



**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 for *GSA Advantage!*[™] is: <http://www.gsaadvantage.gov>.

Schedule Title: Advertising & Integrated Marketing Solutions (AIMS)
FSC Group: Schedule 541
Contract Number GS-07F-0171U

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

Contract Period:
February 1, 2008 through January 30, 2013



The Bridge Group, LLC

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Small, Woman Owned Business

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Customer Information

1a	Awarded Special Item Numbers (SINs)	SIN 541-4D – Conference Event and Tradeshow Planning Services (Small Business Set Aside) SIN 541-1000 – Other Direct Costs
1b	Product Prices	Not Applicable
1c	Hourly Rates	See Attached GSA Schedule Price List
2	Maximum Order	\$1,000,000
3	Minimum Order	\$100
4	Geographic coverage	Domestic
5	Point(s) of production	The Bridge Group, LLC 8612 Forest Street Annandale, VA 22003
6	Discount from list prices or statement of net price	Prices shown are net
7	Quantity Discount	None
8	Prompt Payment Discount	Net 30 days
9a	Notification that Government purchase cards are accepted at or below the micro purchase threshold	The Government purchase cards are acceptable for all orders.
9b	Notification that Government purchase cards are accepted or not accepted above micro purchase threshold	The Government purchase cards are acceptable for all orders.
10	Foreign items	Not Applicable
11a	Time of delivery	To be negotiated with the ordering agency on each task order
11b	Expedited Delivery	To be negotiated with the ordering agency on each task order
11c	Overnight and 2-day delivery	Not Applicable
11d	Urgent Requirements	To be negotiated with the ordering agency on each task order
12	F.O.B Points	Destination, Location to be negotiated with the ordering agency on each task order

Ordering Information

13a	Ordering address	The Bridge Group, LLC 8612 Forest Street Annandale, VA 22003
13b	Ordering Procedures	Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through <i>GSA Advantage!</i> TM , a menu-driven database system. The internet address for <i>GSA Advantage!</i> TM is: http://www.gsaadvantage.gov .
14	Payment address	The Bridge Group, LLC 8612 Forest Street Annandale, VA 22003
15	Warranty provision	Not Applicable
16.	Export packing charges	Not Applicable
17	Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level)	Not Applicable
18	Terms and Conditions applicable to rental, maintenance and repair	Not Applicable
19	Terms and conditions for installation	Not Applicable
20	Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices	Not Applicable
20a	Terms and conditions for any other services	Not Applicable
21	List of service and distribution points	Not Applicable
22	List of participating dealers	Not Applicable
23	Preventive maintenance	Not Applicable
24a	Special attributes such as environmental attributes	Not Applicable
24b	Section 508 compliance information	Not Applicable
25	Data Universal Number System (DUNS) number	015604333
26	Notification regarding registration in Central Contractor Registration (CCR) database	The Bridge Group, LLC is registered with CCR

Definitions of Labor Categories

Project Executive

Experience: A Project Executive typically has a minimum of ten (10) to fifteen (15) years experience in the event or trade show industry and minimum of ten (10) years managing events, conferences and/or trade shows with increasing levels of responsibility and a minimum of seven (7) years experience overseeing and managing multiple complex events, conferences and/or trade shows and related personnel.

Functional Responsibility: A Project Executive typically assumes responsibility for reviewing timelines, personnel assignments, logistical plans, reviewing subcontracts, and writing of post-event analysis for submittal to client.

Project Director

Experience: A Project Director typically has seven (7) to ten (10) years experience in the event or trade show industry with increasing levels of responsibility and a minimum of five (5) years experience managing multiple events, conferences and/or trade shows.

Functional Responsibility: A Project Director often prepares and manages compliance of project timelines detailing performance milestones, assigns personnel and manages logistical plans. A project manager also typically negotiates subcontracts, oversees sales and marketing efforts, compiles post-event analysis information and prepares post-event budget analysis.

Project Manager 2

Experience: A Project Manager 2 typically has five (5) to seven (7) years experience in the event or trade show industry with increasing levels of responsibility and a minimum of three (3) years experience managing events, conferences and/or trade shows.

Functional Responsibility: A Project Manager 2 frequently oversees and manages logistical details, manages personnel and executes project timelines, and interfaces with client and sponsors by phone and in person. A Project Manager 2 also oversees website development and graphic design, as well as design/publishing/printing of event agenda/program guide, registration execution, and onsite logistics. A Project Manager 2 conducts sales and marketing campaigns including telesales, handles phone inquiries, provides project updates, and conducts post-event follow-up.

