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PRODUCT DOCUMENTATION

User Guide for Sellers

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

LAST UPDATED: August 31, 2026

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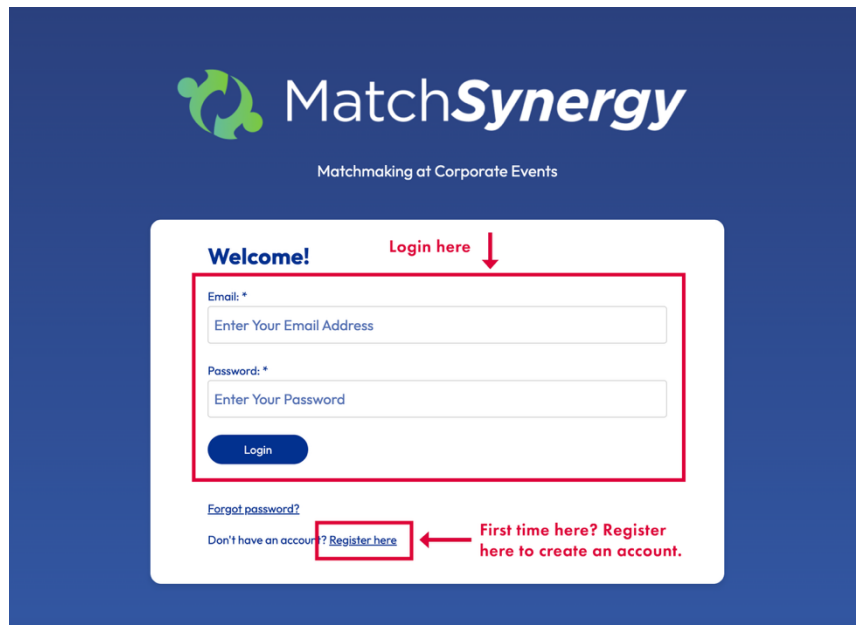
- Sellers must have a SAM.gov account to participate in AUSA 2026 Matchmaking. The NAICS you have in your SAM.gov profile will determine with whom you can make appointments. You must share at least one NAICS code with a Buyer to make an appointment with them.

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

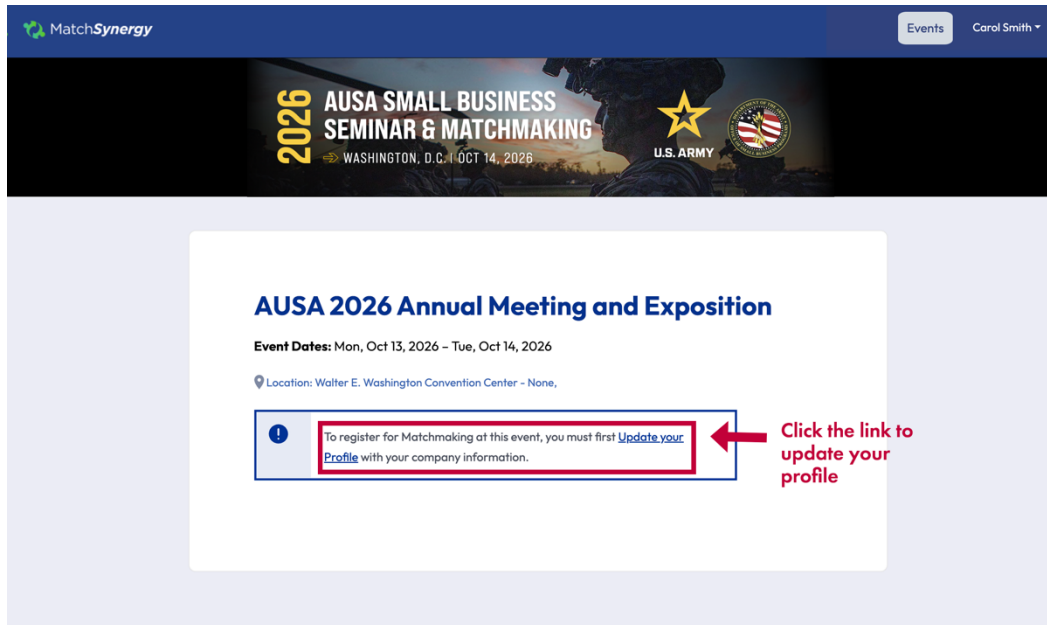
Once you've logged in, click on the **Event and Registration Details** button for the 2026 Army Small Business Seminar & Matchmaking event.

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**.



