

Current Contract Period: July 9, 2007 thru July 9, 2012

# GENERAL SERVICES ADMINISTRATION

## Federal Supply Schedule

### **ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)**

FSC Group, Part, and SIN: FSC Group 541, PART I

SIN 541-3	Web Based Marketing Services
SIN 541-4D	Conference Management Services
SIN 541-4F	Commercial Art & Graphic Design
SIN 541-1000	Other Direct Costs

**Contract Number:** GS-07F-0464T (SINs 541-3, -4D & -4F)

**Contract Number:** GS-07F-0463T (SIN 541-1000)

*For more information on ordering from Federal Supply Schedules, click on [www.fss.gsa.gov](http://www.fss.gsa.gov)*



**CABEZON**  
GROUP

Ellicott City • Maryland

[www.cabezon.com](http://www.cabezon.com)

[mike@cabezon.com](mailto:mike@cabezon.com)

*8(a)-certified Small Disadvantaged Veteran-Owned Business (VOB)*



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# **PART 1 • CUSTOMER INFORMATION**

**1a. Table of Awarded SINS**

*SIN 541-3-Web Based Marketing Services  
SIN 541-4D-Conference Management Services  
SIN 541-4F-Commercial Art & Graphic Design  
SIN 541-1000  
A description of services is provided in Part 2.*

**1b. Pricing Information**

*Pricing information for each of the above SINS is provided in Part 3.*

**2. Maximum Order**

*\$1,000,000*

**3. Minimum Order**

*\$100*

**4. Geographic Coverage (Delivery Area)**

*Continental U.S., Puerto Rico, Hawaii and Alaska*

**5. Point(s) of Production**

*City: Columbia  
County: Howard County  
State: Maryland  
Country: USA*

**6. Discount from List Price or Statement of Net Price**

*Prices shown herein are net prices (discounts are deducted)*

**7. Quantity Discounts**

*None*

**8. Prompt Payment Terms**

*Net 30 days*

**9a. Government Purchase Cards Below Micro-purchase Threshold**

*Cabazon Group will accept Government purchase cards for orders below \$2,500*

## **PART 1 • CUSTOMER INFORMATION**

- 9b. Government Purchase Cards Above Micro-purchase Threshold**  
*Cabazon will accept Government purchase cards for orders above \$2,500*
- 10. Foreign Items**  
*Not applicable*
- 11. Time of Delivery**  
*Will adhere to the delivery schedule as specified in each agency's delivery order*
- 12. F.O.B. Point(s)**  
*Destination*
- 13. Ordering Address**  
*The address to which orders shall be sent and the telephone number(s) that can be used by ordering agencies to obtain technical and/or ordering assistance are as follows:*
- Cabazon Group, Inc.**  
**6031 University Blvd., Suite 235**  
**Ellicott City, MD 21043**  
**Ph: 240-786-9130 • Fax: 410-740-3407**  
**[www.cabazon.com](http://www.cabazon.com)**  
**[mike@cabazon.com](mailto:mike@cabazon.com)**
- 14. Payment Address**  
*The payment address to which Government checks should be mailed for payment of invoices submitted under the contract is:*
- Cabazon Group, Inc.**  
**6031 University Blvd., Suite 235**  
**Ellicott City, MD 21043**  
**Ph: 240-786-9130 • Fax: 410-740-3407**  
**[www.cabazon.com](http://www.cabazon.com)**  
**[mike@cabazon.com](mailto:mike@cabazon.com)**
- 15. Terms and Conditions of Government Purchase Card Acceptance**  
*Upon proper authorized signature*
- 16. Special Attributes**  
*Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found [www.cabazon.com](http://www.cabazon.com). The EIT standards can be found at [www.Section508.gov](http://www.Section508.gov).*
- 17. Data Universal Number System (DUNS) Number**  
**14-3986672**

## PART 2 • DESCRIPTION OF SERVICES

### ABOUT CABEZON GROUP, INC.

Cabezon Group, Inc. (CGI) is an 8(a)-certified small disadvantaged Veteran-Owned Business (VOB) that provides professional marketing related services, including:

- ❖ **Web design services (SIN 541-3)**
- ❖ **Conference Management Services (SIN 541-4D)**
- ❖ **Commercial art and graphic design (SIN 541-4F)**
- ❖ **Other Direct Costs (SIN 541-1000)**

### Web Design Services

Hiring a company to create or update your Web site can be daunting. You need a qualified team with both technical knowledge and a creative spark—a team like ours at Cabezon Group.

