On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!™, a menu-driven database system. The INTERNET address for GSA Advantage!™ is: http://www.GSAAdvantage.gov.

Schedule for – Multiple Award Schedule (MAS)
Federal Supply Group:  Professional Services
Class:  T006, R701, D304, Y1PB, R499
Contract Number:  GS-07F-0382X

For more information on ordering from Federal Supply Schedules
click on the FSS Schedules button at http://www.gsa.gov/schedules-ordering
Contract Period:  March 22, 2011 - March 21, 2026
Price List Current as of Modification #PS-A826 effective November 12, 2020

Contractor:  Media Fusion, LLC
4951 Century St. NW
Huntsville, AL 35816 1901
Business Size:  Small, Disadvantaged Business

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”.

Telephone:  256-532-3874
Extension:  
FAX Number:  256-740-0404
Web Site:  www.fusiononline.com
E-mail:  tim@fusiononline.com
Contract Administration:  Timothy A McElyea

CUSTOMER INFORMATION:

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

<table>
<thead>
<tr>
<th>SIN</th>
<th>Recovery</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>512110</td>
<td></td>
<td>Video/Film Production</td>
</tr>
<tr>
<td>541430</td>
<td></td>
<td>Graphic Design Services</td>
</tr>
<tr>
<td>541511</td>
<td></td>
<td>Web Based Marketing</td>
</tr>
<tr>
<td>541613</td>
<td></td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>541810</td>
<td></td>
<td>Advertising Services</td>
</tr>
<tr>
<td>541810ODC</td>
<td></td>
<td>ODCs for Marketing and Public Relations Services</td>
</tr>
<tr>
<td>541850</td>
<td></td>
<td>Exhibit Design and Advertising Services</td>
</tr>
<tr>
<td>OLM</td>
<td></td>
<td>Order-Level Materials</td>
</tr>
</tbody>
</table>
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

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


7. Quantity discounts: 1% discount for orders greater than $250,000

8. Prompt payment terms: Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

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

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), are found in Federal Acquisition Regulation (FAR) 8.405-3.

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: 938036704

26. Notification regarding registration in System for Award Management (SAM) database: Registered

27. Final Pricing:
The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.

<table>
<thead>
<tr>
<th>Item</th>
<th>SIN</th>
<th>Awarded Labor Category</th>
<th>Site</th>
<th>Year 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>512110, 541430, 541511, 541613, 541810, 541850</td>
<td>Project Manager</td>
<td>Both</td>
<td>$148.49</td>
</tr>
<tr>
<td>2</td>
<td>512110, 541430, 541511, 541613, 541810, 541850</td>
<td>Production Lead</td>
<td>Both</td>
<td>$109.99</td>
</tr>
<tr>
<td>3</td>
<td>512110, 541430, 541511, 541613, 541810, 541850</td>
<td>Account Supervisor</td>
<td>Both</td>
<td>$87.99</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>---</td>
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<td></td>
</tr>
<tr>
<td>4</td>
<td>512110, 541430, 541511, 541613, 541810, 541850</td>
<td>Creative Director</td>
<td>Both</td>
<td>$109.99</td>
</tr>
<tr>
<td>5</td>
<td>512110, 541430, 541511, 541613, 541810, 541850</td>
<td>Sr. Multimedia Dev.</td>
<td>Both</td>
<td>$98.99</td>
</tr>
<tr>
<td>6</td>
<td>512110, 541430, 541511, 541613, 541810, 541850</td>
<td>Multimedia Developer</td>
<td>Both</td>
<td>$98.99</td>
</tr>
<tr>
<td>7</td>
<td>512110, 541430, 541511, 541613, 541810, 541850</td>
<td>Sr. Videographer</td>
<td>Both</td>
<td>$98.99</td>
</tr>
<tr>
<td>8</td>
<td>512110, 541430, 541511, 541613, 541810, 541850</td>
<td>Videographer</td>
<td>Both</td>
<td>$87.99</td>
</tr>
<tr>
<td>9</td>
<td>512110, 541430, 541511, 541613, 541810, 541850</td>
<td>Video Assistant **</td>
<td>Both</td>
<td>$66.00</td>
</tr>
<tr>
<td>10</td>
<td>512110, 541430, 541511, 541613, 541810, 541850</td>
<td>Video Editor</td>
<td>Both</td>
<td>$98.99</td>
</tr>
<tr>
<td>11</td>
<td>512110, 541430, 541511, 541613, 541810, 541850</td>
<td>Sr. Animator</td>
<td>Both</td>
<td>$98.99</td>
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<tr>
<td>12</td>
<td>512110, 541430, 541511, 541613, 541810, 541850</td>
<td>Animator</td>
<td>Both</td>
<td>$87.99</td>
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<tr>
<td>13</td>
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<td>Graphic Designer</td>
<td>Both</td>
<td>$87.99</td>
</tr>
<tr>
<td>14</td>
<td>512110, 541430, 541511, 541613, 541810, 541850</td>
<td>Jr. Designer</td>
<td>Both</td>
<td>$66.00</td>
</tr>
</tbody>
</table>
The Service Contract Labor Standards (SCLS) is applicable to this contract and it includes SCLS applicable labor categories. The prices for the indicated (** SC LS labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS matrix. The prices awarded are in line with the geographic scope of the contract (i.e. nationwide).