Project Manager 1

Experience: A Project Manager 1 typically has three (3) to five (5) years of experience in the event industry and a minimum of one (1) year experience managing events, conferences and/or trade shows.

Functional Responsibility: A Project Manager 1 works under supervision of a Project Manager 2, assisting in execution of project timeline, reviews invoices, managing website development and graphic design, handling design/publishing/printing of event agenda/program guide, assisting with sales and marketing efforts, researching potential exhibitors and sponsors, and managing components of logistical planning. A Project Manager 1 also handles phone inquiries and interfaces with subcontractors.

Support Staff 2

Experience: A Support Staff 2 typically has a minimum of one (1) year experience in events, conferences and/or trade shows.

Functional Responsibility: A Support Staff 2 is moderately to closely supervised and assists in all facets of event, conference or trade show logistical planning and onsite production as assigned. A project coordinator handles prospective exhibitor/sponsor list research and prequalification, phone inquiries and assists with web and database updates.

Support Staff 1

Experience: Support staff must have working knowledge of MS Word and Excel, as well as other software required to fulfill contract.

Functional Responsibility: Support Staff 1 typically provides administrative, clerical or logistical services under close supervision. Duties may include processing registration, data entry, follow-up with exhibitors or attendees, assisting in research of potential exhibitors and sponsors, handling phone inquiries, and participation in onsite registration and event management.

Registrar

Experience: Registrar must have working knowledge of registration software, MS Word and Excel, as well as other software required to fulfill contract.

Functional Responsibility: A Registrar typically provides registration services under close supervision. Duties may include processing registration, data entry, customer service, follow-up with exhibitors or attendees, handling phone inquiries, and participation in onsite registration.

Bookkeeper

Experience: A bookkeeper must have minimum of 3 years experience in bookkeeping.

Functional Responsibility: A bookkeeper is typically responsible for processing payments, maintaining records for all revenue and expenses associated with each client, processing payments and providing numbers for client billing and budget analysis.

Graphic Designer

Experience: A graphic designer is typically a highly skilled individual with experience in the design of printed materials for clients including logos, graphic design, signage templates, marketing and promotional materials and other print needs.

Functional Responsibility: A graphic designer works closely with the senior project manager and project manager to execute client design needs.

Web Graphic Designer

Experience: A web graphic designer is typically a highly skilled individual with experience in the design of web sites and web graphics.

Functional Responsibility: A web graphic designer works closely with the senior project manager and project manager to execute client design needs within branding requirements established by the client and/or senior project manager/project manager.

Web Programmer/Developer

Experience: A web programmer/developer is typically a highly skilled individual with knowledge of and experience in the programming and development of web sites.

Functional Responsibility: A web programmer/developer works closely with the senior project manager, project manager and web graphic designer to execute client web needs and functionality.

GSA Schedule Price List

Labor Categories	Price	Unit/Issue
Project Executive	\$149.22	hour
Project Director	\$124.35	hour
Project Manager 2	\$99.48	hour
Project Manager 1	\$74.61	hour
Support Staff 2	\$64.66 (ST), \$97.00 (OT)	hour
Support Staff 1	\$49.74 (ST), \$74.62 (OT)	hour
Registrar	\$49.74 (ST), \$74.62 (OT)	hour
Bookkeeper	\$74.61	hour
Graphic Designer	\$124.35	hour
Web Graphic Designer	\$124.35	hour
Web Programmer/Developer	\$149.22	hour
The above rates include the GSA .75% Industrial Funding Fee. Rates are inclusive of all other discounts other than the prompt payment and quantity discounts.		

