



Minority Outreach Fair

Wednesday, December 3, 2014

8:00am – 12:00pm

How Do I Prepare to Attend Maryland Live! Casino's Minority Business Outreach?

- Do a little research on the companies your interested in doing business with; visit their websites, before you arrive. If the company you are interested in meeting with has told us what services/products they are looking for we have listed them on the **Minority Outreach Fair's Exhibitors List** on our website. It's also a good idea to generate a list of the companies you'd like to meet with in order to have a game plan for the day.
- If you do not see a confirmed exhibitor's trade/product/service needs, please check our website often because as information is received we will update the list immediately. Please email any questions to events@mwmca.org.

What can I expect upon meeting each company I'm interested in doing business with?

- Expect to get your questions answered. Expect to discover if your product or service is of value to the government agency and/or prime company. Expect to find out whom the appropriate point of contact is to reach out to after the event.

How should I approach each prime exhibitor?

- During the event introduce yourself to the exhibitors and quickly present any information you brought with you about your company by explaining what your company does and highlighting your products/services offerings. Mention an accomplishment. Find out about immediate opportunities. Ask how to follow up at a later date to find out about additional opportunities. Ask what the next step will be for you?
- Be a good listener but most of all ask questions that are open ended as much as possible, that way more information is revealed to you from the potential prospect on their needs. Show the prospect how knowledgeable you are about your products and their needs. Use industry terminology.
- Most of all make an IMPRESSION!

What do I bring with me to the Minority Outreach Fair?

It is suggested at a minimum to bring at least one of the following:

- Plenty of business cards. There will be 27 exhibitors and approximately 80-85 exhibitor representatives present on event day. However, bringing more would be ideal because there also will be other primes in attendance and not exhibiting and an opportunity for you to network with the other small businesses in attendance.
- Capability Statement, a line card, or a brochure. The format should be easy to read, bullet point format is great. Keep it streamlined and to the point. The information you bring should highlight your company's qualifications and unique product or service, emphasize your niche, show a track record of outstanding service, and list any certifications such as 8(a), MDOT, Baltimore City, Service and Disabled Veteran, etc.
- Make sure that all of your company information is correct and up to date, including your business card, line card, capability statement and website.

What do I do after the Minority Outreach Fair is over?

- Follow-up with the new connections you've made. Work will not fall in your lap. We can only lead you to the work that is available.
- Build a relationship. Make the connection with the right person. Remind them of who you are and your track record, solutions you have to issues they face, the prices you charge, etc.
- Be patient and be persistent.
- Send a thank you note, whether it is a physical note or an e-mail.
- Follow up right away, do not let any grass grow under your feet, if you wait too long they will not remember you.