**Labor Descriptions**

**Project Manager**
Responsible for oversight of project performance. Assigns responsibilities and supervises employee and team performance to achieve successful quality delivery of products and services. Coordinates all contract deliverables and serves as the lead point of contact. Identifies and resolves performance problems and implements organization methodologies for project success. Monitors overall project performance and ensures all needed resources are available. Duties include creating reports, analyzing team performance, organizational development, problem solving, and ensuring contract compliance. Must
be knowledgeable in production processes, success measurement, and effective management and communication methodologies. Must possess excellent communication and interpersonal skills.

EDUCATION: BA/BS  
EXPERIENCE: Minimum of 15 years of related industry or professional experience, 5 yrs direct supervisory experience

Production Lead  
Responsible for monitoring budget, schedule and performance at the project level. Coordinates and supervises the performance of all team producers and reviews daily accomplishments of all areas of the project. Produces and submits status reports to upper management and customer contacts involved in the project. Provides decisions that serve to advance the project to completion in timely and cost-effective manner while insuring that all performance expectations are met. Monitors team effectiveness and ensure all production activities are contributing toward achieving project goals. Must be knowledgeable in production techniques and capable of providing team leadership. Knowledgeable in leading various aspects of shipping and installation logistics to ensure a successful exhibit. Must possess excellent communication and interpersonal skills.

EDUCATION: BS/BA  
EXPERIENCE: Minimum of 10 years experience with minimum of 5 years direct production leadership experience.

Account Supervisor  
Coordinates and manages contractual and non-production tasks. Meets with customers/representatives to carry out statements of work and delivery of products. Advanced verbal and written communications skills, analytical thinking, and interpersonal dynamics required. Duties also include strategy development and review; estimates, quotes and reconciliation statements to ensure budget compliance. Knowledgeable in coordinating various aspects of exhibit shipping and installation logistics. Must possess excellent communication and interpersonal skills.

EDUCATION: BA/BS  
EXPERIENCE: Four years of contract or project coordination experience.

Creative Director  
Capable and experienced of understanding client's objectives and goals and converting them into written proposal or synopsis. Works with client's Subject Matter Experts to clarify the ideas and the themes needed for the development of a creative approach to the successful completion of the project. Capable of converting those ideas into effective communications for project and advertising campaign development. Progressive direct production experience in media based projects such as multimedia, video and/or film productions, live events, interactive training, script writing, and web site productions. Must understand production technology, tools and methods. Must understand and have proven ability to lead a creative team toward a cohesive communication production effort. Must possess excellent communication and interpersonal skills.

EDUCATION: BA/BS  
EXPERIENCE: 10 years of progressive media production experience with the last five in a leadership role.

Senior Multimedia Developer  
Directly designs and creates advanced multimedia content. Designs products using a variety of mediums including video, print, broadcast and electronic means. Develops animation and sound in multimedia presentations and training materials, to assure consistent theme and overall design of products. Works with project teams to assure quality products delivered on time and within budget. Knowledgeable in advanced multimedia tools for programming, user interfaces, web development, application development, gaming, 3D visualization, Exhibit Designs and advanced visual effects. Provides leadership to less senior members of the team. Must possess excellent communication and interpersonal skills.

EDUCATION: BA/BS  
EXPERIENCE: Minimum of 5 years of advanced multimedia production.
Multimedia Developer
Under the guidance of the Senior Multimedia Developer, Creative Director or other supervisor, the Multimedia Developer uses current technology to develop multimedia content. Multimedia products include print, interactive training, graphic interfaces, web sites, content management systems, image editing, 508 conforming, image editing, digital video, digital audio, motion graphics, animation, disc authoring, graphic design. Must be knowledgeable in the use of multimedia content creation programs and have the ability to take direction and work as a team. Must possess excellent communication and interpersonal skills.
EDUCATION: BA/BS
EXPERIENCE: Minimum of 2 years of direct multimedia experience.

