



# 2022 EVENT SCHEDULE



MACOMB REGIONAL  
**Procurement Technical  
Assistance Center**

MACOMB COMMUNITY COLLEGE

Education • Enrichment • Economic Development

SERVING MACOMB COUNTY

*Our government contracting expertise  
is your competitive edge.*

# TABLE OF CONTENTS

## CORE EVENTS

---

Introduction to Federal Government Contracting—101 .....	2
Federal Market Research—201 .....	3
Prospecting for Federal Opportunities—301 .....	4
How to Market Your Business to the Federal Government—401 .....	5
How to Evaluate and Prepare to Write a Proposal—501 .....	6
DLA Internet Bid Board System (DIBBS) Training—101 .....	7
DLA Internet Bid Board System (DIBBS) Training—201 .....	8
State Contracting Overview .....	9
FAR Overview .....	10
Army Contracting Command –Detroit Arsenal: Other Transaction Authority (OTA)—101 .....	11
Individual Training Sessions Available Upon Request .....	12

## SPECIAL EVENTS

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Take-Away Tuesday Webinars .....	14
NDIA Michigan Chapter MDEX .....	15
Tri-State Matchmaker .....	16
USACE Outreach .....	17
Innovation OuTreAch .....	18
2022 Macomb Meet the Buyer .....	19

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# CORE EVENTS

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**CORE EVENT**

# Introduction to Federal Government Contracting—101

Is your business looking to diversify into the government sector? Is your business overwhelmed by the rules, regulations and registrations that are required to get started in federal government contracting?

Introduction to **Federal Government Contracting—101** is the fundamental course in Macomb Regional PTAC’s Core Series of Federal Government Contracting.

This training offers an overview of what federal government contracting is, what it takes to be a government contractor, the steps your business needs to do to get started and what no-cost services and continuous support Macomb Regional PTAC offers to small businesses in all aspects of government contracting.

**WHO SHOULD ATTEND?** Management and key players who will support and facilitate government contracting within your company.

**PLEASE NOTE:** To register for this training, your company must be located in Macomb County.



*The March 3, 2022, session will be conducted as both a webinar and on ground with separate registrations for each. All other dates will be webinar format only.*



No fee to attend, but registration is required.	
TIME	
9am–12:30pm	
DATE	LOCATION
January 6, 2022	WEBINAR <b>COMPLETED</b> <a href="#">REGISTER HERE</a>
March 3, 2022	Macomb Community College University Center, Bldg. UC-1, Room 104 14673 Carfield Rd., Warren, MI 48093 <b>COMPLETED</b> <a href="#">REGISTER HERE</a>
<b>SEPARATE REGISTRATION FOR EACH</b>	
March 3, 2022	WEBINAR <b>COMPLETED</b> <a href="#">REGISTER HERE</a>
May 12, 2022	WEBINAR <a href="#">REGISTER HERE</a>
July 7, 2022	WEBINAR <a href="#">REGISTER HERE</a>
September 8, 2022	WEBINAR <a href="#">REGISTER HERE</a>
November 3, 2022	WEBINAR <a href="#">REGISTER HERE</a>
Register now for one of our upcoming sessions or go to <a href="#">Gateway</a>	

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# Federal Market Research—201

The second core class in Macomb Regional PTAC’s Core Series of Federal Government Contracting is **Federal Market Research—201**. This training will help you identify who your customer and competitors are, as well as the current and future outlook for your industry. You will learn how to research the consumer by identifying federal agencies who are buying what you’re selling. You will also learn how to research the competition by identifying who is already selling your service or product to the federal government and for how much. And finally, you will learn how to research your industry by identifying what are the federal government’s past, present and future procurement and industry trends.

*The March 10, 2022 session will be conducted as both a webinar and on ground with separate registrations for each. All other dates will be webinar format only. The on-ground training will be conducted in a computer lab. Class time may run over due to the hands-on nature of training and questions.*

**PREREQUISITE:**  
**Introduction to Federal Government Contracting—101**

**WHO SHOULD ATTEND?** Management and key players who will support and facilitate government contracting within your company.



