

First Generation

General Services Administration

FEDERAL ACQUISITION SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST

July 19, 2013

www.firstgencom.com

SCHEDULE TITLE:
Sch 541 ADVERTISING & INTEGRATED
MARKETING SOLUTIONS (AIMS)
FSC GROUP: Not applicable
PART: Not applicable
SECTION: Not applicable
CONTRACT NUMBER: GS-07F-0702X
CONTRACT PERIOD:
August 11, 2011-August 10, 2016

For more information on ordering from Federal
Supply Schedules click on the GSA Schedules
link at www.gsa.gov

CONTRACTOR:
First Generation Visual Communication, Inc.
410 Allentown Dr
Allentown, PA 18109
Phone number: 610-437-4300
Fax number: 610-437-3200

CONTRACTOR'S ADMINISTRATION SOURCE:
Alexandra Shade-Newell

BUSINESS SIZE: Small

ABOUT FIRST GENERATION

SERVICE DISABLED VETERAN-OWNED SMALL BUSINESS

First Generation, a SDVOSB established in 1987, with its headquarters in Allentown, Pennsylvania and offices in Washington, DC (1425 K Street NW, Suite 350) and Vicenza, Italy, is a full-service integrated marketing communications and event management agency. First Generation defines, develops and delivers campaigns for government, corporate, commercial, educational, and industrial clients. Services include strategic communications, integrated marketing and advertising, media planning, multi-media production, event planning, web design, programming, and instructional design and training.

First Generation's 15,000 square foot facility houses one of the largest video production studios on the east coast (75'x46'x18'), several graphic design and web design studios, edit suites, an eLearning department and creative, sales and management offices.

We have staged meetings and events and shot location video in resorts and company headquarters all over the world. We match our location experience with award winning design and editing, intuitive programming, cutting edge display and audiovisual equipment solutions. First Generation also provides full-time on-site media consultants for several global organizations.

Our energies point to one goal — to define direction for our clients, develop the approach and deliver results.

OUR SERVICES

INTEGRATED MARKETING COMMUNICATIONS

- Branded Campaigns
- Strategy
- Research
- Communications
- Advertising
- Copywriting and Photography
- Media Planning and Placement
- Social Media Management
- Promotions

VIDEO AND FILM PRODUCTION

- In-House Script to Screen Production
- Casting, Scouting, Shooting, Editing and Post Production
- Full Location Production Capabilities
- In-House Studio with Hard Wrap Around Cyclorama (75' x 46' x 18')
- All Formats Available

WEB AND INTERACTIVE MEDIA

SELF NAVIGATIONAL TOOLS FOR A VARIETY OF PURPOSES

- Interactive Trade Show Media
- Websites - Intranet Sites - Microsites
- Banner Ads
- Sales Presentations
- Digital Catalogs and eBooks
- POP Display Media
- Streaming Media

PRINT DESIGN

- Logo Design and Branding
- Print Ads and Campaigns
- Direct Mail
- Signage
- Packaging
- Brochures, Catalogs and Manuals
- Print Production Management

MOTION GRAPHICS AND ANIMATION

- 3D and 2D Motion Graphics
 - Process Description Animation
 - Character Animation
 - Mechanism of Action Animation
 - Logo and Brand Animation
- Screen Graphics for Video and Presentation

LEARNING SOLUTIONS

- Instructional Content Design
- Program Strategy
- Custom eLearning Programs Tailored for LMS or Web Portals
- Interactive CD-Rom Production
- HTML5 and Flash Design and Programming

LIVE EVENTS

MEETINGS - CONVENTIONS - TRADE SHOWS

- Theme Creation, Content and Activity Design
- Site Selection and Site Management
- Logo Design, Collateral, Print and Promotional Items
- Staging/Booth Design and Construction
- Audio/Visual Equipment, Lighting Design and Personnel
- Interactive Experiences
- Casting and Designing of Live Presentations
- Web and Satellite Broadcasts

