Hill+Knowlton for General Services Administration
Contract Number: GS-23F-0128P
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 for GSA Advantage! is www.gsaadvantage.gov.

Multiple Award Schedule
FSC Group Class: Professional Services
Class: R708

Contract Number: GS-23F-0128P

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

Pricing is effective with Contract Modification PA-0047
Effective date August 16, 2021

Period Covered by Contract: February 5, 2019 through February 4, 2024
Contract Administrator: Paola Gants
pgants@hillandknowlton.com

Hill+Knowlton Strategies, LLC
1111 19th Street, NW, Suite 300
Washington, DC 20036
Phone Number: 202-798-7773
www.hillandknowlton.com

Business Type: Other than Small
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Customer Information

1a. Awarded Special Item Number(s):

<table>
<thead>
<tr>
<th>Special Item Number (SIN)</th>
<th>Description</th>
</tr>
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<td>Advertising Services</td>
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<td>541810 RC</td>
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1b. Pricing: See the Pricing section of this catalog for prices by labor category.

1c. Job Category Descriptions: See labor category descriptions beginning on page 14.

2. Maximum Order: All SINS Except OLM - $1,000,000.00; OLM - $250,000

3. Minimum Order: $300.00

4. Geographic Coverage: Worldwide

5. Point of Production:

Hill+Knowlton Strategies, LLC
1111 19th Street, NW, Suite 300
Washington, DC 20036


7. Quantity Discount:

Additional 1% for each firm fixed price task order over $150,000.00
Additional 2% for each firm fixed price task order over $300,000.00

8. Prompt Payment Terms: Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.
9. **Foreign Items:** None

10a. **Time of Delivery:** Specified on the Task Order

10b. **Expedited Delivery:** Contact Contractor

10c. **Overnight/2-Day Delivery:** Contact Contractor

10d. **Urgent Requirements:** Contact Contractor

11. **FOB Point:** Destination

12a. **Ordering Address:**

   Hill+Knowlton Strategies, LLC  
   1111 19th Street, NW, Suite 300  
   Washington, DC 20036

12b. **Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. **Payment Address:**

   Should the ordering agency wish to use Electronic Funds Transfer (EFT) payment, the ordering agency should contact our CFO, Mr. Jeff Marcus, for routing instructions.

   Mr. Marcus can be reached at (212) 885-0305; jeff.marcus@hillandknowlton.com.

   Should EFT not be available, the remittance address is as follows:

   Hill+Knowlton, Inc.  
   3 Columbus Circle, Floor 18  
   New York, NY 10019-8716

14. **Warranty Provisions:** Contractor’s standard commercial warranty

15. **Export Packing charges:** N/A

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

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

18a. **Terms and conditions of repair parts:** N/A

18b. **Terms and conditions for any other services (if applicable):** N/A

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

20. **List of participating dealers:** N/A

21. **Preventive maintenance:** N/A

22a. **Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants:** N/A
22b. **Section 508:** N/A

23. **Unique Entity Identifier (UEI) Number:** 041237058

24. **SAM:** Contractor is registered in System for Awards Management (SAM).
Why Select Hill+Knowlton

For more than 90 years, Hill+Knowlton Strategies (H+K) has provided full-scope communications and strategic advisory services for government and corporate clients in an increasingly complex and unpredictable world, working the toughest assignments and consistently delivering distinctive results. We maintain the most integrated and international communications network with experts across 16 offices in the United States and 85 offices and 40 affiliates in 77 countries around the world. Our local intelligence and ability to execute across a shared global network provides a distinct comparative advantage for our clients. Hill+Knowlton Strategies is an international public relations company with over 80 offices around the world.

For our government clients, H+K can help you achieve your goals through objective, fact-based, targeted, and compelling communication. Whether it involves informing Americans about important government services and opportunities, educating audiences about disease prevention, or motivating people to be more energy efficient, H+K works in partnership with government clients to help them communicate valuable information to their publics.

We believe that working for the government is a privilege and it requires unique responsibilities. We pledge to be conscientious stewards of taxpayer dollars, dedicate ourselves to transparency on our government contracts and adhere to all government rules and regulations from procurement to campaign execution.

We have proven knowledge of federal civilian and defense programs; an understanding and appreciation for protocols and issues related to federal contracting and a well-deserved reputation for providing cost-effective services, on time and within budget.

Our proven track record includes:

Integrated Marketing, Media Relations, and Engagement

The Smithsonian Institution and H+K collaborated to design and execute an integrated marketing and communications campaign for the grand opening of the National Museum of the American Indian on the National Mall in Washington, DC. H+K developed and implemented a three-year, three-phase strategic approach, which included a master plan for the grand opening addressing: opening ceremonies, the Native Nation's Procession, First Americans Festival, VIP receptions, visitor services, and public relations. The efforts resulted in the opening month alone receiving nearly 1,400 TV segments on every national network. The Smithsonian added 20,000 new members and $1 million in sales, a Smithsonian record. Post-opening polling showed a 28 percent increase in national awareness of the National Museum of the American Indian. The grand opening dubbed the “cultural event of the decade.” H+K won the Silver Anvil award for excellence in events/observances.
The Smithsonian Institution and H+K teamed up again to open National Museum of African American History and Culture (NMAAHC), marking a historic moment when the country paused to celebrate and reflect upon the significant contributions and cultural impact of African American people. H+K provided the Smithsonian Institution with an integrated communications strategy, crisis communications planning, message development, and influencer outreach, and strategic counsel ahead of the opening:

- **Research and Statistical Analysis:** We conducted an assessment of the Museum’s audiences and key influencers and measured their share of voice within the digital sphere to ensure messaging would reach and resonate with their target audiences.

- **Stakeholder and Policymaker Engagement:** We augmented the Smithsonian’s stakeholder and policymaker engagement and provided counsel regarding its traditional and social media strategies.

- **Written Materials and Talking Points:** We developed and ensured alignment on internal messaging by creating talking points that would accurately convey the museum’s vision, be well-received across various departments of the museum and get ahead of any potential criticism from relevant stakeholders.

