

# 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-drive database system. The INTERNET address for *GSA Advantage!*

<http://www.gsaadvantage.gov/>

### Schedule Title: Advertising & Integrated Marketing Solutions

**FSC Group: 541**

**Contract Number: GS-23F-0066J**

**SIN 541-3: WEB BASE MARKETING SERVICES**

**SIN 541-4D: CONFERENCE, EVENTS AND TRADE SHOW PLANNING**

**SIN 541-1000: OTHER DIRECT COSTS**

**Contract Period: May 1,2004 through April 30, 2009**

**Contractor Name: A-S-K Associates, Inc.**

**Address: 1505 Kasold Drive, Lawrence, KS 66047**

**Phone Number: 800-315-4333**

**Web Site: <http://www.askusa.com/>**

**Contact for Contract Administration: Dr. Kenneth A. Martinez, Ed.D., President**

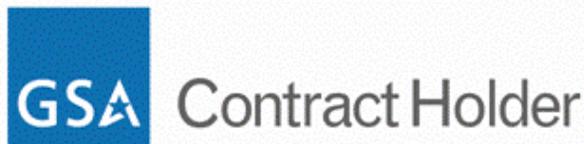
**Business size: Small, Veteran Owned**

**TIN: 48-0895258**

**CAGE: 2T652**

**CCR: 238525**

**DUNS NUMBER: 099247678**



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## PRICING/SERVICES

### 1a. SIN 541-3: WEB BASE MARKETING SERVICES; SIN 541-4D: CONFERENCE EVENTS AND TRADE SHOW PLANNING; SIN 541-1000 OTHER DIRECT COSTS

#### 1b. PRICING

Prices shown below are net, all discounts deducted.

#### DIRECT LABOR (Hourly rates include all indirect costs and fees)

SIN 541-3: WEB BASE MARKETING SERVICES: A-S-K's web design specialists use the latest in web design technology to design and produce web sites or web pages. Our Web Sites are used for Marketing, Online Registration, Information Dissemination and a variety of other purposes. Typical tasks may involve the consultation, development and implementation of the following web based tasks: Website design and maintenance services; Search engine development; E-mail marketing; Interactive marketing; Video conferencing via the web; and Section 508 compliance including captioning services. Continual website updates and maintenance may also be provided.

Pricing

05/01/04-04/30/05	Hourly Rate
Labor Category	
Project Manager	\$86.82
Event Coordinator	\$57.09
Marketing Coordinator	\$45.96
Logistics Coordinator I	\$38.65
Logistics Coordinator II	\$36.30
Logistics Coordinator III	\$28.64
Accounting Coordinator	\$39.41
Data Coordinator	\$60.69
Clerks	\$24.79

<b>05/01/05-04/30/06</b>	Hourly Rate
Labor Category	
Project Manager	\$89.42
Event Coordinator	\$58.81
Marketing Coordinator	\$47.34
Logistics Coordinator I	\$39.80
Logistics Coordinator II	\$37.39
Logistics Coordinator III	\$29.50
Accounting Coordinator	\$40.59
Data Coordinator	\$62.51
Clerks	\$25.54
<b>05/01/06-04/30/07</b>	Hourly Rate
Labor Category	
Project Manager	\$92.11
Event Coordinator	\$60.57
Marketing Coordinator	\$48.76
Logistics Coordinator I	\$41.00
Logistics Coordinator II	\$38.51
Logistics Coordinator III	\$30.39
Accounting Coordinator	\$41.81
Data Coordinator	\$64.38
Clerks	\$26.30

<b>05/01/07-04/30/08</b>	Hourly Rate
Labor Category	
Project Manager	\$94.87
Event Coordinator	\$62.39
Marketing Coordinator	\$50.22
Logistics Coordinator I	\$42.23
Logistics Coordinator II	\$39.66
Logistics Coordinator III	\$31.30
Accounting Coordinator	\$43.06
Data Coordinator	\$66.31
Clerks	\$27.09
<b>05/01/08-04/30/09</b>	Hourly Rate
Labor Category	
Project Manager	\$97.72
Event Coordinator	\$64.26
Marketing Coordinator	\$51.73
Logistics Coordinator I	\$43.50
Logistics Coordinator II	\$40.85
Logistics Coordinator III	\$32.24
Accounting Coordinator	\$44.35
Data Coordinator	\$68.30
Clerks	\$27.90

**SIN 541-4D: CONFERENCE, EVENTS AND TRADE SHOW PLANNING:** Following is a selected list of services provided by A-S-K. Additional information can be obtained by contacting us [toll free] 800-315-4333. All of the services are available for most events.

