FEDERAL SUPPLY SERVICE AUTHORIZED
FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST

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 Title:** Multiple Award Schedule (MAS)

<table>
<thead>
<tr>
<th>Large Category</th>
<th>Subcategory</th>
<th>PSC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Services</td>
<td>Marketing and Public Relations</td>
<td>T006</td>
</tr>
<tr>
<td></td>
<td></td>
<td>R499</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DD01</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>Complementary Special Item Numbers (SINs)</td>
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</tbody>
</table>

For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at www.gsa.gov

**Contract Number:** 47QRAA19D0079

**Contract Period:** April 23, 2019 to April 22, 2024

**Contractor:** Lightspeed Marketing Communications, Inc.

**Contractor’s Administration Source:**
Rob Johnson  
14460 Falls of Neuse Rd Ste 149-301  
Raleigh, NC 27614  
Phone: 919-301-0968  
Email: rob@lightspeedmarketing.com  
www.lightspeedmarketing.com

**Business Size:** Small Business

Price list current as of Modification #PS-A812 effective June 3, 2020

Prices shown herein are Net (Discount deducted)
FEDERAL SUPPLY SERVICE

CUSTOMER INFORMATION:

1a. Awarded Special Item Numbers (SINs)

<table>
<thead>
<tr>
<th>Large Category</th>
<th>Subcategory</th>
<th>SINs</th>
<th>SIN Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional</td>
<td>Marketing and Public Relations</td>
<td>512110</td>
<td>Video/Film Production</td>
</tr>
<tr>
<td>Professional</td>
<td>Marketing and Public Relations</td>
<td>541430</td>
<td>Graphic Design Services</td>
</tr>
<tr>
<td>Professional</td>
<td>Marketing and Public Relations</td>
<td>541511</td>
<td>Web Based Marketing</td>
</tr>
<tr>
<td>Professional</td>
<td>Marketing and Public Relations</td>
<td>561920</td>
<td>Conference, Meeting, Event and Trade Show Planning Services</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>Complementary Special Item Numbers (SINs)</td>
<td>OLM</td>
<td>Order Level Materials</td>
</tr>
</tbody>
</table>

1b. Lowest Priced Model Number and Price For Each SIN: N/A

1c. Hourly & Service Rates: See price list on page

2. MAXIMUM ORDER:

<table>
<thead>
<tr>
<th>Large Category</th>
<th>Subcategory</th>
<th>SINs</th>
<th>Maximum Order</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional</td>
<td>Marketing and Public Relations</td>
<td>512110</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Professional</td>
<td>Marketing and Public Relations</td>
<td>541430</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Professional</td>
<td>Marketing and Public Relations</td>
<td>541511</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Professional</td>
<td>Marketing and Public Relations</td>
<td>561920</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>Complementary Special Item Numbers (SINs)</td>
<td>OLM</td>
<td>$250,000</td>
</tr>
</tbody>
</table>

3. MINIMUM ORDER: $100

4. GEOGRAPHIC COVERAGE: Domestic

5. POINT(S) OF PRODUCTION: Same as contractor
6. **DISCOUNT FROM LIST PRICES**: Prices shown are GSA Net, discount deducted.

7. **QUANTITY DISCOUNT(S)**: None

8. **PROMPT PAYMENT TERMS**: Net 30 Days

   Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. **FOREIGN ITEMS**: Not Applicable

10a. **TIME OF DELIVERY**: Determined on the Task Order Level

10b. **EXPEDITED DELIVERY**: Contact contractor

10c. **OVERNIGHT AND 2-DAY DELIVERY**: Contact contractor

10d. **URGENT REQUIREMENTS**: Agencies can contact the Contractor’s representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

11. **FOB POINT**: Destination

12a. **ORDERING ADDRESS**: Same as contractor

12b. **ORDERING PROCEDURES**: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3

13. **PAYMENT ADDRESS**: Same as contractor

14. **WARRANTY PROVISION**: Not Applicable

15. **EXPORT PACKING CHARGES**: N/A

16. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE)**: N/A

17. **TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE)**: N/A

18a. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE)**: N/A

18b. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE)**: N/A

19. **LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE)**: N/A
20. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A

21. PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A

22a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A

22b. Section 508 Compliance for EIT: N/A

23. Unique Entity Identifier (UEI) Number: 827896064

24. Contractor has an active registration in the SAM database.
## PROFESSIONAL SERVICES WORK SCOPE

<table>
<thead>
<tr>
<th>SIN</th>
<th>SIN Title</th>
<th>Subcategory</th>
</tr>
</thead>
<tbody>
<tr>
<td>512110</td>
<td>Video/Film Production</td>
<td>Marketing and Public Relations</td>
</tr>
</tbody>
</table>

**DESCRIPTION:** Services include writing, directing, shooting, arranging for talent / animation, narration, music and sound effects, duplication, distribution, video scoring; and editing.

Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services, and/or issues in various outputs such as: industry standard formats, accessibility and video streaming development. Filming in studios, on location, live shows or events may also be required.

**NOTE:** Any commissions received for media placement will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

<table>
<thead>
<tr>
<th>SIN</th>
<th>SIN Title</th>
<th>Subcategory</th>
</tr>
</thead>
<tbody>
<tr>
<td>541430</td>
<td>Graphic Design Services</td>
<td>Marketing and Public Relations</td>
</tr>
</tbody>
</table>

**DESCRIPTION:** Services include planning, designing, and managing the production of visual communication in order to convey specific messages or concepts, clarify complex information, or project visual identities.

These services can include the design of printed materials, packaging, advertising, signage systems, and corporate identification (logos) and can include commercial artists engaged exclusively in generating drawings and illustrations requiring technical accuracy or interpretative skills.

Examples include commercial art, graphic design, special effects services that educate the consumer market about product(s) and/or service(s); updating, rewriting, and/or editing pre existing materials; developing conceptual design and layouts, creating sketches, drawings, publication designs, and typographic layouts; and furnishing custom or stock artwork (including electronic artwork).

**NOTE:** Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

<table>
<thead>
<tr>
<th>SIN</th>
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<th>Subcategory</th>
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<tbody>
<tr>
<td>541511</td>
<td>Web Based Marketing</td>
<td>Marketing and Public Relations</td>
</tr>
</tbody>
</table>

**DESCRIPTION:** Services include, but are not limited to writing, modifying, testing, and supporting software to meet the needs of a particular customer. This can include website design and maintenance services, search engine development, email marketing, interactive marketing, web based advertising (including marketing and social media outlets), webcasting, video conferencing via the web, section 508 compliance, including captioning services, online media management; and related activities to web based services.

Media will be provided in a format that is compatible with the ordering agency's software requirements. Continual website updates and maintenance may also be required.

**NOTE:** Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.
<table>
<thead>
<tr>
<th>SIN</th>
<th>SIN Title</th>
<th>Subcategory</th>
</tr>
</thead>
<tbody>
<tr>
<td>561920</td>
<td>Conference, Meeting, Event and Trade Show Planning Services</td>
<td>Marketing and Public Relations</td>
</tr>
</tbody>
</table>

**DESCRIPTION:** Service include organizing, promoting, and/or managing events, such as business and trade shows, conventions, conferences, and meetings (whether or not they manage and provide the staff to operate the facilities in which these events take place), project management, coordination and implementation of third party participation, collection management of third party payment for participation, liaison support with venue, audiovisual and information technology support, topic and speaker identification, site location research, reservation of facilities, on-site meeting and registration support, editorial services, automation and telecommunications support, design and editing productions; and mailing and other communication with attendees including pre/post meeting mailings/travel support and computer database creation.

<table>
<thead>
<tr>
<th>SIN</th>
<th>SIN Title</th>
<th>Subcategory</th>
</tr>
</thead>
<tbody>
<tr>
<td>OLM</td>
<td>Order-Level Materials (OLM)</td>
<td>Complementary Special Item Numbers (SINs)</td>
</tr>
</tbody>
</table>

**DESCRIPTION:** OLMs are supplies and/or services acquired in direct support of an individual task or delivery order placed against a Schedule contract or BPA. OLM pricing is not established at the Schedule contract or BPA level, but at the order level. Since OLMs are identified and acquired at the order level, the ordering contracting officer (OCO) is responsible for making a fair and reasonable price determination for all OLMs.

OLMs are procured under a special ordering procedure that simplifies the process for acquiring supplies and services necessary to support individual task or delivery orders placed against a Schedule contract or BPA. Using this new procedure, ancillary supplies and services not known at the time of the Schedule award may be included and priced at the order level.

