

FEDERAL SUPPLY SCHEDULE CONTRACT

Advertising and Integrated Marketing Solutions

General Services Administration

Authorized Federal Supply Schedule Price List

Schedule 541
Advertising & Integrated Marketing Solutions



(Shown in Advantage as MC-2)

Your Partner in Advertising and Integrated Marketing Solutions!

Video / Film Production
Exhibit Design and Implementation
Integrated Services including: Media Planning, Creative Multimedia
Campaigns, Advertising, Public Relations, Web Based Marketing,
Specialized Marketing

Contract Number GS-23F-0302K

Special Items Numbers (SINS)

541-1000 Other Direct Costs

541-4B Video / Film Production Services

541-4C Exhibit Design and Implementation Services

541-5 Integrated Marketing Services

Contract period: June 1, 2005 through May 31, 2010

Business Size: Large

Revised: March 29, 2005

MC-2

**Your Partner in
ADVERTISING & INTEGRATED
MARKETING SOLUTIONS
including:**

Video / Film Production
Exhibit Design Implementation
Integrated Services including: Media Planning,
Creative Multimedia Campaigns, Advertising, Public
Relations, Web Based Marketing,
Specialized Marketing

**U.S. GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST
ADVERTISING & INTEGRATED MARKETING SOLUTIONS**

1. GENERAL SERVICES ADMINISTRATION

FCXA-S7-990001-N

Advertising & Integrated Marketing Solutions

FSC Class: 541

Contract Number GS-23F-0302K

Contract period: June 1, 2005 through May 31, 2010

Contractor: MC-2

500 Interstate West Pkwy.

Lithia Springs, GA 30122

800/332-9452 ext. 308

770/745-1001 Phone

770/745-1223 Fax

Contract administration source: John Bassett

Business size: Large

TABLE OF CONTENTS

A. Customer Information

B. The GSA Advertising & Integrated Marketing Solutions Schedule

C. MC-2 - The Power To Shape Ideas

D. Description of Services

541-4B Video/Film Production Services

541-4C Exhibit Design & Implementation Services

541-5 Integrated Marketing Services

541-1000 Other Direct Costs

E. Price Lists

F. How to Contact Us

A. CUSTOMER INFORMATION

1. Table of awarded special item number (SINS)
 - i. 541-4B Video/Film Production Services
 - ii. 541-4C Exhibit Design & Implementation Services
 - iii. 541-5 Integrated Marketing Services
 - iv. 541-1000 Other Direct Costs

Prices shown in price lists, are net, all discounts deducted.
2. Maximum order: \$1 Million Dollars; requirements exceeding this maximum order amount may be ordered under this contract pursuant to clause I-FSS-125. (September 1999)
3. Minimum order: \$100.00
4. Geographic coverage: USA and Worldwide
5. Point(s) of production: MC-2 and customer locations
6. Discount from list prices or statement of net price: All prices herein are net, see attached price lists.
7. Quantity discounts: MC-2 may offer volume discounts on large dollar orders. Exact discount and terms maybe negotiated on individual task orders.
 - a. Rebate Back Media Commissions: If MC-2 receives media commissions/quantity/volume discounts on an order it will rebate it to the ordering agency.
8. Prompt payment terms: 2% 15 days, net 30 days.
9. Notification that Government purchase cards are accepted below the micro-purchase threshold:
 - a. Government purchase cards are accepted for orders under \$2,500
 - b. Notification that Government purchase cards are or are not accepted for orders above the micropurchase threshold:

Government purchase cards are accepted if an order does not exceed a total of \$5,000.00. Other use of the Government purchase card may be accepted in the discretion of MC-2.

10. Foreign items: N/A
11. Time of delivery: To be negotiated with the ordering agency on each task order.
 - a. Expedited Delivery: Contact MC-2 for rates for expedited delivery.
 - b. Overnight and 2nd day delivery: Contact MC-2 for rates for overnight and 2nd day delivery.
 - c. Urgent Requirements: Contact MC-2 for rates for faster delivery or rush requirements.
12. F.O.B. point(s): Destination
13. Ordering address: MC-2
500 Interstate West Pkwy.
Lithia Springs, GA 30122
Attn: John Bassett

Toll Free: 800/322-9452 ext. 308
Ph: 770/745-1001
Fax: 770/745-1223
Email: jbassett@mc-2online.com
14. Payment address: Should Electronic Funds Transfer (EFT) payment be available, MC-2 requests that the EFT payments be sent as follows:

PNC Bank
ABA# 031207607 / PNC Bank
Lockbox A/C#8019342744
Beneficiary: Creative Management Services d/b/a MC-2

Should EFT not be available, the payment address is the same as the ordering address above.
15. Warranty provision: The contractor warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.
16. Export packing charges: To be determined, if applicable.
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micropurchase level): See #9 a. and b. above.
18. Terms and conditions of rental, maintenance, and repair: To be determined with the ordering agency, if applicable.