**1.0 Pre-event planning services**

- 1.1 Site and Facility location/negotiation,
- 1.2 Accounting and Budget Preparation,
- 1.3 Web site design, development and maintenance (See SIN 541-3),
- 1.4 Mail distribution and acquisition,
- 1.5 Graphics, A-V and production
- 1.6 Marketing, Public Relations and Public Education,
  - 1.6.1 News releases,
  - 1.6.2 Event Invitations,
    - 1.6.2.1 Direct mail,
    - 1.6.2.2 On-line
  - 1.6.3 PSAs [radio, television],
  - 1.6.4 Journal Articles,
  - 1.6.5 Advertisements,
  - 1.6.6 Kiosks,
  - 1.6.7 Speeches,
  - 1.6.8 Presentations,
  - 1.6.9 Other
- 1.7 Registration
  - 1.7.1 Participants,
    - 1.7.1.1 Hard copy,
    - 1.7.1.2 On-line,
  - 1.7.2 Exhibitor
    - 1.7.2.1 Hard copy,
    - 1.7.2.2 On-line,
- 1.8 Specialized services,
  - 1.8.1 Medical emergencies,
  - 1.8.2 Security,
  - 1.8.3 Telecommunications,
  - 1.8.4 Telephone,
  - 1.8.5 Teleconferencing,
  - 1.8.6 Sign language interpreters,
  - 1.8.7 Foreign language interpreters,
- 1.9 Travel arrangements,
- 1.10 Entertainment,
- 1.11 Speaker/faculty Identification/acquisition,
- 1.12 Event material preparation,
- 1.13 CEU authorization,
- 1.14 Other

**2.0 Event On-site support services,**

- 2.1 Event monitoring,
- 2.2 Event registration,

- 2.2.1 Participants,
  - 2.2.1.1 Hard copy,
  - 2.2.1.2 On-line.
- 2.2.2 Exhibitor
  - 2.2.2.1 Hard copy,
  - 2.2.2.2 On-line.
- 2.3 Photography,
- 2.4 Signage placement,
- 2.5 Telecommunication,
- 2.6 Telephone,
- 2.7 Event recording,
  - 2.7.1 Audio,
  - 2.7.2 Video,
  - 2.7.3 Manual,
- 2.8 Event Security,
- 2.9 Other
- 3.0 Data processing services,**
- 4.0 Fee collection and accounting services,**
- 5.0 CEU arrangement services,**
- 6.0 Travel and Per Diem reimbursement services,**
- 7.0 Exhibit Booth Services (See GS23F0095R),**
- 8.0 Event evaluation services,**
- 9.0 Post event data reduction services,**
  - 9.1 Follow-up correspondence services,
  - 9.2 Follow-up review services.

Pricing

05/01/04-04/30/05	Hourly Rate
Labor Category	
Project Manager	\$86.60
Event Coordinator	\$56.95
Marketing Coordinator	\$45.85
Logistics Coordinator I	\$38.55
Logistics Coordinator II	\$36.20
Logistics Coordinator III	\$28.57
Accounting Coordinator	\$39.30
Data Coordinator	\$60.53
Clerks	\$24.73

<b>05/01/05-04/30/06</b>	Hourly Rate
Labor Category	
Project Manager	\$89.20
Event Coordinator	\$58.66
Marketing Coordinator	\$47.22
Logistics Coordinator I	\$39.71
Logistics Coordinator II	\$37.29
Logistics Coordinator III	\$29.43
Accounting Coordinator	\$40.48
Data Coordinator	\$62.35
Clerks	\$25.47
<b>05/01/06-04/30/07</b>	Hourly Rate
Labor Category	
Project Manager	\$91.88
Event Coordinator	\$60.42
Marketing Coordinator	\$48.64
Logistics Coordinator I	\$40.90
Logistics Coordinator II	\$38.41
Logistics Coordinator III	\$30.31
Accounting Coordinator	\$41.70
Data Coordinator	\$64.22
Clerks	\$26.24

