



**GENERAL SERVICES ADMINISTRATION**

**Federal Supply Service**

Authorized Federal Supply Schedule Price List

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: [GSAAvantage.gov](http://GSAAvantage.gov).

Schedule Title: **Advertising and Integrated Marketing Solutions**

FSC Group: **541**

**NAICS Code: 561920**

Contract number: **GS-23F-0092R**

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at [fss.gsa.gov](http://fss.gsa.gov).

Contract Period: **January 28, 2005 – January 27, 2010**

Contractor Name: **Giuffrida Associates, Inc.**

Address: **204 E Street NE, Washington, DC 20002**

Phone: **202-547-6340**

Fax: **202-547-6348**

Web site: <http://www.giuffrida.org>

Contact for Contract Administration:

**Michael J. Giuffrida, President**

**204 E Street NE**

Washington, DC 20002

Phone: 202-547-6340

Email: [mjq@giuffrida.org](mailto:mjq@giuffrida.org)

Business size: **Small**

Prices Shown Herein are Net (discount deducted)

Date: **February 24, 2005**

### CUSTOMER INFORMATION PAGE

1a. **541-4D: Conference Events and Trade Show Planning Services**

1b.

Position Title	Hourly Rate	Hourly Rate	Hourly Rate	Hourly Rate	Hourly Rate
	Contract Year 1	Contract Year 2	Contract Year 3	Contract Year 4	Contract Year 5
	2005	2006	2007	2008	2009
Principal	\$129.23	\$133.11	\$137.10	\$141.21	\$145.45
Web Developer	\$103.38	\$106.48	\$109.67	\$112.96	\$116.35
Associate Principal	\$86.15	\$88.73	\$91.39	\$94.14	\$96.96
Officer	\$60.30	\$62.11	\$63.98	\$65.90	\$67.87
Director	\$47.03	\$48.44	\$49.89	\$51.39	\$52.93
Senior Events/Conference Coordinator	\$44.80	\$46.14	\$47.52	\$48.95	\$50.42
Event/Conference Assistant I	\$32.31	\$33.27	\$34.27	\$35.30	\$36.36
Event/Conference Assistant II	\$28.43	\$29.28	\$30.16	\$31.06	\$32.00
Controller	\$38.77	\$39.93	\$41.13	\$42.36	\$43.63

1c.

<b>Position Title</b>	<b>Experience, Functional Responsibility and Education</b>
<b>Principal</b>	An individual who is a stockholder and works full time at Giuffrida Associates. A minimum of eight years experience as the leader of a Giuffrida Associates Team, providing event and conference planning services to clients, is required as is a Bachelors degree. Additional requirements include: an in-depth knowledge of procurement and accounting standards as well as procedures; thorough familiarity with site selection and negotiations, catering, audiovisual, decorator, exhibit management, and computer and web site processes and procedures, options to maximize customer satisfaction; and superior oral and written communications skills.
<b>Associate Principal</b>	A minimum of seven years experience in event, meeting, conference, and/or exhibit planning in a senior management capacity. This individual has an in-depth knowledge on all aspects of event planning, staff management and time management. In addition to knowledge of procurement and accounting standards and procedures; total familiarity with international as well as domestic event and conference planning practices and procedures; a working knowledge of the best uses for electronic media in delivering client services plus web site design and management; a Bachelors Degree or work experience equivalent; extensive customer relations experience; and superior oral and written communications skills. Membership in the Professional Convention Management Association, Association of Meeting Professionals, the Society of Government Meeting Planners or other professional organizations dedicated to maintaining and enhancing meeting and exhibit planning and electronic services skills.
<b>Web Developer</b>	A minimum of ten years experience designing, developing, and managing websites is required. An expertise in developing significant ecommerce systems with a specialization in designing automated features that decrease administrative time spent on registration and financial management. This individual has the ability to create specialized web programming options to cater to all event needs. A Bachelor's degree or work equivalent in addition to at least five years experience of managing and designing websites with an event

