# YOUR SOURCE FOR SUCCESSFUL FEDERAL EVENTS

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CONNECTING FEDERAL PERSONNEL WITH THE PRIVATE SECTOR SINCE 1976



## ENGAGEMENT WITH BUSINESSES OF EVERY SIZE

Whatever your agency's mission and demands, an event is the ultimate engagement channel, but producing an event yourself is time-consuming and locating the right participants is challenging.

FBC HAS YOUR SOLUTION: A successful event that both engages your organization and strengthens interaction between the government and the private sector. FBC has coordinated 5,000+ mission-oriented conferences and expos spanning more than 40 years. From one-day tabletop expositions, to focused events with speakers and exhibitors, to full-scale conferences – we've done it all! When you work with us, you benefit from our vast experience and industry relationships: LET FBC PLAN YOUR NEXT EVENT.

CURITY SOLUTION

We can create the federal/industry dialogue your agency requires.

# INDUSTRY OUTREACH & DIALOGUE

Creating dialogue opportunities between private industry, suppliers, thought leaders and federal personnel, program managers, leadership and end users is essential for efficient government contracting. FBC accomplishes this via conferences, seminars and other events geared toward federal priorities.

FBC works together with your agency to create highly effective industry days, symposia, on-site expositions and meetings of all kinds. We partner with companies of all sizes from all over the nation to deliver today's best innovations and solutions available to accomplish the mission!

We coordinate all aspects of the meeting – working with you and other necessary agency representatives to understand objectives and determine the most appropriate methods to achieve your goals.

#### Our responsibilities often include:

- Researching & coordinating potential exhibitors
- Pre-show promotions such as flyers, posters, table tents, email, social media and more!
- Setting up the exhibit area
- Coordination and payment for catering
- Organization of security lists and procedures for visitors
- Outreach to our extensive database of industry contractors, academia and federal agency partners

#### DID YOU KNOW?

Most email and registration tools violate government security policies for PII, PFI and Controlled Unclassified Information (CUI). FBC offers FISMA-compliant secure registration, appropriate for all agencies.

# DO MORE WITH LESS

An FBC event frees you up to focus your time and budget on primary objectives. *These events also assist industry by providing the optimal face-to-face environment for information exchange that's time-tested and government-friendly.* Plus, it's easy on you and agency staff.

YOUR RESULT? Agency personnel gain knowledge about today's cutting-edge enterprises and ideas. Hands-on demonstrations, presentations, workshops and stellar keynote speakers inform with **minimal investment of time or loss of productivity**.

From start to finish, FBC manages your meeting (*classified or unclassified*) through our GSA Schedule contract, an inexpensive contracting vehicle, or no-cost MOU. Alternatively, you can also select specific tasks for us to oversee through any of our options to complement your event.

Our event planning and marketing can include:

- Project management
- Site selection
- Identifying and coordinating audiovisual needs
- Designing and printing brochures, programs, posters, name badges, binders, signage, etc.
- Advertising conference via email, websites, social media and other media vehicles
- Secure registration services including custom websites, database maintenance and on-site registration management
- Coordination of social activities including luncheons, banquets and receptions
- And more!

## PLAN YOUR MEETING

JUST COMPLETE THE BRIEF FORM AT FBCMEETING.COM

Ask about our no-cost MOU & GSA Schedule pricing options!

# GET STARTED WITH FBC

We're your source for successful federal events. WHAT ARE THE NEXT STEPS?

- **1** It's easy! We'll meet with you on-site to learn more about your agency's event needs, requirements and expectations.
- 2 FBC will put together an **event plan** based on your agency's objectives.
- 3 Once you approve the action plan, we'll get started on your event immediately!

