

Meeting Essentials By Design, Inc.

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Conference, Events, Meetings & Tradeshow Planning Services
Graphic & Web Design, Exhibit Design & Implementation

We Do The Planning, Integration of Resources,
Managing, Negotiating, and Implementation for You.

FSS Number – 541

CONTRACT NUMBER: GS-07F-0564T

CONTRACT PERIOD – SEPTEMBER 16, 2007 – SEPTEMBER 15, 2012

September 16, 2007 – September 15, 2008 GSA PRICE LIST

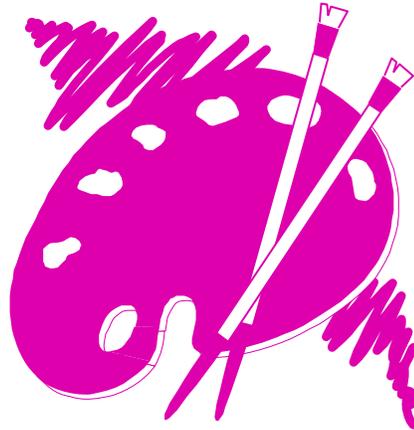


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Meeting Essentials By D'esign, Inc.

Company Background Information...

We are a 100% woman-minority owned and operated company, which was established in 2003 as a full service meetings management and special event planning and consulting company with a team of meeting planners exhibit/tradeshow managers, project coordinators, graphic designer, website designer, registrars, and a network of corporate suppliers.

"We are your one-stop-shop" for all your meeting, conference, event and exhibit tradeshow needs.

Meeting Essentials By D'esign, Inc. has established a broad range nation-wide network of hotels, conference centers and unique venues. We developed this network through our partnerships in the industry, hosting conferences-meetings, and conducting site visits for our clients throughout the United States of American.

Our objective: To demonstrate that our operational processes and customer satisfaction commitment meets and exceeds the criteria required to assist our clients in reaching their goals and objectives.

Our mission statement and commitment to our customers is as follows:

To provide the highest degree of professional and personalized service to our customers by integrating all of the essential state-of-the-art resources required to make their project, meeting, and event a great success; and to assist them in meeting and exceeding their business goals and objectives.

Commitment: We are committed to a spirit of excellence in all the services we offer! It is our goal to identify and secure for our clients the best venue, in the right location, that has an extraordinary level of quality service and décor in accommodations and amenities that fall within our client's budget.

CUSTOMER INFORMATION...

1a. TABLE OF AWARDED SPECIAL ITEMS NUMBERS (SINs)

<u>SIN</u>	<u>DESCRIPTION</u>
541-4D	Conference Events and Tradeshow Planning Services

1b. LOWEST PRICED LABOR RATE FOR EACH SIN:
(Government net price based on a unit of one)

<u>SIN</u>	<u>MODEL</u>	<u>PRICE</u>
541-4D	Database Coordinator	\$47.00

1c. HOURLY RATES:

SIN	LABOR CATEGORY	RATE
541-4D	Executive Director of Meetings Management Professional	\$118.38
541-4D	Senior Meeting Planner	\$94.71
541-4D	Conference Coordinator	\$75.76
541-4D	Database Coordinator	\$47.35
541-4D	Graphic Designer	\$89.97
541-4D	Website Designer	\$66.29

CUSTOMER INFORMATION 1C – ORGANIZATION'S STRUCTURE...

