



GENERAL SERVICES ADMINISTRATION
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST
ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)
FCXA-M2-030001-B



Advertising & Integrated Marketing Solutions (AIMS)
FSC Class: 541

Contract Number's:

GS-23F-0325P for SINs 541-1, 541-2, 541-4B & 541-1000

GS-23F-0326P for (Set Aside) SINs 541-3

Contract Period: July 8, 2004 to July 7, 2009

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

ConnectLive Communications, Inc.

43720 Trade Center Place, Suite 140

Dulles, VA 20166-2189

Telephone: (703) 661-1900

Toll-Free: (800) 222-LIVE

E-mail: Federal@ConnectLive.com

Fax: (703) 661-4014

Website: <http://www.ConnectLive.com>

Business Size: Small

POC: Michael Lessin

Pricelist current through Modification #AO01, dated 02/27/08.

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!TM, a menu-driven database system. The INTERNET address for GSA Advantage!TM is: <http://www.gsaadvantage.gov>

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Pricelist dated 27 February 2008, incorporates awarded Mod #AO01, for the revision of ConnectLive Communication, Inc.'s corporate address.

CUSTOMER INFORMATION

FSS SIN(s): 541-1, 541-2, 541-4B & 541-1000 and 541-3 (small business set aside)
Contract Number: GS-23F-0325P; GS-23F-0326P
Contract Period: July 8, 2004 to July 7, 2009
Contractor's Name: ConnectLive Communications, Inc.
Contractor's Address: 43720 Trade Center Place, Suite 140 Dulles, VA 20166-2189
Phone Number: (703) 661-1900
Business Size Small
Data Universal Numbering System (DUNS): 061774167
Type of Contractor: Small Business
Woman Owned Small Business: No
Contractor's Taxpayer Identification Number (TIN): 54-1989051
CAGE Code(s): 1LTS7

1a. Proposed Special Item Number(s):

SIN	SET ASIDE SIN DESCRIPTION	Descriptions	Rates
541-3	Web Based Marketing Services (includes webcasting)	See Products and Services Pricing Sheets at the end of this Pricelist.	

SIN	SIN DESCRIPTION	Descriptions	Rates
541-1	Advertising Services	See Products and Services Pricing Sheets at the end of this Pricelist.	
541-2	Public Relations Services		
541-4B	Video/Film Production Services		
541-1000	Other Direct Costs		

1b. Prices shown are NET Prices; Basic Discounts have been deducted.

1c. ConnectLive Communications, Inc.'s Hourly or Session/Per Incident Rates (Off-Site):

<i>SIN</i>	<i>Order Number</i>	<i>Labor Category Title</i>	<i>ConnectLive Rates Effective 07/08/2007</i>
HOURLY RATES			
541-1,2,3 & 4B	CC001	Program Manager	\$111.23
541-1,2,3 & 4B	CC002	Subject Matter Expert 1	\$161.79
541-1,2,3 & 4B	CC003	Subject Matter Expert 2	\$187.07
541-1,2,3 & 4B	CC004	Subject Matter Expert 3	\$212.35
541-1,2,3 & 4B	CC005	Web Technical Specialist 1	\$85.95
541-1,2,3 & 4B	CC006	Web Technical Specialist 2	\$106.17
541-1,2,3 & 4B	CC007	A/V Technician 1	\$45.50
541-1,2,3 & 4B	CC008	A/V Technician 2	\$50.56
541-1,2,3 & 4B	CC009	A/V Technician 3	\$55.61
541-1,2,3 & 4B	CC010	Camera Operator	\$161.79
541-1,2,3 & 4B	CC011	Sound Technician	\$85.95
541-1,2,3 & 4B	CC012	Director/Technical Director	\$106.17

See Pages 18 -19 for more information on Labor Category Descriptions & Rates.

INCIDENTAL ITEMS USED FOR MEDIA PRODUCTION PURPOSES FOR ALL SPECIAL ITEM NUMBERS UNDER THIS CONTRACT

For additional information please contact Michael Lessin at (703) 661-1900

The labor hours cited above do not include supplies, materials, or other incidental costs. The following non-labor hour costs associated with services provided are awarded:

Other Direct Costs (ODC's) / Incidental items are an integral part of the web casting, teleconferencing and video/film production and conference task orders in the communications business. Other Direct Costs (ODC's) / Incidental Items that are sometimes utilized in production settings include:

Item #	Qty.	Unit(s)	SIN	Incidental Items	GSA Price/IFF
IN 0001	1	Hr	541-1000	Satellite Rental (All Items are NTE Amounts per Hour)	\$2,200.00
IN 0002	1	Hr	541-1000	Captioning Rental (All Items are NTE Amounts per Hour)	\$1,525.00

Awarded non-labor costs are comprised of the components as described above and are directly applicable to the service provided. Agency orders may alter the type, quality, and timing of each component and thus result in a lower price for specific requirements. The Contractor is advised that based on the specific task identified at the task order level, Clause 552.238-76 Price Reduction may be used to provide a proposed fixed price to the agency to more accurately reflect the actual work required. Orders may not exceed the awarded non-labor costs as specified above without a modification to this contract.

