

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

**ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)
FSC GROUP 541**

CONTRACT NUMBER:

GS-23F-0018S

PERIOD COVERED BY CONTRACT:

November 3, 2005 through November 3, 2010

**Williams/Gerard Productions, Inc.
420 North Wabash Ave., Fl-5
Chicago, IL 60611-5626
Phone: (312) 467-5560; Fax: (312) 467-6403**

BUSINESS SIZE: Large

DUNS NUMBER: 04-088-7275

Internet Address: www.wgp.com

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

TABLE OF CONTENTS

ORDERING INFORMATION.....	3
WILLIAMS/GERARD PRODUCTIONS, INC.'S GSA PRICING AND LABOR CATEGORY DESCRIPTIONS	5

ABOUT WILLIAMS / GERARD PRODUCTIONS

Since 1976, Williams/Gerard Productions has provided marketing and production support to a wide variety of government, corporate and association clients.

Our vast capabilities include:

- **Event Production and Event Management**
- **Meeting/Event Design and Consulting**
- **Video and Film Production**
- **Exhibit Design and Management**
- **Satellite Video-Teleconferencing and Webcasting**
- **Print Media and Collateral Design**
- **Speechwriting, Scripting and Editorial Services**
- **Speaker, Music, and Entertainment Booking and Management**
- **Scenic, Lighting and Sound Design**
- **Stage Management and Technical Expertise**
- **Registration and Logistical Management**
- **Marketing Communications Consulting**

Regardless of the medium: video, multimedia, live event productions, trade show support, speech writing or public relations, with offices throughout the United States and state of the art production facilities in Chicago and Washington D.C., we can be at your office door in a matter of hours. Please contact us today!

For more information about Williams/Gerard, please visit our website:

www.WGP.com

ORDERING INFORMATION

- 1a. Authorized Special Item Numbers (SINs): *Pricing for offered SIN begins on page 5.*
Special Item No. 541-5 (Integrated Marketing Services)
Special Item No. 541-1000 (Other Direct Costs)
- 1c. Contractor is proposing hourly rates: See Labor Category Descriptions and rates on page 5.
2. Maximum order: *\$1,000,000*
3. Minimum order: *\$100.00*
4. Geographic coverage (delivery area): *The 48 contiguous States and the District of Columbia including Alaska, Hawaii and Puerto Rico.*
5. Point(s) of production (city, county, and state or foreign country): *Not Applicable*
6. Discount from list prices or statement of net price: *Government prices are net.*
7. Quantity discounts: *None*
8. Prompt payment terms: *Net 30 days*
- 9a. Government purchase cards are accepted below the micro-purchase threshold.
- 9b. Government purchase cards are accepted above the micro-purchase threshold.
10. Foreign items (list items by country of origin): *Not Applicable*
- 11a. Time of delivery: *As negotiated between Contractor and Ordering Agency*
- 11b. Items available for expedited delivery: *Not Applicable*
- 11c. Overnight and 2-day delivery: *Not Applicable*
- 11d. Urgent Requirements: *Not Applicable*
12. F.O.B. Point: *Destination*
- 13a. Ordering address:

Williams/Gerard Productions, Inc.
4121 Wilson Boulevard, Suite 300
Arlington, VA 22203
Telephone: (703) 243-8133
Fax: (703) 243-7321

- 13b. Ordering Procedures: *For supplies and services, the ordering procedures, and information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS schedule homepage (fss.gsa.gov/schedules).*
14. Payment address:

*Williams/Gerard Productions, Inc.
P.O. Box 95801
Chicago, IL 60694*
15. Warranty provision: *Not Applicable*
16. Export packing charges: *Not Applicable*
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): *None*
18. Terms and conditions of rental, maintenance, and repair: *Not Applicable*
19. Terms and conditions of installation: *Not Applicable*
- 20a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: *Not Applicable*
- 20b. Terms and conditions for any other services: *Not Applicable*
21. List of service and distribution points: *Not Applicable*
22. List of participating dealers: *Not Applicable*
23. Preventive maintenance: *Not Applicable*
- 24a. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: *Not Applicable*
- 24b. Section 508 Compliance: *Not applicable*
25. Data Universal Number System (DUNS) number: *040887275*
26. Williams/Gerard Productions, Inc. is registered in the Central Contractor Registration (CCR) database. *CAGE Code: 365K0, Valid until March 3, 2006*

