ordering Procedures, Ordering Procedures for Services, Performance-Based Contracting, Blanket Purchase Agreements, and Contractor Teaming Arrangements. Classes are offered online at GSA's Center for Acquisition Excellence. www.gsa.gov/centerforacquisitionexcellence*

Now that you've mastered **WHO** your customers are, you are ready to find out **WHERE** they can be found.

Your customers are a very diverse group with many different requirements and abilities. You will want to pursue those customers whose requirements and abilities to fund those requirements are most in line with your business offerings. To find these customers, you will need to do a lot of market research. There are many different places to conduct market research. Here are a few:

FedBizOpps (FBO)
Governmentwide Point of Entry
for Procurement Opportunities

www.fedbizopps.gov

FedBizOpps (Federal Business Opportunities) has been designated as the single source for federal government procurement opportunities (including the Department of Defense) that exceed $25,000. Buyers for the government are able to post their opportunities and requirements here online. This system has replaced the method of publishing in Commerce Business Daily and has simplified the acquisition process. You can access this site at any time and research opportunities posted by many different Federal government buyers.

FedBizOpps allows you to be proactive in your search for Federal sales. It lets you see a job before it has been awarded. If you know that an agency is posting a solicitation, you can contact them before award and notify them that your company offers the particular product or service they are looking to acquire. Once you arm this potential customer with information about the GSA Schedules program, perhaps they will choose to use your GSA contract.

By signing up to automatically receive procurement information; by solicitation number, selected organizations, and product service classification, vendors can react more quickly to procurement opportunities because they are better informed. Vendors can also search procurements by solicitation number, date, procurement classification code, and agency for active or archived solicitations. Currently, FedBizOpps has 285,796 registered vendors who receive e-mail notification about opportunities--roughly 95,000 e-mails are sent out daily. FedBizOpps has 95 agencies (21,296 contracting officers/specialists) posting to its web site.

GSA manages *http://www.fedbizopps.gov/* and will provide files which can be downloaded free of charge to any vendor, service provider, government entity, or other public or private organization that wishes to print the content of FedBizOpps. The files provide the same information that is currently in the Commerce Business Daily (CBD) printed

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Features of the FedBizOpps system:

❑**FBO Datafeed** --FBO users may now retrieve the daily FBO postings file free-of-charge from the FBO ftp site at *ftp://ftp.fedbizopps.gov/*. The file follows the naming convention FBOFeedyyyymmdd" and includes all seven types of synopses - presolicitation, presolicitation modification, award, sources sought, foreign standard, sale of surplus and special notice. The file record formats comply with the seven template formats specified on the FBO website in the General Information-Interface Description.

❑**Buyer Notification Posting--**Buyers now have the option of requesting and receiving an e-mail notification within 24 hours when they confirm an FBO posting entry. This allows the buyer an e-mail record for audit purposes and a validation of the vendor view.

❑**Confirmation Screen Solicitation Number**--The FBO confirmation screen now shows the solicitation number being posted to the FBO database allowing the Buyer to validate, print and file the confirmation page for audit purposes.

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version. These files are available at *ftp://ftp.eps.gov/*. If you have questions regarding the ftp site, please contact the FedBizOpps support desk at *fbo.support@gsa.gov* or toll-free at 877-472-3779. If you are interested in obtaining a printed version of FedBizOpps, please go to *http://oamweb.osec.doc.gov/cbdnet.htm*. Please contact Yancey Stern at *ystern@doc.gov* for getting onto the list of organizations providing a printed version of FedBizOpps.

Where? (Continued)

Federal Procurement Data System Next Generation (FPDS-NG)

https://www.fpds.gov

The Federal Procurement Data System Next Generation (FPDS-NG) is the central repository of statistical information on Federal contracting. The system contains detailed information on contract actions over $25,000 and summary data on procurements of less than $25,000. The Executive departments and agencies award over $200 billion annually for goods and services. The system can identify who bought what, from whom, for how much, when and where.

