

# Registration Instructions

Dun and Bradstreet (DUNS number)

NATO Commercial and Government  
Entity (NCAGE number)

System For Award Management (SAM)

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Below are instructions for getting DUNS numbers, NATO Commercial and Government Entity (NCAGE) codes, and registering in SAM. The Department of Defense has also published instructions to their vendors and grantees on how they can register in SAM. These instructions apply to Department of State vendors and grantees too. Vendors and grantees that have never registered in SAM before should click on the following link

<https://www.statebuy.state.gov/pd/SAMRegistration/NewForeignRegistration.pdf>

Registering in SAM is a 3-step process. First, you must register in DUNS, then you must obtain an NCAGE number, and only after these two steps have been completed can you go to the third step and register in SAM.

**IMPORTANT: To avoid delays in the registration processes, Serbian companies must use their “Skraceno Poslovno Ime” exactly as it appears in the Serbian Business Registers Agency (Agencija za privredne registre). Do not use the Serbian letters Š Đ Č Ć, use S Dj C and C instead.**

If you do not have a DUNS number, then Steps 1 and 2 must be completed at the same time while Step 3 may be completed at another time and only after you have verified that you have both a DUNS and NCAGE number. If you already have a DUNS number, you may proceed directly to steps 2 and then 3.

Non-U.S. vendors should pay special attention to the slides in the "Initial Registration Instructions" on registering and renewing SAM registrations. The slides on how to register in SAM include information on how to get an NATO CAGE (NCAGE) code.

## Step 1 - Get an NCAGE number (NATO Commercial and Government Entity)

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### **SERBIAN COMPANIES:**

Go to the web page of the Serbian Ministry of Defence, Direkcija za standardizaciju, kodifikaciju i metrologiju MO <http://www.dskm.mod.gov.rs/sr/kontakt> , click on the link “NSN/NCAGE”, then on “Захтев за доделу NCAGE” and follow the instructions.

### **NON-SERBIAN COMPANIES:**

**Get a DUNS number first! (See Step 2). Then:**

1. Perform a search on your company name

If no CAGE Code is available, apply for an NCAGE number through the NATO Support Agency (NSPA): <https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx>

- click the "Request New CAGE" button and follow instructions. The information you provide must EXACTLY MATCH the information you provided for the DUNS number including spelling, capitalization, punctuation and spacing

**IMPORTANT INFORMATION:** Once you receive your NCAGE code, you should click on the link to the Business Identification Numbers Cross-referencing (BINCS) ([www.logisticsinformationservice.dla.mil/bincs/begin\\_search.aspx](http://www.logisticsinformationservice.dla.mil/bincs/begin_search.aspx)), where you can run a search of BINCS to see if your NCAGE code is in the system. It is important for the NCAGE code to be there because SAM validates the NCAGE codes entered into it by checking them against BINCS. If the NCAGE code is not in BINCS or if there is a problem with the information in it, that page also has a link where vendors can contact BINCS for assistance.

## Step 2 - Register in DUNS

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### ON-LINE

To get a Dun and Bradstreet (D&B) DUNS number on-line click on the link below.

<http://fedgov.dnb.com/webform>

**If you haven't previously applied for and received an NCAGE number**, then the information you provide to Dun and Bradstreet for the DUNS number must MATCH EXACTLY the information you provided to the Serbian Business Registers Agency (Agencija za privredne registre/APR) including spelling, capitalization, punctuation and spacing. If you used the Serbian letters Š Đ Č Ć, in the APR short name of your company, you must use S Dj C and C instead when registering in DUNS.

Please make sure that:

**If you already have an NCAGE number**, then the information you provide to Dun and Bradstreet for the DUNS number must MATCH EXACTLY (including spelling, capitalization, punctuation and spacing) the information you provided to NATO for the NCAGE code. During the registration process you will be asked to provide a SIC (Standard Industrial Classification ) code. The listing of SIC codes for your industry area is available at this link: [https://www.osha.gov/pls/imis/sic\\_manual.html](https://www.osha.gov/pls/imis/sic_manual.html)

You will receive your DUNS Number via e-mail within 48 hours in most cases. If you have any problems, contact Dun and Bradstreet by email at [govtccrhelp@dnb.com](mailto:govtccrhelp@dnb.com)

When you call, be sure to explain to D&B that you are requesting a DUNS number for use in U.S. Federal Government contracting or U.S. Federal Government grants or cooperative agreements. (Otherwise, D&B may charge you for the DUNS number.) The process of requesting a DUNS number takes about 10 minutes for domestic individuals and organizations, and may take longer for overseas individuals and organizations. If you already have a DUNS number, the D&B representative will advise you over the phone.

