



GENERAL SERVICES ADMINISTRATION

Federal Supply Service

AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST

On-line access to contract ordering information, terms and conditions, and up-to-date pricing are available through GSA Advantage!™, a menu-driven database system. The INTERNET address for GSA Advantage!™ is: www.GSAAdvantage.gov.

Schedule 541 Advertising & Integrated Marketing Solutions (AIMS)

Contract Number: GS-23F-0071R

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at www.fss.gsa.gov.

Contract Period: January 4, 2010 – January 3, 2015

Ian, Evan & Alexander Corporation
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Small business
Service Disabled Veteran Owned
Modification Number: PA-0024 Effective Date: September 11, 2013



INFORMATION FOR ORDERING ACTIVITIES APPLICABLE TO ALL SPECIAL ITEM NUMBERS

SPECIAL NOTICE TO AGENCIES Small Business Participation

SBA strongly supports the participation of small business concerns in the Federal Supply Schedules Program. To enhance Small Business Participation, SBA policy allows agencies to include in their procurement base and goals the dollar value of orders expected to be placed against the Federal Supply Schedules and to report accomplishments against these goals.

For orders exceeding the micropurchase threshold, FAR 8.404 requires agencies to consider the catalogs/pricelists of at least three schedule contractors or consider reasonably available information by using the GSA Advantage! On-line shopping service (www.gsaadvantage.gov). The catalogs/pricelists, GSA Advantage! and the Federal Supply Service Home Page www.fss.gsa.gov contain information on a broad array of products and services offered by small business concerns.

This information should be used as a tool to assist ordering activities in meeting or exceeding established small business goals. It should also be used to assist in including small, small disadvantaged, and women-owned small businesses among those considered when selecting pricelists for a best value determination.

For orders exceeding the micropurchase threshold, customers are to give preference to small business concerns when two or more items at the same delivered price will satisfy their requirement.

1a. Awarded Special Item Number(s):

- SIN 541 1 Advertising Services**
- SIN 541 2 Public Relations Services**
- SIN 541 4A Market Research and Analysis**
- SIN 541 4B Video/Film Production**
- SIN 541 4C Exhibit Design and Implementation Services**
- SIN 541 4D Conference, Events and Tradeshow Planning Services (SB Set-Aside)**
- SIN 541 4E Commercial Photography Services (Small Business Set-Aside)**
- SIN 541 4F Commercial Art and Graphic Design Services (Small Business Set-Aside)**
- SIN 541 1000 Other Direct Costs**

2. Maximum Order for each SIN:

| SIN | Maximum Order |
|----------|---------------|
| 541-1 | \$1,000,000 |
| 541-2 | \$1,000,000 |
| 541-4A | \$1,000,000 |
| 541-4B | \$1,000,000 |
| 541-4C | \$1,000,000 |
| 541-4D | \$1,000,000 |
| 541-4E | \$1,000,000 |
| 541-4F | \$1,000,000 |
| 541 1000 | \$1,000,000 |

3. Minimum order: \$100

4. Geographic coverage (delivery area):

Domestic delivery: within the 48 contiguous states, Alaska, Hawaii, Puerto Rico, Washington, DC, and U.S. Territories. Domestic delivery also includes a port or consolidation point, within the aforementioned areas, for orders received from overseas activities.

Overseas delivery: delivery to points outside of the 48 contiguous states, Washington, DC, Alaska, Hawaii, Puerto Rico, and US territories.



5. Points of Production:

Ian, Evan & Alexander Corporation
44225 Premier Plaza, Suite 200
Ashburn, VA 20147

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

Net prices are included on this price list.

7. Quantity Discounts: None

8. Prompt Payment Terms:

Net 30 days or discount .5% if payment within 10 days of invoice date

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: Yes .

10. Foreign items: N/A

11. DELIVERY SCHEDULE

11a. Time of delivery: The Contractor shall deliver to destination within the number of calendar days after receipt of order (ARO), as set forth below:

| Special Item Number | Delivery Time (Days ARO) |
|---------------------|--------------------------|
| 541-1 | 15 days |
| 541-2 | 15 days |
| 541-4A | 15 days |
| 541-4B | 15 days |
| 541-4C | 15 days |
| 541-4D | 15 days |
| 541-4E | 15 days |
| 541-4F | 15 days |
| 541 1000 | 15 days |

11b. Expedited delivery: To Be Determined at the Task Order Level after receipt of order

11c. Overnight and 2-day delivery: N/A

11d. Urgent requirements: N/A

12. F.O.B. Point(s):

IAN, EVAN & ALEXANDER CORPORATION
44335 Premier Plaza, Suite 200
Ashburn, VA 20147

13. Contractor's Ordering Address and Payment Information:

IAN, EVAN & ALEXANDER CORPORATION
44335 Premier Plaza, Suite 200
Ashburn, VA 20147



Office: 703-209-6275

Fax: 703-935-1063

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 homepage, www.fss.gsa.gov, and selecting the link for the GSA Schedules.