- **Public Outreach:** We engaged media early and often, generating waves of news coverage and social media engagement in the lead-up to the museum’s Media Preview Day and during critical milestones throughout the year. Announcements detailing significant donations and gifts, construction milestones, and exhibitions fueled a steady stream of news and built buzz around the grand opening. Exclusive story angles and content – including sneak previews of the inaugural exhibitions.

- **Media Relations:** Working closely with Celebrity Chef Carla Hall and Executive Chef Jerome Grant, H+K focused attention to the museum’s café by developing its marketing tools, serving as the main point of contact for stakeholders and partners, and arranging media engagements with travel, food, and leisure press.

- **Monitoring & Evaluation:** We delivered a detailed communications review that highlighted the effectiveness and reach of communications objectives. The review included a media audit of print and broadcast coverage, a detailed analysis of trends in coverage related to key milestones, social media highlights and statistics and a summary of the overarching goals, results and successes of the communications plan.

**Results:**

- Media interest in and coverage of the museum was historic, global and exceeded coverage garnered by any other Smithsonian museum that opened in the last decade
- 9.7+ billion estimated views/impressions from top-tier coverage
- 4,545 print and broadcast hits
- Special coverage by CBS 60 Minutes and multiple waves of coverage in over 200 African American newspapers
- Twitter hashtags led to over 65M impressions
- 290 videos shared about the Museum
- 300K+ people watched the dedication ceremony live on Facebook
Public Awareness and Outreach

The Marine Corps Recruiting Command’s (MCRC) resource constraints and pressing operations made it challenging to engage the public and address misconceptions about military service and current views of public service. H+K led multiple assignments for the MCRC, including media operations and community outreach, to align and amplify messages that inspired confidence in the Marines’ recruitment strategy and engaged target youth and their influencers.

How we did it:

- **Research-Driven Strategy:** We researched media and audience perspectives to inform the development of MCRC’s public affairs objectives, strategies, tactics, audience targets, and metrics to support MCRC’s annual Recruitment Advertising Plans.

- **Internal Message Alignment & Material Production:** We developed and aligned internal messages by creating talking points and toolkits designed to provide senior officers, recruiters, and public affairs representatives with information that supported conversations with youth and key publics. These efforts enabled greater internal capacity for Marine Corps resources, ensured message alignment, and represented a cost-effective staff augmentation model that enabled MCRC to cascade messages efficiently and scale outreach.

- **Community and Influencer Outreach:** H+K coordinated events with community leaders and influencers across the country on behalf of MCRC’s Commanding General and General Officers. We developed the outreach strategy, provided media coaching and preparation prior to all engagements, coordinated onsite logistics, and delivered after-action reports.

- **Signature Engagement Management:** We planned and coordinated MCRC’s chief community event, the Semper Fidelis All-American Bowl, providing program coordination, media operations, and community relations outreach to Congress; national business organizations; veteran and youth non-profits; and regional educators to secure interest and attendance. H+K’s strategy for the Bowl focused on differentiating the program – explaining why the Marines chose to lend its moto “Semper Fidelis” to the Bowl and how the high-school players involved exemplified character traits that Marines value.

- **Media Relations:** H+K engaged key media representatives to sequence messages associated with the most pressing issues facing MCRC, including diversity. We conducted media outreach around advertising launches and milestones, such as Black History and Hispanic Heritage months, to highlight diversity as a MCRC priority. This approach helped defend MCRC’s limited budget and position it as a leading talent recruitment organization.

- **Review and Adapt PA Resources:** We planned, coordinated, and facilitated internal summits to review and revise earned media strategies and tactics between MCRC-Advertising and MCRC-Public Affairs leadership.

- **Public Affairs Training:** H+K customized its proprietary crisis training program “Flight School” to demonstrate digital information complexities in communications. The training increased Marines’ communications crisis capabilities and helped mitigate risk for the organization.

- **Digital Integration:** We crafted media outreach angles around the relaunch of Marines.com to emphasize its strategic targeting of millennials to meet their unique digital media consumption and engagement habits. The successful relaunch repositioned the website as an information destination for key audiences.
Results

- H+K successfully administered the contract, meeting 100% of performance requirements, adhering to strict controls of the task order process, task tracking and reporting, and managing simultaneous statements of work.
- The MCRC recruited the most diverse group of officers, exceeding its five-year average by 6.6%.
- H+K secured millions of media impressions and hundreds of national media stories including the Associated Press, NY Times, Los Angeles Times, POLITICO, FOX, ESPN, CBS Radio and reached targeted diversity audiences with coverage in Huffington Post Black Voices, Navajo Times, and NPR’s Latino USA.
- During the relaunch of Marines.com, H+K drove the highest spike of traffic to the website in five years.
- H+K established the Semper Fidelis All-American Bowl as the Marine Corps’ highest profile recruiting event of the year, securing national media visibility and increasing community influencer attendance by 120%.

Public Service Announcements

H+K has worked with the U.S. Agency for International Development’s (USAID) Center for International Disaster Information (CIDI) for more than a decade to guide and inform the public, non-profits, corporations and governmental organizations about the most effective ways to support international disaster relief through smart donations.

H+K provides strategic counsel, media and digital expertise, and tactical support surrounding CIDI’s messaging strategy, including the development of presentation material at events and conferences. Focusing on the organization’s “Cash is Best” message, H+K works closely with partners at USAID to drive a public education campaign that explains why monetary donations are the most effective way to help survivors when disasters strike overseas. H+K also manages and promotes USAID CIDI’s annual “PSAid contest” by soliciting interest and participation in the contest and later to promote the winners and their PSAs, utilizing the contest as a way to promote understanding and reach of the organization’s “Cash is Best” message.

