

**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.*

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www.GSAAdvantage.gov*

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Advertising & Integrated Marketing Solutions (AIMS)
FSC Group 541

Contract Administrator:

Deborah Elias, CSEP, CMP
6214 Beverly Hill #24
Houston, Texas 77057
713.334.1800 Office
713.334.9670 Fax
Email: debbie@eliasevents.com

Solicitation Number: 7FCB-H2-070541-B Refresh #7

Contract Period:

April 21, 2010 to April 21, 2015

Contract GS-07F-0432W is designated for Small Business Set-Aside SINS: 541-4D, and 541-2000.

Contract GS-07F0433W is for SINS: 541-2, 541-4C, and 541-1000.

Elias Events, LLC

6214 Beverly Hill #24
Houston, Texas 77057
713.334.1800 Office
713.334.9670 Fax
www.eliasevents.com

Business Size:

Small, Disadvantaged, Certified
Woman-Owned Business



Terms and Conditions

1a. Table of Awarded Special Item Number(s), SINS:

SIN	Description	NAICS Code
541-4D	Conference Events and Tradeshow Planning Services	561920
541-1000/2000	Other Direct Costs	541810
541-2	Public Relations Services	541820
541-4C	Exhibit Design and Implementation Services	541850

1b. Labor Categories

Labor Category	SIN	GSA 2010 Rate	Unit
Executive Event Planner	541-4D	\$164.00	Hour
Senior Event Planner	541-4D	\$123.00	Hour
Junior Event Planner	541-4D	\$102.50	Hour
Production Manager	541-4D	\$82.00	Hour
Event Assistant	541-4D	\$65.00	Hour
Support Staff	541-4D	\$32.80	Hour
Administrative Assistant	541-4D	\$36.90	Hour
Exhibit Manager	541-4C	\$90.20	Hour
Public Relations Manager	541-2	\$123.00	Hour
Graphic Designer	541-1000	\$100	Hour
Technical Manager	541-1000	\$110	Hour

Prices Shown are Net (discount deducted from commercial rates and include .75% IFF fee)

Other Direct Cost	Description	Quantity	Unit Measure	GSA Rate
Graphic Designer	For a 3 day conference, design of all collateral material including signage, logo, registration packets, programs, letterhead, envelopes based upon approximately 100 of work	1	Per Event	\$10000
Technical Manager	For a 3 day conference, technical manager onsite based on 50 hours of work including pre-event	1	Per Event	\$5500

**1c. Labor Category Descriptions****Executive Event Planner****Education/Training and Experience:**

- Bachelor degree
- 10 Years Executive Management Experience
- Industry Designation such as CMP or CSEP required

Responsibilities/Capabilities:

- Serves as Primary Point of Contact for Client
- Senior Level Management Position
- Manages Multiple Client Projects
- Supervises All Management and Planning teams and personnel
- Coordination and implementation of third party participation
- Concept Development through Production
- Expert in Conference and Trade Show Industry
- Planning and Production of all Multimedia Aspects of General Session, Breakout and Plenary Sessions, Ancillary Events, and Tradeshow
- Detailed technical knowledge, logistics and project management skills
- Logistic Planning and Support
- Attendee Management and Date Reporting
- Topic and Speaker Identification
- Negotiates, executes and manages subcontracts
- Turn-Key Event Management and On-site Production
- Budget, Cost Controls and Financial Management
- Project Plans, Event Timelines and Production Schedules
- Editorial Services
- Design and Editing Production
- Post Event Review and Reconciliation

Senior Event Planner**Education/Training and Experience:**

- Bachelor degree or High School coupled with a Minimum of 8 years Professional Industry Experience
- CMP, CSEP, or other industry designations preferred but no required

Responsibilities/Capabilities:

- Manages Single or Multi-Task Projects
- Senior Level Management Position
- Serves as principle lead on major accounts
- Expert in Conference and Trade Show Industry
- Planning and Production of all Multimedia Aspects of General Session, Breakout and Plenary Sessions, Ancillary Events, and Tradeshow
- Excellent technical knowledge, logistics and project management skills