No fee to attend, but registration is required.	
TIME	
9am–12:30pm	
DATE	LOCATION
February 3, 2022	WEBINAR <b>COMPLETED</b> REGISTER HERE
March 10, 2022	Macomb Community College University Center, Bldg. UC-2, Room 234 44574 Garfield Road Clinton Township, MI 48038-1139 REGISTER HERE
<b>SEPARATE REGISTRATION FOR EACH</b>	
March 10, 2022	WEBINAR REGISTER HERE
June 16, 2022	WEBINAR REGISTER HERE
August 4, 2022	WEBINAR REGISTER HERE
October 6, 2022	WEBINAR REGISTER HERE
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# Prospecting for Federal Opportunities—301

The next in Macomb Regional PTAC’s Core Series of Federal Government Contracting is **Prospecting for Federal Opportunities—301**. Selling to the federal government can provide significant revenues for small businesses, but it can be very time consuming trying to figure out where to find opportunities that match your capabilities.

This training will provide you with useful tools on how to search for and identify opportunities that match your capabilities in a more efficient manner. You will also learn about PTAC’s BidMatch Services. Finally, you will learn how to review and respond to various types of opportunities, and the importance of vendor performance evaluations.

*The April 14, 2022, session will be conducted as both a webinar and on ground with separate registrations for each. All other dates will be webinar format only. The on-ground training will be conducted in a computer lab and class time may run over due to the hands-on nature of training and questions.*

**PREREQUISITES:**  
**Introduction to Federal Government Contracting—101**  
**Federal Market Research—201**




**WHO SHOULD ATTEND?** Management and key players who will support and facilitate government contracting within your company.



<b>No fee to attend, but registration is required.</b>	
<b>TIME</b>	
9am–12:30pm	
<b>DATE</b>	<b>LOCATION</b>
April 14, 2022	Macomb Community College University Center, Bldg. UC-2, Room 234 44574 Garfield Road Clinton Township, MI 48038-1139 <a href="#">REGISTER HERE</a>
<b>SEPARATE REGISTRATION FOR EACH</b>	
April 14, 2022	<b>WEBINAR</b> <a href="#">REGISTER HERE</a>
August 18, 2021	<b>WEBINAR</b> <a href="#">REGISTER HERE</a>
November 10, 2022	<b>WEBINAR</b> <a href="#">REGISTER HERE</a>
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# How to Market Your Business to the Federal Government—401

The fourth class in Macomb Regional PTAC’s Core Series of Federal Government Contracting is **How to Market Your Business to the Federal Government—401**

How can you maximize your company’s potential to obtain government customers? By using marketing techniques customized for the federal government. In this training, you will learn how to market your business to the federal government as well as prime contractors. Also, you will learn about effective marketing materials, networking and people to know.

**PREREQUISITES:**

**Introduction to Federal Government Contracting—101**

**Federal Market Research—201**

**Prospecting for Federal Opportunities—301**

**WHO SHOULD ATTEND?** Management and key players who will support and facilitate government contracting within your company.

*The May 5, 2022 session will be conducted as both a webinar and on ground with separate registrations for each. All other dates will be webinar format only.*

No fee to attend, but registration is required.	
TIME	
9am–12:30pm	
DATE	LOCATION
May 5, 2022	Macomb Community College University Center, Bldg. UC-1, Room 104 44574 Garfield Road Clinton Township, MI 48038-1139 <a href="#">REGISTER HERE</a>
<b>SEPARATE REGISTRATION FOR EACH</b>	
May 5, 2022	WEBINAR <a href="#">REGISTER HERE</a>
September 1, 2022	WEBINAR <a href="#">REGISTER HERE</a>
December 1, 2022	WEBINAR <a href="#">REGISTER HERE</a>
Register now for one of our upcoming sessions or go to <a href="#">Gateway</a>	



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# How to Evaluate and Prepare to Write a Proposal—501

To effectively create a bid response, the reader must understand what the contracting officer is communicating without the benefit of conversation. Per the FAR, being responsive and responsible from the Rosetta Stone of proposal writing. They are the gateway that every submission must pass before having a remote chance of winning a federal contract.

This course is **not** designed to provide attendees with templates or SOPs. It is structured to provide you with options that can be used to successfully identify projects, read solicitations and create plans of implementation and action. Attendees will be exposed to capture planning, preparation, penning and the exhilaration or deflation of the award process.