- **Develop Materials and Conduct Outreach:** Launching the PSAid contest included direct communications with professors, positioning the contest as a value-add to their curriculum and outreach to college student organizations, college-affiliated publications and campus-affiliated blogs to secure submissions. We offered and facilitated Skype sessions with several professors and students to explain the contest and provide insight on submissions. H+K also promoted the contest to on-campus clubs and organizations, such as Public Relations Student Society of America chapters and student newspapers, asking them to promote and share the flyer to raise awareness and encourage contest submissions. We also shared contest information with campus-affiliated blogs to maximize the message.

- **Disseminate Information to Enhance Understanding:** To amplify and promote winning PSAs, H+K focused on reaching emergency response, international aid and philanthropy, young adult and college news, advertising/PR, and top-tier and trade media. Additionally, H+K distributed the winning video PSA nationally and included outreach in the winners’ hometown media as well as their university local media.
Media Relations

H+K also led the marketing and media launch of the U.S. Mint’s 50 State Quarters™ program. Working closely with The Mint, H+K developed an integrated national communications and marketing campaign supplemented by efforts surrounding the release of a new quarter every ten weeks. As one example of our efforts, H+K arranged for a live unveiling of the New York quarter on NBC’s Today Show. The campaign also yielded coverage by the Associated Press, Gannett, Parade magazine, USA Today, the New York Times, the Washington Post, and dozens of other print media outlets; and by CNN Headline News and hundreds of TV network affiliates nationwide.

Branding

Leading efforts to communicate the power of the U.S. Department of Energy and the Environmental Protection Agency’s ENERGY STAR® brand. From developing and promoting public service announcements to recruiting and enhancing retail partners, H+K helped the EPA inspire change and motivate Americans to take energy efficiency into account when making purchasing decisions – whether for a light bulb for the back porch or a new motor for an industrial facility.

Social Marketing

Performing dramatically successful social marketing through “BabyCal,” a state-wide public education campaign in California aimed at combating low birth weight and decreasing infant mortality. Starting with in-depth demographic research, H+K defined and executed a highly effective, integrated media, public education and marketing program to communicate to pregnant women that receiving prenatal care early and often reduces the risks of having low birth weight babies. The campaign made a significant impact on increasing healthy birth outcomes and lowering the state’s infant death rate. In part because of the campaign’s effectiveness, California’s infant death rate has decreased by more than 31 percent. The campaign won a Sabre award for outstanding social marketing campaign, a Prism award and a Pro award for health care issues management.
Agency History and Overview

Founded in 1927, by John W. Hill, H+K is one of the world's largest multi-specialist communications consultancies, providing services to local and multinational clients. With a scalable global network of offices around the globe, we specialize in campaigns that make a difference to our clients. Drawing on the right level of insight, resources, and specialist knowledge to reach a diverse audience of stakeholders, we produce real results and business outcomes for our clients.

We work with ease and impact at the intersection of business, policy, and communications because we hire the best people to bring together a powerful mix of critical thinking, fresh ideas, and strong execution. Our teams embody wide-ranging experience, working across every major industry sector to provide our clients with comprehensive communications strategies and creative solutions, on time and on target.

We believe in quality service and results, striving to anticipate clients' needs. We are committed to partnering with clients to discover, define and deliver real brand and business value for them. What ultimately distinguishes H+K is the collective power of our local and global expertise combined with a proven ability to execute.

As a member of WPP (NASDAQ: WPPGY), one of the world's largest communications services groups, we work closely with our sister companies to draw on expertise and experience in all communications disciplines and to deliver integrated marketing campaigns to our clients.

H+K has remained at the forefront of communications, driving our industry forward by adding breadth. As well as the Hill+Knowlton Strategies brand, we are also home to The Studio, an award-winning brand and design agency, Blanc & Otus, a premier technology boutique, and Research+Data Insights, our in-house research and analytics consultancy.

Today we are a leading global player and top 10 in most local geographies, with over 2000 clients worldwide.

Award-Winning Agency

Our success can be measured by the numerous prestigious awards that we have won for client programs around the world, year after year, from industry groups and publications such as the International Association of Business Communicators, the Public Relations Society of America, PRWeek magazine and The Holmes Report.

Full-Service Capabilities

**Government + Public Sector.** It is critical for governments, both big and small, to communicate clearly with the public and with key stakeholders, at a moment's notice, in any situation. Our issue and political specialists are connected to trends, key influencers, and supporting communications services, providing the necessary expertise and resources to help you deal with a crisis, manage your reputation, gain support for an issue, or simply inform the public. We understand how data-driven the political world has become and we have the tools to provide any organization with effective, fact-based communications.

**Issues and Crisis.** We have one of the largest dedicated crisis practices in the industry. Our Risk and Crisis Communications team of over 100 seasoned experts globally is...
available to support clients 24 hours a day, seven days a week and is comprised of
dedicated issues management & crisis counsellors including former journalists, corporate
executives, attorneys, government officials and industry specialists spanning virtually all
sectors.

Public Affairs. At H+K, we have a strong global public affairs network with deep sector and
public affairs expertise. We develop strategies and execute them, coordinating globally,
regionally or nationally, and delivering locally with our expert teams on the ground. We
interact and collaborate seamlessly with colleagues across the globe, allowing us to fully
achieve our clients’ objectives in an ever-changing public affairs landscape.

In-house Behavioral Science Unit. We don’t always act rationally, and it is important to
understand why that might be. H+K’s SMARTER™, our in-house behavioral insights and
strategies team, combines deep academic expertise with extensive practical experience to
help our clients create communications that reflect the ways in which people really do
behave and make decisions, rather than on how we think they should behave and make
decisions. Influencing people isn’t luck or magic – it is science. Our behavioral scientists
help clients apply the science of human behavior to the art of communications.

We have channeled this thinking into communications to allow us to develop better, smarter
campaigns. Our behavioral insights team is now six-strong and has developed a
communications-specific model to bring behavioral science into our work readily and easily.

Thought Leadership. At H+K, we can help you find the voices within your organization that
are best suited for telling your story internally and externally. Using breakthrough thought
leadership campaigns, we will help the key leaders push the company to the front and
center of conversation.