This redesigned database of federal contract information is available to interested parties for a one-time fee of $2,500. The one-time fee will provide a lifetime of access to the system.

Several private sector companies and government agencies will analyze the market data for you and offer accompanying products and services. Some examples are*:

Eagle Eye Publishers, *www.eagleeyeinc.com*
Federal Sources, Inc. (FSI), *www.fedsources.com*
GEIA, *www.geia.org*
GovCon, *www.govcon.com*
INPUT, *www.input.com*

*Note: This list is not inclusive of all the resources that provide market data research nor is GSA endorsing any of the private sector resources listed.

Federal Yellow Book Mailing List*

www.leadershipdirectories.com

The Federal Yellow Book is a directory of the Executive Branch of the Federal Government within the Washington, DC metropolitan area. Quarterly editions, available on CD-ROM, keep you current with personnel and organizational changes and provide you with contact information for more than 39,500 Federal officials.
All information in the Federal Yellow Book is verified directly with each organization listed, making it an accurate and reliable source of contact information for officials in Federal departments and agencies.

Leadership Directories, Inc. publishes fourteen personnel directories called Yellow Books, which are collectively called The Leadership Library. They offer all fourteen Yellow Books (including Congressional, Federal, State, Municipal, Federal Regional, Judicial, Corporate, Financial, News Media, Associations, Law Firms, Government Affairs, Foreign Representatives, and Nonprofit Sector books) in electronic form as "The Leadership Library" on the Internet, which is updated daily. You can search by job titles and compile a good profile list of customers.

*GSA provides this information on the Federal Yellow Book as informational only, and does not endorse or prefer this product or service.

Forecast of GSA Contracting Opportunities
www.gsa.gov/smbusforecast

This is an online document that lists GSA's expected contracts for the current and upcoming fiscal year. Contracting opportunities are listed by region and by type of goods or services required. This is where the General Services Administration forecasts their contracting actions for the following year. If you access this site and see a possible opportunity for your company, try to contact the office that posted the opportunity and acquaint them with what your company can do to help them in fulfilling their need.

Government Agency Websites

Another great source of market information can be found on government agency websites. Often, organizational charts are posted on the web, along with key contact information within the agency. Use these web resources to build your customer contact database. Websites are a great way to learn more about an agency, its mission, and its needs.

Now, we've narrowed down who you are trying to market to and where you can contact them. You now need to develop a way to target them and get their attention! This is the **HOW**.

HOW?

Integrate information you have gathered into a marketing strategy. Yes, targeting a government buyer can seem like a brand new task that should merit its own strategy. This is true to a certain extent. In turn, government buyers are required to adhere to different standards than are commercial buyers but they are looking for the same high level of quality that any shopper does. You should try to draw from your current marketing strategy used for your commercial customers and adjust that plan accordingly to satisfy the different needs of the government customer.

First, **you should print and widely distribute your price list.** When making a decision to distribute your price list, you will want to familiarize yourself with the peak buying times. Government buying trends can be tracked through FPDS and FedBizOpps data.

Second, **you should maximize your company's web presence.** You can do this simply by adding your web site address to the front of your contract price list. Make sure you provide the web address that sends the customer directly to your GSA contract information. Also, if you have a company website established, consider providing links through GSA *Advantage!* directly to your home page. There are some restrictions, but this is an excellent way to avoid a duplication of efforts. Additionally, remember to load your company's information to GSA *Advantage!*.

Third, **you should create a Marketing Plan**. This plan should outline how you are going to penetrate the very different government market.