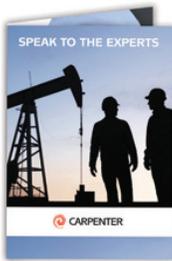
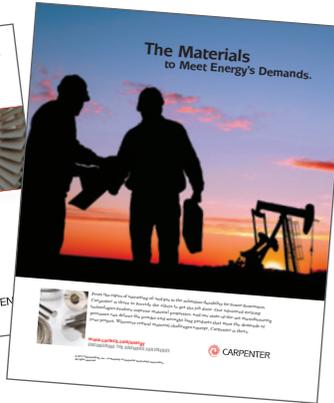
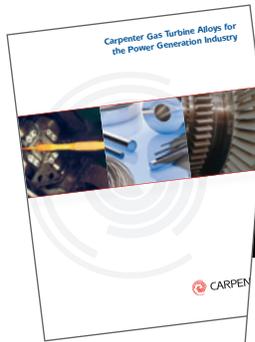
A/V STAGING AND RENTALS



- Audio/Visual Rentals and Personnel
- Permanent On-Site Communication Consultants
- Permanent A/V Equipment Installations
- Local and National Equipment Sales
- A/V Installation and Service

OUR WORK

Carpenter Technology:
 Tradeshow Booth Graphics, Direct Mail, Advertisements, Marketing Collateral, Social Media



**Alvernia University Campaign:
 Education Microsite and Videos**



OUR WORK

Olympus Endocapsule Media Kit and Web Banners



Olympus MAF Product Launch Campaign: Advertisements, Direct Mail, Tradeshow Booth Graphics

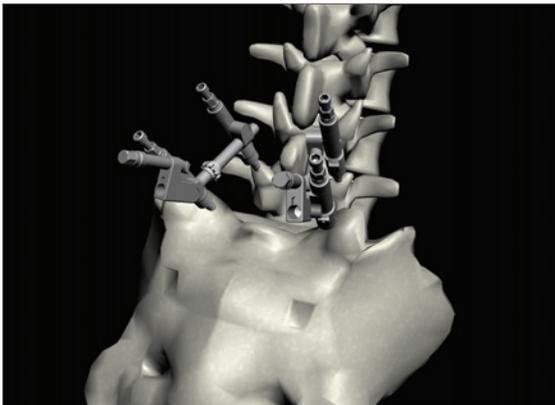


OUR WORK

Victaulic Corporate Video



Aesculap Spine Animation



B Braun Tradeshow Video



Sovereign Bank Training Video



OUR WORK

The Hartford eLearning Programs



OUR APPROACH

DEFINE. DEVELOP. DELIVER.

DEFINE.

We employ a collaborative approach to all services we offer. We will work directly with clients and contracting officers to specify objectives that fulfill strategic marketing initiatives. First, we listen – to understand your business and goals. Getting to know clients enables us to help navigate through endless options of communication tools. Since the company's inception, we have understood that just as each business is different, each solution must be unique. We work side-by-side with our clients to provide the most accurate information and effective creative strategies, often surprising them with new perspectives and conclusions.

DEVELOP.

Once a plan is defined, First Generation's team of production, design, creative, copy, technical and events experts will develop creative concepts through completion across any medium. Our designers create striking print graphics, branding and identity programs, multimedia programs, animation and brand experiences that engage and inform. Our media department, staffed with writers, producers, editors and photographers are capable of handling all types of projects. We implement cutting-edge market research and analytic techniques to ensure that the brands we build are sustainable, relevant and unique. We combine dynamic messages with accurate and actionable results.

DELIVER.

We at First Generation are passionate about our clients' success. NASA, Olympus Corporation of the Americas, Crayola, Merck, Volvo and Mack Trucks, Bristol-Meyers Squibb, Sanofi Pasteur, Carpenter Technology and Tyco are all companies who have entrusted us to build and maintain the strength and integrity of their brands. Not only do we develop compelling communications programs, we also track the ROI for marketing and support tactics for many of our clients. Our in-house expertise includes establishing metrics such as usage reports, response rates, ad studies and even brand tracking studies. We build long-standing relationships by delivering effective solutions that generate measurable results.

