On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!, a menu-driven database system. The internet address for GSA Advantage! is http://www.gsaadvantage.gov

Schedule for 00Corps - Professional Services Schedule (PSS)

FSC Group: 541
SIN(s):
541810 - ADVERTISING SERVICES
541910 - MARKET RESEARCH AND PUBLIC OPINION POLLING

CONTRACT NUMBER: 47QRAA18D001G
CONTRACT PERIOD: November 20, 2017 – November 19, 2022
BUSINESS SIZE: SMALL
BUSINESS TYPE: SMALL DISADVANTAGED BUSINESS
Year Incorporated: 2007
Corporation Type: LLC

In accordance with 13 C.F.R. 121.404, the Contractor is ineligible to participate in any RFQ that is set aside for small business where the subject contract’s awarded size status for the preponderance NAICS designated in the RFQ is “other than small”.

INTEGRITY MARKETING SOLUTIONS, LLC
dba ICE Factor

Website: www.icefactor.com
Address: 11 W MAIN ST STE 304 CARPENTERSVILLE, IL 60110-1706
Phone | (847) 844-0814
Fax | (630) 206-0136

CONTRACT ADMINISTRATOR:
Russell Kellogg
11 W Main Street STE 304 Carpentersville, IL 60110
Email: rkellogg@icefactor.com
Phone: (617) 759-9390

Effective November 20, 2017
CORE CAPABILITIES: ADVERTISING / MARKET RESEARCH AND ANALYSIS

STRATEGY AND CAMPAIGN DEVELOPMENT
Promotion Development and Execution Retail Marketing
Campaign Management
Branded Entertainment
Event Branding & Event Management
Production and Development

TOURS
Mobile Marketing Tours
Pop-Up Branded Environments

EXPERIENTIAL MARKETING
Brand Experience Creation
Consumer Engagement
Retail Events / Community Events
Brand Ambassadors / Staffing for Team Members

GUERRILLA MARKETING
Buzz Marketing
PR Events, Stunts & Events

TRADE SHOWS/SPONSORSHIP MARKETING
Trade Show Marketing
Corporate Branding and Advertising
Sponsorship Marketing

BRAND AMBASSADOR PROGRAMS
Product Sampling
Data Collection / E-Survey
Stencil Marketing

MOBILE PROGRAMS
Product Distribution
Mobile Media / Aerial Media
SMS Text Programs

INNOVATION
Concept Development
Design and Fabrication
Social Media Programs
ICE Factor is an experiential marketing agency that reaches consumers in every industry through innovative and eye-catching marketing solutions. Each experiential marketing campaign is designed to provide the optimal experience for your consumers, thereby yielding the maximum return for our clients. Whether you are looking to connect brands with consumers, inspire action, create a buzz, interact with your target market, create a product launch or product awareness, or an interactive national tour, ICE Factor is your solution.

ICE Factor strives to promote the precise image, feel and lasting impression that you want to deliver to your greatest asset - your consumers! Our full-service experiential marketing agency will create and execute branded experiences that achieve everything you desire and deliver superior results. Our Innovative Consumer Experience is sure to attract attention, engage consumers and generate the action your company deserves.

BRANDING  PROMOTING  EVENT MARKETING

www.icefactor.com
Some may call it guerrilla or buzz, but no matter what you call it, no matter what you want to achieve, ICE Factor is the full-service experiential marketing agency that brings your ideas to reality.

The ICE Factor team are consumer engagement experts and will develop strategies to find and engage consumers and have them interact with your brand. Our professional teams will communicate your message, bring your event to life and maximize your ROI. Each of ICE Factor’s services are structured to persuade and entice your target demographic. ICE Factor not only knows people, but we will create a unique and memorable experience that will captivate and inspire.

ICE Factor has integrated our unique marketing services to include, nationwide capabilities, simultaneous city activations, turnkey solutions, consumer data collection, and quick turnaround experiences. The ICE Factor experiential marketing agency is committed to offering the “Innovative Consumer Experience” where the consumers work, play and live!

What sets us apart from any other marketing company or agency? Well, sure we have our notable experience, in-house owned unique equipment, ability to provide a quick turnaround program, and yes, we provide face-to-face marketing experiences. But if you ask our client’s, it’s our team. Our dedicated ICE Factor team is committed to providing exceptional customer service, proven results, and a trained and professional team that will represent you and/or the most valuable asset – the client.
Gift of Hope Guinness Book of World Records Activation

Market: Illinois
Timing: 1 Day

Objectives: Develop, coordinate and execute experiential marketing activation to achieve Guinness Book of World Records for the most amount of organ donor signups in an 8 hour period.