Your marketing plan might include the following:

❑Identifying the size and scope of agency opportunities to be pursued within the next (12, 18, 24) months.
❑Construction of a database in which to track these federal opportunities, including supplemental information to be developed (e.g., names, addresses & phone numbers of agency contacts and procurement personnel).
❑Preparation of additional print and online materials marketing your company. Include the GSA logo to promote your company's benefit of being on a GSA schedule. Electronic downloads are available at www.gsa.gov/marketingpartnership.
❑Obtaining copies of expiring contracts, if possible.
❑Contacting procurement, technical, and program manager personnel to begin building relationships.
❑Attending Workshops to further develop presentation skills, to better understand the federal purchasing processes, and to improve your proposal preparation skills.
❑Visiting e-Buy online and responding to RFQs listed under your SIN. (http://www.ebuy.gsa.gov)
❑Cold calling, soliciting government buyers to disseminate information about services and products.
❑Uploading pictures and descriptions of products/services to *GSA Advantage!*
❑Attending industry trade shows to meet potential customers.
❑Pursuing subcontracting opportunities with already established government contractors.
❑Pursuing contractor teaming arrangements.

Cooperative Purchasing COOP PURCH

www.gsa.gov/cooperativepurchasing
Sec 211 of the E-Government Act of 2002 [Pub. L. 107-347] provides for state and local governments to acquire information technology from GSA Federal Supply Schedule 70, Information Technology, as well as from contracts under the Consolidated Products and Services Schedule (CPSS) containing IT special item numbers. IT items available include automated data processing equipment (including firmware), software, supplies, support equipment, and services.

HOW? (Continued)

Lastly, **you should concentrate on networking with other acquisition professionals and government representatives.** These people can be very powerful contacts and can assist you in contacting the right people inside an agency. If your company cannot offer a total solution to a government agency's need, try building teaming arrangements with other contractors that can fill the gap. You can network with potential customers and contractors at the many conferences and expositions held throughout the year. Go to the Events heading on the right side of our homepage **(*www.gsa.gov/itcenter*) and click on "IT Acquisition Center Events" to see where our IT Center will be exhibiting.**

GSA, along with other federal agencies and congressional and state offices, provide opportunities where you can market your product or service to the federal government. These opportunities include networking breakfasts, power lunches, procurement conferences and networking sessions, seminars and trade fairs. Information on GSA events is available on the GSA website at *http://www.gsa.gov/* under the link, "Events". Events for other federal agencies are available on each agency website.

Send letters and e-mail to potential customers and contractors, letting them know about your services and products. Let them know you are a new GSA Schedule-70 holder and what you can offer.

> Now, you've done all the hard work. Let's explore what GSA and other organizations can do for you. This section is the **WHAT**.

Vendor Support Center

http://vsc.gsa.gov/
The Vendor Support Center is your gateway to GSA. Center representatives are available online, in person, and by phone to help you report sales, view RFQs on E-Buy, and much more. Contractors must register with the Vendor Support Center before having access to E-Buy, the electronic RFQ system. The Vendor Support Center can be accessed at *http://vsc.gsa.gov/,* 877-495-4849, or *vendor.support@vsc.gsa.gov.*

WHAT?

Although GSA cannot market your products and services for you, there is a lot GSA can do for you. GSA offers a plethora of free assistance and support. Many other agencies and associations also offer free support and assistance.

GSA Marketing Partnership
The **GSA Marketing Partnership** is a free service offered by the GSA, and will strengthen the success of FSS Schedule contractors in building identification and increasing sales. Go to *www.gsa.gov/marketingpartnership* to explore all GSA offers to contractor partners.

GSA Logo Identifiers
Go to *http://www.gsa.gov/marketingpartnership* and click on "GSA Logo Downloads" to reach the page to **download the Schedules Identifier, GSA SmartPay, or GSA Advantage logo. Placing these logos in your printed and online communications will promote your position of being a GSA Schedule-70 Schedule holder.**

 *Use of these logos does not eliminate the requirements that a contractor comply with the provisions of the General Services Administration Acquisition Regulation (GSAR) clause 552.203-70, Restrictions on Advertising. It is appropriate to use the logos in an advertisement directed to Federal Government contract users, provided that the advertisement does not state or imply that the product or service is endorsed or preferred by the Government.

GSA Customer Service Directors
An excellent source of information can be obtained through your local GSA Customer Service Director (CSD). CSDs can provide a wealth of information about the local government marketplace and points of contact. CSDs are in touch with government customers in your area and are very knowledgeable in all of the services GSA offers. For a complete listing of Customer Service Directors by state or country, visit http://www.gsa.gov/ and click on www.gsa.gov/csd.