CUSTOMER INFORMATION:

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

SIN	DESCRIPTION
541-1	Advertising Services
541-1000	Other Direct Costs (ODCs) are expenses other than labor hours
541-2	Public Relations Services
541-3	Web Based Marketing Services
541-4A	Market Research and Analysis
541-4B	Video/Film Production
541-4D	Conference, Events and Tradeshow Planning Services
541-4E	Commercial Photography Services
541-4F	Commercial Art and Graphic Design Services
541-5	Integrated Marketing Services

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN: See table below in 1c. (Government net price based on a unit of one)

1c. HOURLY RATES:

SIN(s) PROPOSED	SERVICE PROPOSED (e.g. Job Title/ Task)	EDUCATION/ CERTIFICATION LEVEL	YEARS OF EXPERIENCE REQUIRED	UNIT OF MEASURE	PRICE OFFERED TO GSA (including IFF)
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Art Director	Bachelor's - Advertising/Web Design	3	per hour	\$189.42
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Motion Graphics Designer	Bachelor's - Communications	3	per hour	\$189.42
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Interactive Media & Web Designer	Bachelor's - Advertising/Web Design	3	per hour	\$189.42
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	eLearning Program Developer	Bachelor's - Advertising	3	per hour	\$189.42
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Producer	Bachelor's - Communications	5	per hour	\$89.97
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Photoshop Design	Bachelor's - Design	3	per hour	\$142.07
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	After Effects Design	Bachelor's - Design	3	per hour	\$189.42
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Illustrator Design	Bachelor's - Design	3	per hour	\$142.07

541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	InDesign Design	Bachelor's - Design	3	per hour	\$189.42
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Premiere Pro Design	Bachelor's - Design	3	per hour	\$189.42
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	3-D Animation Design	Bachelor's - Design	3	per hour	\$189.42
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Digital Juice	Bachelor's - Design	3	per hour	\$189.42
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Render	Bachelor's - Design	1	per hour	\$118.39
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	PowerPoint	Bachelor's - Design	3	per hour	\$118.39
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Macromedia Director	Bachelor's - Design	5	per hour	\$189.42
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Macromedia Flash	Bachelor's - Design	3	per hour	\$189.42
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Dreamweaver Programming	Bachelor's - Design	3	per hour	\$189.42
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Photo Correction	Bachelor's - Art	3	per hour	\$189.42
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Admin-Calls-Email	n/a	n/a	per hour	\$71.03
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Quark	Bachelor's - Design	3	per hour	\$189.42
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Motion Menu	Bachelor's - Design	2	per hour	\$52.09
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	DVD Analog	Bachelor's - Design	2	per hour	\$165.74
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	DVD Menu	Bachelor's - Design	2	per hour	\$208.36
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Screensaver File	Bachelor's - Design	2	per hour	\$80.50
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Wave Creation	Bachelor's - Design	2	per hour	\$28.41

541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Video Capture	Bachelor's - Communications	2	per hour	\$118.39
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Additional Speeds for Web	Bachelor's - Communications	2	per hour	\$52.09
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Additional Formats	Bachelor's - Communications	2	per hour	\$80.50
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Non-Linear Online Edit	Bachelor's - Communications	5	per hour	\$260.45
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Rough-Cut Only Edit	Bachelor's - Communications	5	per hour	\$189.42
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Table Top Shoot	Bachelor's - Communications	1	per hour	\$236.78
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Copy Writing	Bachelor's - Communications/ English	5	per hour	\$89.97
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Script Writing/Scripting	Bachelor's - Communications/ English	5	per hour	\$89.97
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Speech Writing	Bachelor's - Communications/ English	5	per hour	\$89.97
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	DVD Encoding w/ 1 copy	Bachelor's - Design	3	per hour	\$47.35
541-1, 541-2, 541-3, 541-4A, 541-4B, 541-5	Digitizing (Video Capture)	Bachelor's - Design	3	per hour	\$118.38

