



EXPO 2011... Fit for Business

September 21-22, 2011

*George R. Brown Convention Center, Exhibit Hall C, 1001 Avenida de las Americas, Houston, TX 77010*

# HMSDC 2011 EXPO Preparation

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# AGENDA

- Introduction of Participants
- Schedule
- BEFORE
  - Setting Expectations
  - Exhibitor Preparation
    - What to Expect
    - How to present your Company
- DURING
  - General Preparation
    - What to Expect
    - How to market your company
    - Review Handouts
    - Follow Up
  - One to One Sessions
- AFTER
- Questions and Answers

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**Wednesday, September 21<sup>st</sup> –  
George R. Brown Convention Center – Exhibit Hall C**

**20/20 Insight - George R. Brown Convention Center 8:00 a.m. - 5:00 p.m.**

Don't miss out! Attend the "day before EXPO" marketplace **20/20 Insight** forums. Top executives from the Petrochemical/Oil and Gas, Medical, Technology, Government, Transportation and Aerospace Industries will discuss industry trends for the coming year, the economic impact to their respective industry AND upcoming opportunities. There will also be representatives from the corporations related to the featured industries who will be on a panel and in the audience for opportunity sharing discussions. Come join the afternoon **20/20 Insight** for information, industry trends, AND most of all OPPORTUNITIES!

**Capital Connections 11:30 a.m. – 12:30 p.m.**

**Best of Class - 5:30 p.m. – 9:30 p.m. Column A, 1521 Austin Street, Houston, Texas 77002.**

Attend the EXPO **Best of Class** reception the "evening before EXPO", sponsored by some of HMSDC's leading MBEs. Continue your networking strategy. Come prepared to meet the buyers representing Houston's major corporations. Have a first-class experience as you enter into the different worlds of contracting possibilities.

***For current information visit the EXPO website,  
[www.hmsdcexpo.org](http://www.hmsdcexpo.org)***

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## Thursday, September 22<sup>nd</sup> George R. Brown Convention Center – Exhibit Hall C

### **Early Bird Energizer – 7:15 a.m. – 8:15 a.m.**

The Early Bird Energizer breakfast the day of EXPO pays tribute to the Marketplace Sponsors and MBE Best of Class Sponsors who, because of their generous sponsorships, continue to make EXPO extremely successful. Don't miss out on starting your day making great contacts.

### **Business Starts "Right Here, Right Now!" – 8:30 a.m.**

Industry leaders guide the procession to officially open a full day of business marketplace opportunities.

### **The Rigel Awards – 11:30 a.m. – 1:30 p.m.**

The **Rigel Awards Luncheon** brings major corporations and MBEs together. Each table seats five corporate representatives, serving as hosts, along with five EXPO attendees. To secure your ideal seating, register EARLY.

### **The Marketplace – 8:30 a.m. – 4:00 p.m.**

Over 1,500 corporate buyers attend EXPO looking for suppliers who can provide their corporation with quality services and products, meet their timelines and provide exceptional value while meeting the corporation's cost-saving needs.

### **One-to-One - 9:00 a.m. – 4:00 p.m.**

#### **By Corporate Invite Only**

Discuss contracting opportunities with the corporation(s) that invites you to discuss your product or service with their representative. In these face-to-face sessions, you meet privately with corporate buyers and representatives regarding potential short or long-term contracting opportunities. **NOTE:** You must be certified by HMSDC in order to participate in these sessions.

### **Exhibitor Tear-Down & Move Out – 4:00 p.m. – 6:00 p.m.**

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# General Preparation from the Corporate Perspective

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# Before EXPO

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## Setting Expectations

- ✓ Don't expect a Contract – expect a Contact
- ✓ Come prepared to create new relationships
- ✓ Business is done with those companies that the buyer knows
- ✓ Supplier Diversity Professionals can make introductions not buy services
- ✓ Personal Observations from Corporations
  - Center-Point
  - Conoco-Phillips
  - HEB
  - United Airlines

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## Being Prepared

- Before the Tradeshow (*most prep time*)
- During the Tradeshow
- After the Tradeshow

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## Before the Tradeshow

- Set specific goals
- Have a desired outcome
- Each EXPO should have its own set of specific, quantifiable, realistic goals that are in line with your company's overall sourcing strategy and Supplier Diversity outreach objectives i.e.:
  - meet new potential suppliers (specific service areas)
  - reconnect with current prospects
  - network with and benchmark industry peers
  - connect with Prime Supplier representatives



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## Before the Tradeshow

- Handle logistics
- Confirm arrangements with organization
  - sponsorship opportunities (what's included)
  - booth space limitations / assignment - location & number
  - electrical / audio visual requirements
  - shipping instructions
  - any restrictions
- Travel arrangements / driving directions / parking

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## Before the Tradeshow

- Handle media arrangements
  - confirm your company's media procedures/protocol
  - prepare all representatives for media opportunities
- Identify executives attending or participating and communicate needed information
- Identify participants (with upcoming opportunities) and get them registered
- Identify targeted suppliers and appropriate sourcing representative and set one-to-one meetings

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## Before the Tradeshow

- Brief participants
  - Event type
  - Organization and it's mission
  - Your company's relationship with organization
  - Your sponsorship level (what's included)
  - Location / venue
  - Your contact information
  - Timeline / schedule of events
  - Their responsibilities
  - Who will be attending from your company
  - Your company's process
  - Appropriate attire

# Before the Tradeshow

- Brief participants on FAQ's
  - How do I become a supplier to your organization?
  - What is your procurement process?
  - What are your requirements?
  - How do I meet the person in charge of .....?
  - Do I have to be certified by a 3<sup>rd</sup> party organization?
  - What products/services are you currently sourcing?
  - Does your company have a set aside program?
  - What is your second tier process?
  - Are there any second tier opportunities? With whom?



