



**Federal Supply Service
Authorized Federal Supply Schedule Price List**

**Advertising and Integrated Marketing
Solutions (AIMS)**



CONTRACT NUMBER: GS-07F3-82AA

SPECIAL ITEM NO: 541-4A Market Research and Analysis
541-4D Conference, Events and Tradeshow Planning Services
541-4G Challenges and Competitions Services

CONTRACT PERIOD: September 12, 2013 – September 11, 2018

DATE OF PRICELIST: Effective September 12, 2013

Health 2.0 

Health 2.0, LLC

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San Francisco, CA 94107

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On-line access to contract ordering 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 GSA *Advantage!*® is: GSAAdvantage.gov.

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ABOUT HEALTH 2.0

Health 2.0

Health 2.0, LLC, founded in 2007, is a health care technology conference, media and consulting company, which manages one of the broadest and most diverse health care innovation networks in the U.S. today. The Health 2.0 Innovation Network is comprised of health information technology and new-media entrepreneurs, software developers, health care provider and payer organizations, physicians, patients, academics and government representatives.

Health 2.0 has monitored and reported on the progress of Web 2.0, SaaS, social media, open data, and mobile technologies in health care since its founding in 2007. Health 2.0 has also been an active participant in promoting innovation using these technologies. Through its conferences and online communities, Health 2.0 reaches an expansive network of innovators, which spans dozens of countries, and includes hundreds of thousands of people interested in technology innovation in health. Over the last few years, thousands of individuals have attended a Health 2.0 Conference (many of them have been to several) and several hundred entrepreneurs, technologists, clinicians, industry leaders and government officials have spoken and, equally importantly, demonstrated new technologies.

Ever since the company's inception, Health 2.0 has put together and hosted an annual conference as well as conferences all around the world. The Health 2.0 conferences are the leading showcase of the new technologies transforming health care across the globe. With conferences in the U.S., Asia and Europe, Health 2.0 provides the premiere platform for connecting IT innovators to established healthcare organizations and investors. Our Fall San Francisco event is recognized as THE venue for new health care technology launches.

While Health 2.0 is decidedly focused on technology innovation and the developer and entrepreneurial communities, we also work closely with traditional health care organizations (e.g., Kaiser Permanente, Pfizer), mainstream technology companies (Sprint, Microsoft), foundations (Robert Wood Johnson Foundation, California HealthCare Foundation) and government agencies, for example, the Office of the National Coordinator for Health Information Technology (ONC), the Department of Health and Human Services (DHHS), and the Executive Office of Science Technology Policy (EOSTP).

Health 2.0 is at the center of the world of new technologies for health care, and we support the movement in five main ways:

- We showcase the newest and most important technologies in our conferences and our online media channels
- We provide market intelligence, data and research to inform decision makers and support transactions
- We catalyze technology creation and development by hosting challenges and running code-a-thons
- We help organizations commercialize, pilot and scale technologies
- We support a community of health technology innovators both locally and globally

ABOUT THE HEALTH 2.0 DEVELOPER CHALLENGE Program Overview



Health 2.0 promotes, showcases, and catalyzes new technologies in health care. The Health 2.0 Developer Challenge Program is a series of online innovation competitions (or “challenges”) and commercialization programs in which multidisciplinary teams boldly tackle the most complex challenges we face in health care, receive funding, and gain validation.

The challenge platform helps organizations crowdsource solutions to the problems that are most important to them and bring attention to these issues. Health 2.0 has partnered with private, non-profit, and government organizations to run challenges and pilot programs to commercialize new technologies and provide innovation consulting.



PROGRAM STATS

65+

CHALLENGES
MANAGED

\$4.5M+

IN PRIZES
OFFERED

PARTICIPATING
TEAMS

1,500+

COMMUNITY
MEMBERS

25,000+

HOW A CHALLENGE WORKS

Health technology challenges are posed to a broad community of developers, designers, entrepreneurs, and others interested in the health sector. Over the course of a challenge (typically 3-6 months), teams self assemble and develop novel technological solutions to health care problems.