14. Payment address:

15. Ian, Evan & Alexander Corporation
44335 Premier Plaza, Suite 200
Ashburn, VA 20147

15. **Warranty provision:** N/A

16. **Export packing charges:** N/A

17. **Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level).** N/A

18. **Terms and conditions of rental maintenance, and repair:** N/A

19. **Terms and conditions of installation:** N/A

20. **Terms and conditions of repair parts:** N/A

20a. **Terms and conditions for any other services:** N/A

21. **List of service and distribution points:** N/A

22. **List of participating:** N/A

23. **Preventative maintenance:** N/A

24a. **Special attributes such as environmental attributes:** 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. **Data Universal Number System (DUNS) number:** 102242844

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

27. **Company's policy regarding uncompensated overtime.** N/A



COMPANY OVERVIEW

Expertise

Ian Evan and Alexander, Inc. (IEA) is a specialty services organization founded in 1999 and incorporated in 2001. Organized as a service-disabled veteran-owned (SDVO) company, IEA provides consulting services to small, mid, and large companies throughout the United States, various Federal Agencies and the Department of Defense. IEA specializes in management operations and organization consulting; meeting facilitation and coordination; on-site training and workshops in program, project and proposal management; product development and management; business privatization services; program management and project management services; and dispute avoidance and resolution services, including mediation and contract negotiations. Our services have directly improved the performance, quality, timeliness, and efficiency throughout our Clients' organizations.

Accomplishing AIMS Task Orders

Our approach to accomplishing AIMS task orders is to ① have clarity of customer's expectations and requirements, ② jointly have agreement on the personnel to perform the task, ③ an agreed upon expectation of scope in terms of work to be accomplished versus hours to be expended, and ④ an agreed upon schedule for task accomplishment. Also, intermediate milestones will be established to measure progress and rate customer satisfaction. We use this process with our existing contracts of similar scope because of the high degree of client acceptance and satisfaction it has gained. The use of our services with this process has directly improved the performance, quality, timeliness and efficiency throughout our Clients' organizations.

Quality Control and Quality Assurance

Since its founding in 1999, IEA has gained significant corporate experience. The founder, John E. Cochran, has over 30 years of government contract experience both within government agencies and as a contractor to various government agencies, including the Department of Defense (DOD), General Services Administration (GSA), Department of State (DoS), Department of Transportation (DOT), plus several international clients.

To maintain a competitive advantage, our team utilizes predictable processes for quality control. Our highly qualified and trained staff works directly with our Clients and schedules review cycles based on significant milestones. Every effort is made to collect feedback throughout individual projects to capture scope changes and to ensure a fluid quality control process. Other team members also review the design and content for quality purposes.

Qualified Staff

In order to meet the demands of our customers, IEA acquires and retains highly skilled personnel for each project. We have been very successful in providing high quality professionals for our existing clients and will continue to improve our ability to do the same for GSA. Finding skilled employees who are well-suited for an IEA project is approached by active recruiting and networking through professional organizations.

Once recruited, our applicants go through a highly-rigorous interviewing and reference process. Upon completion, the applicants are tested for skills. Once hired, our Professional Compensation Package ensures our consultants receive the most competitive wages. IEA also requires yearly training hours and redevelopment goals for each of our consultants. These requirements must be met before yearly wage increases and bonuses are paid. This continual training process ensures our clients receive the highest possible customer service and most qualified candidates.

When necessary, IEA employs subcontractors for the completion of certain projects. We try to utilize on-staff labor for the majority of our projects; however, certain technical projects might require staffing capabilities that we do not staff. IEA has built a pool of subcontractors used in these instances. We have strict guidelines for these relationships and require constant communications between the client, IEA, and the subcontractor. IEA has always possessed the ability to staff projects in a timely manner, and our



management team continues to actively promote within our organizational structure.

Ensuring Quality Services

IEA delivers the industry's best and most efficient professional services. Our team of highly skilled professionals has unparalleled experience with every service we provide. This experience transcends directly into our service offerings. Clients' risks are mitigated and quality deliverables produced because of this knowledge and experience.

Our goal at IEA is to minimize the investment of our Clients while maximizing the objectives and expectations through our deliverables. Our thorough understanding of our Clients' needs undoubtedly ensures that through careful planning, intense research and development, and proper execution, all programs and projects are successfully completed – on time and on budget.

With IEA's understanding and application of this understanding, we can ensure the highest quality services are delivered to our client's at all times. Our core team of subject matter experts and consultants regularly attend industry tradeshows and marketplace gatherings, further enhancing our ability to provide quality professional services.

SERVICES

SIN 541-1 Advertising Services

IEA is a full-service marketing and advertising firm supporting the Federal Government and many Federal Contractors. IEA provides a number of services under this SIN to promote public awareness of an agency's mission and initiatives, public understanding of complex technical and business issues, dissemination of information to industry and engaging in recruitment campaigns. This SIN encompasses various advertising methods to include, but not limited to media selection, advertising objective determination, message decision/creation, and advertising evaluation. Some of the typical tasks involved in the development and execution of an advertising campaign may include:

Media Selection (Radio, TV, Print and Web): Promotes public awareness and/or prepares the target market for a product or service. These services may cover the full spectrum of services necessary from conception to implementation of the media. Examples of typical tasks are: development of radio or television announcements/messages; creative development of draft scripts and storyboards; paid advertising (including web); media buying; and ad placement verification services.

Advertising objective determination: Providing consultation services that identify the direct objectives to develop strategies for conducting the advertising campaign in order to provide the best methods of public education. Typical tasks associated with this phase include the identification of the target market, their response and target frequency to align with available budget.

Message decision/creation: Accomplishing the advertising objectives to develop the advertising message and corresponding collateral.

Media selection: Conducting market research to identify the appropriate media vehicle (print, radio, television, etc.) in promoting the agency's message.

Campaign evaluation: Effectively measures the success of the advertising campaign through various quantitative and qualitative methods.

SIN 541-2 Public Relations Services

IEA approaches all aspects of public communications in a systematic way. Our associates have experience crafting and articulating key messages and announcements that bring brand and product awareness to key target markets.

