



GENERAL SERVICES ADMINISTRATION
Federal Acquisition 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: GSAAdvantage.gov.

Schedule for - Consolidated
Federal Supply Group: CORP Class:
Contract Number: GS00F181CA

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at GSA.gov/schedules-ordering.

Contract Period: June 25, 2015 through June 24, 2020

Contractor: DESA, Inc.
400 Percival Road
Columbia, SC 29206 5021

Business Size: Small, Disadvantaged, Woman Owned Business

Telephone: (803) 743-1142

Fax Number: (803) 743-1161

Website: Desainc.com

E-mail: dianes@DESAINC.com

Contract Administration: Diane E. Sumpter

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".

Company Overview

DESA, Inc. is a professional services firm that is committed to making lives better. We do that by partnering with government agencies and public, private and non-profit organizations that have a commitment to the health, wellbeing and success of the community that matches our own.

DESA has a strong track record of excellence that was acquired by providing qualified staff who are capable of managing projects, providing insight, and reaching goals. Our staff is flexible enough to adjust to business, contractual and organizational changes; experienced enough to manage projects of great complexity; and creative enough to produce products that reach audiences and get results.

At DESA, it is important that the work we do has a positive impact on the world, while we bring value, insight and support to our clients. Our primary goal is to help our clients reach their goals.

Areas of Service and Expertise

Research and Evaluation

- › Needs assessment
- › Audience profiles
- › Environmental scans
- › Literature reviews
- › Social network analysis
- › User testing
- › Ethnographic interviews
- › Focus groups
- › Surveys
- › Program evaluation

Public Health Education and Engagement

- › Exploratory IDIs
- › Process evaluation
- › Data collection
- › Secondary data collection and analyze
- › Conduct of phone interviews
- › Online survey
- › Social media analytics and reporting
- › Briefs preparation
- › Earned media monitoring
- › Phone/online interview audiotaping and transcription
- › Secure accreditation
- › Placement plan development
- › Campaign development and promotion

Expense Reimbursements

- › Google Maps integration
- › Electronic reimbursements
- › Government-approved Deltek accounting system
- › Automatic per diem calculation
- › Smart phone accessible

Strategic Marketing and Communications

- › Program planning
- › Social Marketing Campaigns
- › Branding and positioning
- › Creative briefs
- › Message development
- › Web Design
- › Social engagement strategy
- › Dissemination plans
- › Partnership management
- › Project and financial management

Production and Development

- › Speaker management
- › Abstract management
- › Scriptwriting
- › Copy editing
- › Video editing
- › Health literacy and plain language reviews
- › 508 Compliance and All Clearances
- › Language interpretation

Event Planning

- › Virtual meetings and webinars
- › Web site development
- › Social/Professional network site development
- › Mobile applications
- › Live video streaming
- › Content creation
- › Graphics and logo design
- › Educational materials
- › Videography
- › Publication layout
- › Exhibit production and warehousing

Partial List of Clients

Federal – Centers for Disease Control and Prevention

- › National Center for Chronic Disease Prevention and Health Promotion
 - Division of Cancer Prevention and Control
 - Division of Nutrition, Physical Activity & Obesity
 - Division of Reproductive Health
 - Office of Smoking and Health
- › National Center for Injury Prevention and Control
 - Division of Violence Prevention
 - Division of Behavioral Surveillance
- › National Center for HIV/AIDS, Viral Hepatitis, STD and TB Prevention
 - Division of HIV/AIDS Prevention

State/Local

- › Medical University of South Carolina
- › SC Department of Transportation
- › SC Department of Health and Environmental Control

Non-profit

- › National Forum for Heart Disease and Stroke Prevention
- › South Carolina After School Alliance
- › National Association for the Advancement of Colored People (NAACP)
- › Southern Transportation Civil Rights Executive Council

Private Sector

- › RTI International
- › ICF International
- › Fisher Communications

Contact/Company Information

Contact Information

Diane E. Sumpter, President and CEO
dianes@DESAInc.com
Phone: 803-743-1142
DESAInc.com

Company Information

Year Founded: 1986
DUNS #: 175250588
CAGE CODE: OVYA4
GSA Contract: GS00F181CA

- › Designated Woman-Owned Small Business
- › Designated Small Disadvantaged Business
- › Strategic mentoring relationships with 8(a), HUBZone, Service-Disabled
- › Veteran-Owned and other Economically Disadvantaged Small Businesses

Customer Information

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:

SIN	Recovery	SIN Description
C541-1	C541-1RC	Advertising Services
C541-1000	C541-1000RC	Other Direct Costs (ODCs); Expenses Other Than Direct Labor Hours
C541-3	C541-3RC	Web Based Marketing Services
C541-4D	C541-4DRC	Conference, Events and Tradeshow Planning Services
C541-5	C541-5RC	Integrated Marketing Services
C874-1	C874-1RC	Integrated Consulting Services

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.

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. If hourly rates are not applicable, indicate "Not applicable" for this item.

2. Maximum Order: \$1,000,000.00

3. Minimum Order: \$100.00

4. Geographic Coverage (delivery Area): Domestic only: 50 States, DC and Territories

5. Point(s) of production (city, county, and state or foreign country): Same as company address

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

7. Quantity discounts:

2% for orders equal to or exceeding \$500,000.00

1% for orders equal to or exceeding \$1,000,000.00

8. Prompt payment terms: Net 30 days

9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold: Yes

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: will accept over \$2,500

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

11a. Time of Delivery (Contractor insert number of days): Specified on the Task Order

11b. 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

11c. 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

11d. 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 effect a faster delivery: Contact Contractor

12. F.O.B Points(s): Destination

13a. Ordering Address(es): Same as Contractor

13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).