Senior Videographer
Responsible for translating the script/screenplay into visual images. Experienced in using digital video and still cameras and associated equipment. Knowledgeable in lighting and audio production. Supervises the production crew to achieve the creative goals for the entire production. Must be able to direct the production activities on the set to create a positive, professional, safe, and productive working environment. Must possess excellent communication and interpersonal skills.
EDUCATION: BA/BS
EXPERIENCE: Minimum of 10 years of video or motion graphic experience.

Videographer
Responsible for basic video production with minimal requirements. Knowledgeable in the operation of video, photography, and audio equipment. Capable of lighting basic sets and locations. Must possess excellent communication and interpersonal skills.
EDUCATION: BA/BS
EXPERIENCE: Minimum of 2 years of video or motion graphic experience.

Video Assistant
Assists video crew with setting up cameras, lighting and other equipment. Capable of lifting and carrying equipment safely and efficiently. Knowledgeable in the basic requirements of video production on location or in studio. Must possess excellent communication and interpersonal skills. May be hired on contract or temporary basis as needed for project requirements.
EDUCATION: HS
EXPERIENCE: Minimum of 2 years work experience.

Video Editor
Edits and assembles video productions using advanced digital video technologies. Knowledgeable in digitizing, non-linear editing, special effects, character generation, captioning, television distribution, and digital video compression technologies. Knowledgeable in audio editing, music, and sound effects. Knowledgeable in digitizing, video compression, DVD authoring, and Hi-Definition formats and processes. Must possess excellent communication and interpersonal skills.
EDUCATION: BA/BS
EXPERIENCE: Minimum of 5 years of video or motion graphic experience.

Senior Animator
Creates advanced 2D and 3D animated imagery using computer programs. Expert skills using animation technology to create 3D models and scenes. Expert in model textures and motion. Knowledgeable in complex motion and lighting techniques such as inverse kinematics, hierarchies, ray tracing, atmospherics, etc. Knowledgeable in digital story telling and have the ability to develop and translate concepts into compelling and engaging visual communications. Must possess excellent communication and interpersonal skills.
EDUCATION: BA/BS
EXPERIENCE: Minimum of 10 years of graphic and/or motion graphic experience.
Animator
Creates Basic and intermediate 2D and 3D animated imagery using computer programs. Skilled using animation technology to create 3D models and scenes. Skilled in model textures and motion. Knowledgeable in basic motion and lighting techniques. Knowledgeable in digital story telling and have the ability to develop and translate concepts into compelling and engaging visual communications. Works with and supports other animation and video products. Must possess excellent communication and interpersonal skills.
EDUCATION: BA/BS
EXPERIENCE: Minimum of 5 years of graphic and/or motion graphic experience.

Graphic Designer
Produces creative graphic design projects including print collateral, logos, brochures, exhibit graphics, web design, etc. Knowledgeable in current design and layout software and advanced techniques for print and digital publications. Works alone or with other staff to develop multimedia and exhibit projects. Must possess excellent communication and interpersonal skills.
EDUCATION: BA/BS
EXPERIENCE: Minimum of 2 years experience in graphic design or related area.

Junior Designer
Produces design projects including print, design, web, and multimedia. Duties may include layout, 508 conforming, Search Engine Optimization, Website layout, uploading, template design, content development, exhibit signage, or other related design responsibilities. Works alone or with other staff to develop multimedia and exhibit projects. Must possess excellent communication and interpersonal skills.
EDUCATION: BA/BS
EXPERIENCE: Minimum of 1 year work experience.

Copywriter
Reviews, edits, rewrites own work or work of others. Prepares and edits scientific, technical or operational documents, and puts into easily understood language, including conference materials, operational reports, technical manuals, and other types of publications. Conducts technical research and collaborates with technical professionals. May write manuals and documentation at user level, technical support level, or both. May coordinate with graphic artists and writers in preparing documents for internal and external distribution. Must possess excellent communication and interpersonal skills.
EDUCATION: BA/BS
EXPERIENCE: Minimum of 5 years writing and/or editing experience.

Administrative Support Specialist
Supports project execution. Creates reports, processes contract deliverables, etc. Knowledgeable in production activities and processes as well as financial reporting, collections, and contract requirements. Monitors project budgets.
EDUCATION: HS
EXPERIENCE: Minimum of 5 years experience.