

TerraCom, Inc.

GENERAL SERVICES ADMINISTRATION

Federal Supply Service

Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address GSA Advantage! is: <http://www.gsaadvantage.gov/>.

FSC GROUP 541

Advertising & Integrated Marketing Solutions (AIMS)

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

SIN 541 4D: Conference, Events and Tradeshow Planning Services

SIN 541 1000: Other Direct Costs

Contract No. GS-23-F-0093L

Supplement No. 1

TerraCom, Inc.

1010 Wisconsin Avenue, N.W.

Suite 650

Washington D.C. 20007

Telephone No. 202-965-5151

Fax No. 202-965-5252

<http://www.terracom.biz/home.htm>

Email: Info@TerraCom.biz

Contract period: January 1, 2007 ó December 31, 2010

Business size: U.S. Small Business

SBA Certified Small Disadvantaged Business

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202-965-5151

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TERRACOM CORPORATE OVERVIEW

TerraCom is a full-service communications and events planning firm founded in 1995. Created to offer clients a unique approach to servicing their events planning and communications needs, TerraCom is comprised of a highly specialized talent pool working together within the flexible environment of a small business entity. TerraCom consists of a core professional team with more than 50 combined years of corporate and public sector experience in the communications, events planning and management, public policy, marketing and media relations industry.

TerraCom has a proven track record in the design and execution of high-end venues and large-scale thematic events. These include meetings ranging in size from a dozen to well over five thousand participants, and in scope from roundtable discussions to town hall meetings, interactive forums, summits and breakouts, training seminars, focus groups, media events and award ceremonies.

By maintaining a lean infrastructure and a small group of managing professionals, TerraCom focuses on efficient and prompt service with a high degree of personal attention and dedication to each client's unique requirements. Since its creation, TerraCom has acquired a solid reputation for excellence and customer satisfaction and has earned Dun & Bradstreet's "outstanding" ranking in its client-wide past performance evaluation.

TerraCom is a small Hispanic-owned business entity and a successful January 2005 graduate of the SBA 8(a) program, currently registered as a small disadvantaged business with the SBA. TerraCom's government clients, therefore, are afforded the benefit of the labor category rates negotiated and approved by the GSA without regard to the contract vehicle selected by the client.

a. Areas of Expertise

Conference support services represent a fluid and broad area of expertise. No two clients are alike and no two clients benefit from a blanket approach, strategy or service. TerraCom's successful roll-out of client image, products and services lies in our commitment to understanding and respecting the client's needs and desires and to producing a plan that is comprehensive, dynamic and tailored to the client's market.

- Hotel Site Selection. Identify properties, provide on-site capabilities, review and perform cost analysis/"best value" recommendations with supporting documentation.
- Hotel Liaison. Review, negotiate and manage all aspects of facilities contract, including food & beverage guarantee, sleeping room block, attrition clauses, function room allocation, comp ratio and load-in issues. TerraCom also manages the selection, negotiation and performance of all related vendors on behalf of the client.
- Promotion and Marketing. Identify and compile databases; create, design and produce promotional materials, registration brochures, pamphlets, websites, "save-the-date" cards and invitation letters; develop press strategies, including media advisories, press releases,

satellite media tours and radio actualities; develop customized electronic promotional campaigns and/or targeted audience mailings.

- Writing and Editing. Provide a wide range of writing and editing services, including general and VIP correspondence, promotional materials, conference materials and program minutes, and scripting/speechwriting support.
- Graphic Design, Printing and Reproduction. Provide such services for all conference-related materials, including promotional materials, conference programs, information/working session handouts, studies, executive summaries, signage and banners. Perform on-site and pre-registration activities, including providing conference bags, mementos, badges, customized itineraries, confirmation letters and receipt of conference fees, and reconciliation of accounts, reports and queries.
- Website Development and Maintenance. Create, design and upload conference website; develop and update relevant information, including agenda/schedule, program, invited/confirmed presenters, biographical sketches, program notes and updates. Identify and secure related links, including those to host city and property. Develop registration forms and integrate registration component online. Propose related tools, including virtual trade shows, attendee networks, remote learning, video and audio streaming.
- Host Site Coordination. Manage all aspects of contract and requirements with the host property, including pre-con meeting, reconciliation and updates of conference detail with banquet orders, room set-ups, audiovisual requirements, catering, on-site vendor issues, function and VIP spaces, and final bill review and reconciliation.
- Speakers. Assist in identifying and procuring the services of industry-recognized experts to participate in information sessions and discussions as speakers, presenters, moderators or keynote speakers.

Participant Management. Arrange round transportation and logistics for conference participants including: travel/transportation arrangements; hotel reservations, invitations, meeting information, conference materials.

