GENERAL SERVICES ADMINISTRATION
FEDERAL ACQUISITION SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICELIST

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.

Advertising & Integrated Marketing Solutions (AIMS)
FSC GROUP 541

Contract Number: **GS-23F-0275L**

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

Contract Period: **July 30, 2006 through July 29, 2011***
** NCSI is in option year period 1 with two (5 year) option periods remaining to be exercised.*

Contractor:	**National Conference Services, Inc.** 5565 Sterrett Place, Suite 200 Columbia, MD 21044-2686 443.561.2400 (p) 443.561.2440 (f)
Website:	www.ncsi.com
Business Size:	Small
Contract Administrator:	Christine E Stambaugh, Vice President, Government Services & Operations and Chief Security Officer
Email:	stambaugh@ncsi.com

*****National Conference Services, Inc. participates in GSA's Disaster Recovery Program*****

CUSTOMER INFORMATION:

1a. Awarded Special Item Number(s):

Special Item Number (SIN)	**Description**
541-4D	Conference, Events & Tradeshow Planning Services
541-2000	Other Direct Costs

* See awarded GSA Pricing beginning on Page 4.

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply: See item 6 below.

1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item: See labor category descriptions beginning on page 7.

2. Maximum Order: $1,000,000

3. Minimum Order: $100

4. Geographic Coverage (delivery area): Domestic and Overseas delivery provided.

5. Point of Production: Columbia, MD

6. Discount from List Prices or Statement of Net Price: Government net prices (discounts already deducted). See awarded GSA Pricing beginning on Page 4.

7. Quantity Discounts:

For Service Package Pricing Only

Dollar Volume	Discount
$150K ≤ $250K	2%
$250K ≤ $400K	3%
$400K +	4%

8. Prompt Payment Terms: N/A

9a. Government Purchase Cards are accepted below the micro-purchase threshold.

9b. Government Purchase Cards are accepted above the micro-purchase threshold.

10. Foreign Items: None

11a. Time of Delivery: Specified on the Task Order.

11b. Expedited Delivery: Items available for expedited delivery are noted in this price list.

11c. Overnight/2-Day Delivery: Consult with Contractor

11d. Urgent Requirements: Consult with Contractor

12. FOB Point(s): Destination

13a. Ordering Address:

National Conference Services, Inc.
5565 Sterrett Place, Suite 200
Columbia, MD 21044

13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment Address:

National Conference Services, Inc
P.O. Box 64466, ATTN: Lockbox
Baltimore, MD 21264-4466

15. Warranty Provisions: Standard Commercial Warranty

16. Export Packing charges: Not applicable

17. Terms and conditions of Government Purchase Card Acceptance: Consult with Contractor

18. Terms and conditions of rental, maintenance, and repair: Not applicable

19. Terms and conditions of installation: Not applicable

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: Not Applicable

20a. Terms and conditions for any other services: Not applicable

21. List of service and distribution points: Not applicable

22. List of participating dealers: Not applicable

23. Preventive maintenance: Not applicable

24. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: Not applicable

25. Data Universal Number System (DUNS) Number: 049343234

26. National Conference Services, Inc. is registered in the Central Contract Registration (CCR) database.

GSA PRICING
SIN 541-4D CONFERENCE, EVENTS & TRADESHOW PLANNING SERVICES

No-Cost Contract. NCSI can offer ***NO COST CONTRACTING*** services to the Government. No cost contracting is applicable to SIN 541-4D. NCSI may choose to provide all services as required by the task order at no cost to the Government. In this case, NCSI is entitled to keep all of the registration, exhibition,

sponsorship and/or other fees collected as payment for performance under the task order and the Government's liability for payment of services under the task order is a fixed price of $0.00 “zero dollars."

Labor Category	GSA Pricing
Program Manager	$125.86
Technical Expert	$118.00
Project Manager	$110.13
Senior Event Manager	$91.25
Graphic Designer	$91.25
Event Manager	$78.66
Support Staff	$37.76

*Prices Shown Herein are Net (discount deducted)

SERVICE PACKAGE PRICING

* All prices shown herein are Net (discount deducted).
** Note: No-Cost Contract - the Contractor may choose to provide all services below as required by the task order at no cost to the Government.