**OLM SIN-Level Requirements/Ordering Instructions:**
OLMs are:
- Purchased under the authority of the FSS Program
- Unknown until an order is placed
- Defined and priced at the ordering activity level in accordance with GSAR clause 552.238-115 Special Ordering Procedures for the Acquisition of Order-Level Materials. (Price analysis for OLMs is not conducted when awarding the FSS contract or FSS BPA; therefore, GSAR 538.270 and 538.271 do not apply to OLMs)
- Only authorized for use in direct support of another awarded SIN.
- Only authorized for inclusion at the order level under a Time-and-Materials (T&M) or Labor-Hour (LH) Contract Line Item Number (CLIN)
- Subject to a Not To Exceed (NTE) ceiling price

OLMs are not:
- Open Market Items.
- Items awarded under ancillary supplies/services or other direct cost (ODC) SINs (these items are defined, priced, and awarded at the FSS contract level)

**OLM Pricing:**
- Prices for items provided under the Order-Level Materials SIN must be inclusive of the Industrial Funding Fee (IFF).
- The value of OLMs in a task or delivery order, or the cumulative value of OLMs in orders against an FSS BPA awarded under an FSS contract, cannot exceed 33.33%.

**NOTE:** When used in conjunction with a Cooperative Purchasing eligible SIN, this SIN is Cooperative Purchasing Eligible.
## PROFESSIONAL SERVICES AWARDED PRICES & LABOR CATEGORIES

<table>
<thead>
<tr>
<th>SIN(s)</th>
<th>Labor Category</th>
<th>GSA Price w/ IFF</th>
<th>Unit of Issue</th>
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</thead>
<tbody>
<tr>
<td>512110, 561920</td>
<td>Animator</td>
<td>$122.17</td>
<td>Hour</td>
</tr>
<tr>
<td>512110, 561920</td>
<td>Camera Operator</td>
<td>$136.82</td>
<td>Hour</td>
</tr>
<tr>
<td>541511, 512110, 561920, 541430</td>
<td>Communications Manager</td>
<td>$97.73</td>
<td>Hour</td>
</tr>
<tr>
<td>541511, 512110, 561920, 541430</td>
<td>Creative Director</td>
<td>$219.89</td>
<td>Hour</td>
</tr>
<tr>
<td>512110, 561920</td>
<td>Director of Photography</td>
<td>$171.02</td>
<td>Hour</td>
</tr>
<tr>
<td>512110, 561920</td>
<td>Editor</td>
<td>$122.17</td>
<td>Hour</td>
</tr>
<tr>
<td>561920</td>
<td>Event Director</td>
<td>$195.46</td>
<td>Hour</td>
</tr>
<tr>
<td>541511, 512110, 561920, 541430</td>
<td>Graphic Designer</td>
<td>$122.17</td>
<td>Hour</td>
</tr>
<tr>
<td>541511, 512110, 561920, 541430</td>
<td>Managing Director</td>
<td>$219.89</td>
<td>Hour</td>
</tr>
<tr>
<td>561920</td>
<td>Meeting Coordinator</td>
<td>$78.18</td>
<td>Hour</td>
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<tr>
<td>561920</td>
<td>Meeting Manager</td>
<td>$122.17</td>
<td>Hour</td>
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<tr>
<td>541511, 512110, 561920, 541430</td>
<td>Project Manager</td>
<td>$122.16</td>
<td>Hour</td>
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<tr>
<td>512110, 561920, 541430</td>
<td>Sr. Communications Manager</td>
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<tr>
<td>541511, 561920</td>
<td>Sr. Web Developer</td>
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<tr>
<td>541511, 561920</td>
<td>Web Developer</td>
<td>$92.84</td>
<td>Hour</td>
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</table>

**Service Contract Labor Standards:** The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule (MAS) and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and / or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.
AWARDED LABOR CATEGORY DESCRIPTIONS

Animator

The Animator is responsible for developing and compositing motion graphics and animations for use in video projects. They have extensive knowledge with Adobe AfterEffects and other 2-D & 3-D animation software used in the development of motion graphics and animations. The Animator works under the direction of the Director of Photography and/or Managing Director.

Minimum Education: Bachelor’s degree in computer graphics or related discipline
Minimum Experience: 5 years

Camera Operator

The Camera Operator works under the direction of the Director of Photography and/or the Creative Director. He or she is responsible for camera operation in single or multi-camera setups and possesses the visual skills and technological knowledge required to operate cameras.

Minimum Education: Bachelor’s degree in film or related discipline
Minimum Experience: 3 years

Communications Manager

The Communications Manager works with clients in developing and executing strategic communications plans for media relations, public relations, advertising or marketing. Duties include creating communication materials such as press releases, emails, copy decks, messaging hierarchy, scripts, collateral and website copy, marketing copy and other messaging needs for projects.