14. Payment address(es): Same as company address

15. Warranty provision.: Contractor's standard commercial warranty.

16. Export Packing Charges (if applicable): N/A

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): Contact Contractor

18. Terms and conditions of rental, maintenance, and repair (if applicable): N/A

19. Terms and conditions of installation (if applicable): N/A

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A

20a. Terms and conditions for any other services (if applicable): N/A

21. List of service and distribution points (if applicable): N/A

22. List of participating dealers (if applicable): N/A

23. Preventive maintenance (if applicable): N/A

24a. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: N/A

24b. 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. contractor's website or other location.) The EIT standards can be found at: www.Section508.gov/.

25. Data Universal Numbering System (DUNS) number: 175250588

26. Notification regarding registration in Central Contractor Registration (CCR) database: Registered

AWARDED LABOR CATEGORIES

Rates are inclusive of IFF

Fixed rate is 2.1%

SIN(s)	Labor Category	Minimum Education	Minimum Experience	BASE PERIOD				
				Year 1	Year 2	Year 3	Year 4	Year 5
C874-1	Senior Program Director	Masters	20	\$137.27	\$140.15	\$143.09	\$146.10	\$149.17
C874-1	Junior Program Director	Masters	15	\$102.00	\$104.14	\$106.32	\$108.56	\$110.84
C874-1	Project Manager	Bachelors	10	\$102.00	\$104.14	\$106.32	\$108.56	\$110.84
C874-1	Principal Consultant	Bachelors	10	\$102.00	\$104.14	\$106.32	\$108.56	\$110.84
C874-1	Senior Consultant	Bachelors	8	\$99.02	\$101.09	\$103.22	\$105.39	\$107.60
C874-1	Strategic Planning Consultant	Bachelors	5	\$96.60	\$98.62	\$100.70	\$102.81	\$104.97
C874-1	Associate Consultant	Bachelors	3	\$51.00	\$52.07	\$53.17	\$54.28	\$55.42
C874-1	Senior Graphic Designer	Bachelors	7	\$68.52	\$69.96	\$71.43	\$72.93	\$74.46
C874-1	Technical Analyst	Bachelors	5	\$63.75	\$65.09	\$66.46	\$67.85	\$69.28
C874-1	Editor	Bachelors	5	\$56.10	\$57.28	\$58.48	\$59.71	\$60.97
C874-1	Statistician	Bachelors	5	\$46.79	\$47.78	\$48.78	\$49.80	\$50.85
C874-1	Financial Analyst	Bachelors	5	\$66.16	\$67.55	\$68.97	\$70.42	\$71.90
C874-1	Facilitator	Bachelors	7	\$1,181.86	\$1,206.68	\$1,232.02	\$1,257.89	\$1,284.30
C874-1	Survey Evaluator	Bachelors	3	\$51.00	\$52.07	\$53.17	\$54.28	\$55.42
C874-1	Researcher	Bachelors	5	\$71.40	\$72.90	\$74.43	\$76.00	\$77.59
C874-1	Communications Specialist	Bachelors	5	\$81.67	\$83.39	\$85.14	\$86.93	\$88.75
C874-1	Contract Administrator	Bachelors	5	\$53.64	\$54.77	\$55.92	\$57.09	\$58.29

AWARDED LABOR CATEGORIES

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SIN(s)	Labor Category	Minimum Education	Minimum Experience	BASE PERIOD				
				Year 1	Year 2	Year 3	Year 4	Year 5
C541-1, C541-3, C541-4D, C541-5	Conference Meeting Project Director	Masters	10	\$88.59	\$90.45	\$92.35	\$94.29	\$96.27
C541-1, C541-3, C541-4D, C541-5	Conference Meeting Project Manager Step III	Masters	5	\$75.19	\$76.77	\$78.39	\$80.03	\$81.71
C541-1, C541-3, C541-4D, C541-5	Conference Meeting Project Manager Step II	Bachelors	3	\$73.01	\$74.54	\$76.10	\$77.70	\$79.33
C541-1, C541-3, C541-4D, C541-5	Conference Meeting Project Manager Step I	Associates	2	\$70.87	\$72.36	\$73.88	\$75.43	\$77.01
C541-1, C541-3, C541-4D, C541-5	Conference/Meeting Planner III Step III	Bachelors	3	\$50.12	\$51.18	\$52.25	\$53.35	\$54.47
C541-1, C541-3, C541-4D, C541-5	Conference/Meeting Planner III Step II	Associates	1	\$48.66	\$49.68	\$50.72	\$51.79	\$52.87
C541-1, C541-3, C541-4D, C541-5	Conference/Meeting Planner III Step I	Associates	None	\$47.24	\$48.23	\$49.25	\$50.28	\$51.34
C541-1, C541-3, C541-4D, C541-5	Conference/Meeting Planner II Step III	Bachelors	3	\$42.09	\$42.98	\$43.88	\$44.80	\$45.74
C541-1, C541-3, C541-4D, C541-5	Conference/Meeting Planner II Step II	Associates	1	\$40.87	\$41.73	\$42.60	\$43.50	\$44.41
C541-1, C541-3, C541-4D, C541-5	Conference/Meeting Planner II Step I	Associates	None	\$39.68	\$40.52	\$41.37	\$42.24	\$43.12
C541-1, C541-3, C541-4D, C541-5	Conference/Meeting Planner I Step III	Bachelors	1	\$39.10	\$39.92	\$40.76	\$41.62	\$42.49
C541-1, C541-3, C541-4D, C541-5	Conference/Meeting Planner I Step II	Associates	1	\$37.95	\$38.75	\$39.56	\$40.39	\$41.24
C541-1, C541-3, C541-4D, C541-5	Conference/Meeting Planner I Step I	Associates	None	\$36.85	\$37.63	\$38.42	\$39.23	\$40.05
C541-1, C541-3, C541-4D, C541-5	Conference/Meeting Planner Asst II Step III	High School Diploma	1	\$36.49	\$37.26	\$38.04	\$38.84	\$39.66
C541-1, C541-3, C541-4D, C541-5	Conference/Meeting Planner Asst II Step II	High School Diploma	1	\$35.43	\$36.17	\$36.93	\$37.71	\$38.50
C541-1, C541-3, C541-4D, C541-5	Conference/Meeting Planner Asst II Step I	High School Diploma	None	\$34.39	\$35.12	\$35.85	\$36.61	\$37.38
C541-1, C541-3, C541-4D, C541-5	Conference/Meeting Planner Asst I Step III	High School Diploma	1	\$33.89	\$34.60	\$35.33	\$36.07	\$36.83