# OTHER FBC CLIENTS

#### WE'VE WORKED WITH EVERYONE!

- Just some of FBC's agency partners include:
- AFCEA
- Centers for Medicare and Medicaid Services (CMS)\*
- FAA
- FBI
- Internal Revenue Service (IRS)
- LABS: Berkeley Lab, Boulder Labs, Los Alamos Lab, Pacific Northwest National Lab (PNNL), Sandia Labs
- Pentagon
- NASA
- National Security Agency (NSA)
- National Institutes of Health (NIH)
- NIST
- Nuclear Regulatory Commission (NRC)
- Social Security Administration (SSA)
- US Army PEO EIS
- US Census Bureau
- US Department of Energy
- US Department of Homeland Security
- US Department of State
- US Secret Service
- And Many More!

#### **FBC's conferences include:**

- AFCEA Belvoir Industry Days
- Air Force Intelligence Community Security Review Board
- Convergence
- CyberMaryland Conference
- CyberUSA Conference
- Hawaii Technology Series
- NSA Enterprise Discovery Conference (formerly NSA SIGDev)
- OSDBU Government Procurement Conference
- Peak Cyber
- US Army Warfighting Seminar
- And Many More!

Our FBC event was a huge success. We will use them again & again. - CMS\*

# FBC CAPABILITIES

#### Federal Agency Industry Outreach Support

- Outreach Communications to Industry & Government
- Industry Sourcing for Cyber Products/Services

#### Event Website Design, Hosting, Delivery & Maintenance

- FISMA Secure Online Event Registration for Government
- Database Management
- Web Development & Design
- Graphic Design & Communications

#### Government Certified Meeting & Event Management Services

- On-Site Industry Expositions
- Virtual Event Support
- Agenda & Speaker Coordination
- Logistics & Administration
- Survey Distribution & Follow Up
- Event Consultation
- Staffing (cleared personnel)
- Professional Reporting/Notes
- Meeting Management
- Travel Management

FBC has modified its schedule contract through GSA to offer both fee-for-service and No-Cost Contracting with Federal Agencies.

FBC provides the necessary facilities, equipment, and personnel to provide services for Government Events.

#### **Contracting Information**

Federal Business Council, Inc. (FBC) Attention: David Powell, CEO 9800 Patuxent Woods Drive, Suite H Columbia, MD 21046 Ph: (800) 878-2940 • Fax: (301) 206-2950

TIN #	
DUNS #	
Facility Clearance	TS/SCI
Cage Code	1L9F4
NAICS Primary Code	
Other NAICS Codes	541613, 56192,
	561920
GSA Schedule #	47QRAA20D0014

National Security Agency, BPA – Events & Outreach

- NIST Conference Services, BPA Event Registration, Scientific Conference Support
- The Federal Business Council is registered in the System for Award Management (SAM) database.

#### **Plan Your Event Now**

www.FBCmeeting.com



# FBC CAPABILITIES

#### Background

FBC provides a convening and outreach function to the government via events, conferences, exhibitions, and online presence, and provides the **optimum conference management** environment for the government customer. Since 1976, FBC has produced more than 5,000 meetings and conferences for the Federal Government.

#### **National Outreach for Government Agencies**

FBC supports Federal Agency Outreach programs by creating dialogue opportunities – connecting government agencies with the organizations capable of supporting their mission. Industry Days, On-Site Expositions, Information Events, Websites and Email are examples of current outreach programs in place with government.

#### Full Life-Cycle Event Management

FBC provides full life-cycle event management support services for its government clients. Our methodology provides a mechanism for establishing, maintaining, and growing mission-oriented events over time. Our government-oriented management system ensures the proper guidance; personnel and back-end systems are in place to ease the management of high-volume event production tasks. This translates into **uninterrupted end-to-end support** to deliver event management objectives.

#### **Secure Registration Services**

FBC's **FISMA-compliant registration systems** and processes meet mandated information security requirements for handling government personnel registration for events. FBC systems are audited by NIST for compliance and FBC possesses a NIST "Authorization to Operate" appropriate for the level of data we handle. FBC provides registration services for intelligence community events and other customers' secure environments.

#### **Mission-Driven Results**

Each event has its own objectives.

FBC works directly with the government to structure the most meaningful content based upon the theme or topic, based upon an individualized plan to reach and exceed objectives. This customized approach allows the event to focus on each customer's unique mission, delivering the highest level of success per event.