IEA associates have developed press kits, coordinated press conferences, interfaced with magazine



editorial staff for “expert article” placement, developed presentation material and collateral marketing materials, and placed many display advertisements in multiple communication media. Our approach to Press and Public Relations is to have this function totally integrated into an overall marketing strategy. Our team has the flexibility to work as an integrated team or for a single task engagement for all public relations needs.

SIN 541-4A Marketing Research and Analysis

IEA’s full service approach creates the opportunity to deliver more than the average marketing firm. We retain and grow our business by acquiring the best of the best. The spirit of that mentality speaks to the strengths of our organization. It is also reflective of our commitment to continually provide every client the ability to have their needs met on time and on budget.

IEA’s goal is to provide strategic, full-service marketing communications and services to public, private and government clients both on a short-term and long-term basis. We have proven experience providing specialized marketing services to all of our clients and have set a goal to continue to grow our business by staying aware and educated.

SIN 541-4B Video/Film Production

IEA employs professional video and editing systems for our video productions. We maintain professional cameras, a non-linear editing suite, and a DVD authoring workstation. In addition, we have access to equipment that suits all types of needs, from digital video to HD. All productions can be delivered via multiple types of media (web, streaming video, CD ROM, DVD, etc.) and in all domestic and foreign tape formats. Most projects are supported by 2-D and 3-D animation, which is also an internal resource. Translation options are also available.

SIN 541-4C Exhibit Design and Implementation

IEA talented staff has outstanding experience with booth design and tradeshow event marketing. Our associates have attended, planned and managed more than 60 tradeshow type events in the past five years in multiple industries.

SIN 541-4D Conference Events and Tradeshow Planning Services

IEA employs experienced conference, event, and tradeshow planners. Services include the making of all necessary arrangements for conferences, seminars and trade shows. Event marketing services may include the following services for a show, event, or booth: project management coordination and implementation of third party participation collection management of third party payment for participation liaison support with venue; audiovisual and information technology support; topic and speaker identification; site location research; reservation of facilities; on-site meeting and registration support; editorial services; automation and telecommunications support; design and editing productions; mailing and other communication with attendees including pre and post meeting mailings and travel support. IEA uses the best professional video and editing systems. We maintain professional cameras, a non-linear editing suite, and a DVD authoring workstation. In addition, we have access to equipment that suits all types of needs, from digital video to HD. All productions can be delivered via multiple types of media (web, streaming video, CD ROM, DVD, etc.) and in all domestic and foreign tape formats. Most projects are supported by 2-D and 3-D animation, which is also an internal resource. Translation options are also available.

SIN 541-4E Commercial Photography Services

Photography services may be used for commercial advertisements and illustrations that will appear in books, magazines, and other media. Services may include: Black and white, color, digital, aerial, architectural, still, field, and studio photography. Related services include photo editing and high-resolution scans.

IEA provides a wide range of professional photography services to our clients. In the past, General Dynamics has used IEA photography in several winning proposals, in collateral marketing materials and



in support of trade shows and presentations. Recently the U.S. Army put multiple digital images produced by IEA into their briefing package on Secure Enroute Communication and also includes still images in a multimedia DVD. Northrop Grumman has also used several images in similar proposal and marketing venues.

IEA has internal capabilities for both digital and acetate photography. We use NIKON 35mm equipment, Sony digital for storyboards and low resolution digital and a Mamiya 645 system for medium format photographs and high resolution (11+ MegaPixels) digital photography. Aerial photography and selected studio photography is typically subcontracted based on geographical considerations and project specifics. IEA always has artistic and quality control and overall project management responsibilities when subcontractors are used.

SIN 541-4F Commercial Art and Graphic Design Services

Services include commercial art, graphic design, and special effects that educate the consumer market about a product or service, along with updating, rewriting, and editing materials. Types of services may include: developing conceptual design and layouts; providing copywriting and technical writing services; creating sketches, drawings, publication designs, and typographic layouts; and furnishing custom or stock artwork.

As part of the suite of services we offer, IEA provides high-quality graphic design services. Our associates have managed the creation of thousands of pieces of commercial art and graphic design for various clients throughout the world. From simple flowcharts to complex proposal covers and marketing brochures, our associates have generated the graphic strategy, graphic design and final production of illustration used in many successful marketing campaigns and government proposals.

Typically we use the Adobe Creative Suite of tools in graphic design, including Photoshop, Illustrator, and InDesign. Our associates also create sketches and drawings during creative sessions with customers/clients that are then refined into electronic artwork.

IEA not only produces graphic/commercial art, but we also manage the process. Several of our project leads are also trained graphic artists with exceptional process knowledge that is tremendously valuable in dealing with tight schedules and production.

SIN 541 1000 Other Direct Costs (ODCs)

Other Direct Costs (ODCs) are expenses other than labor hours. All ODCs are directly related to services offered under this Schedule and can be purchased only in conjunction with the Schedule service. ODCs may include such items as audio/visual equipment, facility rental, commercial production, media costs, and booth space rental.



LABOR DESCRIPTIONS

Project Director

Summary

Responsible for overall projects for new and given clients and day-to-day lead contact with clients. The Project Director drives client communications and works to develop new marketing approaches for clients' business.

