



AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST

Federal Supply Schedule (FSS) - 541 Advertising and Integrated Marketing Solutions (AIMS)

FSS Schedule 541 is the Advertising and Integrated Marketing Solutions (AIMS) a multiple award contract vehicle to enable Federal agencies to meet their communication needs. AIMS contractors shall be able to design and implement internal, local, national and/or international campaigns to inform the public of various issues including but not limited to: recruitment needs, disaster information, educational needs, drug awareness, medical and retirement programs, and/or any other aspect of an agency's mission.

Ancon Group, LLC (Ancon) has been awarded the AIMS schedule in the following area:

SPECIAL ITEM NUMBER (sin):

Sin	Description	NAICS
541-4D/ 541-4DRC	Conference Events and Tradeshow Planning Services: Services provided under this SIN include making of all necessary arrangements for conferences, seminars, and tradeshows. Event-marketing services and pre-conference planning are also included.	561920

Ancon Group, LLC

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Contract Number: **GS-07F-0362U**

Period Covered by Contract: June 1, 2008 – May 31, 2013

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Products and ordering information in this Authorized FSS 541 – AIMS Pricelist are also available on the GSA Advantage! System. Agencies can browse GSA Advantage! at <http://www.gsaadvantage.gov>

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ORDERING PROCEDURES FOR SERVICES

Orders placed against a GSA Multiple Award Schedule (MAS) contract, using the procedures under Federal Acquisition Regulation (FAR) 8.4, are considered to be issued under full and open competition (see FAR 6.102(d)(3)). Ordering offices do not need to seek further competition, synopsise the requirement, make a separate determination of fair and reasonable pricing or consider small business programs. By placing an order against a GSA Schedule contract using the procedures in this section, the ordering office has concluded that the order represents the best value and results in the lowest overall cost alternative to meet the government's needs.

SPECIAL ITEM NUMBERS DESCRIPTION

The following SINs (Special Item Numbers) are available under Ancon's AIMS schedule. Each SIN described below shall include but is not limited to the services described.

541-4D Conference, Events and Tradeshow Planning Services (set aside for small businesses)

541-4DRC

Services include making all necessary arrangements for conferences, events, seminars and trade shows. Event marketing services may include:

- Project management
- Coordination and implementation of third party participation
- Collection management of third party payment for participation
- Liaison support with venue
- Audiovisual and information technology support
- Topic and speaker identification
- Site location research
- Reservation of facilities
- On-site meeting and registration support
- Editorial services
- Automation and telecommunications support
- Design and editing productions
- Mailing and other communication with attendees including pre/post meeting mailings, travel support and computer database creation.

The Contractor is required to pay all up front charges, e.g., the contractor will be responsible for funding the reservation of conference space, and/or hotel accommodations. The individual agency's Task Orders will provide additional information on responsibility for payment. The Contractor is required to pay for all appropriate services on time and in accordance with any Task Orders issued.

Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541-1000 Other Direct Costs

541-1000RC

Other direct costs (ODCs) are items that directly support the services being contracted. ODCs are usually supplies/products but may include labor categories (people). ODCs may be handled in house or through subcontracting that is necessary to complete a project. ODCs can not be purchased under this contract as a stand alone item or service. The contract may be modified at any time to add/delete/change ODC(s) as appropriate to respond to a task order. ODCs not approved on schedule may not be included as part of a GSA Schedule order (see note under Pricing Instructions). **ODCs can only be based on actual cost to the contractor plus IFF (overhead, profit, management fees, G & A, etc. will not be allowed). ODCs awarded under this contract will be invoiced for the actual cost plus IFF as it relates to the specific task order. Travel and per diem are not ODCs.**

NOTE: Ancon's ODC list is representative of typical ODCs for conference planning; however it is not all inclusive and prices will vary according to conference size, site, and geographic location