<b>05/01/07-04/30/08</b>	Hourly Rate
Labor Category	
Project Manager	\$94.63
Event Coordinator	\$62.23
Marketing Coordinator	\$50.10
Logistics Coordinator I	\$42.13
Logistics Coordinator II	\$39.56
Logistics Coordinator III	\$31.22
Accounting Coordinator	\$42.95
Data Coordinator	\$66.15
Clerks	\$27.02
<b>05/01/08-04/30/09</b>	Hourly Rate
Labor Category	
Project Manager	\$97.47
Event Coordinator	\$64.10
Marketing Coordinator	\$51.60
Logistics Coordinator I	\$43.39
Logistics Coordinator II	\$40.75
Logistics Coordinator III	\$32.16
Accounting Coordinator	\$44.24
Data Coordinator	\$68.13
Clerks	\$27.83

**SIN 541-1000: OTHER DIRECT COSTS** [Costs do not include 2% handling charge]

<b>Item</b>	<b>Rates (Includes IFF fee of .75%)</b>
<b>Supplies and Materials</b>	
Event Notebooks/Pocket Folders: Rush orders, less than 4 weeks + \$.50 per item	
a. Pocket with no imprint, shipping	<b>\$3.32</b>
b. Pocket with imprint, shipping, set-up fee	<b>\$4.13</b>
c. Pocket with imprint, holds 25 sheets, shipping, set-up fee	<b>\$5.44</b>
d. Pockets with spiral and imprint, shipping, set-up fee	<b>\$7.56</b>
e. Notebook with no imprint, shipping	<b>\$5.14</b>
f. Notebook with imprint, shipping, set-up fee	<b>\$7.56</b>
Compilation of notebooks (60 pages single sided, holes punched, etc.): Rush charges. \$.50 less than 4 wks.	<b>\$9.71</b>
Notebook tabs: Rush charges, less than 4 wks. Add \$.50 per item	
a. Imprinted, 1-8, shipping, set-up fee	<b>\$4.63/sheet</b>
b. Imprinted, 1-10, shipping, set-up fee	<b>\$5.04/sheet</b>
c. Imprinted, 1-12, shipping, set-up fee	<b>\$5.64/sheet</b>
d. Imprinted, 1-15, shipping, set-up fee	<b>\$6.25/sheet</b>
Cover Sheet (B/W)(Color Stock)	<b>\$.91/sheet</b>
Cover Sheet (B&W)(White Stock)	<b>\$1.42/sheet</b>
Cover Sheet (Color)(White Stock)	<b>\$2.56/sheet</b>
Event Specific Brochure, Imprinted, Shipping, Set-up fee	<b>\$8.26</b>
Pocket Folder, Imprinted, Shipping, Set-up fee	<b>\$5.54</b>
Name Tags/Badges plastic 3x4 clip, shipping	<b>\$.40</b>
Name badge Insert cards, shipping	<b>\$.05</b>
Name badge holder (plastic) 3x4 magnet, shipping	<b>\$1.71</b>
Name badge lanyards, no imprint, shipping	<b>\$1.70</b>
Name badge lanyards, one color imprint	<b>\$3.12</b>
Ribbons, standard, shipping	<b>\$.81</b>
Ribbons, Custom, shipping	<b>\$1.61</b>
Tote bags, canvas, no imprint: Rush charges, less than 4 wks. + \$.60 per item [applies to all]	<b>\$6.47</b>
a. Tote bag, canvas, one color imprint	<b>\$6.85</b>
b. Tote bag, Canvas, two color imprint	<b>\$7.15</b>
c. Tote bag, Leatherette, no imprint	<b>\$16.12</b>
d. Tote bag, Leatherette, one color imprint	<b>\$21.96</b>
e. Tote bag, Leatherette, two color imprint	<b>\$27.30</b>
f. Tote bag, Leather, no imprint	<b>\$100.75</b>
Pad folios: Shipping an additional cost based on quantity and location: Rush charges, less	

