GENERAL SERVICES ADMINISTRATION

FEDERAL SUPPLY SERVICE

AUTHORIZED FEDERAL SUPPLY SCHEDULE 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

MAS  Multiple Award Schedule

FEDERAL SUPPLY GROUP: PROFESSIONAL SERVICES

CONTRACT NUMBER: GS-00-F-049GA

CONTRACT PERIOD: November 21, 2021 through November 20, 2026

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov

CONTRACTOR: Pathways 2 Solutions, Inc.
    736 E Washington St
    Howell, MI 48843
    Tel: 703-409-5125
    Web: http://pw2s.com

CONTRACTOR’S POINT OF CONTACT FOR CONTRACT ADMINISTRATION:

    Michael Jones, President
    Tel: 703-409-5125
    E-mail: mike@pathways2solutions.com


Price list current as of Modification #PS-0020 effective November 19, 2021
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<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
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</tbody>
</table>
CONTRACTOR INFORMATION

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

<table>
<thead>
<tr>
<th>SIN</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>541810</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>541820</td>
<td>Public Relations Services</td>
</tr>
<tr>
<td>541511</td>
<td>Web Based Marketing</td>
</tr>
<tr>
<td>541910</td>
<td>Market Research and Analysis</td>
</tr>
<tr>
<td>512110</td>
<td>Video / Film Production</td>
</tr>
<tr>
<td>541850</td>
<td>Exhibit Design and Advertising Services</td>
</tr>
<tr>
<td>561920</td>
<td>Conference, Meeting, Event and Trade Show Planning</td>
</tr>
<tr>
<td>541922</td>
<td>Commercial Photography Services</td>
</tr>
<tr>
<td>541430</td>
<td>Graphic Design Services</td>
</tr>
<tr>
<td>541613</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Other Direct Costs for Marketing and Public Relations Services</td>
</tr>
<tr>
<td>OLM</td>
<td>Order-Level Materials</td>
</tr>
</tbody>
</table>

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH AWARDED SIN:

See Appendix A

1c. HOURLY RATES (Services only): See Appendix A

2. MAXIMUM ORDER THRESHOLD:

<table>
<thead>
<tr>
<th>SINs</th>
<th>Maximum Order</th>
</tr>
</thead>
<tbody>
<tr>
<td>541810</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>541820</td>
<td>$1,000,000</td>
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<tr>
<td>541511</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>541910</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>512110</td>
<td>$1,000,000</td>
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<td>541850</td>
<td>$1,000,000</td>
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<td>561920</td>
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<td>$250,000</td>
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<tr>
<td>541430</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>541613</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>541810ODC</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>OLM</td>
<td>$250,000</td>
</tr>
</tbody>
</table>

3. MINIMUM ORDER THRESHOLD: $100.00

4. GEOGRAPHIC COVERAGE: Domestic delivery

5. POINT(S) OF PRODUCTION: 6000 Ammonette Dr Suite 6207, Franklin, TN 37067

6. DISCOUNT FROM BEST MARKET RATE: Government Net Prices (discounts already deducted.)

7. QUANTITY DISCOUNT(S): None


Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.
9. FOREIGN ITEMS: None

10a. TIME OF DELIVERY: Determined at task level

10b. EXPEDITED DELIVERY: Determined at task level

10c. OVERNIGHT AND 2-DAY DELIVERY: Determined at task level.

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: Pathways 2 Solutions, Inc. 6000 Ammonette Dr Suite 6207, Franklin, TN 37067

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: Pathways 2 Solutions, Inc. 6000 Ammonette Dr Suite 6207, Franklin, TN 37067

14. WARRANTY PROVISION: Standard Commercial

15. EXPORT PACKING CHARGES: None

16. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): Not Applicable

17. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): Not Applicable

18a. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): Not Applicable

18b. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): Not Applicable

19. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): Not Applicable

20. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): Not Applicable

21. PREVENTIVE MAINTENANCE (IF APPLICABLE): Not Applicable

22a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): Not Applicable

22b. SECTION 508 COMPLIANCE FOR ELECTRONIC AND INFORMATION TECHNOLOGY (EIT): Not Applicable

23. UNIQUE ENTITY IDENTIFIER (UEI) NUMBER: 078729908

24. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE: Contractor has an active registration in the System for Award Management (SAM) database.
## Appendix A