AWARDED LABOR CATEGORIES

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SIN(s)	Labor Category	Minimum Education	Minimum Experience	BASE PERIOD				
				Year 1	Year 2	Year 3	Year 4	Year 5
C541-1, C541-3, C541-4D, C541-5	Conference/Meeting Planner Asst I Step II	High School Diploma	1	\$32.90	\$33.59	\$34.30	\$35.02	\$35.75
C541-1, C541-3, C541-4D, C541-5	Conference/Meeting Planner Asst I Step I	High School Diploma	None	\$31.94	\$32.61	\$33.29	\$33.99	\$34.70
C541-1, C541-3, C541-4D, C541-5	Audio Visual Coordinator Step III	Associates	5	\$50.12	\$51.18	\$52.25	\$53.35	\$54.47
C541-1, C541-3, C541-4D, C541-5	Audio Visual Coordinator Step II	Associates	1	\$48.66	\$49.68	\$50.72	\$51.79	\$52.87
C541-1, C541-3, C541-4D, C541-5	Audio Visual Coordinator Step I	High School Diploma	1	\$47.24	\$48.23	\$49.25	\$50.28	\$51.34
C541-1, C541-3, C541-4D, C541-5	Conf/Mtg Coordinator/ Planner Step III	Bachelors	2	\$50.12	\$51.18	\$52.25	\$53.35	\$54.47
C541-1, C541-3, C541-4D, C541-5	Conf/Mtg Coordinator/ Planner Step II	Bachelors	1	\$48.66	\$49.68	\$50.72	\$51.79	\$52.87
C541-1, C541-3, C541-4D, C541-5	Conf/Mtg Coordinator/ Planner Step I	Associates	None	\$47.24	\$48.23	\$49.25	\$50.28	\$51.34
C541-1, C541-3, C541-4D, C541-5	Marketing/Communications Mgr Step III	Bachelors	3	\$55.90	\$57.07	\$58.27	\$59.49	\$60.74
C541-1, C541-3, C541-4D, C541-5	Marketing/Communications Mgr Step II	Bachelors	1	\$54.28	\$55.42	\$56.58	\$57.77	\$58.98
C541-1, C541-3, C541-4D, C541-5	Marketing/Communications Mgr Step I	Associates	1	\$52.70	\$53.81	\$54.94	\$56.09	\$57.27
C541-1, C541-3, C541-4D, C541-5	Communications Specialist Step III	Bachelors	3	\$50.12	\$51.18	\$52.25	\$53.35	\$54.47
C541-1, C541-3, C541-4D, C541-5	Communications Specialist Step II	Bachelors	1	\$48.66	\$49.68	\$50.72	\$51.79	\$52.87
C541-1, C541-3, C541-4D, C541-5	Communications Specialist Step I	Bachelors	1	\$47.24	\$48.23	\$49.25	\$50.28	\$51.34
C541-1, C541-3, C541-4D, C541-5	Graphics Specialist Step III	Bachelors	3	\$43.87	\$44.79	\$45.73	\$46.69	\$47.67
C541-1, C541-3, C541-4D, C541-5	Graphics Specialist Step II	Bachelors	1	\$42.58	\$43.47	\$44.38	\$45.31	\$46.27
C541-1, C541-3, C541-4D, C541-5	Graphics Specialist Step I	Associates	1	\$41.35	\$42.22	\$43.11	\$44.01	\$44.94

