

**Performance Work Statement (PWS)
Direct Access Program (DAP) Events
Contractor (EC)**

04/18/2017

Version 4.0

Performance Work Statement (PWS)

Direct Access Program (DAP) Events Contractor (EC)

Vision Statement

Be the premier Veteran Small Business Direct Access Facilitator and advocate in the Federal Government.

1.0 Introduction

The goal of Direct Access Program (DAP) is to provide Veteran-Owned Small Businesses (VOSBs) and other Small Businesses (SBs), with direct access to Procurement Decision Makers (PDM), from Government and the private sector. The Department of Veterans Affairs (VA), Office of Small and Disadvantaged Business Utilization (OSDBU), Direct Access Program (DAP) Office has a requirement for event contractor services for the scheduling, coordination, and execution of DAP events. This contract intends to procure professional services for two types of DAP events. One type of event this contract procures professional services for is regional events that may be identified by geographical location or by industry which consists of 50 to 1000 attendees. The second type of event this contract procures professional services for is the Department annual National Veterans Small Business Engagement (NVSBE) which may consist of more than 1000 up to approximately 4000 attendees. The Contractor shall provide all personnel, equipment, tools, materials, supervision, reports, and other items as required in providing non-personal services support for tasks as defined in this Performance Work Statement (PWS). The Contractor shall perform to the standards required by the PWS and those included in the resulting order.

1.1 Background

VA OSDBU serves as advisor to the Secretary of Veterans Affairs (SECVA) on small business related matters in support of VAs mission: "To care for him who shall have borne the battle, and for his widow, and his orphan," by serving and honoring the men and women who are America's Veterans. VA OSDBU also provides policy guidance, direction, and education to the VA acquisition community to assist in the execution of the VA Small Business Program. This PWS intends to provide planning, and the "no-cost to the government" execution of professional, technical, analytical and management resources in support of the two types of DAP events mentioned earlier.

1.2 Objectives

To obtain professional services to support DAP in maximizing opportunities for small businesses by synchronizing critical resources through extensive marketing, counseling, and training so that they can gain direct access to federal, state, and commercial PDMs.

1.3 Scope

The Direct Access Program (DAP) will execute a minimum of one regional event each year. There is a strong likelihood that DAP may execute an additional five regional events per year, resulting in a total of regional events to six per year.

In addition to the earlier mentioned regional events, DAP may execute one national event per year. In the event the government elects to conduct a NVSBE In 2019 and 2020, the Government may designate specific dates and location where the NVSBE must occur. The government may elect to forego designating specific dates and location for the 2019 or 2020 NVSBE. In the event the Government opts to not provide specific dates and location for 2019 and 2020 NVSBE, the contractor shall provide recommendations for site selection with sufficient notice provided by the Government. As part of providing recommendations for the 2019 or 2020 NVSBE, the contractor will conduct research and analysis to support its site selection recommendation.

Conducting events at “no-cost” to the government is defined as executing the DAP events with no financial obligation to the VA. The contractor may receive registration, exhibition, sponsorship, or other fees collected from participants as payment for executing the DAP events. The contractor is liable for all costs related to the performance of this task; the government's liability for payment of services to execute DAP events is zero. The Contractor shall have no expectation of payment from VA for executing the DAP events.

The government intends to pay the contractor to develop plans to execute the DAP events. Event planning of this contract entails the Contractor providing all supplies and services required to develop the approach, for the government's review and approval, to execute the DAP events within the standards defined in the PWS. The Government retains approval rights for all selections associated with the contractor's proposed plans to execute the DAP events. “

2.0 Period of Performance

The period of performance shall be from date of award for 12-months with one 12-month option year.

2.1 Definitions

"Activity Host" means an individual around whom an activity is established. Some examples are: VA Procurement Decision Maker (PDM), Commercial Procurement Decision Maker (CPDM) or Senior Executive. (SES)

"Agenda" means comprehensive electronic or hard copy list of all activities associated with the event that includes detailed information about each activity.

"Business Opportunity Sessions (BOS)" means a session where the host will outline their organizations major activities and the procurement opportunities that are forecasted. In particular, the presenter will address where they see small businesses adding value to their organization in both prime and subcontractor roles.

"Comprehensive Planning" means a planning process that consists of steps which include, but are not limited to identifying issues, stating goals, collecting data to create plans, creating implementation plans, evaluating alternatives, adopting a plan, implementing and monitoring.

"Designated Government Representative (DGR)" means a person or persons duly authorized by a foreign government to act on behalf of that government to negotiate, commit, sign contractual agreements, and/or accept delivery of material.

"Dining with Decision Makers (DWDM)" is defined as an activity occurring during the Engagement wherein attendees share lunch with PDMs, senior commercial or federal leaders. Each DWDM session also has Keynote addresses speaker. DWDM is designed to facilitate informal conversations between designated PDM hosts and attendees.

"Event Contractor (EC)" means the contractor awardee team to include the Key Personnel.

"Executives" (Government) mean the highest-ranking government participants, to include: Cabinet members Deputy Secretaries, Undersecretaries, and Assistant Secretaries.