### GSA Pricing - Labor

<table>
<thead>
<tr>
<th>Labor Category Title</th>
<th>Site</th>
<th>GSA Prices Year 1 (11/21/21-11/20/22)</th>
<th>GSA Prices Year 2 (11/21/22-11/20/23)</th>
<th>GSA Prices Year 3 (11/21/23-11/20/24)</th>
<th>GSA Prices Year 4 (11/21/24-11/20/25)</th>
<th>GSA Prices Year 5 (11/21/25-11/20/26)</th>
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</thead>
<tbody>
<tr>
<td>Account Coordinator</td>
<td>Both</td>
<td>$44.69</td>
<td>$45.63</td>
<td>$46.59</td>
<td>$47.57</td>
<td>$48.57</td>
</tr>
<tr>
<td>Account Executive (media planner/buyer)</td>
<td>Both</td>
<td>$72.27</td>
<td>$73.79</td>
<td>$75.34</td>
<td>$76.92</td>
<td>$78.54</td>
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<tr>
<td>Account Supervisor/Deputy PM</td>
<td>Both</td>
<td>$109.08</td>
<td>$111.37</td>
<td>$113.71</td>
<td>$116.10</td>
<td>$118.54</td>
</tr>
<tr>
<td>Assistant Business Manager</td>
<td>Both</td>
<td>$36.15</td>
<td>$36.91</td>
<td>$37.69</td>
<td>$38.48</td>
<td>$39.29</td>
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<tr>
<td>Assistant Conventions Coordinator**</td>
<td>Both</td>
<td>$44.69</td>
<td>$45.63</td>
<td>$46.59</td>
<td>$47.57</td>
<td>$48.57</td>
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<tr>
<td>Business Manager</td>
<td>Both</td>
<td>$109.08</td>
<td>$111.37</td>
<td>$113.71</td>
<td>$116.10</td>
<td>$118.54</td>
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<tr>
<td>Chat Line Live Agent/Coach**</td>
<td>Both</td>
<td>$39.22</td>
<td>$40.04</td>
<td>$40.88</td>
<td>$41.74</td>
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<td>Contract Manager</td>
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<td>$61.75</td>
<td>$63.04</td>
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<tr>
<td>Customer Service Expert**</td>
<td>Both</td>
<td>$42.02</td>
<td>$42.90</td>
<td>$43.80</td>
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<td>$45.66</td>
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<tr>
<td>Data Analyst</td>
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<tr>
<td>Fulfillment Technician**</td>
<td>Both</td>
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<td>$33.56</td>
<td>$34.26</td>
<td>$34.98</td>
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<tr>
<td>Graphic Production Manager</td>
<td>Both</td>
<td>$78.86</td>
<td>$80.51</td>
<td>$82.20</td>
<td>$83.93</td>
<td>$85.69</td>
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<tr>
<td>Graphics Design</td>
<td>Both</td>
<td>$78.86</td>
<td>$80.51</td>
<td>$82.20</td>
<td>$83.93</td>
<td>$85.69</td>
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<tr>
<td>Information Technology Manager</td>
<td>Both</td>
<td>$78.86</td>
<td>$80.51</td>
<td>$82.20</td>
<td>$83.93</td>
<td>$85.69</td>
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<tr>
<td>Inventory Control Manager</td>
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<td>$38.22</td>
<td>$39.03</td>
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<td>$40.68</td>
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<td>Management Supervisor/Program Manager</td>
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<td>$128.79</td>
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<td>Market Data Manager</td>
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<td>$80.51</td>
<td>$82.20</td>
<td>$83.93</td>
<td>$85.69</td>
</tr>
<tr>
<td>Production Manager</td>
<td>Both</td>
<td>$78.86</td>
<td>$80.51</td>
<td>$82.20</td>
<td>$83.93</td>
<td>$85.69</td>
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<tr>
<td>Production Technician**</td>
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<td>$58.21</td>
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<tr>
<td>Public Relations (PR) Account Coordinator</td>
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<td>$89.22</td>
<td>$91.09</td>
<td>$93.01</td>
<td>$94.96</td>
<td>$96.95</td>
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<td>Public Relations (PR) Account Executive</td>
<td>Both</td>
<td>$114.48</td>
<td>$116.89</td>
<td>$119.34</td>
<td>$121.85</td>
<td>$124.41</td>
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<tr>
<td>Public Relations (PR) Account Manager</td>
<td>Both</td>
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<td>$139.70</td>
<td>$142.64</td>
<td>$145.63</td>
<td>$148.69</td>
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<tr>
<td>Public Relations (PR) Account Specialist</td>
<td>Both</td>
<td>$188.14</td>
<td>$192.09</td>
<td>$196.13</td>
<td>$200.24</td>
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<tr>
<td>Purchasing Manager</td>
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<td>$80.51</td>
<td>$82.20</td>
<td>$83.93</td>
<td>$85.69</td>
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<tr>
<td>Secretary**</td>
<td>Both</td>
<td>$37.44</td>
<td>$38.22</td>
<td>$39.03</td>
<td>$39.85</td>
<td>$40.68</td>
</tr>
<tr>
<td>Senior Account Executive</td>
<td>Both</td>
<td>$109.08</td>
<td>$111.37</td>
<td>$113.71</td>
<td>$116.10</td>
<td>$118.54</td>
</tr>
<tr>
<td>Senior Business Manager</td>
<td>Both</td>
<td>$133.58</td>
<td>$136.38</td>
<td>$139.25</td>
<td>$142.17</td>
<td>$145.16</td>
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<tr>
<td>Senior Public Relations (PR) Account Supervisor</td>
<td>Both</td>
<td>$203.90</td>
<td>$208.18</td>
<td>$212.56</td>
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<td>$221.58</td>
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<tr>
<td>Senior Service Member Transition Expert</td>
<td>Both</td>
<td>$72.36</td>
<td>$73.88</td>
<td>$75.43</td>
<td>$77.02</td>
<td>$78.63</td>
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<tr>
<td>Senior Strategic Marketing and Communications Expert</td>
<td>Both</td>
<td>$184.41</td>
<td>$188.28</td>
<td>$192.23</td>
<td>$196.27</td>
<td>$200.39</td>
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<tr>
<td>Senior Web Developer</td>
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<td>$119.48</td>
<td>$121.99</td>
<td>$124.55</td>
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<tr>
<td>Software/App Developer</td>
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<td>$106.09</td>
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<td>Warehouse Manager</td>
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<td>$45.69</td>
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<td>Web Designer/User Experience Expert</td>
<td>Both</td>
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<td>$74.18</td>
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<td>$78.95</td>
</tr>
</tbody>
</table>