541-4B Video/Film Production

541-4B	Producer/Director	Bachelor's - Communications	6	per day	\$923.43
541-4B	Assistant Producer	Bachelor's - Communications	2	per day	\$378.84
541-4B	Director of Photography	Bachelor's - Communications	10	per day	\$615.62
541-4B	Camera Operator	Bachelor's - Communications	5	per day	\$445.14
541-4B	Key Grip	Bachelor's - Communications	10	per day	\$445.14
541-4B	Grip	Bachelor's - Communications	5	per day	\$426.20
541-4B	2nd Grip	Associate's - Communications	2	per day	\$378.84

541-4B	3rd Grip	Associate's - Communications	2	per day	\$378.84
541-4B	Audio Operator	Bachelor's - Communications	10	per day	\$426.20
541-4B	Technical Director (TD)	Bachelor's - Communications	10	per day	\$473.55
541-4B	Teleprompter Operator	Bachelor's - Communications	2	per day	\$378.84
541-4B	A/V Technician	Associate's - Communications	2	per day	\$378.84
541-4B	Make-up Artist	Associate's - Communications	10	per day	\$426.20
541-4B	PowerPoint Operator	Bachelor's - Communications	2	per day	\$378.84
541-4B	Production Assistant (PA)	Bachelor's - Communications	1	per day	\$236.78
541-4B	A/V Tech In/Out	Bachelor's - Communications	3	per hour	\$42.82
541-4B	Lighting Crew In/Out	Bachelor's - Communications	3	per hour	\$42.82
541-4B	BetaSP, Hi-8, DVCam to DVD	n/a	n/a	per hour	\$165.74
541-4B	DVCam to DVCam	n/a	n/a	per hour	\$142.07
541-4B	BetaSP to BetaSP, DVCam	n/a	n/a	per hour	\$165.74
541-4B	Beta SP to Hi-8	n/a	n/a	per hour	\$142.07
541-4B	DVD to DVD	n/a	n/a	per hour	\$42.82
541-4B	CD to CD	n/a	n/a	per hour	\$28.41
	Audio Session				
541-4B	Digital Post Production	n/a	n/a	per hour	\$213.10
541-4B	Layback	n/a	n/a	per hour	\$184.69
541-4B	Sound FX	n/a	n/a	per hour	\$28.41
541-4B	Stock Music	n/a	n/a	per hour	\$85.24
541-4B	Voice Over	n/a	n/a	per hour	\$184.69
	Film to Tape Transfer				
541-4B	Film to BetaSP	n/a	n/a	per hour	\$804.99
541-4B	HD to BetaSP	n/a	n/a	per hour	\$184.67

541-4D Conference, Events & Tradeshow Planning Services					
541-4D	Meeting Planner	Bachelor's - Communications	4	per hour	\$89.97
541-4D	Meeting Coordinator	Bachelor's - Communications	2	per hour	\$66.30
541-4E Commercial Photography Services					
541-4E	Photographer	Bachelor's - Communications	5	per day	\$1,515.37
541-4E	Photographer	Bachelor's - Communications	5	per day	\$923.43

541-1000 Other Direct Costs					
541-1000 Other Direct Costs are expenses other than labor					
Amps					
541-1000	QSC Amp Rack	n/a	n/a	per day	\$52.09
541-1000	Sabine Effects & EQ	n/a	n/a	per day	\$104.18
Audio Recorders					
541-1000	Sony Dual Cassette	n/a	n/a	per day	\$52.09
541-1000	Tascam DA-302 Dual DAT	n/a	n/a	per day	\$89.97
541-1000	Sony DAT PCMR300	n/a	n/a	per day	\$52.09
Cameras & Accessories					
541-1000	Studio Confi	n/a	n/a	per day	\$52.09
541-1000	Panasonic DVX100 Camera	n/a	n/a	per day	\$449.87
541-1000	Sony EVO300 Hi-8	n/a	n/a	per day	\$331.49
541-1000	Cannon XL1	n/a	n/a	per day	\$331.49
541-1000	HL-55 BetaSP	n/a	n/a	per day	\$615.62
541-1000	Sachtler 20 Camera Tripod	n/a	n/a	per day	\$64.40
541-1000	Sachtler 25 Camera Tripod	n/a	n/a	per day	\$64.40
541-1000	Panasonic MiniDV Camcorder, Spy Cam	n/a	n/a	per day	\$28.41
541-1000	Vinten Camera Tripod	n/a	n/a	per day	\$47.36