With strategies involving media/analyst briefings, press coverage, one-on-one meetings with
conference managers and speaker opportunity management, we will ensure our thought
leaders are heard and receive maximum visibility. Campaigns also engage audiences via
social media and other digital channels, further building relationships and reputation.

Media Relations. We take a proactive and opportunistic approach to media relations to drive
positive messages while reacting quickly to counter false, misleading or damaging
information when needed. The lines that divide the press, the public and brands are
dissolving and while everyone is a publisher, only a few voices carry.

Here at H+K, we don’t just have access, but we harbor close relationships with reporters and
editors around the globe. Our teams speak to media every day, and our network is extensive.
We build awareness of our client’s position, ensuring large coverage volumes but always
including key messages. We also mitigate negative stories and position our client’s as trusted
media resources.

We provide counsel and find the right strategies for audience building through earned, paid
and owned media. As part of our on-boarding we would undertake detailed audience
mapping because a brand needs to know how their audience should be spoken to. Against
this, we will build a series of media lists, using Roxhill and Gorkana databases. Different
audiences will not only need different media lists but the tone in which the messages are
crafted for, will need to be altered. We cover all areas across media sectors including:
national news, national business, sector trades, broadcast, online only, personal finance and
consumer lifestyle.
**Media Training.** A shared narrative and messaging are critical to effectively communicate any company’s activities, whether to gain market share, engage employees, or respond to external challenge. We believe this can only be substantiated with the appropriate content and delivered with the appropriate passion when developed in conjunction with business leaders. We frequently run messaging workshops with business leaders to distill and craft key messages and soundbites.

We have trained more than 3,000 senior executives and public figures across the globe, including presidents, prime ministers, cabinet ministers, chairmen, and CEOs of many of the world’s largest companies.

Our own in-house team of former journalists delivers training in English as well as other languages as required, providing insight and knowledge of local and international media based on more than 30 years of experience.

**Internal Communications.** People + Purpose is H+K’s dedicated internal communications and employee engagement team – we are experts at putting the employee at the center of the story. The global team is staffed by 50 specialists working in all our major offices. We work directly with our clients to build the right strategy to connect employees with the company’s purpose and their leadership’s vision. We will work to understand who those people are, what motivates them, and how best to tailor messaging that will resonate across role type and geography. Our expertise encompasses employee engagement strategy, purpose articulation and launch, employee advocacy, and behavior transformation.

**Education.** The education sector provides unique challenges at each level. From innovations in education to public-private partnerships and philanthropic initiatives, many voices contribute to the conversation surrounding education. We have the resources to meet the needs of colleges, universities, and business schools, whether your need is to influence stakeholders, manage public affairs and issues, engage the community, build a media profile, or conduct branding and marketing.

H+K offers higher education expertise for university leaders facing high-stakes public challenges. We go beyond traditional PR and lobbying tactics to specialize in outcomes-oriented, always-on strategies that combine the best thinking in analytics, research, and digital to manage the most complicated and urgent public affairs issues facing communications leaders today.

**Social and Digital.** These platforms are challenging communicators to embrace new models of outreach and direct-to-stakeholder engagement, creating a two-way dialogue in which corporate spokespersons and the mainstream media are no longer the only voices of authority and influence. Notions of trust and transparency are being rewritten as communities of interest – unbound by geography – emerge to challenge traditional influencers.

At H+K, we understand that a client’s digital ecosystem is increasingly the primary point of contact between them and their most important audiences. Moreover, we recognize the potential of social media to empower organizations to more openly and proactively engage target audiences in direct, authentic and transparent conversations, and to become content creators, storytellers and disseminators in their own right. It not only creates a voice for the brand or company but opens dialogue between them.
We offer a suite of strategic and integrated training services designed to help senior managers and communications teams better understand the risks and opportunities presented by today’s increasingly complex communications landscape and apply those learnings to drive measurable business and policy outcomes. At H+K, we know that different goals require different methods whether it is for an integrated digital awareness campaign, issues advocacy platform or digital reputation building. Social media is a place to tell stories, manage reputation on a day-to-day basis and provides a creative space for brands to interact with their audiences.

**Event planning and management.** Today’s consumers crave real experiences. It’s where the digital is made tangible and memorable. It’s a natural focus and a catalyst for content as well as the ultimate expression of a brand. At H+K, we build relationships with the people who matter most by designing and executing high-impact events for any situation and at any scale.

Our approach as part of an integrated agency, we benefit from an understanding of the PR process and the need to amplify key messages via experience. We believe that a live experience is more than the moment itself. We look to create interest through tease, launch and sustain phases that build interest, create memories and deliver long lasting brand engagement. Our approach is always bespoke, tailored to meet the requirements of the brief. From intimate influencer dinners to product launch parties to trade show promotions, we bring your story to life through meticulous planning and strategic thinking.

Our capabilities include:
- Developing timely and compelling themes
- Scouting dynamic locations
- Creating powerful speaker content
- Assembling the target audience
- Coordinating audiovisual production and graphic design

**Influencer Engagement + Marketing.** Influencer marketing is changed and changing. Alongside this, as an agency we have continually updated our process, tools and ways of working in this space – and continue to explore new partners to help us do so on a daily basis. Influencer engagement forms a crucial part of our work across all campaigns and clients - whether that’s engagement with journalists, bloggers, or other key opinion leaders. In our influencer campaigns, we build relationships that allow us to co-create alongside our influencers in a way that builds authentic brand communications. We engage your target influencers to find mutual value, driving advocacy and delivering brand building assets (coverage and content, credentials and claims).