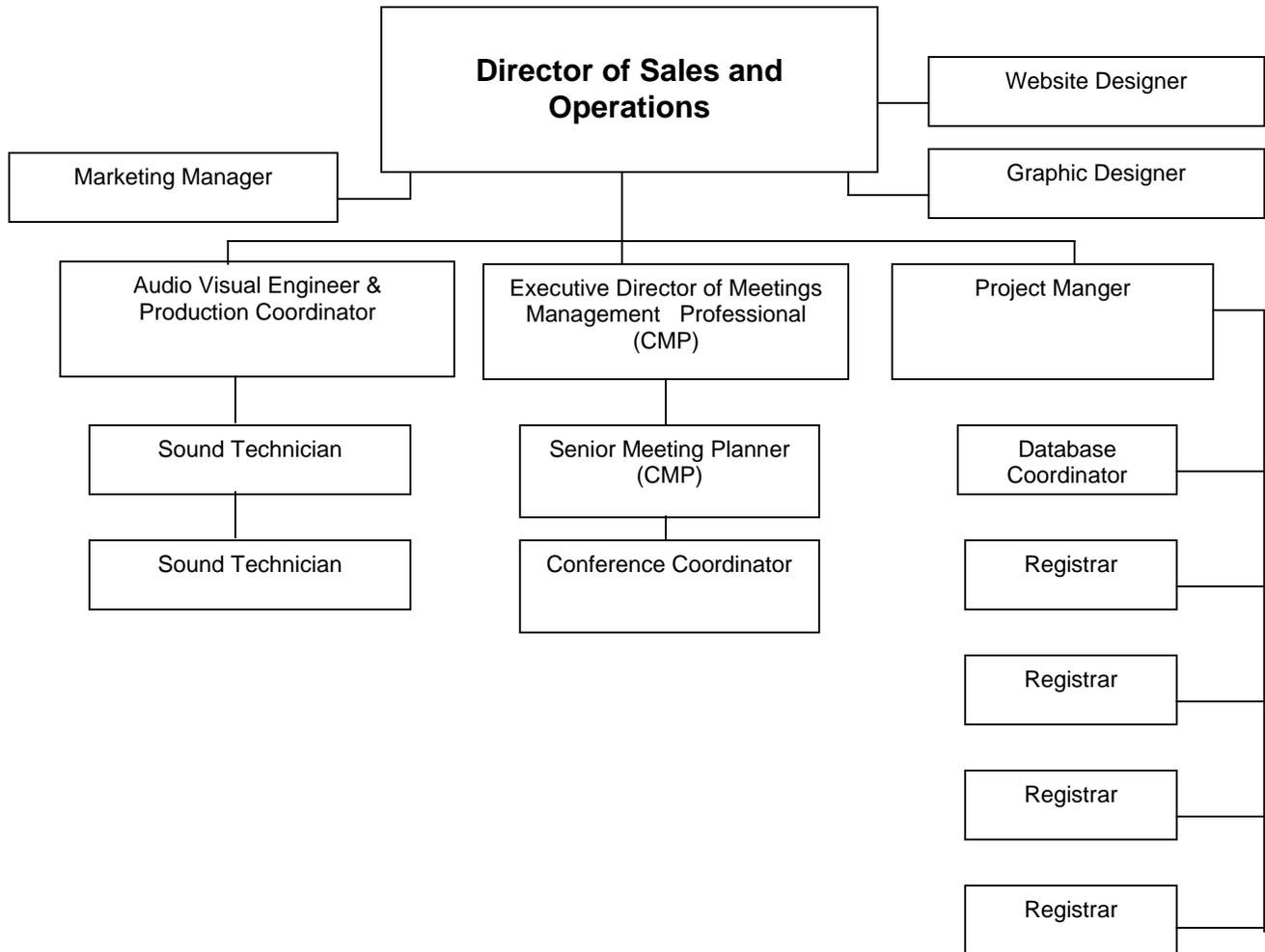
Organization's number of years of corporate experience in professional marketing related services:

Meeting Essentials By D'esign, Inc. was established in 2002 and has been providing specialized marketing services to corporations, non-for-profit associations, and state Federally funded agencies for four consecutive years.

Organization's size:

Meeting Essentials By D'esign, Inc. has an organization comprised of a sixteen member staff, as shown on organization chart below:

**Meeting Essentials By D'esign, Inc.
Organization Chart**



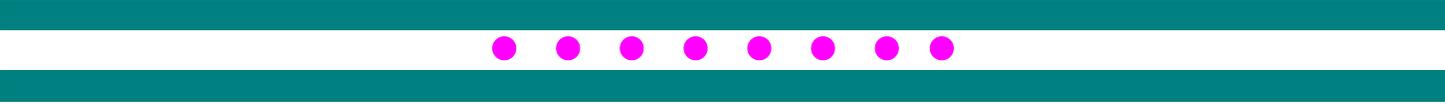


CUSTOMER INFORMATION 1C - EXPERIENCE...

Our staff has over 75 years combined experience in the industry of specialized marketing services which include but are not limited to the following resources available to our clients:

- Audio-Visual Procurement
- Budget Management & Reporting
- Development of Planning Timeline
- Direct Mail Promotions
- Exhibit & Tradeshow Management
- Floral Design
- Graphic Design & Production
- Incentive Programs Service
- Media & Production Services
- Meeting & Special Event Planning
- Onsite Meeting Management Services
- Printing
- Project Management
- Promotion Gifts
- Registrar Staffing
- Registration Service
- Site Selection
- Speaker Arrangements
- Supplier Negotiations
- Travel Arrangements
- Website Design - Bilingual

Since, its inception, Meeting Essentials By D'esign, Inc. has continued to develop the expertise and capabilities of resource offering to its clients by having its staff attend and participate in continuous annual educational workshops, seminars and conferences offered through such organizations as the Women's Business Development Center, Chicago Minority Business Enterprise, National Coalition of Black Meeting Planners, National Sales Network, Insocomm for Audio Visual Tradeshow management technology and the Network Technology Conference .



CUSTOMER INFORMATION 1C - EXPERIENCE...

