

The Webster Group

Small, Woman-Owned Business • Big Business Capabilities

We are a small, woman-owned business that specializes in conference and event planning. We provide core messaging and marketing strategies to help our clients promote events and increase attendance. Attention to detail and service excellence is our trademark as we deliver on time and on budget.



General Services Administration

MULTIPLE AWARD
SCHEDULE

Authorized Price List

Online access to contract 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:
www.gsaAdvantage.gov



Schedule Title

MULTIPLE AWARD SCHEDULE

Professional Services/Marketing and
Public Relations Subcategory

Contract Number

GS-07F-0461T

Contract Period

July 1, 2012 through June 30, 2022

Pricelist Current as of Modification #PS-A812
effective July 15, 2020

The Webster Group, Inc.
5185 MacArthur Boulevard, NW, Suite 250
Washington, D.C. 20016
P 202.237.0090
F 202.237.0036
www.webstergroupinc.com

Contract Administration

Wendy Drake, President and CEO
Wendy@webstergroupinc.com

Business Certification

Small Business | Woman-Owned Business

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



Customer Information

1a	Awarded Special Item Numbers (SINs)	561920 Conference, Meeting, Event and Trade Show Planning Services OLM Order Level Material
1b	Lowest Priced Service and Price for Each SIN	See pricing matrix below
1c	Description of Job Titles	See below
2	Maximum Order	\$1,000,000 SIN 561920 \$250,000 SIN OLM
3	Minimum Order	\$100
4	Geographic Coverage Area	Domestic, including the Commonwealth of Puerto Rico
5	Point(s) of Production	The Webster Group 5185 MacArthur Boulevard, NW, Suite 250 Washington, D.C. 20016
6	Discount from list of prices or statement of net price	Net price, discounts deducted
7	Quantity Discounts	(\$101—\$500K) @ 2% (\$501K—\$750K) @ 3% (\$751K—\$1M) @ 4%
8	Prompt Payment Terms	2% @ 20 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 or not accepted below the micro-purchase threshold	We shall accept Government Purchase Cards at or below the micro-purchase threshold
9b	Notification that Government Purchase Cards are accepted or not accepted above the micro-purchase threshold	We shall accept Government Purchase Cards above the micro-purchase threshold
10	Foreign items (list items by country of origin)	Not applicable
11a	Time of Delivery	To be negotiated with ordering agency
11b	Expedited Delivery	To be negotiated with ordering agency
11c	Overnight and 2-Day Delivery	To be negotiated with ordering agency
11d	Urgent Requirements	To be negotiated with ordering agency
12	F.O.B. Points	Destination
13a	Ordering Address	The Webster Group 5185 MacArthur Boulevard, NW, Suite 250 Washington, D.C. 20016



Customer Information

13b	Ordering Procedures	For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3
14	Ordering Address	The Webster Group 5185 MacArthur Boulevard, NW, Suite 250 Washington, D.C. 20016
15	Warranty Provision	None
16	Export Packing Charges	Not applicable
17	Terms and Conditions of Government Purchase Card Acceptance (any thresholds above the micro-purchase level)	Government Purchase Cards will be accepted for orders at the micro-purchase threshold. Bank account information will be shown on invoice.
18	Terms and Conditions of Rental, Maintenance and Repair	Not applicable
19	Terms and Conditions of Installation	Not applicable
20	Terms and Conditions of Repair Parts, etc.	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 (e.g., recycled content, energy efficiency and/or reduced pollutants)	Not applicable
24b	Section 508 Compliance for EIT	N/A
25	Data Universal Number System (DUNS) number	131889805
26	Notification regarding registration in the System for Award Management (SAM)	Registration is current

The Service Contract Labor Standards, formerly the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and/or when the contractor adds SCLS labor categories/employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.



Labor Categories

Senior Program Director

Experience: A Senior Program Director typically has a minimum of twenty (20) years of experience providing operations management across a broad range of departments.

Roles & Responsibilities: A Senior Program Director oversees and manages all personnel, as well as the overall business of event planning functions. Offers strategic insight to clients and staff. Ensures efficient and quality delivery of all services.