	management specialization.
<b>Officer</b>	A minimum of six years experience in event, meeting, conference, and/or exhibit planning in a senior management capacity. Additional requirements are: an in-depth knowledge of procurement and accounting standards as well as procedures; total familiarity with international as well as domestic event and conference planning practices and procedures; a working knowledge of the best uses for electronic media in delivering client services plus web site design and management; a Bachelors Degree or work experience equivalent; extensive customer relations experience; and superior oral and written communications skills. Membership in the Professional Conference Management Association, Association of Meeting Professionals, the Society of Government Meeting Planners or other professional organizations dedicated to maintaining and enhancing meeting and exhibit planning skills as well as electronic services skills.
<b>Director</b>	A minimum of four years experience in event, meeting, conference, and/or exhibit planning in a senior management capacity. A thorough knowledge of layout and design, experience negotiating and overseeing contracts with decorators and audiovisual suppliers, printers, awards companies and other event and conference services providers. Minimum educational requirement is a Bachelor's degree or work equivalent plus at least four years work experience. Working knowledge of Quark plus word-processing, data processing, graphics, presentation, and spreadsheet software and Internet tools, excellent oral and written communication skills are also required. Membership in the Professional Conference Management Association, Association of Meeting Professionals, the Society of Government Meeting Planners or other professional organizations dedicated to maintaining and enhancing meeting and exhibit planning skills as well as electronic services skills.
<b>Senior Events/Conference Coordinator</b>	An individual who serves as the principal organizational and logistics manager under the leadership of a Principal, Officer or Director. Minimum requirements include: Bachelor's degree or work equivalent, three years working experience with at least two years in a position with responsibility for event and/or conference management: working knowledge of Quark plus

	<p>word-processing, data processing, graphics, presentation, and spreadsheet software; at least two years experience supervising employees in meeting planning and management; and excellent oral and written communications skills. Membership in the Professional Conference Management Association, Association of Meeting Professionals, the Society of Government Meeting Planners or other professional organizations dedicated to maintaining and enhancing meeting and exhibit planning skills as well as electronic services skills.</p>
<p><b>Event/Conference Assistant I</b></p>	<p>An individual who provides registration, marketing media development, and such other services that a Principal, Officer, Director, or Senior Events/Conference Coordinator determines essential to meeting the needs of a client. A Bachelor's degree or work equivalent with at minimum two years experience in event/conference services is required as is a working knowledge of word-processing, data processing and spreadsheet software and excellent oral and written communications skills. Membership in the Professional Conference Management Association, Association of Meeting Professionals, the Society of Government Meeting Planners or other professional organizations dedicated to maintaining and enhancing meeting and exhibit planning skills as well as electronic services skills.</p>
<p><b>Event/Conference Assistant II</b></p>	<p>An individual who provides registration, marketing media development, and such other services that a Principal, Officer, Director or Senior Events/Conference Coordinator determines essential to meeting the needs of a client. A Bachelor's degree at minimum is required as is a working knowledge of word-processing, data processing and spreadsheet software and excellent oral and written communications skills. Membership in the Professional Conference Management Association, Association of Meeting Professionals, the Society of Government Meeting Planners or other professional organizations dedicated to maintaining and enhancing meeting and exhibit planning skills as electronic services skills is desirable. Membership in the Professional Conference Management Association, Association of Meeting Professionals, the Society of Government Meeting Planners or other professional organizations dedicated to maintaining and enhancing meeting and exhibit planning skills as well as electronic services skills.</p>

**Controller**

An individual who has at least six years experience developing, managing, and operating the financial accounting systems of non-profit, government and private enterprise companies and organizations. A Bachelor's degree or work equivalent and at least one course in the use of QuickBooks Pro and other computer accounting systems is essential as is a working knowledge of word-processing, data processing and spreadsheet software.