541-1000	BetaSP Camera Pkg	n/a	n/a	per day	\$805.04
541-1000	Panasonic DVX100 Camera Pkg	n/a	n/a	per day	\$805.04
541-1000	Panasonic HD Camera HPX 170	n/a	n/a	per day	\$662.97
541-1000	P2 Cards for HD Camera	n/a	n/a	per day	\$47.36
541-1000	Crane	n/a	n/a	per day	\$757.68
541-1000	Dolly	n/a	n/a	per day	\$473.55
541-1000	Teleprompter	n/a	n/a	per day	\$284.13
	Computer				
541-1000	Computer DA & Switching Rack	n/a	n/a	per day	\$208.36
541-1000	Dell Laptop	n/a	n/a	per day	\$260.45
541-1000	Dell Pentium 4 Computer	n/a	n/a	per day	\$284.13
541-1000	Teleprompter w/ Laptop	n/a	n/a	per day	\$284.13
	Drape				
541-1000	12' Black	n/a	n/a	per day	\$7.58
541-1000	12' Dark Grey	n/a	n/a	per day	\$7.58
541-1000	Control 4' Black	n/a	n/a	per day	\$4.74
541-1000	Grey Skirt	n/a	n/a	per day	\$4.74
	Editors/Switchers				
541-1000	Sony FXE100 Editor/Switcher	n/a	n/a	per day	\$208.35
541-1000	Folsom Switching Rack	n/a	n/a	per day	\$804.99
	Extron				
541-1000	4LD Switcher	n/a	n/a	per day	\$208.35
541-1000	Super Emotia	n/a	n/a	per day	\$104.18
541-1000	SVGA Splitter	n/a	n/a	per day	\$28.41
541-1000	VGA Booster	n/a	n/a	per day	\$18.94
541-1000	RGB DA	n/a	n/a	per day	\$52.09

541-1000	S Video DA	n/a	n/a	per day	\$28.41
541-1000	SW6VGA Audio Switcher	n/a	n/a	per day	\$104.18
541-1000	System SCR Switcher	n/a	n/a	per day	\$156.26
541-1000	Video Line Doubler	n/a	n/a	per day	\$23.68
	Intercom				
541-1000	Clear Com	n/a	n/a	per day	\$23.68
541-1000	PL Pro	n/a	n/a	per day	\$33.15
541-1000	Telex Wireless	n/a	n/a	per day	\$80.50
	Lighting				
541-1000	300 Watt Fresnel Arri	n/a	n/a	per day	\$18.94
541-1000	MAC 250	n/a	n/a	per day	\$142.06
541-1000	MAC 500	n/a	n/a	per day	\$142.06
541-1000	Chroma-Q Color Split LED	n/a	n/a	per day	\$52.09
541-1000	650 Watt Fresnel Arri	n/a	n/a	per day	\$18.94
541-1000	1000 Watt Open Face Light Arri	n/a	n/a	per day	\$18.94
541-1000	1000 Watt Light Mole	n/a	n/a	per day	\$18.94
541-1000	Crank Towers	n/a	n/a	per day	\$184.67
541-1000	Leprecon Dimmer	n/a	n/a	per day	\$42.62
541-1000	Inky 200 Watt Light	n/a	n/a	per day	\$14.21
541-1000	Altman Leko	n/a	n/a	per day	\$18.94
541-1000	Leprecon Lighting Control Board	n/a	n/a	per day	\$80.50
541-1000	2000 Watt Light Mole	n/a	n/a	per day	\$23.68
541-1000	Altman Shakespeare Spot Lights	n/a	n/a	per day	\$23.68
541-1000	Studio 2000 Watt Light	n/a	n/a	per day	\$23.68
541-1000	12V Camera Light	n/a	n/a	per day	\$52.09
541-1000	30V Camera Light	n/a	n/a	per day	\$52.09