2. **Maximum Order:** The maximum dollar value per task order for all services is: \$ 1,000,000
3. **Minimum Order:** \$100.00
4. **Geographic Scope of Contract:** The geographic scope of this contract is on a worldwide basis and as specified in the task order(s) placed by the ordering agency. Overseas service rates will be negotiated between the Contractor and the ordering agency.
5. **Point(s) of Production:** See Chart at the end of the Pricelist.
6. **Statement of Net Prices:** Labor Rate prices shown in this Pricelist are NET Prices.
7. **Quantity Discounts:** ConnectLive may negotiate discounts on orders that exceed that maximum order value.
8. **Prompt Payment Terms:** Net 30 Days
- 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:** Not Applicable
- 11a. **Time of Delivery:** Products: As Negotiated with Agency

- 11b. Expedited Delivery:** As Negotiated with Agency
- 11c. Overnight and 2-Day Delivery:** As Negotiated with Agency
- 11d. Urgent Requirements:** As Negotiated with Agency
- 12. F.O.B Point(s):** Destination
- 13a. Contractor's Ordering Address:**
ConnectLive Communications, Inc.
43720 Trade Center Place, Suite 140
Dulles, VA 21066-2189
Attn: Michael Lessin
(703) 661-1900 Phone
(800) 222-LIVE (Toll Free)
(703) 661-4014 Fax
- 13b. Ordering Procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).
- 14. Contractor's Payment Address:** ConnectLive Communications, Inc.
43720 Trade Center Place, Suite 140
Dulles, VA 21066-2189
- 15. Warranty Provision:** Not Applicable
- 16. Export Packaging Charges:** Not Applicable
- 17. Terms and Conditions of Government Purchase Card Acceptance:** Not Applicable
- 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:** Not Applicable
- 20a. Terms and Conditions of any other Services:** Not Applicable
- 21. Service and Distribution Points:** See last page of this Pricelist
- 22. Participating Dealers:** None
- 23. Preventative Maintenance:** None
- 24a. Environmental Attributes:** Not Applicable
- 24b. Section 508 Compliance:** Not Applicable
- 25. Data Universal Numbering System (DUNS):** 061774167
- 26. ConnectLive Communications, Inc. is registered with the Central Contractor Registration (CCR) Database.**

CONNECTLIVE COMMUNICATIONS, INC. PROFESSIONAL SERVICES

ConnectLive provides highly reliable and robust digital video/audio transmission and archival services. We transmit and receive public and private content globally through multiple methods: camera production crews, satellite, high-speed secure wireless, fiber optic circuits, and via the internet.

<i>Services Offered</i>	<i>Description</i>
<i>Web Design Services</i>	<p>ConnectLive delivers thousands of major live and archived webcasts with transmissions which can be easily and instantly integrated into client internet and intranet web sites. Content accessible through the web can be password protected, encrypted, or made available to the general public and press, if desired.</p> <p>ConnectLive owns and operates an extensive array of servers in order to deliver the finest quality transmission and archival.</p>
<i>Press & Public Relations</i>	<p>ConnectLive assists customers in the development of effective technical and information strategies to provide maximum access to local and national media.</p>
<i>Radio, TV & Public Service Announcement Services</i>	<p>ConnectLive provides various live transmission services on a daily basis to the major television broadcast networks.</p>
<i>Videotape & Film Production services</i>	<p>ConnectLive provides top quality digital video/audio production and transmission services. We provide the highest-quality special event video transmission originating from our single or multi-camera production crews (location or in-house). For continuous 24x7 broadcasts, ConnectLive installs and operates custom video/audio acquisition and live transmission systems.</p> <p>ConnectLive organizes and delivers one and/or two-way satellite video/audio conferences, including on-site video production combined with multiple uplinks and downlinks in order to enable an organization to have high-resolution face-to-face video meetings.</p>
<i>ConnectLive Custom and Wireless Solutions</i>	<p>ConnectLive offers high-speed wireless live video transmission services, as well as custom video/audio transmission applications.</p>

ORDERING GUIDE FOR OUR CUSTOMERS

A SUMMARY OF HOW TO USE GSA SCHEDULES

This GSA Advertising & Integrated Marketing Solutions (AIMS) Schedule can be easily utilized to gain access to contractors for required services. Task Orders may be put in place quickly and efficiently by the Ordering Agency Contracting Officer. This summary reflects the ordering procedures provided in the following section.