Teams may create software and hardware solutions such as web and mobile applications, visualizations, sensor systems, and data models. Submissions are evaluated by a panel of expert judges and awarded non-dilutive funding, recognition, support, and partnership opportunities with the sponsoring organization.



WHY SPONSOR A DEVELOPER CHALLENGE?

1 LOW RISK, HIGH QUALITY YIELD

The most efficient way to source innovative solutions.

2 CROWDSOURCE INNOVATION

Accelerate progress through a multitude of unique approaches.

3 PUBLICITY

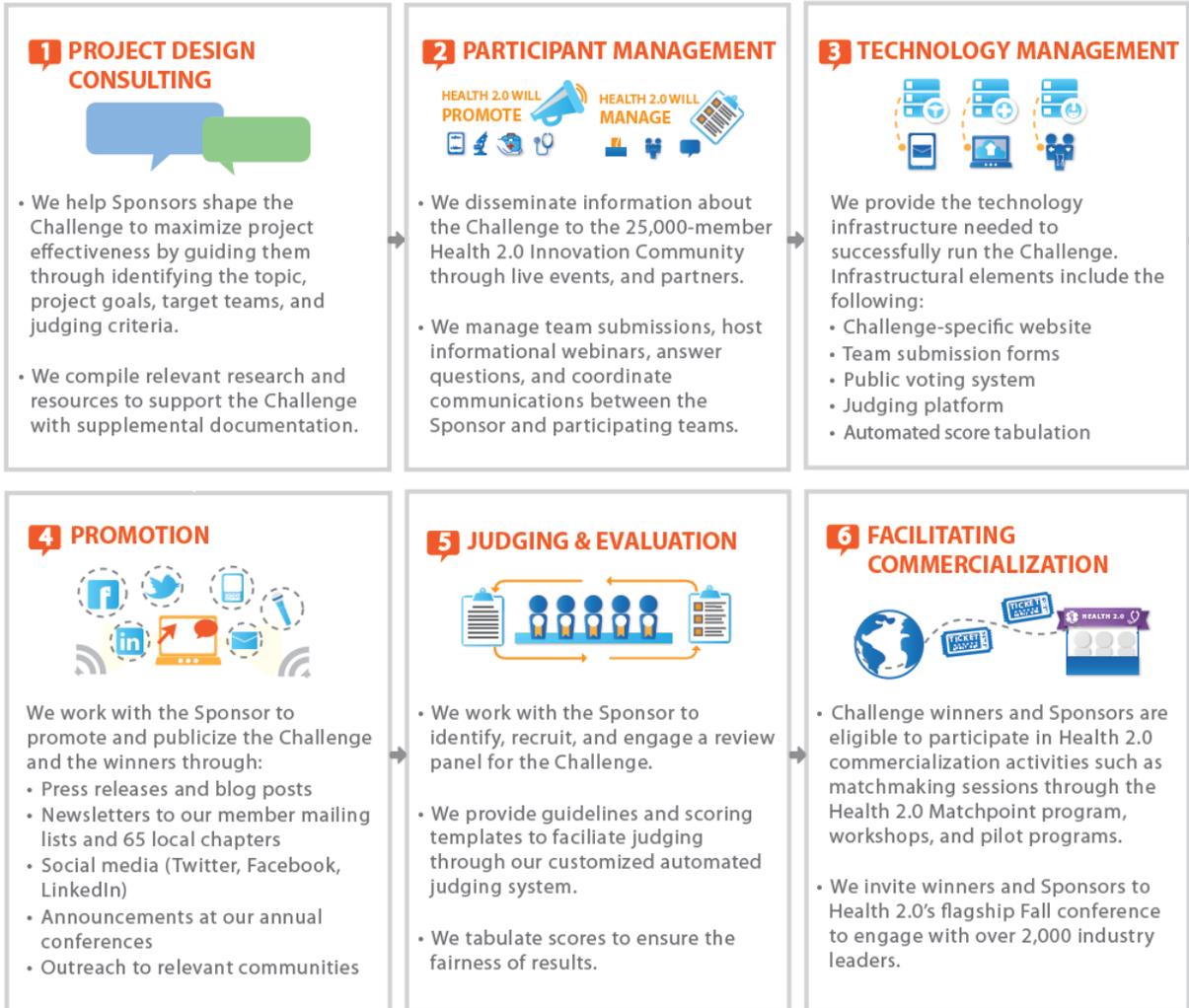
Brand your company as an innovation leader.