"General Sessions" means sessions that are led by VA Executive Leadership, General Sessions provide an overview of VA programs and organization needs.

"Learning Sessions (LS)" means sessions that help improve a VOSBs procurement readiness by allowing experts to share their expertise and real-world strategies.

"Networking Roundtables" means an activity that enables a maximum of three (3) VOSBs to ask questions and outline their capabilities to one (1) Procurement Decision Maker (PDM).

"No-cost" to the government is defined as executing the DAP events with no financial obligation to the VA.

"Participant" means an individual who takes part in an activity, session function, or event.

"Procurement Decision Maker (PDM)" means an official who contributes to decisions regarding the "what, how, and when" of procuring goods or services. PDMs include Program Managers which is a person within an organization responsible to ensure projects are carried out consistently and successfully per the agency mission, strategies, and goals. The PM develops procurement requirements to support the mission.

"Regional Event" means an event that is identified by geographical location or by industry type with 50-1000 attendees. These events can occur at different localities throughout the nation within two to six weeks of each other (i.e. East Coast, West Coast).

"Senior Executive (SES)" means an individual who is a member of the Senior Executive Service (SES).

2.2 Inherently Governmental Functions

The Contractor is solely responsible for managing and supervising its personnel. This contract is for non-personal services. Nothing in the PWS shall be construed as authorizing or directing the Contractor to perform an "Inherently Governmental Function (IGF)" as defined by the Office of Government Procurement Policy (OFPP) Policy Letter 11-01. Tasks executed by the Contractor shall be considered recommendations subject to the review and approval by the Government. Contractor personnel shall not perform any IGF as detailed in FAR 7.503. Contractor personnel shall serve in a support role; Government personnel will always make final decisions regarding VA business.

2.3 General Experience Requirements

Contractor personnel shall be fully qualified, possessing required certifications and skill-sets, and have the level of experience necessary to accomplish the requirements of this PWS. Additionally, Contractor personnel shall be acceptable to the Government in terms of personal and professional conduct, and in technical knowledge. Contractor personnel are expected to be proficient using office automation equipment, Microsoft Office and Adobe software, and have sufficient written and verbal communication skills to support the DAP mission. Should any contractor personnel be determined to be unacceptable in terms of technical competency or personal conduct while on-site or while working on contract activities, the Contractor shall immediately remove and replace the unacceptable on-site personnel at no additional cost to the Government. Contractor personnel shall serve in a support role; Government personnel will always make final decisions regarding VA business.

2.3.1 Key Personnel

Certain skilled, experienced professional, and/or technical qualifications are essential for accomplishing the work to be performed. Individuals having these qualifications are defined as Key Personnel, and whose experience biographies shall be submitted and marked by the Contractor as Key Personnel through submission of the Management Plan Factor. Substitutions shall only be accepted if in compliance with the Substitution of Key Personnel provision identified below.

The following personnel are considered key personnel by the Government:

1. Sr. Project Manager
2. Events Planner

These labor categories are defined as follows:

Sr. Project Manager - An individual with minimum 20-years of substantive experience, relevant to the task order requirement using program management principles managing a large-scale program, encompassing multiple projects, with total lifecycle budgets and complexity equivalent to the task order at hand. The individual must have experience executing events with a minimum of 3000 - 4000 participants, 40 concurrent break-out sessions, 200 concurrent activities, and have negotiated for up to eight hotels. Experience shall include planning,

initiating, managing, executing, and closing out programs in support of the agency's mission related to events of the scope and complexity.

Events Planner - An individual with 12 to 15-years of substantive experience, in day-to-day management of contract support operations involving multiple tasks and groups of personnel. Such experience shall include planning, initiating, managing, executing, and closing out complex events as well as in development of all project work products and deliverables. Individual shall hold a Certified Government Meeting Planner (CGMP) or a Certified Meeting Planner (CMP) certification.

All Contractor requests for substitutions of key personnel shall be submitted in writing to the COR, and the CO seven business days in advance of the effective date, whenever possible, and shall provide a detailed explanation of the circumstances necessitating the proposed substitution. A complete experience biography of the proposed substitute, and any other information requested by the CO necessary to approve or disapprove the proposed substitution must be submitted. New personnel shall not commence work until all necessary security requirements have been fulfilled and experience biography provided and accepted. The COR and CO will evaluate such requests and promptly notify the Contractor of approval or disapproval in writing. Any substituted personnel shall have the equivalent or better, experience, and credentials than the personnel proposed at award subject to VA review and approval and shall be at full operational capability within 30 calendar days of notification of pending loss.

2.3.2 Post-Award Conference

The Government intends to convene a post-award conference with the Contractor within five calendar days after award. The Contracting Officer will notify the Contractor of the specific date, method of participation, and agenda upon award.