Before we start to think about who to engage, we begin by understanding our audience so that we can ensure we identify the individuals who will speak to their passions and interests. In partnership with social listening experts BrandWatch, we have created a custom-built analytic tool called Sherlock+, which enables us to track, the true impact of top tier influencers across key sectors and topics. The dashboards use a proprietary methodology to track influencers true impact, identifying up-and-coming KOLs using custom searches for each client. Using data-driven analysis, we can analyze the interactions, engagements and relationships that surround influencers which can then be ranked to true impact, all in real-time. We can then look at what these influencers share, engage with and care about online and then build custom topics. To justify investment in influencers, we’re able to measure and
report on activity with in-depth analysis of engagement and reach. We also maintain influencer lists across a variety of topics for our eight key sectors.

**Content and Publishing.** Our Content + Publishing Strategy is the structure that helps you take big creative ideas and turn them into action. Both the creation and distribution of content must be informed by consumer behavior. We aim to constantly surprise audiences with creative formats and content tailored to individual platforms.

At H+K, we first assess the right format and author to optimize your publishing strategy. Using our purpose-led approach, we discover what is the intent for the content: Is it meant to make people smile? Or is it to make better decisions? Knowing which is important at any given time is key to your brand voice.

Then we consider channel, working with best-in-class tools to assess behaviors, influences, and passions. Finally, we map the look and feel to ensure that creative direction is consistent across all channels.

**The Studio.** H+K’s creative studio develops brand experiences and branded content, sitting alongside our sector centric strategy and publishing teams, featuring 2D, 3D, and AV designers and producers. From TVCs and OOH, to experiential builds, and content for social media, the studio is working for some of the world’s leading brands, including Ford, Burberry, Adidas, and HSBC. They blend their expertise to offer clients high-quality, long-planned creative as well as fast turn-around content to react in real time in a social world.

As we develop communications campaigns for our clients, we turn to the expertise in the Studio to breathe life into our ideas. From the creation of a new identity to a full-length documentary, an exhibition stand to the latest interactive experience, the Studio creates the content that carries our stories to audiences across the globe.

To find out more on The Studio and our capabilities, [click here](#)
Labor Rates

If the agency Contracting Officer chooses to purchase from the Special Item Numbers (SINs) contained in this catalog on a firm fixed price, Task/Delivery Order basis, the total price shall be established at the time of the order and will be based on the prices offered herein.

If the agency Contracting Officer chooses to purchase from the Special Item Numbers (SINs) contained in this catalog on a labor hour basis (Time and Materials), the resultant Task/Delivery Order shall specify the Not to Exceed price; the Labor Categories proposed, with the hourly rates for each; and the other direct costs.

The following table presents Hill + Knowlton’s rates, inclusive of the 0.75% Industrial Funding Fee (IFF). Our GSA rates reflect a discount from our standard commercial rates.

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Service Contract Labor Standards (SCLS) Matrix

<table>
<thead>
<tr>
<th>SCLS Eligible Contract Labor Category</th>
<th>SCLS Equivalent Code Title</th>
<th>Current WD#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Coordinator/Admin Assistance</td>
<td>Administrative Assistant 01020</td>
<td>2015-4282</td>
</tr>
</tbody>
</table>

The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (**) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).
Labor Category Descriptions

Senior Vice President

The Senior Vice President (SVP) is accountable for providing strategy and direction for all client engagements and managing client contact at the highest level. In this role, the SVP delivers significant new business growth for new and existing clients and regularly assesses the abilities of junior talent and assists in their career development and progress. Participating in industry symposia, contributing to articles and entering teams for professional awards are expected of the SVP.

▪ Serves as a trusted advisor to client leads, providing guidance and direction based on issues relevant to the client organization
▪ Manages complex programs and provides direction in challenging situations
▪ Advises on the integration of multiple service offerings to address client challenges
▪ Ensures client contracts are signed and all further projects have appropriate authorization with billing instructions where necessary
▪ Accurately plans and forecasts budgeting work, including budget monitoring and remedial action where appropriate
▪ Possesses an understanding of and effective use of staff planning / staff cost to fee ratios
▪ Establishes and leads local and national training sessions, reflecting expertise and forward thinking; participates in senior leadership training programs to continuously enhance skills
▪ Resolves challenges with colleagues, management, and subordinates in a tactful and productive way
▪ Exemplifies the company’s ethics, vision and values in daily work
▪ Actively participates in team, staff and client meetings.

Qualifications & Skills
▪ Undergraduate degree preferred, either BA or BS
▪ 15+ years of full-time experience in PR with established expertise in related practice area
▪ Proven success in identifying and securing new business and maintaining or growing existing business
▪ Proven leadership skills (building teams and establishing a positive team environment with consistent mentorship and utilizing professional network to draw in talent)
▪ Proven ability to motivate, manage, and retain a team
▪ At least eight years of experience managing/mentoring staff
▪ Highly connected within PR/communications industry
▪ Ability to develop effective and actionable communications strategies
▪ Excellent client service skills combined with well-developed account management, team management and campaign planning skills
▪ Proven ability to manage internal and external stakeholders effectively
▪ Contributes accurately to forecasts used by senior management to develop business plans for the office and agency
Vice President

The Vice President (VP) ensures that client satisfaction is maintained at the highest level by applying strategic thinking and planning, deploying resources and monitoring large, complex client projects. A VP oversees the strategic direction of communications programs for clients, providing a broad spectrum of communications services. In this role, a VP manages one or several accounts and one or more staff members (AAE-SAS).