<b>Item</b>	<b>Rates (Includes IFF fee of .75%)</b>
than 4 wks add \$ .60 per item.	
a. Canvas, no imprint	<b>\$7.46</b>
b. Canvas, one color imprint	<b>\$9.17</b>
c. Vinyl, micro-fiber, leatherette, one color imprint	<b>\$25.19</b>
d. Leather, one color imprint	<b>\$51.18</b>
Pens	<b>\$147.08/each</b>
Credit Card Processing	<b>\$11.08 per \$100</b>
Stock Photos	<b>\$804.99/each</b>
Web Site Hosting	<b>\$589.26/month</b>
Balloons	<b>\$40.25/each</b>
Conference Call	<b>\$.1023/minute</b>
40x40 Exhibit Booth	<b>\$162,421.39</b>
Food & Beverage	<b>\$159.13/per person/per meal event.</b>
<b>Video</b>	
<b>Screens</b>	
a. 9x12 fast fold screen	<b>\$ 101/day</b>
9x12 fast fold dress kit	<b>\$90.68/day</b>
b. 6 x 8 fast fold screen	<b>\$80.60/day</b>
6 x 8 fast fold dress kit	<b>\$70.53/day</b>
c. 10.5 x 14 Screen for stage,	<b>\$151.13/day</b>
10.5 x 14 dress kit	<b>\$101/day</b>
d. 12 x 16 Screen	<b>\$212/day</b>
12 x 16 Dress kit	<b>\$186/day</b>
e. 7.5 x 10 Fast Fold Screen	<b>\$90.68/day</b>
7.5 x 10 dress kit	<b>\$80.60/day</b>
f. 5' tripod screen	<b>\$25.19/day</b>
g. 6' tripod screen	<b>\$35.26/day</b>
h. 8' tripod screen	<b>\$40.30/day</b>
i. 10' cradle Screen	<b>\$80.60/day</b>
j. 15 x 20 Screen	<b>\$261/day</b>
15 x 20 dress kit	<b>\$252/day</b>
k. 10 x 30 Wide Screen	<b>\$806/day</b>
10 x 30 dress kit	<b>\$504/day</b>
<b>Other sizes available upon request</b>	
<b>LCD Projectors</b>	
a. 2k LCD Projector	<b>\$403/day</b>
b. 3k LCD Projector	<b>\$604.50/day</b>
c. 5k LCD Projector	<b>\$907/day</b>
d. 10k LCD Projector	<b>\$1,814/day</b>
e. Projector rigging package	<b>\$504/day</b>
f. 12K LCD Projector	<b>\$2216.50/day</b>
23. Monitors	

<b>Item</b>	<b>Rates (Includes IFF fee of .75%)</b>
a. 17" Flat LCD Monitor	<b>\$126/day</b>
b. 50" Plasma Monitor	<b>\$605/day</b>
c. 60" Plasma Monitor	<b>\$806/day</b>
d. 42" Plasma Monitor	<b>\$504/day</b>
e. 27" TV Monitor Not Flat	<b>\$80.60/day</b>
f. 20" Flat LCD Monitor	<b>\$151.13/day</b>
g. 8" Video Monitor	<b>\$136.01/day</b>
h. 43" Plasma Monitor	<b>\$816.08/day</b>
i. 15" Flat Panel Monitor	<b>\$101/day</b>
j. 61" Plasma Monitor	<b>\$856.38/day</b>
k. Plasma Stand	<b>\$100.83/day</b>
Folson Presentation Pro	<b>\$504/day</b>
VHS/DVD Combo Player	<b>\$60.45/day</b>
DVD Duplicator #10	<b>\$353/day</b>
DVD Player	<b>\$101/day</b>
DVD Recorder	<b>\$126/day</b>
DV CAM Recorder	<b>\$453/day</b>
BetaCam Player/Recorder	<b>\$302/day</b>
Folson ScreenPro 801 Package	<b>\$1008/day</b>
Folson ScreenPro 1603 Package	<b>\$1511/day</b>
VGA Distribution Amplifier	<b>50.38/day</b>
D30 Camera package	<b>\$1,209/day</b>
PD 150 Candid camera	<b>\$252/day</b>
Video Bay for event production	<b>\$3,023/day</b>
Video Bay rigging package	<b>\$504/day</b>
33:1 Zoom Lens w/doubler	<b>\$453/day</b>
55:1 Sports Lens	<b>\$1511/day</b>
Heavy Duty Tripod for Sports Lens	<b>\$202/day</b>
Non-linear edit package[DVD recorder]	<b>\$1,511/day</b>
Video Engineer	<b>\$70.53/hr.</b>
Account Manager	<b>\$75.66/hr.</b>
Producer	<b>\$75.56/hr.</b>
Power Point Operator	<b>\$70.53/hr.</b>
Tape Operator	<b>\$65.49/hr.</b>
Projectionist	<b>\$70.53/hr.</b>
itunes/VOG Operator	<b>\$60.45/hr.</b>
A2	<b>\$60.45/hr.</b>
Set/Strike Tech	<b>\$50.38/hr.</b>
Graphics Designer	<b>\$80.60/hr.</b>
Lighting Director	<b>\$70.53/hr.</b>
Lighting Assistant	<b>\$60.45/hr.</b>
Graphics/Music Director	<b>\$70.53/hr.</b>