2.3.3 Reporting Requirements

The Contractor shall provide the Director of DAP with daily and weekly progress reports in electronic form in Microsoft Word and Project formats regarding event progress and deliverables. The Contractor shall provide an example of a report in a format that the COR or DGR will approve. The reports shall include detailed instructions and/or explanations for each required data element, to ensure that data is accurate and consistent. These reports shall reflect data as of the last day of the preceding week. The reports commencement and frequency shall be as directed by COR or DGR.

The Weekly Progress Reports shall cover all work completed during the reporting period and work planned for the subsequent reporting period. The report shall also identify any problems that arose and a description of how the problems were resolved. If problems have not been completely resolved, the Contractor shall provide an explanation including their plan and timeframe for resolving the issue.

The Contractor shall provide the Contractor Project Management Plan (CPMP) reporting any deviations to the COR or Designated Government Representative (DGR). The COR or DGR

will monitor the plan. The Contractor shall keep in communication with VA accordingly so that issues that arise are transparent to both parties to prevent escalation of outstanding issues.

2.4 Method and Distribution of Deliverables

The Contractor shall deliver documentation in electronic format, unless otherwise directed in the PWS. Acceptable electronic media include: MS Word 2010 or later, MS Excel 2010 or later, MS PowerPoint 2010 or later, MS Project 2010 or later, MS Access 2010 or later, MS Visio 2010 or later, AutoCAD 2010 or later, and Adobe Portable Document Format (PDF).

2.5 Facility/Resource Provisions

The Contractor shall request Government documentation deemed pertinent to the work accomplishment directly from the Government officials with whom the Contractor has contact. The Contractor shall consider the COR as the first source for needed Government documentation when the Contractor fails to secure the documents by other means. The Contractor is expected to use common knowledge and resourcefulness in securing all other reference materials, standard industry publications, and related materials that are pertinent to the work.

2.6 Program Reviews

The COR will host Program Reviews with the Contractor Sr. Project Manager as required. The Contractor's Sr. Project Manager will provide the COR with a Project Status Report for contract tasks in-progress and after-action reports for all completed tasks at each meeting. The review shall include the status of all open actions. These reviews shall augment the Weekly Status Report. The Sr. Project Manager shall be on-site daily at the Government's location 60 calendar days prior to an event. The Government retains the option to shorten this requirement based on the size and complexity of the event.

2.7 Project Office Initial Program Review

The Contractor shall meet, in-person at a Government location or virtually if allowed by the COR or DGR, with the DAP Project Office and COR for an Initial Program Review to review the specific order details, review project plan initial planning results, and introduce personnel. The Government will specify the date(s), location(s), and agenda three calendar days prior to the meeting.

3 Performance Requirements

Tasks under this PWS shall be performed at locations designated by the COR and at the designated event site. The Government intends to award no-cost task orders to the maximum extent practicable for the Contractor effort. Under No-cost Task Orders, the Government retains approval rights on plans to provide participants with transportation to and from convention center and venue hotels. The Contractor may receive registration, exhibition, sponsorship, rebate, commissions and/or other fees collected as payment for performance under the contract.

3.1 Event Planning Services

3.1.1 The Contractor shall generate an event plan for each event.

The Contractor shall develop a draft comprehensive event logistics plan. The Government will provide comments for finalizing the plan no later than fifteen (15) working days after receipt. A final event logistics plan shall incorporate comments and changes received and delivered not later than 90 days prior to a regional event start date and nine months prior for a NVSBE. The Contractor shall provide an updated plan as changes occur. The plan shall include at a minimum, but not be limited to the following:

- Location and set-up of Registration, Information Booth and Media Areas
- Meeting Rooms for all activities to include; Plenary Sessions, Business Opportunity (BO) Sessions, Learning Sessions, Networking roundtables and Executive and Senior Leader roundtables, workshops, overview sessions and schedules
- Exhibit Area(s) and sponsorship plan
- Participant queuing, efficient pedestrian flow, and movement plans, maps, and management processes
- Emergency exit and Government re-assembly plan
- Event Signage and Placement
- Participant categories designation ribbons
- Support Rooms for Event and government personnel
- Speaker ready and holding rooms
- VA Integrated Operations Center (IOC), OSD/ EC Joint Operations Center (JOC), and EC equipment rooms.
 - These locations are to be identified on staff documentation only; not to be published or posted at event venue.
 - The IOC shall be situated where additional security for senior federal officials can be provided and out of the general participant pedestrian flow. It shall not be acceptable for either the IOC or the JOC to be accessible only by passing through one to reach the other.
 - The Contractor and the OSD/ EC staff will be stationed and work from the shared space in the JOC.
- Photography Video Plan
- Communication and Marketing plan

These items can be outlined in a single document with a tab sections or in separate documents at the discretion of the contractor.

Performance Standards

a) Standard: Comprehensive - All elements as stipulated by the government are included in the event plan.

Deliverables

A001 Omnibus Plan

3.1.2 The Contractor shall analyze and recommend venue sites for supported events.

The Contractor will conduct research and analysis to support site selection to include in-person site visits and preparation of a Request for Information and/or Proposal based on priorities provided by the COR or Government Designated Representative (DGR). The RFP must be reviewed and approved by the COR or Designated Government Representative (DGR) prior to distribution.

