



**FSC Class:** 541  
**Contract Number:** GS-07F-402AA  
**Contract Period:** 10/1/2012 – 9/30/2017

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

Federal Acquisition Service  
Authorized Federal Supply Schedule Price List



<b>Contractor:</b>	DESA, INC. 400 PERCIVAL RD COLUMBIA, SC 29206
<b>Special Item Number:</b>	541 Conference, Events and Tradeshow Planning Services
<b>Business Size:</b>	Small, Disadvantaged, Woman-owned Business
<b>Telephone:</b>	(803) 743-1142
<b>Fax:</b>	(803) 743-1161
<b>Web Site:</b>	<a href="http://www.desainc.com">www.desainc.com</a>
<b>E-mail:</b>	<a href="mailto:dianes@desainc.com">dianes@desainc.com</a>
<b>Contract Administration:</b>	Diane E Sumpter

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!™, a menu-driven database system. The INTERNET address for GSA Advantage!™ is: <http://www.GSAAdvantage.gov>. For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.gsa.gov/schedules-ordering>.

# Company Overview

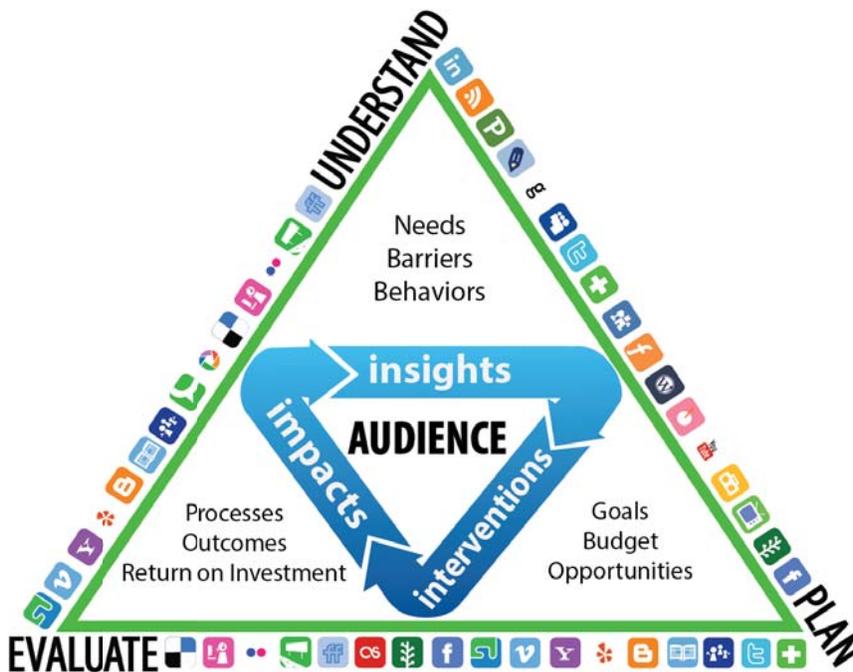
DESA, Inc. was founded in 1986 with a philosophy of making its clients' mission its own. DESA's clients value our guiding principles of consistency, accountability and productivity. We consistently exceed expectations by dedicating highly qualified staff and ensuring adequate resources for every client engagement.

For more than 29 years, DESA and its clients have benefited from successful collaborations. DESA's team is especially accomplished in strategic marketing, branding, and conference planning. Whether fully virtual, hybrid or face-to-face DESA has delivered proven, cost-effective solutions carefully designed to engage audiences and disseminate information.



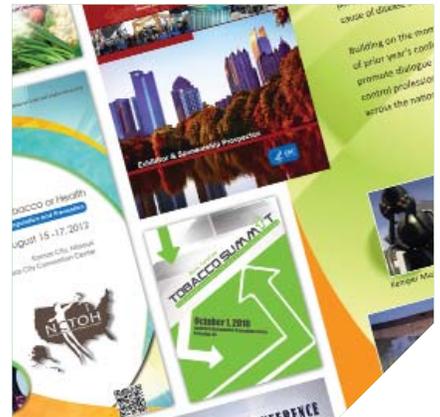
## The DESA Approach

DESA employs innovative and evidence-based methods to achieve measurable results. Our approach is to **UNDERSTAND** audience insights, **PLAN** interventions and **EVALUATE** impact.