**Labor Categories that are subject to the Service Contract Act.”
<table>
<thead>
<tr>
<th>SCLS Eligible Contract Labor Category</th>
<th>SCLS Equivalent Code Title</th>
<th>WD Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistant Conventions Coordinator</td>
<td>01312 SECRETARY II</td>
<td>WD 2015-4647</td>
</tr>
<tr>
<td>Conventions Coordinator</td>
<td>01313 SECRETARY III</td>
<td>WD 2015-4647</td>
</tr>
<tr>
<td>Fulfillment Technician</td>
<td>21110 SHIPPING PACKER</td>
<td>WD 2015-4647</td>
</tr>
<tr>
<td>Production Technician</td>
<td>01090 DUPLICATING MACHINE OPERATOR</td>
<td>WD 2015-4647</td>
</tr>
<tr>
<td>Secretary</td>
<td>01020 ADMINISTRATIVE ASSISTANT</td>
<td>WD 2015-4647</td>
</tr>
<tr>
<td>Customer Service Expert</td>
<td>01041 CUSTOMER SERVICE REPRESENTATIVE I</td>
<td>WD 2015-4647</td>
</tr>
<tr>
<td>Chat Line Live Agent/Coach</td>
<td>01042 CUSTOMER SERVICE REPRESENTATIVE II</td>
<td>WD 2015-4647</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)” per the Multiple Award Schedule Solicitation.
<table>
<thead>
<tr>
<th>Product</th>
<th>GSA Price (w/IFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Citizen Earth Watch STEM Marketing Curriculum Package</td>
<td>$ 541.00</td>
</tr>
<tr>
<td>WQI STEM Curriculum Marketing Package</td>
<td>$ 6,410.47</td>
</tr>
<tr>
<td>Citizen Earth Watch STEM Marketing Kits</td>
<td>$ 12,820.94</td>
</tr>
<tr>
<td>Customized 55&quot; HD display with Stand and wireless advertising service (Basic)</td>
<td>$ 7,137.33</td>
</tr>
<tr>
<td>Customized 70&quot; HD display with Stand and wireless advertising service (large)</td>
<td>$ 10,297.13</td>
</tr>
<tr>
<td>Customized 90&quot; HD display with Stand and wireless advertising service (Jumbo)</td>
<td>$ 15,925.22</td>
</tr>
<tr>
<td>Custom Branded Cover Planning, Preparing and Pursing for a Career Marketing Guide © 2</td>
<td>$ 170.39</td>
</tr>
<tr>
<td>Custom Branded Cover Planning, Preparing and Paying for College Marketing Guide ©</td>
<td>$ 170.39</td>
</tr>
<tr>
<td>Custom designed website with 40 pages</td>
<td>$ 118,626.00</td>
</tr>
<tr>
<td>Digital, Mobile and Social</td>
<td>$ 9,799.44</td>
</tr>
<tr>
<td>Customized Marketing Display Kits Bonus Package</td>
<td>$ 5,265.79</td>
</tr>
<tr>
<td>Print, Digital, Mobile and Social</td>
<td>$ 8,853.52</td>
</tr>
<tr>
<td>Print, Digital, Mobile, Social + Event</td>
<td>$ 11,861.89</td>
</tr>
<tr>
<td>Recruiting Office Directional Signage Kit (deluxe)</td>
<td>$ 3,207.25</td>
</tr>
<tr>
<td>Up to a 15 minute video production - Production with raw video to be shot on location three day shoot travel day before and after shooting</td>
<td>$ 211,274.27</td>
</tr>
<tr>
<td>Ariel Photography Deluxe Pro Package</td>
<td>$ 46,698.33</td>
</tr>
<tr>
<td>Ariel Photography Custom Pro Package</td>
<td>$ 98,091.49</td>
</tr>
<tr>
<td>Custom designed Mobile App for iOS, Android, Windows, tablets/phones</td>
<td>$ 43,535.67</td>
</tr>
<tr>
<td>Annual maintenance and updating of PW2S created website- 40 pages</td>
<td>$ 44,101.06</td>
</tr>
<tr>
<td>MyMilitaryLegacy Marketing Kit</td>
<td>$ 25.25</td>
</tr>
<tr>
<td>MyMilitaryLegacy Marketing Kit Fulfillment (annual)</td>
<td>$ 159,638.92</td>
</tr>
<tr>
<td>Flag Program</td>
<td>$ 6,504.83</td>
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<tr>
<td>Combat Uniform Embroidered Flag Presentation Item</td>
<td>$ 32.73</td>
</tr>
<tr>
<td>Micro Drone STEM Base Kit</td>
<td>$ 4,126.93</td>
</tr>
<tr>
<td>Micro Drone STEM Refill Kits</td>
<td>$ 464.48</td>
</tr>
<tr>
<td>Triangle folded flag case with encased certificate</td>
<td>$ 50.60</td>
</tr>
<tr>
<td>Flag Program Booklet Refill</td>
<td>$ 473.72</td>
</tr>
</tbody>
</table>
LABOR CATEGORY DESCRIPTIONS