Major Duties and Responsibilities

- Has daily responsibility for assigned account performance and overall vitality of the agency/client relationship. Engages client's needs across customer acquisition, retention and loyalty initiatives.
- Builds, then possesses, a deep understanding of the client's business and category, and builds similar understanding with staff. Utilizes this knowledge to proactively develop strategies and recommendations to further the client's business success and brand.
- Leads timely development and presentation of program results executed by the agency
- Compiles, records and continually updates client information
- Creates timely meeting and management reports
- Writes comprehensive project briefs
- Submits work and estimates to client for approval
- Manages client business with multiple concurrent projects in a detail-oriented manner
- Engages clients in forward-looking project planning.
- Prepares and presents new business presentations and proposals
- Authors and obtains client sign-off on all project proposals
- Attains client satisfaction over customer lifecycle
- Responsible for ongoing management, service and profitability of account and client programs

Skills and Experience

- Ability to solve problems with little or no involvement of management
- Sensitivity to problems that may affect relationships before they become uncontrollable. Ability to react in a positive fashion to resolve any potential major issues of contention. No surprises.
- Ability to communicate overview of account activity in detail and big picture to management and team members
- Demonstrated ability to communicate effectively and manage multiple tasks
- Strong client service mentality, with excellent communication skills; oral, written, listening and presentation
- Excellent organizational skills; ability to lead account team to successful adherence to timelines and project completion
- Ability to translate conceptual ideas into coherent and actionable creative requests
- An aptitude for problem-solving and "thinking on your feet"
- Solid knowledge of print production processes, direct mail processes and other direct marketing media processes is beneficial
- Understanding of direct marketing strategy in the areas of media, list, offer, and creative
- Ability to multi-task and be flexible and adaptable in a priority-changing environment
- Ability to forge positive relationships with clients through consistent contact and diligent service to demonstrate an ongoing commitment and responsiveness to client's needs



- Proficient in Word, Excel, Acrobat, PowerPoint, Outlook, ACT
- Past experience in a sales, direct marketing role
- Available for travel if required
- 6+ years of direct marketing/ad agency experience
- 10+ years of business development sales

Certification (If Required) Not Applicable

Security Clearances Not Applicable

Art Director/Creative Director

Summary

This position will direct and coordinate the work of our on-staff and on-site graphic designers while maintaining their own portfolio of projects. Primary responsibilities include planning, organizing and delegating work assignments on art projects, mentoring, developing and fostering a team environment, regulating the completion of assignments, and assuring proper execution on all projects.

Major Duties and Responsibilities

- Must be able to manage multiple concurrent analysis and development tasks in projects,
- Serve as point of contact with the Contracting Officers Representative or Task Monitor,
- Formulate and enforce work standards, develop schedules
- Review work discrepancies and communicate policies, purposes and goals of the organization, and
- Manage and control funds and resources.

Skills and Experience

- Bachelor's degree plus a minimum of 7 years of graphic design experience
- Proven past performance supervising/managing a diverse group of graphic artists
- A creative product packaging design and illustration portfolio
- Strong work ethic and the ability to handle multiple tasks and meet tight deadlines
- Excellent graphic arts/computer graphic skills
- Mock-up skills to final proof and approval (desired)
- A strong proficiency in Adobe Photoshop, Illustrator, Quark and InDesign

Certification (If Required) Not Applicable

Security Clearances Not Applicable

Legal (Patent/IP) Consultant

Summary

File, maintain and process documents relating to obtaining, maintaining, litigating and enforcing intellectual property rights.

Major Duties and Responsibilities

- Actively generating IP from all research and development (R&D) activities being performed by our Clients; this includes training team members on proper IP procedures and goals.
- Assist with overseeing the drafting and prosecution of patent applications and other intellectual property (IP) applications (trademark, copyright, etc.) by outside law firms.
- Drafting and negotiating IP licenses, joint development agreements, and other contracts as directed.
- Monitoring compliance with IP licensing agreements currently in force.
- Providing general legal advice to management as necessary and appropriate.
- Drafting patent applications and performing patentability searches



| | |
|-----------------------------|--|
| | <ul style="list-style-type: none"> to help reduce outside attorneys' costs. • Reviewing, negotiating, and approving NDAs provided by third parties. • Reviewing IP sections in agreements with other parties. • Monitoring the IP activities and R&D activities of relevant competitors on an individual project basis |
| Skills and Experience | <ul style="list-style-type: none"> • B.S. Marketing, Advertising, Public Relations • J.D. and admission to a state Bar • 10+ years experience in Advertising, Public Relations or Marketing • Ability to handled multiple projects and meet tight deadlines • Complete understanding of multi-media platforms to include print, website, and video communications |
| Certification (If Required) | Not Applicable |
| Security Clearances | Not Applicable |

Film Production Specialist

| | |
|-----------------------------------|---|
| Summary | Translate business client needs into video and/or multimedia solutions, then manage these projects from initial customer proposal through delivery, assuring the finished product is delivered in a timely manner |
| Major Duties and Responsibilities | <ul style="list-style-type: none"> • Manage and coordinate the activities of internal and external resources on a project-by-project basis. • Responsible for fees with outside talent and professional staff • Must prepare required purchase orders and manage other related administrative duties • Monitoring project profitability and billing of projects • Manage the script writing process • Plan video production and keep schedule for client's review • Project must be on time and on budget – any variance must be detailed and approved • Assist in the development of new clients, upselling current clients and identifying new services or new revenue sources. |
| Skills and Experience | <ul style="list-style-type: none"> • 5 or more years experience with video production for business communication. • 3 or more years experience as a Producer / Director for business communication video projects. • Experience as a project manager in a media company is preferred. • Strong script writing and proposal writing skills are also highly desired. • College degree required: Film or English major preferred. • Experience with related media (web, interactive CD or DVD) also preferred |
| Certification (If Required) | Not Applicable |
| Security Clearances | Not Applicable |