Elements: Experiential and branded tent. Professional brand ambassadors approached and engaged students at the University of Illinois campus. Brand ambassadors were trained to educate consumers first about having the opportunity to become an Illinois organ and tissue donor and then speak about the initiative to be a part of the Guinness Book of World Records by making their commitment on that day.

Results: Generated 10,000+ impressions from student traffic, distributed 4,000 t-shirts, and 2,500 wristbands. Demolished previous Guinness Book of World Records standing. Old Record: 765. New Record: 2,262

Other: ICE Factor has been working with Gift of Hope since 2010. Each year, ICE Factor develops, coordinates, and executes experiential marketing campaigns at a variety of locations throughout Illinois for Gift of Hope. Our turnkey services for Gift of Hope have set the standard for engagement and registrations within the brand, Donate Life, and its community. ICE Factor’s successful training methods and engagement process has been so successful that ICE Factor now trains volunteers and employees for the Donate Life brand. Since working with Gift of Hope, ICE Factor is regularly contacted by the Donate Life brand to activate campaigns in multiple states.
ICE Factor has a proven track record with our clients. Each receives not only the best customer service and the attention and respect that they deserve, but the peace of mind that we will fulfill our promise and commitment to truly take care of everyone involved. If it wasn’t for our clients, then we wouldn’t be here today. We have a nationwide network of professional team members in the Event Marketing industry. With ICE Factor, your campaign is not limited to a specific area. We can activate anywhere in the country!

Our strength comes from our knowledge, expertise and our “get it done” attitude. With a combined experience of over 20 years in the marketing industry, our clients continue to receive the benefits of our expertise. Rather than continue to boast about our strengths and achievements, why not just ask a few of our clients why you should hire ICE Factor. Visit our website today where they happily share their opinions.
CUSTOMER INFORMATION

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINS)

   541810 - ADVERTISING SERVICES
   541910 - MARKET RESEARCH AND PUBLIC OPINION POLLING

1b. PRICING: Price shown in price list are net, all discounts deducted.

2. MAXIMUM ORDER: $1,000,000.00 per SIN for all SIN’s under this contract

3. MINIMUM ORDER: $100.00

4. GEOGRAPHIC COVERAGE (DELIVERY AREA): US Domestic

5. POINT OF PRODUCTION:

   Integrity Marketing Solutions LLC
   dba ICE Factor
   11 W MAIN ST STE 304
   CARPENTERSVILLE, IL 60110-1706

6. DISCOUNT: Prices are Government net, all discounts deducted.

7. QUANTITY DISCOUNTS:

   2% for orders over $150,000.00;
   3% for task orders between $250,000.00 and $500,000.00; and
   5% for task orders over $500,000.00

8. PROMPT PAYMENT: Net 30 Days

9a. NOTIFICATION THAT GOVERNMENT PURCHASE CARDS ARE ACCEPTED BELOW THE MICROPURCHASE THRESHOLD: YES

9b. NOTIFICATION THAT GOVERNMENT PURCHASE CARDS ARE ACCEPTED ABOVE THE MICROPURCHASE THRESHOLD: WILL ACCEPT OVER $3,000

10. FOREIGN ITEMS: Not Applicable

11a. TIME OF DELIVERY: Will adhere to the delivery schedule as specified by the Agency purchase order.

11b. EXPEDITED DELIVERY: Contact contractor to negotiate expedited delivery.

11c. OVERNIGHT AND 2 DAY DELIVERY: Contract contractor to negotiate overnight and 2-day delivery.

11d. URGENT REQUIREMENTS: Contact the contractor for faster delivery or rush requirements.
12. F.O.B. POINTS: DESTINATION

13. ORDERING ADDRESS:

   Integrity Marketing Solutions LLC
   dba ICE Factor
   11 W MAIN ST STE 304
   CARPENTERSVILLE, IL 60110-1706

14. PAYMENT ADDRESS:

   Integrity Marketing Solutions LLC
   dba ICE Factor
   11 W MAIN ST STE 304
   CARPENTERSVILLE, IL 60110-1706

15. WARRANTY PROVISION: Contractor’s standard commercial warranty

16. EXPORT PACKING: Not Applicable

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE (ANY THRESHOLDS ABOVE THE MICROPURCHASE LEVEL: Contract / Contractor

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE AND REPAIR: Not Applicable