4 ACCESS DEVELOPERS AND DESIGNERS

Work with a diverse technical talent pool.



OUR SERVICES



"We've seen first hand how running a Developer Challenge with Health 2.0 can really leverage talent from the community to spur innovative solutions to key health issues beyond what we ever imagined. We're thrilled to see many of these solutions now in the market and highly recommend others to use the Health 2.0 Developer Challenge platform."

- Mike Painter, Senior Program Officer, Robert Wood Johnson Foundation

CUSTOMER INFORMATION

1a. Table of awarded special item numbers (SINs):

Contract Number	SIN	Description
	541-4A	Market Research and Analysis
	541-4D	Conference, Events and Tradeshow Planning Services
	541-4G	Challenges and Competitions Services

1b. Lowest priced model number and price for each SIN: n/a

1c. Hourly rates: See price list below.

2. Maximum order: \$1,000,000 for all SINs

3. Minimum order: \$100 for all SINs

4. Geographic coverage (delivery area): Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.

5. Point(s) of production: San Francisco, CA

6. Discount from list prices: GSA Net Prices are shown on the attached GSA Pricelist. Negotiated discount has been applied and the IFF has been added.

7. Quantity discounts: None

8. Prompt payment terms: Net 30 days
 1 – 5 days 1% discount
 6 – 10 days 0.5% discount

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

11a. Time of delivery: To be determined at time of task order.

11b. Expedited Delivery: Services are available for expedited delivery; however, this must be discussed at time of order placement and depends on size and nature of 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 effect a faster delivery. Customers are encouraged to contact the Contractor for the purpose of requesting accelerated delivery.

12. F.O.B. point: Destination

13a. Ordering address: Health 2.0, LLC
650 Delancey Street, Apartment 221
San Francisco, CA 94107

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: Health 2.0, LLC
650 Delancey Street, Apartment 221
San Francisco, CA 94107

15. Warranty provision: Standard Commercial Warranty. Customer should contact Contractor for a copy of the warranty.

16. Export packing charges: n/a

17. Terms and conditions of Government purchase card acceptance: Any thresholds above or below the micro-purchase level.

18. Terms and conditions of rental, maintenance, and repair: n/a

19. Terms and conditions of installation: n/a

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: 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 for EIT: The EIT standards can be found at: www.Section508.gov

25. Data Universal Number System (DUNS) number: 831265181

26. Notification regarding registration in Central Contractor Registration (CCR)

Database: Currently active.

LABOR CATEGORY DESCRIPTIONS

SIN 541-4A MARKET RESEARCH AND ANALYSIS LABOR CATEGORIES

PROJECT MANAGER

Minimum General Experience: Five (5) years of experience working in an operational, project-oriented capacity. Must have prior project management experience across a range of disciplines and demonstrated leadership in project management role. Must possess experience planning and managing large-scale and complex projects and have the demonstrated ability to manage projects teams to achieve the desired results on schedule and within budget.