▪ Leads strategy, development and execution of PR programs for clients
▪ Identifies gaps in accounts and works with appropriate staff to implement solutions
▪ Reviews and approves annual program and project plans, news releases, pitches, fact sheets, whitepapers, Q&A’s, articles, matte stories, by-lined articles, etc.)
▪ Carries out media placement activities with local and national media, key reporters and online influencers
▪ Proactively engages clients in dialogue about business issues
▪ Utilizes media and stakeholder savvy to help achieve client objectives
▪ Provides thoughtful and strategic counsel to clients
▪ Provides consistent mentorship to junior staff, offering them guidance for career growth and skills acquisition, while managing their work to ensure high quality and timeliness
▪ Regularly shares expertise, creativity, and new ideas with the team
▪ Ensures financial management and accuracy of assigned accounts
▪ Utilizes talents and capabilities around the network accordingly
▪ Resolves challenges with colleagues, management, and subordinates in a tactful and productive way
▪ Exemplifies the company’s ethics, vision and values in daily work
▪ Actively participates in team, staff and client meetings

Qualifications & Skills:

▪ Undergraduate degree preferred either BA or BS
▪ 10-12 years of full-time experience in PR (a minimum of 5 years of agency experience) with established expertise in related practice area
▪ Experience managing relationships with clients, suppliers/vendors, media, consultants, and all levels of employees within the organization
▪ Proven leadership skills (building teams and establishing a positive team environment with consistent mentorship)
▪ Proven ability to identify client issues or risks and react quickly/appropriately
▪ Proven ability to motivate, manage, and retain a team
▪ Proven ability to deliver expected results in spite of delays, changes, and revised budgets
▪ Excellent presentation skills, including the ability to communicate and propose services relevant to client needs
▪ Advanced media skills and relevant; established media contacts
▪ Proven ability to accurately develop and manage budgets
▪ At least six years of experience managing/mentoring staff
Senior Account Supervisor

The Senior Account Supervisor (SAS) ensures that client satisfaction is maintained by serving as the client relationship manager, responsible for developing plans for multiple accounts and seeing that these plans are executed. The SAS independently manages multiple staff members (AAE – AS) and is able to analyze and problem-solve issues for clients and staff.

▪ Shapes strategy, development and execution of PR programs for clients
▪ Assists in undertaking and enacting changes within client organizations, identifying gaps in accounts and working with appropriate staff to implement solutions
▪ Writes annual program and project plans, news releases, pitches, fact sheets, whitepapers, Q&A’s, articles, matte stories, by-lined articles, etc.
▪ Carries out media placement activities with local and national media, key reporters and online influencers
▪ Proactively engages clients in dialogue about business issues
▪ Assists in the tracking of key financial levers: e.g., pricing, utilization, return on investment
▪ Exemplifies the company’s ethics, vision and values in daily work
▪ Identifies and proposes ways to advance team, client, and company goals
▪ Proactively seeks and shares relevant information with colleagues and clients
▪ Actively participates in team, staff and client meetings

Qualifications & Skills:

▪ Undergraduate degree preferred, either BA or BS
▪ 8 years of full-time experience in PR (at least 4 years of agency experience) with established expertise in related practice area
▪ Experience managing relationships with clients, suppliers/vendors, media, consultants, and all levels of employees within the organization
▪ Proven leadership skills (building teams and establishing a positive team environment with consistent mentorship)
▪ Proven ability to identify client issues or risks and react quickly/appropriately
▪ Excellent presentation skills, including the ability to communicate and propose services relevant to client needs
▪ Advanced media skills and relevant, established media contacts
▪ Proven ability to accurately develop and manage budgets
▪ Consistently provides thoughtful and strategic client counsel
▪ At least five years of experience managing/mentoring interns and junior level staff
Account Supervisor

The Account Supervisor (AS) ensures that client satisfaction is maintained by providing leadership and sound judgment to the team and client as crises strategically planning and providing day-to-day implementation and management of client projects. The AS works closely with client contacts and H+K team members to ensure that the client’s communications requirements are identified, and appropriate solutions are recommended, planned, budgeted and implemented accordingly. The AS carries out and supervises public relations programs for clients.

- Delivers sound counsel to client on routine matters, consistently anticipating client needs and potential issues, executing programs to client satisfaction, and representing client before various audiences
- Writes annual program and project plans, news releases, pitches, fact sheets, whitepapers, Q&A’s, articles, matte stories, by-lined articles, etc.
- Carries out media placement activities with local and national media, key reporters and online influencers
- Responsible for quality control of assigned client programs: edits/approves written copy, writes copy, presentations, etc.
- Mentors and assigns responsibility to junior team members for implementation of client program elements, ensuring work product is of high quality and on strategy
- Independently develops and manages budgets for client programs
- Exemplifies the company’s ethics, vision and values in daily work
- Identifies and proposes ways to advance team, client, and company goals
- Proactively seeks and shares relevant information with colleagues and clients
- Actively participates in team, staff and client meetings
- Proactively assists team members as needed

Qualifications & Skills:

- Undergraduate degree preferred, either BA or BS
- 5-6 years of full-time experience in PR (at least 3 years of agency experience) with established expertise in related practice area
- Advanced understanding of positioning and brand marketing in PR activities/plans
- Experience planning and delivering successful, broad-based PR programs to achieve client program objectives
- Advanced media relations experience with established media contacts, placements, and successes
- Is a persuasive and articulate communicator, conversant with client business
- Proven ability to accurately develop and manage budgets
- Successfully manages independent client contact
- At least three years of experience managing/mentoring interns and junior level staff
Senior Account Executive

The Senior Account Executive (SAE) ensures that client satisfaction is maintained by providing implementation of client projects. The SAE works closely with client contacts and H+K team members to ensure that the client’s communications requirements are identified, and appropriate solutions are recommended, planned, budgeted and implemented accordingly. The SAE carries out and intermittently supervises public relations programs for clients.

