The Webster Group

Global Event Management

The Webster Group is a full-service event management firm focused on attendee engagement. We work with our clients to customize events that are impactful and purposeful, always keeping objectives and costs in mind. We service clients throughout the United States and around the world. Whether producing a board dinner for 10 or a conference for 10,000, we are committed to creating exceptional experiences for our clients and their guests.

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 GSAAdvantage!, a menu-driven database system. The internet address for GSAAdvantage! is:
www.gsaAdvantage.gov

GSA Advantage!®

Schedule Title

MULTIPLE AWARD SCHEDULE
Professional Services/Marketing and Public Relations Subcategory

Contract Number

GS-07F-0461T

Contract Period

July 1, 2007 to June 30, 2027
Pricelist Current as of Modification 34

The Webster Group, Inc.
4777 Dexter Street, NW
Washington, D.C. 20007
P 202.741.1271
www.webstergroupinc.com

Contract Administration

Wendy Drake, President & 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

The Webster Group

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 of Production**	The Webster Group 4777 Dexter Street, NW Washington, D.C. 20007
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
9	**Foreign items (list items by country of origin)**	Not applicable
10a	**Time of Delivery**	To be negotiated with ordering agency
10b	**Expedited Delivery**	To be negotiated with ordering agency
10c	**Overnight and 2-Day Delivery**	To be negotiated with ordering agency
10d	**Urgent Requirements**	To be negotiated with ordering agency
11	**F.O.B. Points**	Destination
12a	**Ordering Address**	The Webster Group 4777 Dexter Street, NW Washington, D.C. 20007
12b	**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

Customer Information

13	**Ordering Address**	The Webster Group 4777 Dexter Street, NW Washington, D.C. 20007
14	**Warranty Provision**	None
15	**Export Packing Charges**	Not applicable
16	**Terms and Conditions of Rental, Maintenance and Repair**	Not applicable
17	**Terms and Conditions of Installation**	Not applicable
18a	**Terms and Conditions of Repair Parts, etc.**	Not applicable
18b	**Terms and Conditions for Any Other Services**	Not applicable
19	**List of Service and Distribution Points**	Not applicable
20	**List of Participating Dealers**	Not applicable
21	**Preventive Maintenance**	Not applicable
22a	**Special attributes such as environmental attributes (e.g., recycled content, energy efficiency and/or reduced pollutants)**	Not applicable
22b	**Section 508 Compliance for EIT**	EIT standards can be found at www.Section508.gov
23	**Unique Entity Identifier**	GCP9LU195DK3
24	**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 CRF 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.

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Labor Categories

Senior Program Director

Experience: A Senior Program Director 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 have an M.B.A. or comparable experience.

Project Director II

Experience: A Project Director II 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 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 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 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 has a minimum of five (5) years of experience in designing marketing and event-related collateral. A Senior Graphic Designer will also be proficient in current industry standard design software (e.g., 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 have a B.A./B.S. in Graphic Design, Web Design, Computer Science, other related field or equivalent training.

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Labor Categories

Web Developer/Programmer

Experience: A Web Developer/Programmer has a minimum of five (5) years of experience in computer/web programming and development. A Web Developer/Programmer will be 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 have a B.A./B.S. in Graphic Design, Web Design, Computer Science, or related field.

Scriptwriter

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

Graphic Designer

Experience: A Graphic Designer has a minimum of five (5) years of experience in designing marketing and event-related collateral. A Graphic Designer will also be proficient in current industry standard design software (e.g., 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, keeping with client and event needs and objectives.

Education: A Graphic Designer will 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 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

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relationships.

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

Project Manager

Experience: A Project Manager 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.

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

Exhibit Services Manager

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

Conference/Exhibit Coordinator

Experience: A Conference/Exhibit Coordinator 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

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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 have a B.A./B.S. degree in Marketing, Public Relations, Business, Media or related field.

Registration Specialist

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

Onsite Supervisor

Experience: An Onsite Supervisor 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.

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

Conference/Exhibit Assistant

Experience: A Conference/Exhibit Assistant has a minimum of one (1) year of experience in the conference/trade show, meeting and event planning industry.

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 have a B.A./B.S. degree in Marketing, Public Relations, Business, Media or related field.

Administrative Support Staff

Experience: Administrative Support Staff 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

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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 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 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 and petty cash.

Education: A Travel Coordinator will 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 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: Registration Staff are currently working toward or have earned an associates degree or B.A./B.S. degree in Public Relations, Human Resources, Business, Media, Computer Science or other related training.

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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

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