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TERMS AND CONDITIONS

ITEM	DESCRIPTION
Maximum Order:	\$1,000,000 ¹ per SIN and \$3,000,000 per order
Minimum Order:	\$100
Geographic Coverage:	Domestic
Point of Production:	Services, n/a
Discount from List Price	2% from accepted price list. Negotiated GSA Prices in this document include 2% discount AND prevailing IFF rate.
Quantity Discounts:	None
Prompt Payment Terms:	Net 30 days
Government purchase cards:	<ul style="list-style-type: none"> - Are accepted at or below the micro-purchase threshold - Are accepted above the micro-purchase threshold
Foreign Items:	None
Time of Delivery:	<ul style="list-style-type: none"> - In accordance with the requirements of the task order - For Expedited Delivery, contact Ancon prior to placing order - Overnight & 2 Day Delivery is not applicable - For Urgent Requirements, contact Ancon prior to placing order
F.O.B. point:	Destination
Ordering Address:	Ancon Group, LLC 4550 Forbes Blvd., Ste. 310 Lanham, MD 20706 www.ancon.com 301-459-2828 / 301-459-9366 (fax)
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.
Payment Address:	Same as Ordering Address
Warranty Provision:	Standard Commercial Warranty; contact Ancon
Export packing charges:	n/a
Terms and conditions of Government purchase card acceptance:	None
Terms and conditions of rental, maintenance, and repair:	n/a
Terms and conditions of installation:	n/a
Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices:	n/a
Terms and conditions for any other services:	n/a
List of service and distribution points:	n/a
List of participating dealers:	n/a
Preventive maintenance:	n/a
Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants):	n/a
Section 508 Compliance for EIT:	n/a
Data Universal Number System (DUNS) #:	111307393
Notification regarding registration in Central Contractor Registration (CCR) database:	Registration valid until April 11, 2009

¹ NOTE: If the bet value selection places your order over the Maximum order identified in this catalog/pricelist, you have an opportunity to create a better schedule price. Before placing your order, contact Ancon for a better price. Ancon may: 1) offer a new price for this requirement; 2) offer the lowest price available under this contract; or 3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

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LABOR CATEGORIES & DESCRIPTIONS

The following labor categories and descriptions are available for SIN 541-4D - conference events & trade show services.

CLIN / Labor Category Name	Description
CLIN 1 Program Manager	Manages operational planning, execution, and evaluation of multifaceted programs and/or projects. Oversees fiscal, operational, administrative, and human resources management of the program; serves as principal point of representation and liaison between project managers or coordinator and customer. Also, provides day-to-day technical/professional guidance and leadership as appropriate to the area of expertise. Masters degree or equivalent and a minimum of 10 years of experience.
CLIN 2 Project Manager – Senior	Responsible for all aspects of the development and implementation of assigned projects and provides a single point of contact for those projects. Takes projects from original concept through final implementation. Interfaces with all areas affected by the project including end users, computer services, and client services. Defines project scope and objectives. Develops detailed work plans, schedules, project estimates, resource plans, and status reports. Conducts project meetings and is responsible for project tracking and analysis. Ensures adherence to quality standards and reviews project deliverables. Manages the integration of vendor tasks and tracks and reviews vendor deliverables. Provides technical and analytical guidance to project team. Recommends and takes action to direct the analysis and solutions of problems. <i>B.S., B.A., degree or equivalent project management experience. Project Management Professional (PMP) or Project Management Institute (PMI) certification may be substituted. Experience with Microsoft Project or other management software is required.</i>
CLIN 3 Project Coordinator	Responsible for all day-to-day project activities and staff management. B.S., B.A., degree or equivalent project coordinator experience. Serves as an assistant to Project or Program manager.
CLIN 4 Senior Conference-Event Planner	Oversees strategy and planning of meetings and special events for an organization. Involved in location, food, transportation, and presentation arrangements. Has sales-type personality; able to make connections on the phone and via email. Strong attention to detail, well organized and strengths in project management and copy editing. Coordinates all amenities and accommodations at the event. Monitors and controls event budgets and negotiates all necessary contracts. Familiar with a variety of concepts, practices, and procedures within a particular field. Relies on extensive experience and judgment to plan and accomplish goals. Communicates and collaborates with other staff members. Performs a variety of tasks. B.A. degree or an equivalent minimum of 6 years of experience.
CLIN 5 Junior Conference-Event Planner	Designs, establishes, and oversees the integrated logistical and administrative support needs of meetings, events and conferences. Performs word processing for letters, forms, participant lists, etc. Processes registration forms, performs data entry and produces lists. Coordinates travel and lodging reservations. Produces rooming lists. Disseminates materials and information. Produces badges, organizes materials and supplies, and prepares shipments. Works with vendors for delivery and production. Conducts follow-up calls and activities. Provides onsite support. High school diploma and 3 years of experience.
CLIN 6 Graphic Artist / Designer	Provides technical support in the specialized performance areas including materials design and development and Web site design. Responsible for the execution of production design requests and will work closely with the web developer to ensure that designs are implemented properly on the web site. Interface with third parties in website and marketing collateral design projects.