2. Maximum order: **\$1,000,000.00**
3. Minimum order: **\$100.00**
4. Geographic coverage (delivery area): **Domestic Delivery Only**
5. Point(s) of production (city, county, and State of foreign Country): **Washington, DC**
6. Discount from list prices or statement of net price: **A 1.00% discount is available on invoices paid in 15 days**
7. Quantity Discounts: **Not Applicable**
8. Prompt Payment Terms: **Not Applicable**
- 9a. Government purchase cards are accepted at or below the micro-purchase threshold. **Yes**
- 9b. Government purchase cards are accepted above the micro-purchase threshold. **Yes**
10. Foreign items: **Not Applicable**
- 11a. Time of Delivery: **Will be negotiated at the task order level.**
- 11b. Expedited Delivery: **Not applicable**
- 11c. Overnight and 2 day delivery: **Overnight and 2-day delivery are available.**
- 11d. Urgent Requirements: **See contract clause I-FSS-14-B. Agencies can contact the contact for contract administration to obtain faster delivery.**
12. FOB Point(s): Destination
- 13a. Ordering address(es): **Giuffrida Associates, 204 E Street NE, Washington, DC 20002**

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 GSA/FSS Schedule homepage ([fsa.gsa.gov/schedules](http://fsa.gsa.gov/schedules)).

14. Payment Address: **Giuffrida Associates, 204 E Street NE, Washington, DC 20002**

15. Warranty Provision: **Not Applicable**

16. Export packaging charges: **Not Applicable**

17. Terms and conditions of Government purchase card acceptances: **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 service and distribution points: **Not Applicable**

22. List of participating dealers: **Not Applicable**

23. Preventive Maintenance: **Not Applicable**

24a. Special attributed such as environmental attributes: **Not Applicable**

24b. EIT Standards: **Not applicable**

25. Data Universal Number System (DUNS) number: **0151862522**

26. Notification regarding registration in Central Contractor Registration (CCR) database: **Registered and registration valid until 08/03/2007.**

**Additional Information:**

**[About Giuffrida Associates](#)**

Make your conference, event or exhibit not just successful but memorable. Delivering successful events, conferences, meetings and exhibits requires meticulous attention to detail and close client coordination. With 26 years experience worldwide, the Giuffrida Associates team of experienced, knowledgeable, innovative, resourceful, satisfaction-focused professionals provides creative, customized, cost-effective planning and execution.

Employee-owned and operated since 1981, Giuffrida Associates' (GA) goal is to always exceed client expectations. According to the *Supplier Performance Report*<sup>™</sup> conducted by Dun and Bradstreet, GA scored in the top percentile achieving 95% or better in each category.

GA has planned and executed successful conferences, events and exhibits for a broad spectrum of organizations in the US, Canada, the Caribbean, and Europe, with meeting size ranging from small groups of 6-10 to more than 4,000. The venues include small boutique hotels, center city hotels, conference and convention centers, and five star resorts.

Government agencies, non-profit groups, associations, professional societies, and companies benefit from GA's meeting, event and exhibit planning services.

### **Giuffrida Associates' Services**

From site selection through post meeting evaluation and analysis, we provide a full range of services:

- Audio visual and technology support
- Automation and telecommunications support
- Collection and management of third party payments for participation
- Conference, meeting, and event summaries
- Coordination and implementation of third party participation
- Continuous communication
- Decorator, catering, and entertainment booking, support and coordination
- Exhibit planning, promotion and management
- Guest and spouse programs
- Mailing and electronic delivery of communications to participants, including pre and post meeting mailing/travel support and computer database management
- Meeting evaluation tool development and reporting, and instant attendee polling
- On-site meeting and registration support

- Pre and post planning, marketing, and editorial services
- Project management
- Public relations
- Scripting
- Site location research, reservation of facilities, and food/beverage guarantee management
- Arrange specialized services for hearing and, site impaired as well as handicapped individuals
- Sponsorship and booth sales
- Topic and speaker identification and coordination
- Transparent financials and regular reports
- Travel support
- Venue liaison, room block, contactor, and facilities management
- Web site design and maintenance (web sites are 508 compliant)

### **Government Customers (partial list)**

- 1. U.S. Department of the Interior Forest Service**
- 2. U.S. Department of the Interior, Bureau of Land Management**
- 3. U. S. Air Force**
- 4. U. S. Environmental Protection Agency**
- 5. U. S. Department of Labor**
- 6. U. S. General Services Administration, Web Manager University**
- 7. U. S. General Services Administration, Northeast and Caribbean Region**
- 8. U. S. General Services Administration, Northwest/Artic Region**

