



**NATIONAL CONFERENCING, Inc.**  
*Five Star Conference Planning*



**GENERAL SERVICES ADMINISTRATION  
FEDERAL SUPPLY SERVICE  
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST**

*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 for GSA Advantage! is:*

<http://www.gsaadvantage.gov>

**General Services Administration  
Federal Supply Service  
Advertising and Integrated Marketing Solutions (AIMS)  
Schedule 541**

CONTRACT NUMBER:  
**GS-07F-441AA**

PERIOD COVERED BY CONTRACT:  
**June 1, 2015 through May 31, 2020**

**National Conferencing, Inc.**

3912 Lansing Court  
Dumfries, VA 22026  
tel: 866-311-8809  
fax: 886-204-1828

[www.federalconference.com](http://www.federalconference.com)

Contact for Contract Administration:  
Paul Trapp, Ph: 703-232-5792, Email: [paul@nationalconference.com](mailto:paul@nationalconference.com)  
***CVE Certified Service Disabled Veteran Owned Small Business (SDVOSB)***

General Services Administration  
Management Services Center Acquisition Division  
Supplement # **PA-0008**, date **April 21, 2015**

Business Size: **Small**  
DUNS: **784819810**

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.fss.gsa.gov>.

## GSA AWARDED TERMS AND CONDITIONS NATIONAL CONFERENCING, INC.

- 1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).

SIN	Recovery	SIN Description
541-4D	541-4DRC	Conference, Events, and Tradeshow Planning Services
541-1000	541-1000RC	Other Direct Costs (ODCs); Expenses Other Than Direct Labor Hours

- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract.

**Please see attached pricelist**

- 1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate not applicable for this item.

**Please refer to the Awarded GSA Hourly Rates**

2. MAXIMUM ORDER:

**All SINS: \$1,000,000**

3. MINIMUM ORDER:

**All SINS: \$100**

4. GEOGRAPHIC COVERAGE (DELIVERY AREA):

**United States including District of Columbia, U.S. Virgin Islands, Puerto Rico and Guam.**

5. Point(s) of production (city, county, and State or foreign country).

**Dumfries, VA**

6. Discount from list prices or statement of net price.

**GSA Net pricing as shown in pricing tables provided**

7. QUANTITY DISCOUNTS.

**7a. Quantity discounts SIN 541-4D:**

**a. One (1) % = \$100K-\$200K**

**b. Two (2) % = \$201K – 500K**

**7b. Quantity discounts SIN541-1000:**

**a. Three (3) % if Speaker booked for multiple engagements at the same time**

8. PROMPT PAYMENT TERMS:

**None**

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

**Yes**

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

10. FOREIGN ITEMS (LIST ITEMS BY COUNTRY OF ORIGIN):

**None**

11a. TIME OF DELIVERY:

**Specified on task order**

11b. EXPEDITED DELIVERY:

**Negotiated per delivery order**

11c. OVERNIGHT AND 2-DAY DELIVERY:

**Negotiated per delivery order**

11d. URGENT REQUIREMENTS:

**Negotiated per delivery order**

12. F.O.B. POINT(S):

**Destination**

13a. ORDERING ADDRESS:

**National Conferencing, Inc.  
3912 Lansing Court  
Dumfries, VA 22026**

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

14. PAYMENT ADDRESS.

**National Conferencing, Inc.  
3912 Lansing Court  
Dumfries, VA 22026**

15. WARRANTY PROVISION.

**Not applicable**

16. EXPORT PACKING CHARGES, IF APPLICABLE.

**Not applicable**

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE (ANY THRESHOLDS ABOVE THE MICRO-PURCHASE LEVEL).

**National Conferencing, Inc. will accept government purchase card payments for orders up to, but not over the micro purchase threshold.**

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE).

