MatchSynergy

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PRODUCT DOCUMENTATION

User Guide for Sellers

How to Register and Make Matchmaking Appointments at AUSA 2026 using the MatchSynergy Platform

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- **Sellers must have a SAM.gov account to participate in AUSA 2026 Matchmaking. The NAICS you have in your SAM.gov profile will determine with whom you can make appointments. You must share at least one NAICS code with a Buyer to make an appointment with them.**

Register for AUSA

Before you can register for matchmaking, **register for the AUSA event**. Only people registered with AUSA will get invited to AUSA Matchmaking. Indicate you're interested in Small Business Matchmaking.

Create a MatchSynergy Account / Login

1. Go to the MatchSynergy login page at **https://matchsynergy.net/accounts/login/**.
2. If you already have a MatchSynergy account, skip to step 6.
3. If you're new to the MatchSynergy platform, In the Welcome Login page, click on the **Register here** link to create an account.
    a. **Password requirements:** At least 8 characters long with an uppercase letter, a lowercase letter, a number, and a special character.



4. Check your email for a confirmation code.
5. Add your confirmation code and email address.
6. **Login** to MatchSynergy.



Update Your Profile and Register for the Event

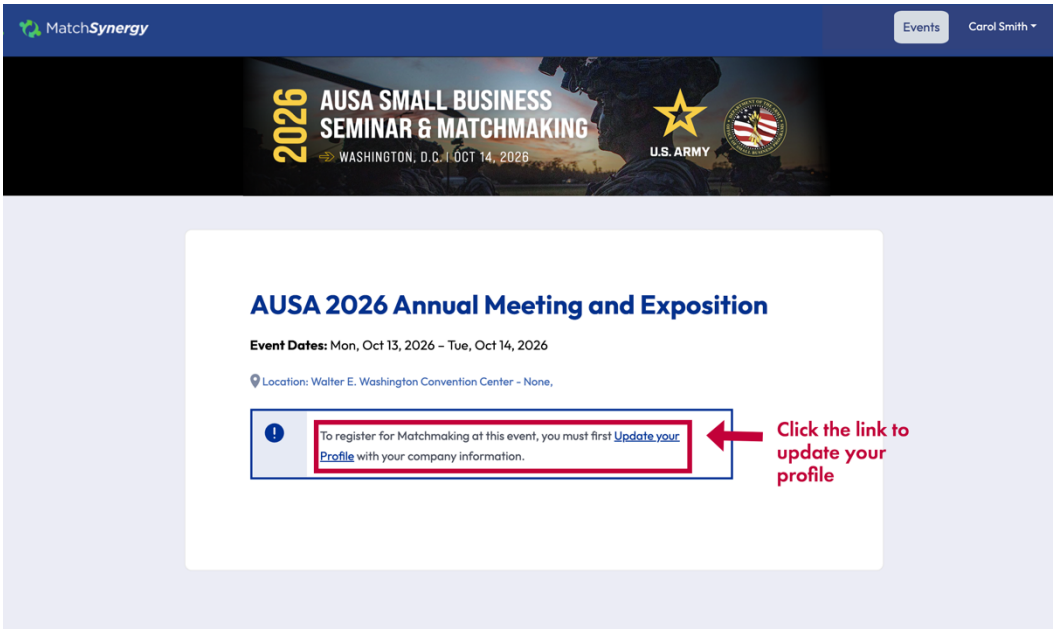
Once you've logged in, click on the **Event and Registration Details** button for the 2026 Army Small Business Seminar & Matchmaking event.

Update Your User Profile

Before you can register for Matchmaking at AUSA 2026, you must **update your User Profile**.

If you previously used MatchSynergy, you will need to complete new, required fields in your User Profile to be able to register for a new event.

1. Click on the link to **Update your Profile**.



2. **Add your company to your profile.** Go to the section of the User Profile page labeled **Company Lookup**. MatchSynergy pulls your company's NAICS codes from your Sam.gov profile to help create the best possible matches.



3. Search for your company in SAM.gov by entering one of the following:

a. Your **company name** exactly as it appears in your SAM.gov profile (example: Longevity Consulting is entered in Sam.gov as “Longevity Consulting LLC”), or

b. Your company’s **CAGE Code,** or

c. Your company’s **UEI Code**

4. Then complete all required fields.
5. **Add your company description.** Your company description helps others quickly understand who you are, what you offer, and where you can add value. A complete and accurate description improves your chances of being matched with the right opportunities and helps potential meeting partners prepare for a productive conversation.
6. **Add your past performance.** Here’s your chance to give a brief history of the projects your company completed, including any work performed for the federal government. If none, write N/A. It shows potential customers or partners that you have the experience, capabilities, and proven results to deliver. You will also have the opportunity to upload a capability briefing to your profile.
7. **Add a profile photo.** We recommend uploading a recent head shot of yourself. Profile photos need to be in JPEG or PNG with a square aspect ratio (with an equal height to width).
8. **Add a capability briefing.** A capability briefing is a concise presentation or document that highlights your company’s expertise, capabilities, experience, and unique strengths to help potential customers or partners understand how you can meet their needs. There is a 5 MB file size limit.
9. Click the **Update** button at the bottom of the User Profile page.
10. You’ll then see a confirmation message that your profile has been updated. Click on the **View Event** button in the event landing page.