What? (Continued)

GSA *Advantage!™* *www.gsaadvantage.gov*

GSA *Advantage!TM* is an on-line electronic shopping and ordering system. It provides on-line access to several thousand contractors and millions of products and services. It allows Federal agencies to search for products and services using key words, national stock numbers, contract numbers, and vendor names; compare features, prices, and delivery options; and place orders electronically. Products and services under contract must be on GSA *Advantage!TM* --every schedule contract holder is represented through either a product or service listing or through a text description of the company's offerings. Whenever possible, include a picture along with your product listing to maximize sales.

Benefits for Vendors:
❑ Offers quick and easy identification of items.
❑ Increases potential for strong sales.
❑ Provides instant visibility and the ability to broadcast price changes easily.
❑ Provides a direct link to your company's home page.
❑ Reduces catalog printing and mailing costs.

Federal Government Customers use GSA *Advantage!* to:
Search for items using keywords, part numbers, National Stock Numbers (NSNs), supplier names, contract numbers, etc.
❑ Compare features, prices and delivery options
❑ Configure products and add accessories
❑ Place orders directly online
❑ Review and choose delivery options
❑ Select a convenient payment method
❑ View order history to track status, reorder, or cancel

To add items to GSA *Advantage!™,* go to *http://vsc.gsa.gov* and click on "SIP User." If you need additional assistance, contact your assigned contracting officer.

IT Schedule Weekly Sales Report:

Your source for Schedule 70 Federal and Cooperative Purchasing Sales!

To obtain a copy go to the "IT Center Library" at www.gsa.gov/itcenterlibrary.

GSA Expo
http://expo.gsa.gov/
GSA's Expos, held annually, are GSA's premier customer outreach event. Companies showcase their products and services to federal purchasing agents, procurement officials, and federal government procurement decision makers. By implementing pre-show marketing efforts you can encourage your key customers and prospects to visit your booth. You'll be able to magnify your marketing investment and increase your exposure through targeted advertising and promotions, as well as through many other opportunities to collaborate with GSA's Expo staff involving event marketing.

Schedules e-Library
www.gsaelibrary.gsa.gov
Schedules e-Library is the online source for GSA and VA Federal Supply Schedule contract award information. You can find out which suppliers have a contract, and what's available by using various search options. This is a good source for some quick and easy marketing research. You can perform searches on e-Library by SIN, contract number, contractor name, schedule number, and keyword. As a vendor you can see who else is on schedule with GSA in your industry. You can then link to GSA Advantage and compare pricing and offerings.

WHAT? (Continued)

GSA's e-Buy

e-Buy is an electronic Request for Quote (RFQ) system designed to facilitate the submission of quotes for the full range of information technology services and products. e-Buy is a powerful tool that can be used by any GSA Federal Supply Schedule contractor who is on GSA Advantage.

e-Buy allows federal agencies (buyers) to maximize their buying power by leveraging the power of the Internet to increase schedule contractor participation in order to obtain quotes which will result in a best value purchase decision. e-Buy provides agencies and contractors a tool, which results in savings of both time and money.

Through e-Buy, schedule contractors (sellers) **have greater opportunity to offer quotes and increase business volume for services and products provided under their schedule contract.**

How does e-Buy work?

Using the e-Buy system, buyers may prepare and post a RFQ for specific services and products for a designated period of time. Once posted, selected *GSA Advantage!* schedule contractors will receive an e-mail notice informing them that a RFQ has been posted and a quote is requested. Vendors who have not been selected to receive an RFQ will be able to submit quotes by logging in to e-Buy. Vendors can search for RFQs posted under their SINs and respond at their own discretion.

Each RFQ is assigned a category (i.e. Network Equipment, IT Systems Development Services, etc.) by the buyer.

