

## **Information Technology: Selling to the U.S. Federal Government**

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### **Washington Technology**

Washington Technology provides a number of services aimed at systems integrators. They include:

- the annual Washington Technology Almanac which lists and profiles systems integrators and other IT firms, consulting firms, marketing firms, and technology associations;
- the Washington Technology Newspaper which deals with federal IT market issues that affect systems integrators;
- monthly executive breakfast meetings that cover a wide variety of topics related to the federal IT market and are attended by federal systems integrators, resellers, and other IT firms; and
- Tech Expo, an event where federal systems integrators and other IT firms exhibit their technology to the government and to each other.

Getting listed in the Almanac, advertising in the newspaper, attending the executive breakfast meetings, and exhibiting at Tech Expo are excellent methods of marketing to and networking with systems integrators. For more information, contact:

Washington Technology  
8500 Leesburg Pike, Suite 7500  
Vienna, VA 22182  
Tel: (703) 848-2800 Fax: (703) 848-2353

## **Professional Associations**

### **AFCEA, Armed Forces Communications and Electronics Association**

As its name indicates, AFCEA and its members originally concentrated on Department of Defence (DOD) procurement of IT. However, since most of the information systems sold to the DOD have many applications, AFCEA has expanded its scope to include all federal IT procurement. Federal agencies are regularly invited to conferences to express their IT needs. In addition, the conferences are designed to provide excellent venues for networking among AFCEA's members. For more information or to join, contact:

AFCEA, Armed Forces Communications and Electronics Association  
4400 Fair Lakes Court  
Fairfax, VA 22033  
Tel: (703) 631-6153 Fax: (703) 631-4693

### **IAC, Industry Advisory Council**

The Industry Advisory Council represents almost 125 IT firms that participate in the federal IT market. The association provides information to its members with information about issues affecting federal procurement. Through its membership meetings and seminars, IAC also provides its members (i.e. systems integrators, VARS, and other firms) with an excellent networking venue. For more information, contact:

IAC, Industry Advisory Council  
7777 Leesburg Pike, Suite 309 N  
Falls Church, VA 22043  
Tel: (703) 506-9340 Fax: (703) 506-9309