- **Be sure to keep your profile accurate and as detailed as possible for the best possible experience.**
- **You can view how your profile appears to others by going to Attendees > Sellers > and clicking on your listing.**

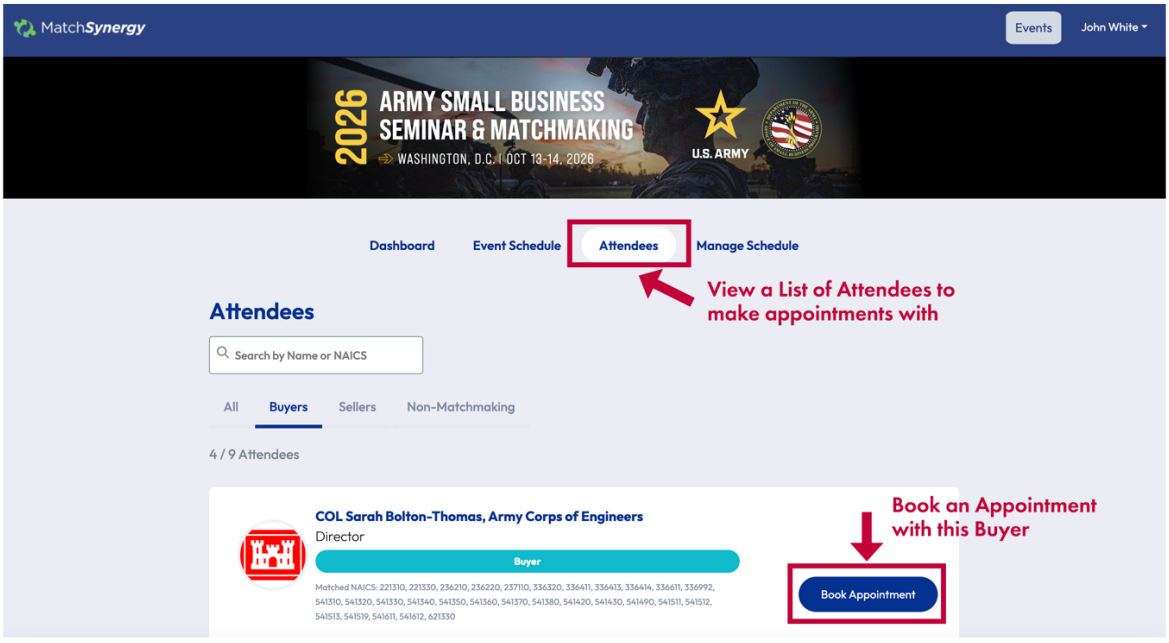
Register for 2026 Matchmaking

After updating your profile, click on the **Register Matchmaking** button.



You will get a confirmation message that you have successfully registered for this event as a Seller.

Making Matchmaking Appointments



- **At the Army Small Business Matchmaking event, you can make a maximum of 3 appointments**
- **You cannot make appointments with Buyers whose NAICS codes do not match with yours. Your NAICS are pulled into MatchSynergy automatically from your Sam.gov profile.**

1. After you've registered with Matchmaking you may make appointments by going to the **Attendees** tab.
2. Click the **Book Appointment** button for the Buyer with whom you'd like to meet.
3. You will next see a page with the **available time slots for the Buyer** you've selected (note: all time slots are for Eastern Standard Time [EST]). Click on the **Request Meeting** button next to the timeslot for your desired appointment.
4. You will see a confirmation that your appointment has been submitted.
5. Click on the **Manage Schedule** tab to view and manage your schedule. You can add your booked appointments to your Outlook or Google Calendar.