1. **Account Coordinator**
   - **Minimum Education:** Bachelor’s degree
   - **Minimum Years’ Experience:** 1+ years’ experience in a marketing environment requiring concurrent management of multiple projects
   - **Functional Responsibilities:** Gather data to support Senior Account Executive in developing reports, plans and strategies, maintain client files, assist in preparing briefing minutes, and assist in obtaining information and approvals to perform internal and external conference program management; Assist in execution of public relations, sponsorship programs and promotions and tie-ins; Coordinate development of media section that effectively coordinates with all Client’s advertising partners and efforts

2. **Account Executive (media planner/buyer)**
   - **Minimum Education:** Bachelor’s degree
   - **Minimum Years’ Experience:** 3+ years of media planning and buying experience w/multiple projects. Experience managing junior account personnel
   - **Functional Responsibilities:** Oversee assigned media planning and buys for client; provide market and statistical analysis forecast; coordinate cost estimates and maintain project, budget, and schedule; review/approve production materials to run as media and monitor client approval; direct staff in emerging media mediums and channels; establish relationships with media outlets and vendors of various media outlets; and develop plans, press releases and editorials.

3. **Account Supervisor/Deputy PM**
   - **Minimum Education:** Bachelor’s degree
   - **Minimum Years’ Experience:** 3+ years of strategic account or project management experience w/multiple projects. Experience managing junior account personnel.
   - **Functional Responsibilities:** Responsible for overall management with authority to make timely decisions and commit company resources; Oversee management team and ensure quality of all output; Ensure continuous communication among team members to meet client marketing goals; Coordinate and authorize estimates and cost proposals; and Establish short-term strategic direction and work with Management Supervisor on long-term strategic direction

4. **Assistant Business Manager**
   - **Minimum Education:** Associate’s degree
   - **Minimum Years’ Experience:** 1+ year’s business experience
   - **Functional Responsibilities:** Maintain financial records, prepare periodic direct-labor reports, and submit invoices and maintain direct-labor system, update budget-tracking system, generate financial reports, and analyze expense reports

5. **Assistant Conventions Coordinator**
   - **Minimum Education:** High School Diploma or GED equivalent
Minimum Years’ Experience: 1+ years’ experience providing conference and event support and relevant training

**Functional Responsibilities:** Manage all arrangements required for hosting conferences and for participating in external conferences and coordinating multiple exhibits at conventions across the U.S.; Ensure all appropriate brochures, pamphlets, posters, videos, Web sites, and other related marketing support items are provided for off-site marketing events; Provide on-site conference and event support and serve as contact for logistics problems that cannot be solved by the exhibitor help desk

6. **Business Manager**

**Minimum Education:** Associate’s degree

**Minimum Years’ Experience:** 3+ years business experience with progressive management responsibilities for all areas of finance

**Functional Responsibilities:** Manage group that performs accounts payable and accounts receivable functions; Forecast financial performance and perform financial reporting, tax, payroll, job cost, and cash management functions; Evaluate controls for managing cash and investments; Manage employee-benefits and human resources functions

7. **Contract Manager**

**Minimum Education:** Associate’s degree or training in Government contract administration

**Minimum Years’ Experience:** 5+ years Government contract administration

**Functional Responsibilities:** The contract manager’s task is to ensure consistent management of the client’s proposals and contracts. This generally includes oversight of the contract management process, as well as development of specific standards for bidding and submission, contract negotiations and document management. The contract manager’s role in the contract development process requires close collaboration with various client’s units, including operations, project management, account management, and finance. The contract manager may prepare contract cost estimates; negotiate contracts on behalf of the client with Contracting Officer. They approve all purchase orders, billable expenses and invoices; Analyze actual versus negotiated labor per requirement to ensure compliance with contract specifications; and may be responsible for training and monitoring client conduct in regards to Government ethics regulations and inherently governmental functions.

8. **Conventions Coordinator**

**Minimum Education:** High School Diploma or GED equivalent

**Minimum Years’ Experience:** 2+ years’ experience w/conference hosting and event planning; demonstrated ability to coordinate all facets of conference exhibits; specialized training when required (i.e. CDL)

**Functional Responsibilities:** Oversee management for hosting conferences and mobile events; participate in external conferences and coordinate multiple exhibits at conventions across the U.S.; Ensure all appropriate brochures, pamphlets, posters, videos, Web sites, and other related marketing support items are provided for off-site marketing events; Provide on-site conference and event support and serve as contact for logistics problems that cannot be solved by the exhibitor help desk