- ◆ **Step 1: Identify the Requirement:** The Technical or Project Officer identifies a requirement and prepares a Statement of Work (SOW). This is sent to the contracting office that the agency will use. This contracting office can be within its own agency, an outside agency, or a GSA Regional contracting office.
- ◆ **Step 2a: Placing Small Task Orders of \$2500 or Less:** A Task Order may be placed directly with the GSA Schedule holder chosen to perform the effort, by the Ordering Agency.

OR

- ◆ **Step 2b: Large Task Orders Over \$2500:** The Technical or Project Officer prepares a Request for Quotation (RFQ) for the contracting office. This RFQ can use a simplified format for a contractor to respond to items such as experience, project schedule, cost, staffing, technical and/or logistics support requirements. Often the RFQ is tailored to minimize the effort expended by the contractors. The RFQ should be sent to three approved GSA AIMS schedule holders offering the required services.
- ◆ **Step 3: Contractors Submit Proposals:** Proposals may include cost, schedule, staffing, logistics concerns and technical requirements requested by the Ordering Agency to provide the requirements of the GSA Special Item Numbers (SIN) being requested under the Schedule. Oral presentations are encouraged by GSA. Resumes are usually only provided upon specific request of the Ordering Agency.
- ◆ **Step 4: Evaluate Proposals and Select a Contractor(s):** The Technical or Project Officer and the Contracting Officer evaluate the responses received and make contractor selection(s) based upon the best value. At times, the Ordering Agency may select multiple contractors or possibly a teaming arrangement of contractors. The Ordering Agency may even select several contractors to provide certain portions of the project using different GSA schedules.
- ◆ **Step 5: Placing a Task Order With the Contractor(s):** Once the Ordering Agency has selected its best value contractor(s), a Task Order may be issued to them immediately.

For more details on ordering services, go to <http://fss.gsa.gov/schedules> and see the Reference Section for the MAS Owner's Manual.

ORDERING PROCEDURES FOR SERVICES (REQUIRING A STATEMENT OF WORK) (MAR 2003)

FAR 8.402 contemplates that GSA may occasionally find it necessary to establish special ordering procedures for individual Federal Supply Schedules or for some Special Item Numbers (SINs) within a Schedule. GSA has established special ordering procedures for services that require a Statement of Work. These special ordering procedures take precedence over the procedures in FAR 8.404 (b)(2) through (b)(3).

When ordering services over \$100,000, Department of Defense (DOD) ordering offices and non-DOD agencies placing orders on behalf of DOD must follow the policies and procedures in the Defense Federal Acquisition Regulation Supplement (DFARS) 208.404-70 – Additional ordering procedures for services. When DFARS 208.404-70 is applicable and there is a conflict between the ordering procedures contained in this clause and the additional ordering procedures for services in DFARS 208.404-70, the DFARS procedures take precedence.

GSA has determined that the prices for services contained in the contractor's price list applicable to this Schedule are fair and reasonable. However, the ordering office using this contract is responsible for considering the level of effort and mix of labor proposed to perform a specific task being ordered and for making a determination that the total firm-fixed price or ceiling price is fair and reasonable.

A. When ordering services, ordering offices shall —

1. Prepare a Request (Request for Quote or other communication tool):

- i. A statement of work (a performance-based statement of work is preferred) that outlines, at a minimum, the work to be performed, location of work, period of performance, deliverable schedule, applicable standards, acceptance criteria, and any special requirements (i.e., security clearances, travel, special knowledge, etc.) should be prepared.
- ii. The request should include the statement of work and request the contractors to submit either a firm-fixed price or a ceiling price to provide the services outlined in the statement of work. A firm-fixed price order shall be requested, unless the ordering office makes a determination that it is not possible at the time of placing the order to estimate accurately the extent or duration of the work or to anticipate cost with any reasonable degree of confidence. When such a determination is made, a labor hour or time-and-materials quote may be requested. The firm-fixed price shall be based on the prices in the schedule contract and shall consider the mix of labor categories and level of effort required to perform the services described in the statement of work. The firm-fixed price of the order should also include any travel costs or other direct charges related to performance of the services ordered, unless the order provides for reimbursement of travel costs at the rates provided in the Federal Travel or

Joint Travel Regulations. A ceiling price must be established for labor-hour and time-and-materials orders.