19. Terms and conditions of installation: To be determined with the ordering agency, if applicable.
20. Terms and conditions of repair parts, etc.: N/A
 - a. Terms and conditions for any other services: N/A
21. List of service and distribution points: N/A
22. List of participating dealers: N/A
23. Preventative maintenance: N/A
24. Year 2000 (Y2K) compliant: yes
25. Environmental attributes: N/A
26. Data Universal Number System (DUNS) number: 046272675
27. Notification regarding registration in Central Contractor Registration (CCR) database:

MC-2 is registered in the Central Contractor Registration (CCR) under Creative Management Services d/b/a MC-2.

B. THE GSA ADVERTISING & INTEGRATED MARKETING SOLUTIONS SCHEDULE

This Federal Supply Service (FSS) Schedule makes buying Advertising & Integrated Marketing Services easy for U.S. Government and other FSS users. Firms like MC-2, awarded contracts under the schedule, have already been through the GSA procurement process and have agreed to terms and conditions, including pricing.

Some of the advantages of using the Schedule:

- **Vendor has been prequalified by GSA.**
- **Procurement lead time to obtain services is substantially reduced.**
- **Orders can be placed directly with the vendor after the ordering agency has made its selection.**

C. MC-2 – THE POWER TO SHAPE IDEAS

Face-to-Face. In a fast-paced, high-tech, high-volume environment, there's no better way to create a lasting impression than connecting directly with your audiences:

- *In ways that inform, educate and delight*
- *In ways that sell*
- *Information that endures*
- *Strategies that work*
- *Promotions that sell*

The products and concepts that change the world all start out as great ideas. Now, MC-2 brings you the power to shape ideas — because the success of the ideas you start with depends entirely upon the idea your audience ends up with.

MC-2 gives you the Advertising & Integrated Marketing Solutions partner you need to insure your success in:

- *Tradeshows, Exhibits, Conferences and Event Planning*
- *Market Research, Press and Public Information*
- *Graphic Design, Photography and Production*
- *Videotape and Film Production*
- *Radio, Television and Outdoor Advertising*
- *Web Development, Design and Maintenance*
- *Exhibit Design & Implementation Services*

D. DESCRIPTION OF SERVICES

SIN 541-4B VIDEOTAPE AND FILM PRODUCTION SERVICES

MC-2 can provide videotape and film production services in order to inform the public and Government agencies about the latest products, services, and/or issues. Videotape and film production includes but is not limited to writing, directing, shooting, arranging for talent, narration, music and sound effects, duplication, distribution, video scoring and editing. The required formats in which to film or duplicate may include but are not limited to 16mm film, 35mm film, betacam, CD-ROM, DVD, and/or VHS. MC-2 can film in studios, on location, live shows, or events.

SIN 541-4C EXHIBIT DESIGN AND IMPLEMENTATION SERVICES

MC-2 develops and implements all phases of trade shows and exhibit design and production. Exhibit design and implementation is provided for all sizes of exhibits and shows, ranging from small portable exhibits to very large multi-level exhibits and for small conference-type exhibits to very large shows encompassing more than 1,000 exhibits. We employ a creative design staff to conceptualize and design all exhibits and materials required for trade shows, conferences or other marketing endeavors. We have an in-house staff of production engineers to actually build the design from a variety of materials, including wood, plastic, metal, glass, etc. A wide selection of carpet and draping, as well as all levels of padding, are maintained at our facility for customers to inspect and choose for their shows. We coordinate transportation and storage of exhibits for a number of companies. Our staff provides set-up and dismantling of exhibit property as well as cleaning, prepping and storing exhibit property for future use. We can provide all types of lighting and media equipment for these exhibits.

SIN 541-5 INTEGRATED MARKETING SERVICES

MC-2 has the capabilities to provide a full range of services. MC-2, as required, will provide all phases, from conceptualization to execution of marketing, media and public information services. It provides for a broad range of services that may be required by Federal Government agencies for short and long term integrated marketing campaigns.

MC-2 can create solutions using strategically targeted marketing tactics which may include media plans and creative multimedia execution of campaigns using the following types of services, but not limited to: radio, television, outdoor advertising, web site, commercial art/graphic design, photography, trade shows/exhibits and conference and events planning, direct mail, market research, press and public relations, and videotape and film production.

MC-2 can provide commercial art (custom or stock), graphic design, and special effects that educate the consumer market about a product or service. MC-2 can also, as required, update, rewrite and/or edit materials and products. Type of services may include but are not limited to developing conceptual design and layouts, sketches, drawings, publication designs, typographic layouts and artwork including electronic artwork.

