

# 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 is available through GSA Advantage!<sup>™</sup>, a menu-driven database system. The INTERNET address for GSA Advantage! is: <http://www.GSAAdvantage.gov>.

**Schedule Title: Federal Acquisition Schedule 541-Advertising and Integrated Marketing Solutions**

**Contract Number:** GS-07F-0450V and GS-07F-0451V

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.fss.gsa.gov>

**Contract Period:** August 1, 2009 – July 31, 2014

**Contractor:** XIO Strategies, Inc.

1919 Gallows Road, Suite 900  
Vienna, VA 22182

**Telephone:** (571) 722-1900

**Fax Number:** (703) 995-4525

**Web Site:** [www.xiostrategies.com](http://www.xiostrategies.com)

**E-mail:** [cturner@xiostrategies.com](mailto:cturner@xiostrategies.com)

**Contractor's Administration Source:**

Christe Turner  
1919 Gallows Road, Suite 900  
Vienna, VA 22182  
Phone Number: (571) 722-1905  
E-Mail: [cturner@xiostrategies.com](mailto:cturner@xiostrategies.com)

**Business Size:** Small Business

# CUSTOMER INFORMATION

**1a. Table of Awarded Special Item Number(s)**

**GS-07F-0450V**

<b>SIN</b>	<b>DESCRIPTION</b>
541-3	Web Based Marketing
541-4D	Conference Events and Tradeshow Planning Services
541-4F	Commercial Art and Graphic Design
541-2000	Other Direct Costs

**GS-07F-0451V**

<b>SIN</b>	<b>DESCRIPTION</b>
541-1	Advertising Services
541-2	Public Relations Services
541-4A	Market Research and Analysis
541-4B	Video/Film Production
541-4C	Exhibit Design and Implementation Services
541-1000	Other Direct Costs

**1b. Lowest Priced Model Number and Price for Each SIN: (Government net price based on a unit of one)**

**PRICE LIST**

**GS-07F-0450V**

SIN(s): 541-3, 541-4D, 541-4F, 541-2000

**GS-07F-0451V**

SIN(s): 541-1, 541-2, 541-4A, 541-4B, 541-4C, 541-1000

Labor Category	Price Offered to GSA (Including IFF)
Program Manager (1)	\$172.36
Project Manager (2)	\$130.70
Marketing Consultant III	\$172.27
Marketing Consultant II	\$123.05
Marketing Consultant I	\$106.46
Analyst III	\$98.44
Analyst II	\$79.49
Analyst I	\$70.66
Researcher III	\$147.66
Researcher II	\$123.05

2. **Maximum Order:** \$1,000,000 per SIN and \$9,000,000 per order
3. **Minimum Order:** \$100
4. **Geographic Coverage:** Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities
5. **Point(s) of production:** Vienna, VA (Fairfax County)
6. **Discount from list prices:** 2.30% from the accepted price list. For calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). Current IFF rate is 0.75%.
7. **Quantity discount(s):** None
8. **Prompt payment terms:** Net 30 days
- 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:** None
- 11a. **Time of Delivery:** As Specified on Task Order
- 11b. **Expedited Delivery:** Contact Contractor's Representative for possible earlier completion.
- 11c. **Overnight and 2-day delivery:** Overnight and 2-day delivery are available. Contact the Contractor for rates.
- 11d. **Urgent Requirements:** Agencies may contact the Contractor's representative for possible earlier completion. Customers are encouraged to contact the contractor for the purpose of requesting acceleration.
12. **F.O.B Points(s):** Destination
- 13a. **Ordering Address:** XIO Strategies, Inc  
1919 Gallows Road, Suite 900  
Vienna, VA 22182

- 13b. **Ordering Procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3
14. **Payment address:** Same as contractor
15. **Warranty provision:** Standard Commercial Warranty. Customer should contact contractor for warranty terms.
16. **Export Packing Charges:** Not Applicable
17. **Terms and conditions of Government purchase card acceptance:** (any thresholds above the micro-purchase level)
18. **Terms and conditions of rental, maintenance, and repair (if applicable):** N/A
19. **Terms and conditions of installation (if applicable):** N/A
20. **Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable):** N/A
- 20a. **Terms and conditions for any other services (if applicable):** N/A
21. **List of service and distribution points (if applicable):** N/A
22. **List of participating dealers (if applicable):** N/A
23. **Preventive maintenance (if applicable):** N/A
- 24a. **Special Attributes such as Environmental attributes (e.g. recycled content, energy efficiency, and/or reduced pollutants):**
- 24b. **Section 508 Compliance for EIT:** N/A
25. **DUNS Number:** 133845201
26. **Notification regarding registration in Central Contractor Registration (CCR) database:** Registration valid until May 28, 2010.