# Contents

Customer Information.....	1
Integrated Consulting Services.....	2
AIMS Price List .....	4
Service Act Contract .....	8
Labor Category Descriptions.....	9



**1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:**

SIN	SIN Description
541	Conference, Events and Tradeshow Planning Services

**1b. Included**

**1c. Not applicable**

**2. Maximum Order:** \$1,000,000.00

**3. Minimum Order:** \$100.00

**4. Geographic Coverage (delivery Area):** Domestic only, 50 States, DC and Territories

**5. Point(s) of production (city, county, and state or foreign country):** Columbia, SC

**6. Discount from list prices or statement of net price:** Government net prices (discounts already deducted).

**7. Quality discounts:** Schedule customer may contact the contractor for discounts from net price.

**8. Prompt payment terms:** Net 30 days

**9a. Government purchase cards are accepted for orders under the micro-purchase threshold.**

**9b. Government purchase cards are not accepted for orders above the micro-purchase threshold.**

**10. Foreign items (list items by country of origin):** None

**11a. Time of Delivery (Contractor insert number of days):** Specified on the Task Order

**11b. Expedited Delivery.** The Contractor will insert the sentence "Items available for expedited delivery are noted in this price list." under this heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery: Contact Contractor

**11c. Overnight and 2-day delivery.** The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery: Contact Contractor

**11d. Urgent Requirements.** The Contractor will note in its price list the "Urgent Requirements" clause of its contract and advise agencies that they can also contact the Contractor's representative to effect a faster delivery: Contact Contractor

**12. F.O.B Points(s):** Destination

**13a. Ordering address(es):** Same as Contractor

**13b. Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage ([fss.gsa.gov/schedules](http://fss.gsa.gov/schedules)).

**14. Payment address(es):** Same as company address

**15. Warranty provision:** Contractor's standard commercial warranty.

**16. Export Packing Charges (if applicable):** Not applicable

**17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level):** Contact Contractor

**18. Terms and conditions of rental, maintenance, and repair (if applicable):** Not applicable

**19. Terms and conditions of installation (if applicable):** Not applicable

**20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable):** Not applicable

**20a. Terms and conditions for any other services (if applicable):** Not applicable

**21. List of service and distribution points (if applicable):** Not applicable

**22. List of participating dealers (if applicable):** Not applicable

**23. Preventive maintenance (if applicable):** Not applicable

**24a. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants:** Not applicable

**24b.** If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: [www.Section508.gov/](http://www.Section508.gov/).

**25. Data Universal Numbering System (DUNS) number:** 175250588

**26. Notification regarding registration in Central Contractor Registration (CCR) database:** Registered

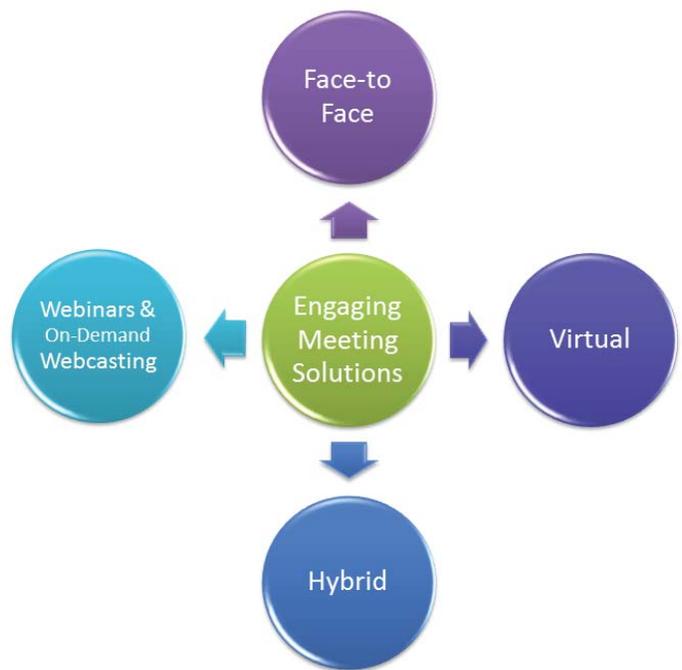


DESA is a full-service marketing, outreach and knowledge transfer firm. We specialize in communicating essential information to targeted audiences. We bring content to audiences in the most effective and engaging method available. We ensure that the outcome will be a positive shift towards significant change.

## Event Planning

DESA has managed events across the nation for public and private sector clients. With a technology-driven approach, we navigate every aspect of an event, ensuring that our management process prepares for a seamless and worry-free meeting experience. While clients focus on overall mission, DESA focuses on the details and makes sure the event is launched from the best possible platform, with maximum participation.

