



General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Price List

Multiple Award Schedule (MAS)

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.

Prices Shown Herein are Net (Discount Deducted)

Contract Number: GS-23F-0055M

Federal Supply Group: Professional Services
Miscellaneous
FSC/PSC Code: R708, R422, R499, R701, 0000

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

Contractor Name: **Susan Davis International, Ltd.**
Contract Period: December 12, 2016 – December 11, 2021
Address: 1101 K St. NW Suite 400
Washington, DC 20005
Phone Number: 202-408-0808
Fax: 202-408-1231
Email: susan.davis@susandavis.com
Website: www.susandavis.com

Contract Administrator: Susan Davis, President

Business Size: Woman Owned Small Business (WOSB)

CUSTOMER INFORMATION:

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

SIN Number	SIN Description	Description Page	Awarded Price Page
541820/RC	Public Relations Services	6-11	12
541910/RC	Marketing Research and Analysis	6-11	12
561920/RC	Conference, Meeting, Event and Trade Show Planning Services	6-11	12
541613/RC	Marketing Consulting Services	6-11	12
541810ODC/RC	Other Direct Costs for Marketing and Public Relations Services	13-14	13-14
OLM/RC	Order-Level Materials (OLM)	Defined at Order Level	Defined at Order Level

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.: See pages 13-14

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. See pages 6-11

2. Maximum Order:

SIN Number	Maximum Order
541820/RC	\$1,000,000
541910/RC	\$1,000,000
561920/RC	\$1,000,000
541613/RC	\$1,000,000
541810ODC/RC	\$1,000,000
OLM/RC	\$250,000

3. Minimum Order: \$100

4. Geographic Coverage: SINs 541820, 541910, 541613, and 541810ODC: Worldwide
 SIN 561920: Domestic Only

5. Point(s) of Production: N/A

6. Discount from List Prices: The Prices shown Herein are Net (discount deducted)

7. **Quantity Discount(s):** N/A
8. **Prompt Payment Terms:** Net 30. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions
- 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:** Specified on the Task Order
- 11b. **Expedited Delivery:** Items available for expedited delivery are noted in this price list.
- 11c. **Overnight and 2-day Delivery:** Contact Contractor
- 11d. **Urgent Requirements:** Please note the “Urgent Requirements” of this contract and contact contractor.
12. **FOB Point:** Destination
- 13a. **Ordering Address:** Same as contractor address. Customer should contact contractor for additional addresses.
- 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:** 1101 K St., NW, Suite 400, Washington, DC 20005.
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:** Contact Contractor
18. **Terms and Conditions of Rental, Maintenance, And Repair (If Applicable):** N/A
19. **Terms and Conditions of Installation (If Applicable):** N/A
20. **Terms and Conditions of Repair Parts Indicating Date Of Parts Price Lists And Any Discounts From List Prices (If Available):** N/A
- 20a. **Terms and Conditions for Any Other Services (If Applicable):** N/A

21. List of Service and Distribution Points (If Applicable): N/A

22. List of Participating Dealers (If Applicable): N/A

23. Preventive Maintenance (If Applicable): N/A

24a. Special Attributes Such as Environmental Attributes (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A

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/.

25. DUNS Number: 947612321

26. Notification Regarding Registration System for Award Management (SAM) Database: Susan Davis International, LTD is registered in the System for Award Management (SAM) Database.

Business Description

Susan Davis International (SDI) is one of the nation premier full-service communications firms. As a woman-owned, small business based in Washington, DC, for more than 25 years, SDI has been solving problems creatively, pursuing solutions aggressively, and producing dynamic results for government, non-profit, and corporate clientele. SDI was named one of the Top 5 Public Affairs Agencies in the country by Inside PR Magazine, and has received top industry awards for media, marketing, event management, meeting logistics, and public education campaigns.