[Opting Out from Inclusion in D&B \(DUNS Number\) Marketing Lists](#)

As a result of obtaining a DUNS number, potential vendors might be included on D&B's marketing list that is sold to other companies. Potential vendors that do not want their name/company included on this marketing list must either:

I. If applying for a DUNS number online, check the box at the end of the online registration next to the words, "Yes, I wish to have my entity excluded from D&B marketing list"; OR

II. Contact Dun and Bradstreet to request they be removed. For the full explanation of how D&B uses vendor information, go to the [D&B Privacy Policy page](#). Once there, for the full list of uses and how to opt out of them, scroll down to the "You Have Choices" section and follow the instructions there. The phone number and e-mail address to use to opt out are listed in the paragraph entitled, "Third Party Marketing".

## Step 3 - Register in SAM for the first time

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There is NO FEE to register, or maintain your registration, in the System for Award Management (SAM.gov). If you receive an email from a company claiming to represent SAM.gov, be cautious. If you get an email from a company offering to help you register in SAM.gov asking you to contact them and pay them money, be cautious. These messages are not from the U.S. Government. It is FREE to register and to maintain your registration in SAM.gov.

Once you obtain both the DUNS number and the NCAGE code, you can then start the SAM registration.

**ALERT: If you are registering a new entity in [SAM.gov](#), you must provide an original, signed [notarized letter](#) stating that you are the authorized Entity Administrator before your registration will be activated. Companies outside the United States must notarize the letter in the nearest U.S. Consulate.**

### Instructions for Appointing a SAM Entity Administrator

#### Background

The System for Award Management (SAM) is a computer system accessed by the Internet managed by the U.S. Government. Entities must have an active registration in SAM to do business with the U.S. Government. An "entity" is the company, business, or organization registering in SAM. Each entity is represented by a nine-digit unique entity identifier, the Data Universal Numbering System (DUNS®) Number as issued by Dun & Bradstreet.

Only individuals who are authorized to represent a particular entity, or individuals representing themselves as an entity, may register an entity in SAM. Accessing or using

SAM, or information contained therein, for any unauthorized or illegal purposes, may have civil and criminal penalties, and may negatively impact the status of the SAM registration maintained for the entity.

### **Instructions to Entity**

**1. International Entity, No U.S. Banking Information.** Use this template to formally appoint an Entity Administrator for a single international entity only if your entity does not use banking information from a U.S. financial institution in your SAM entity registration (This applies to the vast majority of Serbian companies).

**2. Complete the template.** Fill in the blanks. Enter the highlighted information on the next two pages. Do not include this instruction page in your letter.

**3. Print the letter on your entity's letterhead.** If you don't have letterhead, enter your entity's legal business name and physical address at the top of the letter before printing.

**4. Sign the completed letter.** Make sure the person who signs the letter is someone with signatory authority, i.e. who can make commitments on behalf of the entity like an executive, officer, partner, or other authorized representative.

**5. Notarize the letter in the Consulate of the United States.** Appointments for notarization cannot be made by telephone, you must make an on-line appointment for notarizing documents at this link:

<https://rs.usembassy.gov/u-s-citizen-services/notaries-public/>

You must bring your ID document, passport, or another form of photo identification for the notarization.

The notarization of each copy of the document costs \$50.00 and must be paid in the Consulate in cash in U.S. Dollars, Serbian Dinars, or by credit card. You need only one notarized document for submission to SAM. You need to bring only the original letter for notarization to the Consulate which **must be signed in the presence of the U.S. Consul, not beforehand, by the company representative giving the authorization**. A copy for the Consulate is not required because they do not keep copies for their records. If you wish to keep an original notarized copy for your records, you may have it notarized at an additional cost of \$50.00 per copy, however this is not required by SAM.

**6. Scan the completed, signed letter.** Submit a copy to the Federal Service Desk by creating a service ticket at <https://www.fsd.gov> through the "Web Form" link and attaching the scanned letter. To create a service ticket on the FSD web site you must log in or create an account.

Your registration can be conditionally activated for 45 days if you have an approved, scanned copy of the letter on file.

**7. Mail the completed, signed and notarized letter.** It must be received at the address below within 45 days of activation or your registration will be expired.