During our years of working on Web sites for organizations large and small, in both the public and the private sectors, we have demonstrated that our Web development services can be more effective and less expensive than many in-house solutions. That's because we focus on what we do best: we listen to our customers' needs and use the most advanced Internet technologies. We deliver reliable, easy to use public or private Web sites on time and at a reasonable cost—sites that solve problems, both for the people who manage them and for those who visit.



## **PART 2 • DESCRIPTION OF SERVICES**

### **Conference Management Services**

*CGI employs consultants with certifications in Meeting Planning (CMP) and more than 25 years combined experience to deliver exceptional full life cycle meeting management services to our clients. We offer a full complement of conference management services, including pre-meeting, onsite, and post-meeting support. CGI understands that large events have small details and small events have large objectives. Our staff have planned and managed site visits and meetings, ranging from small one-person local events to large, national conferences, including workshops, advisory committee meetings, training sessions, and focus groups. They use web-based systems to assist with their client's marketing, including online registration and event promotion. Their staff prepares professional event marketing materials with their graphic design and art staff, plus develops background papers, materials, and workshop presentations for the single visitor and/or all the participants and speakers. CGI staff members arrange travel and lodging for all attendees and speakers. They make airline, train, and any ground transportation arrangements that may be necessary.*

### **Commercial Art & Graphic Design**

*Cabazon Group's commercial art and graphic design services include: logo design and identity systems, complete branding and collateral systems, design and layout of magazine and newspaper advertising, newsletter layout, website and home page designs, development of educational or training literature, multipage publications, service guides and manuals (print and digital), poster design, exhibit and display design, package or label design, signage, CD-ROM labels and sleeve or jacket holder design.*

*Cabazon Group can provide image scanning, digital vector and raster artwork, illustrations, typographic solutions, digital image retouching and enhancement, photographic and artistic montage, as well as flash and animation artwork.*

*We compose our commercial art and design service products with digital software such as primarily Quark Express, Adobe Photoshop and Adobe Illustrator, as well as Adobe InDesign, Adobe Pagemaker as needed.*

### **Other Direct Costs**

*CGI provides supplies, printed materials, shipping and other products in support of the awarded SINS.*

## PART 3 • PRICING INFORMATION

### LABOR CATEGORIES AND HOURLY RATES

LABOR CATEGORY	Hourly Rates for Base Period				
	7/9/2007-7/8/2008	7/9/2008-7/8/2009	7/9/2009-7/8/2010	7/9/2010-7/8/2011	7/9/2011-7/8/2012
Project Manager	\$95.61	\$98.48	\$101.43	\$104.48	\$107.61
Quality Assurance Analyst	\$81.29	\$83.73	\$86.24	\$88.83	\$91.49
Administrative Project Manager	\$63.00	\$64.89	\$66.84	\$68.84	\$70.91
Administrative Assistant I	\$30.48	\$31.39	\$32.34	\$33.31	\$34.31
Administrative Assistant II	\$36.58	\$37.68	\$38.81	\$39.97	\$41.17
Conference Coordinator	\$30.48	\$31.39	\$32.34	\$33.31	\$34.31
Conference Assistant II	\$60.35	\$62.16	\$64.03	\$65.95	\$67.92
Communication Specialist I	\$46.02	\$47.40	\$48.82	\$50.29	\$51.80
Exhibit Services Specialist	\$67.98	\$70.02	\$72.12	\$74.28	\$76.51
Graphic/Production Specialist II	\$41.01	\$42.24	\$43.51	\$44.81	\$46.16
Desktop Publishing Specialist	\$61.51	\$63.36	\$65.26	\$67.21	\$69.23
Web Developer	\$61.51	\$63.36	\$65.26	\$67.21	\$69.23
Senior Web Developer	\$86.09	\$88.67	\$91.33	\$94.07	\$96.90
Subject Matter Expert	\$84.33	\$86.86	\$89.47	\$92.15	\$94.91



## PART 3 • PRICING INFORMATION

### LABOR CATEGORY DESCRIPTIONS & EXPERIENCE REQUIREMENTS

#### Project Manager

**Description:** Manages single or multiple projects/tasks. Manages assigned projects to meet client requirements. Determines project scope with client and manages the design of assigned projects. Responds effectively to meet client's needs. Supports client in business and action planning. Oversees quality inspection and quality assurance activities, conducts project audits and evaluations, and recommends project-level performance standards. Manages projects, budgets, schedules, and delivery of services. Manages client relationships for teams of consultants and professionals assigned to projects and client-customer program and operations work sites.