Labor Category Descriptions
SINs 541820, 541910, 561920, and 541613

Project Executive
Minimum Training/Experience: Strategically manages multi-faceted program, providing broad vision and strategy. Develops and oversees integrated team structure, mission objectives and performance evaluation. Manages subcontractors, program budget. Meets regularly with government program manager regarding goals and objectives, priorities, performance and evaluation. Minimum 12 years management experience.
Minimum Education: BA/BS
Senior Project Executive
Minimum Training/Experience: Strategically manages multi faceted program, providing broad vision and strategy. Develops and oversees integrated team structure, mission objectives and performance evaluation. Manages subcontractors, program budget. Meets regularly with government program manager regarding goals and objectives, priorities, performance and evaluation. Ability to provide expert counsel on mission objectives, client campaigns. Expert problem solver. Minimum 15 years management experience.
Minimum Education: BA/BS
Project Director/Conference Manager
Minimum Training/Experience: Manages project/conference team on daily basis; creates and manages strategy, tactics, project/conference deliverables. Reports to Senior Conference Manager. Meets with client as needed. Minimum 10 years national special event/conference experience.
Minimum Education: BA/BS
Senior Conference Manager
Minimum Training/Experience: Experience in managing high profile public and stakeholder events on a national scale to include all aspects of logistics, protocol, security, transportation, registration and outreach. Meets regularly with government manager to identify priorities, propose initiatives and discuss/evaluate performance. Minimum 5 years experience.
Minimum Education: BA/BS
Project Manager
Minimum Training/Experience: Manages subsets of projects, reporting to Project Director or senior manager. Supports team to produce high quality deliverables. Responsible for strategic input, program deliverables. Minimum 5 years experience.
Minimum Education: BA/BS
Senior Project Manager
Minimum Training/Experience: Oversees related program areas; responsible for strategic direction, program management of specific program objectives and specific program or tactical teams. Meets regularly with government program manager to support Project Executive and evaluate team performance. Minimum 10 years management experience.
Minimum Education: BA/BS

Creative Director
Minimum Training/Experience: Assists Senior Creative Director with compelling and effective creative strategies and concepts through project execution. Participates in research, strategy briefings, and client meetings. Maintains communications with senior team on strategy development, projects and /or problems. Minimum 4 years experience plus understanding of content and brand strategy.
Minimum Education: BA/BS or equivalent industry experience
Senior Creative Director
Minimum Training/Experience: At least seven years experience in applicable field and a total of 10 years experience in Public Relations, Marketing or Advertising. Oversees design direction and for strategy, projects, staff, and budget. Guides, advises, and oversees design team and creative direction on all projects.
Minimum Education: BA or BS Degree
Producer
Minimum Training/Experience: Responsible for production of special event programs to include management of theme, scripting, on site production, audiovisual scripting, run-of-show. Minimum 5 years experience producing and calling event shows.
Minimum Education: BA/BS or industry equivalent
Project Associate
Minimum Training/Experience: Provides administrative support for project tasks to include typing, filing, proofing, simple graphics, basic online research, and word processing.
Minimum Education: Minimum high school diploma and two years experience or two years college education.
Project Assistant
Minimum Training/Experience: Provides administrative support for project tasks to include filing, proofing, simple graphics. Minimum high school diploma and two years experience.
Minimum Education: Minimum high school diploma
Administrative Support
Minimum Training/Experience: Provides administrative support for project tasks to include filing, proofing, simple graphics. Minimum high school diploma and one year experience
Minimum Education: Minimum high school diploma
Database Manager
Minimum Training/Experience: Provides general data base management using the most current management tools; responsible for database maintenance and quality assurance. Minimum two years experience in database management.
Minimum Education: BA/BS