**CLASS REQUIREMENT:** A willingness to participate.

**PREREQUISITES:**

- Introduction to Federal Government Contracting—101**
- Federal Market Research—201**
- Prospecting for Federal Opportunities—301**
- OR your experience with submitting at least two responses at a federal, state or local level.**
- OR have a current SAM registration and Capability Statement for your business.**

**WHO SHOULD ATTEND?** Management and key players who will support and facilitate government contracting within your company.




*This session will be conducted as both a webinar and on ground. There are separate registrations for each.*



<b>No fee to attend, but registration is required.</b>	
<b>TIME</b>	
9am–12:30pm	
<b>DATE</b>	<b>LOCATION</b>
September 22, 2022	Macomb Community College University Center, Bldg. UC-1, Room 104 44574 Garfield Road Clinton Township, MI 48038-1139 <a href="#" style="background-color: #4CAF50; color: white; padding: 2px 5px; text-decoration: none;">REGISTER HERE</a>
<b>SEPARATE REGISTRATION FOR EACH</b>	
September 22, 2022	<b>WEBINAR</b> <a href="#" style="background-color: #4CAF50; color: white; padding: 2px 5px; text-decoration: none;">REGISTER HERE</a>
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# DLA Internet Bid Board System (DIBBS) Training—101

Doing business with the Defense Logistics Agency (DLA) can be a great way to grow your business and enter the federal marketplace.

DLA is the Department of Defense’s largest combat support agency, providing worldwide logistics support to America’s Military Services, civilian agencies and foreign countries in both peacetime and wartime. DLA is responsible for nearly every consumable item used by our military forces worldwide, including medical supplies, aviation requirements, land and maritime weapon systems spare parts, critical troop-support items involving food, clothing and textiles, construction equipment, material, fuel and depot-level reparable.

Topics to be covered in this training include DLA Internet Bid Board System (DIBBS) website overview, access to technical data packages, joint certification program, getting registered in DIBBS, how to find opportunities in DIBBS and cfolders overview.

**PREREQUISITES:**  
**Introduction to Federal Government Contracting—101**  
**Federal Market Research—201**

**WHO SHOULD ATTEND?** **Businesses that have identified DLA as a potential customer during their Market Research or are already selling to DLA.**

*This training will be conducted in webinar format.*



**No fee to attend, but registration is required.**




TIME	
9am–12:30pm	
DATE	LOCATION
March 24, 2022	WEBINAR <a href="#" style="background-color: #4CAF50; color: white; padding: 5px;">REGISTER HERE</a>

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# DLA Internet Bid Board System (DIBBS) Training—201

Building on what was discussed in DIBBS 101 training, we will look at other DLA Internet Bid Board System (DIBBS) applications such as how to submit a quote online, find awards, submit a post-award request (PAR) and discuss packaging and shipping.

Prior to attending this training, if you determined your business will need to access technically controlled data packages (drawings), we recommend that you apply for the Joint Certification Program (JCP). If you need assistance with this, please contact our office.

Additional topics to be covered in this training include: Buy American & Trade Agreement Act, cyber compliance (Cybersecurity Maturity Model Certification), Vendor Performance Evaluations—CPARS and DLA packing and shipping.

- PREREQUISITES:**
- Introduction to Federal Government Contracting—101
  - Federal Market Research—201
  - DLA Internet Bid Board System (DIBBS)—101

**WHO SHOULD ATTEND?** Businesses that have identified DLA as a potential customer during their market research or are already selling to DLA.

*This training will be conducted in webinar format.*






<b>No fee to attend, but registration is required.</b>	
<b>TIME</b>	
9am–12:30pm	
<b>DATE</b>	<b>LOCATION</b>
April 28, 2022	WEBINAR <a href="#">REGISTER HERE</a>
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# State Contracting Overview

The Department of Technology, Management and Budget (DTMB) Procurement Office serves as the state's Central Purchasing Office and has a portfolio of approximately 800 multiple-year contracts worth billions of dollars. In this training you will learn how the state of Michigan procures goods and services.