- › Virtual meetings and webinars
- › Web site development
- › Social/Professional network site development
- › Mobile applications
- › Live video streaming
- › Content creation
- › Graphics and logo design
- › Educational materials
- › Videography
- › Publication layout
- › Exhibit production and warehousing



## Expense Reimbursements

DESA employs innovative methodology and technology to achieve measurable results.

- › Google Maps integration
- › Electronic reimbursements
- › Government-approved Deltek accounting system
- › Automatic per diem calculation
- › Smart phone accessible

## Education and Engagement

As mobile devices and social media continue to be the biggest technology innovation to affect practically every industry – DESA delivers cost effective solutions carefully designed to engage audiences and disseminate information.

- › Live video streaming
- › Virtual meetings and webinars
- › E-learning
- › Scientific meetings, seminars, workshops, and conferences
- › Email marketing
- › Social media campaigns
- › Peer and merit reviews
- › Scholarship recruitment, review, and management
- › Continuing education credit approval and issuance

## Strategic Marketing and Communications

DESA offers a unique blend of strategic marketing and communication services to ensure that your go-to-market strategy is sound, your communications are powerful, and every element of your marketing plan is in sync to achieve success.

- › Program planning
- › Social Marketing Campaigns
- › Branding and positioning
- › Creative briefs
- › Message development
- › Web Design
- › Social engagement strategy
- › Dissemination plans
- › Partnership management
- › Project and financial management

## Research and Evaluation

In order to accurately measure performance, a research mechanism must be in place to collect data, analyze results, and ultimately communicate findings and implications. DESA's marketing and research specialists identify and assesses changing elements in the client's marketing mix to better impact customer relations, purchase decisions and brand trust. For the overall effectiveness of a marketing campaign or product launch,

evaluation is key. The delivery of marketing messages through technology is ever-evolving, so on going evaluation allows DESA to respond to changing markets and customer needs.

- › Needs assessment
- › Audience profiles
- › Environmental scans
- › Literature reviews
- › Social network analysis
- › User testing
- › Ethnographic interviews
- › Focus groups
- › Surveys
- › Program evaluation

## Production and Development

DESA brings content to audiences in the most effective and engaging method available. In doing so, we ensure that the outcome will be a positive shift towards significant change.

- › Speaker Management
- › Abstract management
- › Scriptwriting
- › Copy editing
- › Video editing
- › Health literacy and plain language reviews
- › 508 Compliance and All Clearances
- › Language interpretation
- › Closed captioning



# AIMS Price List

SIN 541-1 - Advertising Services  
 SIN 541-3 - Web Based Marketing Services  
 SIN 541-4D - Conference Events and Trade Show Planning Services  
 SIN 541-5 - Integrated Marketing Services

Labor / Task Category Rates: Including IFF	2013 10/01/12- 09/30/13	2014 10/01/13- 09/30/14	2015 10/01/14- 09/30/15	2016 10/01/15- 09/30/16	2017 10/01/16- 09/30/17
Rates Change With Anniversary Dates					
<b>Conference Meeting Project Director</b>	\$83.50	\$86.01	\$88.59	\$91.24	\$93.98
<b>Conference Meeting Project Manager Step III</b>	\$70.87	\$73.00	\$75.19	\$77.45	\$79.77
Step II	\$68.81	\$70.88	\$73.01	\$75.20	\$77.45
Step I	\$66.81	\$68.81	\$70.87	\$73.00	\$75.19
<b>Conference/Meeting Planner III Step III</b>	\$47.25	\$48.66	\$50.12	\$51.63	\$53.18
Step II	\$45.87	\$47.24	\$48.66	\$50.12	\$51.62
Step I	\$44.53	\$45.86	\$47.24	\$48.66	\$50.12
<b>Conference/Meeting Planner II Step III</b>	\$39.68	\$40.87	\$42.09	\$43.35	\$44.66
Step II	\$38.52	\$39.68	\$40.87	\$42.09	\$43.36
Step I	\$37.40	\$38.52	\$39.68	\$40.87	\$42.09
<b>Conference/Meeting Planner I Step III</b>	\$36.85	\$37.96	\$39.10	\$40.27	\$41.48
Step II	\$35.77	\$36.85	\$37.95	\$39.09	\$40.26
Step I	\$34.73	\$35.77	\$36.85	\$37.95	\$39.09
<b>Conference/Meeting Planner Asst II Step III</b>	\$34.39	\$35.42	\$36.49	\$37.58	\$38.71
Step II	\$33.39	\$34.39	\$35.43	\$36.49	\$37.58
Step I	\$32.41	\$33.39	\$34.39	\$35.42	\$36.48
<b>Conference/Meeting Planner Asst I Step III</b>	\$31.94	\$32.90	\$33.89	\$34.90	\$35.95
Step II	\$31.01	\$31.94	\$32.90	\$33.89	\$34.91
Step I	\$30.11	\$31.01	\$31.94	\$32.90	\$33.89
<b>Audio Visual Coordinator Step III</b>	\$47.25	\$48.66	\$50.12	\$51.63	\$53.18
Step II	\$45.87	\$47.24	\$48.66	\$50.12	\$51.62
Step I	\$44.53	\$45.86	\$47.24	\$48.66	\$50.12
<b>Conference/Mtg Coordinator/Planner Step III</b>	\$47.25	\$48.66	\$50.12	\$51.63	\$53.18
Step II	\$45.87	\$47.24	\$48.66	\$50.12	\$51.62
Step I	\$44.53	\$45.86	\$47.24	\$48.66	\$50.12
<b>Marketing/Communication Manager Step III</b>	\$52.69	\$54.28	\$55.90	\$57.58	\$59.31
Step II	\$51.16	\$52.69	\$54.28	\$55.90	\$57.58
Step I	\$49.68	\$51.17	\$52.70	\$54.28	\$55.91