**Minimum Education:** Bachelor's degree in business, communications, marketing or other relevant discipline.

**Minimum Experience:** 6 years; additional 4 years relevant work related experience may be substituted for degree requirements.

#### Quality Assurance Analyst

**Description:** Creates quality assurance plan for the project. Provides technical and administrative direction for personnel performing developmental projects, including the review of works for correctness, adherence to design concept and use of standards; review of project documentation to assure government standards/requirements are adhered to; and review of progress in accordance with schedules. Coordinates with the Project Manager to ensure problem solution and user satisfaction. Makes recommendations, if needed, for approval of major systems installations. Prepares milestone status reports and deliveries/presentations on the system concept to colleagues, subordinates, and end user representatives.

**Minimum Education:** Bachelor's degree in business, communications, marketing or other relevant discipline.

**Minimum Experience:** 6 years; additional 4 years relevant work related experience may be substituted for degree requirements.

## PART 3 • PRICING INFORMATION

### **Administrative Project Manager**

**Description:** Proficient in project management including human resources, financial and logistics management. Performs complex and confidential administrative duties. Organizes and directs office service and operations. Performs a variety of supervisory duties such as assigning work schedules to administrative and clerical staff, interpreting organizational policies and procedures for employees and maintaining various administrative reports. Directs department operations to prepare and retain client- and staff- related records, files, and reports in accordance with standards. Initiates cost-reduction programs. Gathers materials to prepare and interpret recurring administrative reports.

**Minimum Education:** Bachelor's degree in business, communications, marketing or other relevant discipline.

**Minimum Experience:** 4 years; additional 4 years relevant work related experience may be substituted for degree requirements.

### **Administrative Assistant II**

**Description:** Performs complex and routine administrative and clerical support duties to relieve client of administrative details. Answers routine inquiries and prepares responses to routine correspondence. Designs spreadsheets and maintains databases. Researches and compiles special reports. Requires practical knowledge of computer applications including word processing, spreadsheet, database, electronic mail, and presentation software. **Minimum Education:** Associates degree in business, communications, marketing or other relevant discipline.

**Minimum Experience:** 2 years; additional 2 years relevant work related experience may be substituted for degree requirements.



## PART 3 • PRICING INFORMATION

### Administrative Assistant I

**Description:** Performs administrative and clerical support duties to relieve client of administrative details. Types correspondence, reports, and memos. Maintains computer-based and paper files. Answers and screens telephone calls and opens and distributes mail for unit. Assists in researching and compiling special reports. Schedules and maintains calendar of appointments, meetings and travel itineraries. Resolves routine questions and problems. Requires basic knowledge of computer software applications. Requires standard typing/word processing and language skills.

**Minimum Education:** High school diploma

**Minimum Experience:** 2 years

### Conference Coordinator

**Description:** Arranges the details and logistics of meetings and conferences. Contacts hotels and other facilities to obtain meeting rooms and accommodations. Ensures that the facilities meet the specifications and obtains necessary supplies and refreshments. Attends conferences to resolve onsite problems in person.

**Minimum Education:** Bachelor's degree in business, communications, marketing or other relevant discipline.

**Minimum Experience:** 3 years; additional 4 years relevant work related experience may be substituted for degree requirements.

### Conference Assistant II

**Description:** Coordinates meeting materials. Performs special projects and functions as assigned. Works on-site to make sure all functions go as planned. Coordinates mailings on conferences. Attends meeting and takes minutes when necessary. Demonstrated ability to prioritize.

**Minimum Education:** Bachelor's degree in business, communications, marketing or other relevant discipline.

**Minimum Experience:** 1 year; additional 4 years relevant work related experience may be substituted for degree requirements.

## PART 3 • PRICING INFORMATION

### Communication Specialist I

**Description:** Provides assistance in writing and editing reports, fact sheets, manuscripts and presentations. Assists with the dissemination of informational materials to interested government parties and the public. Assists with responding to public inquiries. Assists with maintaining and updating Web site materials. Requires excellent written communication skills.

**Minimum Education:** Bachelor's degree in business, communications, marketing or other relevant discipline.

**Minimum Experience:** 2 years; additional 4 years relevant work related experience may be substituted for degree requirements.

### Exhibit Services Specialist

**Description:** Maintains day to day contact with exhibitors and vendors for conferences/meetings as well as gathering all the necessary information identified from exhibitors, vendors or the facility. Manages the floor plans and booth inventory. Assists with customer service for exhibitors, provides detailed communications before, during and after the conference, responding to exhibitor requests in a timely manner and ensuring that exhibitors comply with booth design rules and event regulations. Also coordinates the shipment for each conference. Requires ability to manage multiple priorities. Proficiency in MS Excel required.