AWARDED LABOR CATEGORIES

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SIN(s)	Labor Category	Minimum Education	Minimum Experience	BASE PERIOD				
				Year 1	Year 2	Year 3	Year 4	Year 5
C541-1, C541-3, C541-4D, C541-5	Trade Show Project Manager Step III	Bachelors	5	\$62.66	\$63.97	\$65.32	\$66.69	\$68.09
C541-1, C541-3, C541-4D, C541-5	Trade Show Project Manager Step II	Bachelors	3	\$60.83	\$62.11	\$63.41	\$64.74	\$66.10
C541-1, C541-3, C541-4D, C541-5	Trade Show Project Manager Step I	Bachelors	1	\$59.06	\$60.30	\$61.56	\$62.85	\$64.17
C541-1, C541-3, C541-4D, C541-5	Trade Show Planner III Step III	Bachelors	2	\$50.12	\$51.18	\$52.25	\$53.35	\$54.47
C541-1, C541-3, C541-4D, C541-5	Trade Show Planner III Step II	Bachelors	2	\$48.66	\$49.68	\$50.72	\$51.79	\$52.87
C541-1, C541-3, C541-4D, C541-5	Trade Show Planner III Step I	Associates	1	\$47.24	\$48.23	\$49.25	\$50.28	\$51.34
C541-1, C541-3, C541-4D, C541-5	Trade Show Planner II Step III	Bachelors	2	\$42.09	\$42.98	\$43.88	\$44.80	\$45.74
C541-1, C541-3, C541-4D, C541-5	Trade Show Planner II Step II	Associates	1	\$40.87	\$41.73	\$42.60	\$43.50	\$44.41
C541-1, C541-3, C541-4D, C541-5	Trade Show Planner II Step I	Associates	1	\$39.68	\$40.52	\$41.37	\$42.24	\$43.12
C541-1, C541-3, C541-4D, C541-5	Trade Show Planner I Step III	Associates	1	\$39.10	\$39.92	\$40.76	\$41.62	\$42.49
C541-1, C541-3, C541-4D, C541-5	Trade Show Planner I Step II	Associates	1	\$37.95	\$38.74	\$39.56	\$40.39	\$41.24
C541-1, C541-3, C541-4D, C541-5	Trade Show Planner I Step I	High School Diploma	None	\$36.85	\$37.63	\$38.42	\$39.22	\$40.05
C541-1, C541-3, C541-4D, C541-5	Conf/Trade Show Registration Asst Step III	Associates	1	\$26.06	\$26.61	\$27.17	\$27.74	\$28.32
C541-1, C541-3, C541-4D, C541-5	Conf/Trade Show Registration Asst Step II	Associates	None	\$25.31	\$25.84	\$26.39	\$26.94	\$27.51
C541-1, C541-3, C541-4D, C541-5	Conf/Trade Show Registration Asst Step I	High School Diploma	None	\$24.56	\$25.07	\$25.60	\$26.14	\$26.69

AWARDED LABOR CATEGORIES

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SIN(s)	Labor Category	Minimum Education	Minimum Experience	BASE PERIOD				
				Year 1	Year 2	Year 3	Year 4	Year 5
C541-1, C541-3, C541-4D, C541-5	Travel/Registration Coordinator Step III	High School Diploma	1	\$36.49	\$37.26	\$38.04	\$38.84	\$39.65
C541-1, C541-3, C541-4D, C541-5	Travel/Registration Coordinator Step II	High School Diploma	1	\$35.43	\$36.17	\$36.93	\$37.71	\$38.50
C541-1, C541-3, C541-4D, C541-5	Travel/Registration Coordinator Step I	High School Diploma	None	\$34.39	\$35.12	\$35.85	\$36.61	\$37.38
C541-1, C541-3, C541-4D, C541-5	Registration Coordinator Step III	Bachelors	3	\$36.49	\$37.26	\$38.04	\$38.84	\$39.66
C541-1, C541-3, C541-4D, C541-5	Registration Coordinator Step II	Associates	1	\$35.43	\$36.17	\$36.93	\$37.71	\$38.50
C541-1, C541-3, C541-4D, C541-5	Registration Coordinator Step I	High School Diploma	None	\$34.39	\$35.12	\$35.85	\$36.61	\$37.38
C541-1, C541-3, C541-4D, C541-5	Senior Program Director	Masters	20	\$130.98	\$133.73	\$136.53	\$139.40	\$142.33
C541-1, C541-3, C541-4D, C541-5	Junior Program Director	Masters	15	\$97.32	\$99.37	\$101.46	\$103.59	\$105.76
C541-1, C541-3, C541-4D, C541-5	Project Manager	Bachelors	10	\$130.98	\$133.73	\$136.53	\$139.40	\$142.33
C541-1, C541-3, C541-4D, C541-5	Principal Consultant	Bachelors	10	\$97.32	\$99.37	\$101.46	\$103.59	\$105.76
C541-1, C541-3, C541-4D, C541-5	Senior Consultant	Bachelors	8	\$97.32	\$99.37	\$101.46	\$103.59	\$105.76
C541-1, C541-3, C541-4D, C541-5	Associate Consultant	Bachelors	3	\$48.66	\$49.68	\$50.72	\$51.79	\$52.87
C541-1, C541-3, C541-4D, C541-5	Senior Graphic Designer	Bachelors	7	\$65.38	\$66.75	\$68.15	\$69.58	\$71.05
C541-1, C541-3, C541-4D, C541-5	Editor	Bachelors	5	\$53.53	\$54.66	\$55.81	\$56.98	\$58.18
C541-1, C541-3, C541-4D, C541-5	Facilitator	Bachelors	7	\$1,216.54	\$1,242.09	\$1,268.17	\$1,294.80	\$1,321.99

AWARDED LABOR CATEGORIES

Rates are inclusive of IFF

Fixed rate is 2.1%

SIN(s)	Labor Category	Minimum Education	Minimum Experience	BASE PERIOD				
				Year 1	Year 2	Year 3	Year 4	Year 5
C541-1, C541-3, C541-4D, C541-5	Researcher	Bachelors	5	\$68.13	\$69.56	\$71.02	\$72.51	\$74.03
C541-1, C541-3, C541-4D, C541-5	Sr. Communication Specialist	Bachelors	5	\$77.93	\$79.57	\$81.24	\$82.95	\$84.69

AWARDED OTHER DIRECT COST (ODC'S)

