



## FREQUENTLY ASKED QUESTIONS

### General

#### **Q. What is the GWBC® Annual POP Marketplace?**

GWBC's "Power of Partnering" (POP) Marketplace is a two day event that brings corporations, government members, and Women Business Enterprises (WBEs) together to meet with each other, to network and to discuss procurement opportunities. Thanks to our committed major corporations and certified WBEs, this year's event will have up-to-date information that can propel your business to the next level of success.

#### **Q. When is the GWBC® POP Marketplace?**

This two day event will be held on Monday, August 29, 2011 and Tuesday, August 30, 2011. On Monday, please join us for the WAVE Golf Scholarship Tournament at the Country Club of Roswell. Events take place from 8:00 AM until 6:00 PM. On Tuesday, please join us at the Atlanta Convention Center at AmericasMart from 7:30 AM until 5:00 PM for the POP Marketplace Expo. Please visit the Agenda tab on [www.GWBCPOPMarketplace.biz](http://www.GWBCPOPMarketplace.biz) for more information.

#### **Q. Where is the GWBC® POP Marketplace?**

On August 29 we will meet at the Country Club of Roswell located at 2500 Club Springs Drive, Roswell, GA 30076. On August 30, the POP Marketplace Expo will be at the Atlanta Convention Center at AmericasMart located at 240 Peachtree Street NW, Atlanta, GA 30303. We will be in Building 2 West, 4<sup>th</sup> Floor.

#### **Q. Where do I park at AmericasMart?**

The most convenient parking lot is located on Spring Street between Andrew Young International Boulevard and Harris Street. You will see a red "Parking" sign. Please note, parking fees are not included in your conference registration fees.

#### **Q. How do I register to attend the GWBC® Annual POP Marketplace?**

Whether you are an Attendee, Sponsor or Exhibitor, please register at [www.GWBCPOPMarketplace.biz](http://www.GWBCPOPMarketplace.biz).

#### **Q. What is the WAVE Golf Scholarship Tournament?**

Whether you are a novice or a golf pro, the WAVE Golf Scholarship Tournament will open doors to opportunities for your company to build relationships with your target customers. Invite your target buyer or WBE to your 18 hole "office space" that includes golf clinics, a golf scramble and a 19th hole reception where you can continue to network. Don't delay and join women businesses and major corporations who share your interest for a unique golf experience. **Register Now!**

#### **Q. Do I need to be a WBENC or GWBC® certified WBE or corporate member to participate in the WAVE Golf Scholarship Tournament?**

Yes, you must be a WBENC certified WBE or corporate member to participate in the golf tournament.



## FREQUENTLY ASKED QUESTIONS

**Q. Do I need to be a WBENC or GWBC® certified WBE or corporate member to attend the POP Marketplace Expo?**

No, the POP Marketplace Expo is open to any attendee who wishes to come. If you'd like to participate in the Match ME UP! event, however, you must be a WBENC certified WBE or WBENC/GWBC Corporate Member in good standing.

**Q. How do I confirm that I am a WBENC or GWBC® certified WBE?**

As you complete your online registration, you will be asked to provide your WBENC WBE certification number. If you do not know your certification number, please log in to your WBENCLink profile.

**Q. What should I wear?**

WAVE Golf Scholarship Tournament (Day 1) – Golf Attire is preferred. Jeans are not allowed; only golf shoes can be worn on the course.

POP Marketplace Expo (Day 2) – Business casual dress is appropriate for all events. Please remember to wear comfortable shoes.

**Q. When will the Learning Lab information become available?**

Information on the learning labs is forthcoming. For the most up-to-date information please visit our website at [www.GWBCPOPMarketplace.biz](http://www.GWBCPOPMarketplace.biz) and click on the Agenda tab.

**Q. Does the GWBC® POP Marketplace qualify for ISM CPM continuous education hours?**

Yes, if you are procurement professional and attend the education seminars, you may complete an ISM form for 4 CEH credits hours.

**Q. Are complimentary badges offered to prospective exhibitors?**

No, you must purchase a Full Conference Individual, Day 2 Individual (POP Marketplace), or Trade Fair Only registration to attend the GWBC® Marketplace.

**Q. How much does it cost to attend?**

Please [click here](#) to view the conference pricing details, along with our sponsorship opportunities.

**Q. What are the payment options?**

You are welcome to pay via check, Visa, MasterCard or American Express. If you choose to pay via check, an invoice will be issued. Please note that all checks must clear prior to the event. If you register onsite, the same payment options will be available.

**Q. When is the registration deadline?**

Sponsors – Please register by August 5, 2011

Attendees and Exhibitors – Please register by August 19, 2011



## FREQUENTLY ASKED QUESTIONS

**Q. How do I add the names of the people who will be using the Full Conference Registration?**

Once you have completed your online registration, a confirmation email will be forwarded to you. This email will contain a pass code, which you can use via the online system to make registration modifications, including adding additional attendees. Please note that **ALL REGISTRATION FEES ARE NON-REFUNDABLE**. We appreciate your support of this annual fund-raising event. If you are unable to attend this event, your registration can be transferred to another individual. Please update your registration with the alternate attendee's information.

**Q. I've registered for the conference but cannot attend. Can I receive a refund or transfer the registration to another person?**

**ALL REGISTRATION FEES ARE NON-REFUNDABLE**. We appreciate your support of this annual fund-raising event. If you are unable to attend, your registration can be transferred to another individual. Please update your registration, using the pass code that came in your confirmation email, with the alternate attendee's information.



## FREQUENTLY ASKED QUESTIONS

### Trade Fair

**Q. What are the Trade Fair Exhibit hours?**

August 30, 2011 from 2:00 PM until 5:00 PM.