- Information Sessions. Develop, in coordination with the client, the focus and format for working sessions, including summits, forums, symposia, training workshops, breakout sessions, plenary and general sessions or town hall meetings. Identify, invite and confirm presenters, moderators and VIP attendees. Coordinate/facilitate all communication and pre-planning for selected panels. Organize travel and accommodation requests. Receive and provide all audiovisual and IT support, including equipment and labor; develop, distribute and analyze evaluation forms.
- Trade Fairs and Exhibits. Organize and manage all aspects of expos and trade fairs, including coordination with the decorating company, distribution of exhibitor kits, shipping of materials, booth allocation and load-in/move-out schedules.

- Support Services. Provide audio taping and sales; video taping and sales; transcription, translation and executive summaries, photography and travel services.
- Event Production. Provide and manage all production needs, including catered venues, information/working sessions, private meetings and satellite outings, special presentations and press events. High-level production services include custom staging, state-of-the-art lighting and sound support, video production and projection, animated graphics, show rundown, scripting/speechwriting and stage production.
- Budget. Maintain and submit a comprehensive budget for all event-related expenses.
- Close-Out. Draft and distribute "thank you" letters, analyze evaluation forms, reconcile accounts and provide final report.

b. Unique Qualifications

TerraCom has extensive experience in developing and managing integrated communications programs. TerraCom's experience in Hispanic outreach, event planning, communications, marketing and branding includes:

- Providing Communication and Event Planning services to the U.S. Department of Health and Human Services Office of Minority Health's (OMH) National Action Agenda. The program is nationwide and will consist of health events around the country working with minority communities to end health disparities in the United States.
- Current and previous corporate, governmental and NGO's clients include: Pfizer, Nielsen Media Research, ABC's ALMA Awards, Bell South, U.S. Department of Commerce, U.S. Census Presidential Monitoring Board, League of United Latin American Citizens (LULAC), National Council of La Raza (NCLR) and National Hispanic Foundation for the Arts (NHFA).
- Assisting Hispanic-focused companies (LaTV, SoloElla.com, TODOS.com) in securing a segment of the U.S. Hispanic consumer market.
- Serving as conference manager for the U.S. Department of Commerce's National Minority Enterprise Development (MED) Week, the largest federally funded event held on behalf of minority businesses, as well as the U.S. Department of Energy Small Business Conference.
- Spearheading outreach to the minority business community and securing relationships with leading national advocates, including the U.S. Congressional Hispanic Caucus, U.S. Congressional Black Caucus, U.S. Hispanic Chamber of Commerce, Ibero-American Chamber of Commerce, National Minority Supplier Diversity Council, National Council of la Raza (NCLR), League of United Latin American Citizens (LULAC), Association for the Advancement of Retired People (AARP), National PTA and the National Hispanic Leadership Agenda (NHLEA).

In 1999, *Hispanic Business* magazine named TERRACOM's CEO "one of the most influential Hispanics in the United States." Felix Sanchez has been a CNN contributor and a commentator on the CNN show *Take5*. In September 2002, he was profiled on CBS's *Sunday Morning* and PBS's *Speaking Freely*. In 2003-06, he has served as a guest contributor on the NBC syndicated show *Hispanics Today*.

TERRACOM HAS AN INTIMATE KNOWLEDGE OF AND EXPERTISE IN THE HISPANIC MEDIA MARKET. TERRACOM has worked on numerous translation projects. The most recent is available for view at <http://www.everyonecounts.net/espanol/index.html>. This website "Everyone Counts/Todo el Mundo Cuenta" was created for Nielsen Media Research with a focus on making information accessible, readable and useful to the reader. Other clients for whom TERRACOM has provided translation services include the U.S. Department of Commerce's Minority Business Development Agency, the U.S. Department of Commerce's Office of Civil Rights, LaTV, SoloElla.com and TODOS.com.

TERRACOM's approach to translation services is a multiple-part process consisting of an initial draft, a review for regional language usage/vocabulary and sentence structure/understandability, and a document and audience purpose assessment. These criteria allow us to determine whether a document should be translated verbatim or summarized for the Spanish-language reader. TERRACOM's translation team includes Juan Gonzalez, a native speaker from Venezuela; Maritza Hoquee, a native speaker from Panama; and Felix Sanchez, a native speaker from Texas.

