



It's a whole new way to do business with the government.

Each year, thousands of companies take strategic steps to enter the federal, state or local government market. From research to bidding on high-end contracts, businesses spend hundreds of hours and thousands of dollars in their quest to do business with the government. Hundreds more go through the expense and time to become a certified minority business, a process that can take up to a year and often involves lawyers' fees.

And then those same businesses often hit something of a wall. They either become one of dozens of companies vying for an RFP or contract bid, or they simply don't know where to start, how to break into such a vast network.

Enter TargetGov. Designed specifically for businesses that want to do business with federal, state, county and local government, TargetGov marks the first time businesses can search a database listing the contact information and names for the people who make purchasing decisions at all levels of government. Combined with TargetGov's full-service marketing solutions built on years of knowledge in designing the messages and campaigns that get noticed, TargetGov is a one-stop-shop for contracting with government agencies.

TargetGov's proprietary *Government Buyers Guide* is the first comprehensive database of its kind. The *Guide* currently covers more than 600 government agencies and lists more than 3,000 individual contacts. The *Guide* covers federal agencies, and the state, county, local and school government contacts in Maryland, Virginia and Washington DC. Planning is already underway to expand the *Guide* to all 50 states later this year.

The *Guide* is the only database that lists specific people in the agencies and categorizes them by service or product they regularly purchase. It's searchable by name, agency and category and users get an immediate list of all the necessary contact information – name, address, fax and email – for each person. TargetGov updates the database continually to keep the information current.

There's no dollar limit for TargetGov's database: most other services focus on RFPs and contracts out for bid, all of which meet a certain dollar amount to go out to bid. Each government agency only issues RFPs for contracts that total a certain dollar amount or above. In the federal government, only contracts that total \$25,000 or above go through a formal bid-posting process. The newly-created Department of Homeland Security is required to issue contracts for bid if they're \$100,000 or above. That leaves any purchases under those thresholds un-advertised: and TargetGov lists the people responsible for those purchases and more.

TargetGov marks the first time companies have an all-in-one resource to reach the people in government who buy.



About the Guide

The cornerstone of TargetGov is the *Government Buyers Guide*. For the first time, businesses that want to break into government agencies or do more business with the government can access a fully searchable online catalog of specific people in government agencies who make buying decisions.

The Government Buyers Guide is built around one unique concept: it's the people in government offices who make buying decisions, and businesses that can successfully reach and market to those individuals can successfully build revenue from government contacts. The Guide lists over 3,000 individuals in more than 600 government agencies including the federal government, plus the state, county, local and school contacts for Maryland, Virginia and Washington DC. This year, the Guide's listings will expand to cover the state and local governments in all 50 states.

Here's where the Guide is distinct: government agencies and several private web sites list government contracting opportunities, but only for RFPs and contracts up for bid. The Guide lists all purchasing agents, regardless of any contracts that are up for bid. For the first time, businesses have a chance to reach the people who write the bids before they go to bid and the people who make buying decisions for smaller contract deals, those that are \$25,000 or below, from one simple search. Users of the Guide can search by agency, name or product or service bought, providing a targeted list of potential clients.

Here's how it works:

- Users sign up for the Guide at www.targetgov.com and receive a user name and password by email.
- Once signed in, you go directly to the search screen. Here, you can define what you're searching for: category of services or goods purchased, type of government agency, organization name or acronym and state. Users can enter as many search parameters as they want for a targeted list, or do a broader search for more contacts. A search for "services" in the federal sector, for instance, pulls up 591 names. A search for architecture and engineering services in Charles County, Maryland provides one contact, the person directly responsible for buying all engineering services in Charles County.
- The Guide will supply a complete list of all the people that meet the search parameters.
- By clicking on each agency listing, you'll be able to see complete contact information: Organization, name of the purchasing agent, title, address, phone, fax, email and web site.
- From that screen, you can email the agent directly, print the information or cut and paste it into a contact database. For an additional cost, users can also download the specific list into an easily-importable file.