The screenshot shows the MatchSynergy website interface. At the top, there is a dark blue header with the MatchSynergy logo on the left and a navigation bar on the right containing 'Events' and 'Carol Smith'. Below the header is a banner for the '2026 AUSA SMALL BUSINESS SEMINAR & MATCHMAKING' event, featuring a star and the U.S. Army logo. The main content area is white and contains the event title 'AUSA 2026 Annual Meeting and Exposition'. Below the title, it lists the event dates as 'Mon, Oct 13, 2026 – Tue, Oct 14, 2026' and the location as 'Walter E. Washington Convention Center - None'. A message box with a blue exclamation mark icon contains the text: 'To register for Matchmaking at this event, you must first [Update your Profile](#) with your company information.' A red arrow points from the text 'Click the link to update your profile' to the 'Update your Profile' link in the message box.

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.



Company Lookup

In order to participate in matchmaking as a seller, your company must be registered in SAM.gov

Please provide **one** of the following so we may lookup your company in the SAM.gov database:

Company Name:

CAGE Code:

UEI Code:

The NAICS codes associated with your company will dictate the goods and services that you will be able participate in matching with.

Provide one of the following in your User Profile

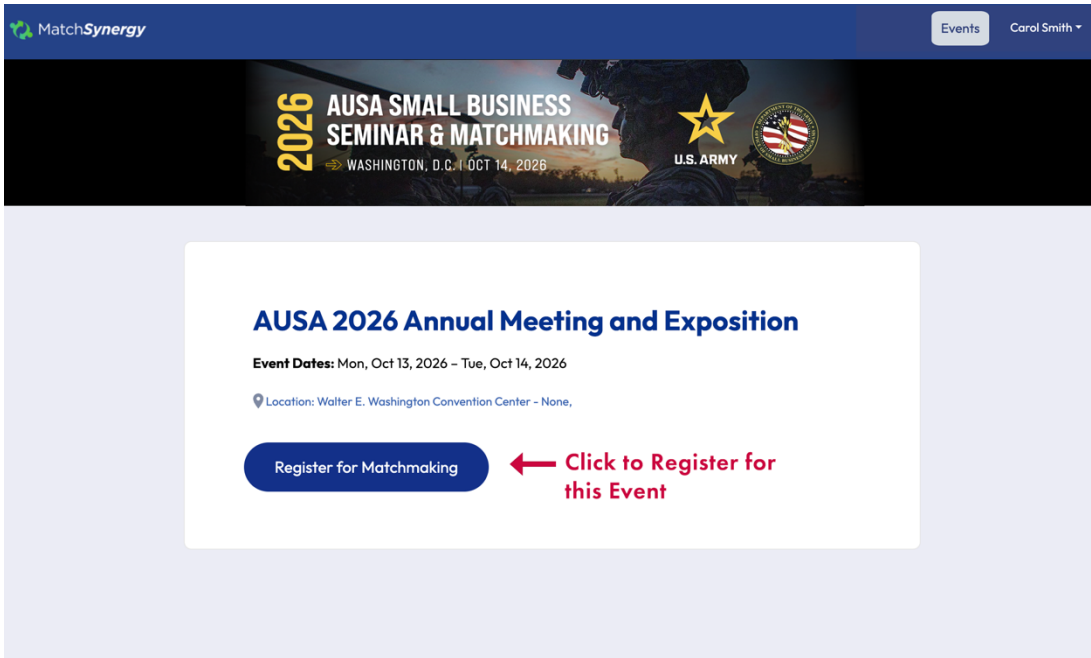
3. Search for your company in SAM.gov by entering one of the following:
 - a. Your **company name** exactly as it appears in your SAM.gov profile (example: Longevity Consulting is entered in Sam.gov as "Longevity Consulting LLC"), or
 - b. Your company's **CAGE Code**, or
 - c. Your company's **UEI Code**
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). Or take a new one!
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. **Add your company logo.** This is an optional step. Your logo image must be in JPEG or PNG format with a square aspect ratio (with equal height and width).
10. Click the **Update** button at the bottom of the User Profile page.
11. 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 your Dashboard, and then Attendees > Sellers > and clicking on your listing.