Functional Responsibility: Develops the overall project work plan and monitors the execution by providing day-to-day management of project activities, personnel and administrative functions. Directs and manages staff assignments and specifications. Monitors project schedules to ensure timely delivery and identification of emerging issues and challenges. Continuously evaluates products, quality assurance processes, and control mechanisms. Employs appropriate media, communications, or public relations methodologies and tools to achieve desired project outcomes. Provides technical and functional guidance to the project team, monitors the progress of tasks and deliverables, tracks and reports project status to clients and ensures that all critical project issues are addressed. Represents the company and maintains ongoing interaction with client ensuring their satisfaction and contractual obligations.

Minimum Education: Bachelor's Degree in Advertising, Communications, Marketing, Public Relations or other related discipline required. MA/ MS/ MBA preferred.

MARKETING STRATEGIST

Minimum General Experience: Five (5) years of experience in marketing analytics, including developed capabilities in campaign planning, and data analytics. Must have experience producing a program from strategy inception to program execution including plan development, creative development, compiling and analyzing reports, monitoring campaign performance and budget, as well as analyzing campaign return on investment.

Functional Responsibility: Identifies, develops and coordinates marketing campaign strategies involving advertising and collateral materials. Defines market research needs and requirements and appropriate strategies for informational research activities. Defines and coordinates campaign rollout implementation strategy. Works with the client to identify image branding requirements, media outlets and technology-driven marketing and public information resources. Strategizes with the Project Manager, Market Research Analyst, Social Marketing Specialist, and Marketing Assistant.

Minimum Education: Bachelor's Degree in Advertising, Communications, Marketing, Public Relations or other related discipline required. MBA preferred.

MARKET RESEARCH ANALYST

Minimum General Experience: Two (2) years of experience working in a marketing support role or related field, with basic understanding of general marketing principles, knowledge of typical qualitative and quantitative research designs and data collection methods such as mail, telephone, mall intercepts, internet, fax, and personal interviews.

Functional Responsibility: Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting demand. Devise and evaluate methods and procedures for collecting data (such as surveys, opinion polls, or questionnaires), or arrange to obtain existing data. Gather data on competitors and analyze their prices, sales, and method of marketing and distribution. Measure the effectiveness of marketing, advertising, and communications programs and strategies. Prepare reports of findings, illustrating data graphically and translating complex findings into written text. Participates in analysis and strategic discussions of market trends. Coordinates data collection from online, phone, and focus group sources. Commissions mailing lists or e-mail lists for surveys

Minimum Education: Bachelor's Degree in Advertising, Communications, Marketing, Public Relations or other related discipline required.

SOCIAL MARKETING SPECIALIST

Minimum General Experience: Two (2) years of experience working in a social marketing and/or social media role. Must possess a solid understanding and proficiency of social media tools such as YouTube, Twitter, Facebook, LinkedIn, and blogging. Must also have ability to develop new media focus, set strategy and tactical execution plans, analyze and report findings to management and make recommendations.

Functional Responsibility: Develops and executes a bold, proactive online marketing strategy that delivers the clients' initiatives and/ or brand effectively to a variety of audiences. Identifies new web functionalities, technologies, and media for attracting and engaging new and current participants. Coordinates, maintains, and ensures a stable, well-designed, effective and up-to-date online presence and image in all utilized media channels including current content. Implements public and media relation's strategies such as electronic communications strategies including websites, applications, broadcast e-mails, and various electronic newsletters. Reports progress and recommendations to management.

Minimum Education: Bachelor's Degree in Advertising, Communications, Marketing, Public Relations or other related discipline required. MBA preferred.

MARKETING ASSISTANT

Minimum General Experience: One (1) year of experience working in a professional office environment.

Functional Responsibility: Assists in all aspects of the Marketing Department operations, including support, development and distribution of client marketing materials and branding

initiative. Provides support in research and reporting, assists in collecting marketing information, and compiling data. Manages call tracking lines for each marketing source. Progressive experience in office automation tools. Knowledgeable in computer based documentation and presentation techniques, technical typing and word processing.