Video/Film Director

| | |
|-----------------------------------|--|
| Summary | Translate business client needs into a script, then work directly with Video Producer to manage output and deliverable. |
| Major Duties and Responsibilities | <ul style="list-style-type: none">• Storyboard and depict scenes for business communication videos• Translate customer requirements into visual media• Direct and manage scenes to ensure fluent and cohesive messages• Assist in the development of new client, upselling current clients and identifying new revenue sources |
| Skills and Experience | <ul style="list-style-type: none">• Qualified candidates must possess 5 or more years experience with video direction business communication.• Must possess 3 or more years experience as a Director for business communication video projects.• Experience as a project manager in a media company is preferred.• Strong script writing and proposal writing skills are also highly desired.• College degree required: Film or English major preferred.• Experience with related media (web, interactive CD or DVD) also preferred |
| Certification (If Required) | Not applicable |
| Security Clearances | Not Applicable |

Video/Film Editor

| | |
|-----------------------------------|--|
| Summary | Select the most effective shot of each scene and combine them in sequence to form a logical and smoothly running story while keeping Director and Producer's "vision" intact. |
| Major Duties and Responsibilities | <ul style="list-style-type: none">• Evaluate and select scenes in terms of dramatic and entertainment value and story continuity.• Trim film segments to specified lengths and reassemble segments in sequence that presents story with maximum effect.• Use editing equipment to insert music, dialogue, and sound effects.• Review assembled film or edited videotape on screen or monitor and make corrections. Work with Sound Effects Editors and Music Editors. |
| Skills and Experience | <ul style="list-style-type: none">• Bachelors or Associates degree in related field is a plus.• 2+ years experience in the related field• Detail-oriented.• Must be able to prioritize multiple tasks and meet deadlines.• Well-organized and exceptional follow through skills.• Must have knowledge of Pinnacle Software, and thorough knowledge of Adobe Photo Shop and After Effects.• Experience using Adobe Illustrator and 3D Studio Max is a plus.• Camera experience in Beta SP or DV formats is a plus. |
| Certification (If Required) | Not applicable |
| Security Clearances | Not Applicable |



| Photographer - Senior | |
|-----------------------------------|--|
| Summary | Photographs and develops pictures, organizes and coordinates shots with client, ensures client specifications are met and completes jobs in an accurate and timely manner. |
| Major Duties and Responsibilities | <ul style="list-style-type: none"> • Photographing products, platforms and large business type settings for marketing materials • Retouching and color correcting the images • Preparing photos for use in print, video, and website venues • Preparing the set for proper lighting and scene style |
| Skills and Experience | <ul style="list-style-type: none"> • 3 to 5 years of work experience in photography required. • Must have strong portfolio containing business communications and conceptual business shots • -Intermediate computer skills preferred. • BA/BFA – Photography • Experience in photography and creative services highly desired • Knowledge of photographic equipment. • Digital camera background preferred. • Advanced training in photography or other creative service preferred. • Strong communication (written and oral), organizational and analytical skills. • Ability to produce independently in a team environment and be solution oriented. |
| Certification (If Required) | Not Applicable |
| Security Clearances | Not Applicable |

| Public Relations Specialist | |
|------------------------------------|---|
| Summary | Develop and maintain communications to targeted audiences in key markets throughout the United States. |
| Major Duties and Responsibilities | <ul style="list-style-type: none"> • Utilize Public Relations expertise through writing and distributing press releases, pitching stories and interacting with the media • Write customer case studies • Find appropriate events for our Client to gain valuable public exposure • Prepare speeches, submit award applications and review advertising and marketing teams ideas for proper and correct market “etiquette” • Assist with company/industry events and miscellaneous projects • Participate in team brainstorming sessions • Offer creative ideas for revamping, rebranding and reintroduction of government products, programs and vendors |
| Skills and Experience | <ul style="list-style-type: none"> • Bachelor’s degree in Marketing or related field • Minimum 2 years PR experience, preferably in a high-tech environment • Excellent writing and market research skills • Knowledge of PR processes and ability to work autonomously • Ability to manage multiple projects and deadlines |
| Certification (If Required) | Not applicable |
| Security Clearances | Not Applicable |



| Linguist/Voice Over | |
|-----------------------------------|---|
| Summary | Prepares voice over “spots” for video and website marketing tools and various training materials produced in-house by our Integrate Marketing Services Department. |
| Major Duties and Responsibilities | <ul style="list-style-type: none"> • Works directly with Production Team reading and recording scripts • Helps edit and do take-overs for accurate and seamless integration |
| Skills and Experience | <ul style="list-style-type: none"> • 3-5 years experience with samples and references • Advanced user proficiency with Microsoft Office and Productivity applications. • Basic to intermediate familiarity with video editing software, specifically Adobe Premiere and AfterEffects. • Experience with translation, localization or interpretation from English into foreign languages, including computing and technical terminology. |
| Certification (If Required) | Not applicable |
| Security Clearances | Not Applicable |

| Translation Services | |
|-----------------------------------|--|
| Summary | Provides translation services for marketing materials. |
| Major Duties and Responsibilities | <ul style="list-style-type: none"> • Ability to read, write and speak in “native” dialect • Understands technical terms in both English and Native dialect • Translates scripts and marketing materials for print work as well as voice work |
| Skills and Experience | <ul style="list-style-type: none"> • Bachelor’s degree, preferably in humanities • Excellent organizational ability & attention to detail • Superior communication skills • Candidates with fluent capabilities in any language • Multitasking ability • 2 years experience in the translation/localization industry coordinating projects • Computer skills including Windows operating environment, word processing, spreadsheets and email |
| Certification (If Required) | Not applicable |
| Security Clearances | Not Applicable |