Rates are inclusive of IFF

SIN(s)	Support Product (ODC's)	Contractor or Customer Site or Both	Domestic or Overseas	Unit of Issue	GSA Price
C541-1000	Abstract Management	Both	Domestic Only	Task	\$13,467.32
C541-1000	Audio Visual Equipment	Both	Domestic Only	Task	\$397,778.07
C541-1000	Booths / Exhibition Services	Both	Domestic Only	Task	\$8,037.71
C541-1000	Communications / Internet	Both	Domestic Only	Task	\$3,711.53
C541-1000	Consultants / Professional Services	Both	Domestic Only	Task	\$324,759.20
C541-1000	Graphics Services	Both	Domestic Only	Task	\$4,980.41
C541-1000	Meeting Rooms / Banquets	Both	Domestic Only	Task	\$33,504.93
C541-1000	Meeting Supplies	Both	Domestic Only	Task	\$17,380.76
C541-1000	Online Registration	Both	Domestic Only	Task	\$22,292.40
C541-1000	Printing & Copying	Both	Domestic Only	Task	\$12,257.57
C541-1000	Promotional Materials	Both	Domestic Only	Task	\$134,126.39
C541-1000	Postage & Freight Charges	Both	Domestic Only	Task	\$8,380.79
C541-1000	Speaker Fee / Honorarium (Per Person)	Both	Domestic Only	Task	\$6,959.13
C541-1000	Writer / Editor	Both	Domestic Only	Task	\$79,731.28

Service Contract Act: The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Consolidated Schedule and all services provided. While no specific labor categories have been identified as being subject to 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 SCA eligible labor categories. If and/or when the contractor adds SCA labor categories/employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

LABOR CATEGORY DESCRIPTIONS

LABOR CATEGORY AWARDED UNDER SIN C874-1

The following substitution of education experience with the work experience applies:

Bachelor's Degree + 3 additional years of experience = Master's Degree

Associate's Degree + 3 additional years of experience = Bachelor's Degree

HS Diploma or GED + 3 additional years of experience = Associate's Degree

Labor Category	Minimum Experience	Job Description	Minimum Education
Senior Program Director	20 years	Senior Program Director is responsible for overall direction and evaluation of business methodologies and procedures. Provides high level expertise and guidance in support of single or multiple projects. Works with the client and program manager to establish policy and strategic direction for projects. Ensures client satisfaction and oversees quality control.	Master's Degree
Junior Program Director	15 years	Oversees programs and integrates technical solutions into business processes and operational functions while directing teams on multiple projects. Takes appropriate action to meet program requirements by responding effectively to clients' needs—allocating proper resources, staff and technologies. Works closely with the Senior Program Director to set comprehensive business goals and objectives.	Master's Degree
Project Manager	10 years	Manages multiple client projects and is responsible for project direction, organization, planning and production. Creates strategic plans to ensure contract performance and timely deliverables. Directs supporting staff; assigns, schedules and reviews work of supporting project managers and staff. Oversees multiple projects and interfaces with clients.	Bachelor's Degree
Principal Consultant	10 years	Develops and coordinates plans, policies, resources, mission, goals and expectations of an agency or program. Develops cooperative partnerships with organizations that will enhance program activities. Creates the program budget and monitors and evaluates operations to ensure quality and effectiveness. Makes recommendations to Program Managers for areas of improvement.	Bachelor's Degree
Senior Consultant	8 years	Reviews plans, policies, resources, mission, goals and expectations of an agency or program. Sets forth deliverables, dedicated staff and resources. Monitors employee performance to assure objectives are being met.	Bachelor's Degree
Strategic Planning Consultant	5 years	Understands the needs, resources and capabilities of organizations. Examines objectives in accordance with organization's goal and capabilities. Drafts decision- and action-oriented strategic management plans. Brings experience and cross-industry knowledge to the development of strategic plans.	Bachelor's Degree
Associate Consultant	3 years	Produces deliverables for client under direction of midlevel and senior consultants. Assists in production of strategic plans and quality assurance. Makes recommendations to management for areas of improvement. Participates in client meetings and assists with contract administration.	Bachelor's Degree

LABOR CATEGORY DESCRIPTIONS

LABOR CATEGORY AWARDED UNDER SIN C874-1

The following substitution of education experience with the work experience applies:

Bachelor's Degree + 3 additional years of experience = Master's Degree

Associate's Degree + 3 additional years of experience = Bachelor's Degree

HS Diploma or GED + 3 additional years of experience = Associate's Degree

Labor Category	Minimum Experience	Job Description	Minimum Education
Senior Graphic Designer	7 years	Leads design team by establishing conceptual and stylistic direction. Utilizes expertise in design software and pre-press production. Reviews final layout recommends improvements as necessary. Acts as client liaison for the design team and is responsible for design of projects from conception to completion.	Bachelor's Degree
Technical Analyst	5 years	Provides advice and assistance to senior level management in areas of specialized technical subject matter to include but not limited to analytical research, policy coordination, legislative analysis, program planning and project evaluation. Works with senior management in the formulation of program goals and objectives. Advances program objectives through sound planning, analytical and evaluation concepts.	Bachelor's Degree
Editor	5 years	Reads and evaluates complex technical and scientific articles to determine the extent of the copy's effectiveness, or lack there-of. Participates in the development of themes and content. Writes articles, stories, editorials, headlines and captions. Position requires extensive editing experience.	Bachelor's Degree
Statistician	5 years	Assists in research and application of statistical analysis. Prepares reports, charts, tables and other visual aids. Gathers data and suggests effective problem solving methods. Assists in content analysis.	Bachelor's Degree
Financial Analyst	5 years	Performs financial analysis and tracks budgets for multiple projects. Proficient with financial reporting software. Experienced with various types of funding. Creates spreadsheets and databases to illustrate cash flow and costs. Makes recommendations on cost-saving measures and appropriate expenditures.	Bachelor's Degree
Facilitator	7 years	Enables groups and organizations to work effectively, collaborate and achieve synergy. Advocates for fair, open procedures and inclusive programs to accomplish group work. Enables groups to make high-quality decisions through full participation, mutual understanding and shared responsibility.	Bachelor's Degree
Survey Evaluator	3 years	Assists in formative research and program evaluation. Administers surveys and provides data analysis. Adheres to research protocols and assures quality control and confidentiality. Provides technical support and reviews reports.	Bachelor's Degree