## AIMS Price List

SIN 541-1 - Advertising Services  
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Labor / Task Category Rates: Including IFF	2013 10/01/12- 09/30/13	2014 10/01/13- 09/30/14	2015 10/01/14- 09/30/15	2016 10/01/15- 09/30/16	2017 10/01/16- 09/30/17
Rates Change With Anniversary Dates					
<b>Communications Specialist Step III</b>	\$47.25	\$48.66	\$50.12	\$51.63	\$53.18
<b>Step II</b>	\$45.87	\$47.24	\$48.66	\$50.12	\$51.62
<b>Step I</b>	\$44.53	\$45.86	\$47.24	\$48.66	\$50.12
<b>Graphics Specialist Step III</b>	\$41.35	\$42.60	\$43.87	\$45.19	\$46.54
<b>Step II</b>	\$40.14	\$41.34	\$42.58	\$43.86	\$45.18
<b>Step I</b>	\$38.98	\$40.14	\$41.35	\$42.59	\$43.87
<b>Trade Show Project Manager Step III</b>	\$59.06	\$60.83	\$62.66	\$64.54	\$66.47
<b>Step II</b>	\$57.34	\$59.06	\$60.83	\$62.66	\$64.54
<b>Step I</b>	\$55.67	\$57.34	\$59.06	\$60.83	\$62.66
<b>Trade Show Planner III Step III</b>	\$47.25	\$48.66	\$50.12	\$51.63	\$53.18
<b>Step II</b>	\$45.87	\$47.24	\$48.66	\$50.12	\$51.62
<b>Step I</b>	\$45.53	\$45.86	\$47.24	\$48.66	\$50.12
<b>Trade Show Planner II Step III</b>	\$39.68	\$40.87	\$42.09	\$43.35	\$44.66
<b>Step II</b>	\$38.52	\$39.68	\$40.87	\$42.09	\$43.36
<b>Step I</b>	\$37.40	\$38.52	\$39.68	\$40.87	\$42.09
<b>Trade Show Planner I Step III</b>	\$36.85	\$37.96	\$39.10	\$40.27	\$41.48
<b>Step II</b>	\$35.77	\$36.85	\$37.95	\$39.09	\$40.26
<b>Step I</b>	\$34.73	\$35.77	\$36.85	\$37.95	\$39.09
<b>Conference/Trade Show Registration Asst Step III</b>	\$24.57	\$25.30	\$26.06	\$26.84	\$27.65
<b>Step II</b>	\$23.85	\$24.57	\$25.31	\$26.07	\$26.85
<b>Step I</b>	\$23.15	\$23.85	\$24.56	\$25.30	\$26.06
<b>Travel/Registration Coordinator Step III</b>	\$34.39	\$35.42	\$36.49	\$37.58	\$38.71
<b>Step II</b>	\$33.39	\$34.39	\$35.43	\$36.49	\$37.58
<b>Step I</b>	\$32.41	\$33.39	\$34.39	\$35.42	\$36.48
<b>Registration Coordinator Step III</b>	\$34.39	\$35.42	\$36.49	\$37.58	\$38.71
<b>Step II</b>	\$33.39	\$34.39	\$35.43	\$36.49	\$37.58
<b>Step I</b>	\$32.41	\$33.39	\$34.39	\$35.42	\$36.48
<b>Senior Program Director</b>		\$127.16	\$130.98	\$134.91	\$138.95

