

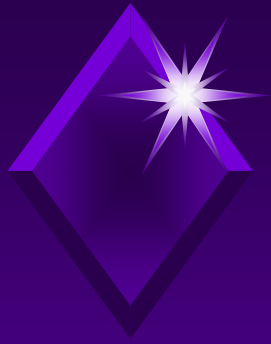


LA Procurement Technical Assistance Center (LA PTAC)

- ◆ Assist Louisiana businesses in selling to government or prime contractors
- ◆ Compete ourselves for government contract with Defense Logistics Agency
- ◆ **FREE!** Funding – Department of Defense, UL Lafayette – and State of Louisiana/Louisiana Economic Development (LED)
- ◆ Statewide program

Current Statistics as of September 2020 (June thru Sept):

- ◆ \$121.3 million - contracts awarded to Louisiana clients
- ◆ Approximately 493 contracts awarded to Louisiana clients



Bid Matching

- ◆ Code & keyword profile
- ◆ Sources researched – 3500 websites
- ◆ Prime & subcontracting leads



Contracting Assistance

- ◆ Bid Matching
- ◆ Bid & proposal preparation
- ◆ Registrations & Certifications – SAM, DSBS, Hudson Initiative, LA Vet, SEBD, SBE, DBE, WOSB/EDWOSB, 8a, HUBZone
- ◆ Veteran verification
- ◆ Packaging
- ◆ Identifying target markets/marketing strategies
- ◆ Procurement histories
- ◆ Pre and Post-award administration
- ◆ Contact negotiation
- ◆ SBIR/STTR
- ◆ Cybersecurity/CMMC
- ◆ Seminars and Training



Step-by-Step Guide

- ◆ For Successful Government Contracting
- ◆ Request of Congressman
- ◆ Need
- ◆ Model



Marketing to the Government

- ◆ Who you are
- ◆ What you do
- ◆ Who you've done it for before
- ◆ Business Ownership (Small, Veteran, Service-Disabled Veteran, Woman, Disadvantaged/Minority, HUBZone)
- ◆ Question to ask “who within your agency or company is responsible for buying what I provide”



Building Marketing Strategy

- ◆ Identifying state of LA buyers
- ◆ Identifying marketing databases – LED
- ◆ Identifying Small Business Specialists in LA
- ◆ Identifying Prime Contractors in LA
- ◆ Providing marketing lists: Stennis Space Center, Shipyards, Chemical Plants, etc.
- ◆ FPDS.gov
- ◆ USASpending.gov



LA PTAC

- ◆ (800) 206-3545
- ◆ <http://ptac.louisiana.edu>