Research Director
Minimum Training/Experience: Expert in online research. Provides management and organization for research projects and provides consultation to clients. Mastery of reporting and applicable best practices. Minimum 3 years research experience
Minimum Education: BA/BS
Research Associate
Minimum Training/Experience: Supports Research Director or Program Manager in online research and data analysis. Minimum 2 years research experience.
Minimum Education: Associate degree.
Senior Analyst
Minimum Training/Experience: Expert in online research. Ability to capture, quantifies, and analyzes data. Ability to articulate business problems and their solutions and implementation. Provides management and organization for research projects and provides consultation to clients. Mastery of reporting and applicable best practices. Directs or supervises projects. Minimum 5 years research experience.
Minimum Education: BA/BS
Marketing Communications Director
Minimum Training/Experience: Conceives interactive/relationship-marketing strategies for client accounts, as needed. Using both secondary and occasional primary research, presents insight of how online marketing effects a client's business, relating to category, competition and customers/consumers. Minimum 4 years marketing experience in marketing, public relations or creative agency or equivalent company.
Minimum Education: BA/BS
Marketing Communications Manager
Minimum Training/Experience: Supports Marketing Communications Director and/or communications teams. Gathers and analyzes online data. Monitors media performance across different channels. Minimum 3 years marketing experience.
Minimum Education: BA/BS
Marketing Communications Associate
Minimum Training/Experience: Supports Marketing Communications Director and/or communications teams. Gathers and analyzes online data. Monitors media performance across different channels. Minimum 2 years marketing experience.
Minimum Education: BA/BS
Project Executive
Minimum Training/Experience: Manages one or more project teams, develops and directs strategic planning and execution. Responsible for quality control, timeliness and budget adherence. Minimum 10 years management experience.
Minimum Education: BA/BS

Publicist
Minimum Training/Experience: Performs media outreach based on client mission and objectives per program manager. Supports the development of media messages and strategies. Places stories via traditional and social media platforms. ; preparing media materials including background materials, press releases, speeches, presentations, and press kits. Minimum 2 years experience.
Minimum Education: BA/BS

Senior Publicist
Minimum Training/Experience: Performs media outreach based on client mission and objectives per program manager. Supports the development of media messages and strategies. Places stories via traditional and social media platforms. ; preparing media materials including background materials, press releases, speeches, presentations, and press kits. Minimum 4 years experience.
Minimum Education: BA/BS

Writer
Minimum Training/Experience: Write media materials including background materials, press releases, speeches, presentations, and press kits. Minimum 2 years experience.
Minimum Education: BA/BS

Senior Writer
Minimum Training/Experience: Write media materials including background materials, press releases, speeches, presentations, and press kits. Minimum 3 years experience.
Minimum Education: BA/BS

Editor/Copy Editor
Minimum Training/Experience: Edits media and other client's materials including background materials, press releases, speeches, presentations and press kits. Minimum 2 years experience.
Minimum Education: BA/BS

Communications Program Manager
Minimum Training/Experience: Supports the Program Manager on communications strategy and project planning. Responsible for overseeing some facets of one or several projects. Must have strong verbal and written communications skills. Must be media savvy, creative, strategic and have the ability to juggle multiple tasks. Agency experience is required. Minimum 4 years relevant communications experience.
Minimum Education: BA/BS

Communication Manager
Minimum Training/Experience: Develops and supervises communication plans and products, ensuring they are delivered on time and on budget. Working in close coordination with the customer, is responsible for directing assigned staff on established policies and business procedures. Tasked with all project concepts, strategy and planning, as well as the assignment of tasks and the oversight of premier quality finished products. Minimum 5 years relevant experience.
Minimum Education: BA/BS

Senior Communications Manager

Minimum Training/Experience: Responsible for overall project management, reporting to executive director and/or operations manager. Develops and supervises communication plans and products, ensuring they are delivered on time and on budget. Working in close coordination with the customer, is responsible for directing assigned staff on established policies and business procedures. Tasked with all project concepts, strategy and planning, as well as the assignment of tasks and the oversight of premier quality finished products. Also responsible for monitoring employee hours and resources usage. Minimum 15 years experience in public relations or public affairs.

Minimum Education: BA/BS

Media Specialist

Minimum Training/Experience: Experience in strategic planning, brand and corporate positioning and media relations. Successfully helps clients reach their business goals through targeted campaigns to stakeholders. Skilled in writing, editing, magazine/newspaper/broadcast and social media placement. Minimum 5 years experience.

Minimum Education: BA/BS

Senior Media Specialist

Minimum Training/Experience: Proven media outreach strategist with strong media relationships, responsible for creating and executing media strategy, strategic planning, brand and corporate positioning and media relations. Successfully helps clients reach business goals with targeted media outreach campaigns to multiple stakeholder audiences. Expert in print, broadcasting and Internet media strategies. Minimum 8 years experience.