Minimum Education: Bachelor's Degree in Advertising, Communications, Marketing, Public Relations or other related discipline required.

LABOR CATEGORY DESCRIPTIONS

SIN 541-4D CONFERENCE, EVENTS AND TRADESHOW PLANNING SERVICES LABOR CATEGORIES

EVENT MANAGER

Minimum General Experience: Five (5) years of experience managing and supporting events such as conferences, meetings, and tradeshow. Proficient in all aspects of the conference planning, budgeting, and implementation processes.

Functional Responsibility: Responsible for planning, managing, and executing all phases of client's event. Establishes the vision for the event and is accountable for the management and oversight of all key processes, budget, personnel, and support contracts needed to stage the event. Establishes and maintains customer relationships, support and communications, develops pricing model, markets the event, develops the planning scope, and establishes the evaluation criteria for success. Manages the event planning team, logistics, and operations. Provides the design and creative direction for marketing, branding, and communications. Facilitates the work of the subcontractors, vendors and suppliers.

Minimum Education: Bachelor's Degree in Business, Marketing, Management, Human Resources or other related discipline required. MA/ MS/ MBA preferred. Ideally possesses Certification in Meeting Planning.

EVENT COORDINATOR

Minimum General Experience: Five (5) years of experience working in an event planning and event management role.

Functional Responsibility: Plans and organizes the technical, fiscal, operational, and performance activities on assigned conference and meeting support task orders and work assignments. Conducts client interviews, preplans, and develops agendas including identification of speakers and third party participants. Responsible for day-to-day tasks associated with the event and the development and implementation of mechanisms to improve coordination and communication. Arranges the details and logistics of meetings and conferences. Analyzes site selection criteria. Researches and recommends site selection. Contacts hotels and other facilities to obtain meeting rooms and accommodations. Negotiates contracts with hotels and facilities. Ensures that the facilities meet the specifications and obtains necessary supplies. Coordinate travel arrangements, lodging, reimbursements and other critical details for all event participants. Attends conferences to resolve onsite problems in person. Assists with on-site conference management, including: registration, monitoring catering and audio/ visual specifications, speaker coordination, and vendor coordination. Tracks expenditures to ensure meeting/conference is done within budget. Reviews billing information from meeting locations, travel vouchers from speakers/consultants, and supervises the development of a meeting report, if required. Assists in the development of written materials and presentations.

Minimum Education: Bachelor's Degree in Business, Marketing, Management, Human Resources or other related discipline required. MA/ MS/ MBA preferred. Ideally possesses Certification in Meeting Planning.

EVENT MODERATOR

Minimum General Experience: Five (5) years of experience working in event content production and presentation role. Exceptional public speaking and showmanship skills. Strong written and verbal communication skills. Must have prior experience conducting interviews.

Functional Responsibility: Responsible with assisting clients with program content; then managing each session on the day(s) of the event to maintain attendee's focus on the event's objectives, timelines and constraints. Facilitates speaker training sessions. Manages and moderates on-stage show activities and interviews of panelists and other participants. Attends conferences to resolve onsite problems. Assists with on-site conference management, including: registration, monitoring catering and audio/ visual specifications, speaker coordination, and vendor coordination.

Minimum Education: Bachelor's Degree in Business, Marketing, Management, Human Resources or other related discipline required. MA/ MS/ MBA preferred. Ideally possesses Certification in Meeting Planning.

GRAPHICS DESIGNER

Minimum General Experience: Two (2) years of experience using computer graphic systems and familiarity with web site design. Experience with production processes is necessary. Proficiency with Microsoft, PowerPoint, Adobe Programs on both Macintosh and PC platforms.

Functional Responsibility: Create designs based on client specifications with desktop publishing software such as Adobe Acrobat, Adobe Illustrator, Adobe Photoshop, and Adobe Pagemaker. Conceptualizes and designs print and non-print materials for event as well as generate specifications and design concepts for needed collateral. Develops promotional materials such as event invitations, publications, brochures, newsletters, signage, awards and the like for the event.