- iii. The request may ask the contractors, if necessary or appropriate, to submit a project plan for performing the task, and information on the contractor's experience and/or past performance performing similar tasks.
- iv. The request shall notify the contractors what basis will be used for selecting the contractor to receive the order. The notice shall include the basis for determining whether the contractors are technically qualified and provide an explanation regarding the intended use of any experience and/or past performance information in determining technical qualification of responses.

2. Transmit the Request to Contractors:

Based upon an initial evaluation of catalogs and price lists, the ordering office should identify the contractors that appear to offer the best value (considering the scope of services offered, pricing and other factors such as contractors' locations, as appropriate) and transmit the request as follows:

- (i) The request shall be provided to at least three (3) contractors if the proposed order is estimated to exceed the micro-purchase threshold, but not exceed the maximum order threshold.
- (ii) For proposed orders exceeding the maximum order threshold, the request shall be provided to an appropriate number of additional contractors that offer services that will meet the agency's needs.
- (iii) In addition, the request shall be provided to any contractor who specifically requests a copy of the request for the proposed order.
- (iv) Ordering offices should strive to minimize the contractors' costs associated with responding to requests for quotes for specific orders. Requests should be tailored to the minimum level necessary for adequate evaluation and selection for order placement. Oral presentations should be considered, when possible.

3. Evaluate Responses and Select the Contractor to Receive the Order:

After responses have been evaluated against the factors identified in the request, the order should be placed with the schedule contractor that represents the best value. (See FAR 8.404)

(B) The establishment of Federal Supply Schedule Blanket Purchase Agreements (BPAs) for recurring services is permitted when the procedures outlined herein are followed. All BPAs for services must define the services that may be ordered under the BPA, along with delivery or performance time frames, billing procedures, etc. The potential volume of orders under BPAs, regardless of the size of individual orders, may offer the ordering office the opportunity to secure volume discounts.

When establishing BPAs, ordering offices shall—

(1) Inform contractors in the request (based on the agency's requirement) if a single BPA or multiple BPAs will be established, and indicate the basis that will be used for selecting the contractors to be awarded the BPAs.

(i) **SINGLE BPA:** Generally, a single BPA should be established when the ordering office can define the tasks to be ordered under the BPA and establish a firm-fixed price or ceiling price for individual tasks or services to be ordered. When this occurs, authorized users may place the order directly under the established BPA when the need for service arises. The schedule contractor that represents the best value should be awarded the BPA. (See FAR 8.404)

(ii) **MULTIPLE BPAs:** When the ordering office determines multiple BPAs are needed to meet its requirements, the ordering office should determine which contractors can meet any technical qualifications before establishing the BPAs. When establishing multiple BPAs, the procedures in (a)(2) above must be followed. The procedures at (a)(2) do not apply to orders issued under multiple BPAs. Authorized users must transmit the request for quote for an order to all BPA holders and then place the order with the BPA holder that represents the best value.

(2) **Review BPAs Periodically:** Such reviews shall be conducted at least annually. The purpose of the review is to determine whether the BPA still represents the best value. (See FAR 8.404)

(C) The ordering office should give preference to small business concerns when two or more contractors can provide the services at the same firm-fixed price or ceiling price.

(D) When the ordering office's requirement involves both products as well as executive, administrative and/or professional, services, the ordering office should total the prices for the products and the firm-fixed price for the services and select the contractor that represents the best value. (See FAR 8.404)

The ordering office, at a minimum, should document orders by identifying the contractor from which the services were purchased, the services purchased, and the amount paid. If other than a firm-fixed price order is placed, such documentation should include the basis for the determination to use a labor-hour or time-and-materials order. For agency requirements in excess of the micro-purchase threshold, the order file should document the evaluation of Schedule contractors' quotes that formed the basis for the selection of the contractor that received the order and the rationale for any trade-offs made in making the selection.

**USA COMMITMENT TO PROMOTE
SMALL BUSINESS PARTICIPATION
PROCUREMENT PROGRAMS**

PREAMBLE

ConnectLive Communications, Inc. provides commercial products and services to the Federal Government. We are committed to promoting participation of small, small disadvantaged and women-owned small businesses in our contracts. We pledge to provide opportunities to the small business community through reselling opportunities, mentor-protégé programs, joint ventures, teaming arrangements, and subcontracting.

COMMITMENT

To actively seek and partner with small businesses.