| Proposal Coordinator | |
|-----------------------------------|---|
| Summary | Manages all aspects of proposal development, to include directing and coordinating the activities of Proposal Volume Leaders and numerous technical authors to produce high-quality, winning proposals while meeting stringent schedule requirements. Manages production group and reports to Proposal manager on a daily basis with status and milestone updates. |
| Major Duties and Responsibilities | <ul style="list-style-type: none"> • Directs and coordinates proposal production staff to produce high-quality proposal products-graphics, slides and text • Coordinates Blue, Pink, Red, and Gold Team proposal reviews • Integral part of the business capture activities • Contributes to the corporate Proposal Development Center (PDC) data archives, which include program/project summaries, management methodologies, and boilerplate/re-use materials. • Assists in promoting standardized corporate proposal processes. |
| Skills and Experience: | <ul style="list-style-type: none"> • Minimum of five years of Proposal development experience required. |



- Experience in reading and analyzing requests for proposals, creating proposal outlines and schedules, managing and coordinating activities of several writers and production staff, editing written material, writing new material, proofreading and performing quality check of proposals under tight deadline constraints.
- Strong communications skills a must.
- Extensive proposal development experience; be knowledgeable of proposal development techniques to include storyboard development, compliance, and the preparation of oral proposal presentations.
- Management skills required to direct and orchestrate large, multi-contractor proposal team efforts.

Certification (If Required) Not applicable
 Security Clearances Not Applicable

Graphics Specialist

Summary Creates and develops graphics that understand the impact of design on our Client's business and can carry the overall brand throughout design. Has the ability to provide creative and innovative solutions within our Client's corporate identity system

- Major Duties and Responsibilities**
- Layout and design of documents
 - Prepares complex document templates and covers, proposal graphics, high-end presentation coordination, and story boarding
 - Capability to present several high-quality graphics options to project managers as well as take full responsibility for the quality of work under his/her direction
 - Perform cost estimates
 - Develop direct-to-consumer and direct-to-business print campaigns, web designs, interfaces and e-mail communications integrating user feedback and internal analysis to drive volume and sales for our clients
 - Create attractively designed collateral pieces and graphics utilizing an existing creative direction
 - Retouch photos and make color corrections
 - Build die-cut templates.
 - Convert and manage files from PC applications and legacy Mac formats.
 - Correctly size to the exact specifications provided by media companies and vendors.
 - Versatile in all aspects of pre-press and general off-set printing knowledge
 - Responsible for checking accuracy and completeness of all work.

- Skills and Experience**
- BA or BFA in Design, Graphic Design or related field
 - Experienced and knowledgeable with the Adobe Office Suite (Photoshop, In Design, Illustrator).
 - Ability to produce proof graphics in PowerPoint for proposals and presentations
 - Ability to develop visual information from written information or verbal instructions,

Certification (If Required) Not applicable
 Security Clearances Not Applicable



Web Graphics Specialist

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|-----------------------------------|---|
| Summary | Manages all aspects of web design and graphics for client's integrated marketing package. |
| Major Duties and Responsibilities | <ul style="list-style-type: none">• Responsible for the designing of a variety of marketing communication materials, specifically for client's web site• Manage and maintain graphic files and archive records for future for use (Website only)• Provide creative solutions to continually improve the look, feel and functionality of the client's websites• Utilize web-based technologies to create and design new web pages or enhance existing pages.• Maintain a project log to provide up-to-date status and to meet critical timelines.• Maintain Client logos and advise employees of proper use and specifications when incorporating Client logos into any print or on-line materials. |
| Skills and Experience | <ul style="list-style-type: none">• BA or BFA in Design, Graphic Design, Art, or related field• 3-5 years in web development and graphics development specifically for the Web• Proficiency in HTML, Photoshop, Illustrator, Fireworks and Image Ready• Experience with Flash, Javascript, and UI software development is a plus.• Good knowledge of overall web/email fundamentals. |
| Certification (If Required) | Not applicable |
| Security Clearances | Not Applicable |

Copywriter

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|-----------------------------------|---|
| Summary | Writes and directs copy for advertisements, marketing collateral, proposals and other related business communications and corporate communication packages. |
| Major Duties and Responsibilities | <ul style="list-style-type: none">• Develop highly creative promotion concepts and copy for all elements required to execute consumer marketing and trade promotion programs for clients• Work as team member with the Account Planning, Creative and Account Service Teams to conceptualize and develop strategic marketing programs that will have an impact on the business of the agency's clients• Provide strategic thinking on all of the agency's accounts while developing and implementing a marketing/promotion vision that expands both client and agency opportunities for brand building• Organize assignments and workflow, maintaining the proper channels of communication and areas of responsibility to ensure all timelines• Actively participate in brainstorm, creative briefings and client presentations, when necessary• Stay abreast of current trends, communication techniques and marketing promotions• Maintain the integrity of the clients message across all communication elements by providing thought leadership and fully understanding our clients' products/services• Ensure all program elements consistently and uniformly meet the objectives as set forth by the original creative brief and/or supplemental information. |



| | |
|-----------------------------|---|
| Skills and Experience | <ul style="list-style-type: none"> • BA – English, Journalism or other related field • 2-5 years of experience working on the agency side of the business |
| Certification (If Required) | Not applicable |
| Security Clearances | Not Applicable |