<b>Item</b>	<b>Rates (Includes IFF fee of .75%)</b>
Camera Operator/Video Assistant	\$65.49/hr.
Stagehand	\$50.38/hr.
Teleprompter Operator	\$70.53/hr.
Set build/dismantle technician	\$50.38/hr.
Up Rigger Regular Time	\$110.83/hr.
Up Rigger Overtime	\$221.65/hr.
Down Rigger Regular Time	\$110.83/hr.
Down Rigger Overtime	\$221.65/hr.
Spot Light Operator	\$50.38/hr.
Camera Grip	\$50.38hr.
Single Truss Plasma Rod	\$725.40/day
Sony 1024 Scan Converter	\$272.03/day
Speciality Lens for LCD Projector	\$202/day
Flyware for LCD Projector	\$125.94/day
Projection Stand	\$50.38/day
RGB HV DA	\$85.64/day
Passive Switcher (up to 3 computers)	\$60.45/day
Video Rigging Package	\$504/day
26" Cart w/skirt	\$15.11/day
48" Cart w/skirt	\$15.11/day
Safe Lock Stand and Skirt	\$15.11/day
Digital Camera Package	\$251.88/day
<b>Audio</b>	
Ballroom Meyer Audio package	\$2821/day
Meyers Line Array w/Delays	\$3,023/day
UPJ Speaker Package	\$806/day
Audio Rigging package	\$504/day
iTunes Music package	\$353/day
Powered JBL Eon Speaker w/stand	\$60.45/day
UPJ Speaker w/stand	\$80.60
Slimline Podium Microphone	\$50.38/day
Standard Podium Microphone	\$35.26/day
Wired Tabletop Microphone	\$35.26/day
PZM Microphone	\$30.23/day
Tabletop Microphone	\$35.26/day
4 Channel Mixer	\$35.26/day
6 Channel Mixer	\$50.38/day
8 channel mixer	\$50.38/day
12 channel mixer	\$85.64/day
16 channel mixer	\$121/day
24 channel mixer	\$302.25/day
Wired Cleacom Headset	\$45.34/day
Wired Clearcom Base Station	\$80.60/day
Wireless Clearcom Headset	\$75.56/day

<b>Item</b>	<b>Rates (Includes IFF fee of .75%)</b>
Wireless Clearroom Base Station	\$403/day
Repeater	\$251.88/day
Exhibit Hall House Patch/Sound System	\$1,007.50/day
Transcription Services	\$4.48/page
UHF Wireless Lavalier mic	\$151.13/day
UHF Wireless Handheld mic	\$151.13/day
Cassette Recorder	\$45.34/day
Cassette tape stock	\$5.04
CD Player	\$35.26/day
CD Recorder	\$101/day
Projector stand	\$10.75/day
A-V Technician	\$85.64/hr.
Audio Engineer	\$65.49/hr.
Watch Out Programmer/Designer	\$75.56/hr.
Technical Director	\$70.53/hr.
Monitor Engineer	\$65.49/hr.
Video Editor	\$90.68/hr.
Computer Audio Patch (CAP)	\$136.01/hr.
<b>Lighting</b>	
32k Video Lighting Package	\$957.13/day
Stage Wash Package	\$1,309.75/day
Lighting Rigging Hardware Package	\$503.75/day
Studio Color Moving Light	\$201.50/day
Mac 2k Moving lights	\$302.25/day
4 Leko Fixture	\$45.34/day
4 Par Fixture	\$45.34/day
1k Fresnel Fixture	\$50.38/day
Gobo	\$90.68/day
Reserved	
21' Black Pipe and Drape per foot	\$18.14
Mac 2k moving lights	\$302.25/day
Riser Drape per foot	\$18.14
Haze Machine	\$80.60/day
Pin Spot	\$30.23/day
Studio Spot moving light	\$226.69/day
Lighting Rigging Package	\$503.75/day
Floor Supported Light Pkg (4k)	\$251.88/day
Floor Supported Light Pkg (8k)	\$453.38/day
Floor Supported Back Lt. Pkg	\$151.13/day
Lighting Accessories	\$1,813.50/day
Perfect Cue	\$163.22/day
Voice of God Announcement	\$1,813.50/day
In Room Display Graphics	\$8,060/day