Junior Event Planner

Education/Training and Experience:

- Bachelor degree or High School coupled with a Minimum of 6 years Professional Industry Experience
- CMP, CSEP, or other industry designations preferred but no required

Responsibilities/Capabilities:

- Manages Single Projects
- Supports Executive and Senior Event Planner
- Expert in Conference and Trade Show Industry
- Planning and Production of all Multimedia Aspects of General Session, Breakout and Plenary Sessions, Ancillary Events, and Tradeshow
- Reservation of Facilities and Liaison Support with Venue
- Excellent technical knowledge, logistics and project management skills

Production Manager

Education/Training and Experience:

- Bachelor degree or High School coupled with a Minimum of 6 years Professional Industry Experience
- Advanced Communications and Logistical Skills

Responsibilities/Capabilities:

- Manages Single Projects
- Supports Executive and Senior Event Planner
- Expert in Conference and Trade Show Industry
- Planning and Production of all Multimedia Aspects of General Session, Breakout and Plenary Sessions, Ancillary Events, and Tradeshow
- Plans and coordinates logistical requirements for event
- Excellent technical knowledge, logistics and project management skills
- Quality control of project

Event Assistant

Education/Training and Experience:

- Bachelor degree or High School coupled with a Minimum of 6 years Professional Industry Experience

Responsibilities/Capabilities:

- Provides support to Senior Level Event Planners
- Onsite registration and event support including management of web registration pages
- Face to Face customer service
- Excellent technical knowledge, logistics and project management skills
- Develop and maintain participant databases
- Review of invoices for processing



Support Staff

Education/Training and Experience:

- Bachelor degree or High School coupled with a Minimum of 1 years Professional Industry Experience

Responsibilities/Capabilities:

- Provides support to Senior Level Event Planners
- Onsite registration and event support
- Face to Face customer service
- Administrative and clerical services

Administrative Assistant

Education/Training and Experience:

- Bachelor degree or High School coupled with a Minimum of 2 years Customer Service or Hospitality Industry Experience
- Thorough Knowledge of Microsoft Office Suite

Responsibilities/Capabilities:

- Provides support to Senior Level Event Planners
- Customer services and data management
- Manages incoming calls, correspondence and data entry
- Monitor and update vendor database
- Types all correspondence, agendas and minutes related to event
- Assist in producing meeting materials
- Mailing and other communication with attendees including pre/post meeting mailings, travel support and computer database creation

Exhibit Manager

Education/Training and Experience:

- Bachelor degree or High School coupled with a Minimum of 6 years Professional Industry Experience
- Thorough Knowledge of ADA and Safety Regulations
- Knowledge of Tradeshow Management Software

Responsibilities/Capabilities:

- Manages Single Projects
- Supports Executive and Senior Event Planner
- Expert in Tradeshow Management and Coordination
- Coordination and Liaison with Exhibitors including layouts, booth setup and décor and all communication
- Vendor Selection and coordination including all support services



- Coordinate shipping/drayage
- Conceptualizing, designing, and producing exhibits and their accompanying materials
- On site setup and tear down
- Excellent technical knowledge, logistics and project management skills

Public Relations Manager

Education/Training and Experience:

- Bachelor degree or High School coupled with a Minimum of 6 years Professional Industry Experience

Responsibilities/Capabilities:

- Manages Single Projects
- Market research and analysis
- Excellent technical knowledge, logistics and project management skills
- Prepares and disseminates information
- Conducting Press Conferences
- Scheduling broadcast and/or print interviews
- Press, Public Relations and Crisis Communications
- Media Training: Training of agency personnel to deal with media & media responses
- Media Alerts
- Press clipping services
- Related activities to public relation services

Graphic Designer

Education/Training and Experience:

- Bachelor degree or High School coupled with a Minimum of 4 years Professional Industry Experience
- Advanced Knowledge of Design Software Suites

Responsibilities/Capabilities:

- Manages Multiple Projects
- Designs logos, themes and other items related to event branding
- Design and Produces all event collateral material
- Designs promotional advertising campaigns



Technical Director

Education/Training and Experience:

