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: GSAAdvantage.gov.

Multiple Award Schedule (MAS)  
Federal Supply Group: Professional Services  
Contract Number: 47QRAA21D003U  
For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.  
Contract Period: March 23, 2021 – March 22, 2026

Contractor: The INSTITUTE FOR PERCEPTION LTD.  
7629 Hull Street RD  
Chesterfield, VA 23235-6441  
Business Size: Small Business  
Telephone: 804-675-2980  
FAX Number: 804-675-2983  
Web Site: www.ifpress.com  
E-mail: daniel.m.ennis@ifpress.com  
Contract Admin.: Daniel M. Ennis, Ph.D.

CUSTOMER INFORMATION:

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to item descriptions and awarded price(s):

<table>
<thead>
<tr>
<th>SIN</th>
<th>Recovery</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541613</td>
<td>541613RC</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>611430</td>
<td>611430RC</td>
<td>Professional and Management Development Training</td>
</tr>
<tr>
<td>OLM</td>
<td>OLMRC/OLMSTLOC</td>
<td>Order Level Materials (OLM)</td>
</tr>
</tbody>
</table>

1b. Lowest Priced Model Number and Price for Each SIN: See GSA Price List for details

1c. If the Contractor is proposing hourly rates a description of all corresponding commercial job titles, experience, functional responsibility, and education for those types of employees or subcontractors who will perform services shall be provided. See pages 6-7.

2. Maximum Order: $1,000,000.00

3. Minimum Order: $250.00
4. **Geographic Coverage (delivery Area):** Domestic Only

5. **Point(s) of production:** 7629 Hull Street Road, North Chesterfield, VA 23235

6. **Discount from list prices or statement of net price:** Government net prices (discounts already deducted).

7. **Quantity Discounts:** Yes

<table>
<thead>
<tr>
<th>Tier</th>
<th>Threshold Amount</th>
<th>Additional Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>For orders over $50,000</td>
<td>1%</td>
</tr>
<tr>
<td>2</td>
<td>For orders between $100,000 and $250,000</td>
<td>2%</td>
</tr>
<tr>
<td>3</td>
<td>For orders over $250,000</td>
<td>3%</td>
</tr>
</tbody>
</table>

8. **Prompt payment terms:** Net 30 days. Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. **Foreign items (list items by country of origin):** None

10a. **Time of Delivery (Contractor insert number of days):** Specified on the Task Order

10b. **Expedited Delivery.** The Contractor will insert the sentence “Items available for expedited delivery are noted in this price list.” under this heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery: Contact Contractor

10c. **Overnight and 2-day delivery.** The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery: Contact Contractor

10d. **Urgent Requirements.** The Contractor will note in its price list the “Urgent Requirements” clause of its contract and advise agencies that they can also contact the Contractor’s representative to affect a faster delivery: Contact Contractor

11. **F.O.B Points(s):** Destination

12a. **Ordering Address(es):** 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(es):** Same as company address

14. **Warranty provision.:** Contractor’s standard commercial warranty.

15. **Export Packing Charges (if applicable):** 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 applicable):** 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. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g., contactor’s website or other location.) N/A

23. Data Universal Numbering System (DUNS) number: 132522272

24. Notification regarding registration in System for Award Management (SAM) database: Registered

Final Pricing:
The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.

<table>
<thead>
<tr>
<th>Item</th>
<th>SIN</th>
<th>Awarded Labor Category</th>
<th>Site</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>1</td>
<td>541613</td>
<td>Principal/Partner/Member</td>
<td>Both</td>
<td>$453.40</td>
<td>$457.93</td>
<td>$462.51</td>
<td>$467.14</td>
<td>$471.81</td>
</tr>
<tr>
<td>2</td>
<td>541613</td>
<td>Officer/Director</td>
<td>Both</td>
<td>$302.26</td>
<td>$305.29</td>
<td>$308.34</td>
<td>$311.42</td>
<td>$314.54</td>
</tr>
<tr>
<td>3</td>
<td>541613</td>
<td>Professional</td>
<td>Both</td>
<td>$211.58</td>
<td>$213.70</td>
<td>$215.84</td>
<td>$218.00</td>
<td>$220.18</td>
</tr>
<tr>
<td>4</td>
<td>541613</td>
<td>Administrator**</td>
<td>Both</td>
<td>$120.90</td>
<td>$122.11</td>
<td>$123.33</td>
<td>$124.57</td>
<td>$125.81</td>
</tr>
</tbody>
</table>

SIN/SIN(s) Proposed*

<table>
<thead>
<tr>
<th>SIN/SIN(s) Proposed*</th>
<th>Course Title*</th>
<th>Course Length*</th>
<th>Minimum Participants</th>
<th>Maximum Participants</th>
<th>Price Offered to GSA (including IFF)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>611430</td>
<td>Difference Testing</td>
<td>1 Day</td>
<td>1</td>
<td>50</td>
<td>$450.88</td>
</tr>
<tr>
<td>611430</td>
<td>Advertising Claims Substantiation</td>
<td>2.5 Days</td>
<td>1</td>
<td>50</td>
<td>$994.96</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>SCA Eligible Labor Category</th>
<th>SCA Equivalent Code Title</th>
<th>Wage Determination No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative</td>
<td>01020 – Administrative Assistant</td>
<td>2015-4313</td>
</tr>
</tbody>
</table>

The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (** in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).
Company Overview

The Institute for Perception, founded in 1993, is a full-service research consulting firm specializing in premium quality services to help convert marketing concepts or technical inventions into innovative new products. We also help to support advertising claims. We conduct extensive research on new models of human perception to provide a basis for methods to support product development, market research, and advertising claim substantiation. We offer training opportunities in these areas through courses, books, peer reviewed publications, technical reports, and webinars.

