



**Minority Outreach Fair
Frequently Asked Questions (FAQs)
Thursday, December 14, 2023
8:00am – 12:00pm
Live! Casino & Hotel's The Hall
7002 Arundel Mills Circle, #7777
Hanover, Maryland 21076**

How do I know if I should attend this event?

The Minority Outreach Fair is intended to assist your company in identifying work and/or contractual opportunities with top prime companies and government agencies. At MWMCA, we have intentionally identified prime companies to participate as exhibitors that hire and/or contract with other companies to fulfil their current and future needs.

What type of companies can exhibit at this event?

The exhibitors at this event are large prime companies and government agencies that are procuring goods/services from small businesses or can provide resources to small businesses; small businesses are not eligible to participate as exhibitors currently.

What can I expect to learn at this event?

Expect to get some of your questions about doing business with participating exhibitors answered. Expect to discover if your product or service is of value to the government agency and/or prime company. Expect to find out who the appropriate contacts are based on your company's capabilities.

How do I find out what exhibitors are participating in this event?

The exhibitors will consist of leading prime construction companies, utilities, educational institutions, government agencies and healthcare facilities. [Select here to view the exhibitors list.](#)

How do I know if any of the exhibitors need my company's services/products?

If participating exhibitors have provided a list of current and/or future service/product/construction project needs, it is linked to their company name on the exhibitor list. [Select here to view the exhibitors list.](#)

I reviewed the exhibitors list and none of the exhibitors indicate that they need my company's services/products, should I still attend?

As a business representative, you know what kind of prime companies and/or government agencies would utilize the type of services/products your company offers. If you attend, you can speak with prime company/agency reps to find out if they utilize your company's services/products and who the appropriate contact person would be to follow up with to discuss.

I've selected the exhibitor's name on the exhibitor's list but there is no services/products list attached, what should I do?



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If an exhibitor has not provided us with service/product/construction project needs, you can still attend to meet the company/agency representative and discover the information during the event. [Select here to view the exhibitors list.](#)

I reviewed the exhibitor list and am already doing business with some of the prime listed companies or have met them in the past, should I still attend?

As a company representative who is looking to increase sales, it is always a good idea to get out and meet and/or follow-up with the prime company representative you've previously met because the more you are in front of a prime company representative, they will get to know you and remember what your company does. [Select here to view the exhibitors list.](#)

What time do I need to arrive to the event?

The event hours are from 8:00am – 12:00pm. You may arrive any time between these hours, however we recommend you arrive earlier versus later to have adequate time to visit over [140 participating exhibitors.](#)

How do I get to the Event Center in Live! Casino & Hotel and where is the best location to park?

[Select here to view Live! Casino & Hotel's property map.](#) You may park in any of the casino's adjacent parking garages.

How should I prepare for this event to get the most out of it?

- Order (if necessary) and bring plenty of business cards.
- Order/Prepare and bring copies of your business' capability statement, brochures, or portfolio. 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. List any certifications such as 8(a), MDOT, Baltimore City, Service and Disabled Veteran, etc.
- Review the [exhibitor list](#) ahead of time and plan on what top prime companies and government agencies you will visit first, second, third, etc.
- Consider bringing a colleague to split up and target different exhibitors and identify more companies to do business with. [Select here to access event registration.](#)
- Wear comfortable shoes, a space filled with over [140 exhibitors](#) will require a lot of walking.
- Come early so you have adequate time to visit many exhibitors, this event has over 140 prime companies and government agencies, you will have an opportunity to discover companies you've never done business with and create new relationships.



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- Pack your patience. There may be long lines at some exhibitor tables, but you can discover other exhibitors and circle back to those on your list.
- Come with a positive attitude and practice your business pitch. You should be able to describe your company's services to an exhibitor in 1-2 minutes or less.

Will I receive a contract by attending this event?

No contracts are guaranteed by any of the [prime exhibitors](#) participating in this event.

What should I do after the event is over?

- Follow-up. Work opportunities 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 must issues they face, the prices you charge, etc.
- Be patient and be persistent.
- Send a thank you note whether it is a physical snail mailed note or an e-mail.