



Metropolitan Washington Area Reverse Trade Show

This Reverse Trade Show is an event that allows vendors, consultants, and suppliers the opportunity to meet with contracting professionals from Washington DC, Maryland, and Virginia governmental agencies under one roof.

Dear Agency,

You are invited to be an exhibitor at the **Metropolitan Washington Area Reverse Trade Show** to be held **Thursday, July 25, 2019, 10am to 2pm** at the **University of the District of Columbia** in the Student Center Ballroom. We expect an extraordinary response from the vendor community and are poised to receive more than 200 attendees. You and other members from various government agencies will be the 'exhibitors' and the vendors will be the 'attendees'. The vendors will walk around the trade show floor and talk to agencies about the products and services they have to offer. Agencies will have an open dialogue with vendors regarding business opportunities, agency needs, and tips for doing business with the agency.

What's in it for you?

- Meet vendors face to face to make new business contacts and get a better understanding of what vendors offer and how it fits with your needs.
- Networking opportunity with other government agency professionals from the DMV area – find out what they are doing and how you can benchmark.
- Receive a UPPCC contact hour towards your CPPB and CPPO certification/recertification.
- It's Free and you'll get breakfast, lunch, garage parking and other benefits with no cost.

The event breakdown for exhibitors is as follows:

1. Exhibitors should arrive 8:00AM – 9:00AM to secure free parking and to drop off material at the Student Center. Volunteers will help carry items into the Ballroom.
2. Exhibitor check-in and set up is at 8:30AM – 9:30AM, with coffee and pastries.
3. The Reverse Trade Show will open in the Ballroom at 10:00AM – all exhibitors should be at their tables ready from 10:00AM – 2:00PM (the end of the event).
4. Exhibitors will be provided lunch at 12:00PM – 1:00PM.

You can register **now** as an exhibitor at www.dcnigp.org.

The goal for this event is to equip the business community with the knowledge to compete for contracts in the Metropolitan Washington area. On behalf of the Metropolitan Washington Chapter of the National Institute of Government Purchasing (NIGP), I ask for your participation as we certainly cannot claim success without your enthusiastic help.

Sincerely,

Drakus Wiggins, CPPB, CPPO
President



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Exhibitor Tips and Tools

Details on interacting with our attendees.

1. What is the Reverse Trade Show all about?
 - The Reverse Trade Show is an event organized by the Washington DC Chapter of NIGP to educate business owners and help make connections between our guests and the departments and regional agencies we invite to exhibit.
 - The Reverse Trade Show can be an effective tool for public relations allowing Metropolitan Washington area governmental procurement agencies to highlight their mission and purpose to a large vendor audience.
2. Who are ideal agency candidates to staff an exhibit table?
 - Up to two agency staff members are needed for good interactive discussions with attendees.
 - Program managers, directors, and agency staff who develop program requirements are ideal representatives to discuss current and future program requirements and perhaps learn new and innovative solutions or approaches to meet those requirements.
 - Employees responsible for office purchases (e.g. P-Card holders) are also good candidates to meet potential new vendors to meet competition recommendations.
3. What can you talk about?
 - Highlight the purpose and mission of your agency or department – the Reverse Trade Show is a good opportunity to increase your agency's exposure to the public.
 - Use the Reverse Trade Show to meet current suppliers in a single day – pre-arrange meetings with individual suppliers to discuss performance or simply catch up.
 - Discuss the goods and services your agency procures – ideally vendors want to hear that their particular product or service could be of use to you.
 - Vendors would like us to relate every product or service they offer to your agency – if this is not possible direct them to an agency exhibit that can be a potential match.
 - It is proper to let a vendor know when there is not an opportunity with your agency at the current time – their time is just as valuable as yours and informing them of how to save time is very valuable information.
4. Is there anything you should bring?
 - Distributing contact information is highly encouraged – bring plenty of business cards.
 - Table throws and/or table stands indicating your agency or department name goes a long way to establish your agency brand and quickly inform vendors who you are.
 - Agencies should present materials describing the programs they operate – this will help the vendors to make a preliminary assessment of program requirements and allow vendors to quickly eliminate programs from their marketing efforts.
 - All exhibitors are highly encouraged to bring giveaway materials such as highlighters, pens, and even branded bags.