The Contractor shall perform all activities required to fulfill contracts associated with venue, audiovisual and computer equipment, and exhibit logistics, tradeshow services, shuttles etc. (including reconciling any invoices) and provide a detailed cost report to the COR or Designated Government Representative (DGR).

Performance Standards

- a) Standard: All venue sites shall support sufficient options for: local transportation, lodging, inbound and outbound domestic travel to include to and from the event city.
- b) Standard: All venue recommendations for events shall be provided no later than 30 calendar days after issuance of task order award.

Deliverables

A002 Report of recommended venue sites for supported events

3.1.3 The Contractor shall develop, submit, and update a comprehensive registration fee plan for supported events.

Performance Standards

- a) Standard: Timely - Submitted no later than 30 calendar days after Government approval of site location

Deliverables

A004 Comprehensive Registration Fee Plan

3.1.4 The Contractor shall provide a VIP special handling plan for designated attendees.

Performance Standards

- a) Standard: Comprehensive - Outline all procedures for handling VIP participants and activity hosts.

Deliverables

A001 Omnibus Plan

3.1.5 The Contractor shall participate in pre-event planning meetings for supported events.

Performance Standards

a) Standard: Participation in all pre-event planning meetings is required. Attendance can be in-person or virtual as determined by COR or Designated Government Representative (DGR).

Deliverables

A039 Meeting Minutes

3.1.6 The Contractor shall develop and submit a Helpdesk (Pre-Event and On-Site) Staffing Support Plan for supported events.

The Helpdesk (Pre-Event and On-Site) Staffing Support Plan shall describe the capability to provide event participants with assistance to resolve any issues in a timely manner during the event. The COR will review and approve required.

Performance Standards

a) Standard: Timely - The Helpdesk and on-site Staffing Support Plan shall be submitted no later than 30 calendar days before start of the event.

Deliverables

A006 On-site Helpdesk and on-site Staffing Support Plan

3.1.6.1 The Contractor shall provide helpdesk and call center support for supported events.

Performance Standards

a) Standard: Responsive - Helpdesk and call center support and shall be available from the point that event recruitment begins through 15 calendar days post-event. Help center support shall be provided from 8:00 a.m. Through 8:00 p.m. Local time.

Deliverables

A006 On-site Helpdesk and on-site Staffing Support Plan
A016 Helpdesk and Call Center Support Calls Received Report

3.1.6.2 The Contractor shall provide on-site scheduling for supported events.

Provide scheduling equipment and technical on-site support. On-site scheduling support shall include personnel, equipment (computers and printers), and supplies to assist and process on-site registrants' scheduling activities.

Performance Standards

- a) Standard: Ensure compatibility with existing devices / systems - Ensure system will work with other VA-approved systems.
- b) Standard: Supportable - Must have adequate equipment and resources to support the on-site scheduling needs of participants.
- c) Standard: Responsive - Must be responsive and adaptable in order to meet the demands of the on-site scheduling dynamics.

Deliverables

A043 Evaluation/Survey Data Analysis Report

3.1.6.3 The Contractor shall screen, train, and provide vetted event staff for supported events.

The proposed event staff shall be of a caliber as to not bring discredit to the VA and the Federal Government. The Contractor shall utilize a comprehensive volunteer vetting process to conduct screening.

All event staff shall be trained according to the volunteer plan relative to their role in supporting the event and all activities associated with the event. The training shall include locations of all volunteers relative to the floor plan, responsibilities, and quantity on the venue floor.

In the event the government provides volunteers to assume some of these duties in lieu of Contractor-provided staff, the Contractor shall provide daily lunch and light refreshments to the volunteers. The Contractor shall provide at minimum collared polo-type shirts to identify individuals as Engagement staff in addition to providing an easily identified name badge. The Contractor shall provide training on all aspects of the event to include but not limited to the venue and local area.

Event Staff will not be charged a registration fee, and parking (if applicable) and/or transportation will be provided free of charge.

Performance Standards

- a) Standard: Timely - All staff shall be screened no later than five business days prior to the event start date.

Deliverables

A003 List of screened and vetted staff

3.1.7 The Contractor shall develop photography and videography plans for supported events.

Professional photographers and videographers shall possess professional credentials from organizations such as American Society of Media Photographers, or the National Press Photographers Association, or the Advertising Photographers of America.

Provide plan documenting process by which the photographer and videographer will comply with agency standard for obtaining consent, e.g. VA Form 10-3203, Consent for Production and Use of Verbal or Written Statements, Photographs, Digital Images, and/or Video or Audio Recordings by VA.