- Bachelor degree or High School coupled with a Minimum of 6 years Professional Industry Experience
- Advanced Communication and Logistical Skills

Responsibilities/Capabilities:

- Manages Single Projects
- Supports Executive and Senior Event Planner
- Expert in Tradeshow Management
- Coordination with Audiovisual Company, Graphic Designer
- Arrange all technical components for the event
- Excellent technical knowledge, logistics and project management skills

2.	Maximum order	\$1,000,000
3.	Minimum Order	\$100.00
4.	Geographic Coverage	Domestic & International Destinations
5.	Point of Production	Houston, Texas
6.	Discount from list prices or statement of net prices	Prices are NET, all discounts are already deducted. See attached labor hour awarded categories
7.	Quantity Discounts	2% for orders exceeding \$400,000
8.	Prompt Payment Terms	2% net 20
9a.	Notification whether Government purchase cards are accepted at our 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	NONE
11a.	Time of Delivery	Date determined by task order
11b.	Expedited Delivery	As dictated, call for availability
11c.	Overnight and 2-day Delivery	As dictated, call for availability
11d.	Urgent Requirements	As dictated, call for availability
12.	F.O.B. Points	Destination
13.a	Ordering Address	Elias Events, LLC 6214 Beverly Hill #24 Houston, Texas 77057
13b.	Ordering Procedures:	For supplies and services, the ordering procedures, information on blanket Purchase Agreements and sample BPA can be found at



		GSA/FSS schedule homepage at (fss.gsa.gov/schedules)
14.	Payment Address	Elias Events, LLC 6214 Beverly Hill #24 Houston, Texas 77057
15.	Warranty Provisions	Not applicable
16.	Export Packaging Charges	Not applicable
17.	Terms and Conditions of Government purchase card acceptance (any thresholds above the micro-purchase level):	Accepted in accordance with Government Commercial Credit Guidelines
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 costs:	Not applicable
20a.	Terms and conditions of 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	Not applicable
24b.	Section 508 compliance	Not applicable
25.	Data Universal Number System	062608104
26.	CCR Registration Number	Registered with CCR database



WHO WE ARE

Elias Events is a woman-owned, business formed in April of 1998 by Deborah Elias, CSEP, CMP. Our mission is to provide quality special event design and management services to the Greater Houston Metropolitan Area, as well as, all over the United States, Caribbean, Europe, Canada and Mexico. Our events have won national recognition and we are the recipient of many top industry awards. We have served groups from intimate dinners, to large family festivals attended by thousands, as well as, corporate events of many thousands providing customized themes, innovative designs, exceptional customer service and incomparable attention to detail.

Elias Events focuses on efficient but detailed services with personalized attention and care for each client's unique event needs. With our lean infrastructure, we are able to offer to the best high-quality service at competitive pricing. Our team of trained industry professionals can assist you in achieving your event's desired impact while attaining the best value for your resources, time and energy. We are ever mindful of the bottom line cost and will use cost-saving measures whenever appropriate and in the best interest of the event. We are constantly updating our database of suppliers and negotiating competitive pricing on the services our clients require.

Elias Events is in the business of providing exceptional personal service. Our team will work with you through each phase of planning your event. Our involvement ensures a smooth and professional orchestration that will maximize the professional integrity of your meeting/event. We combine outsourcing of services with many years of experience in the meetings and event industry to produce superior events.

Elias Events has proven its commitment to the event community and profession, including active memberships in and adherence to the ethics of

- The International Special Event Society, Member Board of Directors
- Special Events Magazine, Member Advisory Board
- Texas Meeting and Events Magazine, Member Advisory Board
- American Marketing Association

Elias Events has had the pleasure to provide exemplary services for many of the Who's Who in the corporate world including

Kellogg Brown and Root
Baylor College of Medicine
Senterra Corporation
Verizon Wireless
Green Earth Fuels

Chevron
AIM Investments/Invesco
Quickbooks/Intuit
Simon Malls/The Galleria
Aramco Services Company

MD Anderson
Delta Airlines
Ashton Woods Homes
Parson Brinckerhoff
Texas



Elias Events utilizes the following skill sets to ensure a superior product and service