9. **Data Analyst**

**Minimum Education:** Associate’s degree

**Minimum Years’ Experience:** 3+ years’ experience in data processing

**Functional Responsibilities:** Gather and analyze performance metric data for client; Compile data in report format for client records; Interpret results to determine client return on investment and establish marketing trends
10. **Fulfillment Technician**  
**Minimum Education:** High School Diploma or GED equivalent  
**Minimum Years’ Experience:** 1+ years’ experience in warehousing/shipping operations  
**Functional Responsibilities:** Provide logging, assembly, packaging and timely shipment of exhibit and display materials, brochures, promotional items, recruiter presentation items, and award program items; Provide shrink-wrapping as appropriate and applying labels to ensure proper delivery and facilitate tracking of shipments

11. **Graphic Production Manager**  
**Minimum Education:** Associate’s degree  
**Minimum Years’ Experience:** 3+ years’ experience in graphics production management  
**Functional Responsibilities:** Manage completion of high-quality design materials for client products; oversee conceptualization and development of creative promotional materials supporting clients programs

12. **Graphics Design**  
**Minimum Education:** Associate’s degree  
**Minimum Years’ Experience:** 3+ years’ experience in graphics design  
**Functional Responsibilities:** Complete high-quality design materials for client products; Conceptualize and develop creative promotional materials supporting clients’ programs

13. **Information Technology Manager**  
**Minimum Education:** Bachelor’s Degree or Certified Network Integrator & Technology Administration or demonstrated equivalent experience  
**Minimum Years’ Experience:** 3+ years’ experience in IT industry with focus on advertising and marketing related campaign technology integration  
**Functional Responsibilities:** Provide overall responsibility for client technology requirements (related to marketing and advertising), including use of a robust digital marketing strategy, planning, input and technical expertise for multiple programs; oversee client websites ensuring they are fully linked with tracking tools to validate client ROI, provide a marketing presence on the internet website design and maintenance services, search engine development and optimization, email marketing, interactive marketing, online media management, web-based training, web casting, video conferencing via the web, print ads or direct mailings with a QR scan code or the use of 3D photography in a displays, posters or video that enables users to experience and receive an agencies message. Additionally, maintain Section 508 compliance, including captioning services.

14. **Inventory Control Manager**  
**Minimum Education:** High School Diploma or GED equivalent  
**Minimum Years’ Experience:** 3+ years’ experience in a warehouse environment with progressive responsibilities in inventory handling and processing  
**Functional Responsibilities:** Receive, issue, move, transfer, and stock counts; Supervise fulfillment technicians, ensure quality control for all outbound shipments, maintain accurate inventory, and manage inventory database; Provide monthly usage figures and shipping status for inventory
15. **Management Supervisor/Program Manager**

*Minimum Education:* Bachelor’s degree

*Minimum Years’ Experience:* 10+ years of strategic account or project management experience managing multiple projects. Experience managing senior account personnel

*Functional Responsibilities:* Provide senior management to client account team; Establish and maintain strategic-marketing focus to meet all client goals and objectives; Establish effective lines of communication and ensure that all team members are informed of revisions and updates as they affect the strategy of the client account; Assist overall direction of the client’s mobile marketing programs; Maintain relationships with corporate partners and client staff

16. **Market Data Manager**

*Minimum Education:* High School Diploma or GED equivalent

*Minimum Years’ Experience:* 2+ years’ experience in marketing data management support

*Functional Responsibilities:* Research and recommend venues that have common demographics within the PWS; Review trade publications and analyze industry trends to determine effectiveness of ongoing marketing initiatives and resource allocations for the client advertising programs; Collect/Analyze data collected from various trade shows

17. **Public Relations (PR) Account Coordinator**

*Minimum Education:* Bachelor’s Degree in PR or a related field

*Minimum Years’ Experience:* 1-year public relations experience, or 2 internships

*Functional Responsibilities:* Assist PR Account Manager in preparing/implementing public relations program components including media contacts, special event coordination, writing press releases and research; Maintain client status and budget reports; Coordinate materials for client presentations and assist in strategic/creative brainstorming sessions

18. **Public Relations (PR) Account Executive**

*Minimum Education:* Bachelor’s Degree in PR or a related field

*Minimum Years’ Experience:* 2+ years public relations experience, or similar, non-agency setting

*Functional Responsibilities:* Implement account activities including media events, press conferences/briefings, and media tours; Serve as a day-to-day contact for project with client and junior staff; Develop full range of written materials including press releases, byline articles, speeches, client correspondence and reports; Monitor internal status of jobs and due dates, and advise senior team members of developments

19. **Public Relations (PR) Account Manager**

*Minimum Education:* Bachelor’s Degree in PR or a related field

*Minimum Years’ Experience:* 4+ years public relations experience including project management

*Functional Responsibilities:* Responsible for planning, coordinating and implementing client programs and activities; Ensure all programs are strategically on target with client objectives; Monitor account activities including special events, media relations and program implementations; Develop online and social media programs, leveraging special events, media relations and content for media and outreach programs; Develop and manage account plans and budget, report status to client

20. **Public Relations (PR) Account Specialist**

*Minimum Education:* Bachelor’s Degree in PR or a related field
Minimum Years’ Experience: 5+ years public relations experience, 2+ years supervisory experience

Functional Responsibilities: Develop client programs, strategic planning and staff development; Provide strategic guidance to clients on an ongoing basis and anticipate client needs; Responsible for account financials including budget allocation and control, monitoring billable hours and client billing; Manage athlete/talent specific components and oversee media interviews and speaking arrangements