<b>Item</b>	<b>Rates (Includes IFF fee of .75%)</b>
Large Display Stage Clock	\$125.94/day
Double Truss podium	\$100.75/day
Moving Light Console	\$251.88/day
8' x 10' silver truss	\$20.15/day
Stage Set Design	\$18,135
Robe Moving Light Fixture	\$251.88/day
1 ton chair motor	\$25.19/day
<b>Miscellaneous</b>	
Presidential Teleprompter	\$1,511.25/day
Ear Buds w/microphone clip	\$90.68/day
City wide repeater	\$251.88/day
Wireless Mouse	\$64.45/day
USB Keyboard	\$50.38/day
PC (IBM Compatible) Desktop	\$302.25/day
LAN School Software	\$1,712.75/day
Walkie talkie	\$35.26/day
High speed copier with paper	\$2,015/week
FAX machine with paper	\$75.56/day
Rolling cart w/skirt	\$10.08/day
Flip chart	\$45.34/day
Flip chart easel	\$10.08/day
Overhead projector	\$45.34/day
Laptop Computer	\$282.10/day
Mac Laptop Computer	\$403/day
Laser Pointer	\$30.23/day
Speaker Timer	\$100.75/day
Dipper	\$125.94/day
Cable-50"	\$25.19
Powerstrip	\$2.01
8 Channel Snake	\$25.19
MP3 Recorder	\$151.13/day
Technical Writer	\$45.79/hr
Color LaserJet Printer	\$806/wk
B&W LaserJet Printer	\$302.25/wk
Facilitation services	\$251.88/hr
Language Translation	\$55.97/hr.
Sign Language	\$166.24/hr
Captioning and CART Services	\$1,108.25/day
EMT	\$52.39/hr.
IT Technical Services	\$85.64/hr.
Technical Services	\$85.64/hr
Computer table-handicapped users	\$147.55/day
Headphone for Accessible Café	\$115/day

<b>Item</b>	<b>Rates (Includes IFF fee of .75%)</b>
Bar stools-handicapped accessible	<b>\$157.72/day</b>
Reserved	
Photography services	<b>\$125.94/hr.</b>
B/W photo processing	<b>\$4.53-\$7.98</b>
B/W photo processing and proofing	<b>\$14.87-\$41.29</b>
B/W 35mm develop/print	<b>\$12.57-\$22.91</b>
Color processing	<b>\$4.53-\$7.98</b>
Color processing and proofing	<b>\$14.87-\$41.29</b>
Color 35mm develop/print	<b>\$12.57-\$22.91</b>
Scanning digital –CD	<b>\$11.42-\$34.40</b>
Digital color prints	<b>\$5.79-\$16.02</b>
Other photography services	<b>Cost plus</b>
Plants for booth	<b>\$453.38</b>
Security	<b>\$78.59/hr</b>
CWT/Direct Ship To Show	<b>\$47.83/carton</b>
CWT/Direct to show-quick service	<b>\$59.79/carton</b>
CWT/Direct to show late/ON special handling	<b>\$53.69/carton</b>
CWT/direct to show small pkg special treatment	<b>\$35.62/pkg</b>
CWT/direct to show small pkg beyond basic load	<b>\$25.44/pkg</b>
Installation & Dismantling Displays	<b>\$83.98/hr.</b>
Forklift labor deliver and remove booth	<b>\$212.71/hr</b>
Forklift labor-Overtime	<b>\$320.54/hr.</b>
Furnishing: Side chair	<b>\$75.56</b>
Literature stand	<b>\$78.35</b>
Wastebasket	<b>\$11.08</b>
6' draped display table	<b>\$75.56</b>
Sign Placement: Regular time	<b>\$299.98/hr.</b>
Sign Placement: Overtime	<b>\$356.15/hr.</b>
Booth Cleaning	<b>\$.76/sq. ft.</b>
Exhibitor Booth Set up Charges (10x10 booth)	<b>\$70.53</b>
Data reduction services	<b>\$59.21/hr-\$84.71/hr.</b>
Registration Counter	<b>\$201.50/unit</b>
Registration booth header	<b>\$50.38/unit</b>
Color Guard	<b>Normally no charge</b>
Housing Bureau Assistance	<b>\$23.42/hr.</b>
Music License: Will vary with audience type, period of license and audience size	<b>\$377.81</b>
Registration assistance: Will vary with location	<b>\$20.03/hr.</b>
Shuttle Service and staff	<b>\$1,109/7 hr. min.</b>
Entertainment: Costs will vary with the type and quality of entertainment required	<b>\$25,187.50</b>
Speaker: Costs will vary with the requirements and availability	<b>\$30,225</b>
Stationery: 500 letterhead, envelopes and business	<b>\$743.54</b>