**Not applicable**

19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE).  
**Not applicable**
- 20a. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF APPLICABLE).  
**Not applicable**
- 20b. 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).  
**None**
23. PREVENTIVE MAINTENANCE (IF APPLICABLE).  
**Not applicable**
- 24a. Special attributes such as 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/).  
**Not applicable**
25. DATA UNIVERSAL NUMBER SYSTEM (DUNS) NUMBER.  
**784819810**
26. Notification regarding registration in System for Award Management (SAM).  
**CAGE Code 4PLL6, Registration valid in SAM**

## **COMPANY OVERVIEW**

### **NATIONAL CONFERENCING, INC.**

National Conferencing Inc. was founded in February 2006 by Stephen Davis and Paul Trapp with a very simple premise... eliminate the anxiety and frustration of researching, planning and delivering conferences for our government clients. National Conferencing, Inc. provides a full array of conferencing services, ranging from hotel site selection, online registration, graphic design and custom printing, professional staffing, transportation management, speaker's bureau, food and beverage and all other aspects of a successful, turn-key conference operation. National Conferencing, Inc. is a **Service Disabled Veteran Owned Small Business (SDVOSB)** that specializes in providing professional event planning and management services to the federal government and military agencies.

- **The best qualified 'Key Personnel'** with a depth of relevant and recent experience providing professional event management services for the Federal Government at both the *senior level* and in *academic settings*;
- **A thorough understanding of the Event Planning Industry** offering a well seasoned staff, each with an average of 10+ years experience working the system from both the provider and client side providing strategic advantages when planning and contracting for your external event locations and services.
  - Application of our expertise to guide our clients through the entire event process generating a successful event and a positive outcome;
  - Assembling the inherently chaotic process of event planning into an organized system;
  - Conscientiously assessing our clients' objectives and guiding them to the best methodology to achieve their goals and avoid pitfalls.
- **An efficient and effective organizational structure** allowing direct access to the Executive within the organization that has the authority to commit the company.
  - Excellent accessibility by our clients;
  - Robust infra-structure at the corporate level allowing contract leadership to focus on the functional deliverables of the contract.
- **National and International experience** conducting successful events for the Federal Government with performance reaching six European countries, the Middle East, Canada, the United States and the U.S. Territories.
  - Specialized experience in delivering senior leader events in an academic environment for the Federal Government.

We understand there are many companies out there, and all of them will propose that they are the best choice. Many have only part time or limited experience in managing events. You should know one thing... Event planning is our core competency... it is all we do... and we do it well!

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## **SERVICES OVERVIEW**

### **NATIONAL CONFERRNCING, INC.**

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**Site Selection:** National Conferencing, Inc. is positioned as a high volume purchaser in the meetings and event industry, and boasts an expansive and experienced network of associates. With our national reach, preferred rates, unmatched industry relationships, and full-service meeting management at their fingertips, National Conferencing, Inc. is so much more than simply a site selection firm. Our volume purchasing power and relationships earns us special rates, availability and promotions that we pass along to the client. Regardless of the size or number of meetings that a client typically books, they enjoy the rates and concessions associated with the collective buying power of all of our clients.

**Marketing:** Email and Direct Mail campaigns will be utilized to the fullest extent, but simply are not enough... National Conferencing, Inc. specializes in increasing Event / Conference attendance levels by 30% to 40% with a personal phone call reminder, just days before the event date. Email can get caught in spam filters or lost with the other daily emails received. Direct mail ends up at the bottom of a pile of other mail. A phone call reminder works!

Our call center will call everyone on your list to ensure registration. You'll be on-top of your campaign, and know your costs in advance. Our live call center delivers your message 100% on every call, guaranteed! This keeps your throughput High, and your costs Low. We can make thousands of personal calls for you on a daily basis to help make your event more successful. A personal call will certainly personalize the reminder notice. We read a script to a live recipient, or drop a message in their voice mail. The message can even be that of your own voice. Additionally, National Conferencing, Inc. has vast experience in getting the word out through the appropriate broadcast media and print media venues creating demand for your event. Let our talented team of creative professionals design the message that is right for you.

**Production of Conference Materials:** National Conferencing, Inc.'s team of professional graphic designers will provide high quality, high resolution, print-ready event related collateral materials to include: event signage, table top name plates, individual name badges and e-marketing.

