

Welcome to the



Marketplace Program

**Your Guide
to Getting
Started**

Welcome to the NJSTART Marketplace!

A message from our partners at Periscope

NJSTART was developed in partnership with Periscope, powered by mdf commerce* to streamline the process of selling to New Jersey governments. It is both a technology system and cooperative purchasing program. The State of New Jersey is trusting us to manage the Marketplace for both New Jersey agencies as well as vendors such as yourself.

We strive to work with vendors that have fully-executed contracts with the State of New Jersey to maximize their contract sales and meet their business goals, regardless of size or scope.

Let's get started!

6 Steps to Success

After your contract is awarded, these 6 simple steps will ensure your participation in NJSTART is as successful as possible. Throughout this document, we cover a few of these steps in more detail to help you get the most out of your state contract.



*Periscope, powered by **mdf commerce**, is the developer and implementer of the ePro eProcurement system (currently branded as NJSTART in New Jersey). Periscope manages the NJSTART Marketplace Program with a dedicated account management team in conjunction with the State of New Jersey. **mdf commerce**, Periscope's parent company, is a leader in North American eProcurement.

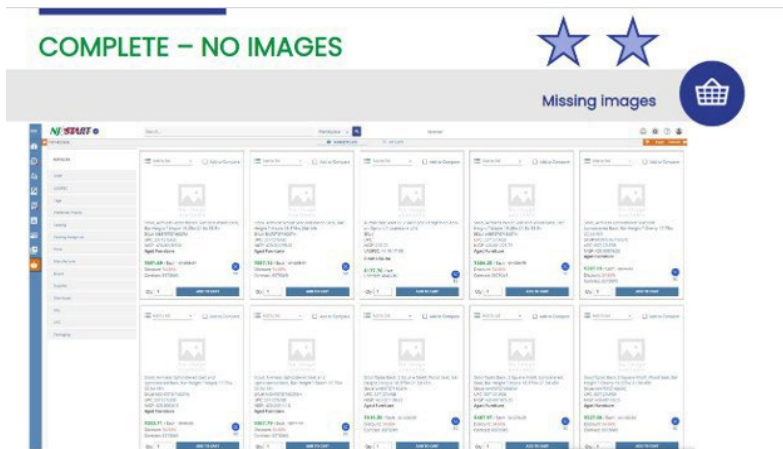
Loading Your Company Profile and Catalog

Whether you are selling goods or services, your catalog in Marketplace is how you present your business to government buyers, so it is essential to spend time ensuring it is as compelling and accurate as possible.

[Watch this Training Video](#) Use Password: @PeriscopeSupplier33

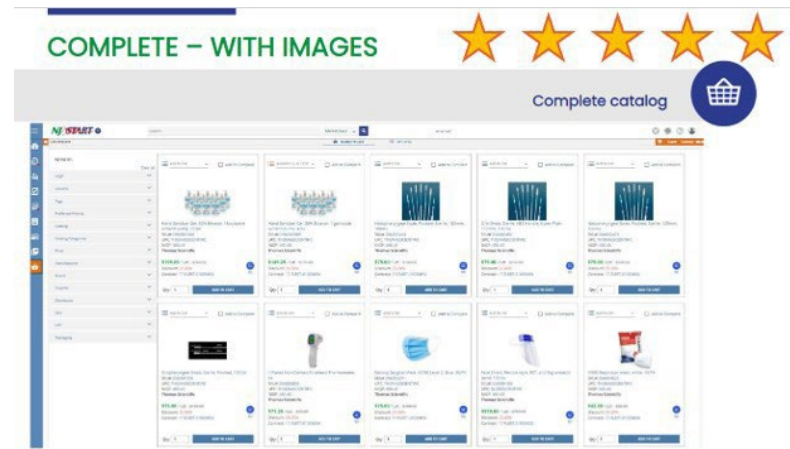
A Few Tips: To make sure buyers can find your contract and know how best to engage you, make sure your catalog is populated with key search terms, rich descriptions of goods and/or services provided, and critical information for the buyer.

Another way to make your catalog more compelling is to include images for each item you want to represent on your contract. See below for an example:



Incomplete Marketplace Catalog

- Content missing images
- Harder for local agencies to find your contracted line items



Complete Marketplace Catalog

- All content uploaded
- Better purchasing experience for local agencies

Who Can Utilize Your Contract?

Intrastate Cooperative Purchasing Contracts Only

Besides all State of New Jersey Agencies, the Public Purchasing Entities listed below are eligible to use State Cooperative Purchasing Contracts.

Municipalities
School Districts
Volunteer First Aid and Rescue Squads
Independent Authorities
Quasi-State Agencies

Counties
Volunteer Fire Departments
County and State Colleges
Independent Institutions of Higher Education

https://www.state.nj.us/treasury/purchase/coop_agency.shtml

Marketing Your Contract

We take the responsibility of marketing your contract seriously. We continually communicate with NJ Government Buyers to generate awareness of the types of contracts they have access to and educate them on how to navigate and use the Marketplace.

Our Marketing Campaigns Include:

- Advertising
- Email Blasts to NJ Government Buyers
 - These occur on at least a monthly basis. We promote NJSTART contracts through “themes,” for example “Fire Safety” or “Back to School”
- Webinars
 - We regularly provide webinars to NJ Government Buyers to promote NJSTART.
 - Our webinars are educational and highlight how buyers can navigate NJSTART to leverage all types of State contracts, including: how to engage services contracts, solve for complex procurement needs, validate pricing, and learn how contracts must be utilized. We invite suppliers to participate based on our promotional “themes”
- Tradeshows
 - NJSTART Banner for Your Booth
 - Logo & Promo Flyer in our Booth
- Coming Soon
 - Social Media Campaigns
 - Buyer/Seller engagement through in person workshops and panels

Convenience Fee & Quarterly Reporting

A 1% convenience fee is applied to all purchases from your state contracts.

Convenience fees to fund procurement operations, cooperative programs, and systems are common across the U.S. These fees are a way to improve services to the supplier community and the state.

Participating State contract suppliers are required to report their net sales on a quarterly basis and pay their convenience fee directly through NJSTART via our Reconciler tool, the easy-to-use online reporting tool.

Additional Resources

- Attend supplier-focused educational webinars and workshops to learn more about doing business with the State of New Jersey and New Jersey Cooperative Purchasing Program Participants.
- Leverage the Periscope Supplier Enablement and Success Teams to build a strong presence in NJSTART and take advantage of marketing opportunities.
- Leverage the Periscope Reconciler Support Team to stay compliant with Convenience Fee and Quarterly Reporting requirements.

Training & Guides

- [General NJSTART Information](#)
- [Marketplace Overview](#)
- [NJSTART News & Events](#)
- [Reporting Guidelines](#)
- [Reconciler User Guide](#)
- [Cooperative Purchasing in New Jersey](#)

Once your contract is marked as in "Sent" status in NJSTART, please do not hesitate to reach out to Periscope for help at any stage of this process.

suppliers-njstart@mdfcommerce.com

844-470-5019

www.NJSTART.gov