Executive Director of Meetings Management

Experience:

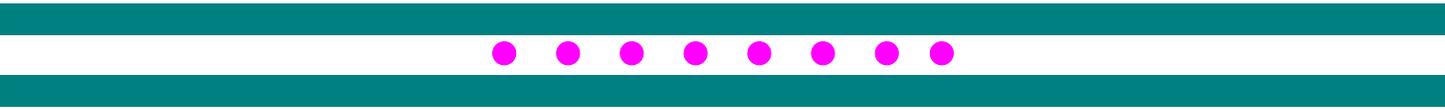
- Minimum of 15 years experience in the meetings and events exhibit and tradeshow planning industries in managing meetings, conferences, symposiums, exhibits and trade shows and other similar events for corporations, associations, public and private sector clients.
- Managed over 200 meetings.
- Managed numerous events involving over 200 to 2,000 participants for one- four day seminars, national sales meetings, conferences, symposia, banquets and receptions.
- Managed events in various geographical settings and events that involved a variety of topics and services including marketing and technology.
- Proficient in meetings management and logistical management of meetings.
- Excellent interpersonal and group communication skills and supervision and management experience.

Functional Responsibilities:

- Providing proficiency in expertise and direction for all conferences, meetings and events that she and or the Senior Meeting Planner manages.
- Oversees the overall successful planning and execution of all projects, programs and events
- Assigns the appropriate meeting team to develop and execute successful client programs, meetings and events.
- Negotiates and approves of all supplier contracts for services and or resources required for each project, program, conference, meeting and events as required by the client.
- Negotiating all contracts with clients.
- Finalize venue selection, supplier, and subcontractor contracts.
- Final approval of all payables.
- Monitoring performance of subcontractors.

Education:

- BA in BS in communications, business, marketing or equivalent/related experience.
- Active certification as a certified meetings professional (CMP) or equivalent certification in the meeting and convention industry.



CUSTOMER INFORMATION 1C - EXPERIENCE...

Senior Meeting Planner

Experience:

- Minimum 10 years experience in managing meetings, conferences, symposiums, trade shows and other similar events for corporations, associations, public and private sector clients
- Managed at least 15 events involving over 200 participants for at least two days in length, at least (25) one-day seminars and/or meetings
- Managed at least 200 projects such as meetings, conferences, conventions, and exhibits trade shows.
- Experienced in managing events in various geographical settings and events
- Proficient in meetings management and logistical management of meetings.
- Excellent interpersonal and group communication skills and supervision and management experience.

Functional Responsibilities:

- Manage and successfully executes assigned projects and event contracts as directed by the Executive Director of Meetings Management.
- Conduct venue selections.
- Negotiate selected supplier, and subcontractor contracts.
- Submission of documentation of all payables for approvals.
- Monitoring performance of assigned subcontractors.

Education:

- BA or equivalent business degree must be a certified meetings professional (CMP) or equivalent certification in the convention industry.

Conference Coordinator:

Experience:

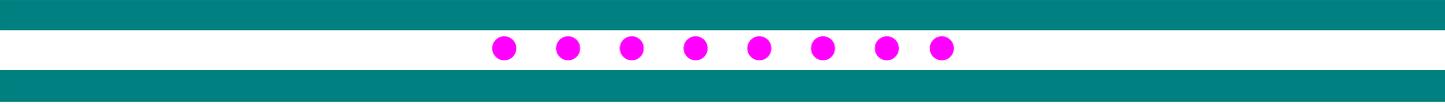
- Minimum (5) years experience working with meeting and event planners.
- Minimum five (5) year's experience developing agendas for professional conferences and meetings and RFPs for contracts with vendors.
- Proficient in the use of telecommunications technology associated with teleconferencing, able to assist with planning all events.
- Excellent interpersonal and group communication skills and supervision and management experience.
- Business relationship with national Convention and Visitor Bureaus (CVBs) travel agencies, and destination management companies (DMC's) within the United States.

Functional Responsibilities:

- Assists in developing scope of work associated with all events;
- Work with all meeting planners and coordinators to develop project and event work plans.
- Development of assigned event agenda content.
- Locating of facilities and suppliers
- Preparation and processing of assigned RFPs.
- Identify and secure qualified and certified subcontractors.
- Assigns project teams and their support staff to events

Education:

- Must have an advanced degree in Education, Business, Marketing or equivalent experience.



CUSTOMER INFORMATION 1C - EXPERIENCE...

Database Coordinator:

Experience:

- Two years experience working in the conference and or trade industry. Experience with meeting and event planners and developing and managing databases.
- Coordination of onsite database updates and registrations for corporate, public and or private meetings and events.
- Must be willing to travel and readily accessible to work mornings, evenings, nights weekdays and weekends.
- Proficient in Excel, doing spreadsheets and Microsoft Word

Functional Responsibilities:

- Reports directly to the project Meetings Manager
- Develop and maintain databases for each client program, meeting, conference and event.
- Assist with set-up of registration areas
- Set up directional signage and easels
- Assist in pre-registrants and onsite registrants with registration process Assist Meetings Manager in collection of question cards and program evaluation
- Collect all left behind meeting materials and assists Meetings Manager with packing clients' materials for reshipment back to client's place of destination.
- Processes advance registrations, issues receipts, maintains conference databases
- Supports on-site conference and trade show database registration services.