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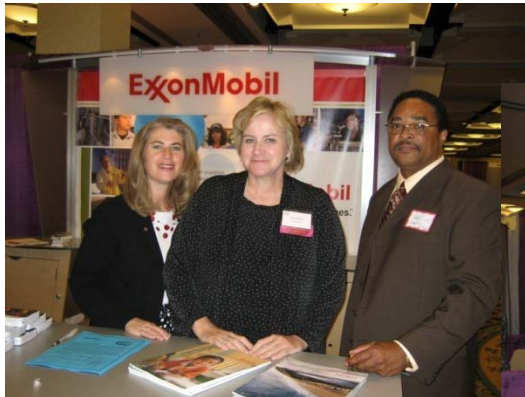
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# During EXPO

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## During the Tradeshow

- Know who will be working your booth and their areas of responsibility



- Have a booth schedule posted

## During the Tradeshow

- Know what commodity/service you are CURRENTLY sourcing
- Know what commodity/service you WILL BE sourcing (6-12 months)
- Know 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)



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## During the Tradeshow

- Have updated brochures and marketing materials available (your preference electronic or printed materials)
- Have enough promotional items available
- Be honest with suppliers / inform them if their product/service is something your company can use or NOT
- Be professional at all times (you are an ICON for your company)
- Keep your display area clean / no food visible at your booth

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# Post EXPO

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## After the Tradeshow

- Send “Thank You” notes to internal participants (within 1<sup>st</sup> week)
- Send survey to internal participants for feedback (within 1<sup>st</sup> week)
  - Did trade show meet their expectations?
  - Did they connect with any potential suppliers?
  - Would they participate in the event again?
  - Was there adequate coverage during the show?
  - Were the one-on-one meetings beneficial?
  - How could it have gone better?
  - Recommendations for improvement?



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## After the Tradeshow

- Compile/review feedback for future shows
- Complete survey from the organization to help with any improvements
- Respond to MBEs that will be contacting you!

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# General Preparation From the MBE Perspective

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# Before EXPO

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## Preparing for EXPO

- Have a plan on who you are going to see ( more to follow)
- Set realistic goals for the conference
  - Do not expect a contract – focus on making a contact
- Research the exhibitors you are interested in meeting
- If possible register your company ahead of time
- Perfect your value proposition
- Have a one page thorough and error-free capability statement

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# **During EXPO**

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## How to market your Company

- Pace yourself – it will be a long day
- Dress to Impress – its 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

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## How to market your Company

- Bring plenty of business cards (no scratch through)
- Ask specific information about possible opportunities
- Get a business card or phone number

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## Review Handouts and Follow up

Have a plan on who you will see

Know a little about the opportunity you are seeking

Don't leave behind a lot paper – offer to send an email

FOLLOW UP FOLLOW UP FOLLOW UP

FOLLOW UP FOLLOW UP FOLLOW UP

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# One to One Sessions

## Relationship-Building Process

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## What are One-to-One Sessions?

- Pre-arranged 15-minute appointments
- Between minority supplier and corporate representative
- Focus on upcoming procurement needs

## What are One-to-One Sessions?

An opportunity for .....

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

## **What's the Difference?**

### Visiting an Exhibitor's Booth

- Meeting is not scheduled
- Exhibitor may/may not have an opportunity
- The minority supplier may/may not meet the Exhibitor's minimum requirements
- A "hit or miss" encounter



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## Maximizing the Value - Corporate

- Commit representatives who know about specific business opportunities
- Ensure the representative knows the purchaser's minimum supplier requirements
- Ensure the representative is prepared to provide the purchaser's contact info
- Ensure the representative follows up with the purchaser regarding capable suppliers

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## Maximizing the Value - Suppliers

- Introduce yourself confidently and explain your value proposition
- Get the contact information of the corporate 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)



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## One-to-One Resources

### HMSDC Staff

- 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 appointments.

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# Post EXPO

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## Contacts to Contracts

Planned Research and Sources

Specific Follow-Up – Matched to Requirements

Social Networking for Higher Profile

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## Planned Research and Sources

Free Sources of Valid Data

Know Contact Can Relate, Recommend Group/Alternate

Keep "News" Short, Relevant, Share When Needed

What Does It Means To Corporate/MBE Firm  
Business Prospects

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## Specific Follow-Up – Matched to Requirements

Change Happens – Who Else?

Know Unique Interest Areas – How They Receive Best

Learn From Past Errors, Omissions

Stay Targeted – Build Stamina

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## Social Networking for Higher Profile

Cautions First – Assume Nothing – Expect More

Increase Face, Business, Followership

Business Updates – Not Your Teen's Twitter

Maintenance And Overhead

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Q & A