The Photography and Videography Plans shall include provisions for providing the Government with:

- A compilation of photos recommended for printing
- Videos of each general session, "Dining with the Decision makers," "SECVA Awards Ceremony" (if applicable)
- Video recordings of up to 40 pre-event and during-event Business Opportunity Sessions
- Fully-produced, edited and ADA compliant (e.g. Close captioning, Section 508 compliant) videos.
- Photos of all receptions
- 100 8x10 full color photographs which include photos of awardees with SECVA. The name of the awardee photographed with SECVA will be included in the file name.
- Pre-event, show dates, post-event videos and photography
- Impromptu photos and candid two minute video segments (participant experience)
- Videos and photos taken throughout event which will be displayed during "Dining with Decision makers" and on various monitors throughout the venue during the duration of the event.
- All images will be in high quality digital format. Images and videos shall be delivered on DVD with images grouped by day and activity. Including nomenclature/naming convention (event, date, time) for photos.

Performance Standards

a) Standard: Timely - A Photography and Videography Plan shall be submitted for Government review for all events no later than ten business days after issuance of task orders.

b) Standard: Accurate/Timely - Revisions requested by the COR or DGR shall be submitted error free within two business days after initial review.

Deliverables

A012 Photography and Videography Plan

3.1.8 The Contractor shall provide agenda and individual schedule planning.

The Government shall provide the Conference Agenda Framework and approve the release of the agenda. The Contractor shall provide final agenda with assigned meeting rooms that includes all hosted activities based on registered, and planned participants and activity hosts to the Government no later than 90 calendar days prior to the event start. The Contractor shall formulate and publish the agenda with revised meeting room assignments (if necessary) no later than two calendar days after information on format and content is approved by the Government. The Contractor understands that there will be a number of agenda reiterations. The Contractor shall provide the ability to print individual schedule for each, speaker, activity host, staff or other participant at each event location, based on participant selections derived from utilization of an event management software. In addition, the Contractor shall provide location daily schedules, which include start and stop times, name and location of sessions and any technology or other logistics support required.

Performance Standards

- a) Standard: Complete - Plan shall address the Contractor's strategy for building an agenda and the individual scheduling process.
- b) Standard: Mitigate Risks - The Plan must fully address how the Contractor shall address risk agenda scheduling risks.
- c) Standard: Implementable - The Plan must be realistic and implementable.

Deliverables

A040 Agenda

3.1.9 The Contractor shall provide Exhibit, Decorating and Tradeshow (EDT) Services Plan.

The EDT plan shall be in accordance to industry standards.

The plan shall include details on contracting for, arranging, managing, and paying for all EDT services.

Items not included in the exhibitor or sponsor package may be purchased by the individual sponsors and exhibitors.

The plan shall include information on all products and services available to be ordered by sponsors and exhibitors, such as prices, required order forms and procedures. This information will be included in the exhibitor or sponsor packages.

Performance Standards

a) Standard: Effective - Tailored to the needs of the sponsor/exhibitor.

Deliverables

A030 Exhibitor Sponsorship Plan

3.1.10 The Contractor shall provide Food and Beverage (F&B) Services Plan.

The Contractor shall provide and implement a food and beverage plan for supported events that will include contracting with food and beverage purveyor(s) to provide meals and light refreshments during the event for each registered participant as well as VA staff.

The proposed catering menus and plans will be submitted to the Government no later than 120 calendar days prior to the event.

For the NVSBE event, the Contractor shall provide, as a minimum, three mid-morning coffee breaks, two afternoon coffee breaks, and three plated hot lunches at the plenary sessions, and two receptions. The three plated hot lunches will include beverage, salad dessert and coffee/tea service (room set for banquet, not to exceed eight people per table); the mid-morning coffee breaks (includes coffee, tea, and light refreshments (two food items)); the two afternoon coffee breaks (includes coffee, soda and refreshments plus cookies or other snack and two receptions (hors d'oeuvres, non-alcoholic soda, juice, and water, (four types of hors doeuvres two hot, two cold minimum and cash bar for wine and beer). Menu selections will be approved by the COR or DGR.

Performance Standards

a) Standard: Complete - Thorough; Plan addresses participants' food and beverage requirements.

Deliverables

A001 Omnibus Plan

3.1.12 The Contractor shall provide a Transportation Plan.

The Contractor shall provide and implement a transportation plan for approval by the Government.

The plan shall include arranging, contracting for, and paying for adequate transportation via passenger busses or shuttles to ferry participants to and from the official contracted hotels to all event sites and activities. The vehicles and personnel must meet any American with Disabilities Act (ADA) physical requirements. The number of buses and shuttles provided must be adequate

to fully support the needs of the expected number of participants to travel to and from official locations or activities in a timely manner.

Performance Standards

a) Standard: Compliant with applicable standards - Must be compliant with ADA standards.

b) Standard: Effective - Must be able to meet transportation needs of the event participants in a timely manner.

Deliverables

A001 Omnibus Plan

3.1.13 The Contractor shall provide a Hotel Sleeping Room Plan.

The Contractor shall provide and implement a hotel plan that includes contracting for and managing sleeping room blocks within hotels approved by the Government. The Contractor shall identify and contract for the sleeping room blocks with hotels identified during site selection and negotiate a rate for all participants not to exceed the prevailing GSA sleeping room rate without authorization of the CO or COR Note: The individual participants will be responsible for all charges associated with their rooms.