Topics to be covered:

- Doing business with the state of Michigan
- Navigating the state contracting process
- How to research competitors—MI State Transparency Website Market Research Tool
- Doing business with MDOT

**WHO SHOULD ATTEND? Management and key players who will support and facilitate government contracting within your company.**

*This session will be conducted in webinar format.*

<b>No fee to attend, but registration is required.</b>	
<b>TIME</b>	
9am–12:30pm	
<b>DATE</b>	<b>LOCATION</b>
February 17, 2022	WEBINAR <b>COMPLETED</b> REGISTER HERE
October 20, 2022	WEBINAR <b>REGISTER HERE</b>
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# FAR Overview

The Federal Acquisition Regulations (FAR) governs all acquisitions and contracting procedures in the federal government. It is a substantial and complex set of rules governing the federal government's purchasing process to ensure purchasing procedures are standard and conducted in a fair and impartial manner. It is important federal government contractors take the time to understand the rules and regulations they must follow to avoid costly pitfalls.

This comprehensive training will describe the basic concepts for each FAR part that every federal contractor should be aware of. Additionally, through the course of the training, attendees will learn how to navigate the FAR so they may more easily reference it as the need arises. This event will cover and provide an overview of the FAR, Sub-chapters (A through H) and FAR Clause Flow Downs.

**PREREQUISITES:**  
**Introduction to Federal Government Contracting—101**

**WHO SHOULD ATTEND?** Management and key players who will support and facilitate government contracting within your company.




*This session will be conducted in webinar format.*



<b>No fee to attend, but registration is required.</b>	
<b>TIME</b>	
9am–12:30pm	
<b>DATE</b>	<b>LOCATION</b>
September 15, 2022	WEBINAR <a href="#">REGISTER HERE</a>
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# Army Contracting Command –Detroit Arsenal: Other Transaction Authority (OTA)–101

The Other Transaction Authorities (OTAs) have proven an effective tool to streamline acquisition, diversify the defense industrial base, and gain access to state-of-the-art technology within a collaborative government/industry environment. Join U.S. Army Contracting Command from the Detroit Arsenal (ACC-DTA) and U.S. Army Combat Capabilities Development Command (CCDC) Ground Vehicle Systems Center (GVSC), acquisition innovation leaders, as we walk through the new guidance, lessons learned, transition to production and the 10 USC 2371(b) statute for better understanding of these streamlined acquisition capabilities. In addition to hearing about how OTAs work, you will also hear about OTAs in action, multiple solicitation processes such as pitch, Panel Pitches, why they use White Papers and the Annual Plan process.

**PREREQUISITES:**  
Introduction to Federal Government Contracting–101

**WHO SHOULD ATTEND?** Management and key players who will support and facilitate government contracting within your company.



*This training will be conducted in webinar format.*

<b>No fee to attend, but registration is required.</b>	
<b>TIME</b>	
9am–12:30pm	
<b>DATE</b>	<b>LOCATION</b>
February 24, 2022	MS TEAMS <b>COMPLETED</b> REGISTER HERE
October 13, 2022	MS TEAMS <b>REGISTER HERE</b>
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## The following individual training sessions are offered to Macomb Regional PTAC clients upon request:

- General Service Administration (GSA) Overview
- How to Market Your GSA Schedule
- WAWF Overview
- Federal Subcontracting Overview

## Additional Available Training Categories:

- Government Accounting Practices
- Government Certifications
- Contract Types and Formats
- Regulation and Compliance
- SBIR & STTR
- Teaming, Joint Ventures and Mentor Protégé
- Tribal Affairs
- Cybersecurity
  - NIST 800-171 Compliance
  - Interim Rule
  - CMMC
- Disaster Response

**Please contact [ptac@macomb.edu](mailto:ptac@macomb.edu) to schedule training.**

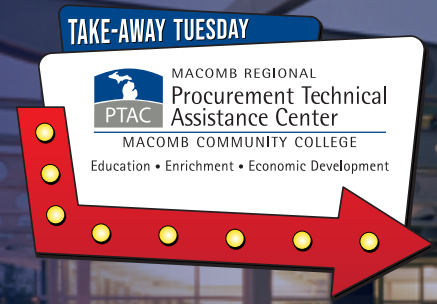




# SPECIAL EVENTS



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SPECIAL EVENT

# Take-Away Tuesday Webinars

Join Macomb Regional PTAC and a subject matter expert and/or government agency every other month for live virtual conversations to discuss, ask questions and learn about current and relevant government contracting topics. These topics are meant to be not only instructional, but conversational.