21. **Production Manager**

Minimum Education: High School Diploma or GED equivalent

Minimum Years’ Experience: 3+ years of production management experience

Functional Responsibilities: Determine appropriate subcontractors to assist in and orchestrate the fabrication, maintenance and geographic position of exhibits, websites, CD-ROM, and programming; Oversee production of all marketing training materials for clients

22. **Production Technician**

Minimum Education: High School Diploma or GED equivalent

Minimum Years’ Experience: 1+ years’ experience working in a graphics design environment

Functional Responsibilities: Provide Print on Demand Room support including printing support of marketing materials and operation of digital printers and laminator; Use IT based direct mail and certificate maker, apply vinyl graphics, and ensure printers are in a state of readiness and adequate print supplies are available

23. **Purchasing Manager**

Minimum Education: High School Diploma or GED equivalent

Minimum Years’ Experience: 3+ years purchasing management experience

Functional Responsibilities: Develop and manage supply accounts, acquire and maintain vendor relationships, and ensure delivery of quality, mission-focused products; Locate vendors, sources, and products as part of supply chain to fulfill client requirements for promotional and marketing campaigns; Monitor Quality Control measures for production of client products

24. **Secretary**

Minimum Education: High School Diploma or GED equivalent

Minimum Years’ Experience: 1+ years’ experience

Functional Responsibilities: Provide administrative support including correspondence, travel arrangements, file maintenance and clerical support

25. **Senior Account Executive**

Minimum Education: Bachelor’s degree

Minimum Years’ Experience: 3+ years of strategic account or project management experience managing multiple projects Experience managing junior account personnel

Functional Responsibilities: Provide senior management to client account team; Establish and maintain strategic marketing focus to meet all of the client’s goals and objectives; Manage day-to-day operations including support and communications
26. Senior Business Manager

Minimum Education: Bachelor’s degree

Minimum Years’ Experience: 5+ year’s business experience

Functional Responsibilities: Design, develop and maintain client business systems; Review, analyze and evaluate client program needs; Manage cost reimbursement client accounts; Manage performance strategies and objectives for client programs; Provide financial and performance reporting

27. Senior Public Relations (PR) Account Supervisor

Minimum Education: Bachelor’s degree in PR or a related field

Minimum Years’ Experience: 7+ years’ experience of agency or corporate public relations experience; Strategic PR account management experience

Functional Responsibilities: Provide senior-level media relations planning and supervision on client account team; Provide specialized expertise in one or more service areas; Develop strategy for implementing successful client media relations programs; Establish effective communication among account team, client and external media partners; Provide strategic guidance to clients on an ongoing basis and anticipate client needs; Coordinate and authorize estimates and most proposals

28. Senior Web Developer

Minimum Education: Bachelor’s degree

Minimum Years’ Experience: 5 years development experience

Functional Responsibilities: Provide overall responsibility for client web-based applications, including design, build and managing websites; Ensure programs are up to date with current IT marketing trends; Create websites that provide a marketing presence on the Internet

29. Warehouse Manager

Minimum Education: High School Diploma or GED equivalent

Minimum Years’ Experience: 3+ years’ experience in managing warehouse/shipping operations

Functional Responsibilities: Oversee warehousing and maintenance of inventory management of exhibits, display materials, RPIs and brochures; Ensure logging, packaging and timely shipment of all exhibits, kiosks and displays; Tracking all shipments and maintain real-time tracking and materials database

30. Chat Line Live Agent/Coach

Minimum Education: High School degree

Minimum Years’ Experience: Knowledge of the subject or the demonstrated ability to become knowledgeable of the subject matter to be presented on the chat line.

Functional Responsibilities: Conducts live chats on websites and mobile devices; answers visitors questions, directs visitors via referrals to areas on the website or other resources. Maintain reports and associated chat line software functions.

31. Customer Service Expert

Minimum Education: High School degree
Minimum Years’ Experience: Knowledge of the subject or the demonstrated ability to become knowledgeable of the subject matter to be presented on the chat line.

Functional Responsibilities: Interacts with customers to provide information in response to inquiries about products and services and to handle and resolve complaints. Excludes individuals whose duties are primarily installation, sales, or repair.

32. **Senior Service Member Transition Expert**

**Minimum Education:** Master’s degree

**Minimum Years’ Experience:** 5 years actual experience

**Functional Responsibilities:** Provides strategic marketing guidance for the 125 transition control points around the world. Oversees the development of collateral materials such as brochures, booklets, videos, digital media, billboards, on installation advertising and other mediums that reach the transitioning active duty military who need to know about opportunities for continuing their careers in the National Guard and Reserves.

33. **Senior Strategic Marketing and Communications Expert**

**Minimum Education:** Master’s degree

**Minimum Years’ Experience:** 10 years actual experience

**Functional Responsibilities:** Provide strategic marketing proposals for comprehensive outreach and communications brands. Experienced in the understanding of user experience trends, user interface designs and cultural dynamics. Has the ability to design and develop strategies that connect with key demographic audiences for the government. Expert in the discovery, documentation, development and deployment of all outreach mediums for outreach campaigns, communications programs and marketing and advertising campaigns.