## **9. U.S. General Services Administration, Office of Governmentwide Policy**

### **What Government Customers Say:**

"All of the feedback I have received confirms my own belief that the W-4 conference in Washington, DC was an outstanding success at every level. Many delegates commented on how well organized it was, how smoothly it ran and on how much work must have occurred in advance and behind the scenes to make it all seem so effortless to the delegates. The OGP-GSA team and Giuffrida Associates worked together professionally and brilliantly to make the W-4 a first class event."

"The folks returning from San Diego have expressed to me today, how they are very pleased with your staff's professionalism and completeness in contract performance, throughout the entire period. I will report this information, in the national database for all the Dept. of the Interior, for consideration by other Government agencies, seeking the type of services you offer. You will certainly be at the top of my list, for next year's conference requirements solicitation, when that has been determined. Thanks to you and your staff for a job very well done!!!"

"I totally commend Giuffrida Associates for the quality of work and performance. The entire staff was outstanding in every aspect of what was needed for the Annual AF CBRNE Conference. The staff showed nothing but superb professionalism towards everyone they interacted with. All aspects of quality, product and service were outstanding. Support for this conference was unmatched. Total satisfaction in all areas. All timelines/deliverables were met ahead of schedule. Giuffrida Associates was at our beckon call, they were quick to respond to any questions or concerns that we had in record time. I would not want them to change one thing about how they do business."

"The quality of service to our business requirements is very good. GA's meeting planning and related services are very good. They are performed in accordance with our schedule and are flexible and effective. We are very pleased with the responsiveness of the individual performing most of the services as well as the management."

### **Non-Government Customers (partial list)**

- 1. National Society for Healthcare Food Service Management**
- 2. Association of Career Professionals International**
- 3. Association of Career Firms International**
- 4. Cheese Importers Association of America**
- 5. Professional Convention Management Association (Capital Chapter)**

- 6. Association of Convention Management Executives**
- 7. Document Security Alliance**
- 8. National Association for Information Destruction**
- 9. International Career Certification Council**
- 10. International Furnishings and Design Association**
- 11. National Association of Meal Programs**
- 12. International Telework Advisory Council**
- 13. National Frozen Food Association**
- 14. National Conference of Gerontological Nurse Practitioners**
- 15. International Symposium and Exhibition on the Separation of Proteins, Peptides and Polynucleotides**

### **What Non-Government Customers Say:**

“Giuffrida Associates provides superb talent, exceptional follow thru with a passion for their work. Their energy and enthusiasm are unsurpassed with their delivery exceeding expectations. They know the industry; know the market; and, provide a skilled team unique to meet the needs of the customer!”

“It has been my pleasure to have worked with Giuffrida Associates for the past 12 years through our Company's involvement in a leading industry association, managed by GA. The highlight of that Association's year was their annual conference, attended by 500-600 operators and supplier members. GA's skill at planning and providing top-notch conferences has been un-paralleled. Their ability to secure quality locations at reasonable cost; their skill at working with volunteer boards and committees through the planning process; and their excellent attention to detail all assure a very successful conference. As one who attends many such events in the course of a year, the GA run conference has always been exceptional.”

“The entire team for Giuffrida Associates is very accessible and easy to work with for planning, execution and evaluation. Their performance exceeded my expectations. We had our highest registration and most profitable event ever. Their actions match their words. They make it happen. Giuffrida Associates is very competent at managing large and small scale conferences doing both with ease. They are organized; pay close attention to details; and meet deadlines. They ensure that all resources are available to

meet participant needs. During my conference, they managed many challenging logistics meeting very specific event and speaker requests with ease. I would not hesitate at all to use Giuffrida Associates to manage another conference or special focused project.”

“We LOVE Giuffrida Associates and would not trade them for the world. They are efficient, professional and have a sense of humor which is needed when dealing with the complex personality of Boards. They made the Conference Team and our Board look good at every meeting. I would give them my highest recommendation.”

**###**