To identify, qualify, mentor and develop small, small disadvantaged and women-owned small businesses by purchasing from these businesses whenever practical.

To develop and promote company policy initiatives that demonstrate our support for awarding contracts and subcontracts to small business concerns.

To undertake significant efforts to determine the potential of small, small disadvantaged and women-owned small business to supply products and services to our company.

To insure procurement opportunities are designed to permit the maximum possible participation of small, small disadvantaged, and women-owned small businesses.

To attend business opportunity workshops, minority business enterprise seminars, trade fairs, procurement conferences, etc., to identify and increase small businesses with whom to partner.

To publicize in our marketing publications our interest in meeting small businesses that may be interested in subcontracting opportunities.

We signify our commitment to work in partnership with small, small disadvantaged and women-owned small businesses to promote and increase their participation in Federal Government contracts.

To accelerate potential opportunities please contact:
Michael Lessin at ConnectLive Communications, Inc. at Phone: (703) 661-1900; Fax: (703) 661-4014; or Email: Federal@ConnectLive.com

BPA NUMBER _____

(CUSTOMER NAME)
BLANKET PURCHASE AGREEMENT

Pursuant to GSA Federal Supply Schedule Contract Number(s) _____, Blanket Purchase Agreements, the Contractor agrees to the following terms of a Blanket Purchase Agreement (BPA) EXCLUSIVELY WITH (Ordering Agency):

(1) The following contract items can be ordered under this BPA. All orders placed against this BPA are subject to the terms and conditions of the contract, except as noted below:

MODEL NUMBER/PART NUMBER

***SPECIAL BPA DISCOUNT/PRICE**

(2) Delivery:

DESTINATION

DELIVERY SCHEDULE/DATES

(3) The Government estimates, but does not guarantee, that the volume of purchases through this agreement will be _____.

(4) This BPA does not obligate any funds.

(5) This BPA expires on _____ or at the end of the contract period, whichever is earlier.

(6) The following office(s) is hereby authorized to place orders under this BPA:

OFFICE

POINT OF CONTACT

(7) Orders will be placed against this BPA via Electronic Data Interchange (EDI), FAX, or paper.

(8) Unless otherwise agreed to, all deliveries under this BPA must be accompanied by delivery tickets or sales slips that must contain the following information as a minimum:

(a) Name of Contractor;

(b) Contract Number;

(c) BPA Number;

(d) Model Number or National Stock Number (NSN);

(e) Task/Delivery Order Number;

(f) Date of Purchase;

(g) Quantity, Unit Price, and Extension of Each Item (unit prices and extensions need not be shown when incompatible with the use of automated systems; provided, that the invoice is itemized to show the information); and

(h) Date of Shipment.

(9) The requirements of a proper invoice are specified in the Federal Supply Schedule contract. Invoices will be submitted to the address specified within the task/delivery order transmission issued against this BPA.

(10) The terms and conditions included in this BPA apply to all purchases made pursuant to it. In the event of an inconsistency between the provisions of this BPA and the Contractor's invoice, the provisions of this BPA will take precedence.

BASIC GUIDELINES FOR USING “CONTRACTOR TEAM ARRANGEMENTS”

Federal Supply Schedule Contractors may use “Contractor Team Arrangements” (see FAR 9.6) to provide solutions when responding to a customer agency requirements.

These Team Arrangements can be included under a Blanket Purchase Agreement (BPA). BPAs are permitted under all Federal Supply Schedule contracts.

Orders under a Team Arrangement are subject to terms and conditions of the Federal Supply Schedule Contract.

Participation in a Team Arrangement is limited to Federal Supply Schedule Contractors.

Customers should refer to FAR 9.6 for specific details on Team Arrangements.

Here is a general outline on how it works:

- The customer identifies their requirements.
- Federal Supply Schedule Contractors may individually meet the customers needs, or -
- Federal Supply Schedule Contractors may individually submit a Schedules “Team Solution” to meet the customer’s requirement.
- Customers make a best value selection.

