

Statement of Work (SOW)

1.0 SCOPE OF REQUIREMENT –ONLINE REGISTRATION SUPPORT

The General Services Administration, Federal Acquisition Service, Region 7, Greater Southwest Acquisition Center (GSAC) is located in downtown Fort Worth, TX. Due to numerous factors (i.e. realignment of internal web portal, time constraints, limitations of internal portal to effectively allow concurrent training selection), the Greater Southwest Acquisition Center needs to provide an effective mechanism that will allow its industry partners to register for its bi-annual Alliance for Quality Business Solutions Training Conferences and Meetings. Registration participation ranges from 200-300 per conference. The conference will be held at the Omni Hotel in downtown Fort Worth, Texas.

The objective of this task order is to obtain online registration site development and limited conference planning for immediate access and implementation for Alliance for Quality Business Solutions Training Conference and Partnership Meeting registration and information.

1.1 PLACE OF PERFORMANCE

Work will be performed at the contractor's work site. However, access to specified back-end function need to be available online to the Greater Southwest Acquisition Center Training Conference and Partnership Meeting Coordinator.

1.2 GOVERNMENT FURNISHED RESOURCES

Information Sources. Agency personnel shall be available for technical exchanges. The Coordinator will provide contractor with specific and pertinent information that should be depicted on the registration site. Attached sample is provided in Appendix 1. Preview of past registration site can be found at:

<http://www.gsa.gov/Portal/gsa/ep/eventView.do?viewType=DETAIL&eventId=5691&occurId=2592>.

Documentation. All applicable documentation shall be available on-site to the contractor at task start. All information (i.e. data gathered on conference participants, etc.) shall remain the property of the Government.

1.3 HOURS OF OPERATIONS

The successful contractor shall be available from 8:00 a.m. to 4:30 p.m., Monday through Friday, excluding Federal Holidays. No overtime required.

1.4 PERIOD OF PERFORMANCE

Performance period is estimated to begin January 20, (or earlier if award and security requirements are met). As per the terms and conditions of the contract, the task(s) will be completed for 40 workdays, with the ability to extend for an additional 7 workdays (not exceeding 240 days), if it is deemed necessary by the Contracting Officer.

1.5 POINTS OF CONTACT

Contracting Officer Representative (COR)
XXX

Contracting Officer (CO)
XXX

Invoice and Payment Processing Official
XXX

1.6 KEY PERSONNEL

Contractor shall demonstrate the ability to provide qualified and experienced personnel in the completion of this task. Key project personnel shall have successfully participated in the completion of similar projects. All contractors and subcontractor personnel working on this task order shall be U.S. Citizens.

Contractor shall identify key personnel in the technical proposal regardless of the type of task, and provide contact information for each. NOTE: Key personnel may not be added nor removed from the task without express approval of the Contracting Officer's Representative (COR). The COR will attach a copy of the request and approval to the CO via electronic mail.

1.7 STANDARDS OF CONDUCT

The Contractor shall be responsible for maintaining satisfactory standards of employee competency, conduct, appearance, and integrity and shall be responsible for taking such disciplinary action with respect to its employees as may be necessary.

2.0 DESCRIPTION OF REQUIREMENT

2.1 DEVELOP ON-LINE REGISTRATION SITE

All tasks will be performed at a time agreed upon by the government after award. The Contractor shall perform the required services at the contractor's facility. The online tool will help the Greater Southwest Acquisition plan and operate its March 9-10, 2010 Training Conference and Partnership Meeting. The tool shall allow for 24 hour on-line registration, information page providing description of conference, description of session with time and meeting location, and other information deemed relevant by the GSA, interface with Partner data, easy generation of name badges, authenticate login information against contract database (company name, contract number, schedule number or name), security management, data export and exchange options, provide bi-weekly and consolidated reports of registration information, uploading and posting of presentations by agency, retrieval of individualized and custom training schedule based on session selection by each participant; and ability to manage capacity for each training session. Inherent in the tool should be a mechanism to eliminate duplication in registration, individualized printing in Portable Document Format (PDF) format, and retrieval of registration status reports (by agreed upon data elements) and automatic email confirmation of registration with depicting training session selections. Registration information should be able to be accessed from any computer with Internet access.

2.2 RETRIEVAL OF REGISTRATION INFORMATION

The registration site shall be available for retrieval of registration information (i.e. participants name, company name, address, phone number, email, and title, and training selection) on demand. The contractor shall facilitate retrieval of registration information and provide the Government the ability to track registration session capacity through an online tool.

2.3 OPTIONAL TASKS

Depending on the volume and the discretion of the Government, the following contains additional tasks that may need to be performed:

- Available to handle emergency "help" calls on on-site registration/check-in day
- Printing and delivery of name badges (design and layout of badge will be agreed upon after contract award)
- Printing and delivery of individual training schedules for each registrant
- Provide technical support related to registration issues

2.4 QUALITY ASSURANCE SURVEILLANCE PLAN (QASP)

The contractor shall submit as part of their proposal, a quality assurance surveillance plan (QASP), detailing how they will ensure that quality work will be produced. In addition, the QASP shall include procedures for ensuring sensitive information is safeguarded. The contractor shall submit as part of their proposal, a timeline for implementation and milestone for task completion. The specific priority for file conversion will be determined after award.

2.5 INSPECTION AND ACCEPTANCE

Only the Contracting Officer (CO) or Contracting Officer's Representative (COR) has the authority to inspect, accept or reject all deliverables. All rejected deliverables will be corrected at the contractor's expense with no additional cost to the government. Final inspection of all deliverables shall be provided in writing by GSA, FAS, GSAC.