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Labor / Task Category Rates: Including IFF	2013 10/01/12- 09/30/13	2014 10/01/13- 09/30/14	2015 10/01/14- 09/30/15	2016 10/01/15- 09/30/16	2017 10/01/16- 09/30/17
Rates Change With Anniversary Dates					
<b>Principal Consultant</b>		\$94.49	\$97.32	\$100.24	\$103.25
<b>Senior Consultant</b>		\$94.49	\$97.32	\$100.24	\$103.25
<b>Associate Consultant</b>		\$47.24	\$48.66	\$50.12	\$51.63
<b>Senior Graphic Designer</b>		\$63.48	\$65.38	\$67.34	\$69.36
<b>Editor</b>		\$51.97	\$53.53	\$55.13	\$56.79
<b>Facilitator</b>		\$1,181.11	\$1,216.54	\$1,253.04	\$1,290.63
<b>Researcher</b>		\$66.14	\$68.13	\$70.17	\$72.28
<b>Sr. Communication Specialist</b>		\$75.66	\$77.93	\$80.26	\$82.67

**AIMS Price List**  
**SIN 541-1000 - Other Direct Costs**

<b>Other Direct Costs (ODC)</b>		
	<b>Unit of Issue</b>	<b>Not-to-Exceed</b>
<b>Abstract Management</b>	Per Task	\$13,366.32
<b>Audio Visual Equipment</b>	Per Task	\$420,979.67
<b>Booths / Exhibition Services</b>	Per Task	\$8,506.53
<b>Communications / Internet</b>	Per Task	\$3,928.02
<b>Consultants / Professional Services</b>	Per Task	\$343,701.76
<b>Graphics Services</b>	Per Task	\$5,270.91
<b>Meeting Rooms / Banquets</b>	Per Task	\$35,459.21
<b>Meeting Supplies</b>	Per Task	\$18,394.55
<b>Online Registration</b>	Per Task	\$23,592.67
<b>Printing &amp; Copying</b>	Per Task	\$12,972.53
<b>Promotional Materials</b>	Per Task	\$141,949.71
<b>Postage &amp; Freight Charges</b>	Per Task	\$8,869.62
<b>Speaker Fee / Honorarium (Per Person)</b>	Per Task	\$7,365.04
<b>Writer / Editor</b>	Per Task	\$84,381.85

## Service Contract Act

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

## AIMS Price List Labor Category Descriptions

Labor Category	Minimum Experience	Job Description	Minimum Education
<b>Conference Meeting Project Director</b>	10-15 years	Manages diverse conference management services, providing broad-range service vision. Directs and supports management in development of integrated team structure, leading identification of mission objectives and performance evaluation. Meets with conference project manager to discuss performance, deliverables and project timelines, while providing complete oversight and management for the conference and event management division.	Master's Degree
<b>Conference Meeting Project Manager Step III</b>	5-7 years	Under the direction of the program manager, regularly interfaces with clients to establish goals, initiatives and priorities, as well as delegates time-sensitive duties to the conference and meeting planning team. Is the direct line of contact between the program manager and client, ensuring communications are precise and project timelines on schedule.	Master's Degree
<b>Conference Meeting Project Manager Step II</b>	3-5 years	Leads and implements conference program initiatives, regularly interfaces with clients to establish goals, initiatives and priorities, as well as delegates time-sensitive duties to the conference and meeting planning team.	Bachelor's Degree
<b>Conference Meeting Project Manager Step I</b>	2-4 years	Regularly interfaces with clients to assist with project goals, initiatives and priorities, as well as delegate time-sensitive duties to the conference and meeting planning team.	Associate's/Bachelor's Degree
<b>Conference Meeting Planner III Step III</b>	3-5 years	Under direction of the project manager, handles cross-team subcontractor support and program requirements. Once subcontractor contracts are finalized, supports all aspects of the conference or meeting by regularly communicating with subcontractors and meeting planning staff.	Bachelor's Degree
<b>Conference Meeting Planner III Step II</b>	1-2 years	Supports meeting planners and assists with logistics such as subcontractor identification, meeting locations, reservations, food and beverage, etc. Regularly interfaces with meeting planning staff.	Associate's Degree
<b>Conference Meeting Planner III Step I</b>	None	Supports meeting planning staff and assists in coordinating conference logistics and administrative tasks.	Associate's Degree
<b>Conference Meeting Planner II Step III</b>	3-5 years	Under direction of the level three conference meeting planner, handles registration and program requirements. Also supports all aspects of the conference or meeting by regularly communicating with subcontractors and meeting planning staff.	Bachelor's Degree
<b>Conference Meeting Planner II Step II</b>	1-2 years	Supports meeting planners and assists with all conference logistics, supporting the conference team as needed.	Associate's Degree