# GET TO KNOW FBC

The Federal Business Council (FBC) is a professional organization located in Columbia, MD. For more than 40 years, we have been providing event support services and exposition management in support of federal agency missions. We are a **small business** comprised of 25 full-time employees that specialize in conference support, event management, exhibition sales, customer support, web development/IT, and financial and administrative services.

At FBC, we:

• Hold a **Top Secret Facility Clearance** and have personnel with the appropriate clearances in place for our event management support services.

FBC has 40+ Years of Federal Event Management Experience

- Have an approved **General Services Administration (GSA) schedule** and a **DoD blanket purchase agreement** for event management services.
- Use comprehensive financial plans to encourage government attendance that are in line with government cost-saving measures.
- Provide all **event marketing services** and integrate these tasks with the appropriate personnel. We:
  - Facilitate events as large as **2,000+ attendees and 100+ exhibitor booths**.
  - Have a team of experienced personnel who recruit exhibitors matching the event/agency's topics of interest from a collected database of **10,000+ industry contacts**.
  - Have been designing and hosting web sites for 20+ years. These websites promote attendee registration through **secure**, **interactive and informative platforms**.
  - Include certified government meeting planners (CGMP) on our staff. They actively engage with attendees, exhibitors, speakers and sponsors to carry out a **seamless agenda**.
  - Use advanced internal printing capabilities that produce **professional full-color programs, posters, brochures** and other materials.
  - Eliminate the need to use outside contractors by professionally printing in house at the highest quality. This also ensures the most up-to-date programs and materials in the days before an event.
  - Work with small and large venues all over the US and have ongoing business relationships that allow for the most cost-effective and comprehensive options.
  - Provide the resources and knowledge to manage the audio visual tasks at an event.

One plan that FBC has allows government attendees to **participate at no cost**. Commercial attendees and exhibitors pay standard industry fees to participate. This cost model has been approved for use by both the GSA and the Government Accountability Office (GAO) to ensure efficient and cost effective conferences. FBC assumes all financial obligations for the event under this no-cost model and there will be no financial liability to the government.



# FBC EVENT MANAGEMENT CAPABILITIES

#### **Full-Service Event Management Support**

- Conferences
- Exhibitions (IT, IA, Cybersecurity, Cloud Commuting, Small Business And More!)
- Meetings, Symposia, Convention, Conference, Virtual Event Support
- Industry Exhibits
- Industry Days on-site (at agency) or off-site
- Speaker & Agenda development
- Secure online registration capabilities (FISMA-compliant)
- Custom Web development
- Custom Graphic designs
  - Logo and conference branding creation
  - In-House printed materials (Posters, banners, direction signs, programs, badges, etc...)
- On-site registration and logistics support
- TS/SCI cleared staff for on-site support

Our approach provides the optimum conference management environment for the government customer due to a precise understanding of the government operating environment.

#### Full Cycle Event Management

- Highly Experienced Staff
- 5,000+ Events Produced
- 180+ Event Days Produced per Year
- Customizable Event Design Based on Client Objectives and Mission
- Customer Service Approach
- In-house Web Design, Graphics, Sales Force, Event Management Team
- 40+ Years of Experience in the Government Market
- Mission-oriented

#### **Key Event Objectives**

- Understand Objectives
- Customer Service
- Make It User Friendly
- Ensure Quality
- Control Expenses
- Work as a Team

- Ensure Security Requirements are Met, Online and Off-Line
- Convey Image
- Ensure Participant Experience is Excellent
- Create Meaningful Dialogue
- Deliver the Event Vision



# FBC VIRTUAL EVENT MANAGEMENT CAPABILITIES

#### **FBC's Approach to Virtual Event Support**

In addition to in-person events, FBC produces virtual and hybrid events to foster meaningful engagement. FBC's approach creates a virtual atmosphere very similar to an 'in-person' event. This new and exciting way of doing business serves as a viable alternative to face-to-face events while delivering content to a distributed audience in a familiar format with:

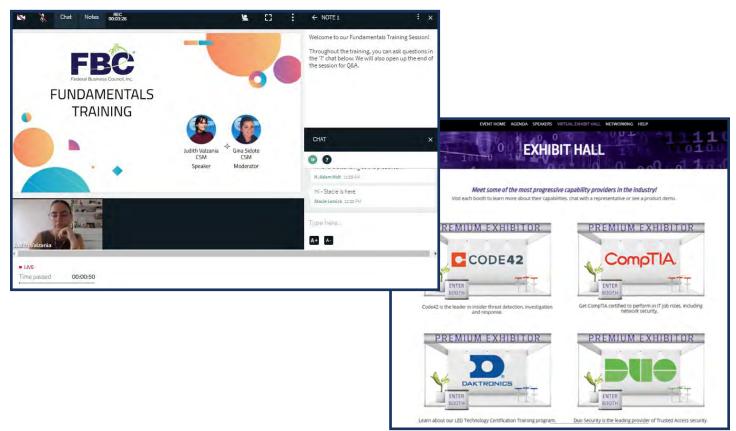
- Audience Interaction
- Live Streamed Webcasting

Virtual Trade Show
Secial Networking

Networking

- Social Networking
- Archived Content for Later Viewing

FBC manages the processes related to the virtual event in three separate, but interlaced components including a management component, a secure attendee registration component and the virtual environment component. A virtual event can be created very quickly; The timing is often dependent on the speed of agenda development and speaker and attendee responsiveness. FBC's virtual event approach can accommodate up to many concurrent users and virtual exhibit booths for events lasting up to 30 days in duration.





# KEY EVENT EXPERIENCES

#### AFCEA Belvoir Industry Days 2020 Formerly PEO EIS Industry Days

Location: Exhibitors: Special Notes: National Harbor, MDAttendee Volume:1,20+120+Years Produced:16Moved the event to the Gaylord Resort in 2019 due tospace limitations of previous venue. Hosted the Army CIO,many General Officers and the Program Executive Officer.

#### Convergence 2020: Centers for Medicare and Medicaid

Location: Exhibitors: Special Notes: CMS HeadquartersAttendee Volume:75031Years Produced:6This is the CMS's annual IT training event and all of the<br/>major IT personnel from the agency attend.6

#### National Laboratories Information Tech Summit (NLIT) 2020

Location: Exhibitors: Special Notes: Varies AnnuallyAttendee Volume:400-500125Years Produced:12A 3-day event, NLIT Summit is the annual gathering of 17Department of Energy National Laboratories. In 2020, NLITwill be held at the Marriott Brooklyn Bridge in Brooklyn, NY.

#### **Government Procurement Conference**

Location: Exhibitors: Special Notes: Washington, DCAttendee Volume:3,000+225+Years Produced:30A national conference fostering business partnershipsbetween the Federal Government, its prime contractors,and small, minority, service-disabled veteran-owned,veteran-owned, HUBZone and women-owned businesses.









# SAMPLE PRINTED MATERIALS



FBC builds compelling graphics that give your attendees all the pertinent details.



FBC markets your event though on-site promotions including physical and digital postcards.



FBC creates and prints high-quality, full-color posters for your event. We also provide custom directional signage.



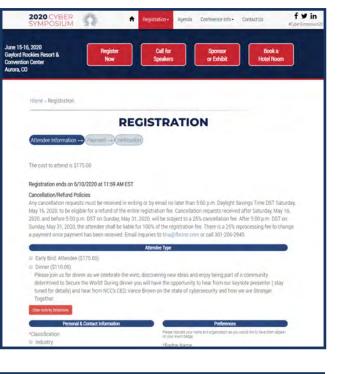
FBC does secure on-site registration, including badge printing.





FBC has been designing and hosting websites for more than 20 years. We promote attendee registration through secure, interactive and informative platforms.









# SAMPLE EMAIL MESSAGING

FBC designs and sends professional marketing emails on your behalf to our database of 70,000+ contacts.









# **EVENT** PHOTOS

For even more photos, visit www.fbcinc.com/photogallery.aspx





























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#### Plan Your Event Now: www.FBCmeeting.com