Contractors who wish to receive RFQs must register online. **Only those contractors who are currently listed under the *GSA Advantage!* online shopping system will have an opportunity to participate in e-Buy and receive requests for quotes.**

Once the RFQ has closed, buyers may then accept the quote(s) that represent the best value. Buyers may then issue an order to any contractor whose quote was accepted.

e-Buy Benefits:

❑Schedule contractors who have their catalog posted to *GSA Advantage!* are eligible to submit quotes through e-Buy. Contractors must enroll and login at the Vendor Support Center (*http://vsc.gsa.gov/*) to use e-Buy. Contractors must indicate those service/product categories that they wish to receive quotes for.
❑e-Buy increases vendor sales potential as it increases awareness of new business opportunities.
❑Contractor's quotes are not visible to other bidders. Only the buyer can view contractor names and quotes.
❑Contractors may include an attachment with their quote and may contact the buyer via e-mail if clarification is needed. Contractors may not include open market items in their quote.
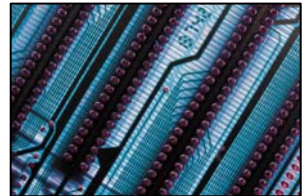
What? (Continued)

IT Acquisition Center Resources

We have provided you with data and information that will help market your company to the federal government. Although this information covers the basics, you may still need additional assistance from our IT Center in selling the schedules program. Here's how we can help you:

❑**Customer Visits**. We can talk or visit with your customers or potential customers and explain the schedules process. We cannot sell the benefits of individual companies, but we can definitely explain how to use the IT-70 Schedule.

❑**Brochures and pamphlets.** You can use the copy from our IT Center brochures and pamphlets to help explain the Schedules program to your customers or potential customers. IT Schedule 70 information and literature can be downloaded from our web site at *www.gsa.gov/itcenter* and *www.gsa.gov/itcenterlibrary*.

❑**Customer Service.** FSS Group 70, Information Technology Center, Customer Service line: (703) 605-2700 E-mail: *it.center@gsa.gov*

GSA Office of Small Business Utilization

http://www.gsa.gov/smallbusiness

Small Business Program Advocate

The Office of Small Business Utilization (SBU) is GSA's advocate for small, minority, and women business owners. Its mission is to promote increased access to GSA's nationwide procurement opportunities.

SBU is responsible for the scope of small business programs mandated by law. Every Federal agency is required by the Small Business Act of 1953, as amended by Public Law 95-507, to establish an office that reports to and advises the head of the agency on the implementation functions and duties under this Act.

Small business activities are supported by program experts at GSA headquarters, through Small Business Centers in 11 regional offices, and by the Small Business Technical Advisors in the GSA Federal Supply Service, GSA Federal Technology Service, and GSA Public Buildings Service.

SBU monitors and implements small business policies and manages a range of programs required by law. GSA's small business programs nurture entrepreneurial opportunities, open doors to new business horizons, and enhance technological capabilities.

In addition, SBU outreach activities make it possible for the small business community to meet key contracting experts and be counseled on the procurement process. This includes procurement networking sessions, marketing strategies and techniques workshops, electronic commerce/electronic data interchange training sessions, interagency networking breakfasts, trade missions, roundtables, workshops for historically black colleges and universities, and procurement conferences.

For further information about GSA's small business programs, contact SBU via e-mail at *small.business@gsa.gov.*
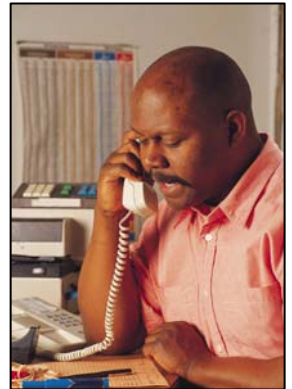
GSA's small business programs nurture entrepreneurial opportunities.
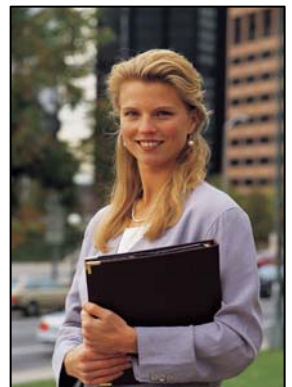
What? (Continued)

CCR Dynamic Small Business Search

Central Contractor Registration
http://dsbs.sba.gov/dsbs/dsp_dsbs.cfm

The Dynamic Small Business Search tool is an electronic gateway of procurement information -- for and about small businesses. It is a search engine for contracting officers, a marketing tool for small firms, and provides links to procurement opportunities.