## AIMS Price List Labor Category Descriptions

Labor Category	Minimum Experience	Job Description	Minimum Education
<b>Conference Meeting Planner II Step I</b>	None	Coordinates conference related administrative tasks.	Associate's Degree
<b>Conference Meeting Planner I Step III</b>	1-2 years	Under direction of the level two conference meeting planner, handles specific duties such as conference evaluation tabulation, summary reports and assists the conference team by communicating with subcontractors and meeting planning staff, as needed.	Bachelor's Degree
<b>Conference Meeting Planner I Step II</b>	1-2 years	Supports the entire conference planning team with conference logistics, as needed.	Associate's Degree
<b>Conference Meeting Planner I Step I</b>	None	Assists with conference related administrative tasks.	Associate's Degree
<b>Conference Meeting Planner Assist II Step III</b>	1-2 years	Oversees conference printed materials such as name tags, name tents, program books, etc.	Associate's Degree
<b>Conference Meeting Planner Assist II Step II</b>	1 year	Assists conference team's administrative manager.	High School Diploma /Associate's Degree
<b>Conference Meeting Planner Assist II Step I</b>	None	Assists conference team's administrative division, ordering supplies and printing/collating/duplicating conference documents, as needed.	High School Diploma /Associate's Degree
<b>Conference Meeting Planner Assist I Step III</b>	1-2 years	Conducts a wide variety of clerical and administrative duties.	High School Diploma /Associate's Degree
<b>Conference Meeting Planner Assist I Step II</b>	1 year	Maintains office files, provides word processing, spread sheets and reports, as needed.	High School Diploma /Associate's Degree
<b>Conference Meeting Planner Assist I Step I</b>	None	Serves as administrative assistant to conference planning team, providing clerical support for project tasks.	High School Diploma
<b>Audio Visual Coordinator Step III</b>	5 years	Provides audiovisual services and equipment for conferences. Areas of work may include videotaping, photography, equipment maintenance and general supervision of staff and audiovisual needs.	Associate's/Bachelor's Degree
<b>Audio Visual Coordinator Step II</b>	1-3 years	Works with conference planners to identify audio visual needs, assist with set up, ensure equipment is working properly and trouble shoots any problems on-site.	Associate's/Bachelor's Degree
<b>Audio Visual Coordinator Step I</b>	1 year	Assists on-site audio visual coordinators. Serves as a technician, operating equipment such as LCD projectors, sound mixers and sound boards, etc. Trains new technicians as necessary.	High School Diploma /Associate's Degree
<b>Conference/Mgt Coordinator/Planner Step III</b>	2-4 years	Provides oversight on conference management projects. Helps ensure projects are completed on time and within budget. Assures quality control programs are in place.	Bachelor's Degree

## AIMS Price List Labor Category Descriptions

Labor Category	Minimum Experience	Job Description	Minimum Education
<b>Conference/Mgt Coordinator/Planner Step II</b>	1-2 years	Coordinates manpower and resources for conference projects.	Bachelor's Degree
<b>Conference/Mgt Coordinator/Planner Step I</b>	None	Manages scheduling of key staff for conference projects, ensuring on time, successful project delivery.	Associate's/Bachelor's Degree
<b>Marketing/Communications Manager Step III</b>	3-5 years	Oversees multiple communications and marketing projects both internally and for clients across several service lines within the company. Lends support in building and sustaining a cross-trained marketing team capable of providing a broad range of communications and marketing services.	Bachelor's Degree
<b>Marketing/Communications Manager Step II</b>	1-3 years	Responsible for client communications, task conceptualization, assignment, planning, team coordination, job tracking and cost control.	Bachelor's Degree
<b>Marketing/Communications Manager Step I</b>	1 year	Helps support program and project managers with their job functions. Excellent verbal and written skills and attention to detail are critical aspects of the position.	Associate's/Bachelor's Degree
<b>Communications Specialist Step III</b>	3-5 years	Oversees multi-faceted communications programs. Heads development of strategic, integrated product and service strategies under direction of the Marketing /Communications Managers.	Bachelor's Degree
<b>Communications Specialist Step II</b>	1-3 years	Assists in the development of communications strategies. Provides a range of services such as media relations, news monitoring and trends analysis. Proposes initiatives and establishes priorities.	Bachelor's Degree
<b>Communications Specialist Step I</b>	1 year	Aids in developing and implementing targeted information campaigns.	Bachelor's Degree
<b>Graphics Specialist Step III</b>	3-5 years	Leads design team by establishing conceptual and stylistic direction. Utilizes expertise in design software and pre-press production. Acts as client liaison for the design team and is responsible for design of projects from conception to completion.	Bachelor's Degree
<b>Graphics Specialist Step II</b>	1-2 years	Creates graphic materials based on pre-set standards. Prepares art and graphic design/illustrations for projects. Possesses specialized skills in web, multimedia and video.	Bachelor's Degree
<b>Graphics Specialist Step I</b>	1 year	Supports design of projects from conception to completion. Experienced in desktop layout, image manipulation and pre-press preparation.	Associate's/Bachelor's Degree
<b>Trade Show Project Manager Step III</b>	5 years	Coordinates logistics details for events. Develops, supervises and guides staff in designing, fabricating and installing exhibits and trade show events.	Bachelor's Degree