TargetGov Fact Sheet

About TargetGov

- TargetGov is the first company dedicated to marketing and reaching government procurement officials that includes a fully searchable online database.
- The TargetGov *Government Buyers Guide* is the first searchable online database of key people in government purchasing departments. The database covers federal government agencies, and state, county, local and school contacts in Maryland, Virginia and Washington DC.
- The *Government Buyers Guide* includes contacts for over 600 government agencies and lists more than 3,000 individuals. The information is continually updated, ensuring emails don't bounce back and the mail gets to the correct person.
- Users of the *Guide* can search government contacts by name, agency or product/service purchased. They can email from that page, copy and paste into another program, or download the information.
- TargetGov provides all-in-one services for companies who already deal with government agencies or want to break into the market. Over the past several years, TargetGov's executives have become experts in building government business with targeted marketing. Services include campaign planning, design and fulfillment.
- The Government Buyers Guide is a subscription service: annual licenses cost \$749 for the first user, \$450 for up to nine additional users and \$250 for 10 through 20 users.

About Government Procurement:

- The federal government purchases \$250 billion in goods and services each year
- Other state and local governments spend another \$200 billion each year
- The federal government has mandated that 25% of its business must go to companies certified as a small, minority and woman-owned or disadvantaged business.
- Federal purchases less than \$25,000 don't go through the formal bid process, so much of the work or products needed is never listed or known to the public.
- In 2001, Montgomery County spent \$64 million in non-bid contacts
- Before September 11, turnover among government agencies was 20%. Since then, the number has soared to 42% yearly turnover.

Why TargetGov:

- No federal agency site allows a search for procurement officials by service or product purchased
- Many states, including Maryland, provides a printed list of procurement officials. But in Maryland, that list doesn't include all buyers and isn't searchable by product or service.
- Local governments and most other states don't have purchasing contact data available online. Finding which person to approach in each agency is difficult and time-consuming.
- Other websites that list procurement opportunities are bid- and contract-focused, and list only the contracts that are up for bid currently or in the next few months. They don't provide detailed contact information unrelated to RFPs.



About TargetGov

TargetGov launched on April 20 as a complete solution for businesses to market and do business with the federal government. TargetGov's *Government Buyers Guide* is the first fully searchable online database that lists specific people in government agencies who make buying decisions, regardless of whether there's an RFP or contract out for bid. TargetGov also provides marketing services, automated mail, email and fax programs, tips on approaching government buyers and outsourced marketing assistance. The website is also an information portal full of tips on breaking into the government market and building a brand name in government agencies.

The Government Buyers Guide was built off of the Government Buyers Directory, an online, searchable database offered by Marketing Outsource Associates, Inc. for the past two years. The Directory and its creator, Gloria Berthold, have gathered several awards and mentions. Berthold, as president of Marketing Outsource, saw a need for companies to create regular marketing programs and reach decision makers at all level of government. After researching and gathering the information for the Directory, Berthold officially launched it as a service of Marketing Outsource.

In its second year, demand for the Directory continued to grow, and Berthold saw an opportunity to launch a business focused on marketing to the federal government. TargetGov is a division of Marketing Outsource

About Gloria Berthold

Gloria Berthold founded Marketing Outsource Associates, Inc. in 1997 and remains its President. As someone who has herself built business through government contracting and has helped other companies increase government business, she speaks frequently to groups on the topic.

Her long history of involvement in business and the community has earned her recognition as one of Maryland's Top 100 Women 2004, the The Innovator of the Year Award from The Daily Record, Business of the Year from the Baltimore/Washington Corridor Chamber of Commerce and Volunteer of the Year Award 2000 for the Business Women's Network.

Berthold is currently Chairwoman of the Baltimore/Washington Corridor Chamber of Commerce, an Economic Development Council Leader in Maryland for the US Women's Chamber of Commerce, a member of the National Association of Women in Business Owners, the National Institute of Government Purchasers and the Greater Baltimore Tech Council.