CUSTOMER INFORMATION

1. Customer Information:
 - 1a. Applicable Special Item Numbers (SINs):
 - **SIN 541 4D:** Conference, Events and Tradeshow Planning Services
 - **SIN 541 1000:** Other Direct Costs (ODCs)
 - 1b. Labor Categories and Service Pricing: Refer to Exhibit A.
 - 1c. Labor Categories Descriptions: Refer to Exhibit B
2. Maximum order: \$1,000,000.00 ó All SINs
3. Minimum order: \$100.00
4. Geographic coverage (delivery area): 48 Contiguous states, Alaska, Hawaii, Puerto Rico, Washington, DC, and U.S. territories.
5. Point(s) of production (city, county, and State or foreign country): Washington D.C.
6. Discount from list prices or statement of net price: NET prices ó Discount Deducted.
7. Quantity discounts: Negotiated on a case-by-case basis
8. Prompt payment terms: NET 30
- 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 (list items by country of origin): N/A
- 11a. Time of delivery. As per task order
- 11b. Expedited Delivery. Services are available for expedited depending on the specifics of the requirements.
- 11c. Overnight and 2-day delivery. N/A
- 11d. Urgent Requirements: Agencies are encouraged to contact TerraCom to obtain accelerated delivery.
12. F.O.B. point(s): Destination.
- 13a. Ordering address:

TerraCom, Inc.
1010 Wisconsin Avenue, N.W.
Suite 650

Washington D.C. 20007

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).

14. Payment address:

TerraCom, Inc.
Attn: Accounts Payable
1010 Wisconsin Avenue, N.W.
Suite 650
Washington D.C. 20007

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). Contact TerraCom.

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 applicable). N/A

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

21. List of service and distribution points: Washington D.C,

22. List of participating dealers: N/A

23. Preventive maintenance: N/A

24a. Special attributes: N/A

24b. Section 508 compliance information: N/A

25. Data Universal Number System (DUNS) number: **08-412-6304**

26. TerraCom, Inc. is registered in the CCR database; the CAGE Code is: **3E0U1**

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Schedule of Labor Categories - Hourly Labor Rates

<u>Labor Category</u>	<u>Rate Per Hour</u>
Principal-In-Charge	\$ 242.40
Principal I	\$ 217.15
Principal II	\$ 186.85
Program Manager I	\$ 166.65
Program Manager II	\$ 151.50
Project Manager I	\$ 126.25
Project Manager II	\$ 106.05
Project Manager III	\$ 85.85
Team Leader I	\$ 70.70
Team Leader II	\$ 50.50
Assistant I	\$ 40.40
Assistant II	\$ 35.35
Clerical	\$ 25.25

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Labor Category Descriptions and Qualifications

◆ **Principal-In-Charge**

Responsible for overall management of firm. Often represents and/or assists in the identification of long-term customer or client interests. May prepare and/or monitor bills, speeches, statements, attend hearings, write or revise statements, assist in developing an organization's position on sensitive or public issues. Often provides assistance with regards to media and public relations issues/concerns. Requires advanced degree and/or law degree and over 15 years of experience.

◆ **Principal I**

Responsible for management of client requirements and expectations and the overall successful execution of multiple project/program activities including staff assignment and prioritization of assignments. May include financial and contract management and negotiations and authorization to commit the firm. Typically requires advanced degree and a minimum of 15 years of experience. Reports directly to the Principal-in-Charge. Works closely with Principal II and other senior program/project members.

◆ **Principal II**

Responsible for management of staff assignments and prioritization of assignments. May include financial and contract management and negotiations and authorization to commit the firm. Typically requires college degree and 12 + years of experience. Generally reports directly to the Principal-in-Charge.

◆ **Program Manager I**

Directs large, complex or long-term project/program activities. Provides overall coordination and supervision of staff. Reports directly to Principal. Typically requires 10 + years of experience.

◆ **Program Manager II**

Directs routine to smaller, shorter term project/program activities. Provides overall coordination and supervision of staff. Reports directly to Principal. Typically requires 10 + years of experience.

◆ **Project Manager I**

Manages portions of the project/program which may include assistance in activities such as research and recommendations related to off-site location and procurement of such location; travel arrangements and accommodations; vendor support requirements and other service provider assistance. May also assist in the planning of logistics, descriptive materials design and production; and other related activities. Generally participates in

planning project/program format and content including assisting in identifying and securing speakers, presenters and entertainment. May provide assistance in travel arrangements, accommodations and oversight of VIPs. Generally works under the supervision of Program Manager. Typically requires 7 + years of experience.

◆ **Project Manager II**

Manages portions of the project/program which may include assistance in activities such as research and recommendations related to off-site location and procurement of such location; travel arrangements and accommodations; vendor support requirements and other service provider assistance. May also assist in the planning of logistics, descriptive materials design and production; and other related activities. Generally participates in planning project/program format and content including assisting in identifying and securing speakers, presenters and entertainment. May provide assistance in VIP travel arrangements, accommodations and oversight. Generally works under the supervision of Program Manager. Typically requires 5 + years of experience.