## PRICE LIST

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Researcher II	\$123.05

**Contract Number: GS-07F-0450V and GS-07F-0451V  
SIN 541-1000 and 541-2000**

**The following non-labor hour costs are representative of ODCs for services provided**

<b>Other Direct Costs</b>	<b>Amount</b>	<b>Unit of Issue</b>	<b>Ceiling Amount w/IFF</b>
Promotional Banner (Based on 10'x3' vinyl banner, printed in full-color)	\$938.88	/item	\$945.97
Ad Placement (Based on 1/2-page, full-color, print ad in "Tail Wind"; 2-week run)	\$1,018	/placement	\$1,025.69
CD Production (Production of 2000 CDs, with printed face and paperboard jacket)	\$2,008.25	/job	\$2,023.43
Printing/ Reproduction (small job) (Based on 2 versions, 50 copies each of a double-sided, full-color brochure)	\$329.28	/job	\$331.77
Printing/Reproduction (large job) (Based on quantity of 2,000: Full-Color, Double-Sided)	\$3,390.45	/job	\$3,416.07
Novelty Item (2500 qty, 1 inch diameter synthetic hard enamel pin, nickel plated, military clutch back attachment, individually bagged)	\$1,630.00	/job	\$1,642.32
Novelty Item (Production of 2,000 Tote Bag, printed in 5-color)	\$11,941.50	/job	\$12,031.74
Domain Acquisition/ Updates (Updates to www.iuidtoolkit.com)	\$400.00	/domain	\$403.02
Bulk Shipping (Based on shipment of 23 large boxes from Washington DC to Denver CO)	\$904.75	/mailing	\$911.59
Exhibits/ Displays (Complete 10' trade show booth with frame, graphics panels, end panels lights, and shipping case)	\$3,350.00	/booth	\$3,375.31
Internet/ Data (Distribution of quarterly e-newsletter to audience of approx 5,000)	\$1,200.00	/job	\$1,209.07
Conference/ Event (Based on a 10x10 booth registration fee at a government event)	\$1,975.00	/event	\$1,989.92

## Labor Category Description

### Program Manager

**Job Duties:** Oversees and manages complex programs, ensuring schedules are met and system resources are used effectively. Responsible for overall planning, design, and management of the program, including supervision of one or more project team(s). Develops and writes project plan, coordinating and managing work projects from teams of SMEs, contractors, and vendors through project completion. Manages and directs program milestones. Serves as liaison to client executive team, while managing client relationships and expectations effectively.

**Education/Experience:** Master's Degree in Business or equivalent and 10 years experience

### Project Manager

**Job Duties:** Manages project operations, ensuring schedules are met and system resources are used effectively. Responsible for overall planning, design, and management of the specific task order(s), including supervision of a project team. Develops and writes project plan, coordinating and managing work projects from teams of SMEs, contractors, and vendors through project completion. Manages and directs project milestones. Manages client relationships and expectations effectively.

**Education/Experience:** Master's Degree in Business or equivalent and 7 years experience

### Marketing Consultant III

**Job Duties:** Manages complex marketing and advertising engagements and has the ability to develop marketing deliverables in areas such as market research, commercial art, graphic design, and web based marketing solutions. Structures processes to identify client challenges and associated solutions, prioritizes activities, delegates tasks, coaches team members, manages program schedule and costs, as well as day-to-day interactions with clients.

**Education/Experience:** Master's Degree in Marketing or equivalent and 10 years experience in the management, development and implementation of large-scale marketing initiatives.

## **Marketing Consultant II**

**Job Duties:** Provides strategic consulting for client communications, overseeing process and distribution of organizational messages that facilitate best practices through various vehicles and media. Experienced with project management relating to market research, commercial art, graphic design, and web-based marketing solutions. Serves as client support for various communication and marketing projects.

**Education/Experience:** Master's Degree in Marketing or equivalent and 5–8 years of experience in the development and implementation of marketing initiatives.

## **Marketing Consultant I**

**Job Duties:** Experienced with market research, commercial art, graphic design, and web-based marketing solutions and can contribute to the development of client reports and presentations with minimal supervision. Identifies opportunities and manages the direct project milestones. Provides client support for various communication and marketing projects.

**Education/Experience:** Bachelor's Degree in Marketing or equivalent and 2 – 4 years of experience in the development and implementation of marketing initiatives.

## **Analyst III**

**Job Duties:** Supports the marketing consultant in market research, outreach, and literature development. Research and make recommendations for opportunities for advertisement, outreach, and contacts. Manages vendor relationships and has responsibility for some final client deliverables.

**Education/Experience:** Bachelor's Degree in Business or related field or work equivalent and 2-4 years experience

**Analyst II**

**Job Duties:** Supports the marketing consultant in market research, outreach, and literature development. Research and assess opportunities for advertisement, outreach, and contacts. Support the developing of strategic marketing documents.

**Education/Experience:** Bachelor's Degree in Business or related field or work equivalent and 1-3 years experience

**Analyst I**

**Job Duties:** Supports the marketing consultant in market research, outreach, and literature development. Administrative support as needed.

**Education/Experience:** Bachelor's Degree in Business or related field or work equivalent

**Researcher III**

**Job Duties:** Provides a thorough understanding of research techniques and tools. Researches market conditions in local, regional, or national areas in support of the marketing/communications planning process. Responsibilities include, but are not limited to, guiding a project team in developing the research approach, obtaining information on the state of the market and supporting the project through the analysis of market data to devise appropriate marketing methods.

**Education/Experience:** Master's or PhD Degree in Statistics, Math or equivalent and 10 years experience in managing large-scale research programs/studies

**Researcher II**

**Job Duties:** Researches market conditions in local, regional, or national areas in support of the marketing/communications planning process. Responsibilities include, but are not limited to, gathering information on competitors, prices, sales, and analyzing market data to devise appropriate marketing methods.

**Education/Experience:** Bachelor's Degree in Statistics, Math or equivalent and 5 years experience and capable of creating and managing research programs/stud

## **Company Overview**

**XIO Strategies, Inc. (XIO)** was founded upon the idea that the right team of highly qualified individuals could have a real impact in strategic consulting — by providing the strength in intellect and dedication that financially focused organizations need. The company's focus is on supply chain management and communications consulting, with the mission of enabling lasting business improvements in client organizations. By assessing supply chain challenges, recommending solutions, deploying technology, and developing all communications necessitated by an organizational change, XIO clients are better equipped to implement real and lasting improvements. In the area of communications consulting, XIO brings an in-depth understanding of the complexities of the federal government and the impacts of new processes on an organization and its people and creates programs to streamline marketing messages for effective internal and external communications.