LABOR CATEGORY DESCRIPTIONS

LABOR CATEGORY AWARDED UNDER SIN C874-1

The following substitution of education experience with the work experience applies:

Bachelor's Degree + 3 additional years of experience = Master's Degree

Associate's Degree + 3 additional years of experience = Bachelor's Degree

HS Diploma or GED + 3 additional years of experience = Associate's Degree

Labor Category	Minimum Experience	Job Description	Minimum Education
Researcher	5 years	Assists with the design and direction of formative research projects for programs and strategic business opportunities. Oversees associate and assistant researchers. Compiles data for reports. Assists with data analysis.	Bachelor's Degree
Communication Specialist	5 years	Provides a variety of functions related to communication activities, to raise awareness of issues and improve dissemination of informational materials to the public and policy makers. Develops materials for dissemination. Assists with maintaining and updating Website materials. Requires excellent verbal and written communication skills.	Bachelor's Degree
Contract Administrator	5 years	Oversees contract compliance. Makes sure all performance obligations specified in the contract are met. Monitors and tracks performance through systems and spreadsheets. Interfaces with clients regularly and helps assure quality control.	Bachelor's Degree

LABOR CATEGORIES AWARDED UNDER SIN(s) C541-1, C541-3, C541-4D, C541-5

Labor Category	Minimum Experience	Job Description	Minimum Education
Conference Meeting Project Director	10-15 years	Manages diverse conference management services, providing broad-range service vision. Directs and supports management in development of integrated team structure, leading identification of mission objectives and performance evaluation. Meets with conference project manager to discuss performance, deliverables and project timelines, while providing complete oversight and management for the conference and event management division.	Master's Degree
Conference Meeting Project Manager Step III	5-7 years	Under the direction of the program manager, regularly interfaces with clients to establish goals, initiatives and priorities, as well as delegates time-sensitive duties to the conference and meeting planning team. Is the direct line of contact between the program manager and client, ensuring communications are precise and project timelines on schedule.	Master's Degree
Conference Meeting Project Manager Step II	3-5 years	Leads and implements conference program initiatives, regularly interfaces with clients to establish goals, initiatives and priorities, as well as delegates time-sensitive duties to the conference and meeting planning team.	Bachelor's Degree
Conference Meeting Project Manager Step I	2-4 years	Regularly interfaces with clients to assist with project goals, initiatives and priorities, as well as delegate time-sensitive duties to the conference and meeting planning team.	Associate's/Bachelor's Degree
Conference Meeting Planner III Step III	3-5 years	Under direction of the project manager, handles cross-team subcontractor support and program requirements. Once subcontractor contracts are finalized, supports all aspects of the conference or meeting by regularly communicating with subcontractors and meeting planning staff.	Bachelor's Degree
Conference Meeting Planner III Step II	1-2 years	Supports meeting planners and assists with logistics such as subcontractor identification, meeting locations, reservations, food and beverage, etc. Regularly interfaces with meeting planning staff.	Associate's Degree
Conference Meeting Planner III Step I	None	Supports meeting planning staff and assists in coordinating conference logistics and administrative tasks.	Associate's Degree
Conference Meeting Planner II Step III	3-5 years	Under direction of the level three conference meeting planner, handles registration and program requirements. Also supports all aspects of the conference or meeting by regularly communicating with subcontractors and meeting planning staff.	Bachelor's Degree
Conference Meeting Planner II Step II	1-2 years	Supports meeting planners and assists with all conference logistics, supporting the conference team as needed.	Associate's Degree
Conference Meeting Planner II Step I	None	Coordinates conference related administrative tasks.	Associate's Degree

