



**YOUR SOURCE FOR**  
**successful**  
**events**

**CONNECTING FEDERAL PERSONNEL  
WITH THE PRIVATE SECTOR SINCE 1976**

## OVERVIEW

FBC's services cover the broad spectrum of activities needed to provide full support for successful government meetings, industry outreach events, on-site trade shows, on-site or off-site conferences, on-site industry days, invirtual, hybrid or in-person formats. Services include all tasks, workflows, and personnel for meeting planning, FISMA compliant event website and attendee registration, agenda, and speaker coordination, call for speakers, event staffing, professional reporting, venue selection and coordination, logistics including setup and breakdown, promotion, and printing.

FBC's GSA schedule contract offers multiple options, including No Cost and fee-for-service options. FBC provides the necessary facilities, equipment, and personnel to provide services for Government Events. The Federal Business Council, Inc. and our reps and certs are registered in the System for Award Management (SAM) database.

## BACKGROUND

FBC provides a convening and outreach function to the government via events (in-person & virtual), conferences, exhibitions and on-line presence. We strive to provide the optimum conference management environment for each of our customers. Since 1976, we've produced more than 5,000 meetings and conferences for the federal government.

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*FBC is a professional organization providing conference support for the DoD, Intelligence Community and Federal Civilian Agencies since 1976*

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## CURRENT & PAST CONTRACTS



# FULL LIFE-CYCLE EVENT MANAGEMENT

FBC provides full life-cycle event management support services for government clients. Our methodology provides a mechanism for establishing, maintaining and growing mission-oriented events over time. Our government oriented management system ensures the proper guidance; personnel and back-end systems are in place to ease the management of high-volume event production tasks. This translates into uninterrupted end-to-end support to deliver event management objectives. Important activities such as event marketing, advertising, call-for-speakers and agenda development, graphic design & event artwork, venue management, audio-visual coordination, livestreaming, special events, catering, and more are all within FBC capabilities.

# SUCCESSFUL EVENT MANAGEMENT



## For all your In-Person, Virtual, & Hybrid Events:



Conferences



Virtual Events



Industry Days



Trade Shows

# MISSION DRIVEN RESULTS

Each event has its own objectives. FBC works directly with the government to structure the most meaningful content based upon the theme or topic, and based upon an individualized plan to reach and exceed objectives. This customized approach creates events that are focused on each customer’s unique mission, delivering the highest level of success per event.

Primary NAICS Code: 561920  
Other NAICS Codes: 541611

GSA Schedule 47QRAA20D0014

Women-Owned Small Business  
TIN# 52-1501789

DUNS# 825732746

Cage Code – 1L9F4

Facility Clearance, TS/SCI

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# **FBC GSA Contract Information**

## **Contract #: 47QRAA20D0014**

### **561920 CONFERENCE, MEETING, EVENT AND TRADE SHOW PLANNING SERVICES**

Our services include organizing, promoting, and managing events, such as business and trade shows, conventions, conferences, and meetings (whether or not they manage and provide the staff to operate the facilities in which these events take place), 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, onsite meeting and registration support, editorial services, automation and telecommunications support, design and editing productions; and communications with attendees including pre- and post-meeting mailings, travel support and computer database creation.

### **541511 WEB-BASED MARKETING**

Services include, but are not limited to, writing, modifying, testing, and supporting software to meet the needs of a particular customer. This may include website design and maintenance services, search engine development, email marketing, interactive marketing, web-based advertising (including marketing and social media outlets), webcasting, video conferencing via the web, Section 508 compliance, including captioning services, online media management: and related activities to web based services. Media will be provided in a format that is compatible with the ordering agency's software requirements. Continual website updates and maintenance are also offered.

*NOTE: Any commissions received for media placement, conference planning, etc., will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.*

### **541810DC OTHER DIRECT COSTS FOR MARKETING AND PUBLIC RELATIONS SERVICES**

All Other Direct Costs (ODCs) proposed must be directly related and only purchased in conjunction with Marketing and Public Relations Subcategory services offered under these SINS: 512110, 541430, 541511, 541613, 541810, 541820, 541850, 541910, 541922, and 561920. ODCs shall be an integral part of the total marketing consulting services solution and shall not be the primary purpose of the work ordered. Items awarded under SIN 541810 ODC are not Order-Level Materials (OLMs). ODCs are defined, priced, and awarded at the FSS contract level, whereas OLMs are unknown before an order is placed. Possible ODCs may include: funding for payment of media spots on television/radio/social media, conference meeting space, prize payments, etc. Travel and per diem are not considered ODCs. NOTE: Any commissions received for Marketing and Public Relations Subcategory will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