FEDERAL SERVICE DESK  
ATTN: SAM.GOV REGISTRATION PROCESSING  
460 INDUSTRIAL BLVD  
LONDON, KY 40741-7285  
UNITED STATES OF AMERICA

**End of instructions. Complete the template that follows (2 pages).**

[PRINT LETTER ON ENTITY LETTERHEAD]

**[Insert Date]**

FEDERAL SERVICE DESK  
ATTN: SAM.GOV REGISTRATION PROCESSING  
460 INDUSTRIAL BLVD  
LONDON, KY 40741-7285  
UNITED STATES OF AMERICA

SUBJECT: Information Required to Activate SAM Entity Registration

**Purpose of Letter**

The purpose of this letter is to formally appoint an Entity Administrator for each named Entity and to attest to the accuracy of the information contained in the entity registration.

**Designation of Entity Administrator**

I, **[Insert Name and Title of Signatory]**, the below signed individual, hereby confirm that the appointed Entity Administrator is an authorized officer, agent, or representative of the Entity. This letter authorizes the appointed Entity Administrator to manage the Entity's registration record, its associated users, and their roles to the Entity, in the System for Award Management (SAM).

**Entity Covered by this Letter**

**DUNS® Number:**  
**Legal Business Name:**  
**Physical Address:**

**Entity Administrator Contact Information**

**Full Name:**  
**Phone Number:**  
**Email Address:**

*\*The Entity Administrator must have an individual user account in SAM associated with the email address listed.*

[PRINT LETTER ON ENTITY LETTERHEAD]

**Account Administration Preference (ONLY CHOOSE ONE)**

You must choose **ONE** of the two following statements by checking the applicable box.

Remember, there is no cost to register in SAM -- it is free. However, if you choose to have a third-party agent administer your SAM registration, with or without an associated fee, you must check the Third-Party Agent Designation box below.

**Self-Administration Confirmation**

For the purpose of registering with the United States Government through the online System for Award Management (SAM), I do not authorize any third party to act on behalf of the Entity listed above. I have checked the box to the left of this paragraph to indicate that the designated Entity Administrator is not a third-party agent.

**Third-Party Agent Designation**

For the purpose of registering with the United States Government through the online System for Award Management (SAM), I do hereby authorize **[insert full name, phone number, address, and email address of the Third-Party Agent]** (Designated Third-Party Agent) to act on behalf of the Entity listed above. This authorization permits the Designated Third-Party Agent to conduct all normal, common business functions within SAM while binding the signatory to all actions conducted and representations made as a result of authorization granted herein. I have checked the box to the left and completed the above information to indicate that the designated Entity Administrator is a third-party agent.

**Attestation**

I, the below-signed, attest to the following:

- All information contained in this letter is complete and accurate.
- The designated Entity Administrator listed above has an individual SAM User Accounts created with the email address provided in this letter.

Respectfully,

**[Insert Full Name of Signatory]**

**[Insert Title of Signatory, e.g. Director of Contracting, Managing Partner, Vice President for Research, etc.]**

**[Insert Email of Signatory]**

**[Insert Entity Legal Business Name]**

**[Insert Entity Physical Address]**



## **Important information**

When SAM asks for a Tax ID number, they want an American Tax ID number, not your Serbian PIB. Serbian companies **do not** have a TIN - you **must leave the Tax ID field blank**. This is also true for certain other data requested by SAM. For example, Serbia does not use the American format ABA bank routing numbers and account numbers, so these should not be entered into SAM - **you must leave these fields blank**. Also, references in SAM to small businesses only apply to U.S. small businesses. **Businesses based outside the U.S. are always considered Other Than Small (or, just Large)**.

WHEN REGISTERING IN SAM, all vendors must report in the SAM database information pertaining to criminal, civil, and administrative proceedings through which a requisite determination of fault was made. This applies to all vendors that submit an offer on a Federal contract valued over \$500,000 and that have more than \$10 million in active contracts and grants as of the time of proposal submission. This data is automatically forwarded from SAM to the Federal Awardee Performance and Integrity Information System (FAPIIS) for use by Contracting Officers in making vendor responsibility determinations. Vendors must update this information in SAM semi-annually for the life of the contract.

SAM has been experiencing performance problems. If you have any issues with SAM, please contact the <https://www.fsd.gov/> (Federal Service Desk (FSD), the SAM help desk, open 8am - 8pm Eastern time); US Calls: 866-606-8220; International Calls: 334-206-7828. We advise vendors and grantees to submit questions and issues through the FSD website rather than calling. That way, FSD will be better able to give you a prompt response.