Pursuant to the GSA contract, ordering agencies should use Special Item Number 541-5 (Advertising & Integrated Marketing Solutions) when the ordering agency's task order requires two (2) or more SINs.

SIN 541-1000 OTHER DIRECT COSTS

MC-2 offers a variety of quality products to complete your Advertising & Integrated Marketing Services project.

E. PRICE LISTS FOR SPECIAL ITEM NUMBERS:

541-4B Videotape and Film Production Services

541-4C Exhibit Design and Implementation Services

541-5 Integrated Marketing Services

541-1000 Other Direct Costs

Note: Prices shown herein are net (discount deducted).

Government Hourly Schedule Rates

If the ordering agency chooses to purchase 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.

**SIN 541-4B VIDEOTAPE AND FILM PRODUCTION SERVICES and
SIN 541-4C EXHIBIT DESIGN AND IMPLEMENTATION SERVICES**

LABOR/TASK CATEGORY	GOVERNMENT HOURLY RATE	GOVERNMENT DAY RATE
Video Film Specialist		\$717.90
Research Consultant	\$71.79	
Creative Writer	\$76.58	
Multi-Media Designer	\$59.92	
Technical Director		\$861.48
Audio Engineer		\$430.74
Video Engineer		\$430.74
Grip/Gaffer	\$57.44	
Executive Producer		\$1,435.79
Production Assistant	\$33.52	

DESCRIPTION	GOVERNMENT DAY RATE
Studio Camera Package Ikegami HL55A Cameras 18 CCD Tripod Trax Adaptor Studio kit w/ handlebars, grips, viewfinder CCU-M7 120m CCU Cable	\$856.45
Sony Battery Package (4) Sony NP-18 Batteries Sony Battery Charger	\$50.38

DESCRIPTION	GOVERNMENT DAY RATE
Anton Bauer Battery Package 6 Anton Bauer NP-13 Batteries 1 Anton Bauer Battery Belt 2-piece Smart Charger 2 Belt Adapter Cables	\$75.56
Anton Bauer Lighting Package 1 Anton Bauer Battery Belt AB Lighting Package w/ light, cable & stud Anton Bauer Battery Belt Wall Charger	\$50.38
Crossrental Hydra Pods	\$403.03
Panasonic AG 1980P S-VHS Deck	\$125.94
Panasonic PV-S7670 S-VHS Deck w/ Auto Repeat	\$75.56
Sony PVW 2650 Beta SP Player w/ Dynamic Tracking	\$403.03
Sony PVW 2800 Beta SP Record/Edit Deck	\$503.79
Sony BVW-70	\$454.41
Sony BVW-75	\$554.17
Extron BGB 118+ VGA Interface	\$55.12
Extron BGB 202xi Dual VGA Interface	\$75.56
Extron SW2AR 2x1 RGBS Switcher	\$50.38
Extron ADA6 / 300MX RGBS 1x6 Distribution Amp	\$75.56
Inline 3012 1x2 RGBS Distribution Amp	\$25.19
Videotek VDA-16 Composite Video Distribution Amp	\$25.19
Sony DSC 1024G Scan Converter w/ Gen-lock	\$352.66
Panasonic WR220 6x1 Composite Switcher	\$40.30
Grass Valley 250 Switcher System with support, Switcher racks, Transmission QC, Camera system rack, VTR System rack	\$3,776.41
Sigma 4x4 Component Router (For on stage monitors)	\$125.94
Sony PVE-500 Edit Controller	\$125.94
Overhead to Video Transfer Unit	\$251.90
Cannon 40 to 1 Lens	\$705.30
Slide to Video Transfer Unit	\$251.90
On Q Computer for stage monitors	\$176.33
Teleprompter System for Cameras	\$176.33

DESCRIPTION	GOVERNMENT DAY RATE
LIGHTING & POWER EQUIPMENT	
220 amp 3 Phase Distro w/ Tails & Feeder	\$176.33
100 amp 3 Phase Distro w/ Tails & Feeder	\$151.14
100 amp 3 Phase Distro w/ Feed Through, Tails, Feeder	\$176.33
50' 2/0 5-wire Feeder	\$35.26
Set of 5 Camiok T's	\$25.19
STAGING EQUIPMENT	
5'x30"x7' Scaffolding	\$25.19
5'x5'x7' Scaffolding	\$50.38
Base Feet	\$1.01
Screw Jacks	\$5.04
10' Pipe	\$5.04
Thomas 10' 12"x12" box truss for delay screens	\$65.50
36x30 Black Sharktooth Scrim	\$176.33
10.5'x14' Rear Projection Screen	\$75.55
6'x8' Front Projection Screen	\$50.38
12'x16' Front Projection Screen	\$251.90
16' High Black Drape @ \$15 per panel	\$15.11
5' High Black Drape @ \$10 per panel	\$10.07
Director's chairs	\$50.36
BACK-UP EQUIPMENT	
Shure UHF Wireless Combo Unit	\$55.11
SALEABLE ITEMS	
Black Gaffers Tape	\$12.60
Grey Gaffers Tape	\$12.60
White Gaffers Tape	\$12.60
White Console Tape	\$5.04
Tie Line	\$50.38
AA batteries (24 per pack)	\$0.76
AAA batteries	\$1.01
Betacom SP 90-minute Video Tape	\$83.00
Betacom SP 30-minute Video Tape	\$27.63
VHS 120-minute Video Tape	\$13.40
MD 74-minute Audio Tape	\$4.42
EAW Speaker repair KF-650 Broken on site by local labor	\$1,010.60