Technical Writer

| | |
|-----------------------------------|---|
| Summary | Creates and conceptualizes technical marketing materials for high-end clients. |
| Major Duties and Responsibilities | <ul style="list-style-type: none"> • Ability to create innovative design solutions for complicated projects, using excellent knowledge of typography, design principles, color, paper, ink, printing, and Web and electronic graphics. • Demonstrated ability to execute publications layout on a Macintosh using Adobe PageMaker, QuarkExpress, InDesign, Photoshop, and Illustrator • Demonstrated ability to execute Web graphics using Dreamweaver or related software • Ability to communicate clearly and effectively, both orally and in writing. • Knowledge of proofreading marks. • Ability to coordinate multiple projects on tight deadlines and follow established procedures. |
| Skills and Experience | <ul style="list-style-type: none"> • Bachelor's degree in visual communications, graphic art, or design • 5+ years experience in a technical setting • Understanding of pre-press and post-production activities • Knowledge of government acquisition processes • Experience working with tight deadlines and high-demand clients |
| Certification (If Required) | Not applicable |
| Security Clearances | Not Applicable |

Advertising Assistant

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|-----------------------------------|---|
| Summary | Assist the advertising and marketing departments with administrative duties to fulfill requirements for marketing and advertising campaigns. |
| Major Duties and Responsibilities | <ul style="list-style-type: none"> • Provides executive administrative support to the Advertising and Marketing departments • Responding to emails; coordinating meetings and schedules; preparing travel arrangements; preparing expense reports; preparing letters and memos; assisting in the scheduling of Ad Sales events; distributing mail and faxes; maintaining and organizing files; ensuring invoices are approved and submitted; and other tasks as assigned by supervisor. • Researching advertising media placement and other advertising avenues as directed by manager |
| Skills and Experience | <ul style="list-style-type: none"> • 2-3 years executive administrative support experience. • Must have experience scheduling and coordinating extensive travel. • Proficient PC skills in Word, Excel, PowerPoint and Outlook. • Ability to pay close attention to detail and to understand written and oral instructions. • Ability to organize and schedule work effectively. • Ability to handle multiple tasks and work in a fast paced environment. |



- Undergraduate degree preferred.
- Advertising Sales or Marketing exposure a plus.

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| Certification (If Required) | Not applicable |
| Security Clearances | Not Applicable |

Marketing Support

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|-----------------------------------|---|
| Summary | Assists in the development and support of marketing campaigns for clients across the United States. |
| Major Duties and Responsibilities | <ul style="list-style-type: none"> • Gather, analyze and generate client reports weekly and/or daily. • Consistently monitor client campaigns; troubleshoot. • Maintain organized library of client history and campaign statistics. • Assist in assembling quotes, marketing materials and whatever is necessary to assist the marketing team. • Assist with corporate trade shows, so some travel is required. |
| Skills and Experience | <ul style="list-style-type: none"> • 4 year college, marketing degree preferred • Excellent analytical, writing and communication skills • Must be proficient in Microsoft Office (Word, Excel, Powerpoint) • Detail oriented • Self-starter and able to work within a very fast paced environment • Must be able to prioritize and multi-task |
| Certification (If Required) | Not applicable |
| Security Clearances | Not Applicable |

Tradeshow Coordinator

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|-----------------------------------|---|
| Summary | Manages and coordinates tradeshow calendars and activities for a wide array of clients throughout the United States. |
| Major Duties and Responsibilities | <ul style="list-style-type: none"> • Research and determine appropriate tradeshow for particular clients; devise yearly tradeshow calendar with schedules associated • Coordinating all tradeshow, assisting with various Marketing Communications projects, and performing various administrative tasks for the sales team. • Research travel schedules (flight, lodging and transportation), attending to cost, convenience and preferences, • Research tradeshow prospects and submit approval forms, • Submit tradeshow contracts accurately, and in a timely fashion, • Coordinate tradeshow details, such as, but not limited to: • Shipments; Booth furniture; Electricity; Decorating/Displays • Supply attending sales representatives with tradeshow packets, containing all pertinent information, • Maintain inventory of tradeshow supplies, graphics, displays and show bags • Maintain accurate individual tradeshow files • Coordinate all off-site meetings, including AV needs, food/beverage, sales materials and samples |
| Skills and Experience | <ul style="list-style-type: none"> • Bachelor's Degree • Excellent MS Office skills (Word, Excel, PowerPoint) • Ability to self-manage multiple projects, work quickly, and always look for more ways to help • Extremely detail-oriented • Strong writing/editing/communication skills • Exceptional phone demeanor |



- Previous Marketing Assistant, Tradeshow Coordinator or Administrative Assistant experience necessary
- MAS90, GoldMine and Illustrator software experience a plus

Certification (If Required) Not applicable
Security Clearances Not Applicable

Proofreader

Summary Proofreads marketing and advertising materials for various clients throughout the United States.

Major Duties and Responsibilities

- Ensure spelling, grammatical, punctuation and compositional accuracy of marketing and promotional materials on a variety of key projects; Key projects include proposals, letters, brochures, websites, advertisements, videos and other documents that must be error-free and of a quality to support the Firm's highly visible brand
- Work with trade and sample packaging
- Ensure consistency of brand messaging
- Maintain consistency of format and grammar in multiple client-related jobs including as many as 12-15 related reports.