WILLIAMS/GERARD PRODUCTIONS, INC.
GSA PRICING AND LABOR CATEGORY DESCRIPTIONS

MFR	SIN	Labor Category Description EVENT PRODUCTION Scripting/Coaching Personnel	GSA Price	Unit
Williams/Gerard Productions, Inc.	541-5	<u>Speech Writer</u> Works for a presenter and writes their presentation.	\$ 219.90	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Speech Coach</u> Works with a presented to help coach them in the proper etiquette when presenting in front of an audience. Also helps with teleprompter training.	\$ 219.90	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Speech Coach & Writer</u> Serves a dual role of assisting in the creation of a speech as well as the assisting in the proper way to deliver said presentation.	\$ 268.77	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Graphic Technician</u> Operates graphics equipment that is used to project images to screen.	\$ 131.94	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Graphic Artist</u> Creates visual images or slides that are used in presentation or for artwork.	\$ 122.17	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Teleprompter Operator</u> Responsible for running teleprompter.	\$ 122.17	hr.

MFR	SIN	EVENT PRODUCTION Management Personnel	GSA Price	Unit
Williams/Gerard Productions, Inc.	541-5	<u>Executive Producer</u> Puts the team together and has overall responsibility for the production.	\$ 195.47	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Producer</u> Manages a team of event or video professionals as they complete a project.	\$ 146.60	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Senior Creative Director</u> Works with all personnel involved in a creative project to ensure there is consistency throughout. They are also responsible for creative ideas. Typically has 10+ years experience in the business.	\$ 268.77	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Creative Director</u> Works with all personnel involved in a creative project to ensure there is consistency throughout. They are also responsible for creative ideas.	\$ 171.03	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Senior Art Director</u> Manages the artistic look and feel of a project. A senior director typically has 5+ years experience.	\$ 171.03	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Art Director</u> Manages the artistic look and feel of a project.	\$ 122.17	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Production Manager</u> Play's a key role in ensuring that the production runs smoothly, i.e. that the program is produced on time and within budget.	\$ 122.17	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Technical Director</u> Responsible for the execution of the technical elements of a production.	\$ 146.60	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Stage Manager</u> Coordinates the movement of talent or others on stage.	\$ 122.17	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Lighting Director</u> Plans the lighting of productions. The work involves liaising closely with the director and set designer. They are also involved with making decisions about the camera angles, positions and equipment required for the scenes which are then shot by the camera operator.	\$ 122.17	hr.

MFR	SIN	EVENT PRODUCTION On-Site Personnel	GSA Price	Unit
Williams/Gerard Productions, Inc.	541-5	<u>Audio Engineer (A1)</u> Operates the technical equipment for the audio portion of the production. The A1 is the lead audio engineer and typically sits in the front out the house and mixes the show.	\$ 122.17	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Audio Engineer (A2)</u> Operates technical equipment for the sound of the production. The A2 is the backstage audio engineer – typically handles such things as wireless microphones and the onstage talent’s audio requirements.	\$ 97.73	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Video Director</u> Coordinates placement of video cameras and crew; directs their activities and video playback.	\$ 146.60	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Video Engineer</u> Responsible for the technical aspects of the video equipment.	\$ 122.17	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Video Technician</u> Responsible for the set-up and monitoring of the video equipment.	\$ 122.17	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Tape Operator</u> Works with the video director to ensure that video rolls-ins are properly cued. Also responsible for the playback of said video rolls and the recording of video to tape.	\$ 97.73	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Camera Operator</u> Operates video cameras during recording or imaging.	\$ 112.39	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Lighting Director</u> Plans the lighting of productions. The work involves liaising closely with the director and set designer. They are also involved with making decisions about the camera angles, positions and equipment required for the scenes which are then shot by the camera operator.	\$ 122.17	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Lighting Assistant</u> Assists in all aspects of light in the production.	\$ 97.73	hr.