LABOR CATEGORIES AWARDED UNDER SIN(s) C541-1, C541-3, C541-4D, C541-5

Labor Category	Minimum Experience	Job Description	Minimum Education
Conference Meeting Planner I Step III	1-2 years	Under direction of the level two conference meeting planner, handles specific duties such as conference evaluation tabulation, summary reports and assists the conference team by communicating with subcontractors and meeting planning staff, as needed.	Bachelor's Degree
Conference Meeting Planner I Step II	1-2 years	Supports the entire conference planning team with conference logistics, as needed.	Associate's Degree
Conference Meeting Planner I Step I	None	Assists with conference related administrative tasks.	Associate's Degree
Conference Meeting Planner Assist II Step III	1-2 years	Oversees conference printed materials such as name tags, name tents, program books, etc.	Associate's Degree
Conference Meeting Planner Assist II Step II	1 year	Assists conference team's administrative manager.	High School Diploma /Associate's Degree
Conference Meeting Planner Assist II Step I	None	Assists conference team's administrative division, ordering supplies and printing/collating/duplicating conference documents, as needed.	High School Diploma /Associate's Degree
Conference Meeting Planner Assist I Step III	1-2 years	Conducts a wide variety of clerical and administrative duties.	High School Diploma /Associate's Degree
Conference Meeting Planner Assist I Step II	1 year	Maintains office files, provides word processing, spread sheets and reports, as needed.	High School Diploma /Associate's Degree
Conference Meeting Planner Assist I Step I	None	Serves as administrative assistant to conference planning team, providing clerical support for project tasks.	High School Diploma
Audio Visual Coordinator Step III	5 years	Provides audiovisual services and equipment for conferences. Areas of work may include videotaping, photography, equipment maintenance and general supervision of staff and audiovisual needs.	Associate's/Bachelor's Degree
Audio Visual Coordinator Step II	1-3 years	Works with conference planners to identify audio visual needs, assist with set up, ensure equipment is working properly and trouble shoots any problems on-site.	Associate's/Bachelor's Degree
Audio Visual Coordinator Step I	1 year	Assists on-site audio visual coordinators. Serves as a technician, operating equipment such as LCD projectors, sound mixers and sound boards, etc. Trains new technicians as necessary.	High School Diploma /Associate's Degree
Conference/Mgt Coordinator/Planner Step III	2-4 years	Provides oversight on conference management projects. Helps ensure projects are completed on time and within budget. Assures quality control programs are in place.	Bachelor's Degree
Conference/Mgt Coordinator/Planner Step II	1-2 years	Coordinates manpower and resources for conference projects.	Bachelor's Degree

LABOR CATEGORIES AWARDED UNDER SIN(s) C541-1, C541-3, C541-4D, C541-5

Labor Category	Minimum Experience	Job Description	Minimum Education
Conference/Mgt Coordinator/Planner Step I	None	Manages scheduling of key staff for conference projects, ensuring on time, successful project delivery.	Associate's/Bachelor's Degree
Marketing/Communications Manager Step III	3-5 years	Oversees multiple communications and marketing projects both internally and for clients across several service lines within the company. Lends support in building and sustaining a cross-trained marketing team capable of providing a broad range of communications and marketing services.	Bachelor's Degree
Marketing/Communications Manager Step II	1-3 years	Responsible for client communications, task conceptualization, assignment, planning, team coordination, job tracking and cost control.	Bachelor's Degree
Marketing/Communications Manager Step I	1 year	Helps support program and project managers with their job functions. Excellent verbal and written skills and attention to detail are critical aspects of the position.	Associate's/Bachelor's Degree
Communications Specialist Step III	3-5 years	Oversees multi-faceted communications programs. Heads development of strategic, integrated product and service strategies under direction of the Marketing /Communications Managers.	Bachelor's Degree
Communications Specialist Step II	1-3 years	Assists in the development of communications strategies. Provides a range of services such as media relations, news monitoring and trends analysis. Proposes initiatives and establishes priorities.	Bachelor's Degree
Communications Specialist Step I	1 year	Aids in developing and implementing targeted information campaigns.	Bachelor's Degree
Graphics Specialist Step III	3-5 years	Leads design team by establishing conceptual and stylistic direction. Utilizes expertise in design software and pre-press production. Acts as client liaison for the design team and is responsible for design of projects from conception to completion.	Bachelor's Degree
Graphics Specialist Step II	1-2 years	Creates graphic materials based on pre-set standards. Prepares art and graphic design/illustrations for projects. Possesses specialized skills in web, multimedia and video.	Bachelor's Degree
Graphics Specialist Step I	1 year	Supports design of projects from conception to completion. Experienced in desktop layout, image manipulation and pre-press preparation.	Associate's/Bachelor's Degree
Trade Show Project Manager Step III	5 years	Coordinates logistics details for events. Develops, supervises and guides staff in designing, fabricating and installing exhibits and trade show events.	Bachelor's Degree
Trade Show Project Manager Step II	3-5 years	Assists in coordinating logistics for trade show events. Has experience in design, construction and installation of trade shows and exhibit halls.	Bachelor's Degree
Trade Show Project Manager Step I	1-3 years	Meets and greets clients on-site and acts as a liaison between the trade show convention center and customers. Develops action plans to complete projects, improve service and client satisfaction.	Bachelor's Degree

LABOR CATEGORIES AWARDED UNDER SIN(s) C541-1, C541-3, C541-4D, C541-5

Labor Category	Minimum Experience	Job Description	Minimum Education
Trade Show Planner III Step III	2-5 years	Assists in planning, selecting locations, and negotiating contracts for trade show space. Attends trade shows, ensuring a worry-free event. Works with facility managers and provides on-site assistance.	Bachelor's Degree
Trade Show Planner III Step II	2-3 years	Attends trade shows and assist with all on-site needs to ensure client satisfaction.	Bachelor's Degree
Trade Show Planner III Step I	1 year	Assists with all on-site needs; prepares materials for advance shipment to trade show locations. Oversees the dissemination of trade show information and related materials.	Associate's/Bachelor's Degree
Trade Show Planner II Step III	2-3 years	Assists trade show planners with mailings, evaluations and registration.	Bachelor's Degree
Trade Show Planner II Step II	1-2 years	Collects data on event participation levels and summarizes marketing information for use in trade show planning.	Associate's/Bachelor's Degree
Trade Show Planner II Step I	1 year	Researches trade show goals, summarizes progress, directs preparation of materials and creates final report on trade show outcome.	Associate's Degree
Trade Show Planner I Step III	1-2 years	Assists trade show planning team with budgetary items, develops comparative pricing data for events and summarizes general financial information for trade show venues.	Associate's Degree
Trade Show Planner I Step II	1 year	Reviews technical information and trade show location logistics and makes recommendations to trade show planning team.	Associate's Degree
Trade Show Planner I Step I	None	Supports the trade show planning team as necessary, providing administrative and clerical support, as needed.	High School Diploma /Associate's Degree
Conference/Trade Show Registration Assist I Step III	1 year	Provides assistance in advance and on-site to support conferences and meeting planners. Ensures that administrative support is provided for every aspect of the conference or trade show. Also assists with pre- and on-site registration.	Associate's Degree
Conference/Trade Show Registration Assist I Step II	None	Ensures that administrative support is provided for every aspect of the conference or trade show. Duties may include secretarial, word processing, editing support, database maintenance and quality assurance.	Associate's Degree
Conference/Trade Show Registration Assist I Step I	None	Assists with registration and administrative duties, as needed. Helps trade show planners with advance materials, supports registration inquiries and serves on-site as needed.	High School Diploma /Associate's Degree