2.6 PAYMENT AND INVOICING

Billing and payment shall be accomplished in accordance with the contract. The contractor shall have the invoice certified by the COR. The contractor shall then submit the invoice at the end of the task, and after acceptance by the COR to the Invoice and Payment Official specified in Para 1.5.

3.0 REPORTING DELIVERABLES

3.1 WEEKLY STATUS REPORT

The contractor shall provide the customer with a weekly status report. The report shall include (1) a listing of registrants, (2) all data elements captured during the registration (3) totals for each session, (4) total for each schedule number, (5) totals for each contract type, (6) and date, time, registration confirmation number. The report will be submitted in a standard electronic format via email to the individual or individuals specified by the CO upon issuance of the task order or at a specified time thereafter. Copies of this report must accompany the monthly invoice submitted for payment. At the contractor's option, status reports may be provided on a more frequent basis.

4.0 PERFORMANCE MEASUREMENT AND QUALITY STANDARDS

The performance on the contract shall be measured against the extent to which the contractors meet or exceeds performance standards and acceptable quality levels. Table 1 contains the expected outcome associated with required services, performance standards, surveillance methodology, and acceptable quality level.

Outcome	Required Services	Performance Standard	Method of Surveillance	Acceptable Quality Level
Complete on-line registration by date to be determined after award	Design and development of registration site	Site live within specified period	Refer to QASP, Customer Feedback Periodic Evaluations Weekly Activity Status Reports submitted by contractor	95-100% of the time completed milestones at agreed upon after award
Ensure functionality of all "click-through" buttons or links	Personnel checks links to ensure functionality	Weekly inspections results are 97 - 100% accurate	Refer to QASP, Customer Feedback Periodic Evaluations Weekly Activity Status Reports submitted by contractor	95-100% functionality
Provide reports that reflect accurate status bi-weekly (Mondays & Fridays)	Personnel ensure access to reports or provide reports to COR via email.	Periodic inspections results are 97-100% accurate	Refer to QASP, Customer Feedback Periodic Evaluations Weekly Activity Status Reports submitted by contractor	95-100% of reports are provided or made available by noon
Accurate and professional site reflecting theme	Personnel ensure information is complete and accurate	Initial inspection results are 97-100% accurate	Refer to QASP, Customer Feedback Periodic Evaluations Weekly Activity Status Reports submitted by contractor	100% accuracy (no misspellings, mis-conjugation of verbs, etc.)

5.0 METHOD OF AWARD

5.1 SCHEDULE CONTRACT TASK ORDER

Award is expected to be made to a Contractor with a GSA Multiple Award Schedule (MAS) contract under Schedule 541 – ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS), Special Item Number 541-3 – Web Based Marketing Services (Small Business Set-Aside) and/or 541-4D - Conference, Events and Tradeshow Planning Services (Small Business Set-Aside). Contractors are encouraged to propose only those services that have been awarded under their MAS Contract.

5.2 EVALUATION FACTORS

Award will be made as the Best Value to the Government. The evaluation factors are (1) Technical Approach, (2) Past Performance, and (3) Price. When considered together, the non-price related factors are of greater value than price. The Government reserves the right to award to other than the lowest priced offeror based on its best value trade-off decision, but may be limited by budgetary constraints.

5.3 TECHNICAL FACTORS

Technical factors and evaluation will concentrate on the suitability of contractor's approach to the document conversion solution, and the thoroughness of the contractor's QASP. Technical proposal should specify the designated labor categories, and quantity of each.

5.4 PAST PERFORMANCE

The Contractor shall describe two projects the firm has completed within the past three years, which are equal to or similar in scope of this requirement. The Contractor shall include points of contact, titles, telephone numbers, and e-mail addresses (if available). The Contractor shall provide the task dates and pertinent information in order to demonstrate how the previous tasks are comparable to this requirement.

5.5 FIRM-FIXED PRICE SUBMISSION

Contractor's solutions will be evaluated to determine price realism and reasonableness. Prices which are excessively high or low may be considered unrealistic and unreasonable for the solution proposed, and may receive no further consideration. Pricing should be submitted and award will be made as a firm-fixed priced task order.

5.6 PROPOSAL SUBMISSION CONTENT AND FORMAT

Contractors shall provide written proposals in response to this SOW. The proposals for this task order shall be presented in the form of a written proposal limited to a total of 10 single spaced pages, printed on one side only using no less than 12 pt types or 10 pt types for charts. To assist the Contracting Officer in the evaluation of the technical aspects and price realism of this acquisition, please utilize the following table format to summarize the proposal.

Labor Categories	Qty Proposed	GSA Contract Hourly Rate	Total # of Hours	Extended Total

5.7 AWARD METHOD

The Government intends to award a firm-fixed price task order, based on the evaluation of the initial proposal from the contractor, and there is no expectation of request for a Final Revised Proposal. However, the Government reserves the right to open discussions. Final terms and conditions agreed upon after negotiations must be submitted via a Revised Final Proposal (RFP) to the CO.

K-FSS-1 AUTHORIZED NEGOTIATORS (MAR 1998)

The offeror shall, in the spaces provided below, fill in the names of all persons authorized to negotiate with the Government in connection with this request for proposals or quotations. *(List the names, titles, telephone numbers and electronic mail address of the authorized negotiator[s].)*

G-FSS-900-A CONTRACT FOR CONTRACT ADMINISTRATION (JAN 1994)

Offerors are required to designate a person to be contacted for prompt contract administration.

NAME: _____

TITLE: _____

ADDRESS: _____

TELEPHONE NO.: () _____ FAX NO.: () _____

E-MAIL ADDRESS: _____