19. TERMS AND CONDITIONS OF INSTALLATION: Not Applicable

20. TERMS AND CONDITIONS OF REPAIR PARTS, ETC.: Not Applicable

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES: Not Applicable

21. LIST OF SERVICE AND DISTRIBUTION POINTS: Not Applicable

22. LIST OF PARTICIPATING DEALERS: Not Applicable

23. PREVENTATIVE MAINTENANCE: Not Applicable

24a. ENVIRONMENTAL ATTRIBUTES: Not Applicable

24b. SECTION 508 COMPLIANCE FOR EIT: Not Applicable

25. DATA UNIVERSAL NUMBER SYSTEM (DUNS NUMBER): 828062864

26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTO REGISTRATION (CCR DATABASE): Integrity Marketing Solutions LLC is registered with the Central Contractor Registration Database.

27. FINAL PRICING: The rates shown below include the Industrial Funding Fee (IFF) of 0.75%
LABOR PRICE LIST

The following table presents Integrity Marketing Solutions LLC rates, inclusive of all GSA discounts and the Industrial Funding Fee (IFF) for 541810 Advertising Services, and 541910 Market Research and Public Opinion Polling.

<table>
<thead>
<tr>
<th>SIN(s)</th>
<th>Labor Category</th>
<th>Education</th>
<th>Experience</th>
<th>EPA</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>541810;</td>
<td>Intern</td>
<td>High School Diploma</td>
<td>0</td>
<td>1.90%</td>
<td>$37.48</td>
<td>$38.19</td>
<td>$38.92</td>
<td>$39.66</td>
<td>$40.41</td>
</tr>
<tr>
<td>541910</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>541810;</td>
<td>Account</td>
<td>High School Diploma</td>
<td>0</td>
<td>1.90%</td>
<td>$61.57</td>
<td>$62.74</td>
<td>$63.93</td>
<td>$65.15</td>
<td>$66.39</td>
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<tr>
<td>541910</td>
<td>Coordinator</td>
<td></td>
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</tr>
<tr>
<td>541810;</td>
<td>Account</td>
<td>High School Diploma</td>
<td>2</td>
<td>1.90%</td>
<td>$80.68</td>
<td>$82.21</td>
<td>$83.77</td>
<td>$85.36</td>
<td>$86.98</td>
</tr>
<tr>
<td>541910</td>
<td>Executive</td>
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<tr>
<td>541810;</td>
<td>Senior</td>
<td>High School Diploma</td>
<td>3</td>
<td>1.90%</td>
<td>$91.48</td>
<td>$93.21</td>
<td>$94.99</td>
<td>$96.79</td>
<td>$98.63</td>
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<tr>
<td>541910</td>
<td>Account</td>
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<tr>
<td>541810;</td>
<td>Manager</td>
<td>Bachelor’s degree</td>
<td>4</td>
<td>1.90%</td>
<td>$125.78</td>
<td>$128.17</td>
<td>$130.61</td>
<td>$133.09</td>
<td>$135.62</td>
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<td>541910</td>
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</tr>
<tr>
<td>541810;</td>
<td>Vice President</td>
<td>Bachelor’s degree</td>
<td>7</td>
<td>1.90%</td>
<td>$228.70</td>
<td>$233.04</td>
<td>$237.47</td>
<td>$241.98</td>
<td>$246.58</td>
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<td>541910</td>
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</tr>
<tr>
<td>541810;</td>
<td>Executive</td>
<td>Bachelor’s degree</td>
<td>12</td>
<td>1.90%</td>
<td>$205.19</td>
<td>$209.09</td>
<td>$213.06</td>
<td>$217.11</td>
<td>$221.23</td>
</tr>
<tr>
<td>541910</td>
<td>President</td>
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<td></td>
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</tr>
<tr>
<td>541810;</td>
<td>Managing</td>
<td>Bachelor’s degree</td>
<td>15</td>
<td>1.90%</td>
<td>$241.40</td>
<td>$245.99</td>
<td>$250.66</td>
<td>$255.42</td>
<td>$260.28</td>
</tr>
<tr>
<td>541910</td>
<td>Director</td>
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<td></td>
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</tbody>
</table>
The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the indicated (***) SCA labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e. nationwide).