Minimum Education: Bachelor’s degree
Minimum Experience: 3 years

Creative Director

The Creative Director provides strategic creative vision for clients’ projects. Duties include visual/creative conception; art direction for web/digital executions, publications and other production pieces, presentations, audiovisuals, advertising and marketing initiatives. He or she supervises our graphic design staff and reviewing all designs, artwork, photography and graphics developed by staff and presents projects to clients for approval. The Creative Director is responsible for the overall quality of work produced for each project.

Minimum Education: Master’s degree in graphic design or related discipline
Minimum Experience: 10 years
**Director of Photography**

The Director of Photography is responsible for shooting principle photography and videography, including all camera technical operations. The Director of Photography plans, directs, and coordinates filming / photography by conferring with other staff including Managing Director and Creative Director regarding the desired outcomes for the project. Utilizing extensive knowledge of filming techniques, filming requirements, and computations, he or she determines photography / videography approach and directs our photo / video crew in implementing approach including requirements, camera selection, accessories, equipment, and film stock.

Minimum Education: Bachelor’s degree in film or related discipline
Minimum Experience: 10 years

**Editor**

The Editor is responsible for post-production editing the video projects by integrating motion graphics, audio, raw video footage and images. They have extensive knowledge with Adobe Premier, Final Cut Pro, and Adobe AfterEffects as the primary software for editing. The Editor works under the direction of the Director of Photography and / or Managing Director.

Minimum Education: Bachelor’s degree in film or related discipline
Minimum Experience: 3 years

**Event Director**

The Event Director is responsible for managing and overseeing the strategy, planning and execution of events, meetings and conferences on behalf of clients. He or she serves as primary interface with client. He or she supervises our event and meeting staff, and serves as the team leader onsite at the event.

Minimum Education: Bachelor’s degree in hospitality or related discipline
Minimum Experience: 15 years

**Graphic Designer**

The Graphic Designer designs, develops and creates layouts, incorporating illustrations, electronic art, and other graphic elements for projects. He or she combines aesthetic judgment with management skills, while keeping up with technological advances that affect the design industry. Extensive knowledge of programs such as Adobe Photoshop, Adobe Illustrator, Adobe InDesign is required

Minimum Education: Bachelor’s degree in graphic design or related discipline
Minimum Experience: 6 years
Managing Director

The Managing Director directs all agency decision-making, including providing big-picture insight for strategic marketing, communications, web development and event projects. He or she directly manages relationships with clients. The Managing Director serves as the industry expert and will offer direction on all projects. They will oversee the overall successful execution of and manage of task orders as well as any contractual matters.

Minimum Education: Bachelor’s degree
Minimum Experience: 15 years

Meeting Coordinator

The Meeting Coordinator works under the direction of the Event Director, Meeting Manager and/or Managing Director. He or she acts as support personnel for event, meeting and conference activities. Responsibilities include preparing and shipping event materials, processing registrations, preparing event communications, coordinating distribution of event materials, prepping meeting rooms, and onsite execution of tasks.

Minimum Education: Bachelor’s degree in hospitality or related discipline
Minimum Experience: 1 year

Meeting Manager

The Meeting Manager works under the direction of the Event Director and/or Managing Director and is responsible for planning of pre, on-site, and post meeting/conference activities, budgeting, and negotiating and contracting with hotels and vendors for related event services. He or she is responsible for project tasks and timelines.

Minimum Education: Bachelor’s degree in hospitality or related discipline
Minimum Experience: 7 years

Project Manager

The Project Manager resources, budgets and time schedules related to the development project plans on behalf of clients. He or she works under the direction of the Managing Director.

Minimum Education: Bachelor’s degree
Minimum Experience: 3 years
Sr. Communications Manager

The Senior Communications Manager supports clients in developing and executing strategic communications plans for media relations, public relations, advertising or marketing. Duties include creating communication materials such as press releases, emails, copy decks, messaging hierarchy, scripts, collateral and website copy, marketing copy and other messaging needs for projects. He or she supervises our communications staff and reviewing all work developed by staff and presents projects to clients for approval.

Minimum Education: Bachelor’s degree
Minimum Experience: 8 years

Sr. Web Developer

The Senior Web Developer works under the direction of the Creative Director and/or Managing Director. He or she is responsible for analyzing requirements and designing web applications using a variety of technology and manages our web development staff.

Minimum Education: Bachelor’s degree in web development or related discipline
Minimum Experience: 5 years

Web Developer

The Web Developer works under the direction of the Senior Web Developer, Creative Director and/or Managing Director. He or she is responsible for analyzing requirements and designing web applications using a variety of technology.

Minimum Education: Bachelor’s degree in web development or related discipline
Minimum Experience: 3 years