I. COMPLETE CONFERENCE PLANNING AND PRODUCTION SERVICES

a. Up to 250 Attendees; $39,583.29 (GSA Rate)
b. 251 to 500 Attendees; $72,569.37 (GSA Rate)
c. 501 to 750 Attendees; $98,958.23 (GSA Rate)
d. 751 to 1000 Attendees; $118,749.88 (GSA Rate)
e. Per person charge for each additional attendee over 1000; $52.78 (GSA Rate)

II. COMPLETE ON-SITE EXHIBITION PLANNING AND PRODUCTION SERVICES WITH OPTIONAL SEMINAR(S)

A. ONE DAY, ON-SITE AT THE CLIENTS AGENCY
1. Up to 25 Exhibitor Tables; $15,806.45 (GSA Rate)
2. 26 to 35 Exhibitor Tables; $22,129.22 (GSA Rate)
3. 36 to 50 Exhibitor Tables; $31,613.86 (GSA Rate)
4. Per table charge for each additional table over 50; $632.37 (GSA Rate)

B. TWO CONSECUTIVE DAYS, ON-SITE AT THE CLIENTS AGENCY, SAME VENDORS ON BOTH DAYS
1. Up to 25 Exhibitor Tables; $23,710.63 (GSA Rate)
2. 26 to 35 Exhibitor Tables; $33,195.27 (GSA Rate)
3. 36 to 50 Exhibitor Tables; $47,420.31 (GSA Rate)
4. Per table charge for each additional table over 50; $948.08 (GSA Rate)

III. COMPLETE ON-SITE CAREER FAIR PLANNING AND PRODUCTION SERVICES

A. ONE DAY, ON-SITE AT THE CLIENTS AGENCY
1. Up to 15 Employer Tables; $47,499.95 (GSA Rate)
2. 16 to 25 Employer Tables; $50,138.84 (GSA Rate)
3. 26 to 40 Employer Tables; $52,777.73 (GSA Rate)

B. TWO CONSECUTIVE DAYS, ON-SITE AT THE CLIENTS AGENCY, SAME EXHIBITORS ON BOTH DAYS
1. Up to 15 Employer Tables; $63,333.27 (GSA Rate)

2. 16 to 25 Employer Tables; $68,611.04 (GSA Rate)
3. 26 to 40 Employer Tables; $71,249.93(GSA Rate)

IV. COMPLETE ON-SITE PROCUREMENT OPPORTUNITIES FAIR AND NETWORKING BREAKFAST, WITH OPTIONAL SEMINAR(S) PLANNING AND PRODUCTION SERVICES

Fixed Price $52,777.73

- Up to 100 Exhibitors
- Up to 20 Government Counseling Tables
- Up to 300 Networking Breakfast Attendees
- Up to 3 Seminars to Run Concurrently With Exhibits

V. COMPLETE CONFERENCE EXHIBITION PLANNING AND PRODUCTION SERVICES

A. ONE DAY, AT THE CONFERENCE SITE
1. Up to 25 Exhibitor Tables; $14,534.99 (GSA Rate)
2. 26 to 35 Exhibitor Tables; $19,917.35 (GSA Rate)
3. 36 to 50 Exhibitor Tables; $28,451.99 (GSA Rate)
4. Per table charge for each additional table over 50; $569.04 (GSA Rate)

B. TWO CONSECUTIVE DAYS, AT THE CONFERENCE SITE, SAME VENDORS ON BOTH DAYS
1. Up to 25 Exhibitor Tables; $21,339.47 (GSA Rate)
2. 26 to 35 Exhibitor Tables; $29,913.45 (GSA Rate)
3. 36 to 50 Exhibitor Tables; $42,677.99 (GSA Rate)
4. Per table charge for each additional table over 50; $853.08 (GSA Rate)

541-2000 OTHER DIRECT COSTS

This contract may be modified at any time to add/delete/change ODC(s) as appropriate to respond to a task order.

PRINTING

- Programs (one color ink); $1249/500
- Agendas (one-color ink); $860/550
- Attendee lists (up to 20 pages stapled); $455/400
- Brochure (four-colored); $3199/1500
- Handouts; $315/1000
- Pocket Folders; $2277/1100
- Note pads (plain, no watermark or logo, 5 x8); $415/10000
- Resume books (up to 100 pages); $1043/25