Education:

- High School Diploma. Training courses in Excel and Microsoft Word

Graphic Designer:

Experience:

- Minimum of ten years experience in Graphic Design working with and understanding printers and their needs. Proficient in the Macintosh OSX format, Illustrator, Quark and Photoshop.
- Specializes in creative graphic design for print and Internet use.
- Utilizes other programs for niche client graphics, which are In Design, Word, Excel, PowerPoint Quark, and GoLive.
- Recreates missing work and puts art in acceptable formats for printing.
- Proficient in using all current state-of-the-art graphic design computer software programs.

Functional Responsibilities:

- Design and production of all meeting and event direct mailing materials, brochures, advertisements, sales materials, publications, logos and conference materials for distribution to attendees.
- Designs trade show booths and other exhibit variations and accompanying materials.

Education:

- BA Degree in graphic design, 2D Studio Art or equivalent experience.

CUSTOMER INFORMATION – EXPERIENCE/ ITEM 1c...

Website Designer:

Experience:

- Minimum five years experience in website design.
- Proficient in using various Software Programs including: Microsoft Windows 2000 and XP, Office 2000: Word, Excel, PowerPoint, Access, Project, Publisher; Internet, Lotus Notes, Adobe: Acrobat, Illustrator, Photoshop; Macromedia: Dreamweaver, Flash, and Fireworks.

Functional Responsibilities:

- Create, revise and maintain client websites
- Works with clients to custom design their website to align and display their business branding, goals and objectives.

Education:

- Degree in website design or equivalent experience

CUSTOMER INFORMATION - TERMS AND CONDITIONS/ ITEMS 2 – 10...

2. **MAXIMUM ORDER***: \$1,000,000 per SIN and \$1,000,000 per order

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor 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 FAR8.404.

3. **MINIMUM ORDER**: \$100

4. **GEOGRAPHIC COVERAGE** (delivery area) United States and Canada

5. **POINT(S) OF PRODUCTION**: Waukegan, Illinois (Lake County)

6. **DISCOUNT FROM LIST PRICES**: 6% from the market-prices offered. For calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage), the contractor should deduct the appropriate basic discount from the market-price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). Current IFF rate is 0.75%

7. **QUANTITY DISCOUNT(S)**: an additional 1% on orders over \$100,000, an additional 2% on orders between \$200,000 and \$300,000, an additional 3% on orders over \$300,000

8. **PROMPT PAYMENT TERMS**. 1% 10 days, net 30

- 9a. **Government purchase cards are accepted at or below the micro-purchase threshold.**

- 9b. **Government purchase cards are accepted above the micro-purchase threshold.**

10. **FOREIGN ITEMS**: None

CUSTOMER INFORMATION - TERMS AND CONDITIONS/ ITEMS 11a. – 26...

- 11a. **TIME OF DELIVERY:** The contractor shall deliver or perform services in accordance with the terms negotiated in the agency's order.
- 11b. **EXPEDITED DELIVERY:** As Specified on Task Order
- 11c. **OVERNIGHT AND 2-DAY DELIVERY:** Overnight and 2-day delivery are available. Contact the Contractor for rates.
- 11d. **URGENT REQUIREMENTS:** Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
12. **F.O.B.POINT:** Destination
- 13a. **ORDER ADDRESS:** Meeting Essentials By D'esign, Inc.
401 Pioneer Road
Waukegan, IL 60085
- 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:** Same as Contractor
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).
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:** N/A
21. **LIST OF SERVICE AND DISTRIBUTION POINTS:** N/A
22. **LIST OF PARTICIPATING DEALERS:** N/A
23. **PREVENTIVE MAINTENANCE:** N/A
- 24a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):** N/A
- 24b. **Section 508 Compliance EIT:** N/A
25. **DUNS NUMBER:** 041280970
26. **NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE:** Contractor is registered with CCR.



CONFERENCE, EVENTS AND TRADESHOW PLANNING SERVICES...

PLANNING SERVICES:

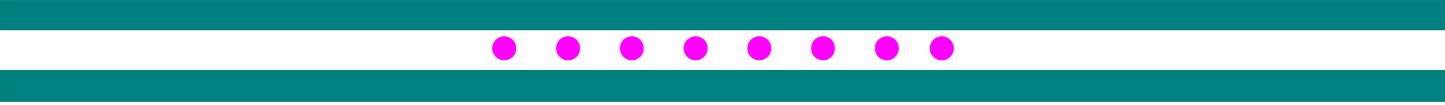
Meeting Essentials By D'esign, Inc. will provide and execute the services as outlined in the following pre-planning, onsite, and post-conference phases to assure a successful conference, event, meeting and or program for our client:

Pre Planning:

- To insure the success of our client's meeting, conference or event, Meeting Essentials By D'esign, Inc. will provide a dedicated team to your project. The Conference/Project Manager will be the client's direct contact person. Upon being award a GSA contract, Meeting Essentials By D'esign, Inc. will create an outline for this event, tailored to the client's goals and objectives. In accordance with proper planning procedures, Meeting Essentials By D'esign, Inc. will meet with the client's planning committee in person or via teleconference on a monthly basis to discuss issues related to coordinating the conference, to keep the client and the entire planning committee abreast of deadlines and the completion status job tasks associated with the project. Meeting Essentials By D'esign, Inc. will work in conjunction with the client's designated staff on all phases of their meeting, conference and or event. Meeting Essentials By D'esign, Inc. will attend all appropriate planning meetings in conjunction with the client's meeting, conference and or event and will provide the client with an electronic bi-weekly progress report as well of the status of the pre-planning stage of the meeting, conference, and or event.

Pre-Planning /Operations General Services:

- Attend client planning meetings
- Conduct site visits
- Confirm all VIP arrangements
- Confirm main meeting and breakout rooms audio/visual requirements for each event
- Confirm other event suppliers
- Confirm transportation and recreation requirements
- Coordinate meeting content packages
- Create welcome packages
- Develop name badges and name tents for each event
- Locating of Unique Venues for client programs, meetings and events
- Mail participant travel documents
- Manage and maintain all operational aspects of each event
- Manage client invites and track RSVP's
- Negotiate room rates, meeting and function space, food and beverage, décor and entertainment for selected venues
- Print name badges
- Process arrival/departure list
- Provide a dedicated team to meet the needs of the client
- Research and block airline space (when appropriate)
- Review client's program agenda
- Schedule airfares for all attendees
- Schedule hotel accommodations
- Secure audio visual equipment and technical assistance for main and breakout rooms for each event
- Selection food menu options and review options with client
- Set up registration process for online or paper registration submissions
- Submit hotel rooming list



CONFERENCE, EVENTS AND TRADESHOW PLANNING SERVICES...

Onsite Event /Operations General Services:

- Attend hotel pre-conference meetings
- Communicate to the hotel and appropriate vendors on-going changes to client's event
- Conduct meeting with suppliers and on-site staff to finalize all meeting details
- Coordinate on-site logistics management with hotel staff
- Manage all contracted suppliers
- Manage onsite hospitality desk
- Manage rooming list and on-site registration process
- Monitor flight arrivals
- Oversee the operations of each event, meeting, meal function, recreational/entertainment activities, etc., as directed by the client
- Schedule arrival/departure transfers
- Unlimited Onsite Registrar Staffing (based on client's needs and size of event)

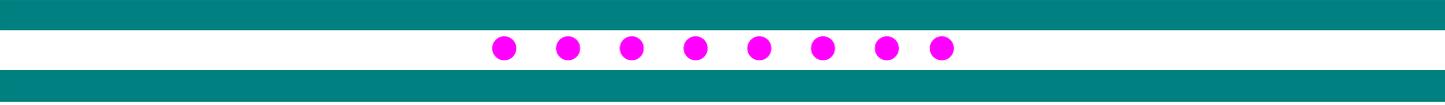
SITE SELECTION AND NEGOTIATIONS:

Meeting Essentials By D'esign, Inc. will coordinate with the client to select the most appropriate venue for their meeting, conference and or event. Meeting Essentials By D'esign, Inc., on the behalf of the client, will negotiate with all potential venue sites to secure the optimum quality service, a broad range of amenities and the most economical- lowest prices in terms of space, and food and beverages, audiovisuals, and other client service requirements. A courtesy hold on a block of sleeping rooms will be made at the prevailing government per-diem rate, if possible, so that individuals may deal directly with the hotel for reserving and paying for sleeping rooms. In any case, no sleeping rooms financial guarantee will be made to the facility, unless Meeting Essentials By D'esign, Inc. is specifically directed by the client to make a financial guarantee. Meeting Essentials By D'esign, Inc. will negotiate and sign all agreements on behalf of the client and act as the liaison between the client and the venue facility. All work conducted shall be subject to the approval of the client.

EVENT MARKETING:

Attendance Promotion: The client has primary responsibility for inviting attendees to attend their meeting, conference and or event. To assist with this effort in the months preceding the event, Meeting Essentials By D'esign, Inc. staff will, in conjunction with the client, promote the meeting, conference and or event to appropriate target audiences in order to maximize conference attendance through the appropriate methods, which may include:

- E-mail blitz to target audience attendees
- Fax announcements
- Flyers
- Industry trade journals (announcements to be included on their calendar of events.)
- Lobby posters (in appropriate buildings)
- Marquee messages
- Postcard invitations
- Press releases
- Public Service Announcements PSA's (where applicable)
- Signs and banners (where appropriate)
- Telephone campaigns
- Web/Internet



CONFERENCE, EVENTS AND TRADESHOW PLANNING SERVICES...