34. **Software/App Developer**

**Minimum Education:** Bachelor’s degree

**Minimum Years’ Experience:** 5 years development experience

**Functional Responsibilities:** Software/App developers are the creative minds behind computer and mobile device programs. Develop the applications that allow people to do specific tasks on a computer or mobile devices. Develop the underlying systems that run the devices or that control networks.

35. **Web Designer/User Experience Expert**

**Minimum Education:** Bachelor’s degree

**Minimum Years’ Experience:** 5 years development experience

**Functional Responsibilities:** Provide overall responsibility for client web-based applications, including design, build and managing websites; Ensure programs are up to date with current IT marketing trends; Create websites that provide a marketing presence on the Internet
1. **Citizen Earth Watch STEM Marketing Curriculum Package**
34 - CEW Water Quality Project Curriculum for 30-Students: 30 field guides for your students; COI Influencer Awards (4)
- A water collection jar
- 8 large test tubes
- 8 small test tubes
- 1 thermometer
- 1 secchi disk for testing water turbidity
- Phosphate tablets
- Dissolved Oxygen tablets
- pH tablets
- Nitrate tablets
- Teacher Lesson Plans
- Access to our exclusive online data map
- Access to online resources

2. **WQI STEM Curriculum Marketing Package for Middle School**
Water Quality Initiative (WQI) Project Curriculum for Middle School 30-Students: 30 field guides for your students
- A water collection jar
- 8 large test tubes
- 8 small test tubes
- 1 thermometer
- 1 secchi disk for testing water turbidity
- Phosphate tablets
- Dissolved Oxygen tablets
- pH tablets
- Nitrate tablets
- Teacher Lesson Plans
- Access to our exclusive online data map
- Access to online resources

3. **Citizen Earth Watch STEM Marketing Kits**
CEW Water Quality Project Curriculum for 30-Students: 30 field guides for your students
- A water collection jar
- 8 large test tubes
- 8 small test tubes
- 1 thermometer
- 1 secchi disk for testing water turbidity
- Phosphate tablets
- Dissolved Oxygen tablets
- pH tablets
- Nitrate tablets
- Teacher Lesson Plans
- Access to our exclusive online data map
- Access to online resources
4. **55” HD display with Stand and wireless advertising service (Basic)**
   Sharp - 55” Class (54.6” Diag.) - LED - 1080p - Smart - HDTV (Basic) Four static ads and dashboard controller

5. **70” HD display with Stand and wireless advertising service (large)**
   Samsung UN60J6200AF - 70” LED Smart TV - 1080p with freestanding base or a wall-mounted option (large) 10 static ads and dashboard controller

6. **90” HD display with Stand and wireless advertising service (Jumbo)**
   Sharp 90” LC-90LE657U AQUOS Full HD LED Smart 3D TV with freestanding base or a wall-mounted option (Jumbo) 10 static ads, and two video (30second ads) and dashboard controller

7. **Custom Branded Cover: Planning, Preparing and Paying for a Career Marketing Guide © 2**
   Career Marketing Guide: Individual organization Branding on Cover in 3-Locations (FC, BC and Spine), with die-cut business card holder on back; 24 books to a Case. Marketing elements also include a 20 Slide Presentation custom designed to the organizations brand and semi-annual QR Code reporting on usage.

8. **Custom Branded Cover: Planning, Preparing and Paying for College Marketing Guide ©**
   College Marketing Guide: Individual organization Branding on Cover in 3-Locations (FC, BC and Spine), with die-cut business card holder on back; 24 books to a Case. Marketing elements also include a 20 Slide Presentation custom designed to the organizations brand and semi-annual QR Code reporting on usage.

9. **Custom designed website with 40 pages**
   Website design includes, sketches (drawings), wireframe, theme design and custom pages of content one page can be dedicated to video (videos provided by organization) and one page dedicated to photo sharing (photos provided by organization). Includes the initial 12 months of hosting on an Amazon AWS secure server and monthly Google analytics reporting. Guaranteed 99% up-time. No PII will be captured at this site but can be linked off to a government PII capture site. Dozens of domains are available except .gov or .mil

10. **Digital, Mobile and Social**
    8-Week Campaign includes: Targeted Market List *Digital Ad Campaign *Mobile Ad Campaign *Social Campaign with Carousel Ads **Estimated 80,000 Total Impressions *Dedicated Account Manager * Campaign planning * National, State or City Level Targeting * ROI Reporting includes Impressions, Response

11. **Customized Marketing Display Kits Bonus Package**
    Kit includes: 10’ x 10’ Pop-Up Tent; (3) 6’ 4 Sided Table Throw; (2) 8’ 4-Sided Table Throw; (1) Pop-Up 4x3 Structure, Graphic, Counter and Lights Graphic Dimensions 148"x87" with end caps); Brochure Holder with Carrying Case, Retractable Banner and (2) Table Top Retractable Displays

12. **Print, Digital, Mobile and Social**
    8-Week Campaign includes: SMART Mail with Targeted Market List *Digital Ad Campaign *Mobile Ad Campaign *Social Campaign with Carousel Ads **Estimated 83,500 Total Impressions *Dedicated Account Manager * Campaign planning * National, State or City Level Targeting * ROI Reporting includes Impressions, Response