For more information, see the [System for Award Management \(SAM\)](#) website or contact the U.S. Embassy Belgrade Procurement section at [BLG-Procurement@state.gov](mailto:BLG-Procurement@state.gov)

You can also view a video tutorial on YouTube on how to register in SAM. The link to the video is <https://www.youtube.com/watch?v=9VPGVYPvch4>

## **SAM Common Registration Issues – NCB**

We understand that vendors have experienced difficulty registering in SAM. One of the most common issues is inaccurate address validation. SAM first validates that NATO Commercial and Government Entities (NCAGE) and Dun & Bradstreet (DUNS) addresses match. Following that, there is a check that the D&B address matches what the entity has on file with their national central bank (NCB). The NCB address is pulled from the vendor's primary bank account. Because SAM compares NCAGE and DUNS addresses before comparing DUNS and NCB addresses, entities occasionally correct addresses in both DUNS and NCAGE systems only to find out that they have to change those addresses again to match their NCB address.

Any mismatch in addresses including: bank account, NCAGE registration, DUNS registration, and SAM business address will cause a validation error. In order to mitigate the risk of a validation error, the following actions are recommended:

a. Identify the exact address data on file with their bank for the following elements:

STREET ADDRESS LINE 1  
STREET ADDRESS LINE 2  
CITY  
STATE  
POSTAL CODE  
COUNTRY

b. Both the NCAGE and DUNS addresses must match the banking address. See below screen samples of address entry screens.

c. In order to reduce opportunities for error, we recommend that you type, or if possible, copy and paste their banking address into a plain text editor (e.g. Notepad). After that, you may copy and paste from the text editor into DUNS, NCAGE, and SAM.

Accented characters (e.g. š, đ, ž, č, ć;) in banking address data will also cause a validation problem. If this situation exists, you should contact the Federal Service Desk (FSD) at +1-866-606-8220, report the problem, request that no action be taken and that the ticket be left open, then report the problem to [BLG-Procurement@state.gov](mailto:BLG-Procurement@state.gov)

DUNS Physical Address Data in SAM (This SAM.gov screen requires vendors to enter their address so that it matches the Physical Address in DUNS exactly) ([SAM.gov](https://sam.gov))

The screenshot shows a web form for entering DUNS Physical Address Data. On the left is a navigation menu with sections: Purpose of Registration, Core Data (with sub-items like DUNS Information, Verify DUNS Information, Business Information, CAGE or NCAGE Code, Ownership Details, Predecessor Details, General Information, Financial Information, Executive Compensation Questions, Proceedings Questions, Information Opt-Out, Review Core Data), Assertions, Representations and Certifications, Points of Contact, and Submit Certification. A 'BACK TO USER DASHBOARD' button is at the bottom left of the menu.

The main content area has a 'Page Description' box: 'Please enter the information associated with the unique identifier of the entity you want to register, i.e. the information for the DUNS Number you were assigned by Dun & Bradstreet (D&B). Mandatory fields are marked with an asterisk or star symbol. Complete all mandatory fields before continuing to the next page.'

Below the description are the following fields:

- Unique Identifier:**
  - DUNS Number:\* (text input)
  - Help text: 'If you don't already have one, you can request a DUNS Number for FREE from Dun & Bradstreet (D&B). For help, U.S. entities can contact D&B at 1-866-705-5711 or [govt@dnb.com](mailto:govt@dnb.com). International entities can email [SAMhelp@dnb.com](mailto:SAMhelp@dnb.com).'
- Entity Name:**
  - D&B Legal Business Name:\* (text input)
- DUNS Physical Address:**
  - Help text: 'Please enter the physical address associated with this DUNS number. Your SAM registration will not be activated if you used a mailing address to get your DUNS Number.'
  - Address Line 1:\* (text input)
  - Address Line 2: (text input)
  - City:\* (text input)
  - State/Province:\* (dropdown menu with 'Please select a value')
  - ZIP/Postal Code:\* (two text input boxes)
  - Country:\* (dropdown menu with 'UNITED STATES')

At the bottom are 'CANCEL' and 'PREVIOUS NEXT' buttons.