<b>Item</b>	<b>Rates (Includes IFF fee of .75%)</b>
cards with 3 color logo and 24# writing stock and envelopes	
Training Credit Tracking Equipment: Depends of he number of individuals involved	<b>\$706.51/individual</b>
Temporary Staff: Varies with the location of event and need	<b>\$24.18/hr.</b>
Internet Service: Will vary with the number of connections needed, the type of service required and the amount of technical expertise required.	<b>\$,3,436.24/connect/day</b>
Web Site Online Registration Services: Will vary with number of individuals registered	<b>\$3.02 per registrant</b>
Travel: Based on Federal Guidelines at the time travel takes place plus IFF	
Drayage/shipping	<b>\$348.60/200 lb. min.</b>
Postage	<b>At federal express rate plus IFF</b>

## 1c. LABOR DESCRIPTIONS

### **Project Manager**

#### Duties

Responsible for management of Event contracts. This includes, but is not limited to the following:

- Negotiating event contract with customer;
- Finalize facility, supplier, consultant, and subcontractor contracts;
- Implementation and monitoring of Quality Control activities;
- Final approval of all payables; and
- Monitoring performance of subcontractors.

#### Experience

Over ten (1) years experience managing conferences, meetings, seminars, trade shows and other similar events for public and private sector customers. Must have managed at least twenty (20) events involving over 200 participants and at least 2 days in length, at least thirty (30) one-day seminars and/or meetings. Experience must also include managing events in wide variety geographical settings and events that have involved a wide variety of topics and services including marketing and telecommunication.

#### Education

Must have an advanced degree in Education, Marketing or related area or degree with evidence of outstanding work performance in the area.

### **Event Coordinator**

#### Duties

Responsible for day to day management of Event operations. Duties include, but are not limited to the following:

- Lead in developing SCOPE OF WORK associated with all events;
- Work with Logistics Coordinators, Accounting Coordinator, and Data Coordinator to develop event WORK PLANS;
- Lead person in development of most event agenda and works closely with customer to develop and implement marketing plan;
- Lead person in locating facilities and suppliers and negotiating prices, this includes responsibility for preparation and processing all RFPs;

- Obtains subcontractors and negotiates contracts;
- Selects and assigns Logistics Coordinators and their support staff to events;
- Works with Data Coordinator in developing web sites and on-line registration process;
- Participates in monthly meetings with PM to review QC findings.

### Experience

At least ten (10) years experience working with federal agency Event planners. Must have at least eight- (8) year's experience developing agenda for professional conferences and meetings and RFPs for contracts with vendors. Must have a comprehensive portfolio of major facilities throughout the nation with which s/he has worked and a comprehensive knowledge of state of the art methods, techniques, and materials that can be used for events and experience with state-of-the-art a-v equipment. Must also be familiar with the use of telecommunications technology associated with teleconferencing and be able to assist with planning such events. Must be able to demonstrate exceptional "people" skills and outstanding references from agencies that have used his/her services. Must have had some experience developing and implementing marketing plans and building exhibits.

### Education

Must have a degree in Education, Marketing, Business or related areas or appropriate certification.

## **Marketing Coordinator**

### Duties

Responsibilities include, but are not limited to the following:

- Primary responsibility for preparation of marketing portion of Event WORK PLANS;
- Participate in or oversee subcontractors in developing Event marketing materials, i.e., graphics, brochures, Event invitations, television and radio PSAs, newspaper/periodical advertisements, etc.;
- Development and implementation of marketing plan for Event services through GSA contract;
- Evaluate the effectiveness of marketing strategies;
- Oversee the development and placement of exhibits associated with trade show contracts; and
- Supervise artists, technical writers, and other production staff.

### Experience

Must have at least five (5) year's experience in variety of sales and marketing positions. Must have at least two- (2) year's experience working with Event planners to develop marketing strategies for medium sized (200-500 participant's) conferences and trade shows. Must have had at least four- (4) year's experience making "cold" marketing calls on prospective customers and a successful track record. Must have at least two (2) years experience marketing federal government agencies.

Education

Must have a four-year college degree in marketing or related field.

**Logistic Coordinators I, II, III**

Duties

Responsibilities include, but are not limited to the following:

- Assisting in the development of Event WORK PLANS;
- Primary responsibility for implementation of Event WORK PLANS;
- Assigning tasks to support staff; and
- Preparation of reports on outcome of Events.