- Concept, Theme and Program Development
- Customized Proposals
- Turn-key Event Management and On-site Production
- Logistic Planning and Support
- Establish Budget, Provide Cost Controls and Financial Management
- Establish Event Timeline and Calendar of Event
- Vendor Selection, Negotiations and Management
- Site Selection, Inspection, and Negotiation of all Event Space and Lodging
- Collateral Material including Brochures, Signage, Programs, etc.
- VIP Services and Client Hospitality
- Manage and Coordinate Service of Supplies and Vendors
- Web and Database Design including Electronic Invitations and Web Registration
- Public Relations, Marketing and Communications
- Post Event Review and Reconciliation

Elias Events uses its vast resources and skills to produce

- Conventions and Trade Shows
- Technical Meetings/Conferences
- New Product Launches
- Grand Openings/Ground Breakings
- Team Building Events
- Customer Appreciation



PRINCIPAL BIO



Deborah Elias, CSEP, CMP, president of Elias Events, LLC has been in business in the Houston area for over ten years. In that time, she has planned hundreds of amazing events and has won numerous awards, including an Esprit award from the International Special Events Society. She is the only event planner in the Greater Houston area who has achieved both prestigious event planning certifications, Certified Special Event Professional and Certified Meeting Planner. She currently sits on the board as Immediate Past-President of the Houston Chapter of ISES and the national SEARCH Foundation as a member of the Board of Directors. Most recently, she has been selected as an Advisory Board member for the Special Events Magazine and Tradeshow, a coveted internationally recognized position and the Advisory Board for Texas Meeting and Events Magazine. She has taught special events courses at the University of Houston, Hilton College of Restaurant Management and the Art Institute of Houston. She is very knowledgeable in the area of special event planning and has written articles for H Magazine, Special Events Magazine and the Houston Business Journal. She is quoted quite frequently and has had several of her events featured in various industry publications.

Deborah's skills set are the design and implementation of events. She has produced many large scale productions including the Rotary Lombardi Award and the opening of the Katy Freeway. Her management style is unparalleled as she works with both the client and contracted vendors to deliver successful events. She attributes her success to a keen ability to approach each event from a logistical standpoint. Clearly visualizing all aspects of an event from ideation thru execution allows Deborah to minimize confrontational issues on-site and to provide a seamless passage from start to finish.



Summary of Event Experience and Relevance

The following examples will demonstrate Elias Event's capabilities of coordinating the type of events outlined in the scope of services, including but not limited, to Groundbreakings, Technical Conference/meeting, and Ceremonies to launch new programs and reveals.

1) Rotary Lombardi Award

The 40th Anniversary of the Rotary Lombardi Award was a two day celebration held on December 8-9, 2009 in Houston, Texas. The four college lineman of the year finalists enjoyed festivities which included an intimate reception with the sponsors, a community event with hundreds of youth, hospital tours with the Front Line Kids in the Cancer wards and the amazing awards dinner presentation with over 1200 guests in attendance.



Coordination Efforts included:

- overall turn-key event management including all logistical aspects of event
- coordinated event sponsorship and underwriting
- coordinated all collateral material, including signage, brochures and 60-page souvenir event program
- coordinated ancillary events including lunches, breakfast, two receptions, hospital tours and community event
- budget development and maintenance
- coordinated registration including table layout signage
- vendor selection and contract negotiations including hotel, audiovisual, printing and transportation
- coordinated managed twenty five volunteers and staff
- on-site logistics and operations

Client's Comments and Information: "That was a stellar event that far exceeded all of the other Lombardi events I have attended over the past 6 years. I just wanted you to know that the Wednesday event was outstanding and is something that I believe many people will be talking about all year. I have even had several friends who did not attend tell me that they had heard from others that it was an event to be remembered." Merritt Chastain, mchastain@gardere.com



2) Texas State Autism Conference

The 19th annual Texas State Conference on Autism was held in Arlington, Texas in December of 2008. The three day conference drew parents and teachers from all over the state and had an attendance of 2000+. In addition to the over 60 classes of various educational content, the participants were able to visit the various tradeshow merchants and receive a welcome bag complete with program and promotional items thematically tied to the event.