Minimum Education: Bachelor's Degree in Graphic Design or other related discipline required.

EVENT SUPPORT STAFF III

Minimum General Experience: Five (5) years of experience working in event/conference services and providing support is required as is a working knowledge of word-processing, data processing and spreadsheet software and excellent oral and written communications skills.

Functional Responsibility: Provides support to the task leads in areas such as event preparation and planning, registration services, liaison with vendors, and recordkeeping. Organizes and maintains online and offline registration information as well as collection and tracking of payments from participants. Develops and maintains participant databases. Acts as on-site staff

at registration desk and provide liaison with client or attendees during event to answer any questions and/ or resolve any issues that arise. Arranges audiovisual and information technology support for the event. Assists with site setup and tear down. Provides support or has responsibility for purchasing materials for the event. Prepares mailings and other communications services with client and attendees, organizes and maintains files, and assists with correspondence, reports and memos, proofing documents, and other word processing activities as required. Assists with event management activities when appropriate.

Minimum Education: Bachelor's Degree in General Business Administration, Communications, Hospitality or other related discipline required.

EVENT SUPPORT STAFF II

Minimum General Experience: Three (3) years of experience working in event/conference services and providing support is required as is a working knowledge of word-processing, data processing and spreadsheet software and excellent oral and written communications skills.

Functional Responsibility: Provides support to the task leads in areas such as event preparation and planning, registration services, liaison with vendors, and recordkeeping. Organizes and maintains online and offline registration information as well as collection and tracking of payments from participants. Develops and maintains participant databases. Acts as on-site staff at registration desk and provide liaison with client or attendees during event to answer any questions and/ or resolve any issues that arise. Arranges audiovisual and information technology support for the event. Assists with site setup and tear down. Provides support or has responsibility for purchasing materials for the event. Prepares mailings and other communications services with client and attendees, organizes and maintains files, and assists with correspondence, reports and memos, proofing documents, and other word processing activities as required. Assists with event management activities when appropriate.

Minimum Education: Bachelor's Degree in General Business Administration, Communications, Hospitality or other related discipline required.

EVENT SUPPORT STAFF I

Minimum General Experience: One (1) year of experience working in event/conference services and providing support is required as is a working knowledge of word-processing, data processing and spreadsheet software and excellent oral and written communications skills.

Functional Responsibility: Provides support to the task leads in areas such as event preparation and planning, registration services, liaison with vendors, and recordkeeping. Organizes and maintains online and offline registration information as well as collection and tracking of payments from participants. Develops and maintains participant databases. Acts as on-site staff at registration desk and provide liaison with client or attendees during event to answer any questions and/ or resolve any issues that arise. Arranges audiovisual and information technology support for the event. Assists with site setup and tear down. Provides support or has responsibility for purchasing materials for the event. Prepares mailings and other

communications services with client and attendees, organizes and maintains files, and assists with correspondence, reports and memos, proofing documents, and other word processing activities as required. Assists with event management activities when appropriate.

Minimum Education: Bachelor's Degree in General Business Administration, Communications, Hospitality or other related discipline required.

