



CALIFORNIA PUBLIC UTILITIES COMMISSION

SMALL AND DIVERSE BUSINESS EXPO

The Expo Checklist: How to Prepare Your Business for Success

✓ Identity and Research Exhibitors

- Identify the companies and organizations you'd like to meet in advance of the event.
 - Review annual reports, websites, and utility general rates cases for company information.
 - Determine if the company buys the products/services you provide.

✓ Network with a Purpose

- Bring a Capability Statement with:
 - Company name & contact info
 - Years in business
 - Core services/products
 - Certifications & licenses
 - Key clients or industries served.
- Ensure your website is easy to navigate and has current information.
- Develop a professional follow-up system.

✓ Prepare Your Pitch

- What do you do?
- Who have you worked with?
- Are you certified (e.g., SBA, MBE, WBE, DVBE)?
- Can you scale to meet the business needs?
- Are you open to partnerships or subcontracting?

✓ Maximize the Opportunity

- Attend the expo workshops.
- Network with other attendees.