SIN DESCRIPTIONS

DESCRIPTION OF ADVERTISING SERVICES (SPECIAL ITEM NUMBER 541-1)

Services provided under this SIN will promote public awareness of an agency's mission and initiatives, public understanding of complex technical and social issues, dissemination of information to industry and consumer advocacy groups and engaging in recruitment campaigns. This SIN encompasses various advertising methods to include, but not limited to advertising objective determination, message decision/creation, media selection and advertising evaluation. Some of the typical tasks involved in the development and execution of an advertising campaign may include:

- Advertising objective determination: Providing consultation services that identify the direct objectives to develop strategies for conducting the advertising campaign in order to provide the best methods of public education. Typical tasks associated with this phase include the identification of the target market, their response and target frequency to align with available budget.
- Message decision/creation: Accomplishing the advertising objectives to develop the advertising message and corresponding collateral.
- Media selection: Conducting market research to identify the appropriate media vehicle (print, radio, television, etc.) in promoting the agency's message. Typical tasks may include, but are not limited to:
 - Direct Mail Services: Incorporates effective timing of messages, a method of reaching prospects directly, and diversity in advertising formats. Services may include: address list compilation; addressing services; test mailing services; warehousing/clearinghouse services; and mail advertising services including direct mail and postage (most economical means to the government). Using the Coding Accuracy Support System software and National Change of Address to match addresses with the U.S. Postal Service database may be required.
 - Outdoor Marketing and Media Services: Will promote agencies' advertising and integrated marketing efforts. Types of services may include but are not limited to: painted and/or electronic displays; posters; billboards (both standard and electronic); banners; bulletins; balloons; skywriting; and bumper stickers. Also, assembling, repairing and maintaining displays may be required. Novelty items in conjunction with advertising services are also included. Examples of advertising sites are: all modes of transit such as buses to include exterior and interior panels; train and subway stations; taxi tops; truck trailers; sporting events; airport displays; and kiosks.
 - Broadcast Media (Radio, TV and Public Service Announcements (PSA): Promotes public awareness and/or prepares the consumer market for a product or service. These services may cover the full spectrum of services necessary from conception to implementation of the broadcast media. Examples of typical tasks are: development of radio or television announcements; creative development of draft scripts and storyboards; TV monitoring; paid advertising; media buying; instantaneous satellite services; and ad placement verification services.
- Advertising evaluation: Effectively measures the success of the advertising campaign through various methods.
- Related activities to advertising services.

**DESCRIPTION OF PUBLIC RELATIONS SERVICES
(SPECIAL ITEM NUMBER 541-2)**

Services include, but are not limited to: providing customized media and public relation services such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as: background materials, press releases, speeches and presentations, and press kits. Other related services may fall under the following categories:

- Conducting Press Conferences
- Scheduling broadcast and/or print interviews
- Press, Public Relations and Crisis Communications
- Media Training: Training of agency personnel to deal with media & media responses
- Media Alerts
- Press clipping services
- Related activities to public relation services

**DESCRIPTION OF WEB BASED MARKETING SERVICES
(SPECIAL ITEM NUMBER 541-3)**

Develop strategies for an agency to provide the maximum use of their Internet capabilities. Typical tasks may involve the consultation, development and implementation of the following typical web based tasks:

- Website Design and Maintenance Services
- Search Engine Development
- E-mail Marketing
- Interactive Marketing
- Web Based Training
- Web Casting
- Video Conferencing via the web
- Section 508 compliance: including Captioning Services
- On-Line Media Management
- Related activities to electronic marketing services

All phases of Web Based Marketing may be required. Content and execution may also be required to be in more than one language and in accessible formats for the physically challenged, i.e., Section 508 requirements for Web Based Marketing Services.

Media will also be provided in a format that is compatible with the ordering agency's software requirements. Continual web site updates and maintenance may also be required.

**DESCRIPTION OF SPECIALIZED MARKETING SERVICES
(SPECIAL ITEM NUMBER 541-4B)**

These services will inform the public and Government agencies about the latest products, services, and/or issues. Typical tasks are: writing; directing; shooting; arranging for talent/animation; narration; music and sound effects; duplication; distribution; video scoring; and editing. Filming in studios, on location, live shows, or events may be required. Various formats of output will be provided in accordance with agency's request, which may include:

- Industry Standard Formats
- DVD
- CD-ROM
- Video Streaming Development

**DESCRIPTION OF OTHER DIRECT COSTS
(SPECIAL ITEM NUMBER 541-1000)**

Other direct costs (ODCs) are expenses other than labor hours, which may be handled in-house or through subcontracting that are necessary to complete a project.

To the extent possible, all anticipated ODCs associated with performance within the scope of the contract should be offered and have an established contract price. All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule service. Possible ODCs may include items such as audiovisual equipment, facility rental, commercial production, media costs, booth space rental, etc. that are associated with the services to be performed under the schedule contract. Note: the category of "miscellaneous" is not an acceptable ODC and will not be awarded under this Special Item Number. However, with appropriate documentation, GSA Schedule contracts may be modified at any time to add a new ODC(s) as appropriate to respond to a task order. ODCs not approved on schedule may not be included as part of a GSA Schedule order.