Coordination Efforts included:

- overall turn-key event management including all logistical aspects of event
- coordinated event sponsorship and underwriting including \$5000 first time sponsor
- coordinated all collateral material, including signage, brochures and 50-page event program
- speaker and VIP management including travel, room accommodations, and session needs for seventy-five speakers
- exhibitor and sponsor communication and management
- budget development and maintenance
- vendor selection and contract negotiations including hotel, audiovisual, printing and transportation
- ordered and assembled attendee bags
- coordinated onsite registration and managed one hundred volunteers and staff
- on-site logistics and operations

Client's Comments and Information: "Elias Events worked diligently with us to produce a first rate event. They were given many constraints, including a space that was too small, and used its skills to help define the event parameters." *Dina Hinojosa*, 361-228-0003 (p), kudmh002@tamuk.edu



3) Green Earth Fuels Ribbon Cutting

The ribbon cutting ceremony for Green Earth Fuels' new biodiesel facility took place on November 15, 2007 at the plant in the ship channel. The highlight of this event was having Governor Rick Perry as the guest of honor. Following speeches by the dignitaries, guests were treated to a tour of the "green" facility.



Coordination Effort Included:

- site and vendor coordination, including signage
- logistical management, including set-up tent and flooring
- coordinated site tours, including golf carts
- secured and produced scripting for emcee
- on-site logistics and operations
- coordinated event media, including press releases
- coordination with governor's office and security details

Client's Comments: "Thank you for everything you did to make the ribbon cutting a success. We were especially grateful for the public relations component you incorporated and the coverage from the business papers we received." *Angela Carter – Calypso Communications*

4) Unified New Orleans Plan

The America Speaks group met in December of 2007 with over 1000 constituents, evacuees and service agencies from New Orleans to host a one day meeting designed to implement organizational plans in the wake of Hurricane Katrina. The event was held at Reliant Center and included round table discussions, live satellite feeds connecting 5 cities and instant survey results printed in handbooks given to attendees upon their departure.





Coordination Efforts included:

- overall turnkey event management, including all logistical aspects of event
- coordinated all collateral material, including signage and brochures
- coordinated live satellite feed and all audiovisual related components
- installation and implementation of audience response systems
- coordinated the facilitator training meetings and planned their subsequent needs
- coordinated transportation of ten buses, and routes to and from event
- coordinated onsite printing of 500 (10-page) instant event manuals
- vendor selection and contract negotiations, including venue, audiovisual, printing and transportation
- ordered and assembled attendee bags
- coordinated onsite registration
- managed one hundred volunteers, staff and counselors, including conducting orientation meetings
- adherence of strict guidelines for event layout and design
- on-site logistics and operations

Client's Comments and Information: "Thank you for your dedication and hard work in making the Houston portion of the event a success" – *Hezekiah Davidson, America Speak, h davidson@americaspeaks.org*

Costing Saving Measures: 1) Client originally wanted to have packets printed at a nearby Printer at a cost of \$.05. To save time and money, we rented a large scale copier for the day, which ended up being closer to \$.02 cents a page and eliminated additional time and expense of trips to the printer; 2) Worked with transportation company, using Google Earth maps and GPS systems to eliminate five bus routes and used the remaining routes more efficiently without impacting the schedules

5) Katy Freeway Grand Opening

When Parsons Brinckerhoff finished the expansion of the Katy Freeway ahead of schedule, it was a definite cause for celebration. The Governor of Texas and other dignitaries including John Culberson, who spear-headed the projects were on hand for the event held in October of 2008. Guests were driven up to the top of the ramp and were able to view the "clock stopping" down below. Upon hitting the clock, which signified an early end to construction, a thousand balloons were released.