- **Booking an appointment with this Buyer means you have a confirmed appointment. However, you may cancel at any time.**

Joining a Waitlist

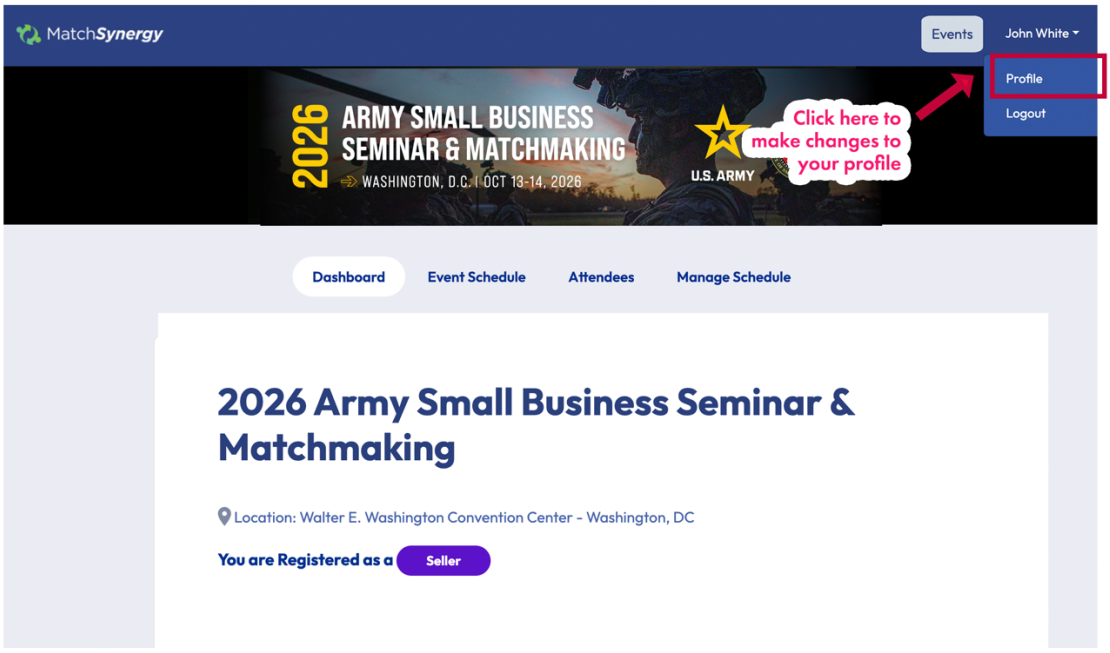
If the Buyer already has a meeting, you can join a **Wait List** and see how many (if any) people are ahead of you waiting for a particular appointment with this Buyer. If the people ahead of you cancel their appointments (actual and waitlisted), **you will be automatically moved up in the Wait List** and receive an email notification that you have the appointment.

- **Making a Wait Listed appointment will count as one of your three allowed appointments.**



Before the Event

After you've made your appointments, you can Update your Profile at any time by clicking on your **Username** link in top right corner and then clicking on **Profile**.



Day of Event

- **You are responsible for checking your schedule and arriving on time for your appointments. We suggest arriving at least 15 minutes prior to the appointment time.**

Checking In

At least 15 minutes prior to your appointment, check in at the **Check-in Table** near the entrance to Room 201. You must check in for each of your appointments.

If you have a Waitlisted Appointment

If you joined a Waitlist for a buyer prior to the event, stay near the **Waitlist / Standby Table** outside Room 201. If the confirmed appointment does not show up, **your name might be called.**

Joining a Standby List

On the day of the event, if you don't have three confirmed appointments, you can still opt to join a **Standby List** for particular Buyers. The Standby List is a list of participants waiting for **any available appointment** to open for a particular Buyer, if a confirmed or a waitlisted appointment does not show up. Please note that Waitlisted appointments will be considered BEFORE those on the Standby List.

On the day of the event, follow these steps to join a Standby List:

1. If you're not already, ensure you are registered as a MatchSynergy user.
2. If you haven't already, register for the 2026 Army Small Business Seminar & Matchmaking event.
11. At the top of the page, under the event banner, click on the **Check-In** tab. Then enter the 6-digital code for this event. **This code will be available at the Waitlist / Standby table on the day of the event**.
3. Then click on the **Standby List** tab.
4. You will see a list of Buyers with whom you have matched NAICS codes. Check the boxes next to the Buyers with whom you'd like to meet and click the **Join List** button at the bottom of the page.
5. **Remain near the Waitlist / Standby desk in case your name is called and you have the appointment.**

- **If you have 3 confirmed appointments or if you have already met with 3 Buyers – some as waitlisted – you won't have access to the Standby List.**

After your Appointments

If you have completed your appointments and are leaving, thank you for attending!

Kindly click the **Check-Out** tab in MatchSynergy and provide a rating for your experience at this event.

This will also ensure that any of your possible waitlisted appointments are opened to others that are still attending the event.

Need Help?

Contact our helpdesk at: **MatchSynergyHelpdesk@cybersynergy.net**