13. **Print, Digital, Mobile, Social + Event**
    8-Week Campaign includes: SMART Mail with Targeted Market List *Digital Ad Campaign *Mobile Ad Campaign *COI Event Save the Date Campaign, Campaign Landing Page for Attendees*Social Campaign with Carousel Ads **Estimated 89,125 Total Impressions *Dedicated Account Manager * Campaign planning * National, State or City Level Targeting * ROI Reporting Includes RSVPs, Attendees, Response, and Impressions
14. Recruiting Office Directional Signage Kit (deluxe)
Two 22"x 28" Wind signs with graphic inserts printed 4/0 weather proof, two Plasticade Signicade 24"x36" weather proof A frame signs, four Realicade Sign Stands hold a 24"x18" graphic and a 24"x6" Rider Sign, Double sided display aluminum tubes with reinforced plastic moldings - assembled display size: 98.43"w x 37.992"h x 25.197"d Frame size: 98.43"w x 39.37"h six ground stakes 24 bungle cords carry bag built out of 1 inch square aluminum tubes and two weighted (30"x30"x7") water filled stable portable flag pole vertical banner stands with custom graphics with a telescopic function up to 16 feet tall.

15. Video Production on Location
High Definition video production of a marketing film with raw video to be shot on location three day shoot travel day before and after shooting. Appropriate graphics and visual effects are included. Scripting, storyboarding and casting are included. Two re-edits are included in cost.

16. Ariel Photography Deluxe Pro Package
FAA Certified and Fully Compliant Operators - Safety Certified, Total Service up to 2 hours video shoot, 5 minute edit with graphics. Two site shots: installation, training area, etc (2 locations total). Graphics intro and ending roll-up of amenities. Pre-production video conference. Does not include travel. All travel would be in accordance with the JTR

17. Ariel Photography Custom Pro Package
FAA Certified and Fully Compliant Operators - Safety Certified, Includes all features in deluxe pro and basic plans plus Total Service up to 3 hours video shoot. 7 minute edit with graphics, 2 additional site shots: installation, training area, etc (4 locations total). Still slide show presented at end of interior. Narration with sound bed. Custom detailed mapping and grid layout of areal imagery. Storyboard of video approved by client prior to shoot. Pre-production videoconference does not include travel. All travel would be in accordance with the JTR

18. Custom designed Mobile App for iOS, Android, Windows, tablets and Amazon Kindle and The Nook
Mobile tablet app that has up to 12 navigation pages customized to the theme of the organization. Hosting for first 12 months in the Apple Store, Android Market, Windows Store, Amazon Kindle and The Nook locations is included and begins upon final app approval. Includes months reporting on usage, downloads and trends among the app users

19. Annual maintenance and updating of PW2S created website with 40 pages
Updates, content changes and text and imagery or video adjustments for a 12-month period.

20. MyMilitaryLegacy Marketing Kit
Custom designed and produced exclusive marketing kit called MyMilitaryLegacy. Includes graphically wrapped corrugated storage container with closing clasp, name tape Velcro hook strip, nylon shoulder strap with d-rings on each end of the kit. Inside the marketing kit will be a 3 ring notebook graphically wrapped 4/0 to the organizations theme and subject to be marketed. Additionally, 12 card stock 100 weight bond paper with heavy varnish printed 4/4 with custom organizational marketing content is provided. Boxed 10 marketing kits in outer shipping container. Marketing collateral items include a custom made app with up to 15 pages of content (video to be provided by organization), a 20 slide PowerPoint marketing presentation and a die-cut phone shaped two-sided printed 4/4 card.

21. MyMilitaryLegacy Marketing Kit Fulfillment (annual)
MyMilitaryLegacy Marketing Kit Fulfillment. Delivery broken down to 12 monthly shipments of varying quantities
22. Flag Program
7 framed historical flags (3’x5’) from 1700 and 1800’s (encased in classic window shadow box) with engraved plate
1. framed current American flag (encased in classic window shadow box) with engraved plate
2. framed state/service flag or flag of customer’s choice (encased in classic window shadow box) with engraved plate
Historical presentation with customizable PowerPoint slides (22 slides in total)
Up to a seven-minute inspirational video detailing the emotion and information surrounding the historical flag series
7 heavy-duty classic window shadow box easels

23. Combat Uniform Embroidered Flag Presentation Item
10”x12” (approximate size) framed with combat uniform pattern material as base background
3 lines of embroidered text up to 1.5 inches in height
Attached American shoulder patch centered on the center of the combat uniform pattern
Material
Wire side to side mounting rear bracket

24. Micro Drone STEM Base Kit
35 micro quad drones build kits
STEM presentation with customizable PowerPoint slides (22 slides in total)
Instructor quad DJI Phantom 4 Pro drone with monitor and extra battery and drone case

25. Micro Drone STEM Refill Kits
50 micro quad drones build kits designed to be used with Micro Drone STEM Base Kit

26. Triangle folded flag case with encased certificate
3’x5’ flag
Triangle wood flag case with encased flag and Plexiglas or glass
Engraved plate on front of the with patriotic quote
Wood plaque with Plexiglas cover that holds 8 ½”x11” certificate

27. Flag Booklet Refills – 500 each