## AIMS Price List

### Labor Category Descriptions LABOR

Labor Category	Minimum Experience	Job Description	Minimum Education
<b>Trade Show Project Manager Step II</b>	3-5 years	Assists in coordinating logistics for trade show events. Has experience in design, construction and installation of trade shows and exhibit halls.	Bachelor's Degree
<b>Trade Show Project Manager Step I</b>	1-3 years	Meets and greets clients on-site and acts as a liaison between the trade show convention center and customers. Develops action plans to complete projects, improve service and client satisfaction.	Bachelor's Degree
<b>Trade Show Planner III Step III</b>	2-5 years	Assists in planning, selecting locations, and negotiating contracts for trade show space. Attends trade shows, ensuring a worry-free event. Works with facility managers and provides on-site assistance.	Bachelor's Degree
<b>Trade Show Planner III Step II</b>	2-3 years	Attends trade shows and assist with all on-site needs to ensure client satisfaction.	Bachelor's Degree
<b>Trade Show Planner III Step I</b>	1 year	Assists with all on-site needs; prepares materials for advance shipment to trade show locations. Oversees the dissemination of trade show information and related materials.	Associate's/Bachelor's Degree
<b>Trade Show Planner II Step III</b>	2-3 years	Assists trade show planners with mailings, evaluations and registration.	Bachelor's Degree
<b>Trade Show Planner II Step II</b>	1-2 years	Collects data on event participation levels and summarizes marketing information for use in trade show planning.	Associate's/Bachelor's Degree
<b>Trade Show Planner II Step I</b>	1 year	Researches trade show goals, summarizes progress, directs preparation of materials and creates final report on trade show outcome.	Associate's Degree
<b>Trade Show Planner I Step III</b>	1-2 years	Assists trade show planning team with budgetary items, develops comparative pricing data for events and summarizes general financial information for trade show venues.	Associate's Degree
<b>Trade Show Planner I Step II</b>	1 year	Reviews technical information and trade show location logistics and makes recommendations to trade show planning team.	Associate's Degree
<b>Trade Show Planner I Step I</b>	None	Supports the trade show planning team as necessary, providing administrative and clerical support, as needed.	High School Diploma /Associate's Degree
<b>Conference/Trade Show Registration Assist I Step III</b>	1 year	Provides assistance in advance and on-site to support conferences and meeting planners. Ensures that administrative support is provided for every aspect of the conference or trade show. Also assists with pre- and on-site registration.	Associate's Degree
<b>Conference/Trade Show Registration Assist I Step II</b>	None	Ensures that administrative support is provided for every aspect of the conference or trade show. Duties may include secretarial, word processing, editing support, database maintenance and quality assurance.	Associate's Degree

