



## Federal Supply Schedule

### ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)

#### Program Description

541 4 Specialized Marketing Services

- 541-4D Conference, Events and Tradeshow Planning Services (Small Business Set-Aside)

Services include the making of all necessary arrangements for conferences, seminars and trade shows.

#### Quick Facts

- **Contract Number:** GS-23F-0373P
- **Contract Types:** GSA Multiple Award Schedules (MAS) Fixed Price, T&M Task Orders
- **Period of Performance:** August 2004-2009
- **User Agencies:** All Federal Government Agencies

#### Scope of Services

Under the AIMS Conference, Events and Tradeshow Planning Services EDJ provides the following event-marketing services:

- Project Management;
- Coordination and implementation of third party participation;
- Collection management of third party payment for participation;
- Liaison support with venue;
- Audiovisual and information technology support;
- Topic and speaker identification;
- Site location research;
- Reservation of facilities;
- On-site meeting and registration support;
- Editorial services;
- Automation and telecommunications support;
- Design and editing productions; and
- Mailing and other communication with attendees including pre-post meeting mailings/travel support and computer database creation.



#### Advantages

- Innovative solutions for your conferences, events and tradeshow;
- Application of Best Practices, strategies, and tactics;
- Extraordinary past performance record;
- Highly qualified and experienced staff with cutting edge skills;
- Management that knows and cares about every project and employee; and
- Competitive rate structure.

Contact us for Labor Rates.

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#### Government Contacts

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## Federal Supply Schedule

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### EDJ Advertising and Integrated Marketing Services Labor Categories

#### 541 4 Specialized Marketing Services

541-4D Conference, Events and Tradeshow Planning Services (Small Business Set-Aside)

##### **Technical Staff**

Project Director

Marketing Specialist

Sr. Meeting Professional

Meeting Coordinator

Travel Coordinator

Facilitator

Sr. Program Specialist

Program Specialist

##### **Support Staff**

IT Specialist

Information Management Specialist

Database Management Specialist

Technical Writer/Editor

Writer/Editor

Transcriber



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### About the GSA Advertising and Integrated Marketing Services (AIMS) Federal Supply Schedule

The GSA Multiple Award Schedules (MAS) offer incredible contracting benefits to the Federal government including:

- Selection based on “Best Value” An unimpeded relationship between the agency and the contractor Competition requirements have been met [FAR 6.102(d)(3)] when at least three schedule contractors are contacted
- Authorized price lists reflect ceiling pricing –ask for additional discounts
- Requirements to synopsise on FedBizOpps have been met Schedule orders count towards small business goals
- Blanket Purchase Agreements can be used to customize your solution Contractor teaming arrangements allow a total solution approach to meet your needs.

#### How is purchasing from the GSA Schedule better than purchasing on the open market?

1. Streamlining. Administrative time is greatly reduced. No synopsis or RFP is required.
2. Confidence. GSA has already determined the vendors to be technically competent.
3. Best Value. Schedule contractors offer Most Favored Customer hourly rates that GSA has pre-negotiated to be fair and reasonable.
4. Simplicity. Ordering is easy, and Government commercial credit cards are accepted in payment.

#### **REMEMBER:**

- NO: Red Tape
- NO: Search for Sources
- NO: Synopsis, NO RFP
- NO: Cost or Pricing Data
- NO: Proposal Audit
- NO: Lengthy Source Selection
- NO: Fair and Reasonable Price Determination of Vendor Hourly Rates
- NO: Debriefings, NO Protests
- YES: Quality assurance
- YES: Most Favored Customer prices
- YES: Government Credit Cards accepted
- YES: Schedule purchases apply to SBA agency goals



## Ordering using the GSA Advertising and Integrated Marketing Services (AIMS) Federal Supply Schedule

### It's as easy as 1-2-3:

1. Review the price lists of three Schedule contractors and prepare a Request for Quotes that includes a Statement of Work and asks for a firm-fixed price quote (or a labor hour quote with a ceiling price).
2. Receive the three contractor quotes (oral presentations are encouraged), consider the level of effort and mix of labor proposed to perform the specific task being ordered, and select the Best Value offeror (including past performance).
3. Place the order directly.

If you are using the GSA Schedule for the first time, actual procedures for ordering services are immediately below.

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).

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



## Ordering using the GSA Advertising and Integrated Marketing Services (AIMS) Federal Supply Schedule (Continued)

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 pricelists, 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.



## Ordering using the GSA Advertising and Integrated Marketing Services (AIMS) Federal Supply Schedule (Continued)

(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.)



## Ordering using the GSA Advertising and Integrated Marketing Services (AIMS) Federal Supply Schedule

(e) 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.