Experience

From two (2) to nine (9) years of experience coordinating the planning and executing conferences, seminars, and/or meetings. Must have worked with events for federal agencies and have references which demonstrate success in these positions. Must have some experience with one or more of the following: telecommunications, marketing, graphics, web site utilization, event registration.

Education

Must have four-year college degree in Education or related area or sufficient experience is performing duties referenced above or appropriate certification.

**Accounting Coordinator**

Duties

Responsibilities include, but are not limited to the following:

- Establish separate accounts (individual Event) at corporate bank for Event receipts;
- Setting up separate in-house accounts for tracking event-specific receipts and expenses;
- Process all Event related receivables and payables;
- Reconcile Event accounts with customers at the end of each month to ensure costs do not exceed budget; and
- Prepare and submit timely financial Event specific reports.

Experience

Must have at least four- (4) year's experience working with government contracts and at least two (2) years serving as an Accounting Coordinator for Event contracts.

## Education

Must have four-year college degree in Accounting

## **Data Coordinator**

### Duties

Responsibilities include, but are not limited to the following:

- Setting up databases for each Event that will enable staff to enter and retrieve data from remote sites;
- Configure web site to allow on-line registration that downloads directly into Event specific database;
- Maintain A-S-K's Automated Event Tracking (AET) system and upgrade as needed to accommodate added requirements;
- Process all Event Questionnaires results, i.e. oversee data entry and validation; data reduction ; and
- Compile all Event specific data, other than Accounting data, and prepare report(s) specific to customer needs.

### Experience

Three (3) to Five (5) years of experience developing databases and information management systems for government agencies. Three- (3) years experience working on databases and information systems used to track Event type data.

### Education

Degree in Computer Science or related area.

## **Travel Clerk**

### Duties

Responsibilities include, but are not limited to the following:

- Receive calls from Event participants, consultants, or customers;
- Determine travel needs of Event participants, consultants, or customer staff;
- Make all travel arrangements for an Event, working with Logistics Coordinators, obtain the best rates possible;
- Confirm travel arrangements with travelers; and
- Prepare and send travel schedule to travelers.

Experience

At least two (2) years experience as a travel agent or performing similar duties.

Education

High school diploma

**Registration Clerks**

Duties

Responsibilities include, but are not limited to the following:

- Process all registrations as they arrive either through the mail or on-line;
- Send out acknowledgments of receipt of registration and pre-Event packets;
- Compile weekly report on registrations; and
- Participate in on-site registration

Experience

At least one (1) year of experience in similar clerical position.

Education

High School Diploma

## **ADMINISTRATIVE INFORMATION**

2. **Maximum order:** \$1,000,000.
3. **Minimum order:** \$100.00
4. **Geographic coverage (delivery area):** Domestic and overseas delivery
5. **Point(s) of production (city, county, and state or foreign country):** Lawrence, Douglas County, Kansas
6. **Discount from list prices or statement of net price:** Not applicable
7. **Quantity discounts:** Discounts will be negotiated at the task order level.
8. **Prompt payment terms:** Net 30
- 9a. **Notification that Government purchase cards are accepted at or below the micro-purchase threshold.** Yes
- 9b. **Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold.** No
10. **Foreign items:** Not applicable.
- 11a. **Time of delivery:** Will be negotiated at the task order level.
- 11b. **Expedited delivery:** Items available for expedited delivery are noted in this price list.
- 11c. **Overnight and 2-day delivery:** Contact A-S-K for faster delivery.
- 11d. **Urgent requirements:** See contract clause I-FSS-14-B. Agencies can contact A-S-K to obtain faster delivery.
12. **F.O.B. point(s):** Destination.
- 13a. **Ordering address(es):** A-S-K Associates, Inc. 1505 Kasold Drive, Lawrence, Kansas 66047
- 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:** A-S-K Associates, Inc. 1505 Kasold Drive, Lawrence, Kansas 66047
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).** Not Applicable
18. **Terms and conditions of rental maintenance, and repair** – Not applicable.
19. **Terms and conditions of installation** – Not applicable.
20. **Terms and conditions of repair parts** – Not applicable.
- 20a. **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. **Preventative maintenance** – Not applicable.
- 24a. **Special attributes such as environmental attributes.** A-S-K has over twenty-five (25) years providing services to the Federal Government without a default.
- 24b. **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 Number System (DUNS) number:** 099247678
26. **Notification regarding registration in Central Contractor Registration (CCR) database:** Registered: Yes Number **238525**