Task Pricing

	Price	Unit
<p><u>REGISTRATION SERVICES*</u> Includes registration of (600) attendees by web-based form, mail and/or fax; customer care center for registrants; toll-free phone number for North America; (4) days of onsite registration with (1) supervisor and (2) registrars; badge printing on plain white badge stock</p>	\$33,000.00	Package
<p><u>TRADE SHOW SALES, MANAGEMENT AND PRODUCTION*</u> Includes development and printing of (1) 1-page marketing piece, telesales effort, booth placement, exhibitor contract execution, exhibitor customer service, basic exhibit booth shells, basic aisle carpet, basic aisle signage, (1) entrance unit, (1) exhibitor map, advance and onsite registration of exhibitors, onsite management. Package is for (4) consecutive days at the conference site, same vendors on both days.</p> <p style="margin-left: 40px;"> 25-50 Exhibit Booths – \$47,500 51-100 Exhibit Booths – \$95,000 101-150 Exhibit Booths – \$142,500 151-200 Exhibit Booths – \$190,000 201-250 Exhibit Booths – \$237,500 251-300 Exhibit Booths - \$285,000 Each Exhibit Booth over 300 Booths - \$950 </p>	See pricing on left	Package

	Price	Unit
<p><u>SITE SELECTION AND CONTRACT NEGOTIATION*</u> Includes development of RFP for 3-day conference for distribution to prospective sites/cities, distribution of RFP, follow-up and collection of proposals, analysis of proposals, site visits, making recommendation to client, negotiation of contract in conjunction with client.</p> <p>250-750 attendees – \$8,000 751-1200 attendees – \$10,000 1201-2000 attendees – \$12,000 Over 2000 attendees – \$15,000</p>	See pricing on left	Package
<p><u>CONFERENCE WEB DESIGN AND 1 YEAR SHARED WEB HOSTING*</u> Includes custom page design and prototyping, 1 sample of home page, 1 sample of interior page, photo research, creation of graphical elements, two rounds of revisions, file prep, creation of site navigation system, creation of user and administrative interface for content management system, creation of database to support single language, single template CMS, beta testing and beta revisions. (12) months shared web hosting including 1.5GB of disc space, 15GB of monthly bandwidth and support of up to (2) MySQL databases.</p>	\$10,650.00	Package
<p>*The above prices are the maximum amount that may be charged. Lower prices or No Fee options may be quoted. Prices are inclusive of the .75% Industrial Funding Fee.</p>		

GSA Schedule ODC Price List

ODC	ODC Item/Support Labor for SIN #541-1000	Price	Unit
TS01	Trade Show Décor and Signage Package – <ul style="list-style-type: none"> ▪ (258) Booth shells – 8’ backwall, 3’ siderails, ID sign ▪ (5595) linear feet of aisle carpet ▪ (420) square feet of cut and lay carpet ▪ (1130) feet of 8’ high perimeter drape ▪ Posterboard Area ▪ Learning Center Area ▪ Bookstore Area ▪ Technology Demonstration Theater Area ▪ Cyber Café Area (no computers, electrical, internet, equipment) ▪ (4) Newspaper kiosks ▪ Office furnishings ▪ Ballot Boxes ▪ Newspaper Kiosks ▪ Exhibitor Lounge area ▪ Labor to install/dismantle logo carpets ▪ 1 meter x 8’ high double-sided directional signage ▪ (21) 22 x 28 Signs ▪ (5) 8-1/2” x 11” Easel back signs ▪ 1 meter x 8’ high single-sided directional signage ▪ (42) Directional arrows ▪ 11” x 17” sign ▪ (20) 12” x 12” Paddle signs ▪ Newspaper Kiosk Kick Panels 	\$36,677.31	Package
BAN01	Banner Package – <ul style="list-style-type: none"> ▪ (2) 33” x 80” retractable banners with silver cartridges and carrying case ▪ (1) 39” x 80” retractable banner with silver cartridge and carrying case 	\$848.51	Package
PRINT01	Conference Printing Package – <ul style="list-style-type: none"> ▪ (5000) 7-7/8” x 10” Booklets – 4/4 color cover stock, 14 double-sided black and white inserts, stapled; ▪ (1000) Loose 4/4 color, 8-1/2” x 11” glossy stock 	\$8108.00	Package
KEY01	(600) PLI/Plasticard-Locktech International Imprinted Key Cards for Hyatt Regency Kansas City, front and back bleed	\$1716.54	Package
TAG01	(5000) BrandAdvantage Business Card ID Tag, 1 color imprint	\$2500.00	Package
PEN01	(6000) #8550 Value Click Pen with Name Imprint	\$1300.93	Package
LANY01	(5500) 1/2” Flat Polyester Lanyard, Blue with 1-Color (White) Step and Repeat Print, Bulldog Clip	\$2880.62	Package

Company Overview

Why The Bridge Group is Your Best Solution

The Bridge Group Team brings a wealth of experience and excitement to the production of Event, Conference and Trade Show programs, with clients including corporations, associations, government agencies, in addition to other Event Producers and Meeting Planners.