A Search Engine

The Dynamic Small Business Search tool, formerly Pro-*Net,* is an on-line database of more than 195,000 small, disadvantaged, 8(a) and women-owned businesses. It is available to federal and state government agencies as well as prime and other contractors seeking small business contractors, subcontractors and/or partnership opportunities.

Businesses profiled on the system can be searched by: SIC codes, key words, location, quality certifications, business type, ownership race and gender, and EDI capability as well as other search parameters.

A Marketing Tool

Business profiles in the system include data from SBA's files and other available databases, plus additional business and marketing information on individual firms. Businesses on the system are responsible for updating their profiles and keeping information current.

Profiles are structured like executive business summaries, with specific data search fields designed to meet the needs of contracting officers and other potential users.

Profiles provide vendors an opportunity to put a controlled "marketing spin" on their businesses. Companies may link their web site's homepage to their Dynamic Small Business Search profile, creating a powerful marketing tool.
*The Dynamic Small Business Search tool is a cooperative effort among SBA's offices of **Government Contracting**, **Minority Enterprise Development**, Advocacy, Women's Business Ownership, Field Operations, Marketing & Customer Service, the Chief Information Officer, and the National Women's Business Council.*

Associations

Government Electronics and Information Technology Association
http://www.geia.org/
Government Electronics and Information Technology Association (GEIA) is the federal market sector of the Electronic Industries Alliance. It represents the high tech industry's business relationship with the federal government. GEIA provides information on IT trends and opportunities and forecast budgets used by both government and industry. GEIA facilitates doing business with the federal government through its forecasts, standards activity, and its numerous councils and committees.

Information Technology Association of America
http://www.itaa.org/
The Information Technology Association of America (ITAA) is the leading trade association of this nation's information technology industry. ITAA has over 500 direct member companies that create and market products and information services associated with computers, communications, and data. ITAA sponsors a wide range of services, meetings and activities that enhance an IT firm's ability to remain competitive in the marketplace.

Coalition for Government Procurement
http://www.coalgovpro.org/
The Coalition for Government Procurement is a non-profit association of **Federal Supply Schedules** (FSS) contractors. Founded in 1979, this multi-industry organization of companies provides a wide variety of commercial products and/or services to the federal government. The Coalition's mission is to protect the interest of its members by **providing needed information** on issues affecting their government market, and by constantly **advocating common sense** in government procurement policy.

National Defense Industrial Association
http://www.ndia.org/
NDIA was founded March 1, 1997. It began on that date as a result of a merger between the former American Defense Preparedness Association (ADPA), which was founded in 1919, and the National Security Industrial Association (NSIA), which was founded in 1944. The new NDIA is a non-partisan, non-profit international association with offices in Arlington, VA.

Associations (Continued)

National Association of State Procurement Officials
www.naspo.org
The National Association of State Procurement Officials is a non-profit association dedicated to strengthening the procurement community through education, research, and communication. It is made up of the directors of the central purchasing offices in each of the 50 states, the District of Columbia and the territories of the United States. NASPO is an organization through which the member purchasing officials provide leadership in professional public purchasing, improve the quality of purchasing and procurement, exchange information and cooperate to attain greater efficiency and economy.