**Minimum Education:** Bachelor's degree in business, communications, marketing or other relevant discipline.

**Minimum Experience:** 1 year; additional 4 years relevant work related experience may be substituted for degree requirements.



## PART 3 • PRICING INFORMATION

### Graphic/Production Specialist II

**Description:** Designs art and copy layout material to be presented visually in magazines, books, and newspapers; on product packaging; via television, computer monitor, Web site and CD-ROM; and by other visual communications media. Plans presentations that typically include illustrations, photographs, and text. Selects styles and sizes of type. Draws or prepares samples of proposed designs. Prepares illustrations and rough sketches. Develops stylesheets, logotypes and graphic standards for printed or published materials. Prepares a series of drawings to illustrate sequence and timing of story development for video or computer presentation. Prepares notes and instructions for desktop publishing workers who assemble layouts for printing. Designs and produces pages for Web sites. Reviews final layout and recommends improvements as necessary.

**Minimum Education:** Bachelor's degree in business, communications, marketing or other relevant discipline.

**Minimum Experience:** 4 years; additional 4 years relevant work related experience may be substituted for degree requirements.

### Desktop Publishing Specialist

**Description:** Enters text and graphics in computer to produce printed materials such as newsletters, forms, brochures and advertisements. Operates desktop publishing system to produce page proofs and reproduction masters. Lays out pages and mechanical artwork suitable for reproduction. Uses applications such as PageMaker and Quark Xpress to produce paper and film output for high-resolution printers and typesetters. Follows standards and specifications, including typography and page design, provided by client. Requires training in desktop publishing software, typography, and page layout, with skills sufficient to produce documents for external distribution.

**Minimum Education:** Bachelor's degree in business, communications, marketing or other relevant discipline.

**Minimum Experience:** 4 years; additional 4 years relevant work related experience may be substituted for degree requirements.

## PART 3 • PRICING INFORMATION

### Senior Web Developer

**Description:** *Manages large projects with two or more developers involved in the project. Designs and develops Web sites and graphics based on client's strategies/objectives. Writes catalogs, short stories, and customer support documents for inclusion in the site itself. Customizes interactive features and creates links to other Web sites. Utilizes HTML, NT, and UNIX system administration and development tools, such as Backstage Designer, Java, PERL, CGI, Visual Basic, and C/C++.*

**Minimum Education:** *Bachelor's degree in business, communications, IT, marketing or other relevant discipline.*

**Minimum Experience:** *6 years; additional 4 years relevant work related experience may be substituted for degree requirements.*

### Web Developer

**Description:** *Designs and develops Web sites and graphics based on client's strategies/objectives. Writes catalogs, short stories, and customer support documents for inclusion in the site itself. Customizes interactive features and creates links to other Web sites. Utilizes HTML, NT, and UNIX system administration and development tools, such as Backstage Designer, Java, PERL, CGI, Visual Basic, and C/C++.*

**Minimum Education:** *Bachelor's degree in business, communications, IT, marketing or other relevant discipline.*

**Minimum Experience:** *4 years; additional 4 years relevant work related experience may be substituted for degree requirements.*

### Subject Matter Expert I

**Description:** *Provides statistical analysis of marketing-related data, including but not limited to trend analysis, gap analysis, market research, performance-based analyses. Utilizes market research tools and statistical packages such as SAS and SPSS.*

**Minimum Education:** *Bachelor's degree in business, communications, mathematics, marketing or other relevant discipline.*

**Minimum Experience:** *4 years; additional 4 years relevant work related experience may be substituted for degree requirements.*

## PART 3 • PRICING INFORMATION

### OTHER DIRECT COSTS

<i>ITEM</i>	<i>Ceiling Price</i>	<i>UNIT</i>
<i>Printed Brochures</i>	<i>\$1.14</i>	<i>Per Brochure</i>
<i>Shipping</i>	<i>\$379.27</i>	<i>Per Package</i>
<i>Food &amp; Beverage Service</i>	<i>\$36.27</i>	<i>Per Person</i>
<i>Room Charges</i>	<i>\$146.95</i>	<i>Per Day</i>
<i>Internet Charges</i>	<i>\$236.11</i>	<i>Per Delivery Order</i>
<i>Supplies-Binders</i>	<i>\$4.02</i>	<i>Per Binder</i>



Online 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](http://www.GSAAdvantage.gov).



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