National Conferencing, Inc. uses four-color, high resolution printing (CMYK). Unlike inkjet printers or color photocopiers, full color (C-M-Y-K) printing provides accurate, detailed, brilliant reproduction of your originals at a low cost-per-sheet. Look at any magazine cover - Time, People, and National Geographic - for an example of 4-color process printing. This is the kind of printing found at commercial printers.

**Registration:** National Conferencing, Inc. offers secured (password protected) online registration service to provide 24/7 access for event attendees and paid staff. Each event will feature its very own professionally designed registration web portal that provides up-to-date event information and collects pertinent attendee data. Our online registration system can also communicate directly with attendees via its Event E-Mail feature; sending Email Invitations, Reminders & Confirmations and E-invoices ensuring attendees have direct access to the most recent event information. Other benefits of National Conferencing, Inc.'s online registration system include: Standard and custom on-demand reports, data management tools, lodging and

meal selections and confirmation, wait-listing, send and track post-event surveys, mail merge and design / print options for event name badges.

**Management of Vendor Exhibit Area:** National Conferencing, Inc.'s exhibit and sponsorship sales and operations management capabilities include: Exhibit sales/pre-show planning; Show floor design, development and layout; Booth pricing consultation; Sponsorship package development and consultation; Contract policies and document creation; Dedicated call center to free up your staff to focus on strategic aspects of event and Post-event reports.

**On-Site Support / Event Staffing:** Think of National Conferencing, Inc. as your extended staff; we will focus on the details of the **process**, so you can focus on the more important details of the **content!** When you hire National Conferencing, Inc. to plan your event, you'll receive the full complement / benefit of a well seasoned corporate staff working together with you to achieve your organizational goals. National Conferencing, Inc. offers a professionally trained, uniformed, on-site event staff to ensure a quality conference experience for attendees. Customer service focused, our recommended 1:25 staff to attendee ratio provides the appropriate formal coverage needed to ensure success. Additionally, National Conferencing, Inc. has a seasoned staff of current and former law enforcement professionals to provide on-site security, and experienced Rapporteurs and facilitators. National Conferencing, Inc.'s audio visual technicians are responsible for planning and organizing the technical requirements for each event; from set up and operation of high end equipment, as well as, supervising technician assistants working on larger events. Our Technicians at an average of five years working knowledge of a/v equipment; and are technically proficient with lighting, sound reinforcement, video production, and data projection; and have direct large show audio visual setup experience.

#### **Awarded Labor Category Descriptions Labor Categories (SIN 541-4D)**

##### **Senior Project Director**

**Duties:** Responsible for managing and overseeing work performance on one or more projects. Holds primary responsibility for planning, managing, and overseeing work efforts of project team personnel. Determining and monitoring project schedules and budgets, and/or ensuring compliance with all contract and project requirements and quality standards. Serves as primary interface with customer. Demonstrates skills in the scope of work encompassed by the project, provides technical guidance to the project team in performance of the work, and provides quality review of all work products.

**Minimum Education:** BA / BS in related field / Education may be substituted for 3 years professional project management experience.

**Minimum Years of Experience:** 3

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##### **Graphic Designer**

**Duties:** Responsible for designing printed materials to include graphics, logos, advertisements, brochures, marketing and promotional material, etc. The graphic designer works closely with the project manager in order to produce information that promotes the intended message or image.

**Minimum Education:** AA / AS in related field / Education may be substituted for 3 years Graphic Design experience.

**Minimum Years of Experience:** 3

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### **Event Planner II**

**Duties:** Logistic planning (event and facility point-of-contact, catering functions, meeting requirements and layouts, etc.), oversee the design/publishing/printing of event agenda/program guide, develop and produce audio advertising, oversee registration preparation, advertising/promotional campaigns, handling phone inquiries, meetings/telephone correspondence with sponsors/clients, progress updates, oversee printing of promotional campaign materials, post-event follow-up, event set-up, on-site event management. An event manager may review invoices, assist to coordinate website developments and updates, handle logistical planning (catering, directions, on-site visits, etc.), and prepare registration materials and premiums under supervision of senior event manager or project manager

**Minimum Education:** AA / AS in related field / Education may be substituted for 3 years event planning experience. Certified Meeting Planner (CMP) designation may also be substituted for education / experience requirements.