The Bridge Group began in 1994 as an operation specializing in Trade Show Management. Today, **The Bridge Group** is a full-service Event, Conference and Trade Show Management firm, focused on client satisfaction through continually expanding services, creative partnering, and dedication to providing a superior product. As a result, The Washington Business Journal has named **The Bridge Group, LLC** as one of the top 25 event planners in the Washington, DC metro area on an ongoing basis since 2000.

The Bridge Group Team plays active roles in their industry with memberships including IAEM (International Association of Exposition Managers), Meeting Professionals International (MPI) and the Professional Convention Management Association (PCMA).

The Bridge Group, LLC is a small, woman-owned business.

History and Philosophy

Since its inception, **The Bridge Group** has provided turnkey management for an average of six trade shows each year, ranging from 50-300 booths per show, as well as conference management for 2-3 conferences each year, ranging from 1000-5000 attendees.

The Bridge Group team excels at listening to your needs and goals and making recommendations that achieve these goals. **The Bridge Group** will provide you with all of the components of a well-executed trade show and conference logistics program. As we have demonstrated, our approach is turnkey and integrated. We become a seamless addition to your planning team, welcoming suggestions and implementing them into our marketing and logistics, without tying up your staff with the minutia of trade show and logistical details.

With **The Bridge Group** team handling your event, conference or trade show management, you can devote your time and energy to your other event goals – creating a dynamic program, promoting dialogue amongst attendees and organizing stakeholders.

The Bridge Group truly believes in the concept of teamwork. We work with you to provide value-added service wherever possible. We are as concerned about the success of your event as you are and will actively participate wherever appropriate – from brainstorming to determining onsite logistics – whether these discussions are within the scope of the agreement or not. We go the extra mile for you to ensure the highest levels of success. We welcome the opportunity to show you what we can do for you.

Please visit us at www.tbgevents.com for additional information on our company.

Overview

Since its inception in 1994, **The Bridge Group** has provided full conference and trade show management to a variety of clients with conferences of varying sizes. On average, our superior negotiation skills have resulted in cost savings of 10-20%, and attendee surveys have returned highly favorable responses on the smooth execution of conference logistics and the professional look of the conference staging and graphics. **The Bridge Group** reduces the legal exposure of our clients by using IAEM-approved language in all exhibitor contracts, enhanced with additional language from our attorney. Our trade show and sponsorship marketing efforts have resulted in consistent growth and retention in an unsteady market.

The Bridge Group is flexible in its approach to conference management, customizing our approach to our clients' needs. Reporting style and format, interaction with client staff and frequency of planning meetings are a sampling of services that can be customized for each client. In addition, **The Bridge Group** employs a proprietary database to compile all event details. Through this database, **The Bridge Group** can provide custom-tailored reports to meet your needs, and create comprehensive data files of your events to store within your organization's systems.

Our clientele has included guests and speakers ranging from the President of the United States and members of Congress and Senate to business executives and military personnel. **The Bridge Group** philosophy is to treat each individual involved in a conference with respect and grace. The conferences produced by **The Bridge Group** have ranged from very high-end conferences with full production, custom video modules and multiple themed events to lower budget conferences with a focus on logistics and not style. Each client has different needs and goals, consequently, our style and approach differ with each client. From full outsourcing of a conference, to integration with a client's existing staff - we strive to find solutions that work for you.

The Bridge Group works with you to determine event themes and goals, and makes recommendations that will help enhance and support these themes and goals. Whether your goals are fiscal, stylistic or substantive, **The Bridge Group** will manage all of the details that result in the success of your event.

Scope of Services

Below is a sampling of services offered by **The Bridge Group**:

- Event, Trade Show, Public Festival and Conference Management
- Site Selection and Contract Negotiation
- Logistics Management
- Registration Services
- Concept Creation based on Marketing Goals
- Theme/Concept Design and Implementation
- Marketing Design and Production
- Stage Design
- Vendor Selection, Contract Negotiation and Vendor Management including Staging, Lighting and Sound; Audio Visual; Food and Beverage; Décor; Floral; Signage; Transportation
- Entertainment Selection and Fulfillment
- Targeted Telesales and Direct Mail Campaigns
- Attendee Marketing and Advertising, Media Management
- Onsite Management
- Post-Event Reporting and Recommendations