Other Associations:
❑American Marketing Association
http://www.marketingpower.com/
❑Direct Marketing Association, Inc.
http://www.the-dma.org/
❑Sales and Marketing Management
www.salesandmarketing.com
❑*Professional Services Council*
www.pscouncil.org

What?(Continued)

Conferences and Expositions
A good marketing strategy is to exhibit at the many conferences and expos that target the federal government information technology audience. Some of these conferences are sponsored by the associations listed in this brochure. You may target conferences and expos that our own IT Center attends to exhibit. Go to the Events heading on the right side of our homepage (www.gsa.gov/itcenter) and click on "IT Acquisition Center Events Calendar" to see where our IT Center will be exhibiting. Other sources for information technology conferences/expos include:

❑Armed Forces Communications and Electronics Association
http://www.afcea.org/

❑Advanced Technology Council, Inc.
www.atc-expo.com

❑*Government Technology Conference*
www.govtech.net

❑Federal Business Council, Inc.
www.fbcinc.com

❑National Conference Services, Inc.
www.ncsievents.com

❑Technology Forums
www.technologyforums.com

Publications
Depending on your marketing budget, you may want to advertise your company's capabilities to the federal government. These publications may also offer opportunities for you to learn whose doing what in the federal government.

❑*MarkeTips*
Free publication sponsored and distributed by GSA, advertising is free to schedule-holders.
E-mail: vincent.violandi@gsa.gov

❑Government Executive
www.govexec.com
❑Federal Times
www.federaltimes.com
❑Federal Computer Week
www.fcw.com
❑Government Computer News
www.gcn.com
❑ Government Technology Magazine
www.govtech.net

See the next page for a list of useful Websites.
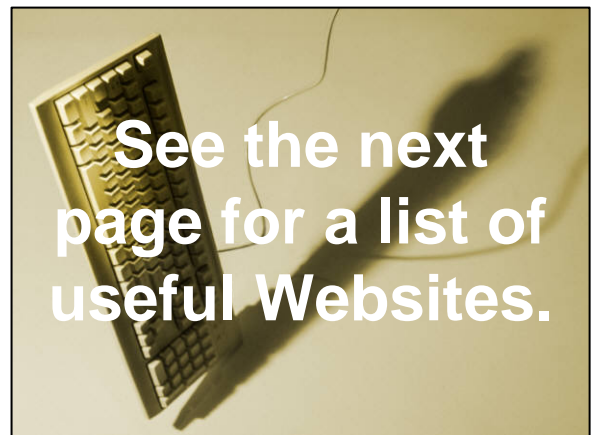
Note: GSA has provided this Guide as a resource to help contractors market to the federal government. The information listed in this Guide may not be all-inclusive. GSA is not endorsing any of the private sector resources listed in this Guide.

Department of Homeland Security – Open For Business
www.dhs.gov/openforbusiness

Open For Business centralizes information to let every business in America know how to work with the Department of Homeland Security. Designed to assist the business community, it includes links to contracts, grants, small business opportunities, research and development and contacts.

This page is intended to complement--not to duplicate or replace--mandatory government-wide portals such as FedBizOpps or the Central Contractor Registration system. All vendors should continue to use the mandatory vendor access portals and to use DHS--Open For Business to help navigate the Department and to better understand business mechanisms and relationships within DHS.

Web Resources

Federal Business Opportunities	*www.FedBizOpps.gov*
Vendor Support Center	*http://vsc.gsa.gov/*
GSA Advantage/ E-Buy	*www.gsaadvantage.gov*
Contractor Team Arrangements	*www.gsa.gov/contractorteamarrangements*
Cooperative Purchasing	*www.gsa.gov/cooperativepurchasing*
Performance-Based Services	*www.acquisition.gov*
Acquisition Guidance	

U.S. Business Advisor	*www.business.gov*
GSA Office of Small Business Utilization	*http://www.gsa.gov/smallbusiness*
(Advocate for small, minority,	
and women business owners)	

Small Business Administration	*www.sba.gov*
SBA Women's Business Center	*www.onlinewbc.gov*
Minority Business Development Agency	*www.mbda.gov*

For more information, contact:

Information Technology Acquisition Center

www.gsa.gov/itcenter

Phone: 703-605-2700

Email: it.center@gsa.gov