LABOR CATEGORIES AWARDED UNDER SIN(s) C541-1, C541-3, C541-4D, C541-5

Labor Category	Minimum Experience	Job Description	Minimum Education
Travel/Registration Coordinator Step III	1-3 years	Manages all travel and lodging arrangements for sponsored participants of the event and supports travelers for any questions or concerns they may have. Also provides administrative support to the conference team such as purchasing/duplicating, collating, assembling and shipping meeting materials to the conference venue. Handles advance registration and payment, as well as registers attendees on-site and issues name badges.	High School Diploma /Associate's Degree
Travel/Registration Coordinator Step II	1 year	Assists in coordinating travel, sending out itineraries and travel confirmations, as well as lodging, transportation and local area information.	High School Diploma /Associate's Degree
Travel/Registration Coordinator Step I	None	Collects travel preference forms and assists travel and registration coordinators in booking travel based on information provided by clients.	High School Diploma /Associate's Degree
Registration Coordinator Step III:	3-5 years	A highly qualified registration coordinator assists in overall program goals for conference or trade show attendance. Duties can include conceptualizing, developing project initiatives, securing sponsorships, participating in steering committees, and assisting in the overall success of the event or program.	Bachelor's Degree
Registration Coordinator Step II	1-3 years	Responsibilities include tracking participant registration, providing reports, processing payments and providing budgetary information as needed.	Associate's/Bachelor's Degree
Registration Coordinator Step I	None	Supports the registration team as needed, providing administrative oversight and clerical assistance.	High School Diploma /Associate's Degree
Senior Program Director	20 years	Senior Program Director is responsible for overall direction and evaluation of business methodologies and procedures. Provides high level expertise and guidance in support of single or multiple projects. Works with the client and program manager to establish policy and strategic direction for projects. Ensures client satisfaction and oversees quality control.	Master's Degree
Junior Program Director	15 years	Oversees programs and integrates technical solutions into business processes and operational functions while directing teams on multiple projects. Takes appropriate action to meet program requirements by responding effectively to clients' needs – allocating proper resources, staff and technologies. Works closely with the Senior Program Director to set comprehensive business goals and objectives.	Master's Degree
Project Manager	10 years	Manages multiple client projects and is responsible for project direction, organization, planning and production. Creates strategic plans to ensure contract performance and timely deliverables. Directs supporting staff; assigns, schedules and reviews work of supporting project managers and staff. Oversees multiple projects and interfaces with clients.	Bachelor's Degree

LABOR CATEGORIES AWARDED UNDER SIN(s) C541-1, C541-3, C541-4D, C541-5

Labor Category	Minimum Experience	Job Description	Minimum Education
Principal Consultant	10 years	Develops and coordinates plans, policies, resources, mission, goals and expectations of an agency or program. Develops cooperative partnerships with organizations that will enhance program activities. Creates the program budget and monitors and evaluates operations to ensure quality and effectiveness. Makes recommendations to Program Managers for areas of improvement.	Bachelor's Degree
Senior Consultant	8 years	Reviews plans, policies, resources, mission, goals and expectations of an agency or program. Sets forth deliverables, dedicated staff and resources. Monitors employee performance to assure objectives are being met.	Bachelor's Degree
Associate Consultant	3 years	Produces deliverables for client under direction of midlevel and senior consultants. Assists in production of strategic plans and quality assurance. Makes recommendations to management for areas of improvement. Participates in client meetings and assists with contract administration.	Bachelor's Degree
Senior Graphic Designer	7 years	Leads design team by establishing conceptual and stylistic direction. Utilizes expertise in design software and pre-press production. Reviews final layout and recommends improvements as necessary. Acts as client liaison for the design team and is responsible for design of projects from conception to completion.	Bachelor's Degree
Editor	5 years	Reads and evaluates complex technical and scientific articles to determine the extent of the copy's effectiveness, or lack there-of. Participates in the development of themes and content. Writes articles, stories, editorials, headlines and captions. Position requires extensive editing experience.	Bachelor's Degree
Facilitator	7 years	Enables groups and organizations to work effectively, collaborate and achieve synergy. Advocates for fair, open procedures and inclusive programs to accomplish group work. Enables groups to make high-quality decisions through full participation, mutual understanding and shared responsibility.	Bachelor's Degree
Researcher	5 years	Assists with the design and direction of formative research projects for programs and strategic business opportunities. Oversees associate and assistant researchers. Compiles data for reports. Assists with data analysis.	Bachelor's Degree
Sr. Communication Specialist	5 years	Provides a variety of functions related to communication activities, to raise awareness of issues and improve dissemination of informational materials to the public and policy makers. Develops materials for dissemination. Assists with maintaining and updating Website materials. Requires excellent verbal and written communication skills.	Bachelor's Degree