SIN 541-4G CHALLENGES AND COMPETITIONS SERVICES

CHALLENGES			
Challenge Type	Marketing – Only	Standard	Premium
What is it?	“We’ll help you promote your challenge and get the word out to a broad audience.”	“A full turn-key solution for running an innovation competition. You give us the idea and we run with it.”	“A more involved version of our standard challenge, with more rounds of competition, more publicity, and more impact.”
Access to Health 2.0 Technology Platform and Framework	n/a	Included	Included
Challenge Project Management	n/a	<ul style="list-style-type: none"> • Dedicated Project Manager • Weekly Updates • Judging Management • Team Management 	<ul style="list-style-type: none"> • Dedicated Project Manager • Weekly Updates • Judging Management • Team Management
Promotion	<ul style="list-style-type: none"> • Announcement at Conference • Page on Health 2.0 Website • Press Release • Dedicated Webniar • Social Media Support 	<ul style="list-style-type: none"> • Announcement at Conference • Page on Health 2.0 Website • Press Release • Dedicated Webinar • Social Media Support 	<ul style="list-style-type: none"> • Special Feature Health 2.0 Show • Announcement at Conference • Conference Speaking Opportunity • Page on Health 2.0 Website • Ad on Health 2.0 News Blog • Press Release • Dedicated Webinar • Social Media Support
Project Design Consulting	2 hours	5 hours	10 hours
Competition Rounds	1 round	1 round	2 rounds
Innovation Community Access	Health 2.0 sends emails as part of regular newsletter outreach	Health 2.0 sends emails as part of regular newsletter outreach	Health 2.0 sends dedicated outreach emails to Innovation Community
Additional Complimentary Benefits	<ul style="list-style-type: none"> • 1 sponsor pass to conference 	<ul style="list-style-type: none"> • 2 sponsor passes to conference • 2 developer passes to conference <p>Note: Travel NOT Included</p>	<ul style="list-style-type: none"> • 4 sponsor passes to conference • 2 developer passes to conference <p>Note: Travel NOT Included</p>
Recommended Prize Total	n/a	\$25,000 and up	\$50,000 and up

LABOR RATES

SIN	LABOR CATEGORY	UNIT OF ISSUE	CONTRACT YEAR 1	CONTRACT YEAR 2	CONTRACT YEAR 3	CONTRACT YEAR 4	CONTRACT YEAR 5
541-4A	Project Manager	Hourly	\$152.71	\$157.29	\$162.01	\$166.87	\$171.88
541-4A	Marketing Strategist	Hourly	\$139.03	\$143.20	\$147.50	\$151.92	\$156.48
541-4A	Market Research Analyst	Hourly	\$120.94	\$124.57	\$128.31	\$132.15	\$136.12
541-4A	Social Marketing Specialist	Hourly	\$107.75	\$110.98	\$114.31	\$117.74	\$121.27
541-4A	Marketing Assistant	Hourly	\$85.52	\$88.09	\$90.73	\$93.45	\$96.25
541-4D	Event Manager	Hourly	\$152.71	\$157.29	\$162.01	\$166.87	\$171.88
541-4D	Event Coordinator	Hourly	\$142.45	\$146.72	\$151.13	\$155.66	\$160.33
541-4D	Event Moderator	Hourly	\$118.75	\$122.31	\$125.98	\$129.76	\$133.65
541-4D	Graphics Designer	Hourly	\$108.97	\$112.24	\$115.61	\$119.07	\$122.65
541-4D	Event Support Staff III	Hourly	\$93.09	\$95.88	\$98.76	\$101.72	\$104.77
541-4D	Event Support Staff II	Hourly	\$80.63	\$83.05	\$85.54	\$88.11	\$90.75
541-4D	Event Support Staff I	Hourly	\$64.26	\$66.19	\$68.17	\$70.22	\$72.33

CHALLENGE RATES

SIN	CHALLENGE TYPE	UNIT OF ISSUE	CONTRACT YEAR 1	CONTRACT YEAR 2	CONTRACT YEAR 3	CONTRACT YEAR 4	CONTRACT YEAR 5
541-4G	Marketing-Only Challenges	Each	\$9,974.81	\$10,274.05	\$10,582.28	\$10,899.74	\$11,226.74
541-4G	Standard Challenges	Each	\$24,937.03	\$25,685.14	\$26,455.70	\$27,249.37	\$28,066.85
541-4G	Premium Challenges	Each	\$49,874.06	\$51,370.28	\$52,911.39	\$54,498.73	\$56,133.69