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CLIN / Labor Category Name	Description
CLIN 7 Editor/Writer	Provides onsite writing and editing support. Develops verbiage for client websites that captures essence of client for target conference audience. Be pro-active in participating with conference specialists in issues so that documentation reflects all situations. Responsible for content of documentation. Checks document for spelling, grammar and content problems (e.g., missing instructions or sections; redundant or unnecessary sections). B.S. degree in Technical Writing, English, or other related degree. Five years of technical background with some programming experience.
CLIN 8 Web Software Developer	Designs, develops, troubleshoots, debugs, and implements software code (such as HTML, CGI, and JavaScript) for a component of the website. Works with graphic designers and other members of a project team to develop the site concept, interface design, and architecture of the website. Responsible for interface implementation, maintenance and updates. B.S. in Graphic Design, Computer Science, or equivalent development, coding, or web design experience and training.
CLIN 9 Subject Matter Expert I	Provides expert input on Conference or Event Subject or Topic. May provide written or verbal contribution to project. Bachelor's degree plus 5 years experience.
CLIN 10 Subject Matter Expert II	Provides expert input on Conference or Event Subject or Topic. May provide written or verbal contribution to project. Bachelor's degree plus 7 to 10 years experience.
CLIN 11 IT/User Support	Able to multitask and handle simultaneous emergencies. Must have in-depth knowledge of Internet and e-mail systems. Displays a working knowledge of multiple environments. Works effectively and efficiently within a large team. Effectively communicates both verbally and in writing across all aspects of the corporation. Works with or without supervision. B.S. degree in Computer Science or Information Systems. Six years of equivalent customer support experience and training may be substituted.
CLIN 12 System Administrator	Experience in operating and maintaining equipment including server installation and hands-on software support. Experience with database systems, local area network (LAN) systems plus experience with platform and networks. B.S. in Computer Science, Information Systems, Math or an Engineering Science. Six years of equivalent systems experience may be substituted
CLIN 13 Administrative Assistant	Possesses excellent organizational, communication, and interpersonal skills as well as a good command of the English language. Some data entry, typing, printing production. Assist in assembly of conference and meeting materials. Needs to be detail oriented and analytical. Must be proficient with Microsoft Office package with strong excel, access, and word. MUST be a team player and have excellent customer service skills. Performs a variety of clerical duties with emphasis on providing secretarial support to one or more individuals. High school diploma, plus six years of specific experience. Proficiency in Microsoft Outlook, Word, and Excel.
CLIN 14 Clerical	Proficiency in Microsoft Outlook, Word, and Excel. Possesses excellent organizational, communication, and interpersonal skills as well as a good command of the English language. Performs a variety of clerical duties with emphasis on providing secretarial support to one or more individuals. High school diploma, as well as three years of specific experience.
CLIN 15 Instructional Designer	Organizes, prepares and conducts complex training and educational programs for information systems or user personnel. Analyzes designs, develops, implements, and evaluates training curriculum. Designs and develops programs and maintain records of training activities, employee progress and program efficiency. Provides scheduled training classes to system users to increase user competence and minimize user problems. Provides standup training if required. Conducts and reports on training evaluations.

**ANCON - AIMS SCHEDULE 541
CONTRACT # GS-07F-0362U**

Effective 6/1/08

COMMERCIAL PRICE LIST & GOVT PRICING

SIN	Labor/Task Category	Commercial Labor Rates	Govt Disc 2 %	GSA Net price (incl 0.75% IFF)
541-4 D	Program Manager	\$136.73	\$2.73	\$135.00
541-4 D	Senior Project Manager	\$119.51	\$2.39	\$118.00
541-4 D	Project Coordinator	\$70.42	\$1.41	\$69.53
541-4 D	Senior Conference-Event Planner	\$78.44	\$1.57	\$77.45
541-4 D	Junior Conference-Event Planner	\$60.15	\$1.20	\$59.39
541-4 D	Graphic Artist/Designer	\$77.08	\$1.54	\$76.10
541-4 D	Editor/Writer	\$66.98	\$1.34	\$66.13
541-4 D	Web Software Developer	\$89.32	\$1.79	\$88.19
541-4 D	Subject Matter Expert I	\$93.70	\$1.87	\$92.51
541-4 D	Subject Matter Expert II	\$100.49	\$2.01	\$99.22
541-4 D	IT/User Support	\$67.32	\$1.35	\$66.47
541-4 D	Systems Administrator	\$96.08	\$1.92	\$94.86
541-4 D	Administrative Assistant	\$47.01	\$0.94	\$46.42
541-4 D	Clerical	\$42.88	\$0.86	\$42.34
541-4 D	Instructional Designer/Trainer	\$68.56	\$1.37	\$67.69

