



## BEYOND B2B: CONNECTING FOR GROWTH

4 October 2016, Holiday Inn, Fairborn, OH

[www.aiaa.org/beyondb2b](http://www.aiaa.org/beyondb2b)

### AIAA's B2B Program

AIAA is working with GE and Jacobs to develop a B2B program for medium and large companies that are searching for research and advanced product development collaborators, including vendors and suppliers. These companies recognize the potential for innovation and incubation within small businesses and are eager to meet with these individuals.

AIAA will invite its corporate member aerospace and defense prime contractors/system integrators (e.g., Aerojet Rocketdyne, Airbus, Boeing, GE, Lockheed Martin, Orbital ATK, Pratt & Whitney, SpaceX, etc.) to participate in the program. Vendors, suppliers, small businesses, entrepreneurs, and local academia will be invited to attend.

### Value Proposition for Prime Contractors

Primes will have the ability to find potential subcontractors, vendors, collaborators, innovative technology, and/or acquisitions among the attendees. By providing a "one-stop-shop" for these companies, we save them time and money since they do not have to research and visit each one of these organizations.

### Value Proposition for Small Business/Entrepreneurs

This event provides an opportunity for small businesses to meet with prime contractor and government agency representatives in one day. It will also provide educational workshops and business planning sessions.

### B2B Program Format

One-day program with the following elements:

- Prime contractor presentations
  - Identified areas of interest that large business is pursuing that will lead to contracts
- Small business presentations and/or posters
- Workshops for small business/entrepreneurs that can include:
  - Business planning
  - Protecting intellectual advice
  - How to pitch to the venture capital/investment community
- Government presentations
  - How to do business with the agency
  - Take advantage of available patents
  - Mentor/protégé program with government
- Networking time

For more information or to register, go to [www.aiaa.org/beyondb2b](http://www.aiaa.org/beyondb2b) or contact Tobey Jackson at [tobeyj@aiaa.org](mailto:tobeyj@aiaa.org), 703.264.7570.

### About AIAA

The American Institute of Aeronautics and Astronautics (AIAA) is the largest aerospace professional society in the world, serving a diverse range of more than 30,000 individual members from 88 countries, and 95 corporate members. AIAA serves aerospace professionals around the world—who are shaping the future of aerospace—by providing the tools, insights, and collaborative exchanges to advance the state of the art in engineering and science for aviation, space, and defense. [www.aiaa.org](http://www.aiaa.org)