**Discussion topics:**

**January 25, 2022—Project Spectrum and CMMC 2.0 Updates**

Join the Macomb Regional PTAC and Subject Matter Expert Mr. Kareem Sykes, Program Manager for Project Spectrum, for a discussion about the new CMMC 2.0 program guidance. Mr. Sykes will discuss how to utilize the DoD-recognized Project Spectrum comprehensive cybersecurity platform to get and report your NIST SP 800-171 Readiness Assessment Score.

**February 8, 2022—Doing Business with Health and Human Services**

Dr. Michelle Street, Deputy Director and Karisma Horne, Procurement Analyst, from the HHS Office of Small and Disadvantaged Business Utilization (OSDBU), will provide an overview of their agency's mission, programs, and structure, as well as discuss various procurement needs and opportunities for Michigan small businesses. The OSDBU manages the development and implementation of HHS outreach programs aimed at making small businesses more aware of opportunities to contract with the department. This interactive session will include an open discussion where businesses will be able to ask questions and get direction on how to handle the pursuit of HHS contracts.

**March 15, 2022—EUC**

What is an EUC? An End Use Agreement (EUC) is also known as a Declaration, a written agreement involving the transfer of military equipment or technical data to the United States. Want to do business transferring military equipment or technical data to the United States? Join the SME to learn how End Use Certificates (EUC) are initiated and approved, the process and what are the limitations and restrictions.

**April 12, 2022—ITAR Hot Topics in International Trade: Recent Top Trade Developments Impacting U.S. Government Contractors**

As the economy rebounds to a new normal with the COVID-19 pandemic, it is important to know what's changed for U.S. companies and U.S. government contractors aiming to grow and succeed in a global, competitive business again. Join us and our SME, Christine Sohar Henter, Attorney for Barnes & Thornburg LLP, as she shares numerous fascinating, front-page U.S. trade developments that range from severe supply chain disruptions that are caused by U.S. national security and foreign policy issues to trade matters that hit the pocket book with various tariffs imposed on imports or the recent deals and regulatory changes that may help you select the right trading partners.

**August 9, 2022—SBLO Roundtable (Subcontracting)**

Hear from SME's, American Rheinmetall Vehicles—Fred Julio, Supply Chain Manager; General Dynamics Land Systems—Jeanne M Schabath-Lewis Ph.D., Supplier Diversity Program Manager, LNO; Oshkosh Defense—Alyssa Hopfensperger, Small Business Liaison Officer and Bridgette Lorrigan-Schuh, Purchasing Manager, Small Business & Subcontracts, as they share advice, relevant industry trends, suggestions, ideas, and industry standards on how your business can be successful in the subcontracting arena.

**October 4, 2022—SBA and LGBTQ in Business**

Join SME, Misty Martin, owner and lead consultant for M3 Defense, on a discussion that will focus on assistance and opportunities available for LGBTQ owned businesses.

**December 6, 2022—Doing Business with Oakland County Road Commission**

Join SME, Dennis Kolar, Managing director and Craig Bryson, APR, Senior Communications Manager, from the Road Commission for Oakland County (RCOC), on any current, upcoming, or forecasted contracting opportunities for Michigan small businesses.

DATE/TIME	LOCATION	DATE/TIME	LOCATION	DATE/TIME	LOCATION	DATE/TIME	LOCATION
9-10am January 25, 2022	GTW <b>COMPLETED</b> REGISTER HERE	9-10am March 15, 2022	MS TEAMS <b>CANCELED</b> REGISTER HERE	9-10am August 9, 2022	GTW <b>REGISTER HERE</b>	9-10am December 6, 2022	GTW <b>REGISTER HERE</b>
9-10am February 8, 2022	GTW <b>COMPLETED</b> REGISTER HERE	9-10am April 12, 2022	MS TEAMS <b>REGISTER HERE</b>	9-10am October 4, 2022	GTW <b>REGISTER HERE</b>	<p><b>No fee to attend, but registration is required.</b> Register now for one of our upcoming sessions or go to <a href="#">Gateway</a></p>	

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SPECIAL EVENT

# NDIA Michigan Chapter MDEX

April 20–21, 2022 • 9 am–4 pm

Watch for updates and more info on the NDIA MDEX 2022 website at: <https://mdex-ndia.com/>



No fee to attend, but  
registration is required.