Skills and Experience

- BA – English, Journalism or related field
- Ability to work under deadlines
- Excellent command of the English language and working software expertise with Word and Adobe Acrobat
- 5+ years in Advertising, Marketing or other related profession

Certification (If Required) Not applicable
Security Clearances Not Applicable



AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST

GSA PRICING THROUGH JANUARY 3, 2015

| Special Item Number 541-1; 541-2; 541-4a; 541-4b; 541-4c; 541-4d; 541-4e; 541-4f | Government Rate |
|--|-----------------|
| Project Director | \$ 163.21 |
| Art Director/Creative Director | \$ 124.76 |
| Proposal Consultant, Senior | \$ 145.04 |
| Legal (Patent/IP) Consultant | \$ 145.04 |
| Film Production Specialist | \$ 136.35 |
| Video/Film Director | \$ 118.53 |
| Video/Film Editor | \$ 118.53 |
| Photographer – Senior | \$ 114.96 |
| Senior Editor | \$ 105.16 |
| Public Relations Specialist | \$ 100.70 |
| Linguist/Voice Over | \$ 95.36 |
| Translation Services | \$ 95.36 |
| Proposal Coordinator | \$ 87.20 |
| Graphics Specialist | \$ 90.71 |
| Subject Matter Expert | \$ 135.63 |
| Project Manager | \$ 85.75 |
| Document Designer | \$ 85.75 |
| Web Graphics Specialist | \$ 70.40 |
| Copy Writer | \$ 69.51 |
| Technical Writer | \$ 72.22 |
| Advertising Assistant | \$ 65.06 |
| Marketing Support | \$ 60.60 |
| Tradeshaw Coordinator | \$ 53.41 |
| Proofreader | \$ 48.12 |



OTHER COSTS

541 1000 Other Direct Charges:

| Items | Current Price | Price incl. IFF | Unit |
|--|---------------|-----------------|-----------------------------|
| LCD Projector | \$922.32 | \$929.24 | Each projector/per day |
| 12-channel microphone mixer | \$125.00 | \$125.94 | Day |
| 16-channel microphone mixer | \$175.00 | \$176.31 | Day |
| 4-channel microphone mixer | \$45.00 | \$45.34 | Day |
| 9'x12' Projector Screen | \$197.64 | \$199.12 | Each per day |
| Attendee Refreshments | \$58.50 | \$58.94 | per Attendee per Day |
| AV Roll Cart | \$10.42 | \$10.50 | Each per day |
| Computer | \$227.50 | \$229.21 | Each per day |
| Distribution Amp | \$70.00 | \$70.53 | Day |
| Drapery for riser | \$13.00 | \$13.10 | Day |
| DVD Player | \$85.64 | \$86.28 | Each per day |
| Extension Cord Rental | \$25.00 | \$25.19 | Day |
| Flip Chart Easel | \$15.00 | \$15.11 | Day |
| Flip Chart Pad | \$23.72 | \$23.90 | Day |
| Flipchart package | \$64.13 | \$64.61 | Each per day |
| Frame Easel | \$9.10 | \$9.17 | Each per day |
| Hardwire microphone | \$40.00 | \$40.30 | Day |
| High Speed Internet | \$461.16 | \$464.62 | Each connection/per day |
| Honorarium For Conference Speakers | \$8,000.00 | \$8,060.00 | Each |
| Lanyards | \$2.50 | \$2.52 | Day |
| Laser Pointer | \$144.94 | \$146.03 | Each per day |
| Meals | \$80.18 | \$80.78 | Each |
| Meeting Facilities Package | \$5,000.00 | \$5,037.50 | per Event |
| Meeting Facility | \$5,250.00 | \$5,289.38 | Day |
| Meeting Handouts | \$25.00 | \$25.19 | per Attendee |
| Meeting Registration Materials | \$20.00 | \$20.15 | per Attendee |
| Name Tags | \$3.77 | \$3.80 | Each |
| Overhead transparency projector | \$158.11 | \$159.30 | Each per day |
| Phone Access | \$50.00 | \$50.38 | Day |
| Projector Screen Rental | \$140.00 | \$141.05 | Day |
| Screen Draping | \$19.76 | \$19.91 | Per foot/per screen/per day |
| Shipping - envelope | \$21.73 | \$21.89 | Each |
| Website | \$22.62 | \$22.79 | per event per month |
| Whiteboard | \$59.29 | \$59.73 | Each per day |
| Wireless lavalier microphone | \$160.00 | \$161.20 | Day |
| Wireless Microphone | \$197.64 | \$199.12 | Each per day |
| Wireless Mouse | \$65.00 | \$65.49 | Each per day |
| Wireless remote | \$65.00 | \$65.49 | Each per day |
| Booklet Intro to FIRO | \$11.65 | \$11.74 | Each |
| Booklet Intro to Type | \$9.90 | \$9.97 | Each |
| Campbell Leadership Index (360 leadership performance) | \$254.00 | \$255.91 | Each |
| Cascades Survival (team performance) | \$5.25 | \$5.29 | Each |
| Change Style Indicator (measure change style) | \$12.95 | \$13.05 | Each |
| Earthquake Survival | \$5.25 | \$5.29 | Each |



AIMS Federal Supply Schedule GS-23F-0071R

| | | | |
|---|---------|---------|------|
| FIRO-B Interp Rept for org (interp org measurement) | \$11.80 | \$11.89 | Each |
| Intro to Conflict Mgmt | \$10.90 | \$10.98 | Each |
| Learning Type Measure | \$7.30 | \$7.35 | Each |
| MBTI Interp Rep Q | \$29.45 | \$29.67 | Each |
| Thomas Kilmann | \$11.90 | \$11.99 | Each |
| TSM Course Handout Materials | \$25.00 | \$25.19 | Each |
| Tsunami Survival (team performance measure) | \$5.52 | \$5.56 | Each |