## AIMS Price List

### Labor Category Descriptions

Labor Category	Minimum Experience	Job Description	Minimum Education
<b>Conference/Trade Show Registration Assist I Step I</b>	None	Assists with registration and administrative duties, as needed. Helps trade show planners with advance materials, supports registration inquiries and serves on-site as needed.	High School Diploma /Associate's Degree
<b>Travel/Registration Coordinator Step III</b>	1-3 years	Manages all travel and lodging arrangements for sponsored participants of the event and supports travelers for any questions or concerns they may have. Also provides administrative support to the conference team such as purchasing/duplicating, collating, assembling and shipping meeting materials to the conference venue. Handles advance registration and payment, as well as registers attendees on-site and issues name badges.	High School Diploma /Associate's Degree
<b>Travel/Registration Coordinator Step II</b>	1 year	Assists in coordinating travel, sending out itineraries and travel confirmations, as well as lodging, transportation and local area information.	High School Diploma /Associate's Degree
<b>Travel/Registration Coordinator Step I</b>	None	Collects travel preference forms and assists travel and registration coordinators in booking travel based on information provided by clients.	High School Diploma /Associate's Degree
<b>Registration Coordinator Step III:</b>	3-5 years	A highly qualified registration coordinator assists in overall program goals for conference or trade show attendance. Duties can include conceptualizing, developing project initiatives, securing sponsorships, participating in steering committees, and assisting in the overall success of the event or program.	Bachelor's Degree
<b>Registration Coordinator Step II</b>	1-3 years	Responsibilities include tracking participant registration, providing reports, processing payments and providing budgetary information as needed.	Associate's/Bachelor's Degree
<b>Registration Coordinator Step I</b>	None	Supports the registration team as needed, providing administrative oversight and clerical assistance.	High School Diploma /Associate's Degree
<b>Senior Program Director</b>	20 years	Senior Program Director is responsible for overall direction and evaluation of business methodologies and procedures. Provides high level expertise and guidance in support of single or multiple projects. Works with the client and program manager to establish policy and strategic direction for projects. Ensures client satisfaction and oversees quality control.	Master's Degree
<b>Junior Program Director</b>	15 years	Oversees programs and integrates technical solutions into business processes and operational functions while directing teams on multiple projects. Takes appropriate action to meet program requirements by responding effectively to clients' needs – allocating proper resources, staff and technologies. Works closely with the Senior Program Director to set comprehensive business goals and objectives.	Master's Degree

## AIMS Price List

### Labor Category Descriptions

Labor Category	Minimum Experience	Job Description	Minimum Education
<b>Project Manager</b>	10 years	Manages multiple client projects and is responsible for project direction, organization, planning and production. Creates strategic plans to ensure contract performance and timely deliverables. Directs supporting staff; assigns, schedules and reviews work of supporting project managers and staff. Oversees multiple projects and interfaces with clients.	Bachelor's Degree
<b>Principal Consultant</b>	10 years	Develops and coordinates plans, policies, resources, mission, goals and expectations of an agency or program. Develops cooperative partnerships with organizations that will enhance program activities. Creates the program budget and monitors and evaluates operations to ensure quality and effectiveness. Makes recommendations to Program Managers for areas of improvement.	Bachelor's Degree
<b>Senior Consultant</b>	8 years	Reviews plans, policies, resources, mission, goals and expectations of an agency or program. Sets forth deliverables, dedicated staff and resources. Monitors employee performance to assure objectives are being met.	Bachelor's Degree
<b>Associate Consultant</b>	3 years	Produces deliverables for client under direction of midlevel and senior consultants. Assists in production of strategic plans and quality assurance. Makes recommendations to management for areas of improvement. Participates in client meetings and assists with contract administration.	Bachelor's Degree
<b>Senior Graphic Designer</b>	7 years	Leads design team by establishing conceptual and stylistic direction. Utilizes expertise in design software and pre-press production. Reviews final layout recommends improvements as necessary. Acts as client liaison for the design team and is responsible for design of projects from conception to completion.	Bachelor's Degree
<b>Editor</b>	5 years	Reads and evaluates complex technical and scientific articles to determine the extent of the copy's effectiveness, or lack there-of. Participates in the development of themes and content. Writes articles, stories, editorials, headlines and captions. Position requires extensive editing experience.	Bachelor's Degree
<b>Facilitator</b>	7 years	Enables groups and organizations to work effectively, collaborate and achieve synergy. Advocates for fair, open procedures and inclusive programs to accomplish group work. Enables groups to make high-quality decisions through full participation, mutual understanding and shared responsibility.	Bachelor's Degree
<b>Researcher</b>	5 years	Assists with the design and direction of formative research projects for programs and strategic business opportunities. Oversees associate and assistant researchers. Compiles data for reports. Assists with data analysis.	Bachelor's Degree
<b>Sr. Communication Specialist</b>	5 years	Provides a variety of functions related to communication activities, to raise awareness of issues and improve dissemination of informational materials to the public and policy makers. Develops materials for dissemination. Assists with maintaining and updating Website materials. Requires excellent verbal and written communication skills.	Bachelor's Degree