▪ Maintains rapport with clients with increased capability of foreseeing client needs and potential issues, and executing programs to client satisfaction
▪ Writes a variety of clear, concise, and on-strategy communications materials for clients, including plans, key messages, news releases, pitches, white papers, etc.
▪ Carries out media placement activities (e.g., develops story angles, follows up with media and online influencers, coordinates interviews, analyzes media and social media coverage, etc.)
▪ Develops and maintains relationships with key reporters and online influencers
▪ Mentors and assigns responsibility to junior team members for implementation of client program elements, ensuring work product is of high quality and on strategy
▪ Independently develops accurate budgets for client programs
▪ Exemplifies the company’s ethics, vision and values in daily work
▪ Identifies and proposes ways to advance team, client, and company goals
▪ Provides sound judgment and problem-solving skills as client issues arise
▪ Proactively seeks and shares relevant information with colleagues and clients
▪ Actively participates in team, staff and client meetings
▪ Proactively assists team members as needed

Qualifications & Skills:

▪ Undergraduate degree preferred, either BA or BS
▪ 4 years of full-time experience in PR (at least 2 years of agency experience) with growing expertise in related practice area
▪ Solid understanding of positioning and brand marketing in PR activities/plans
▪ Experience supporting successful, broad-based PR programs to achieve objectives
▪ Solid media relations experience with established media contacts, placements, and successes
▪ Is a persuasive and articulate communicator, conversant with client business
▪ Ability to develop and manage budgets accurately
▪ Maturity to handle client contact independently
▪ At least two years of experience managing/mentoring interns and junior level staff.
Account Executive

The Account Executive (AE) is accountable for developing and maintaining effective working relationships with media contacts, online influencers, clients and team members. In this role, the AE will be responsible for traditional and social media monitoring and engagement, media relations, coordinating events, creating and editing client-ready content, contributing to plans and strategies, and providing support to the team on various projects.

- Drafts a wide range of written materials (press releases, articles, communications plans, executive speaking points, social media content, and client reports)
- Coordinates events (press conferences, media briefings, analyst meetings, media tours, and the like)
- Establishes and maintains media contacts and pitches stories to targeted media
- Interfaces with client contacts, vendors, and internal teams
- Serves as a mentor to the team AAEs and interns with increasing constructive feedback and encouragement
- Accurately forecasts and develops time allocations and client budget as well as completes work product, time-sheets and billing reports accurately and to deadline
- Proactively works with supervisor to establish and track career goals, training and skill-building needs
- Exemplifies the company's ethics, vision and values in daily work
- Identifies and proposes ways to advance team, client, and company goals
- Provides sound judgment and problem-solving skills as client issues arise
- Proactively seeks and sharing relevant information with colleagues and clients
- Actively participates in team, staff and client meetings
- Proactively assists team members as needed

Qualifications & Skills:

- Undergraduate degree in communications, public relations, journalism, or related field preferred, either BA or BS
- 2 years of full-time experience in PR (agency experience preferred) with growing expertise in related practice area
- Ability to develop story angles, place stories and coordinate interviews with media
- Excellent communication, organizational and writing skills
- Ability to prioritize and multi-task in a dynamic, creative and fast-paced environment
- Ability to work well with others and independently as needed
- Positive attitude with a proactive approach
- Proficiency with Microsoft Office, social media, PR & media monitoring software (Cision, FPInfomart, Factiva, Radian6)
Assistant Account Executive

The Assistant Account Executive (AAE) is accountable for developing effective working relationships with media contacts, online influencers, and team members. In this role, the AAE will be responsible for traditional and social media monitoring and engagement, media relations, coordinating events, creating and editing client-ready content and providing support to the team on various projects.

- Drafts a wide range of written materials (press releases, articles, communications plans, executive speaking points, social media content, and client reports)
- Coordinating events (press conferences, media briefings, analyst meetings, media tours, and the like)
- Establishes media contacts and pitches stories to targeted media
- Interfaces with potential client contacts, vendors, and internal teams
- Serves as a mentor to team interns
- Proactively works with supervisor to establish and track career goals, training and skill-building needs
- Exemplifies the company’s ethics, vision and values in daily work
- Provides sound judgment and problem solving skills as client issues arise
- Proactively seeks and shares relevant information with colleagues and clients
- Actively participates in team, staff and client meetings
- Assists team members as needed

Qualifications & Skills:

- Undergraduate degree in communications, public relations, journalism or related field preferred, either BA or BS
- One year of internship or full-time experience in PR (agency experience preferred)
- Familiarity with media relations and pitching (tracking results, media lists, editorial calendars)
- Excellent communication, organizational and writing skills
- Ability to prioritize and multi-task in a dynamic, creative and fast-paced environment
- Ability to work well with others and independently as needed
- Positive attitude with a proactive approach
- Proficiency with Microsoft Office, social media, PR & media monitoring software (Cision, FPInfomart, Factiva, Radian6)
Account Coordinator

The Account Coordinator is an entry-level position on client teams and serves as the assistant and back-up to team members. The Account Coordinator is responsible for completing clerical and tactical duties for assigned client teams. This position assists with research, event and tour logistics and production of collateral materials. An Account Coordinator makes routine decisions based on direction provided by others. These decisions must comply with existing guidelines, policies, procedures and/or project parameters as set forth in established procedures, instructions, guidelines, manuals, and/or policies.

- Consistently develops well-constructed, error-free written materials.
- Proofs, formats and produces documents. These materials include, but are not limited to: award submissions, press releases, fact sheets, backgrounders, biographies, tour reports, briefing books, contributed articles, speaking opportunity abstracts, pitch letters, Q&As, company memoranda and general team correspondence
- Becomes familiar with all media relevant to client’s business, especially the trades, which will help this position learn more about the industry
- Develops comprehensive media lists, which include appropriate editors and contact information
- Proactively searches for coverage and notifies team members when new coverage is received
- Researches competitive coverage using approved vendors
- Assists in the creation and maintenance of media lists
- Actively collects and manages press coverage
- Creates clip reports
- Maintains client databases including editorial calendars
- Produces client/account presentations as required
- Assists with booking media tours
- Creates tour books and briefing pages
- Responsible for reviewing and understanding press kit and client marketing materials for accuracy and increased familiarity with client account, also responsible for their production and assembly
- Arranges conference calls and client meetings as needed

Qualifications/Skills:

- BA/BS, preferably in Communications, Journalism or Public Relations
- One-two years of full-time experience in PR (agency experience preferred)
- Demonstrated work or volunteer experience, preferably in the PR or high-tech industries
- Strong writing and editing skills
- Previous research and/or administrative experience
- Excellent communication and organizational skills including the ability to prioritize and multi-task in a dynamic, creative, challenging and fast-paced environment
- Computer literacy required (Proficient in Excel, Word and PowerPoint)
- Experience utilizing the internet as a research tool
Intern

The Intern is accountable for developing effective working relationships with team members and building relationships with media contacts and online influencers. In this role, the intern will be responsible for traditional and social media monitoring and engagement, media relations, research projects, creating and editing client-ready content and providing support to the team on various client programs.