See Labor Category Descriptions that Follow.

CONNELIVE COMMUNICATIONS, INC. LABOR CATEGORY DESCRIPTIONS

Order #	Labor Category Title	Minimum Experience	Minimum Education	Functional Responsibilities
CC001	Program Manager	5 years of project related experience	Bachelor's degree or equivalent experience	Management oversight and coordination for overall project. Plans and manages project support, sets schedules, reviews and edits content, monitors output, coordinates delivery of end product.
CC002	Subject Matter Expert 1	8 years of project related experience	Bachelor's degree or equivalent experience	Consultation on highly specialized, leading edge technologies and methodologies.
CC003	Subject Matter Expert 2	10 years of project related experience	Bachelor's degree or equivalent experience	Consultation on highly specialized, leading edge technologies and methodologies.
CC004	Subject Matter Expert 3	12 years of project related experience	Advanced degree or equivalent experience	Consultation on highly specialized, leading edge technologies and methodologies.
CC005	Web Technical Specialist 1	2 years of project related experience	Bachelor's degree, specialized certifications, or equivalent experience	Designs and develops web and user interfaces, integrates multimedia products, knowledge of page-layout programs.
CC006	Web Technical Specialist 2	4 years of project related experience	Bachelor's degree, specialized certifications, or equivalent experience	Designs and develops web and user interfaces, integrates multimedia products, knowledge of page-layout programs.
CC007	A/V Technician 1	2 years of project related experience	HS diploma and specialized certifications, or equivalent experience	Set up, install, test, maintain, and operate lighting, audio, and video equipment.
CC008	A/V Technician 2	4 years of project related experience	Bachelor's degree, specialized certifications, or equivalent experience	Set up, install, test, maintain, and operate lighting, audio, video, and computer equipment.
CC009	A/V Technician 3	6 years of project related experience	Bachelor's degree, specialized certifications, or equivalent experience	Set up, install, test, maintain, and operate lighting, audio, video, and computer equipment.
CC010	Camera Operator	5 years of project related experience	Bachelor's degree, specialized certifications, or equivalent experience	Camera shooting (live and remote) and Electronic News Gathering (ENG).
CC011	Sound Technician	3 years of project related experience	HS diploma and specialized certifications, or equivalent experience	Set up, install, test, maintain, and operate audio equipment.
CC012	Director/Technical Director	5 years of project related experience	Bachelor's degree, specialized certifications, or equivalent experience	Site coordination and management for event. Mixes different audio/visual sources and brings the elements together in the completed product.

CONNECTLIVE COMMUNICATIONS, INC. 5 YEAR BASE RATE SUMMARY FOR AIMS

Order Number	Labor Category Title	Off-Site Rates Proposed 07/08/2004	Off-Site Rates Proposed 07/08/2005	Off-Site Rates Proposed 07/08/2006	Off-Site Rates Proposed 07/08/2007	Off-Site Rates Proposed 07/08/2008
CC001	Program Manager	\$99.74	\$103.43	\$107.26	\$111.23	\$115.34
CC002	Subject Matter Expert 1	\$145.08	\$150.45	\$156.01	\$161.79	\$167.77
CC003	Subject Matter Expert 2	\$167.75	\$173.96	\$180.39	\$187.07	\$193.99
CC004	Subject Matter Expert 3	\$190.42	\$197.46	\$204.77	\$212.35	\$220.20
CC005	Web Technical Specialist 1	\$77.07	\$79.93	\$82.88	\$85.95	\$89.13
CC006	Web Technical Specialist 2	\$95.21	\$98.73	\$102.38	\$106.17	\$110.10
CC007	A/V Technician 1	\$40.80	\$42.31	\$43.88	\$45.50	\$47.19
CC008	A/V Technician 2	\$45.34	\$47.01	\$48.75	\$50.56	\$52.43
CC009	A/V Technician 3	\$49.87	\$51.72	\$53.63	\$55.61	\$57.67
CC010	Camera Operator	\$145.08	\$150.45	\$156.01	\$161.79	\$167.77
CC011	Sound Technician	\$77.07	\$79.93	\$82.88	\$85.95	\$89.13
CC012	Director/Technical Director	\$95.21	\$98.73	\$102.38	\$106.17	\$110.10