**Coordination Effort Included:**

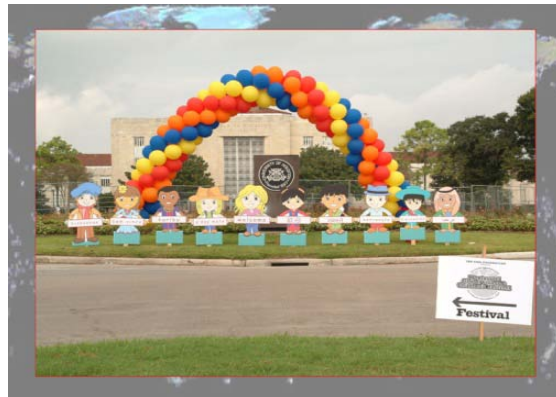
- concept development and creative design
- site and vendor coordination
- logistical management including set up rentals, transportation, and balloon release
- on-site logistics and operations
- coordination with governor's office and security detail

Client's Comments and Information: "Everything went so well yesterday! We have received nothing but compliments. Thanks for helping us make this effort a success." *Tanya McWashington – Parsons Brinckerhoff, (281) 589-5969(p), McWashington@pbworld.com*

Costing Saving Measures: 1) Being flexible in meeting schedules allowed us to conduct night meetings on the freeway and alleviated the need for lane closures; 2) Using vendors who recognized the substantial visibility and importance of the project, and were therefore willing to offer their services at a reduced rate.

6) 100 Years of Maria Montessori Celebration

The 100 Years of Maria Montessori Celebration was a two-part event held at the University of Houston in October of 2007 and was attended by over 5,000 people. The Global Village was a fun, family festival that consisted of 10 cultural huts representing cultures from around the world. Throughout the day, attendees were treated to stage performances from Grammy Award Nominee, Dave Rudolf and Performing Cirque Artist Rebekah Loeweke. The evening show performances included an African drummer band, a Brazilian dance ensemble and the spectacular, breath-taking performance by the Chinese Dragon stilt walkers.





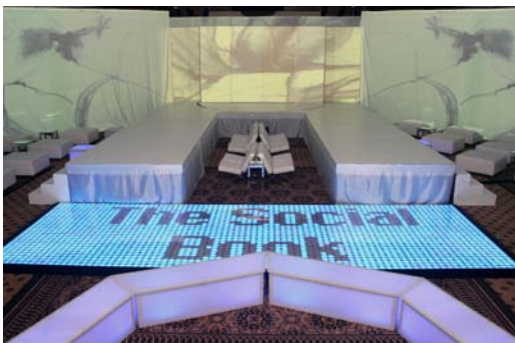
Coordination Efforts included:

- concept development and creative design for all events
- production of timelines and blueprints
- coordinated all collateral material, including invitations and program
- budget development and maintenance
- vendor selection and contract negotiations and coordination
- coordinated production and installation of a Montessori timeline
- talent show design and production, and adherence to talent riders
- coordinated production of event program
- coordinated on-site logistics, including significant audiovisual setup
- coordinated cultural huts with participating Montessori schools
- produced and directed 30-minute celebration video for the event
- supervised set up and post event tear down

Client's Comments: "When I hired you to do the event, I had no idea that you would do that amazing of a job. Your time and dedication to the project was inspiring. The celebration video was exceptional." – *Munir Shivji, Innovative Montessori*

7) The Social Book 2009 Launch

This year's launch for the 2009 Social Book had a great theme – FASHION. The state-of-the-art rotating stage and the amazing scrim served as a perfect backdrop for the show. Lounge furniture and fabulous lighting filled the room. The addition of the custom-lit and interactive dance floor was a show stopper.



Coordination Effort Included:

- concept development and creative design
- site and vendor coordination
- logistical management including set up fashion show production and management
- production of detailed timelines
- designed event schematics and layout drawings
- produced run of show and scripting
- on-site logistics and operations

E L I A S



E V E N T S

Client's Comments and Information: "Thank you for all your help and creativity with this amazing event. We could not have done it without your dedication and attention to detail. Everyone loved the layout of the fashion show and several comments were made about how innovative and fresh it was." Scott Evans – Social Book, 713-965-2922 (p), scott@socialbook.com

Costing Saving Measures: 1) Using our design capabilities, we were able to save money on producing schematic drawings and also eliminated the need for a separate designer; 2) We negotiated reduced rigging costs with the production company