541-1000	Truss 12"x12"x10' Black or Chrome	n/a	n/a	per day	\$52.09
541-1000	ETC Smart Fade ML Lighting Console	n/a	n/a	per day	\$165.73
541-1000	1000 to 2000 Watt Light Mole	n/a	n/a	per day	\$23.68
	Microphones				
541-1000	Audio-Technica ATW Wireless Lav/Handheld	n/a	n/a	per day	\$61.56
541-1000	Omni Table Mics	n/a	n/a	per day	\$28.41
541-1000	PCC Table Mic	n/a	n/a	per day	\$28.41
541-1000	Audio-Technica Podium Mic	n/a	n/a	per day	\$28.41
541-1000	PMZ Table Mic	n/a	n/a	per day	\$14.21
541-1000	Scheops Shotgun Mic	n/a	n/a	per day	\$56.82
541-1000	Shure SM-58 Handheld Mic	n/a	n/a	per day	\$18.94
541-1000	Tram Mic	n/a	n/a	per day	\$28.41
541-1000	Shure UD Wireless Lav/Handheld	n/a	n/a	per day	\$85.23
541-1000	Shure UHF Lav/Handheld	n/a	n/a	per day	\$104.18
	Misc. Audio				
541-1000	Shure Antenna Distro	n/a	n/a	per day	\$23.68
541-1000	Portable CD Player	n/a	n/a	per day	\$18.94
541-1000	Tascam CD Player & Cassette	n/a	n/a	per day	\$52.09
541-1000	Gentner Hybrid Coupler	n/a	n/a	per day	\$28.41
541-1000	Instant Replay	n/a	n/a	per day	\$156.26
541-1000	Whirlwind Audio Distribution	n/a	n/a	per day	\$9.47
	Mixer				
541-1000	Shure 4 Input Auto Mixer	n/a	n/a	per day	\$104.18
541-1000	Shure 8 Input Auto Mixer	n/a	n/a	per day	\$104.18
541-1000	Shure 3 Channel Portable Mixer	n/a	n/a	per day	\$28.41
541-1000	Mackie 12 Channel Mixer	n/a	n/a	per day	\$52.09

541-1000	Mackie 14 Channel Mixer	n/a	n/a	per day	\$66.29
541-1000	Mackie 16 Channel Mixer	n/a	n/a	per day	\$80.50
541-1000	Yamaha 32 Channel Digital Mixer	n/a	n/a	per day	\$260.44
541-1000	Samson 4 Channel Portable	n/a	n/a	per day	\$28.41
	Monitors				
541-1000	Sony 13" Monitor	n/a	n/a	per day	\$52.09
541-1000	Samsung 15" LCD Flat Screen Monitor	n/a	n/a	per day	\$42.62
541-1000	Dell 19" LCD Flat Screen	n/a	n/a	per day	\$52.09
541-1000	Sony 8" Monitor	n/a	n/a	per day	\$28.41
541-1000	Monitor & Engineering Rack	n/a	n/a	per day	\$208.35
541-1000	Handheld Casino LCD Monitor	n/a	n/a	per day	\$18.94
541-1000	42" Plasmas w/ Speakers	n/a	n/a	per day	\$468.79
541-1000	Textronix Waveform/Vector Scope	n/a	n/a	per day	\$52.09
541-1000	32" Samsung LED Monitor	n/a	n/a	per day	\$118.38
541-1000	50" Plasmas w/ Speakers	n/a	n/a	per day	\$563.49
	Presenter Accessories				
541-1000	AMX Wireless Remote	n/a	n/a	per day	\$37.88
541-1000	Flip Chart w/ Markers	n/a	n/a	per day	\$23.68
541-1000	Laser Pointer	n/a	n/a	per day	\$18.94
541-1000	Speech Timer	n/a	n/a	per day	\$104.18
541-1000	Perfect CUE Mini	n/a	n/a	per day	\$47.35
541-1000	Wireless Mouse	n/a	n/a	per day	\$18.94
	Projectors				
541-1000	Overhead Projector	n/a	n/a	per day	\$28.41
541-1000	10,000 Lumens Projector	n/a	n/a	per day	\$1,704.69
541-1000	2500 Lumens Projector	n/a	n/a	per day	\$307.79