Minimum Education: BA/BS

Graphics Associate

Minimum Training/Experience: At least three years experience in applicable field. Designs products using a variety of mediums including video, print, broadcast, teleconferencing, and electronic means. Develops animation and sound in multimedia presentations and training materials, to assure consistent theme and overall design of products. Works with project teams to assure quality products delivered on time and within budget. Produces original designs, layouts, graphics, and illustrations to support the client. Uses graphics development software applications to design and create sophisticated graphics and technical illustrations. Experienced in desktop publishing, electronic pre-press, HTML, and graphic creation for websites.

Minimum Education: Bachelor's degree or equivalent professional experience.

Webmaster

Minimum Training/Experience: Coordinates with clients to determine requirements. Works closely with the client to design effective graphic user interfaces using current developments in web design tools and networking technology. Experienced in designing secure web sites, suitable for transmission of proprietary data, financial information, or other secure information. Knowledge of recent developments in web design tools and networking technology. At least three years experience in managing client projects.

Minimum Education: Bachelor's degree or equivalent professional experience.

Technical Writer Level I

Minimum Training/Experience: 5 years or more experience in technical writing, and editing. The Senior Technical Writer/Editor is responsible for developing document outlines, researching information, and translates complex concepts into coherent text and graphics. The individual is also

responsible for designing and implementing document review and quality control procedures; reviewing and editing final document to make sure information is conveyed with clarity and that the style suits the audience; ensuring that the documents format and terminology is consistent; quality-controlling documents; and ensuring that writers adhere to appropriate standards. The Senior Technical Writer/Editor coordinates and develops required deliverables; managing other Technical Writers and overseeing their efforts. Successfully helps clients reach their business goals through written products.

Minimum Education: Bachelor's degree or equivalent professional experience

Technical Writer Level II

Minimum Training/Experience: 3 years or more experience in technical writing and editing. Creates, edits and/or converts written materials into program or project-related collateral. Works with clients and project staff to ensure documents; style and content meet the objectives of the task, project or presentation. Reviews publications for grammar, consistency in terminology, logic of organization, completeness and clarity, compliance with applicable specifications and standards.

Minimum Education: Bachelor's degree or equivalent professional experience

Technical Writer Level III

Minimum Training/Experience: 1 year or more experience in technical writing, and editing. Under general supervision, edits and rewrites online and hard copy documents for grammatical, syntactical, and usage errors; spelling; punctuation; and adherence to standards, including consistency, format, and presentation. Proofreads documentation and graphics for accuracy and adherence to original content, provides quality control checking for documents.

Minimum Education: Bachelor's degree or equivalent professional experience

Senior Events Manager

Minimum Training/Experience: Manages strategy, design and production of special events. Participates in all project status and production meetings with clients and outside vendors as well as with account services, creative, media, and production team members to ensure that client and end-to-end project requirements are being met. Minimum 8 years increasing experience with industry/government/organization events on national and regional scale.

Minimum Education: BA/BS

Awarded GSA Pricing

SIN(s)	Service Proposed	GSA Price
541910, 561920, 541613	Project Executive	\$282.12
541820, 541910, 561920, 541613	Senior Project Executive	\$373.28
561920, 541613	Project Director/Conference Manager	\$125.94
541820, 541910, 561920, 541613	Senior Conference Manager	\$169.27
561920, 541613	Project Manager	\$100.75
541820, 541910, 561920, 541613	Senior Project Manager	\$231.64
561920, 541613	Creative Director	\$90.68
541820, 541910, 561920, 541613	Senior Creative Director	\$223.44
561920	Producer	\$100.76
561920	Project Associate	\$55.41
561920	Project Assistant	\$40.30
541820, 561920, 541613	Administrative Support	\$20.15
541820, 541910, 561920, 541613	Database Manager	\$55.41
541910, 541613	Research Director	\$125.95
541910, 541613	Research Associate	\$45.34
541910, 541613	Senior Analyst	\$125.95
541910, 541613	Marketing Communications Director	\$100.76
541910, 541613	Marketing Communications Manager	\$75.56
541910, 541613	Marketing Communications Associate	\$75.56
541820	Project Executive	\$176.32
541820, 541613	Publicist	\$75.57
541820, 541613	Senior Publicist	\$75.57
541820, 541613	Writer	\$75.56
541820, 541613	Senior Writer	\$75.57
541820, 541613	Editor/Copy Editor	\$65.49
541820, 541910, 561920, 541613	Communication Program Manager	\$106.40
541820, 541910, 541613	Communication Manager	\$122.52
541820, 541910, 561920, 541613	Senior Communication Manager	\$266.99
541820, 541910, 561920, 541613	Media Specialist	\$120.91
541820, 541910, 561920, 541613	Senior Media Specialist	\$145.09
541820, 541910, 561920, 541613	Graphics Associate	\$96.73
541820, 541910, 561920, 541613	Webmaster	\$77.38
541820, 541910, 561920,	Technical Writer Level I	\$94.46
541910, 561920, 541613	Technical Writer Level II	\$79.35
541820, 541910, 561920, 541613	Technical Writer Level III	\$60.45
541910, 561920	Senior Events Manager	\$220.14

