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PRODUCT DOCUMENTATION

FAQs

Answers to frequently asked questions about the AUSA Matchmaking and the MatchSynergy platform

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What is MatchSynergy?

MatchSynergy is online software specializing in government/ corporate matchmaking events.

What makes MatchSynergy unique?

MatchSynergy has built in capabilities that help match government buyers and corporate sellers based on matching NAICS codes. The NAICS codes are entered manually into the platform for Buyers and are automatically pulled from Sam.gov for Sellers. This unique matching capability ensures a well-matched appointment for both parties! The Buyer is looking for what the Seller is offering in terms of a product and service.

What is a matchmaking event?

A matchmaking event is a structured networking opportunity where businesses meet with potential buyers or partners in pre-scheduled meetings. The goal is to create valuable connections, explore collaboration opportunities, and advance business relationships.

How can I create a MatchSynergy account?

You can sign up for free at [Matchsynergy.net](https://matchsynergy.net).

How do I register for the 2026 AUSA matchmaking event?

Please note that you must already have a presence on Sam.gov to register for this event.

To participate in the matchmaking portion of the AUSA event, you must [register for AUSA 2026](#). On the demographic section, select "yes" on the question "Please check here if you plan to attend the Army Office of Small Business Programs Matchmaking Sessions." You will receive an email from [MatchSynergy](#) to schedule meetings in the event platform. Next, if you're new to MatchSynergy, create a MatchSynergy account. Once you [log in](#), click on the **Event and Registration Details** button. You'll then be prompted to follow the steps to register for the event.

What are the requirements to participate in AUSA 2026 as a Seller?

You must be a United States citizen. You must register with AUSA 2026. Your company must be registered in Sam.gov.

When can I start scheduling appointments?

Scheduling opens on the MatchSynergy platform on **September 22, 2026 at 12:00pm EST**.

How many appointments can one company make?

One Seller company can make up to three appointments.

How many people can attend a matchmaking meeting?

There will be four chairs total. Two for the buyers and two for the sellers. Please only invite a total of two people from your company to avoid overcrowding the table.

Can I access MatchSynergy on a mobile device like a smart phone?

Yes. It is supported on Apple as well as Android devices.

How do I make an appointment with a Buyer (federal agency representatives and prime contractors) in MatchSynergy?

Once you're logged in and you register for a Matchmaking event, click on **the Attendees** tab. Here you can view a list of attendees. Those Buyers who have available appointments (and who have NAICS codes that match with yours), will have a **Book Appointment** button next to them. When you click on the button, you'll then view a page with the Buyer's time slots (note: all time slots are for Eastern Standard Time [EST]). Find an available time slot and click on the **Request a Meeting** button. You will automatically have a confirmed appointment with this Buyer. If the Buyer has no available appointments, you can opt to join the waitlist on a particular time slot. See below.

What is a Waitlisted Appointment?

Sometimes, appointments are filled up. The MatchSynergy platform allows those seeking an appointment with a particular attendee to join a wait list if that time slot is booked already by another attendee. By making a waitlisted appointment, you'll be able to see where you are in terms of how many are ahead of you. If there are cancellations, you will be automatically moved up in the list and, if no one is ahead of you, given the appointment.

Does a Waitlisted Appointment count as one of my 3 appointments at the event?

Yes.

Will I be notified if I get an appointment when attendees ahead of me in the wait list cancel?

Yes, you will get an email notification if people ahead of you cancel and you get the appointment. You can also check your **Manage Schedule** page at any time to see your position on the waitlist and how many people are ahead of you.

How can I cancel an appoint?

Go to the **Manage Schedule** tab within a Matchmaking event in MatchSynergy. Here you will see all your appointments. Click on the cancel button next the appointment you'd like to cancel, then confirm that yes, you'd like to cancel.