## **OLM ORDER-LEVEL MATERIALS (OLM)**

OLMs are supplies and/or services acquired in direct support of an individual task or delivery order placed against a Schedule contract or BPA. OLM pricing is not established at the Schedule contract or BPA level, but at the order level. Since OLMs are identified and acquired at the order level, the ordering contracting officer (OCO) is responsible for making a fair and reasonable price determination for all OLMs. OLMs are procured under a special ordering procedure that simplifies the process for acquiring supplies and services necessary to support individual task or delivery orders placed against a Schedule contract or BPA. Using this new procedure, ancillary supplies and services not known at the time of the Schedule award may be included and priced at the order level.

## **OLM SIN-LEVEL REQUIREMENTS/ORDERING INSTRUCTIONS**

### **OLMs are:**

- Purchased under the authority of the FSS Program.
- Unknown until an order is placed.
- Defined and priced at the ordering activity level in accordance with GSAR clause 552.238-115 Special Ordering Procedures for the Acquisition of Order-Level Materials. (Price analysis for OLMs is not conducted when awarding the FSS contract or FSS BPA; therefore, GSAR 538.270 and 538.271 do not apply to OLMs)
- Only authorized for use in direct support of another awarded SIN.
- Only authorized for inclusion at the order level under a Time-and-Materials (T&M) or Labor-Hour (LH)
- Contract Line-Item Number (CLIN).
- Subject to a Not to Exceed (NTE) ceiling price.

### **OLMs are not:**

- Open Market Items.
- Items awarded under ancillary supplies/services or other direct cost (ODC) SINs (these items are defined, priced, and awarded at the FSS contract level).

### **OLM Pricing:**

- Prices for items provided under the Order-Level Materials SIN must be inclusive of the Industrial Funding Fee (IFF).
- The value of OLMs in a task or delivery order, or the cumulative value of OLMs in orders against an FSS BPA awarded under an FSS contract, cannot exceed 33.33%.

NOTE: When used in conjunction with a Cooperative Purchasing eligible SIN, this SIN is Cooperative Purchasing Eligible.

# ENGAGEMENT WITH BUSINESSES of every size

Whatever your agency's mission and demands, an event is the ultimate engagement channel, but producing an event yourself is time-consuming and locating the right participants is challenging.

**FBC HAS YOUR SOLUTION:** A successful event that both engages your organization and strengthens interaction between the government and the private sector. FBC has coordinated 5,000+ mission-oriented conferences and expos spanning more than 40 years. From one-day tabletop expositions, to focused events with speakers and exhibitors, to full-scale conferences – we've done it all! When you work with us, you benefit from our vast experience and industry relationships.

**LET FBC PLAN YOUR NEXT EVENT.**

We can  
create the  
federal/industry  
dialogue your  
agency  
requires.



# industry outreach & dialogue

Creating dialogue opportunities between private industry, suppliers, thought leaders and federal personnel, program managers, leadership and end users is essential for efficient government contracting. FBC accomplishes this via conferences, seminars and other events geared toward federal priorities.

FBC works together with your agency to create highly effective industry days, symposia, on-site expositions and meetings of all kinds. We partner with companies of all sizes from all over the nation to deliver today's best innovations and solutions available to accomplish the mission!

We coordinate all aspects of the meeting – working with you and other necessary agency representatives to understand objectives and determine the most appropriate methods to achieve your goals.

Our responsibilities often include:

- Researching & coordinating potential exhibitors
- Pre-show promotions such as flyers, posters, table tents, email, social media and more!
- Setting up the exhibit area
- Coordination and payment for catering
- Organization of security lists and procedures for visitors
- Outreach to our extensive database of industry contractors, academia and federal agency partners

## DID YOU KNOW?

Most email and registration tools violate government security policies for PII, PFI and Controlled Unclassified Information (CUI). FBC offers FISMA-compliant secure registration, appropriate for all agencies.

## DO MORE WITH LESS

An FBC event frees you up to focus your time and budget on primary objectives. These events also assist industry by providing the optimal face-to-face environment for information exchange that's time-tested and government-friendly. Plus, it's easy on you and agency staff.