SAM DUNS Physical Address Data (showing validation against DUNS data feed) (SAM.gov)

<b>Purpose of Registration</b> <b>Core Data</b> ✓ DUNS Information ✓ Verify DUNS Information ● Business Information ● CAGE or NCAGE Code ● Ownership Details ● Predecessor Details ● General Information ● Financial Information ● Executive Compensation Questions ● Proceedings Questions ● Information Opt-Out ● Review Core Data <b>Assertions</b> <b>Representations and Certifications</b> <b>Points of Contact</b> Submit Certification BACK TO USER DASHBOARD	<p align="center"><b>Page Description</b></p> <p>Please carefully review the information retrieved from Dun &amp; Bradstreet (D&amp;B) for your entity's DUNS Number. Once you select Save and Continue on this page, the information from D&amp;B will appear in your entity's registration. You cannot change this information in SAM. If the information returned from D&amp;B is incorrect, please select Cancel and <a href="#">go to D&amp;B to make the necessary updates</a>.</p> <p><i>If D&amp;B sent you confirmation that your updates were completed more than 24 hours ago, and you don't see the updated information displayed under "Details Returned from D&amp;B," select the "Refresh D&amp;B Data" button.</i></p>																																								
	<table border="1"> <thead> <tr> <th align="center" colspan="2">Details Entered by the User</th> <th align="center" colspan="2">Details Returned from D&amp;B</th> </tr> </thead> <tbody> <tr> <td>DUNS:</td> <td>123456789</td> <td>DUNS:</td> <td>123456789</td> </tr> <tr> <td>Legal Business Name:</td> <td>Test University</td> <td>Legal Business Name:</td> <td>Test University</td> </tr> <tr> <td>Doing Business As:</td> <td>(none)</td> <td>Doing Business As:</td> <td>(none)</td> </tr> <tr> <td>Address Line 1:</td> <td>High Street</td> <td>Address Line 1:</td> <td>High Street</td> </tr> <tr> <td>Address Line 2:</td> <td></td> <td>Address Line 2:</td> <td></td> </tr> <tr> <td>City:</td> <td>Oxford</td> <td>City:</td> <td>Oxford</td> </tr> <tr> <td>State:</td> <td>Oxfordshire</td> <td>State:</td> <td>Oxfordshire</td> </tr> <tr> <td>ZIP/Postal Code:</td> <td>OX1 4AJ</td> <td>ZIP/Postal Code:</td> <td>OX1 4AJ</td> </tr> <tr> <td>Country:</td> <td>UNITED KINGDOM</td> <td>Country:</td> <td>UNITED KINGDOM</td> </tr> </tbody> </table>	Details Entered by the User		Details Returned from D&B		DUNS:	123456789	DUNS:	123456789	Legal Business Name:	Test University	Legal Business Name:	Test University	Doing Business As:	(none)	Doing Business As:	(none)	Address Line 1:	High Street	Address Line 1:	High Street	Address Line 2:		Address Line 2:		City:	Oxford	City:	Oxford	State:	Oxfordshire	State:	Oxfordshire	ZIP/Postal Code:	OX1 4AJ	ZIP/Postal Code:	OX1 4AJ	Country:	UNITED KINGDOM	Country:	UNITED KINGDOM
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State:	Oxfordshire	State:	Oxfordshire																																						
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Country:	UNITED KINGDOM	Country:	UNITED KINGDOM																																						
	CANCEL	SAVE AND CONTINUE																																							

Dun & Bradstreet Registration Data Entry (<https://fedgov.dnb.com/webform>)



Decide with Confidence

[D-U-N-S Number Request >](#) [Search >](#) [Enter Your Company Information >](#)

### Request for New D-U-N-S Number

Any affiliated companies at the same address, will not be affected. If there are affiliated companies at the same address, please specify in the Notes section.

Complete the information below to obtain a new D-U-N-S Number for your company's physical location.

**Note: All fields are required unless otherwise indicated.**

Company Name	
<input type="checkbox"/> Legal Name	<input type="text"/>
<input type="checkbox"/> Legal Structure	Select one <input type="button" value="v"/>
<input type="checkbox"/> Tradestyle Name 1 (optional)	<input type="text"/>
Tradestyle Name 2	<input type="text"/>
Tradestyle Name 3	<input type="text"/>
<input type="checkbox"/> Phone Number of Business (at the location listed below)	<input type="text"/>
Physical Address (Postbok, Post Box and APO/FPO address not accepted)	
<input type="checkbox"/> Street	<input type="text"/>
<input type="checkbox"/> City	<input type="text"/>
<input type="checkbox"/> State	<input type="text"/>
<input type="checkbox"/> Zip Code + 4/Postal Code	<input type="text"/>
Country	Select one <input type="button" value="v"/>

