

The Department of Veterans Affairs' Strategic Acquisition Center (SAC) is issuing this sources sought synopsis as a means of conducting market research to identify parties having an interest in and the resources to support this requirement for Event Support Services. The result of this market research will contribute to determining the method of procurement. The applicable North American Industry Classification System (NAICS) code assigned to this procurement is 561920. The Product Service Code is R699.

### Event Support Services

The Department of Veterans Affairs (VA) is in need of event planning support services to assist in the planning, scheduling, coordination and processing of documentation for annual local, district, regional, and national events.

The objective of this effort is to assist in the planning, scheduling, coordination and processing of documentation for the all annual local, district, regional, and national events of the VA.

The scope includes professional services, systems and software system support to satisfy the Department of Veterans Affairs Events requirements. In the usual course of events, the service provider must be able to provide a full range of event meeting spaces and other related support services (technical, managerial, administrative and multimedia tasks) to satisfy the overall primary event objective, locally hosting the events at a single venue that can provide all appropriate and requisite meeting spaces and support services for attendees. Contractor must be able to solicit bids from various event locations and negotiate an event contract for review and approval by VA Contracting Officer prior to signing. . Additionally the firm shall be able to identify locations/accommodations for dining and lodging, within close proximity of event locales, for event attendees. Coordinate full range of catering for the events. Conduct all pre-event planning, on-site execution, and post-event clean-up and clear out in collaboration with host(s). The contractor will need to be able to furnish any specialized equipment and other required resources necessary for, or incidental to, the required support (except as otherwise furnished by the government). Provide multimedia capability to promote program objectives during the events. Manage event registration and payment process through an online system. Maintain databases of potential event attendees and send invitations. Provide support regarding registration and coordination with event center facilitators for Exhibitors and booths in the Exhibition area during event events. Conduct outreach and event advertisement, through the design, development, distribution, and maintenance of event websites, brochures, newsletters, and event flyers. At the event conclusion the provider must complete all required transitions and phase-out activities.

THERE IS NO SOLICITATION AT THIS TIME. This request for capability information does not constitute a request for proposals; submission of any information in response to this market survey is purely voluntary; the government assumes no financial responsibility for any costs incurred.

If your organization has the potential capacity to perform/supply this service, please provide the following information: 1) Organization name, address, email address, Web site address, telephone number, size and type of ownership for the organization, small business status; and 2) Tailored capability statements addressing the particulars of this effort, with

appropriate documentation supporting claims of organizational and staff capability. If significant subcontracting or teaming is anticipated in order to deliver technical capability, organizations should address the administrative and management structure of such arrangements.

The government will evaluate market information to ascertain potential market capacity to 1) provide the commodity/service consistent in scope and scale with those described in this notice and otherwise anticipated; 2) secure and apply the full range of corporate financial, human capital, and technical resources required to successfully perform similar requirements; 3) implement a successful project management plan that includes: compliance with delivery schedules; and meeting the rigid listed specifications.

BASED ON THE RESPONSES TO THIS SOURCES SOUGHT NOTICE/MARKET RESEARCH, THIS REQUIREMENT MAY BE SET-ASIDE FOR SMALL BUSINESSES OR PROCURED THROUGH FULL AND OPEN COMPETITION, and multiple awards MAY be made. Telephone inquiries will not be accepted or acknowledged, and no feedback or evaluations will be provided to companies regarding their submissions.

Sources Sought Submission Instructions: Interested parties who consider themselves qualified to deliver the above-listed commodities are invited to submit a response to this Sources Sought Notice by May 10, 2012. All responses under this Sources Sought Notice must be emailed to [theodes.salley@va.gov](mailto:theodes.salley@va.gov)

If you have any questions concerning this opportunity please contact:  
[theodes.salley@va.gov](mailto:theodes.salley@va.gov).