**YOUR RESULT?** Agency personnel gain knowledge about today's cutting-edge enterprises and ideas. Hands-on demonstrations, presentations, workshops and stellar keynote speakers inform with minimal investment of time or loss of productivity.

From start to finish, FBC manages your meeting (classified or unclassified) through our GSA Schedule contract, an inexpensive contracting vehicle, or no-cost MOU. Alternatively, you can also select specific tasks for us to oversee through any of our options to complement your event.

## OUR EVENT PLANNING AND MARKETING CAN INCLUDE:

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Project management

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Site selection

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Identifying and coordinating audiovisual needs

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Designing and printing brochures, programs, posters, name badges, binders, signage, etc.

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Advertising conference via email, websites, social media and other media vehicles

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Secure registration services including custom websites, database maintenance and on-site registration management

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Coordination of social activities including luncheons, banquets and receptions

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And more!

# FBC SECURE REGISTRATION FOR FEDERAL EVENT ATTENDANCE

## Ensuring FISMA compliant event registration for Federal Agency attendees

FBC has developed systems that are operated in compliance with FISMA guidelines for secure handling of federal event attendee registration information. Current FISMA requirements provide strict guidelines on the handling of Government personnel PII and PFI (Personal Identification Information and Personal Financial Information). FBC websites and registration processes have been assessed by NIST at various times during FBC's contract with NIST Conference Services. Additionally, all personnel are regularly trained in the proper handling of registration information and the Secure Federal Event Registration process.

FBC maintains a secure online registration site to enable accurate registration processes. Once an event registration site is created, registration may commence for a

given project and remain open up to the day of the live event. The customer dictates Website contents and functionality, as long as it can be done in accordance with security policies. Registration templates may be selected from one of many successful layouts, or a custom layout may be developed. Knowledgeable customer service representatives and dedicated event management staff support the development of the compliant registration site and registration process.

The registration website provides participants with information regarding the live event such as, but not limited to, event description, session and/or webcast schedule, presenter bios, and exhibitor list. There will be a separate registration for staff and attendees.

# SAMPLE WEBSITES

# SAMPLE PRINTED MATERIALS



**PRINTED PROGRAMS**  
Your agenda, vendors, and venue map in one convenient place.



**POSTCARDS, FLYERS, & MORE**  
Advertise your event with our custom made postcards and flyers

**SWAG**  
Create a custom box for your event. Fill it with exciting swag to make your attendees happy!



**LANYARDS, BADGES, AND BAGS, OH MY!**  
Get creative! Lanyards, badges, bags, tee shirts and more items are available.

# GET STARTED WITH FBC

## what are the next steps?

- 1 It's easy! We'll meet with you on-site to learn more about your agency's event needs, requirements and expectations.
- 2 FBC will put together an event plan based on your agency's objectives.
- 3 Once you approve the action plan, we'll get started on your event immediately!

# OTHER FBC CLIENTS

## we've worked with everyone!

### Some of FBC's agency partners include

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- AFCEA
- Air Force (AF) Intelligence Community (IC)
- Centers for Disease Control and Prevention (CDC)
- Centers for Medicare and Medicaid Services (CMS)
- Internal Revenue Service (IRS)
- LABS: Berkeley Lab, Boulder Labs, Los Alamos Lab, Pacific Northwest National Lab (PNNL), Sandia Labs
- NASA
- National Institutes of Health (NIH)
- National Security Agency (NSA)
- NOAA
- Pentagon
- US Army PEO EIS
- US Department of Agriculture
- US Department of Commerce
- US Department of Defense
- US Department of Energy
- US Department of Homeland Security
- US Department of Labor
- US Department of State
- And Many More!

### Some of FBC's agency partners include

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- AFCEA Atlanta National Security Conference
- Air Force Intelligence Community Security Review Board (SRB)
- CMS Industry Day
- CyberMaryland Conference
- DISA J6 Cyber Awareness Forum
- Government Procurement Conference (formerly the OSDDBU Government Procurement Conference)
- INFOPAC Symposium (formerly the Pacific IO & EW Symposium)
- Maneuver Warfighter Conference Expo
- NLIT Summit
- NIH Innovation Day
- NIST NOAA DoC Campus Technology Day
- PNNL TechFest
- USDA Cybersecurity Expo
- And Many More!



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