Collateral Materials:

Meeting Essentials By D'esign, Inc. will assist with the marketing of the client's meeting, conference and or event by acting as a consultant to the client concerning content and design of all collateral materials such as brochures, program booklets and invitations to be mailed to prospective attendees. Meeting Essentials By D'esign, Inc. will provide the client with proofs (up to two) so that materials can be approved prior to printing and mailing. Meeting Essentials By D'esign, Inc., on behalf of the client, will negotiate with and pay a printer for the printing, production and shipment of all collateral materials. Meeting Essentials By D'esign, Inc. will attempt to identify prospective attendees via other sources. Meeting Essentials By D'esign, Inc. requires that the client supply it with an electronic copy of the mailing list(s) from past events, and list(s) of prospective attendees, if applicable. Meeting Essentials By D'esign, Inc. will deliver the completed collateral materials to the client's office for mailing at the client's expense or make other arrangement with the client to pay Meeting Essentials By D'esign, Inc. for postage and have Meeting Essentials By D'esign, Inc. mail them from their offices.

Website Development and Maintenance:

Meeting Essentials By D'esign, Inc. Website Designer will coordinate with the client to design and maintain an Internet Website page(s) for the client's event customized to the specifications of the client's event. Examples of our website designs can be viewed at www.meetingessentialsbydesign.com

ATTENDEE REGISTRATION:

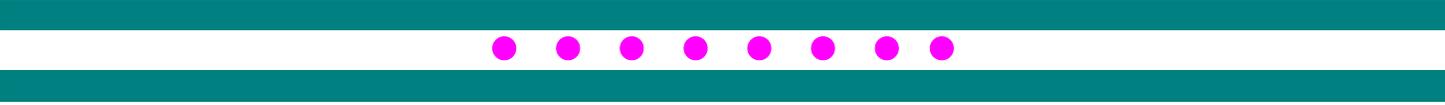
Pre-registration Meeting Essentials By D'esign, Inc. will handle all aspects of pre-registering attendees via web page, fax, or mail. The Website will have the ability to accept credit card payments if the client deems it to be applicable. Confirmations will be e-mail (or fax by request) to all registered attendees upon receipt of their registration. All registration information will be made available to the client via email, disc and or hardcopy. Bi-weekly reports will be provided to client.

On-site Registration and Check-in Meeting Essentials By D'esign, Inc. will handle all aspects of on-site registration and check-in. Meeting Essentials By D'esign, Inc. will secure on behalf of the client sufficient on-site computers, printers and badge stock to afford Meeting Essentials By D'esign, Inc. the ability to badge all participants throughout the conference. Meeting Essentials By D'esign, Inc. will use a comprehensive electronic database, including prospective attendee data provided by the client, to produce badges listing names and affiliations for each pre-registered attendee prior to the first day of the conference. Meeting Essentials By D'esign, Inc. can also print a conference logo on each badge, if applicable. Each participant will be provided a badge holder with a safety pin and clip, or similar type fastener. Sponsors, speakers, VIP's, Meeting Essentials By D'esign, Inc. staff and other designated personnel will have badges with distinctive ribbons labeled to identify role and responsibility and for personnel identification purposes. Meeting Essentials By D'esign, Inc. will compile and continually update the conference attendees' list. All registration information will be made available to the client on disc and or paper printout.

ONSITE OPERATIONS AND LOGISTICS:

OnSite Liaison: Meeting Essentials By D'esign, Inc. will act as the liaison to the conference facility for all matters pertaining to the conference, including, but not limited to, security, room layouts, shipments, special requests, sleeping room arrangements, the proper configuration of space, proper timing of services and food, and audiovisual equipment and conference support materials.

Staff: Meeting Essentials By D'esign, Inc. will staff the meeting, conference and or event with a dedicated staff and appropriate number of personnel to efficiently service the volume of attendees during registration and throughout the duration of the meeting, conference and or event. We will add as many staff persons as circumstances dictate to assure a smooth running of the event, based on anticipated attendance and logistical challenges. A lead conference manager will be assigned in advance acting as the liaison for Meeting Essentials By D'esign, Inc. to the venue facility and the client.



CONFERENCE, EVENTS AND TRADESHOW PLANNING SERVICES...

Collateral Materials: Meeting Essentials By D'esign, Inc. will assemble and distribute to appropriate attendees at time of check-in a meeting, conference or event program booklet containing agenda and program materials specified by the client. The client will be asked to approve proofs of these materials prior to printing and if available, Meeting Essentials By D'esign, Inc. will provide brochures containing information on area attractions, restaurants and lodging.