CONNECTLIVE COMMUNICATIONS, INC. PRODUCTS AND SERVICES INFORMATION

SIN	MFR Name	Part #	Qty.	Unit of Issue	Description	GSA Price	Wrnty	Prod Point
	*							
					VIDEO WEBCAST PACKAGES			
	*							
541-3	ConnectLive	SWP1	1	EA	Studio Webcast Package I In-house production Archived webcast High and low bandwidth Web page for gateway and access Master tape	\$4,290.35	N/A	US
	*							
541-3	ConnectLive	SWP2	1	EA	Studio Webcast Package II In-house production Archived webcast (dual window) High and low bandwidth Web page for gateway and access Indexed/synchronized video with PowerPoint slides Section 508 compliant Master tape	\$8,614.13	N/A	US
	*							
541-3	ConnectLive	VWP1	1	EA	Video Webcast Package I Live and archived webcast - downlinked High and low bandwidth Web page for gateway and access (All satellite orders are non-refundable once ordered. The customer will be responsible for the non-refundable booking costs incurred, in the event of a cancellation.)	\$2,006.18	N/A	US
	*							
541-3	ConnectLive	VWP2	1	EA	Video Webcast Package II Live and archived webcast - video services High and low bandwidth Web page for gateway and access Master tape This package uses existing, pre-installed ConnectLive connectivity (sold separately).	\$5,510.77	N/A	US

SIN	MFR Name	Part #	Qty.	Unit of Issue	Description	GSA Price	Wrnty	Prod Point
541-3	ConnectLive	VWP3	1	EA	Video Webcast Package III Archived webcast - video services High and low bandwidth Web page for gateway and access Master tape Connectivity	\$6,383.92	N/A	US
	*							
541-3	ConnectLive	VWP4	1	EA	Video Webcast Package IV Archived webcast - advanced video services High and low bandwidth Web page for gateway and access Master tape Connectivity	\$8,658.00	N/A	US
	*							
541-3	ConnectLive	VWP5	1	EA	Video Webcast Package V Live and archived webcast - video services High and low bandwidth Web page for gateway and access Master tape Connectivity	\$13,088.73	N/A	US
	*							
541-3	ConnectLive	VWP6	1	EA	Video Webcast Package VI Live and archived webcast - advanced video services High and low bandwidth Web page for gateway and access Master tape Connectivity	\$15,500.20	N/A	US
	*							
	*				PRODUCTION SERVICES			
	*							
541-3	ConnectLive	VTP1	1	EA	Video Tape Package I Tape duplication - VHS	\$15.86	N/A	US
	*							
541-3	ConnectLive	VTP2	1	EA	Video Tape Package II Tape duplication - BetaSP	\$128.31	N/A	US
	*							
541-3	ConnectLive	VTP3	1	EA	Video Tape Package III Tape digitization (10 Minutes)	\$430.71	N/A	US

SIN	MFR Name	Part #	Qty.	Unit of Issue	Description	GSA Price	Wrnty	Prod Point
	*				AUDIO WEBCAST PACKAGES			
	*							
541-2	ConnectLive	AWP1	1	EA	Audio Webcast Package I Live and archived webcast for large audiences RealMedia/RealPlayer and WindowsMedia player formats Custom web page for gateway and access This package uses existing, pre-installed ConnectLive connectivity (sold separately).	\$4,406.83	N/A	US
	*							
541-2	ConnectLive	TCP1	1	EA	Telephone Conferencing Package I Live audio source Dedicated phone lines - listen-only This package uses existing, pre-installed ConnectLive connectivity (sold separately). Once a phone number is assigned to the event, the customer will be responsible for the non-refundable booking costs incurred in the event of a cancellation.	\$704.54	N/A	US
	*							
541-2	ConnectLive	TCP2	1	EA	Telephone Conferencing Package II Live audio source Dedicated phone lines - listen-only Connectivity This package uses existing, pre-installed ConnectLive connectivity (sold separately). Once a phone number is assigned to the event, the customer will be responsible for the non-refundable booking costs incurred in the event of a cancellation.	\$774.36	N/A	US
	*							
541-2	ConnectLive	TCP3	1	EA	Telephone Conferencing Package III Live audio source Dedicated phone lines - Q&A This package uses existing, pre-installed ConnectLive connectivity (sold separately). Once a phone number is assigned to the event, the customer will be responsible for the non-refundable booking costs incurred in the event of a cancellation.	\$2,123.31	N/A	US
541-2	ConnectLive	TCP4	1	EA	Telephone Conferencing Package IV Live audio source Dedicated phone lines - Interactive Q&A Connectivity Once a phone number is assigned to the event, the customer will be responsible for the non-refundable booking costs incurred in the event of a cancellation.	\$2,921.95	N/A	US

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