**Minimum Years of Experience:** 3

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### **Data Base Manager**

**Duties:** Acts as support personnel for meeting activities. Duties may include such activities as: management of database, processing of registrations, and contact with participants regarding conference details and any related issues. Preparing name badges, tents, certificates, etc. for speakers, presenters and participants; duplicating and distributing event materials; implementing meeting evaluation procedures; and aiding in the completion of documentation of participant attendance. Preparation of financial documentation for all conference related revenues and expenses. Acts as support personnel for meeting activities. Provides travel coordination to meeting attendees. Contacts traveler, makes travel arrangements, issues itinerary, processes travel requests and reimbursements.

**Minimum Education:** AA / AS in related field / Education may be substituted for 3 years data base management experience.

**Minimum Years of Experience:** 3

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### **Event Support Staff**

**Duties:** Support staff typically provides administrative, clerical or logistical services under close supervision. Such duties include processing registrations and follow-up, data entry, handling phone inquiries, vehicle driver, event management, on-site event management, assembling of promotions and on-site distributions.

**Minimum Education:** HS Diploma / GED; One (1) year Customer Service Experience; valid driver's license.

**Minimum Years of Experience:** 1

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### **Description of Services for SIN 541-1000: Other Direct Costs**

**Special Guests and Speakers:** National Conferencing, Inc. has vast experience in managing our in-house Speakers' Bureau, comprised of the finest speakers in North America. Our speakers are thought-provoking, action-oriented and have earned national recognition in the fields of business, government and society. Choose a National Conferencing, Inc. speaker that's right for you, or have us manage an outside speaker of your choice.

The process is really very simple... You select and invite your speakers; National Conferencing, Inc. will take it from there. We send out and collect the agreements, audiovisual requests, travel and accommodation requests, presentation templates, presentation guidelines, expense reimbursement protocols. We collect and track biographies and photos. We make sure each speaker is confirmed in writing and continues to be updated about your event. Once all documents are returned to National Conferencing, Inc., we will reconfirm the speaker and list their sessions, times, locations, equipment and travel and housing details. National Conferencing, Inc. will make sure the speakers are provided everything they may need to get to the event and obtain the appropriate accommodations once they arrive. We can contact each speaker to coordinate their travel and accommodation preferences while following the guidelines set forth by the government.

**AWARDED GSA PRICING  
NATIONAL CONFERENCING, INC.**

**SINs 541-4D and 541-4DRC:**

Labor Category	Option Period 1 – Hourly Pricing				
	Year 6 6/1/15 – 5/31/16	Year 7 6/1/16 – 5/31/17	Year 8 6/1/17 – 5/31/18	Year 9 6/1/18 – 5/31/19	Year 10 6/1/19 – 5/31/20
Senior Project Manager	\$132.11	\$134.62	\$137.17	\$139.78	\$142.44
Graphic Designer	\$89.18	\$90.88	\$92.60	\$94.36	\$96.15
Event Planner II	\$40.12	\$40.88	\$41.66	\$42.45	\$43.26
Data Base Manager	\$43.06	\$43.88	\$44.71	\$45.56	\$46.43
Event Support Staff	\$33.97	\$34.62	\$35.28	\$35.95	\$36.63

**SINs 541-1000 and 541-1000RC:**

ODC	GSA Total Price Including IFF
SME / Professional Speaker Level I	\$4,397.98
SME / Professional Speaker Level II	\$6,108.31
SME / Professional Speaker Level III	\$9,773.30
SME / Professional Speaker Level IV	\$24,432.27

The Service Contract Act (SCA) is applicable to this contract as it applies to the entire 541: 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 CRF 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.