

About The Dixon Group, Inc. (DGi)

The Dixon Group, Inc. (DGi)—a minority-owned business, Small Business Administration–Certified 8(a), HUBZone and Small Business Concern in the District of Columbia—was founded in 2001. DGi is a full-service meeting and logistical support services firm with an extensive and rapidly growing portfolio of clients and successful projects. The company has six years of experience in professional marketing-related services. DGi focuses on the intelligent use of technology and employs highly skilled professionals to deliver high-quality meeting, conference, and logistical support services to Federal and State Government, nonprofit, and corporate clients.

Several aspects of DGi ’s background are particularly relevant to the Advertising and Integrated Marketing Solutions (AIMS) solicitation:

- ◆ **A core business focus on meetings support.** Whereas many contractors offer conference services as an add-on or sidelight to their major business focus, DGi was founded to provide meetings, logistical, and materials development support. Today, 100 percent of our contracts focus on conferences and logistics. This specialized focus produces a depth of perspective for advance problem-solving, personnel with hands-on know-how, and sophisticated, efficient baseline processes. While conducting our meeting support activities (SIN 541-4D), we have also branched out into providing Web-based Marketing Services (SIN 541-3), Video/Film Production Services (SIN 541-4B), and Commercial Art and Graphic Design Services (SIN 541-4F). We present descriptions of projects we have completed under each SIN in Section B of this proposal.
- ◆ **A growing small business with sufficient experience and resources to fulfill meeting support requirements:** DGi currently employs 35 people in professional and support capacities. We supplement our core labor pool with part-time and consultant staff. Due to our solid volume of revenue, we have a substantial line of credit with M&T Bank, which enables us to underwrite major conferences and meetings with no financial difficulties.
- ◆ **Experience managing comparable contracts.** DGi currently manages several complex contracts that mirror the requirements of the AIMS Request for Proposals (RFP). Services include meetings and logistics management for simultaneous conferences; technical assistance and training; Web/teleconferencing support; materials development; evaluation report analysis and writing; and information technology support (IT). ,IT support includes database design and Web publishing and designing, hosting, and maintaining virtual workspaces using advanced technology.

The Dixon Group’s Proposal: 21st-Century Logistical Support and Continuous Improvement

The proposal that follows features a combination of efficient processes and experienced-based innovation options to support the AIMS Schedule. DGi is committed to continuously seeking opportunities to improve our processes, and thus our performance. To provide 21st-century support, we investigate and pilot test new technologies that can make meetings more effective, easier to conduct, and/or less costly for customers.

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 are available through GSA Advantage!, a menu-driven database system. The INTERNET address GSA Advantage! is: GSAAdvantage.gov.

Solicitation No. 7FCB-H2-07-0541-B

WORLDWIDE FEDERAL SUPPLY SCHEDULE CONTRACT FOR

FSC GROUP 541

Advertising & Integrated Marketing Solutions (AIMS)

Contract Number: **GS-07F-0165 (for Set Aside SINS)**

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov.

Contract Period: **February 1, 2008 thru January 31, 2012**

The Dixon Group
118 Q Street, NE, Washington, DC 20002
Phone:(202) 281-2901 Fax: (202) 269-9575
www.dixongroup.com

Small Disadvantaged Business, HubZone, 8(a)

CUSTOMER INFORMATION

- 1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s). **541-3, 541-4B, 541-4D, and 541-4F**
- 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. **See Pricing Tab**
- 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. **See Labor Category Tab**
2. Maximum order. **None**
3. Minimum order. **\$100.00**
4. Geographic coverage (delivery area). **CONUS**
5. Point(s) of production (city, county, and State or foreign country). **Not Applicable to this Contract**
6. Discount from list prices or statement of net price. **3%**
7. Quantity discounts. **None**
8. Prompt payment terms. **None**
- 9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold. **Government Purchase Cards are accepted at or below the micro-purchase threshold.**
- 9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold. **Government Purchase Cards are accepted above the micro-purchase threshold.**
10. Foreign items (list items by country of origin). **Not Applicable to this Contract**
- 11a. Time of delivery. (Contractor insert number of days.) **30 days**
- 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 lists that have expedited delivery. **Expedited Deliver will be negotiated at Agency level.**
- 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. **Overnight and 2-day delivery will be negotiated at Agency level.**

- 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. **Urgent Requirements will be negotiated at Agency level.**
12. F.O.B. point(s). **Destination**
- 13a. Ordering address(es). **118 Q Street, NE, Washington, DC 20002**
- 13b. 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.
14. Payment address(es). **118 Q Street, NE, Washington, DC 20002**
15. Warranty provision. **Not Applicable to this Contract**
16. Export packing charges, if applicable. **Not Applicable to this Contract**
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level). **Not Applicable to this Contract**
18. Terms and conditions of rental, maintenance, and repair (if applicable). **Not Applicable to this Contract**
19. Terms and conditions of installation (if applicable). **Not Applicable to this Contract**
20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable). **Not Applicable to this Contract**
- 20a. Terms and conditions for any other services (if applicable) **Not Applicable to this Contract**
21. List of service and distribution points (if applicable). **Not Applicable to this Contract**
22. List of participating dealers (if applicable). **Not Applicable to this Contract**
23. Preventive maintenance (if applicable). **Not Applicable to this Contract**
- 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants). **Not Applicable to this Contract**
- 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 Number System (DUNS) number. **011152878**
26. Notification regarding registration in Central Contractor Registration (CCR) database. **The Dixon Group is registered in CCR database.**



DGI Innovative Ideas. Inspiring Results.

| Proposed Rates to GSA | |
|------------------------------------|-------------------------------|
| | Price Offered to GSA |
| <u>Labor/Task Category</u> | <u>With IFF (.75%)</u> |
| Corporate Monitor | \$97.05 |
| Project Manager | \$76.49 |
| Project Director | \$96.99 |
| Special Needs Monitor | \$67.90 |
| Cultural Competence Monitor | \$116.40 |
| Meetings Manager | \$56.03 |
| Task Manager | \$56.03 |
| Quality Control Manager | \$56.03 |
| Sr. Task Manager | \$87.30 |
| Sr. Meetings Manager | \$87.30 |
| Writer/Editor | \$126.09 |
| Web Designer | \$77.60 |
| Graphic Designer | \$63.41 |
| Sr. Meeting Coordinator | \$42.91 |
| Travel & Reimbursement Coordinator | \$37.31 |
| Meeting Specialist | \$43.64 |
| Meeting Coordinator | \$39.66 |
| Meeting Assistant | \$34.36 |