CONFERENCE FACILITIES, AV & REFRESHMENTS

- Room use fees (2500 square foot); $6000/6 days/room
- Coffee & Teas; $40/gallon
- Bakery Fresh Donuts; $28/dozen
- Bagels and Cream Cheese; $24/dozen
- Assortment of Cookies; $2/each
- Two-hour Reception (Open Bar); $40/person
- Two-hour Reception (Cash Bar); $25/person
- Early, Mid-morning & Afternoon Breaks; $23.46/person
- Telephone line (regular phone line); $198/line/up to 5 days
- Laptop or Computer; $210/day

- Tables (skirted 6 or 8 foot table); $30/tabletop/day
- Booths ((8x10) with pipe and drape); $100/booth/day
- Security Guard; $22/hour
- Shuttle Transportation; $1280/2 coaches/2 days

PROMOTIONS AND ADVERTISING SPACE & TIME

- Production of radio advertisements; $95-$225/1 hour - $55-$115 each additional hour
- Display ads in mainstream newspapers; $3350 - $4150/ad/day
- Classified ads in mainstream newspapers; $148/ad/day
- Display ads in university newspapers; $441/ad/day
- Classified ads in university newspapers; $7/ad/day
- Trade journal/magazine ads; $1304 $13650/ad
- Radio ads; $222 - $500/min
- Production of TV advertisements; $120 - $275/1 hour
- TV ads; $1000 - $10000/30 seconds
- Web/Internet banners; $2250/each
- Web classified advertisements; $415/each
- Mobile (truck) billboard ads; $5230/3 days (including set-up)
- Event sponsorships; $2500/room
- Billboard/marquee ads; $2600/month
- CBD announcements; $5 - $18/placement

PREMIUMS

- Canvas Tote Bag; $3961/500 quantity
- Plastic Tote Bag; $1531/2000 quantity
- Nametag Pouch; $.28 - $.51/each

SPEAKERS EXPENSES

- Speaker Fees; $7500/appearance
- Transportation; $40/hour

AWARD AND RECOGNITION MEMENTOS

- Plaques or Trophies; $45.98/each

PHOTOGRAPHY

- Photographer; $312/3 hours

LABOR CATEGORY DESCRIPTIONS
541-4D CONFERENCE, EVENTS & TRADESHOW PLANNING SERVICES

Program Manager

A program manager typically has 7 or more years of experience in the event planning field, with at least 2 of those years in an executive management position. A program manager typically assumes responsibility for reviewing timelines and requirements for performance compliance, personnel assignments, and logistical plans. This frequently entails reviewing subcontracts, writing post-performance reviews, and analyzing business effects and post-event budget performance.

Technical Expert

A technical expert is usually highly educated with 10+ years of experience consulting in a specific field. A technical expert is frequently responsible for developing and overseeing the program content of an event.

This person is a widely recognized technical expert, who speaks with an authority in a specific discipline or area of expertise. A technical expert typically has a demonstrated ability to communicate his/her extensive industry knowledge in order to shape thinking and provide leadership and vision.

Project Manager

A project manager typically has 3-7 years of experience in the event management industry, with increasing levels of responsibility. A project manager frequently prepares a performance timeline outlining requirements and assuring compliance, assigns personnel, and develops logistical plans. A project manager may also negotiate subcontracts, compile post-performance information, and prepare budget-impact analysis.

Senior Event Manager

A senior event manager typically has 1-3 years of experience in the event management field, and is beginning to assume oversight responsibilities. A senior event manager will often review invoices, coordinate website development and updates, handle logistical planning (catering, directions, on-site visits, etc.), and prepare registration materials and premiums.

Graphic Designer

A graphic designer is usually a highly skilled individual and typically is responsible for designing printed materials to include graphics, logos, advertisements, brochures, marketing and promotional material, etc. The graphic designer works closely with the project manager in order to produce information that promotes the intended message or image.

Event Manager

Logistic planning (event and facility point-of-contact, catering functions, meeting requirements and layouts, etc.), oversee the design/publishing/printing of event agenda/program guide, develop and produce audio advertising, oversee registration preparation, advertising/promotional campaigns, handling phone inquires, meetings/telephone correspondence with sponsors/clients, progress updates, oversee printing of promotional campaign materials, post-event follow-up, event set-up, on-site event management. An event manager may review invoices, assist to coordinate website developments and updates, handle logistical planning (catering, directions, on-site visits, etc.), and prepare registration materials and premiums under supervision of senior event manager or project manager

Support Staff

Support staff typically provides administrative, clerical or logistical services under close supervision. Such duties include processing registrations and follow-up, data entry, handling phone inquires, event management, on-site event management, assembling of promotions and on-site distributions.