541-1000	3200 Lumens Projector	n/a	n/a	per day	\$520.88
541-1000	5100 Lumens Projector	n/a	n/a	per day	\$710.29
	Projector Stands				
541-1000	SafeLock Stand	n/a	n/a	per day	\$14.21
541-1000	Scaffold	n/a	n/a	per day	\$18.94
	Recorders/Players				
541-1000	Sony UVW 1800 Recorder	n/a	n/a	per day	\$260.44
541-1000	Pioneer 7400 DVD Player	n/a	n/a	per day	\$104.18
541-1000	Sony Hi-8 Player & Recorder	n/a	n/a	per day	\$208.35
541-1000	Panasonic DVD Player	n/a	n/a	per day	\$52.09
541-1000	Panasonic DVD Recorder	n/a	n/a	per day	\$104.18
541-1000	Blue-Ray Player	n/a	n/a	per day	\$71.03
541-1000	Samsung Multistandard VHS Player	n/a	n/a	per day	\$127.85
541-1000	Panasonic VHS Player	n/a	n/a	per day	\$52.09
	Screen				
541-1000	8" Tripod	n/a	n/a	per day	\$42.62
541-1000	10.5 x 14	n/a	n/a	per day	\$113.65
541-1000	6 x 8	n/a	n/a	per day	\$66.29
541-1000	9 x 12	n/a	n/a	per day	\$104.18
	Screen Dress Kit				
541-1000	Dress 10.5 x 14	n/a	n/a	per day	\$61.56
541-1000	Dress 6 x 8	n/a	n/a	per day	\$33.15
541-1000	Dress 9 x 12	n/a	n/a	per day	\$47.35
	Speakers				
541-1000	Fostex Personal Audio Monitor	n/a	n/a	per day	\$18.94
541-1000	EAW JF60 Small Event Speaker	n/a	n/a	per day	\$33.15

541-1000	EAW JF80 Small Venue or Fill Speaker	n/a	n/a	per day	\$42.62
541-1000	EAW LA 212 Large Venue Speaker	n/a	n/a	per day	\$52.09
541-1000	EAW Sub Woofer	n/a	n/a	per day	\$52.09
Studio Costs					
541-1000	Studio A Pre-light	n/a	n/a	per day	\$473.53
541-1000	Studio A Day Shoot	n/a	n/a	per day	\$757.64
541-1000	Studio B Pre-light	n/a	n/a	per day	\$331.47
541-1000	Studio B Day Shoot	n/a	n/a	per day	\$426.17
Other					
541-1000	BetaSP 5min	n/a	n/a	n/a	\$9.07
541-1000	BetaSP 10min	n/a	n/a	n/a	\$9.82
541-1000	BetaSP 30min	n/a	n/a	n/a	\$10.48
541-1000	BetaSP 60min	n/a	n/a	n/a	\$20.92
541-1000	BetaSP 90min	n/a	n/a	n/a	\$28.18
541-1000	Hi-8 T-120	n/a	n/a	n/a	\$4.18
541-1000	MiniDV T-60	n/a	n/a	n/a	\$2.51
541-1000	DVCam T-64	n/a	n/a	n/a	\$20.40
541-1000	Pro DAT Plus	n/a	n/a	n/a	\$5.66
541-1000	CD	n/a	n/a	n/a	\$0.36
541-1000	DVD	n/a	n/a	n/a	\$0.35
541-1000	Removable Drives	n/a	n/a	n/a	\$453.32
541-1000	Tent Rental	n/a	n/a	n/a	\$104,134.19
541-1000	Promotional Items	n/a	n/a	n/a	\$87,823.78
541-1000	Motivational Speaker	n/a	n/a	n/a	\$40,300.00
541-1000	Hotel Rooms	n/a n/a	n/a n/a	n/a n/a	\$1,203,962.50
	1,000 attendees for 5 nights				
541-1000	Breakfast/Lunch/Dinner	n/a	n/a	n/a	\$896,675.00
	1,000 attendees for 5 days				