Speakers: Meeting Essentials By D'esign, Inc. will assist the client with speakers by initiating communications with potential speakers, keeping record of requirements and statuses of RSVPs. The client is solely responsible for finalizing the speakers and agenda, but Meeting Essentials By D'esign, Inc. will supply information and guidance when applicable. All costs related to compensation, lodging, travel and transportation for speakers will be paid out of the client's direct costs budget, however, Meeting Essentials By D'esign, Inc. will manage the logistical arrangements for speakers lodging, travel, and transportation, as approved by the client. Meeting Essentials By D'esign, Inc. will determine and make arrangements for audiovisual needs, and determine materials format used by each speaker/presenter. Meeting Essentials By D'esign, Inc. will arrange and manage a speaker ready room to include food and beverage refreshments, local telephone capabilities and other VIP amenities, as deemed appropriate by client's approval.

VIP Protocol: Meeting Essentials By D'esign, Inc. will execute all VIP protocol for all executive invitees, positioning appropriate officers, members of cabinet, government officials and distinguished speakers per the direction of the client. This work includes proper written and voice communications, conventions of space and property arrangement, and professional courtesy/protocol practices.

Optional Services: Meeting Essentials By D'esign, Inc. will provide, on an as-needed basis, easels, a message board, electrical extension cords, power surge protectors/strips, access to local dial phone(s), access to on-site reproduction capabilities, arrangements for transportation and last minute/on-site arrangements, as pre-approved by the client. These items may be supplied through the venue facility as well under pre-approval status of the client's direct bill with the venue.

FINANCIAL MANAGEMENT:

Meeting Essentials By D'esign, Inc. Meeting Essentials By D'esign, Inc. is capable of performing the work related to this service in accordance to the terms and conditions of contract number GS-07F-0564T. In any case, Meeting Essentials By D'esign, Inc. will manage the receipts and disbursements related to the client's meeting, conference and or event as approved by the client. An invoice will be submitted for the full fee, and is payable with the terms and conditions of the GSA contract awarded.

Other Direct Cost (ODC) Budget Direct costs up to the full amount of the Other Direct Cost Budget will be funded by the client's ODC budget. ODC Budget monies will be paid to Meeting Essentials By D'esign, Inc. on a monthly basis in the form of reimbursements for goods and services Meeting Essentials By D'esign, Inc. procures on behalf of the client's meeting, conference and or event. Meeting Essentials By D'esign, Inc. will pay bills related to the conference according to their stated terms. Meeting Essentials By D'esign, Inc. will submit monthly invoices accompanied with copies of receipts to the client for reimbursement. The terms for these reimbursement requests will be Net 30 days. A detailed accounting of the state of financial matters related to the Other Direct Cost Budget will be made available to the client on electronic, hardcopy and softcopy when requested on a continual basis, and will be part of Meeting Essentials By D'esign, Inc. bi-weekly electronic reports to the client. This fiscal system will be established and maintained in compliance with accepted accounting practices under the direction of Meeting Essentials By D'esign, Inc. Accounting Manager.

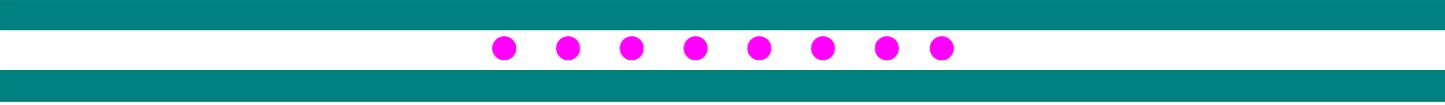
Final Financial Statement Meeting Essentials By D'esign, Inc. will provide to the client a complete financial statement of all Other Direct Cost Budget expenditures no later than 30 days after the completion or close of the client's meeting, conference and or event or when all invoices have been paid and receipts are available.



CONFERENCE, EVENTS AND TRADESHOW PLANNING SERVICES...

POST EVENT COMPLETION REPORT AND CLIENT MEETING:

Meeting Essentials By D'esign, Inc. and client staff will meet or teleconference within three weeks after the conference, meeting or event at which time Meeting Essentials By D'esign, Inc. will provide a summary report of all conference activities for the client, including attendance statistics, lists of lessons learned, and recommendations for improvements for future events. This report will be provided in both electronic and hard copy.



QUALITY CONTROL...

1. **Weekly and bi-weekly strategy team meetings and tele-conferences will be conducted.** In each meeting, the project team will review the status of the client's project with our formatted project timeline designed specifically for the client, which lists and tracks the status of each task associated with the project. During each meeting, our project team will access the quality standards of the services provided to ensure that there is always a high quality of service provided; and, to ensure that our client's goals and objectives are met. A project status update will be provided to the client for review and to make any necessary changes to the project and service requirements as requested by the client.
2. **For meetings, events and conference planning and management, our senior meeting and special event planners that are proficient in project supervision will directly supervise and or review projects regarding quality control.**

For audio-visual, video and film production, our Audio Visual Engineer & Production Coordinator who are proficient in project supervision will directly supervise and or review projects regarding quality control.

3. **Only highly trained and certified sub-contractors** whose experience and proficiencies align with the client's project service requirements will be used.