◆ **Project Manager III**

Manages sub-portions of the project/program which may include assistance in activities such as research and recommendations related to off-site location and procurement of such location; travel arrangements and accommodations; vendor support requirements and other service provider assistance. May also assist in the planning of logistics, descriptive materials design and production; and other related activities. Generally participates in planning project/program format and content including assisting in identifying and securing speakers, presenters and entertainment. May provide assistance in VIP travel arrangements, accommodations and oversight. Generally works under the supervision of Program Manager. Typically requires 3 + years of experience.

◆ **Team Leader I**

Handles details and logistics related to project. Contacts representatives to obtain facilities, food, production assistance, etc. Ensures that schedules and deliveries are met by project participants and supporting staff. Generally works at client or customer site during preliminary project planning process through completion to ensure smooth implementation and execution of project as planned. May provide supervision to junior staff. Normally requires 3 + years of experience.

◆ **Team Leader II**

Confirms details and logistics related to project and provides follow-through contact with representatives to confirm facilities, food, production assistance, etc. Generally works with senior staff at client or customer site during preliminary project planning process through completion to ensure smooth implementation and execution of project as planned. Normally requires 1 ó 3 years of experience.

◆ **Assistant I**

Provides a wide variety of complex and routine organizational duties such as typing correspondence, reports and memos; maintaining computer-based and paper files; answering and screening and addressing issues and concerns expressed by clients and

customers; may provide direction to lower assistance or clerical staff; requires extensive working knowledge of procedures and practices. Normally requires 3 ó 6 years of experience.

◆ **Assistant II**

Provides a wide variety of mid-level to routine organizational duties such as typing correspondence, reports and memos; maintaining computer-based and paper files; requires communication skills sufficient to interact effectively with both internal and external clients and customers; works under general direction of supervisor on most activities; requires a working knowledge of general organizational procedures and practices. Normally requires 2 + years of experience.

◆ **Clerical**

Provides a wide variety of routine organizational and administrative duties such as filing, coding, organizing and completing forms; may operate simple office equipment including copiers, printers and fax machines. Works under close direction of supervisor. Normally requires 0 ó 2 years of experience.

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Other Direct Costs

Third Party Transportation and Parking	\$9,912
Security Services	\$1,008
Flowers	\$15,820
Banners/Logos/Signage	\$52,796

	# of Units*	Dimensions
Banners	(2)	8' X 12' 6' X 4' 16' X 3' 3' X 7' 8' X 4'
4-Color Banner		8' X 12'
4-Color Banner	(2)	6' X 4'
4-Color Banner		16' X 3'
4-Color Banner	(2)	3' X 7'
4-Color Banner	(4)	8' X 4'
Art Set-up for Banners		
Vinyl Outside Banners		
Directionals		22" X 28"
Registration		9" X 44"
Podium		18" X 18"
Promotionals		22' X 11"
Sponsor Logo		8.5" X 11"
Thank Yous		14" X 44"
Street Signs		29" X 8"

Brochures/Program Art	# of Units*
Registration Brochure	8 pages
Commemorative Program	52 pages
Registration Folder	3PMS colors
Press Kit Folder	3PMS colors
Exhibitor Directory	66 pages
Summit Cover	3PMS colors
Exhibit Hall Passes	3PMS colors

Signage

Door Sign		14" X 22"
Door Sign	85	
Directionals	15	
Registration	6	
Podium	8	
Promotionals	10	
Sponsor Logo	50	
Thank Yous		
Street Signs	24	
Supplies		
Art Set-up for Signs		

Logo **GOBO Logo and color sep**
LOGOS on disk

Awards and Recognition Plaques **\$17,275**

Event Space Rental and Display Rentals **\$217,065**

Exhibit Hall Rental	Office Space	Truss Support
Design	Display Booths	Carpet
Banners	Computers	Telecom
Installation	Dismantle	

Promotional Activities **\$96,404**

- Telephone Contract
- Database augmentation
- Website Development
- Media Promotions
- Tote Bags
- Participant Badges

Office Supplies **\$612**

Event Communications **\$5,116**

- Telephone/Internet Access
- Courier/Delivery Charges

Production Support and Entertainment **\$215,548**

- Audio/Visual
- Videotape Videotape Production
- Live Announce Support
- 3-days videotaping of event
- Equipment
- Wiring/Electrical
- Teleprompter Rental

Projectors/Screens etc.

Entertainment

Music Production Jazz Swing Trio

5 Piece variety band Robot Media

Strolling Strings ó string quartet

Food

\$312,121

Awarded non-labor costs are comprised of the components as described above and are directly applicable to the service provided. Agency orders may alter the type, quality, and timing of each component and thus result in a lower price for specific requirements. Orders may not exceed the awarded non-labor costs as specified above without a modification to this contract.