Register for 2026 Matchmaking

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



MatchSynergy Events Carol Smith ▾

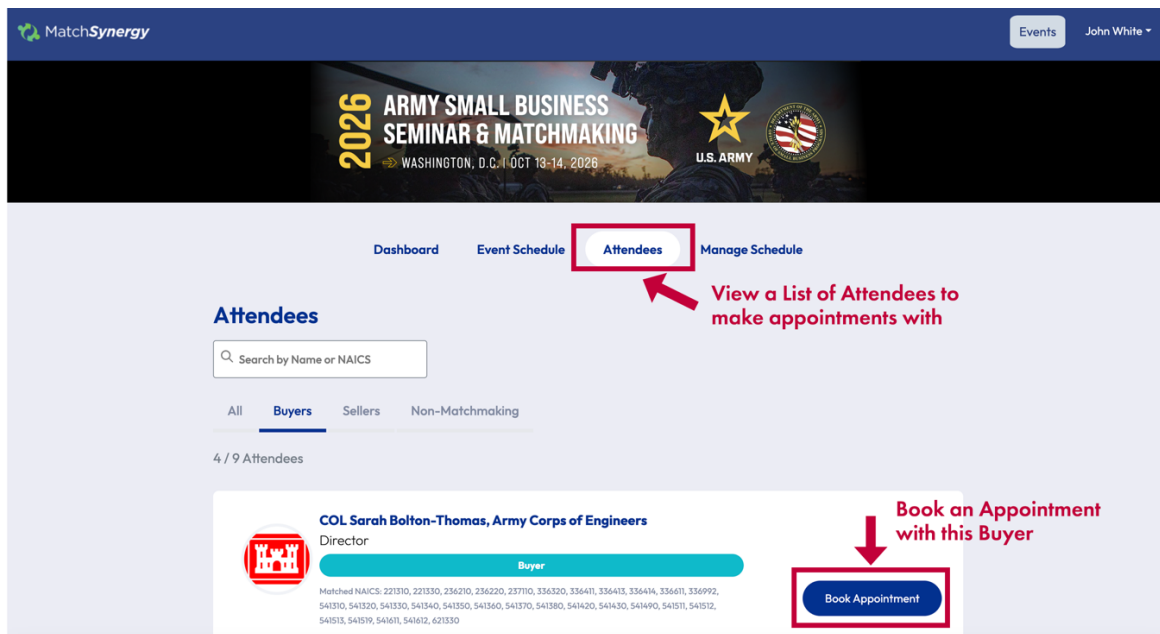
2026 AUSA SMALL BUSINESS SEMINAR & MATCHMAKING
WASHINGTON, D.C. | OCT 14, 2026

AUSA 2026 Annual Meeting and Exposition
Event Dates: Mon, Oct 13, 2026 – Tue, Oct 14, 2026
Location: Walter E. Washington Convention Center - None

[Register for Matchmaking](#) ← Click to Register for this Event

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

Making Matchmaking Appointments



MatchSynergy Events John White ▾

2026 ARMY SMALL BUSINESS SEMINAR & MATCHMAKING
WASHINGTON, D.C. | OCT 13-14, 2026

Dashboard Event Schedule **Attendees** Manage Schedule

Attendees
Search by Name or NAICS

All **Buyers** Sellers Non-Matchmaking

4 / 9 Attendees

COL Sarah Bolton-Thomas, Army Corps of Engineers
Director
Buyer

Matched NAICS: 221310, 221330, 236210, 236220, 237100, 336320, 336411, 336413, 336414, 336611, 336992, 541310, 541320, 541330, 541340, 541350, 541360, 541370, 541380, 541420, 541430, 541490, 541511, 541512, 541513, 541519, 541611, 541612, 621330

[Book Appointment](#)

View a List of Attendees to make appointments with

Book an Appointment with this Buyer

- 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.

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

5. 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 an 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.

 Match**Synergy**

You have been promoted from the waitlist

A waitlist place opened, and this MatchSynergy appointment is now confirmed.

Buyer Marcus Liu, CYBER SYNERGY CONSULTING GROUP, LLC
Seller Daniel Mercer, Northbridge Strategic Solutions
Event XYZ Forum Matchmaking (Testing)
Time Aug. 24, 2026, 4:45 p.m. – Aug. 24, 2026, 4:55 p.m.

- Click on the **Manage Schedule** tab to view and manage your schedule. You can add your booked appointments to your Outlook or Google Calendar.

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**.

 Match**Synergy**

Events
John White ▾

Profile
Logout

2026 ARMY SMALL BUSINESS SEMINAR & MATCHMAKING

WASHINGTON, D.C. | OCT 13-14, 2026

U.S. ARMY

Click here to make changes to your profile

Dashboard
Event Schedule
Attendees
Manage Schedule

2026 Army Small Business Seminar & Matchmaking

Location: Walter E. Washington Convention Center - Washington, DC

You are Registered as a **Seller**

Day of Event

Day of Event Notifications

On the morning of the event, you'll receive an email from MatchSynergy allowing you to cancel or confirm your appointments. Please note that your appointments will not be cancelled unless you actively cancel them.

- **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.**

Need Help?

Contact our helpdesk at: MatchSynergyHelpdesk@cybersynergy.net