Belder 8241 Cable	\$13.60
AIM 27-9100 BNC Connector	\$1.85
Stereo RCA Audio Cable	\$13.60
XLR Audio Cable	\$15.10
Split Loom Cable	\$6.03
30 Pack Wireless	\$4.53
AIM 27-8110 BNC-RCA Adapter	\$2.20
Wilson 54" Rollcart w/ 5 Shelves	\$521.42
Sony KV32S22 Monitor	\$1,057.34
Extron SW6AV	\$1,114.46
Sony S.V777HF VHS VCR	\$424.53
Avermedia Averkey 3 Plus	\$392.81

**SIN 541-4C EXHIBIT DESIGN & IMPLEMENTATION SERVICES and
SIN 541-5 INTEGRATED MARKETING SERVICES**

LABOR/TASK CATEGORY	GOVERNMENT DAY RATE	GOVERNMENT HOURLY RATE
Marketing Consultant		\$95.72
Research Consultant		\$71.79
Multi-Media Designer		\$59.82
Video Film Specialist	\$717.90	
Technical Director	\$861.48	
Audio Engineer	\$430.74	
Video Engineer	\$430.74	
Grip / Gaffer		\$57.44
Executive Producer	\$1,435.79	
Production Assistant		\$33.52
Graphic Designer		\$81.37
AutoCAD Specialist		\$86.14
Creative Writer		\$76.58
Research Specialist / Coordinator		\$33.52
Project Manager	\$526.46	
Foreman	\$478.60	
Decorator		\$38.28
Designer		\$81.39
Project Supervisor	\$717.90	
Carpenter		\$61.26
Tradeshow / Exhibit Hall Coordinator		\$90.93
Conference Planner		\$95.72
Conference Coordinator		\$62.21
Conference Assistant		\$38.28
Registration Assistant		\$26.72

**SIN 541-4C EXHIBIT DESIGN & IMPLEMENTATION SERVICES and
SIN 541-1000 OTHER DIRECT COSTS**

DESCRIPTION	GOVERNMENT DAY RATE
30"x40" Backlight inkjet prints mounted to 1/8" milk plexi	\$229.23
4'x8' Inkjet printed banners	\$787.12
3'x6' Inkjet printed banners	\$465.51
24"x36" Backlight inkjet prints mounted to 1/8" milk plexi	\$179.15
2'x4' Inkjet printed banners	\$394.96
30"x40" Vinyl (up to 3 colors) Backlights applied to 1/8" milk plexi	\$197.49
24"x36" Vinyl (up to 3 colors) Backlights applied to 1/8" milk plexi	\$145.99
4'x8' Vinyl banner (up to 3 colors)	\$616.43
3'x6' Vinyl banner (up to 3 colors)	\$391.44
2'x4' Vinyl banner (up to 3 colors)	\$231.34
4'x8' Inkjet print mounted to 1/8" white sentra	\$770.90
4'x8' Inkjet print mounted to 1/2" white gatorboard	\$808.98
4'x8' Vinyl (up to 3 colors) applied to 1/8" white sintra	\$504.30
4'x8' Vinyl (up to 3 colors) applied to 1/2" white gatorboard	\$542.38
28"x44" Inkjet prints mounted to 3/16" white gatorplast	\$227.81
28"x44" Vinyl (up to 3 colors) applied to 3/16" white gatorplast	\$179.95
14"x17" Inkjet prints mounted to card stock	\$81.76
28"x44" Vinyl (up to 3 colors) applied to card stock	\$162.22
14"x17" Vinyl (up to 3 colors) applied to card stock	\$72.65
Vinyl Appliques (per color)	\$0.12/sq. inch

F. HOW TO CONTACT US:

MC-2

Attn: John Bassett, Federal Account Manager

1-800-332-9452, ext. 308

1-770-745-1001 (phone)

1-770-745-1223 (fax)

jbassett@mc-2.com (e-mail)

<http://www.mc-2.com> (website)