The Contractor shall execute all required hotel contracts within 21 calendar days of contract award. Hotel proposals shall be provided to COR or DGR for review and approval by prior to execution.

The Contractor shall ensure that the hotel is fully compliant with the Americans with Disabilities Act (ADA) of 1990. Federal Emergency Management Agency (FEMA) Assignment of any room upgrades or concessions must be reviewed and approved by the CO or COR.

Performance Standards

a) Standard: Compliant with applicable standards - Must meet Americans with Disabilities Act and GSA per diem rate standards.

b) Standard: Accurate - Must meet the needs of anticipated attendees.

Deliverables

A001 Omnibus Plan

3.1.14 The Contractor shall provide Security and Emergency Services Personnel Plan.

The Contractor shall provide a security plan for approval by the Government. The Contractor shall provide bonded and licensed security personnel to monitor all pre-event through post-

event activities. This plan shall also include after-hours security and security for exhibitors load-in, event hours, and load-out as required by convention center or hotel regulations. Badge monitors shall be provided at key access points. The Contractor shall provide licensed Emergency Medical personnel in sufficient quantity and qualifications to comply with convention center and local ordinance requirements.

Performance Standards

- a) Standard: Compliant with federal, state, and local laws and regulations
- b) Standard: Executable - Plan has to be implementable and easy to understand.
- c) Standard: Minimizes and avoids risk of injury - Plan must address how security shall implement procedures to mitigate risk of injury or liability during the entire event.

Deliverables

A001 Omnibus Plan

3.1.15 DAP Event Registration.

The Contractor shall utilize the Event Management System (EMS) provided by the Government for registration of DAP events. In the event that the EMS is not available, the Contractor shall provide their own automated secure on-line registration system for participants.

The registration system shall send immediate confirmation emails to participants when registration is complete. Registration for hosts and designated categories will be available 30 calendar days after the determination of the date and location of the event. General registration shall be available for registration within 60 calendar days after the date has been determined.

The Contractor will be responsible for the collection of all registration, exhibit, and sponsorship fees.

If required, the Contractor shall prepare daily customized registration reports for VA.

The Contractor may propose an alternate strategy that provides the same or better access to summary and detail registration information (e.g., on dashboard, designated VA access to customize "Parked reports which automatically update daily at a programmable time).

The Contractor will bill government participants at the early-bird registration rate only. The cost will also reflect any discount extended for Full, Half- Day and One Day Exhibit Hall Passes at the early-bird rate only. The Contractor will allow substitution of participants as directed by the COR or DGR, track all changes and provide detailed reports to the COR.

Contractor will permit participants to cancel registration up to 14 calendar days prior to event. The Contractor may charge a cancellation fee to cover the costs of registration.

Performance Standards

- a) Standard: Ensure compatibility with existing devices / systems - Must interface with EMS.
- b) Standard: Accurate - Registration information data will be free of errors.
- c) Standard: Meets Schedules - Registration will be available by dates outlined in the task statement.

Deliverables

A001 Omnibus Plan

A042 Daily Customized Registration Reports

3.1.16 The Contractor shall provide an RFID, Wi-Fi, audio-visual, and computer plan.

The Contractor shall provide an RFID, Wi-Fi, Audio-visual and Computer Plan to provide support as needed for the NVSBE. The Government reserves the right to procure all or part of the required AV support and communications equipment for the Secretary of Veterans Affairs requirements. The Contractor shall provide and ensure all required AV, labor and communication equipment is available, and operational to support and includes but not limited to: plenary sessions, learning sessions, pre and post workshops, roundtables, networking sessions, business and overview sessions as well as registration, directional signage, speaker ready room, receptions. The equipment proposed has been clearly identified using VA-developed agenda as a baseline to include set up, testing prior to the event start, and disposition at the conclusion of the event. The equipment and services provided will be of high industry standards utilizing the latest technology and equipment.

The Contractor shall provide an RFID capability to identify the presence and location of all participants. Contractor shall provide Name Tags with RFID embedded capability in events forecasted to have one or more participants. Up to 5000 name tags with embedded RFIDs may be required. Final quantity shall be based on registration report with the Contractor ordering 3% overage.

The Contractor shall provide Radio Frequency Identification (RFID) capability which supports a multitude of badge types including RFID, Near Field Communication (NFC), barcodes, and Quick Response Code (QR). The Contractor shall provide a plan to identify the presence and location of all participants. The Contractor shall generate real-time views on session attendance and duration, exhibit floor visits, traffic patterns and event activities. This real-time accessibility allows for reports and metrics to be viewed while on-site in order to give event managers insight into attendee interests, thus generating overall event ROI.

The Contractor shall provide an Application Programming Interface (API) or web services to deliver real-time or near-real-time up-to-date RFID data integration based upon pre-set criteria agreed upon between the Government and the Contractor. The API/web service shall support both Simple Object Access Protocol (SOAP) and Representative State Transfer (REST)

standards-based Web services. SOAP implementation shall accept and deliver information in XML format. REST implementation shall accept and deliver information in JavaScript Object Notation (JSON) format.

