



General Services Administration

Federal Supply Service Authorized Federal Supply Schedule Price List - 2010

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.

Schedule Title: Advertising and Integrated Marketing Solutions

FSC Group: 541

Contract Numbers: GS-23F-0199S

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

Contract Period: June 12, 2006 – June 11, 2011

Harlan Lee & Associates LLC
7700 Leesburg Pike, Suite 219
Falls Church, VA 22043
Telephone: 703.442.7727
Fax: 703.442.8199
www.hlassociates.com

Contract Administrator
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Business Size: U.S. SBA certified minority-owned Small, Disadvantaged Business

Customer Information Page

- 1a. SINS covered:
 - SIN 541-3 Web Based Marketing Services
 - SIN 541-4D Conference Events & Tradeshow Planning Services
 - SIN 541-4E Commercial Photography Services
 - SIN 541-4F Commercial Art & Graphic Design Services
- 1b. See attachment 1 for labor prices for services performed under this contract
2. Maximum order: \$1,000,000
3. Minimum order: \$100
4. Geographic coverage (delivery area): Domestic and International
5. Point of production: Falls Church, VA 22043
6. Discount from list prices or statement of net prices: Prices above are net prices and discounts are inclusive
7. Quantity discounts: Not applicable
8. Prompt payment terms: Not applicable
- 9a. Notification whether Government purchase cards are accepted at or below the micro-purchase threshold: Yes
- 9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: Yes
10. Foreign items: No prohibited foreign items to be supplied
- 11a. Time of delivery: To be negotiated at the task order level
- 11b. Expedited delivery: Items available for expedited delivery are noted in this price list
- 11c. Overnight and 2-day delivery: Overnight delivery is available
- 11d. Urgent Requirements: See contract clause I-FSS-14-B. Agencies can contact the contact for Contract Administration to obtain faster delivery.
12. F.O.B. point: Destination
- 13a. Ordering address:
 - 7700 Leesburg Pike, Suite 219
 - Falls Church, VA 22043
- 13b. Ordering Procedures: For supplies and services, the ordering procedures, information on blanket purchase agreements (BPAs) and a sample BPA can be found at the GSA/FSS schedule homepage (fss.gsa.gov/schedules).
14. Payment address:
 - 7700 Leesburg Pike, Suite 219
 - Falls Church, VA 22043
15. Warranty provision: Not applicable
16. Export packing charges: Not applicable
17. Terms and conditions of Government purchase card acceptance (any thresholds above micro-purchase level): 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 for any other services: Not applicable
21. List of services and distribution points: Not applicable

22. List of participating dealers: Not applicable
23. Preventative maintenance: Not applicable
- 24a. Special attributes such as environmental attributes: HLA is a participant in the Virginia Environmental Excellence Program (VEEP) and conducts “green conferences” and other activities with the aim of minimizing use of energy and other resources. Visit our website for additional information: www.hlassociates.com.
- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found:
Not applicable
25. Data Universal Number System (DUNS) number: 07-517-6284
26. Notification regarding registration in Central Contract Registration (CCR) database: Registered, 1N7P1

Services Offered

SIN 541-3 Web Based Marketing Services

HLA provides the following services, which are tailored to the client's needs:

- **Website design and maintenance**
- **On-line registration for events**
- **Pre- and post-conference information**
- **Weblogs**
- **Interactive marketing via the Internet**

Together with specialized vendors, HLA offers the following services:

- **Web-based training**
- **Web-casting**
- **Internet-based file sharing**

SIN 241-4D Conference Events & Tradeshow Planning Services

HLA takes a turn-key approach to conference management: HLA can provide – or obtain from specialized vendors – all necessary services to organize, conduct, and complete a conference or other event. Here is a list of general conference-related services offered:

- **Project management**
- **Coordination and implementation of third party participation**
- **Collection management of third party payment for participation**
- **Liaison support with venue, including meeting and lodging space, as well as catering**
- **Audiovisual and information technology support**
- **Logistical support**
- **Topic and speaker identification**
- **Site location research**
- **Reservation of facilities**
- **On-site meeting and registration support**
- **Conference reporting and editorial services**
- **Automation, Internet and telecommunications support**
- **Design and editing productions**
- **Mailing and other communications including pre/post meeting mailings, travel support and computer database creation**
- **Environmentally friendly and cost-effective “Green conferencing”**

SIN 541-4E Commercial Photography Services

HLA provides state-of-the-art digital still photography and scanning services:

- **Digital photography**
- **Document scanning**
- **Studio and field photography**
- **Custom editing services**

SIN 541-4F Commercial Art & Graphic Design Services

HLA provides hand-drawn and native digital artwork, as well as graphic design ready for commercial printing:

- **Conceptual design and layouts**
- **Copywriting and technical writing services**
- **Publication designs and/or typographic layout**
- **Custom or stock artwork**

Attachment 1

Awarded Contract Price List: CONTRACT GS-23F-0199S

LABOR RATES FOR JULY 21-DECEMBER 31, 2010

These labor rates apply to the following SINs:

541-3 Web-based Marketing Services

541-4D Conference Events & Tradeshow Planning Services

541-4E Commercial Photography Services

541-4F Commercial Art & Graphic Design Services

Labor Category	Description/Education Requirements	July 21-December 31, 2010
Administrative Assistant I	Description: Performs standard office tasks, as assigned, under the guidance of an office manager. Tasks include maintaining office equipment, performing data entry, copying and distributing materials. May serve as coordinator for smaller projects. Minimum Education: High School diploma or equivalent with one year of related work experience.	\$30.02
Administrative Assistant II	Description: Performs standard office tasks, as assigned, under the guidance of an office manager. Tasks include maintaining office equipment, performing data entry, copying and distributing materials. May serve as coordinator for smaller projects. Minimum Education: High School diploma or equivalent with three years of related work experience.	\$35.91
Administrative Assistant III	Description: Performs standard office tasks, as assigned, under the guidance of an office manager. Tasks include maintaining office equipment, performing data entry, copying and distributing materials. May serve as coordinator for smaller projects. Minimum Education: High School diploma or equivalent with five years of related work experience.	\$39.17
Project Manager I	Description: Responsible for planning and executing a project, and works closely with other project staff. Drafts input to status reports for the client. Works with project supervisor/manager in planning and executing a project, and supervises some project staff. Minimum Education: Bachelor's degree or equivalent in relevant field and five years of managerial experience, including one year of related managerial experience.*	\$63.13
Project Manager II	Description: Responsible for planning and executing a project, and works closely with other project staff. Drafts input to status reports for the client. Works with project supervisor/manager in planning and executing a project, and supervises some project staff. Minimum Education: Bachelor's degree or equivalent in relevant field and seven years of managerial experience, including two years of related managerial experience.*	\$80.51
Project Manager III	Description: Responsible for planning and executing a project, and works closely with other project staff. Drafts input to status reports for the client. Works with project supervisor/manager in planning and executing a project, and supervises some project staff. Minimum Education: Bachelor's degree or equivalent in relevant field and ten	\$90.98

	years of managerial experience, including three years of related managerial experience.*	
Project Manager IV	Description: Responsible for planning and executing a project, and works closely with other project staff. Drafts input to status reports for the client. Works with project supervisor/manager in planning and executing a project, and supervises some project staff. Minimum Education: Master's degree, doctoral degree, professional certification or equivalent in relevant field and more than ten years of managerial experience, including five years of related managerial experience.**	\$108.81
Senior Meeting Manager	Description: Plans and executes projects and supervises project staff, under the overall supervision of the project or program manager. Prepares and maintains the project schedule and budget, and prepares and presents status reports to the client, with the approval of the project or program manager. Minimum Education: Master's degree or equivalent in relevant field and seven years of related work experience.**	\$67.32
Subject Matter Expert I	Description: An experienced and recognized expert in a specific functional area. Responsible for the effective assessment and resolution of critical program issues. Provides high level analysis, assessment and advice on complex issues which require extensive knowledge of the contractual subject matter for effective project performance. Minimum Education: Bachelor's Degree or equivalent in relevant field and six years of related experience.*	\$93.57
Subject Matter Expert II	Description: An experienced and recognized expert in a specific functional area. Responsible for the effective assessment and resolution of critical program issues. Provides high level analysis, assessment and advice on complex issues which require extensive knowledge of the contractual subject matter for effective project performance. Minimum Education: Master's Degree or equivalent in relevant field and ten years of related experience.**	\$108.81
Subject Matter Expert III	Description: An experienced and recognized expert in a specific functional area. Responsible for the effective assessment and resolution of critical program issues. Provides high level analysis, assessment and advice on complex issues which require extensive knowledge of the contractual subject matter for effective project performance. Minimum Education: Master's Degree or equivalent in relevant field and fifteen years of related experience.**	\$168.49
Technical Specialist I	Description: Provides specific technical and/or programmatic expertise in one or more of the following areas: strategic and business planning, performance measurement, process improvement, process re-engineering, program audits and evaluations, facilitation, problem solving, meeting coordination, survey/data collection and analysis, program/project management, financial execution, scheduling, cost analysis, or risk analysis. Minimum Education: Bachelor's degree or equivalent in relevant field and one year of related work experience.*	\$59.16
Technical Specialist II	Description: Provides specific technical and/or programmatic expertise in one or more of the following areas: strategic and business planning, performance measurement, process improvement, process re-engineering, program audits and	\$70.77

	evaluations, facilitation, problem solving, meeting coordination, survey/data collection and analysis, program/project management, financial execution, scheduling, cost analysis, or risk analysis. Minimum Education: Bachelor's degree or equivalent in relevant field and three years of related work experience.*	
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*A Bachelor's Degree is equivalent to four (4) years of work experience.

**Four (4) years of work experience with a Bachelor's Degree is equivalent to a Master's Degree. Additional experience beyond a Master's Degree may be equivalent to a Doctor's Degree.