**LABOR CATEGORY DESCRIPTIONS**

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Detailed Position Description and Functional Responsibilities</th>
<th>Min Years of Experience</th>
<th>Min Education Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intern</td>
<td>Interns support the work of the account team and the company for administrative and clerical work while adapting and retaining new skills in experiential marketing. Interns possess basic clerical, media and communications skills, and are learning to showcase judgment, flexibility, independence, and follow-through.</td>
<td>0</td>
<td>High School Diploma</td>
</tr>
<tr>
<td>Account Coordinator</td>
<td>Account Coordinators play a pivotal role in supporting the work of the account team and the company in both a client service and an administrative capacity, including administrative and production support for the implementation of innovative and experiential projects. Account Coordinators possess excellent clerical skills, judgment, flexibility, independence, and follow-through. Account Coordinators perform basic media skills in experiential marketing, including the ability to conduct media research and create media lists, as well as contacting vendors.</td>
<td>0</td>
<td>High School Diploma</td>
</tr>
<tr>
<td>Account Executive</td>
<td>With up to two years of experience, Account Executives have direct contact with clients, initiate ideas in weekly meetings, and work separately on planned tasks. Account Executives demonstrate the ability to research options and source information utilizing great writing skills. These Account Executives also have experience with social media, organizational and production skills. They are able to review and summarize information and provide analysis of trends to both the team and clients.</td>
<td>2</td>
<td>High School Diploma</td>
</tr>
<tr>
<td>Job Title</td>
<td>Detailed Position Description and Functional Responsibilities</td>
<td>Min Years of Experience</td>
<td>Min Education Level</td>
</tr>
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</tr>
<tr>
<td>Senior Account Executive</td>
<td>With up to three years of experience, Senior Account Executives play a primary, independent implementation role in client work by writing and presenting experiential methods, and developing creative communication plans and planning documents for client review. Senior Account Executives demonstrate a high level of expertise with experiential marketing. Senior Account Executives are capable of managing discrete projects and analyzing results, as well as demonstrating tactical excellence in executing plans.</td>
<td>3</td>
<td>High School Diploma</td>
</tr>
<tr>
<td>Account Manager</td>
<td>With up to four years of experience, Account Supervisors demonstrate high-level industry expertise in experiential marketing and a good knowledge of more than one industry sector, think creatively, develop concepts, and plan strategically. Account Supervisors have project and event management, budgeting, counseling, and emerging business development and people management skills and oversee the planning and execution of experiential activations. They manage key accounts with little supervision and communicate daily with staff regarding clients’ business. They provide ideas, concepts and designs proactively to maximize results and anticipate issues while ensuring that client objectives are met. They provide excellent client service, apply the office’s best resources, and are learning to effectively manage people involved in projects, in the office and in the field. Account Supervisors demonstrate the ability and means to deliver on creative concepts and visions, performance requirements and growth projections.</td>
<td>4</td>
<td>Bachelor’s degree</td>
</tr>
<tr>
<td>Vice President</td>
<td>With up to seven years of experience, Vice Presidents are seasoned professionals with broad-based skills in all facets of experiential marketing who provide excellent client service and contribute significantly as a valued leader and resource for clients and account teams. They manage programs and accounts independently and effectively from creative concept development to implementation to measurement and proven experience in managing all aspects of large client programs. Vice Presidents build strong client relationships and have the confidence of the client organization. They provide counsel at senior levels, analyze and solve problems, and understand how to integrate all phases of communications plans. Vice Presidents oversee program and budget management to ensure that results are maximized for the client.</td>
<td>7</td>
<td>Bachelor’s degree</td>
</tr>
<tr>
<td>Position</td>
<td>Experience</td>
<td>Qualification</td>
<td>Details</td>
</tr>
<tr>
<td>-------------------</td>
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</tr>
<tr>
<td>Executive President</td>
<td>With up to twelve years of experience, Executive Vice Presidents significantly contribute to the firm’s overall performance and revenues and consistently identify and develop strategic new business opportunities. They exemplify and manage achievement of the firm’s vision and values, across all facets of communications. Executive Vice Presidents provide expertise and creative and strategic thought leadership in their respective disciplines, add depth to client service capabilities, leverage the full resources of the firm for clients, and provide leadership to vice presidents and other team members. They create thought leadership opportunities for the firm and also partner with colleagues in other agency practice areas, offices, and business units.</td>
<td>12</td>
<td>Bachelor’s degree</td>
</tr>
<tr>
<td>Managing Director</td>
<td>With up to fifteen years of experience, Managing Directors provide creative and strategic leadership for the company. Managing Directors hold ultimate responsibility for the work of the company and set objectives and performance standards. Managing Directors advise all company officers on complex communications strategies and issues for experiential marketing and utilize the resources of the entire firm, as necessary, to serve all clients.</td>
<td>15</td>
<td>Bachelor’s degree</td>
</tr>
</tbody>
</table>