MFR	SIN	Labor Category Description On-Site Personnel Continued	GSA Price	Unit
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Williams/Gerard Productions, Inc.	541-5	<u>Rigger</u>	\$	141.71	hr.
		Responsible for rigging anything from the ceiling, such as a truss for lights or speakers.			
Williams/Gerard Productions, Inc.	541-5	<u>Head Electrician</u>	\$	122.17	hr.
		Responsible for power drops or tie-ins to the various power sources. Usually acts as the foreman for the other electricians.			
Williams/Gerard Productions, Inc.	541-5	<u>Electrician</u>	\$	97.73	hr.
		Responsible for power drops or tie-ins to the various power sources.			
Williams/Gerard Productions, Inc.	541-5	<u>Carpenter</u>	\$	122.17	hr.
		Assists with any scenic or set construction.			
Williams/Gerard Productions, Inc.	541-5	<u>Stage Hand</u>	\$	73.30	hr.
		Set, operate, service, and strike (take down) all equipment in the meeting rooms and on the exhibits floor.			
Williams/Gerard Productions, Inc.	541-5	<u>Production Assistant</u>	\$	73.30	hr.
		Plays a key role in ensuring that the production runs smoothly, ie that the program is produced on time and within budget.			
Williams/Gerard Productions, Inc.	541-1000	Staging and Set Design	\$	122.17	hr.
Williams/Gerard Productions, Inc.	541-1000	Floor plans	\$	122.17	hr.
Williams/Gerard Productions, Inc.	541-1000	Set Renderings	\$	122.17	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Spotlight Operator</u>	\$	97.73	hr.
		Operates the spotlights.			
Williams/Gerard Productions, Inc.	541-5	<u>Projectionist</u>	\$	122.17	hr.
		Operates the projector for the show.			
Williams/Gerard Productions, Inc.	541-5	<u>Graphics Assistant</u>	\$	97.73	hr.
		Create, and assist the presenters with graphic presentations such as PowerPoint.			
Williams/Gerard Productions, Inc.	541-5	<u>Scenic Engineer</u>	\$	122.17	hr.
		Handle stage building and set design.			
Williams/Gerard Productions, Inc.	541-5	<u>Scenic Assistant</u>	\$	97.73	hr.
		Assist in stage building and set design.			
Williams/Gerard Productions, Inc.	541-5	<u>Union Steward</u>	\$	171.03	hr.
		Head union representative responsible for management of the local union and its member's onsite.			

MFR	SIN	MEDIA PRODUCTION Personnel	GSA Price	Unit
Williams/Gerard Productions, Inc.	541-5	<u>Senior Creative Director</u> Works with all personnel involved in a creative project to ensure there is consistency throughout. They are also responsible for creative ideas. Typically has 10+ years experience in the business.	\$ 268.77	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Creative Director</u> Works with all personnel involved in a creative project to ensure there is consistency throughout. They are also responsible for creative ideas.	\$ 171.03	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Senior Art Director</u> Manages the artistic look and feel of a project. A senior director typically has 5+ years experience.	\$ 171.03	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Art Director</u> Manages the artistic look and feel of a project.	\$ 122.17	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Senior Graphic Artist</u> Creates visual images or slides that are used in presentation or for artwork. Skill set is advanced into animation. Typically have 10+ years in the business.	\$ 141.71	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Graphic Artist</u> Creates visual images or slides that are used in presentation or for artwork.	\$ 122.17	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Graphic Technician</u> Operates graphics equipment that is used to project images to screen.	\$ 131.94	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Senior Line Producer</u> Responsible for managing individual aspect of a production, reports to the Producer. Typically has 5+ years of experience.	\$ 146.60	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Line Producer</u> Responsible for managing individual aspect of a production, reports to the Producer.	\$ 122.17	hr.

MFR	SIN	Labor Category Description Personnel Continued	GSA Price	Unit
Williams/Gerard Productions, Inc.	541-5	<u>Senior Writer</u> Has 10+ years experience writing scripts and proposals and all other writing assignments.	\$ 219.90	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Writer</u> In charge of writing scripts, proposals and all other writing assignments.	\$ 171.03	hr.
Williams/Gerard Productions, Inc.	541-5	Element Research	\$ 83.07	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Computer Artist</u> Creates visual images or slides that are used in presentation or for artwork.	\$ 122.17	hr.
Williams/Gerard Productions, Inc.	541-1000	Image Scan	\$ 63.53	hr.
Williams/Gerard Productions, Inc.	541-1000	Graphics/ Animation	\$ 1,221.66	day
Williams/Gerard Productions, Inc.	541-5	<u>Video Director</u> Coordinates placement of video cameras and crew; directs their activities and video playback.	\$ 1,710.33	day
Williams/Gerard Productions, Inc.	541-5	<u>Video Producer</u> Responsible for the production coordination of a video project.	\$ 2,198.99	day
Williams/Gerard Productions, Inc.	541-5	<u>Talent: Non-Celebrity Non-Spokesperson</u> An actor or actress who is a member of the AFTRA/SAG union.	\$ 1,075.06	day
Williams/Gerard Productions, Inc.	541-5	<u>Talent: Non-Celebrity Spokesperson</u> An actor or actress who is a member of the AFTRA/SAG union and acts as a company spokesperson	\$ 2,003.53	day

