



Department of Veteran Affairs
Washington, DC 20420

Sole Source Justification

**2012-2013 NCMA Corporate Sponsorship
2012 NCMA World Congress Conference
2012-2013 NCMA *Contract Management* Magazine Advertisements**

JUSTIFICATION FOR OTHER THAN FULL AND OPEN COMPETITION

Pursuant to the requirements of the Competition in Contracting Act (CICA) as implemented by FAR Subpart 6.3 and in accordance with the requirements of FAR 6.303-1, this justification for the use of the statutory authority under FAR Subpart 6.3 is justified by the following facts and rationale required under FAR 6.303-2 as follows:

(1) Agency and Contracting Activity

The Department of Veterans Affairs (VA) Office of Acquisition Operations (OAO) Acquisition Business Service, 1776 I St. NW, Washington, DC 20006.

(2) Nature and/or description of the action being approved

The OAO proposes to enter into a noncompetitive, sole source contract with Network Media Partners, 11350 McCormick Rd, STE 900, Hunt Valley, MD 21031 who are directly affiliated with the National Contract Management Association (NCMA), 21740 Beaumeade Circle, Suite 125, Ashburn, VA 20147. The OAO has a requirement to continue its annual NCMA corporate sponsorship membership; monthly advertisements in *Contract Management* magazine (12 total, 1 per month); and annual participation as a platinum sponsor at the 2012 NCMA World Congress, which is scheduled to take place in Boston, Massachusetts from July 29 to August 1, 2012.

(3) Description of Supplies/Services—Describe the supplies or services to be acquired

The purpose of this contract with Network Media Partners is required in order to maintain VA's NCMA corporate sponsorship membership of NCMA; 12 months of advertising in the NCMA *Contract Management* magazine; and platinum sponsorship of and participation in the 2012 NCMA World Congress in Boston, Massachusetts, which is scheduled to occur from July 29 to August 1, 2012.

The NCMA corporate sponsorship membership provides VA with the opportunity to establish a presence among the Agency's peers in the Federal acquisition community. Corporate sponsorship benefits include appointment of a senior member from the Office of Acquisitions, Logistics, and Construction (OALC) to the NCMA Board of Advisors, 50 individual NCMA memberships and *Contract Management* magazine subscriptions for OALC interns, discount advertising in the NCMA *Contract Management* magazine, logo and 50-word message in the NCMA e-mail newsletter, 10 percent discount on sponsorship and exhibit booth space for the

2012 NCMA World Congress and the 2012 Government Contract Management Conference (GCMC), and complimentary full conference registrations at the 2012 World Congress and GCMC. The cost for the corporate sponsorship is \$14,000.

Monthly advertising in the NCMA *Contract Management* magazine provides VA the opportunity to increase its marketability within the Federal acquisition community as a premier employer of choice. Monthly magazine advertising benefits include improved visibility, business development outreach, and faster public announcements of OAO recruiting efforts. The cost for placing one monthly NCMA *Contract Management* magazine advertisements, consecutively for 12 months, is \$26,004.

The NCMA World Congress platinum sponsorship provides VA with the opportunity to host a booth at the 2012 NCMA World Congress and to network with the acquisition community, discuss the impact of contract management processes, and share best practices for increasing the efficiency of contract departments. The platinum sponsorship includes six additional complimentary full conference participant registrations, special access to the NCMA members through speaking opportunities and outreach exercises, as well as participation at a Contract Management Career Fair, which is open and free to the general public in the Boston, Massachusetts area. This career fair provides VA a broader area in which to advertise and discuss our job openings in acquisition. The total flat rate for VA to be a Platinum sponsor at the 2012 NCMA World Congress is \$21,600.

(4) Identification of Statutory Authority Permitting Other Than Full and Open Competition

The statutory authority permitting other than full and open competition is 41 USC 253 (c)(1), as implemented by the Federal Acquisition Regulation (FAR) Subpart 6.302-1 entitled "Only One Responsible Source and No Other Supplies or Services Will Satisfy Agency Requirements."

(5) Demonstration That the Nature of the Acquisition Requires Use of the Authority Cited.

The NCMA corporate sponsorship membership, monthly magazine advertisements, and platinum sponsorship of and participation in the 2012 World Congress will give VA OAO direct access to the members of the Federal and industry acquisition community as only provided by NCMA and offered only through Network Media Partners. There is no other national association that represents members of the acquisition community as NCMA. No other company but Network Media Partners provides the access to NCMA, its magazine and educational conferences through this specific corporate and platinum sponsorships. The particular 2012 NCMA World Congress annual conference is important because it provides unparalleled access and exposure to industry and Government experts.