- Drafts a wide range of written materials (press releases, articles media content and coverage reports)
- Assists in the coordination of events (press conferences, media briefings, analyst meetings, media tours, and the like)
- Establishes media contacts and drafts pitches for targeted media
- Interfaces with potential client contacts, vendors, and internal teams
- Serves as a reliable team member and provides support to peers
- Exemplifies the company’s ethics, vision and values in daily work
- Provides sound judgment and problem solving skills
- Proactively seeks and shares relevant information with colleagues and clients
- Actively participates in team, staff and client meetings
- Assists team members as needed

Qualifications/Skills:

- Undergraduate degree in communications, public relations, journalism or related field preferred, BA or BS
- No minimum experience needed
- Previous PR internship or relevant leadership role at college/university
- Excellent communication, organizational and writing skills
- Ability to prioritize and multi-task in a dynamic, creative and fast-paced environment
- Ability to work well with others and independently as needed
- Positive attitude with a proactive approach
- Required proficiency with Microsoft Office, social media; PR & media monitoring software (Cision, FPIInfomart, Factiva, Radian6) preferred

Allowable Substitutions

- High School Diploma is equivalent to a GED.
- Two (2) years of experience is equivalent to an Associate’s degree.
- Two (2) years of experience and an Associate’s degree is equivalent to a Bachelor’s degree.
- Three (3) years of experience and a Bachelor’s degree is equivalent to a Master’s degree.
- Three (3) years of experience and a Master’s degree is equivalent to a PhD.
Other Direct Costs (SIN 541810ODC)

Our labor rates do not include supplies, materials, or other direct costs associated with the services provided. These non-labor costs are listed below. The prices shown in this table are inclusive of the 0.75% IFF.

Agency orders may alter the type, quality, and timing of each component and thus result in a lower or higher price for specific requirements. Based on the specific task identified at the Task Order level, Hill + Knowlton will propose other direct costs that accurately reflect the actual work required. If a specific task order requires other direct costs that exceed the amounts shown below, or require items not included in the following list, a modification to this contract will be required. (With appropriate documentation, GSA Schedule contracts may be modified at any time to add a new ODC as appropriate to respond to a task order. Other Direct Costs not approved on schedule may not be included as part of a GSA Schedule order.)

Hill+Knowlton will charge project-specific travel and per diem in accordance with the Federal Travel Regulation.

<table>
<thead>
<tr>
<th>Other Direct Cost (ODC)</th>
<th>Price (inclusive of 0.75% IFF)</th>
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<tbody>
<tr>
<td>Advertising</td>
<td>$111,746</td>
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<tr>
<td>Appearance fee (2 persons)</td>
<td>$34,257</td>
</tr>
<tr>
<td>Catering for 250 people</td>
<td>$24,786</td>
</tr>
<tr>
<td>Client-specific custom display piece</td>
<td>$35,466</td>
</tr>
<tr>
<td>Clipping Service: 2,559 clips from newspapers, AP, and Internet</td>
<td>$4,294</td>
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<tr>
<td>Courier Services</td>
<td>$701</td>
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<tr>
<td>Design services</td>
<td>$37,540</td>
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<tr>
<td>Help Desk Operation: One month call center operation</td>
<td>$146,887.16</td>
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<tr>
<td>Lexis Nexus/News Retrieval</td>
<td>$.77 per minute</td>
</tr>
<tr>
<td>Media Buys: 30-second TV broadcast spots (60 runs total, on local TV)</td>
<td>$47,960</td>
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<tr>
<td>Media Buys: Three-quarters page, b+w ad in <em>New York Times</em></td>
<td>$68,783</td>
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<tr>
<td>Media Monitoring</td>
<td>$2,729</td>
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<tr>
<td>Newswire</td>
<td>$15,183</td>
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<tr>
<td>Office Supplies</td>
<td>$3,835</td>
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<tr>
<td>Online and print monitoring service of media placements</td>
<td>$31,348</td>
</tr>
<tr>
<td>Pamphlet/Folder + Inserts: 10,000 units; 3 panels with 2 pasted pockets; 6/6 4 color process; die cut, blind emboss cover; 6/6 spot varnish</td>
<td>$39,950</td>
</tr>
<tr>
<td>Photocopies (b+w; 8.5”x11”)</td>
<td>$.25 per page</td>
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<tr>
<td>Photography, mounting: 4 slide dupes; 4 logo mounts; 4 imprints top/bottom; 4 collate + sleeve; 1 vinyl page</td>
<td>$13,061</td>
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<tr>
<td>Postage</td>
<td>Pre-Production, production and post-production for :60, :30, and :15 Videos/PSAs</td>
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<td>----------------------------------------</td>
<td>---------------------------------------------------------------------------------</td>
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<tr>
<td>Printing of Materials: Editorial research, writing, prep and make-up for 22 modules of training materials; and composition and make-up for binders and 22 tabs.</td>
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<tr>
<td>Production Staging: Production staging and management for five day management conference</td>
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<tr>
<td>Production Management + Design Services: Creation of event floor plan; design and build-out of event structure; securing appropriate sound, lighting, staging equipment; handling all event permits.</td>
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<tr>
<td>Promotional Materials</td>
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<tr>
<td>Publications/Subscriptions</td>
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<tr>
<td>Radio Media Tour</td>
<td></td>
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<tr>
<td>Research</td>
<td></td>
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<tr>
<td>Satellite Media Tour</td>
<td></td>
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<tr>
<td>T-Shirts (15,700 Black T-Shirts w/graphic)</td>
<td></td>
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<tr>
<td>Venue rental – 4 days</td>
<td></td>
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</tbody>
</table>
Thank you.