The Contractor shall provide Dual Wi-Fi capability to accommodate both 2.4Ghz and 5.0 Ghz frequencies. The Contractor shall provide a Wi-Fi backup plan in case there is an outage with the Internet Service Provider (ISP) or the facility pipeline goes down. The Contractor shall provide a final usage report after the event concludes to include bandwidth usage, number of users connected, average connections speed, peak usage, etc.

The Contractor shall contract, pay for, and coordinate all necessary audiovisual and computer equipment Local Area Network (LAN), and Internet Connection needed in accordance to highest industry standards commensurate to the event, with the exclusion of requirements for operations and support for the SECVA suite in the Integrated Operations Center (IOC).

The Contractor shall ensure all required AV and communication equipment, lighting, rigging, staging, production and computer equipment requirements necessary to support the event has been clearly identified, using the approved agenda as a baseline.

Contractor shall provide AV, Computer, LAN and Wi-Fi and technical support on site for the duration of the event.

Performance Standards

- a) Standard: Takes advantage of technological innovations
- b) Standard: Ensure compatibility with existing devices / systems
- c) Standard: Solutions are reusable - Can be used at multiple events

Deliverables

A014 RFID, Wi-Fi, Audio-visual and Computer Plan

3.1.17 The Contractor shall recruit sponsors and exhibitors.

The Contractor may solicit and collect fees for sponsorship and exhibitor, and shall coordinate all activities. The Contractor shall develop sponsorships and exhibitor levels and packages.

The Contractor shall negotiate exhibit, communications, drayage and audiovisual support for exhibitors and ensure all necessary forms and procedures for ordering support are included in the exhibitor information package.

The Government will review and approve the Sponsorship Program.

The Contractor shall coordinate all exhibitor logistics by developing and executing schedules for receipt of exhibition materials, services, storage, and return shipping.

The Contractor shall provide information related to negotiated arrangements, rates, receiving, storage, packing, and shipping of exhibit-related items and services; exhibitors will be responsible for completing the necessary preparations and orders in accordance with the instructions provided in the exhibitor packages.

Performance Standards

a) Standard: Implementable - No negative impact to the mission

Deliverables

A030 Exhibitor Sponsorship Plan

3.2 Event Execution

The execution of each NVSBE or Regional event will comply with the processes and procedures approved by the government as outlined in the event plan and will be no-cost to the Government. All expenses for execution of the event shall be collected by the contractor through registration fees, sponsorships, booth sales, and other revenue generating activities.

Notice regarding the use of VA seal: In all communications regarding registration and other fees for any event, if applicable, contractor agrees to make clear that it is not charging these fees for or on behalf of VA. Contractor will thus not use VA seal or VA letterhead for any communication regarding fees. To this end, the contractor agrees to use, as appropriate, the following language in its communications: "The contractor is permitted to charge registration and other fees pursuant to a no-cost contract between it and the Department of Veterans Affairs under which it shall provide event execution for the event with no financial obligation to VA."

3.2.1 The Contractor shall conduct check-in and on-site registration for scheduled events.

The Contractor shall design, develop, and implement a pre-registered and on-site arrival process that enables all participants to complete registration in less than two minutes.

The Contractor shall provide a printable electronic and hardcopy version of the event welcome packet, and all pertinent event materials to all participants on the event site.

Performance Standards

a) Standard: Timely/Responsive - Check-in shall be completed within two minutes.

AQL: Two minute variance

b) Standard: Timely/Responsive - On-site registration shall be completed within five minutes.

AQL: Two minute variance

Deliverables

A043 Evaluation/Survey Data Analysis Report

3.2.1.1 The Contractor shall provide timely on-site registration for supported events.

The Contractor shall provide full registration support. This shall include check-in for pre-registered event participants and on-site registrations. Participants' wait time in line shall not exceed five minutes per participant (check-in or full registration).

Performance Standards

a) Standard: Timely - On-site registration shall be completed for each on-site registrant within eight minutes. The elapsed time that the registrant enters and exits the line shall be within four minutes.

AQL: Two minute variance.

Deliverables

A043 Evaluation/Survey Data Analysis Report

3.2.2 The Contractor shall staff and provide on-site support for all scheduled events, pre-event through post-event activities including set-up and tear-downs.

The Contractor's staff and on-site help desk shall be capable of providing participants with assistance to resolve any issues in a timely manner during the event. The Contractor's staff and on-site helpdesk shall provide support in accordance with the scheduled approved by COR or DGR during supported events. The staffed on-site helpdesk shall be capable of allowing for printing of attendee schedules or event-related material.

Performance Standards

a) Standard: Compliant - The on-site helpdesk shall be staffed and supported in accordance with the approved On-site Helpdesk and Staffing Support Plan.

b) Standard: Effectiveness - The number of validated attendee complaints shall be no more than 10% of total number of participants.

Deliverables

A043 Evaluation/Survey Data Analysis Report

3.2.3 The Contractor shall provide professional on-site photographers and professional on-site videographers for supported events.