ODCs	ODC Item/Support Labor	Commercial Price (Actual Price paid for item)	Government Discount % Offered on ODCs	GSA Net price (incl 0.75% IFF)
<i>Note: Pricing does not include sales tax or service charges.</i>				
541-1000	Speaker/SME Fee (per day)	\$3,500.00	0	3,526.25
541-1000	Large Meeting Room per day (DC Area Only)	\$7,121.08		7,174.49
541-1000	Small Meeting Room per day (DC Area Only)	\$3,477.91		3,503.99
541-1000	Computer Rental (per day)	\$225.00		226.69
541-1000	Color Printer Rental (per day)	\$375.00		377.81
541-1000	B/W Printer Rental (per day)	\$125.00		125.94
541-1000	LCD Rental (per day)	\$700.00		705.25
541-1000	8" Screen Rental (per day)	\$50.00		50.38
541-1000	A/V Plugs (per day)	\$20.00		20.15
541-1000	Lavalier Mic Rental (per day)	\$150.00		151.13
541-1000	Standing Mic Rental (per day)	\$30.00		30.23
541-1000	Podium Rental (per day)	\$55.00		55.41

541-1000	Riser Rental (per day)	\$50.00	50.38
541-1000	Laser Pointer	\$36.00	36.27
541-1000	Wireless Mouse	\$75.00	75.56
541-1000	Easel Rental (per day)	\$10.00	10.08
541-1000	Flip Chart (each)	\$45.00	45.34
541-1000	Custom Sign Printing Color (24X36)	\$89.99	90.66
541-1000	Custom Table Top Directional Printing (16.5 x 14)*	\$75.00	75.56
541-1000	Signage 22 x 28*	\$105.00	105.79
541-1000	Set Up Screen*	\$50.00	50.38
541-1000	Shipping Case for Signs*	\$285.00	287.14
541-1000	Vertical Feature Frame EACH	\$12.99	13.09
541-1000	B/W Copies (per page)	\$0.09	0.09
541-1000	B/W copies 3 hole punch (per page)	\$0.25	0.25
541-1000	Color Copies (per page)	\$0.49	0.49
541-1000	Badge Inserts (EACH)	\$0.02	0.02
541-1000	Badge Holders (EACH)	\$0.27	0.27
541-1000	Badge Cords w/ Clip EACH	\$0.71	0.72
541-1000	Badge Ribbons (EACH)	\$0.26	0.26
541-1000	Tent Cards (box of 50)	\$19.79	19.94
541-1000	Custom Pens (UNIT)	\$0.70	0.71
541-1000	Binders (1/2")	\$4.29	4.32
541-1000	Binders (1")	\$5.97	6.01
541-1000	8 Index/Tab Inserts (1 pk)	\$5.98	6.02
541-1000	Shipping Tape	\$22.98	23.15
541-1000	Custom Bags (3 color) (EACH)	\$5.40	5.44
541-1000	Screen Charge for custom printing (EACH)	\$45.00	45.34
541-1000	Custom Attache (1 color) EACH	\$8.40	8.46
541-1000	Set up Charge for Attache (EACH)	\$150.00	151.13
541-1000	Custom Pad Folios (2 color) EACH	\$3.40	3.43
541-1000	Custom Tumbler (2 color) EACH	\$2.00	2.02
541-1000	Shipping - Ground 10 lb box	\$10.79	10.87
541-1000	Shipping - Ground 20 lb box	\$13.14	13.24
541-1000	Shipping - Ground 30 lb box	\$17.03	17.16
541-1000	Shipping - Overnight 1 lb letter	\$33.65	33.90
541-1000	Shipping- Overnight 10 lbs	\$70.13	70.66
541-1000	Shipping - overnight 30 lbs	\$110.75	111.58
541-1000	Onsite - Admin (person/per day)	\$120.00	120.90