



TCG Consulting, Inc.

Creating Market Share

**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: <http://www.gsaadvantage.gov>.*

**Advertising & Integrated Marketing Solutions (AIMS)**

Federal Supply Schedule 541  
FSC Group 541

Contract Number: **GS-07F-0115V**

***SPECIALIZED MARKETING SERVICES***

**SIN 541-1:** Advertising Services (NAICS Code 541810)

**SIN 541-4A:** Market Research and Analysis Services

**SIN 541-4D:** Conference, Events & Tradeshow Planning Services

**Contract Period:** 14 January 2009 through 19 January 2014  
With Two 5 Year Option Periods

Point of Contact

**Shawn Cooper**

shawn@tcgconsultinginc.com

2221 Peachtree Rd., Ste. X22

Atlanta, GA 30309

Telephone: 888-824-8920

Fax: (404) 934-5196

<http://www.tcgconsultinginc.com>

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**Business Size:** SBA 8(a) Certified Firm; Service Disabled Veteran-Owned Small Business; Woman-Owned Small Business; Small Disadvantaged Business

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

## CUSTOMER INFORMATION

**1a. Awarded Special Item Numbers (SIN):**

- 541-1 Advertising Services
- 541-4A Market Research and Analysis Services
- 541-4D Conference, Events & Tradeshow Planning Services

**1b. Lowest Priced Model Number & Price for Each SIN:** Not Applicable (Government net price based on a unit of one)

**1c. Hourly Rates:** Not Applicable

**2. Maximum Order\*:** \$1,000,000 per SIN

\*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

**3. Minimum Order:** \$100

**4. Geographic Coverage:** Domestic Only

**5. Point(s) of Production:** Atlanta, GA (Fulton County)

**6. Discount from List Prices:** Net Price

**7. Quantity Discount (s):** 0.5% \$100,000 - \$500,000

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1.0% \$500,001 - \$750,000

1.5% \$750,001 & above

- 8. Prompt Payment Terms:** Net 30
- 9a. Government Purchase Cards:** Accepted at or below the micro-purchase threshold
- 9b. Government Purchase Cards:** Accepted above the micro-purchase threshold
- 10. Foreign Items:** None
- 11a. Time of Delivery:** To be negotiated with ordering agency
- 11b. Expedited Delivery:** To be negotiated with ordering agency
- 11c. Overnight and 2-Day Delivery:** To be negotiated with ordering agency
- 11d. Urgent Requirements:** To be negotiated with ordering agency
- 12. F.O.B. Point:** Destination
- 13a. Ordering Address:** TCG Consulting, Inc.  
2221 Peachtree Rd., Ste. X22  
Atlanta, GA 30309  
888-824-8920 telephone  
404-935-5196 fax  
shawn@tcgconsultinginc.com
- 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, and a sample BPA can be found at the GSA/FSS Schedule homepage (<http://fss.gsa.gov/schedules>).
- 14. Payment Address:** Same as contractor
- 15. Warranty Provision:** Not applicable
- 16. Export Packing Charges:** Not Applicable

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**17. Terms and Conditions of Government Purchase Accept at or below the micro-purchase Card Acceptance:** Any thresholds above the micro-purchase level

**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 indicating date of parts price lists and any discounts from list prices:** 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

**24. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants):** Not Applicable

**24a. Section 508 compliance information is available on Electronic and Information Technology (EIT):** Not Applicable

**25. Data Universal Number System (DUNS) Number:** 135273816

**26.** TCG Consulting, Inc. is registered in the Central Contractor Registration (CCR) database



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## COMPANY OVERVIEW

**TCG Consulting, Inc. (TCG)** is a marketing research and marketing communications consulting firm that is committed to meeting the unique needs of each of our clients through delivering creative solutions with measurable results.

**At TCG**, we strongly believe an effective marketing communications strategy, which is grounded in marketing research, is an essential element for the success of any project. Listening to the voice of the consumer is the first step in developing an effective strategic communications plan. TCG specializes in providing marketing consulting services and designing market research studies; as well as, conference/event planning and management, program management, community outreach and public education campaigns for its public and private sectors clients.

**Certified** by the U.S. Small Business Administration as a participant in the 8(a) business development program, TCG is also certified as a Service-Disabled veteran owned small business and a woman and minority owned small business.

**TCG's** team of marketing communications professionals collectively encompass more than 100 years of integrated marketing communications, marketing research, public relations, event planning and general management consulting experience.

Please see TCG's website - <http://www.tcgconsultinginc.com> - for additional company information. We look forward to providing you the expertise and support that your team requires to achieve its goals and objectives.



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## DESCRIPTION of SERVICES

### **TCG Consulting, Inc. Advertising and Integrated Marketing Solutions Service Offerings**

TCG's professionals are skilled consultants and practitioners in the fields of marketing, communications, marketing research, conference/event planning and management and public relations. At TCG, our strategic guidance and tactical implementation is driven by your "bottom line" – what is the most economical manner to effectively deliver the message to your audience. We integrate industry best practices and leverage our diverse exposure when delivering integrated marketing communications, market research and conference/event planning services. TCG provides solutions to address your internal and external communications, message creation, advertising, public education, community outreach, information management, media relations, public affairs, market research study design, focus groups, survey administration, meeting facilitation, event planning, technology, and program management needs.