Education: A Senior Program Director will typically have an M.B.A. or comparable experience.

Project Director II

Experience: A Project Director II typically has a minimum of fifteen (15) years of experience managing events, conferences and/or trade shows with increasing levels of management responsibility.

Roles & Responsibilities: A Project Director II has responsibility for supervising and consulting with internal conference management/planning teams and staff, as well as providing expert conference planning advice to clients. The Project Director II is accountable for ensuring the successful implementation for all clients' events.

Education: A Project Director II will typically have a M.A. or M.S. degree in Human Resources, Business, Media, Management or comparable experience.

Project Director I

Experience: A Project Director I typically has a minimum of ten (10) years of experience managing events, conferences and/or trade shows with increasing levels of responsibility.

Roles & Responsibilities: A Project Director I consults with the senior management team to coordinate the activities of a project team in an effort to deliver the highest quality results to clients. Will advise clients on the overall management of the project. The Project Director I is accountable for ensuring the successful implementation of all clients' events.

Education: A Project Director I will typically have a B.A./B.S. degree in Human Resources, Business, Media, Management and professional certification or comparable experience.

Senior Graphic Designer

Experience: A Senior Graphic Designer typically has a minimum of ten (10) years of experience in designing marketing and event-related collateral. A Senior Graphic Designer will also typically be extremely proficient in current industry standard design software (i.e. Adobe InDesign, Photoshop, Illustrator or other equivalent programs).

Roles & Responsibilities: A Senior Graphic Designer is responsible for the conceptualization and design of graphic and web applications in relation to marketing materials for events and conferences. A Senior Graphic Designer will create a brand for each event, with each component having a consistent and complementary design. A Senior Graphic Designer will oversee other Graphic Designers on a project. A Senior Graphic Designer will work with Project Directors and Project Managers to produce identities and campaign designs.

Education: A Senior Graphic Designer will typically have a B.A./B.S. in Graphic Design, Web Design, Computer Science, other related field or equivalent training.

Web Developer/Programmer

Experience: A Web Developer/Programmer typically has a minimum of five (5) years of experience in computer/web programming and development. A Web Developer/Programmer will typically be extremely proficient in current industry standard programming and development software.

Roles & Responsibilities: A Web Developer/Programmer is responsible for the development of web applications and components, as well as the design and development of event websites, graphics and multimedia in relation to each project's needs.

Education: A Web Developer/Programmer will typically have a B.A./B.S. in Graphic Design, Web Design, Computer Science, or related field.



Labor Categories

Scriptwriter

Experience: A Scriptwriter typically has a minimum of five (5) years of experience in the events industry, particularly in production and stage management, or in public relations.

Roles & Responsibilities: A Scriptwriter is responsible for communicating and coordinating remarks for all speakers and presenters to ensure alignment with an event's goals and objectives. Scripts are written to convey a certain message throughout the event and targeted at an appropriate audience.

Education: A Scriptwriter will typically have a B.A./B.S. degree in Public Relations, Public Affairs, Marketing, English, or related field.

Facilitator/Moderator

Experience: A Facilitator/Moderator typically has a minimum of ten (10) plus years experience in management and business.

Roles & Responsibilities: A Facilitator/Moderator contributes structure and process to interactions, so groups are able to function effectively and make high-quality decisions. Defines meeting goals and outcomes, and guides discussions to focus on these goals. Develops meeting agendas and maintains appropriate schedule. Engages group members to work together.

Education: A Facilitator/Moderator typically have a B.A./B.S. degree in Human Resources, Business, Management and professional certification or comparable experience..

Graphic Designer

Experience: A Graphic Designer typically has a minimum of five (5) years of experience in designing marketing and event-related collateral. A Graphic Designer will also typically be extremely proficient in current industry standard design software (i.e. Adobe InDesign, Photoshop, Illustrator or other equivalent programs).