541-1000	Cocktail Reception/Breaks	n/a	n/a	n/a	\$236,762.50
	1,000 attendees for 5 nights	n/a	n/a	n/a	
541-1000	Event Dinner Décor	n/a	n/a	n/a	\$604,500.00
541-1000	Security	n/a	n/a	n/a	\$32,643.00
541-1000	Transportation to Offsite Venue	n/a	n/a	n/a	\$32,491.88
	1,000 attendees	n/a	n/a	n/a	
541-1000	Awards	n/a	n/a	n/a	\$408,667.19
	1,000 attendees	n/a	n/a	n/a	
541-1000	Event - Print Collateral	n/a	n/a	n/a	\$11,867.34
541-1000	Audio/Visual Equipment Shipping	n/a	n/a	n/a	\$20,779.36
541-1000	Media Placement	n/a	n/a	n/a	\$160,797.00
	Radio	n/a	n/a	n/a	
541-1000	Media Placement	n/a	n/a	n/a	\$4,638,995.47
	Newspaper	n/a	n/a	n/a	
541-1000	Media Placement	n/a	n/a	n/a	\$11,770,854.22
	Sunday Magazine	n/a	n/a	n/a	
541-1000	Media Placement	n/a	n/a	n/a	\$25,389,000.00
	Online (Adwords & Facebook)	n/a	n/a	n/a	
541-1000	Media Placement	n/a	n/a	n/a	\$5,017,350.00
	TV	n/a	n/a	n/a	
541-1000	Media Placement	n/a	n/a	n/a	\$13,792,961.13
	Nat'l Cable Advertising	n/a	n/a	n/a	
541-1000	Media Placement	n/a	n/a	n/a	\$2,537,388.75
	Billboard Rotation	n/a	n/a	n/a	

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

*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 contactor 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 FAR 8.404.

3. MINIMUM ORDER: \$100**4. GEOGRAPHIC COVERAGE:** 48 contiguous states, Alaska, Hawaii, Washington D.C., Puerto Rico, U.S. Territories, and to a port or consolidation point within the aforementioned locations for orders that are received from overseas activities.**5. POINT(S) OF PRODUCTION:** USA**6. DISCOUNT FROM LIST PRICES:** 6% basic discount - 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 list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). The current IFF is .75% and should be calculated as follows: Negotiated price divided by (1 minus .0075) which equates to Negotiated price divided by 0.9925. Example: (\$100,000 / 0.9925) = \$100,755.67**7. QUANTITY DISCOUNT(S):** +2%>\$250,000 in labor only (excluding ODC)**8. PROMPT PAYMENT TERMS:** Net 30 Days**9.a Government Purchase Cards must be accepted at or below the micro-purchase threshold.****9.b Government Purchase Cards are accepted above the micro-purchase threshold.****10. FOREIGN ITEMS:** None**11a. TIME OF DELIVERY:** As specified on agency task orders**11b. EXPEDITED DELIVERY:** As specified on agency task orders**11c. OVERNIGHT AND 2-DAY DELIVERY:** As specified on agency task orders**11d. URGENT REQUIREMENTS:** Agencies can contact the Contractor's representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.**12. FOB POINT:** Destination**13a. ORDERING ADDRESS:** First Generation Visual Communications, Inc, 410 Allentown Dr, Allentown, PA 18109

- 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:** First Generation Visual Communications, Inc, 410 Allentown Dr, Allentown, PA 18109
15. **WARRANTY PROVISION:** SCW
16. **EXPORT PACKING CHARGES:** N/A
17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** No Restrictions
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 AVAILABLE):** 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. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES** (e.g. recycled content, energy efficiency, and/or reduced pollutants): As applicable
- 24b. **Section 508 Compliance for EIT:** N/A
25. **DUNS NUMBER:** 604434928
26. **NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE:** SAM Registered