#### LOCATION

Macomb Community College  
South Campus  
Sports & Expo Center  
14500 Twelve Mile Rd.  
Warren, MI 48088

Register now for one of our upcoming  
sessions or email [ptac@macomb.edu](mailto:ptac@macomb.edu)

## Macomb Regional PTAC Training at MDEX

### PTAC Basics on Doing Business with Defense

Macomb Regional PTAC is pleased to offer this training at MDEX 2022, where you will learn best practices for Business to Government engagement. You will be taught about basic registrations, key terminology, tips on how to market your business to the federal government and prime contractors, effective marketing tools, useful key players to know and additional public resources.

**Date/Time:** April 20, 2022 9–10:30am | **Location:** Room 155

**Register here:** <https://center-gateway.com/2/gateway/107000/events/63476>

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SPECIAL EVENT

**SAVE THE DATE**

# Tri-State Matchmaker

## May 12, 2022

*Registration will be complimentary, but required.  
Watch for additional details in the 2022 New Year!*

Presented by



**MICHIGAN'S PROCUREMENT  
TECHNICAL ASSISTANCE CENTERS**

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**SPECIAL EVENT**

# USACE Outreach

Watch for updates and more information in 2022,  
visit [www.macomb.edu/PTAC](http://www.macomb.edu/PTAC) and select EVENTS.

<b>No fee to attend, but registration is required.</b>	
<b>TIME</b>	
TBD	
<b>DATE</b>	<b>LOCATION</b>
TBD	TBD
Register now for one of our upcoming sessions or email <a href="mailto:ptac@macomb.edu">ptac@macomb.edu</a>	



**US Army Corps  
of Engineers**  
Detroit District



**US Army Corp  
of Engineers**  
Chicago District



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**SPECIAL EVENT**

# Innovation OuTreAch

The Ground Vehicle System Center (GVSC) Acquisition Management Office (AMO) has partnered again with the Macomb Regional Procurement Technical Assistance Center (PTAC) to host Innovation OuTreAch 2022 on Wednesday June 8, 2022 at Macomb Community College in Warren, Michigan.

The focus of this year's outreach is "Learning From Others". Come out and join representatives from across OTA swim lanes and across consortiums as they share their challenges and successes in their use of an OTA. The peak of the day will be tough challenges for a distinguish OTA panel discussion. The goal for this year's event is for the at large OTA community to connect, share, and learn best practices that will increase the efficiencies at which they execute their OTAs.



**No fee to attend, but registration is required.**

TIME	
8am-4pm	
DATE	LOCATION
June 8, 2022	Macomb Community College South Campus, K301 14500 Twelve Mile Rd., Warren, MI 48088

[REGISTER HERE](#)

For more information, contact:  
 PTAC@macomb.edu

**Larry Ross, Event Lead**  
 larry.s.ross.civ@army.mil  
 517.442.3438

**Kim James, Co-Event Lead**  
 kim.d.james2.civ@army.mil  
 586.282.5858

Register now for one of our upcoming sessions or email ptac@macomb.edu



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SPECIAL EVENT

# 2022 Macomb Meet the Buyer

Macomb Meet the Buyer is an event that connects businesses with government agencies and prime contractors. This event will give small businesses access to buyers from across the federal, state and local government sector. Major prime contractors will be in attendance seeking capable subcontractors to help them meet their requirements. Also, you will have an opportunity to meet with Michigan resource partners.

Seller's benefits include opportunity to diversify your sales, pitch your product and services to decision makers, network with other small or large businesses and help keep business local to the Michigan economy.

**THIS EVENT IS NOT FOR STARTUPS** Macomb Regional PTAC recommends that businesses have two years of commercial business sales before entering into the government contracting realm.

Please come with plenty of business cards, an up-to-date capability statement for prime contractors and federal agencies and your 30 second "elevator pitch." Also, have plenty of commercial marketing materials for local and state agencies.

<b>No fee to attend, but registration is required.</b>	
<b>TIME</b>	
8am–12pm	
<b>DATE</b>	<b>LOCATION</b>
August 25, 2022	Macomb Community College South Campus, K301 14500 Twelve Mile Rd., Warren, MI 48088
<a href="#" style="background-color: #4CAF50; color: white; padding: 5px; text-decoration: none;">REGISTER HERE</a>	
Register now for one of our upcoming sessions or go to <a href="#">Gateway</a>	



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We also invite you to visit us at:

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