Roles & Responsibilities: A Graphic Designer is responsible for the conceptualization and design of graphic and web applications in relation to marketing materials for events and conferences. A Graphic Designer will create a brand for each event, with each component having a consistent and complementary design. A Graphic Designer will work with Project Managers, Marketing Specialists, Web Developer/Programmers and other team members to produce print or web materials, in keeping with client and event needs and objectives.

Education: A Graphic Designer will typically have a B.A./B.S. in Graphic Design, Web Design, Computer Science, other related field or equivalent training.

Public Relations Manager

Experience: A Public Relations Manager typically has a minimum of five (5) years of experience managing projects and campaigns with increasing levels of responsibility.

Roles & Responsibilities: A Public Relations Manager identifies target audiences, assists in crafting effective media messages and strategies and determines the most effective methods of communication of messages. A Public Relations Manager will develop agendas, arrange news conferences, press releases and public relations events, as well as manage a variety of media relationships.

Education: A Public Relations Manager will typically have a B.A./B.S. degree in Public Relations, Public Affairs, Marketing, Management, or related field.

Project Manager

Experience: A Project Manager typically has a minimum of five (5) years of experience managing events, conferences and/or trade shows with increasing levels of responsibility.

Roles & Responsibilities: A Project Manager is responsible for the successful planning and execution of the event. A Project Manager will work closely with the client to establish a vision and goal for the event. A Project Manager manages all aspects of the event, including the project team, event budget, support contracts, vendors, suppliers and overall general management.



Labor Categories

Education: A Project Manager will typically have a B.A./B.S. degree in Human Resources, Business, Media, Management or related field and professional certification or comparable experience.

Marketing Manager

Experience: A Marketing Manager typically has a minimum of five (5) years of experience managing projects and campaigns with increasing levels of responsibility.

Roles & Responsibilities: A Marketing Manager will work with the client and Project Directors to create and implement marketing initiatives and projects complete with marketing goals and timelines for action items. A Marketing Manager will proactively add to and contribute to the maintenance of a comprehensive marketing database of clients and prospects. A Marketing Manager is responsible for developing ROI measures to share with key stakeholders and applying analytics to provide usage insights and trends.

Education: A Marketing Manager will typically have a B.A./B.S. degree in Marketing, Public Relations, Business, Media or related field.

Exhibit Services Manager

Experience: An Exhibit Services Manager typically has a minimum of five (5) years of experience in the conference/trade show, meeting and event planning industry managing successful events.

Roles & Responsibilities: An Exhibit Services Manager is responsible for the targeting, advance planning, budgeting, implementation and evaluation of all trade shows. An Exhibit Services Manager will coordinate the production of trade show projects, manage and attend trade shows, negotiate trade show contracts and sponsorships and manage the exhibit coordination team.

Education: An Exhibit Services Manager will typically have a B.A./B.S. degree in Marketing, Public Relations, Business, Media or related field.

Conference/Exhibit Coordinator

Experience: A Conference/Exhibit Coordinator typically has a minimum of three (3) years of experience in the conference/trade show, meeting and event planning industry coordinating successful events.

Roles & Responsibilities: A Conference/Exhibit Coordinator is responsible for working with a Project Director and/or Exhibit Services Manager in the targeting, advance planning, budgeting, implementation and evaluation of all trade shows and conferences. A Conference/Exhibit Coordinator will coordinate and track the development, creation and revision of trade show materials, including booths, graphics, signage and trade show giveaways and is able to independently identify and perform related tasks as necessary.

Education: A Conference/Exhibit Coordinator will typically have a B.A./B.S. degree in Marketing, Public Relations, Business, Media or related field.

Registration Specialist

Experience: A Registration Specialist will typically have a minimum of two (2) years of experience in conference/trade show registration management and database management. A Registration Specialist must have working knowledge of registration software, MS Word and Excel, as well as other software required to fulfill contract.

Roles & Responsibilities: A Registration Specialist is responsible for overseeing all aspects of event registration, including website registration production and content, database organization, and management and logistics communication. Other duties may include, but are not limited to, processing registration, data entry, customer service, follow-up with exhibitors or attendees, handling phone inquiries and participation in onsite registration.