MFR	SIN	Labor Category Description Personnel Continued	GSA Price	Unit
Williams/Gerard Productions, Inc.	541-5	<u>Talent: Voice Over Narrator</u> An actor or actress who is a member of the AFTRA/SAG union and lends their voice to be used as a voice over on video.	\$ 1,075.06	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Casting Agent</u> Agent that screens talent before a casting call to make sure they are appropriate for the roll.	\$ 122.17	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Videographer</u> Works as a mobile camera operator. Uses a shoulder mounted camera to capture images based on direction given by a producer.	\$ 1,856.93	day
Williams/Gerard Productions, Inc.	541-5	<u>Video Sound person</u> Responsible for recording and monitoring the sound during a live video recoding	\$ 855.16	day
Williams/Gerard Productions, Inc.	541-5	<u>Grip</u> Helps with the movement of audio visual equipment.	\$ 757.43	day
Williams/Gerard Productions, Inc.	541-5	<u>Make-Up artist</u> Handles the make-up for on camera talent, which sometimes includes hair.	\$ 855.16	day
Williams/Gerard Productions, Inc.	541-5	<u>Teleprompting Equipment</u>	\$ 317.63	day
Williams/Gerard Productions, Inc.	541-5	<u>Associate Producer</u> In most cases an associate producer is the producer's top assistant.	\$ 122.17	hr.
Williams/Gerard Productions, Inc.	541-5	<u>Lighting Engineer</u> Coordinates and direct lighting; program lighting cues. Lighting Engineers are also responsible, creatively and technically, for lighting interior and outside scenes. By placing the equipment and adjusting the intensity of the light, they can achieve a variety of effects.	\$ 122.17	hr.

MFR	SIN	Labor Category Description	GSA Price	Unit
MEDIA PRODUCTION				
Video Post Production				
Williams/Gerard Productions, Inc.	541-1000	Digitize	\$ 195.47	hr.
Williams/Gerard Productions, Inc.	541-1000	Avid Media Composer Off-line Editing	\$ 244.33	hr.
Williams/Gerard Productions, Inc.	541-1000	Avid Media Composer On-line Editing	\$ 268.77	hr.
Williams/Gerard Productions, Inc.	541-1000	Avid Express Pro Off-line Editing	\$ 161.26	hr.
Williams/Gerard Productions, Inc.	541-1000	Avid Express Pro On-line Editing	\$ 161.26	hr.
Williams/Gerard Productions, Inc.	541-1000	After Effects/Rendering	\$ 205.24	hr.
Williams/Gerard Productions, Inc.	541-1000	DVD Authoring	\$ 244.33	hr.
Williams/Gerard Productions, Inc.	541-1000	Overnight Rendering	\$ 122.17	hr.
Williams/Gerard Productions, Inc.	541-1000	Streaming Media Conversion	\$ 146.60	hr.
Williams/Gerard Productions, Inc.	541-1000	Quick Time Movies	\$ 146.60	hr.
Williams/Gerard Productions, Inc.	541-1000	Music License/SFX	\$ 122.17	each
Williams/Gerard Productions, Inc.	541-1000	Audio Facility	\$ 293.20	hr.
Williams/Gerard Productions, Inc.	541-1000	File Conversions	\$ 63.53	hr.
Williams/Gerard Productions, Inc.	541-1000	Media Transfers	\$ 63.53	hr.
Williams/Gerard Productions, Inc.	541-1000	Duplications	\$ 63.53	hr.
Williams/Gerard Productions, Inc.	541-1000	CD-ROM Duplication (1 - 100)	\$ 3.42	ea.
Williams/Gerard Productions, Inc.	541-1000	DVD Duplication (1 - 100)	\$ 7.33	ea.
Williams/Gerard Productions, Inc.	541-1000	CD-ROM Transfer	\$ 63.53	hr.
Williams/Gerard Productions, Inc.	541-1000	CD-ROM Duplication	\$ 63.53	hr.
Williams/Gerard Productions, Inc.	541-1000	VHS/BETA duplications	\$ 43.98	hr.
Williams/Gerard Productions, Inc.	541-1000	Tape Stock BETA SP 5	\$ 19.55	ea.
Williams/Gerard Productions, Inc.	541-1000	Tape Stock BETA SP 10	\$ 21.50	ea.
Williams/Gerard Productions, Inc.	541-1000	Tape Stock BETA SP 20	\$ 24.43	ea.
Williams/Gerard Productions, Inc.	541-1000	Tape Stock BETA SP 30	\$ 29.32	ea.
Williams/Gerard Productions, Inc.	541-1000	Tape Stock BETA SP 60	\$ 39.09	ea.
Williams/Gerard Productions, Inc.	541-1000	Tape Stock BETA SP 90	\$ 48.87	ea.
Williams/Gerard Productions, Inc.	541-1000	Transcripts	\$ 6.99	per page