**Q. What are the dates and times for booth/tabletop set-up for exhibitors?**

Individuals will be able to set up their booth/tabletop displays at the Atlanta Convention Center at AmericasMart on August 29, 2011 from 1:00 PM until 5:00 PM or on August 30, 2011 from 6:00 AM until 9:00 AM.

**Q. How many people are expected to attend the Trade Fair?**

The Trade Fair is one of the most highly attended portions of the GWBC® POP Marketplace, and we expect 300+ attendees this year.

**Q. Can my employees' set-up my company's exhibit?**

Yes. You may allow your employees to set-up the company exhibit on your behalf. As part of your exhibitor's package, employees can use the exhibitors credential to set-up for the Trade Fair. All attendees will pick up their badges and registration packets on-site. Registration will open at 7:30 AM at the Atlanta Convention Center at AmericasMart. Please note: Exhibitor's credentials do not permit access into the POP Marketplace event.

**Q. Where do I pick up my exhibitor credentials?**

All exhibitor credentials can be picked up at the on-site registration, which opens at 7:30 AM.

**Q. Is the Trade Fair using a booth or tabletop format?**

The trade fair will be set-up in the tabletop format. However, certain sponsors will have booth space.

**Q. When will I get my badge?**

Attendees will pick up their badge and registration packets on-site. GWBC® Registration will open at 7:30 AM at the Atlanta Convention Center at AmericasMart.

**Q. Who do I speak to about setting up a booth?**

Please contact the GWBC® office via email at [info@gwbc.biz](mailto:info@gwbc.biz) (please include "2011 POP Booth Set-up" in the subject line).

**Q. Can I serve food or beverages at my booth?**

Sales of any food or beverage products are not allowed within the AmericasMart facility. Complimentary samples may be distributed with advanced approval. Please contact the GWBC® office at [info@gwbc.biz](mailto:info@gwbc.biz) to inquire about this option. Please keep in mind that there may be an additional charge. Sample sizes must be limited to 1 oz. for beverages and 3 oz. for food products.

**Q. As an exhibitor or exhibitor sponsor, do I receive a reserved table at the luncheon?**

No. This option is not included in the exhibitor's sponsorship package or exhibitor package.



## FREQUENTLY ASKED QUESTIONS

### Match Me Up!

#### **Q. What is Match Me Up!?**

The "Match Me Up!" session will certainly make the 2011 GWBC® POP Marketplace more exciting and productive than ever! It is a value-added opportunity to meet with buyers in pre-scheduled, one-on-one meetings. This portion of the event is limited in availability and is offered to WBENC certified WBEs and WBENC corporate members that have purchased a full conference registration. It will be based on a first come, first served basis. Match Me Up! "matches" WBENC certified women business enterprise "sellers" with participating "buyers" represented by major corporations and government agencies. These buyers and sellers will convene for a series of one-on-one meetings that will occur throughout the POP Marketplace Trade Fair in a special matchmaking meeting room.

#### **Q. How does Match Me Up! work? How do I participate?**

In order to participate in Match Me Up! you must first register for the conference online by completing the Sponsor, Exhibitor or Individual Registration. [Click here to register](#). The Match Me Up! program will be offered on a first come, first served basis. Register now!

Upon completion and verification of your registration in the POP Marketplace Conference, you will receive an email within 24 hours confirming your position in Match Me Up! If the event is "sold out" you will be placed on a wait list.

After you have registered for the conference, you will need to **complete a separate registration for procurement matchmaking**. This registration process will entail providing a company description, contact information and special keywords/codes that will be used to match your company with participating procurement representatives for a special, customized Matchmaking meeting schedule. Participants will be notified by August 16, 2011 of their appointment times.

#### **Q. How do you match buyers and sellers?**

WBENC certified women business enterprises (WBEs) are able to highlight their products and services by selecting key words from our industry supply listing. The Match Me Up! system uses the products and services selected by the WBE to determine the buying organizations who would appropriately "match" the WBEs, and appointments are set accordingly. It is up to each registered WBE to select their products and/or services in order to set their appointment schedule.

#### **Q. How many appointments will I receive? How long are the appointments?**

The total number of appointments will be based on how well your company matches up to the product and service needs of the participating procurement representatives. The range of appointments is 1-4. Keep in mind, the more complete your seller profile is, the higher the likelihood of making good matches! Each appointment is 10 minutes, with a 5 minute break in-between each. The appointments will be scheduled between 2:15 PM and 4:15 PM. Please note: Match Me Up! does not guarantee appointments for all applicants.



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**Q. What if I don't "Match Up" with participating buyers?**

Many of the buyer's schedules will fill up early in the scheduling process. For this reason, we cannot guarantee matches with appointments. Our Match Me Up! team will do everything possible to assist you in securing appointments. Please also remember that these same companies may be exhibiting at the Trade Fair; there is more than one method to connect during POP!

**Q. Can I register onsite for Match Me Up!?**

No, you must register online as all appointments will be scheduled in advance.

**Q. Will WBEs be awarded contracts during Match Me Up!?**

Match Me Up! provides unique opportunities for WBENC certified WBEs to meet with buyers who are motivated to award contracts and sub-contracts to diverse firms. While the program does not guarantee contracts, due to the nature and normal bidding process between buyers and suppliers, it does create opportunities for WBEs to hold personal, one-on-one meeting with potential clients.

**Q. I have a question regarding Match Me Up! that wasn't addressed here. Who should I contact?**

Please email [info@gwbc.biz](mailto:info@gwbc.biz) with "Attention: Match Me Up! Team" in the subject line. We will respond at our earliest convenience.