



DoD SBIR/STTR Training

# **SAM REGISTRATION**

February 16, 2016



## What is the **System of Award Management (SAM)**?

The System for Award Management (SAM) is the central database of supplier information for the Federal government. SAM collects, validates, and stores data from suppliers, including small businesses, and makes them available to government agencies for making acquisitions.

**There is no cost to register in SAM.**

## Why do I have to register with SAM?

As the primary system for government agencies to see supplier information during the acquisition process, all contract or grant seekers with federal agencies, like the DoD, are required to be in the system to sell to the federal government. The SBIR/STTR program is no exception. In order to begin the process of submitting an SBIR/STTR proposal, the small business must be in SAM.



## What do I need to Register in SAM?

- ✓ **A business entity with an EIN**

The business entity must have been already created. Each state has its own process for registering a business. Once you have registered a small business in your state, you must get an Employment Identification Number (EIN) from the IRS. The EIN identifies the tax account of employers. You will need this number during the registration process in SAM. You can receive an EIN instantly if you register online.

- ✓ **DUNS number**

Your business needs a Data Universal Number System (DUNS) number to register in SAM. The DUNS number is developed and maintained by Dun and Bradstreet. It's a unique nine-digit identification number assigned for each physical location of the business. The number is required by many federal agencies and is needed to register in SAM. It is free to register.



## Registering for an EIN

### What information do I need to get an EIN?

- Legal name
- Headquarters name and address of your business
- Doing Business As (DBA) or other name by which the business is commonly recognized
- Mailing address (if separate from headquarters or physical address)
- Telephone number
- Contact name of the responsible party and their SSN
- Type of entity (LLC, Corporation, etc)
- Date business started
- Closing month of accounting year

[Start EIN Application](#)



## Registering for a DUNS

### What information do I need to get a DUNS?

- Legal name
- Headquarters name and address of your business
- Doing Business as (DBA) or other name by which the business is commonly recognized
- Physical address, city, state, and ZIP code
- Mailing address (if separate from headquarters or physical address)
- Telephone number
- Contact name of the responsible party and their title
- Number of employees at your physical location
- Whether you are a Home-Based Business

[Start DUNS Application](#)



## Registering with SAM at [www.sam.gov](http://www.sam.gov)

The screenshot shows the SAM.gov homepage with three main sections:

- CREATE USER ACCOUNT:** Your CCR username will not work in SAM. You will need a new SAM User Account to register or update your entity records. You will also need to create a SAM User Account if you are a government official and need to create Exclusions or search for FOUO information. A button labeled "Create User Account" is highlighted with a red circle containing the number "1".
- REGISTER/UPDATE ENTITY:** You can register your Entity (business, individual, or government agency) to do business with the Federal Government. If you are interested in registering or updating your Entity, you must first create a user account. A button labeled "Register/Update Entity" is present.
- SEARCH RECORDS:** All entity records from CCR/FedReg and ORCA and exclusion records from EPLS, active or expired, were moved to SAM. You can search these records and new ones created in SAM. If you are a government user logged in with your SAM user account, you will automatically have access to FOUO information. A button labeled "Search Records" is present.

At the bottom of the "REGISTER/UPDATE ENTITY" section, there is a "New!" badge and a link: "Use the SAM Status Tracker to: Check Status".

### Step 1: CREATE AN ACCOUNT

- Click on the "**Create Individual Account**" button and fill out the subsequent form with your first & last name, email, phone, country and create username, password, and 3 security questions/answers.
- Once your responses are confirmed you will get an email to verify your account.
- After you've clicked on the verification link you will be able to proceed to registering your business.



## Registering with SAM at [www.sam.gov](http://www.sam.gov)

The screenshot shows the SAM.gov website navigation menu with three main sections: 'CREATE USER ACCOUNT', 'REGISTER/UPDATE ENTITY', and 'SEARCH RECORDS'. The 'REGISTER/UPDATE ENTITY' section is highlighted with a red circle and the number '2'. Below this section, there is a 'New!' badge and a link to 'Use the SAM Status Tracker to: Check Status'. The 'SEARCH RECORDS' section has a 'Search Records' button.

CREATE USER ACCOUNT	REGISTER/UPDATE ENTITY	SEARCH RECORDS
Your CCR username will not work in SAM. You will need a new SAM User Account to register or update your entity records. You will also need to create a SAM User Account if you are a government official and need to create Exclusions or search for FOUO information.	You can register your Entity (business, individual, or government agency) to do business with the Federal Government. If you are interested in registering or updating your Entity, you must first create a user account.	All entity records from CCR/FedReg and ORCA and exclusion records from EPLS, active or expired, were moved to SAM. You can search these records and new ones created in SAM. If you are a government user logged in with your SAM user account, you will automatically have access to FOUO information.
<a href="#">Create User Account</a>	<a href="#">Register/Update Entity</a> <b>2</b>	<a href="#">Search Records</a>
	<b>New!</b> Use the SAM Status Tracker to: <a href="#">Check Status</a>	

### Step 2: REGISTER YOUR BUSINESS ENTITY WITH SAM

- Legal business name & address
- Your DUNS number
- Commercial and Government Entity (CAGE) Code  
If you don't have one, the system will automatically assign you a new code.
- Your EIN number
- General information about the business
- Financial information about the business
- Details about any legal proceedings in which your entity may currently be involved



## Registering with SAM at [www.sam.gov](http://www.sam.gov)

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<p><a href="#">Create User Account</a></p>	<p><a href="#">Register/Update Entity</a></p> <p><b>New!</b> Use the SAM Status Tracker to: <a href="#">Check Status</a></p>	<p><a href="#">Search Records</a></p>

### ADDITIONAL INFORMATION TO REGISTER WITH SAM

- **Assertions**  
Data about the types of good and services that your business provides.
- **Representations and Certifications**  
Documents that entity's certifications related to their small business status and responses to commonly used DFARS provisions.
- **Points of Contact (POC)**  
You will be asked to provide point of contact information based on the information you provided during the registration process. POC types include accounts receivable and government business.
- **Electronic Fund Transfer Information**  
Bank routing number and account number





## Additional Resources

- [SAM Registration Step-by-Step Guide](#)

A tutorial video provided by the SAM Website to guide you through the SAM registration process

- [Procurement Technical Assistance Center](#)

A national network of procurement professionals help small businesses work with the government. PTAC counselors help you complete the SAM registration process and provide tips to make sure your information is entered correctly and is up to date. Your PTAC counselor can also help you start finding contracting opportunities and marketing your business to government buyers.



**Congratulations!**

**You've finished the lesson on SAM registration**