4. **Productivity enhancement Product and Services:**

We apply a method of focusing on the collective and individual productivity of each task associated with each client's project. By application of this method, we leverage and enhance the existing strengths and activate and or integrate other essential services that will further enhance the productivity of each project. We accomplish this by integrating traditional and state-of-the-art services in the areas of technology, audio-visual service, equipment and a trained-experienced team of specialists to work on each component of our client's project. This also includes innovative solutions to problems, research, design, strategy development, facilitation, leadership and team development. Each service and process is customized to achieve most advantageous effectiveness and success for each of our client's projects.

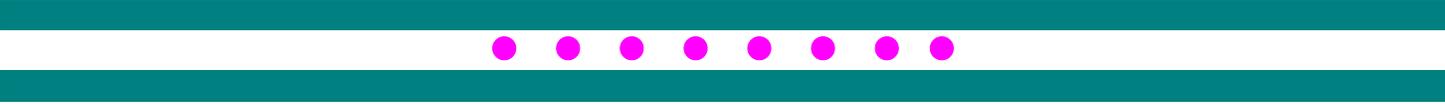
5. **Cost reduction methods:**

Manage negotiations for government preferred pricing on hotel and venues room rates, food and beverage functions, audio-visual and all other services.

At the beginning stages of each project, we provide the client and entire project team with the specific details of all discount deadlines to make sure that each discount is taken advantage of and is met on time. Meeting Essentials By D'esign, Inc. works directly with the client to minimize onsite staffing needs and expenditures when applicable.

6. **Handling potential problem areas and solutions:**

Our ongoing review of each stage of the project and its progress enables our project team to be proactive in detecting problem areas and researching and implementing viable solutions to resolve and prevent future problems.



QUALITY CONTROL...

7. Customer relations:

In order to ensure ongoing positive customer relations, we first assess the needs of our clients, and their goals and objectives as they apply to their projects. We also provide our clients with a dedicated project coordinator who will work one-on-one with the client. In addition, Meeting Essentials By D'esign, Inc. and team are accessible to the client in every mode of direct communication via business phone, cell phone, email, text messaging and fax all within a regular business day.

We address all of our clients in a professionally manner. Meeting Essentials By D'esign, Inc. facilitates open communications on an ongoing basis weekly with its clients on the status of their projects and work with them to develop the processes and strategies to meet their goals and objectives.

8. Procedures for meeting urgent requirements:

Meeting Essentials By D'esign, Inc. has established the following five point process procedure for handling urgent requirements:

- Assess requirements and resources readily on hand for urgencies and develop plan of action needed to secure required resources.
- Within 24 hours from special requirements notification, facilitate meeting and or teleconference with clients to meeting, review plan with client, get applicable approves on additional expenditures
- Upon approval of additional expenditures and plan, secure resources and executive plan
- Amend project timeline and tasks to account for revisions.
- The assigned project manager will monitor revisions in place to make sure that we stay on task and schedule to ensure the successful implementation and execution of each project.

9. Strategies the firm will implement to manage and complete multiple projects for multiple agencies simultaneously:

- The Meeting Essentials By D'esign, Inc. Director of Sales and Operations will meet staff to review each project by its requirements, budget, goals, objectives and overall scope.
- After each project is reviewed for clarification of the client's requirements, budget, goals, objectives and scope, a project manager and team is then assigned to each project to manage of phases of the project. The project management team, per project, will consist of at least three staff assigned to work on the project. The project manager will oversee the entire project along with the Director of Sales and Operations. The overall scope and size of each project will determine the type and size of the project management team.
- All projects will be date recorded in our project management software system and tacked by task and date.
- Weekly project status meetings will be facilitated by Meeting Essentials By D'esign, Inc. Project Manager to review and evaluation the status of each project.
- Weekly and client requested project status reports would be provided to the client as well as the entire project management team.
- Prior to each event, meeting, conference or program, Meeting Essentials By D'esign, Inc. will facilitate a pre-conference meeting with the hotel venue's management (hotel, convention center or association management etc.) to finalize and confirm that all preparations, resources and logistics are in place and ready for operations to be executed.
- During each event, meeting, conference or program, Meeting Essentials By D'esign, Inc. will provide a dedicated onsite meetings manager to manage and oversee the client's program or event and the appropriate staff.
- Upon completion of each project, Meeting Essentials By D'esign, Inc. will meet with the client and present them with a summary report including details of all expenditures



ORDERING OPTIONS...

To place an order:

- Call: 1847-406-3105 and talk directly to one of our representatives and they will promptly assist you with your order. Voicemail messages will be returned within a 24 hour business day period.
- Fax: You can fax in your order to 1847-406-3106. One of our representatives will contact you to review and process your order within 24 business hours.
- Email: Email your orders to meetingessential@aol.com or...
- Website: Visit our website at www.meetingessentialsbydesign.com, complete and submit your request for a quote online.

Thank You