The Service Contract Labor Standards, formerly Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS 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 SCLS eligible labor categories. If and / or when the contractor adds SCLS labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

Awarded Pricing
SIN 541810ODC

SUPPORT PRODUCT/LABOR (ODCs)	GSA Price
Analysis	\$8,665.15
Audio News Release: Promotion, recording, post-production, distribution, staffing, equipment	\$4,502.85
Audio News Release: Promotion, recording, post-production, distribution, staffing, equipment	\$4,536.88
Audio/Visual/Lighting	\$19,349.12
Banners per banner/8 ordered	\$1,511.36
Blast Fax: \$0.22/page	\$1,620.18
Catering	\$90,854.41
CD-ROM duplication: \$3.75/copy	\$380.36
Character Actor (Daily Rate)	\$2,015.15
Children's Show Admission	\$80,605.98
Collateral Materials (design)	\$4,030.23
Courier: Delivery charges depending on package weight & destination	\$26.64
Credentials	\$462.34
Entertainment	\$8,312.50
Exhibits	\$3,424.88
Floral Décor	\$11,067.50
Instrumental Ensemble	\$3,224.24
Linens/Tableware	\$29,222.72
Logo Design-Design, Production, and Printing	\$5,327.05
Metropolitan Police (Street Closing, Security) \$40.00/ho	\$981.54
Museum Admission (One Day)	\$18,468.84
News Clipping Service: \$280/month plus \$1.54/clip per page	\$467.52
Newswire: \$550 for first 400 healthwire distribution	\$2,183.42
Photo Duplication: \$7.00 for 8x10 color print/quantity 50	\$352.65
Photographer for 1/2 day shoot, 3 rolls of film and processing photos are extra	\$2,821.16
Photowire: 1 photo distributed to top 100 papers at peak hour	\$692.21
Portable Restrooms \$70.00 - \$125.00/Unit	\$654.91
Portable Stage	\$657.05
Postage	\$614.62
Press Kit Duplication: \$0.07-\$0.03/page for black/white copy, \$0.04/staple, \$0.50/kit for collating	\$1,121.43
Press Kit Folder design 4 col process, gloss, die cut, glue flaps	\$5,279.69
Print Advertisement	\$25,281.45
Printing Services	\$28,955.08

SUPPORT PRODUCT/LABOR (ODCs)	GSA Price
Radio Communications	\$247.19
Security (Unarmed) \$16.00/hour	\$194.45
Sign Language Interpreter \$56.00/Hour	\$453.41
Signage	\$1,111.05
Staging and Décor	\$58,714.36
Survey	\$6,549.25
Telephone Call Center	\$15,483.39
Tenting	\$17,405.54
Transportation	\$4,931.99
Valet Parking: Venue Fees	\$5,637.28
Video duplication: \$15 for VHS, \$25 for VHS loop, \$47 Beta	\$636.78
Video Editing \$225/hour for online editing	\$14,105.79
Video Monitoring Service: \$10/hit on a report, \$125/10 minute tape	\$1,081.13
Video Monitoring Service: \$10/hit on a report and \$125/10 minute tape	\$1,081.13
Video News Release: Staff n Production, Satellite time, Editing, Equipment	\$20,130.34
Videographer \$775/hour	\$1,701.45