(6) Description of the efforts made to ensure that offers are solicited from as many potential sources as is practicable, including whether a notice was or will be publicized as required by subpart 5.2 and, if not, which exception under 5.202 applies.

Market research was conducted to determine if any professional organizations currently exist capable of providing the same NCMA sponsorship and conference services and opportunity that is offered through Network Media Partners under NAICS code 611430 – Professional and Management Development Training. VetBiz.gov was surveyed to identify SDVOSB firms (under VA's statutory authority) capable of meeting the Government's known requirement at this

time. However, none were found to be able to provide the level and caliber of opportunities and exposure as Network Media Partners does with their unique business relationship with NCMA and ability to provide the required professional space and attendance of this conference. Additionally, current GSA schedules were examined to determine if any schedule holders offered comparable membership opportunities. Specifically, Schedule 874 – Mission Oriented Business Integrated Services (MOBIS) was deemed to be the most likely to offer organizational membership services geared toward the Federal contracting profession. However, none of the corresponding categories described services that could meet this requirement. Thus, market research indicated that Network Media Partners is the only entity offering the unique services and exposure to the NCMA, *Contract Management* magazine and World Congress. That being said, NCMA is the only national organization of its kind, and as such provides public and private organizations the essential forum for industry interaction in the form of the *Contract Management* magazine and the World Congress annual conference. The type of expert exposure provided by Network Media Partners, NCMA, *Contract Management* magazine and the World Congress directly contributes to OAO's organizational success.

In accordance with FAR Subpart 6.305(c), "in the case of a contract award permitted under 6.302-1(c), the justification shall be posted with the solicitation." The Sole Source Justification and Approval will be posted to the Government Point of Entry (GPE) within 14 days after contract award as per FAR 6.305(a) and required by 10 U.S.C. 2304(1) and 41 U.S.C. 253(j) and will remain posted for 30 days as per FAR 6.305(d)(3).

(7) Determination by the Contracting Officer that the Anticipated Cost to the Government will be Fair and Reasonable.

Network Media Partners' product pricing is established under a standing catalog price list through the association. The Contracting Officer has made a determination that the price is fair and reasonable based on review of commercial list prices and the prices paid in the past for similar services.

(8) Description of Market Research. Market Research is required by FAR Part 10. Describe the results of your market research.

Research was done through reviewing the available professional associations that participate in federal acquisition community events. This analysis determined that NCMA best suited the requirements of VA OAO; therefore, Network Media Partners, being the only organization capable of supplying the required services, best suited VA OAO's requirements. No other suppliers were found that provide the unique access to the NCMA, its magazine, and educational conferences.

(9) Any Other Facts Supporting the Use of Other Than Full and Open Competition.

Network Media Partners is the only provider of the NCMA corporate sponsorship membership, special discount advertising rates for the *Contract Management* magazine, and the 2012 NCMA World Congress sponsorship and exhibit booth space. Concurrently, NCMA is the only provider of any services and access to the acquisition community by virtue of its position as a professional association representing acquisition professionals. Platinum sponsorship of the 2012 NCMA World Congress is only available through Network Media Partners. This is the only source that

satisfies and possesses the capabilities to provide these unique services to VA contracting organizations.

(10) A Listing of the Sources, if Any That Expressed, in Writing, an Interest in the Acquisition.

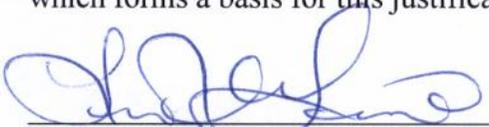
No other sources expressed an interest in providing the aforementioned services.

(11) A Statement of the Actions, if Any, the Agency May Take to Remove or Overcome Any Barriers to Competition Before Any Subsequent Acquisition for Supplies or Services Required.

For future acquisition conference opportunities, VA OAO personnel will continue to research the industry to try to determine other cost-effective alternatives.

(12) Certifications:

I certify this requirement meets the Government's minimum need and that the supporting data, which forms a basis for this justification, is complete and accurate.



Anethra Facione
Contract Specialist

05.03.2012

Date

Approve/Disapprove



Kelly Lynch
Contracting Officer

5/3/2012

Date