#### **Advertising Services (SIN 541-1)**

- Identify Organizations' Goals
- Develop Strategies and Objectives to Align with Goals
- Message Creation
- Promote Public Awareness & Education
- Create Collateral Marketing Materials – pamphlets, website, brochures, advertisements, banners,
- Identify Distribution Channels
- Incorporate Metrics and Mechanisms

#### **Market Research and Analysis Services (SIN 541-4A)**

- Study Design
- Qualitative – Focus Groups, In-depth, One-on-one
- Quantitative - Telephone, Mail, Web-based Survey
- Administer Study
- Collect and Analyze Study Data
- Identify Key Findings
- Message Testing
- Research Respective Markets
- Analyze Current Trends

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Develop Strategic Communication Plans and Programs

### **Conference, Events & Tradeshow Planning Services (SIN 541-4D)**

- Project Management
- Coordination and Implementation of third party participation
- Collection Management of third party payment for participation
- Liaison Support with Venue
- Audiovisual and Information Technology Support
- Topic and Speaker Identification
- Site Location Research
- Reservation of Facilities
- On-Site Meeting and Registration Support
- Editorial Services
- Automation and Telecommunications Support
- Design and Editing Productions
- Mailing and other Communication with attendees including pre-post meeting mailings/travel support and computer database creation

### **Terms and Conditions:**

GSA multiple award schedule contracts are awarded in accordance with the provisions of the Federal Acquisition Regulation Part 12 Acquisition of Commercial Items. To the maximum extent practicable, GSA multiple award schedule contracts include only those clauses and terms and conditions, either required to implement provisions of law or executive orders applicable to the acquisition of commercial items, or determined to be consistent with customary commercial practice. Ordering agencies may incorporate provisions in their task orders that are essential to their specific requirements (i.e., security, hazardous material handling, key personnel, etc.), provided they do not conflict with the terms and conditions of the contract. These provisions, when required, must be included in the individual task order, and any costs necessary to comply with the provision(s) prohibited by law. The terms and conditions of TCG Consulting, Inc.'s AIMS contract are current through Refresh 6 to Solicitation Number 7FCB-H2-07-0541-B. An electronic version of the AIMS solicitation may be found at FedBizOpps by following this link:

<http://www.fbo.gov/spg/GSA/FSS/7FC/7FCB%2DH2%2D070541%2DB/Attachments.html>

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## LABOR CATEGORY DESCRIPTIONS

### ***Sr. Project Professional/Project Director***

Serves as TCG Consulting, Inc.'s lead strategist and consultant by performing functions including, but not limited to: creation of project management plans, marketing plans and conference/event management plans. Utilizes senior management skills and experience, in concert with specific, relevant expertise in an area of core competency. The Sr. Project Professional acts as the resident expert and advises the project team on technical and management issues.

This position requires a bachelor's degree and a master's degree in a related field with 10+ years of professional experience.

### ***Project Manager***

Guides all involved with a project from start to finish, ensuring timely completion. Utilizes extensive experience to provide overarching direction and management for Federal contracts. Serve as day-to-day manager of projects. Responsible for all aspects of performance and the timely submission and quality of all deliverables. Manage all team members and consultants. Serve as primary liaison for client.

The Project Manager position requires a bachelor's degree and 5+ years of experience.

### ***Sr. Research Analyst***

Oversees Market Research and Analysis and Management services program area. Leads the development of strategic and integrated product and service strategy, technical research and market positioning, conference/event planning. Meets regularly with client/program manager to discuss project status, objectives, performance, and propose initiatives. Designs and supervises the implementation of market research studies and/or conference/event project plans, develops, presents, and implements communications plans based on the project's strategic research and demographic analyses. Works with client in development of a strategic and target marketing plan.

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The Sr. Research Analysis position requires a bachelor's degree and 5+ years of experience.

#### ***Project Specialist***

Develops, coordinates, and implements advertising, marketing and communication tactics to support a strategic marketing communications plan for the project. Responsible for media outlets, customer communications distribution channels and computer technology to support advertising and marketing communications campaigns. Works closely with clients to identify preferred media outlets and markets. Defines and coordinates communications plans, market research needs, strategic direction, including press releases.

Oversee overall conference pre-planning, support, and follow-up. Arrange for travel and accommodations of speakers. Produce and send correspondence. Oversee production of meeting materials

The Project Specialist position requires an undergraduate degree and 3+ years of experience.

#### ***Market Analyst***

Serves the Sr. Research Analyst in a support role. Supports research initiatives through data gathering via a variety of research tools, including surveys, interviews, and other investigative methods. Helps with data collection and data entry and handles all logistics related to a research effort. Coordinates various market research functions including, but are not limited to: establishment of measurable marketing objectives; determination of market trends and conditions; conducting of research studies (e.g., focus groups, telemarketing, individual interviews, prepare/distribute surveys, and compile/analyze results), and management of call centers. Additionally, works with the Sr. Meeting Planner to provide on-site conference management support, including on-site registration, audio visual support and exhibit hall management.

The Market Analyst position requires a bachelor's degree in and 3+ years of experience.

#### ***Meeting Coordinator***

Support the planning and management of all phases of complex and/or large-scale conferences and meetings for Government agencies.

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The Marketing Coordinator position requires a bachelor's degree in and 3+ years of experience.

**Graphic/Web Designer**

Responsible for conceptualization and design of graphic and web applications such as collateral material, website development, environmental graphics, books and magazines, corporate identify, film titling and multimedia interfaces, from concept to completion.

The Graphic/Web Designer position requires an associate's degree in graphic/web design and 3+ years of experience.

**Clerical Support/Admin**

Assists in the administration of the project from introduction to completion. Facilitates communications among all team members, organizes and files all appropriate documentation. Arranges all logistics related to teleconferences and onsite meetings.

The Clerical Support position requires an associated degree and 1+ years of experience.

## GSA PRICE LIST

Jan. 2014 - 2016

Sr. Project Professional/ Project Director	\$171.30 per hr
Project Manager / Sr. Research Analyst	\$136.37 per hr
Project Specialist/ Market Analyst/ Meeting Coordinator	\$ 87.03 per hr
Graphic/Web Designer	\$64.86 per hr
Clerical	\$43.51 per hr

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