Our Services

Project Management
We have developed and perfected our expertise in all phases, which guarantees your research team with a smooth and as close to flawless execution as possible, through optimal planning and anticipation of potential project-related issues.
- Study design
- Data collection
- Analyses, interpretation, and reporting

Advertising Claims Support
We provide expert witnessing in National Advertising Division (NAD) and litigated cases for many product categories. This expertise makes us uniquely suited to manage projects for claim substantiation to fit a prospective claim.

We collaborate with the NAD and other attorneys specializing in advertising law on an annual course where issues in advertising claims substantiation are debated.

Consulting
We have expertise in Statistics, Sensory and Consumer Science, Market Research, The Chemical Senses, Statistical/Mathematical Psychology, and Innovation. We have published over 100 peer-reviewed papers in these areas. We have also published books, numerous technical reports, and webinars. We are accredited by the American Statistical Association in Statistics.

Audit of Internal Sensory Programs
Review of data collection procedures for sensory research involving food, beverage, personal care and home care products for hedonic, difference testing and descriptive analysis panels. Recommendations for data analytics and optimal statistical approaches to maximize results reliability and quality of interpretation.

Training
We offer several regularly scheduled short courses. These one to five-day events discuss industry-relevant topics for market research, legal, packaging, product development, and marketing professionals. In addition to our regularly scheduled external courses, the Institute for Perception offers customizable internal courses at client's sites.
We use a variety of tools, methods, and techniques:

Exploring the Consumer Landscape
- Drivers of Liking®
- Landscape Segmentation Analysis®
- Category appraisals
- Product-concept fits
- Brand equity and penalty analysis
- Model-based design of new products
- Measuring brand imagery variables
- Product portfolio optimization
- Motivations for product consumption

Tools for Product Testing and Claims Support
- Discrimination tests
- Product testing for claims support
- Replicated testing
- Scaling, Ranking and Max-Diff
- Development of sensory testing programs
- Statistical testing with optimum power
- Equivalence testing
- Multiplicative comparisons

Methods for Product and Consumer Clustering
- Advances on TURF-type techniques
- Maximally efficient product comparisons
- Optimal clique representations of consumers using graph theory
- New market segmentation techniques

Statistical Techniques
- Classical statistical analyses
- Product optimization
- Custom experimental designs
- Discrete choice modeling
<table>
<thead>
<tr>
<th>Labor Category/Service Title</th>
<th>Labor Category/Service Description (250 words)</th>
<th>Minimum Education</th>
<th>Minimum Years of Experience (cannot be a range)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal/Partner/Member</td>
<td>The Principal is the key employee who has overall responsibility for a project. This important job requires a minimum of 30 years of experience, a doctoral degree and is qualified to work as an expert due to an extensive national and international reputation in his or her field. Evidence for this expertise comes from an extensive publication record and subject matter both knowledge and experience. Typically, this person will have awards for their research and have mentored many younger and less experienced professionals. The Principal is involved in client interaction and engages in project planning. A high level of expertise is needed in survey design, statistical analysis, and project review. He or she provides direction on data analysis and input on reports. He or she also acts as an expert witness, providing expert reports.</td>
<td>PhD</td>
<td>30</td>
</tr>
<tr>
<td>Officer/Director</td>
<td>The Officer/Director requires a minimum of 15 years of experience. This person has a doctoral degree and is qualified to work as an expert due to their experience in the field as evidenced by their publication record and international reputation. Their main job is in research planning and program management. They are responsible for project management in its entirety.</td>
<td>PhD</td>
<td>15</td>
</tr>
<tr>
<td>Professional</td>
<td>A Professional has a minimum of 5 years' experience. A four-year college degree is required. This person is responsible for managing project components, programming, survey design, data collection, data analysis, and reporting results. They may have a modest publication record or are developing one. They are becoming known as an expert through conference presentations, participation in course teaching and professional interactions.</td>
<td>Bachelors</td>
<td>5</td>
</tr>
<tr>
<td>Administrator**</td>
<td>An Administrator has a minimum of 5 years of experience. A four-year college degree is preferred, but 5 years of experience may substitute. This person is responsible for results reporting and report development. This person also helps to develop presentations for clients and provides administrative support to higher level employees, including clerical, travel, client communications, and marketing activities.</td>
<td>Bachelors</td>
<td>5</td>
</tr>
<tr>
<td>Course Title*</td>
<td>Course Description*</td>
<td>Course Length*</td>
<td>Minimum Participants</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>--------------------------------------------------------------------------------------</td>
<td>----------------</td>
<td>----------------------</td>
</tr>
<tr>
<td>Difference Testing</td>
<td>Difference testing is used to determine if foods differ in certain aspects such as odor, taste, texture and more. Training manuals are included.</td>
<td>1 Day</td>
<td>1</td>
</tr>
<tr>
<td>Advertising Claims Substantiation</td>
<td>The purpose of this course is to present principles involved in testing product performance and surveys to access advertising messages. This knowledge base is necessary in order to provide solid evidentiary support needed in the event of a claims dispute. Training manuals are included.</td>
<td>2.5 Days</td>
<td>1</td>
</tr>
</tbody>
</table>