Education: A Registration Specialist will typically have a B.A./B.S. degree in Business, Computer Science or related field.

Onsite Supervisor

Experience: An Onsite Supervisor typically has a minimum of two (2) years of experience in the conference/trade show, meeting and event planning industry.

Roles & Responsibilities: An Onsite Supervisor is the first line of contact onsite for key functions of an event (e.g. catering liaison, speaker/panel management, etc.). An Onsite Supervisor will coordinate all vendors, speakers and support staff related to their onsite duties.

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Labor Categories

Education: An Onsite Supervisor will typically have a B.A./B.S. degree in Marketing, Public Relations, Business, Media, or related field.

Conference/Exhibit Assistant

Experience: A Conference/Exhibit Assistant typically has a minimum of one (1) year of experience in the conference/trade show, meeting and event planning industry. A Conference/Exhibit Assistant will also have general computer literacy and Microsoft Office experience.

Roles & Responsibilities: A Conference/Exhibit Assistant will assist the Exhibit Services Manager and Conference/Exhibit Coordinator with administrative duties including faxing, copying, shipping, general clerical tasks as necessary, preparing and maintaining event project files, and related tasks as necessary.

Education: A Conference/Exhibit Assistant will typically have a B.A./B.S. degree in Marketing, Public Relations, Business, Media or related field.

Administrative Support Staff

Experience: Administrative Support Staff typically has a minimum of one (1) year of experience in the conference/trade show, meeting and event planning industry. Administrative Support Staff will also have general computer literacy and Microsoft Office experience.

Roles & Responsibilities: Administrative Support Staff assist all other team members by performing general administrative duties including faxing, copying, shipping, general clerical tasks as necessary and preparing and maintaining event project files. Administrative Support Staff also assist with the coordination of all aspects of meeting planning, marketing and other activities for a variety of clients. Administrative Support Staff will maintain files on multiple projects as required

Education: Administrative Support Staff will typically have a B.A./B.S. degree in Public Relations, Human Resources, Business, Media, Computer Science or other related training.

Travel Coordinator

Experience: A Travel Coordinator typically has a minimum of one (1) year of experience in the travel, tourism, or event industry. A Travel Coordinator will also have general computer literacy and Microsoft Office experience.

Roles & Responsibilities: A Travel Coordinator manages all travel-related tasks (airline tickets, hotel rooms and rental cars) for guest speakers and other personnel as assigned by the client. A Travel Coordinator will track per diem, phone cards and petty cash.

Education: A Travel Coordinator will typically have a B.A./B.S. degree in Public Relations, Human Resources, Business, Media, Computer Science or other related training.

Registration Staff

Experience: Registration Staff will typically have a minimum of one (1) year of customer service-related experience.

Roles & Responsibilities: Registration Staff duties may include pre and post event registration set-up/tear down, onsite customer service, data entry, material production, general registration/conference support and all other duties associated with onsite registration. Registration Staff work under close supervision of the Registration Specialist and/or appropriate managers.

Education: Typically, Registration Staff are currently working toward or have earned an associate's degree or B.A./B.S. degree in Public Relations, Human Resources, Business, Media, Computer Science or other related training.



Price List for Services (561920)

Labor Category	Unit of Issue	Price
Senior Program Director	Hour	\$177.75
Project Director II	Hour	\$158.00
Project Director I	Hour	\$123.44
Senior Graphic Designer	Hour	\$123.44
Web Developer/Programmer	Hour	\$110.98
Scriptwriter	Hour	\$110.98
Graphic Designer	Hour	\$110.98
Public Relations Manager	Hour	\$88.88
Project Manager	Hour	\$78.07
Marketing Manager	Hour	\$74.95
Exhibit Services Manager	Hour	\$70.98
Conference/Exhibit Coordinator	Hour	\$63.90
Registration Specialist	Hour	\$47.25
Onsite Supervisor	Hour	\$44.44
Conference/Exhibit Assistant	Hour	\$36.91
Administrative Support Staff	Hour	\$34.56
Travel Coordinator	Hour	\$34.56
Registration Staff	Hour	\$24.69