



GENERAL SERVICES ADMINISTRATION

Federal Supply Service

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: GSAAdvantage.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.

Contract Period: **January 27, 2015 – January 26, 2020**

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.thegateam.com>

Contact for Contract Administration:

Annette L. Summers, President

204 E Street NE

Washington, DC 20002

Phone: **202-547-6340**



Email: asummers@thegateam.com

Business size: **Small**

Prices Shown Herein are Net (discount deducted)

Customer Information Page

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

1b.

Position Title	Hourly Rate Effective 1/27/2015
Principal	\$157.21
Web Developer	\$125.77
Associate Principal	\$104.81
Officer	\$73.40
Director	\$57.22
Senior Events/Conference Coordinator	\$54.53
Conference Coordinator	\$53.78
Event/Conference Assistant I	\$39.32
Event/Conference Assistant II	\$34.59
Controller	\$47.16

1c.

Position Title	Experience, Functional Responsibility and Education
Principal	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.
Associate Principal	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.
Web Developer	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.



Officer	<p>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 a 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.</p>
Director	<p>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.</p>



<p>Senior Events/Conference Coordinator</p>	<p>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 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>Conference Coordinator</p>	<p>An individual who serves as the organizational and logistics manager under the leadership of a Principal, Officer, Director or Senior Events/Conference Coordinator. Minimum requirements include: Bachelor's degree or work equivalent, two years working experience with at least two years in a position with responsibility for event and/or conference management; working knowledge of Quark plus 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>



Event/Conference Assistant I	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.
Event/Conference Assistant II	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.
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).
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 10/31/2015.**

Additional Information

Giuffrida Associates Inc.

Synopsis of Services

Employee owned and operated since 1981, GA is a woman-owned small business providing associations, government agencies and corporations with full service association management; both in- person and virtual conference and event planning; and strategic planning services. Associates at GA invest time in getting to know each client to formulate an effective and efficient plan for definitive success.

Visit the GA [website](#) to gain insight into the business culture and take a moment to read the [success stories](#), [case studies](#) and [testimonials](#) that have made GA the successful firm it is today.

National Recognition for Services Rendered

GA has a GSA contract for Meeting, Event and Trade Show Planning Services in addition to a BPA for logistics work with both the Department of Labor and all agencies within the Department of Defense. Giuffrida Associates has an outstanding Report Card from GSA on its promising work with several Federal agencies. Likewise, the Dunn and Bradstreet "Supplier Performance Report" notes that GA scored in the top percentile achieving 95% or higher in each evaluated category.

GA has qualified memberships in the Professional Convention Managers Association, Society of Government Meeting Planners, and American Society of Association Executives among other industry organizations. These memberships allow the GA Team to stay current with industry best practices and trends as well as providing opportunities for enhancing skills and expertise.

GA has successfully managed both small and large events, from intricate meetings of less than 20 people to complex conferences involving well over 4,000 participants.

Delivering Successful and Memorable Meetings

GA's goal is to make every meeting, 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.

GA's meeting experience is very diverse having delivered meetings in every type of location from federal secure space to small boutique hotels, large center city hotels, client headquarters or offices, conference and convention centers, and five star resorts throughout the United States, the Caribbean, and Europe. From site selection through post meeting evaluation and analysis, the GA Team provides a full range of services. Visit the GA website to learn more about the specific meeting planning services we provide.

The dedicated associates at GA have the knowledge and expertise to help organizations plan for the future by taking a fresh look at client companies, identifying their strengths, weaknesses, opportunities and outside influences that affect the achievement of goals.

Providing Superior Webcasting and Online Training

The key to a successful virtual meeting is to make it interactive and engaging. If managed correctly, virtual events are one of the most cost effective and valuable ways to conduct a meeting. GA offers a diverse portfolio of virtual and web based training services for clients. Utilizing the power of technology, combined with expertise in event planning, GA provides significant high quality virtual meeting planning services.

Strategic Consulting and Facilitation

For years, the GA Team has been helping organizations grow and succeed with successful strategic planning and innovative solutions. Every organization needs a well-defined plan, including an outline of their goals and objectives and a method to achieve them, the GA Team can make that happen.

Reviews from Government Clients

"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." **US General Services Administration**

"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!!!" **Department of the Interior**

"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. 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." **United States Air Force**

"Many, many thanks for planning, organizing, equipping and executing our successful Global Medical Readiness Symposium. You all are awesome! We appreciated the user-friendly registration web site, the hours of pre-conference support, the quick turns on questions and concerns, and your attentive presence throughout our conference week. We heard multiple comments about the conference's 'smooth' operation and we credit you all with making it happen. Thank you." **United States Air Force**

"CDC would recommend GA for future meetings because of GA's high quality onsite meeting services and dedication to solving problems and high performance" **Centers for Disease Control**

"The quality of service to our business requirements is very good. GA's meeting planning and related services are very good. They are flexible and effective. We are very pleased with the responsiveness as well as the management." **General Services Administration**



"GA did a fantastic job on our Conference. They were particularly responsive to our changing needs during the run-up. GA also saved us considerable funds through negotiations with the hotel." **Department of**

Agriculture

"Your team at the Forums was amazing. I know we make it tough for you to do your jobs and somehow you guys always do a fantastic job despite the challenges." **Department of Labor**

**GIUFFRIDA ASSOCIATES GUARANTEES PERSONALIZED SERVICE,
QUICK RESPONSE AND BUDGET CONSCIOUS EXECUTION.**

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