The Contractor shall provide on-site photography and videography for supported event activities identified by the government and documented in the photography and videography plan.

Performance Standards

- a) Standard: Compliant - The photos and videos meet technical specifications as outlined by the agency.
- b) Standard: Accurate - File names shall have detailed labeling information and metadata (e.g., date of the event, location, time, room number, names of VIP participants).
- c) Standard: No substantive or repeated flaws - Video and photo images shall be clear. Figures shall be recognizable. Video and audio shall be clear. They shall have no substantive defects.

Deliverables

A017 Photographs and videos

3.2.4 The Contractor shall formulate, reproduce, distribute, collect, and tabulate evaluation forms to be used at supported events.

The Contractor shall prepare evaluation forms to be used in each type of activity whereby participants evaluate presenters and/or the material presented. The COR or DGR must approve the evaluation form. The evaluation forms will be issued collected and tabulated with a summation report submitted to the Government.

Performance Standards

- a) Standard: Accurate - Reflective of attendees' feedback and error free.
- b) Standard: Data is usable for analysis - Data will be meaningful and can be used to show areas in need of improvement.
- c) Standard: Demonstrates efficiencies - Identify successful areas so that they can be maintained.

Deliverables

A043 Evaluation/Survey Data Analysis Report

3.2.5 The Contractor shall provide on-site logistics.

The Contractor is responsible for facility set-up; logistics and audiovisual requirements are completed and tested as required prior to all scheduled activities.

The Contractor shall update the daily agenda of activities to include workshop and training activities to facilitate and manage meeting space support and audiovisual technology requirements (laptop, projector and screen or large display monitor(s), wireless microphone, laser pointer, flip chart, markers, etc.). This daily agenda shall be detailed to the meeting room level and provided to a designee in a format suitable for display in the Joint Operations Center (JOC). The Contractor shall provide updates electronically and ensure a current copy is always

available to designee. In addition, a copy of the daily agenda for each room shall be broken out and be available for Government and Contractor support staff at that location.

The Contractor shall designate meeting rooms to conduct staff training, scheduling, and holding area(s). The Contractor shall provide complete information on the event and the scheduled outside activities.

The Contractor will provide trained on-site staff (with redundant staff) to fully support every activity and location.

The Contractor shall provide staffed information desks in the registration areas. They will also provide one information desk per community of interest (COI) from 30 minutes prior to first activity to 30 minutes after the conclusion of the last scheduled activity.

The Contractor shall staff a welcome desk at each hotel in room block. Hours of operations shall be approved by COR or DGR.

The Contractor shall provide on-site registration and information services at the event location in accordance to the schedule approved by the COR or DGR.

Performance Standards

- a) Standard: Comprehensive - Agenda must be detailed enough to properly display the day's activities.
- b) Standard: In a friendly and courteous manner - Support shall provide excellent customer service.
- c) Standard: Effective - Shall provide the activity hosts with the appropriate resources.

Deliverables

A043 Evaluation/Survey Data Analysis Report

3.2.6 The Contractor shall provide map of exhibits.

The Contractor shall provide a map of exhibits to the COR or Designated Government Representative (DGR) for review and approval 60 calendar days prior to the event and shall finalize the map based on comments received from COR and include it in the program book.

Performance Standards

- a) Standard: Accurate - Ensure that vendor locations are annotated correctly.

Deliverables

A041 Map of Exhibits

3.2.7 The Contractor shall provide activity support.

The Contractor shall validate that all audiovisual equipment is working properly and that all activity presentations have been collected from hosts and are ready prior to scheduled activity start time. The Contractor shall preload each speaker's presentation and ensure any handouts or collateral information has been duplicated and placed in each applicable session location prior to start.

The Contractor shall resolve any audiovisual and/or room setup logistics issues prior to activity start and provide a means to request immediate assistance for any technical issues that occur during the activity.

The Contractor shall produce maps and information to be included in electronic and hard copy format for participant, activity host, presenters, staff, sponsors and exhibitor packages.

The Contractor shall provide robust color signage, electronic reader boards and banners, floor and wall clings, meter boards to identify sessions, activities, and locations including signage needed at each contracted hotels to enable participants to easily identify activities and how to reach them.

The Contractor shall provide staff to distribute, collect and tabulate surveys.

The Contractor shall provide trained on-site staff to fully support every activity and location with redundant staff.

Performance Standards

- a) Standard: In a friendly and courteous manner - Contractor support shall provide good customer service.
- b) Standard: Accurate - Signage shall be accurate.
- c) Standard: Identifies and corrects deficiencies - Contractor support shall use initiative to correct problems as they happen.

Deliverables

A043 Evaluation/Survey Data Analysis Report

3.2.7.1 Networking Roundtables.

The DAP events afford multiple opportunities for VOSBs to present their capabilities to PDMs as part of structured discussions. This enables the PDMs to determine if the VOSBs are proficient to meet their requirements. In addition, VOSBs can identify possible partnering opportunities with other small businesses (SBs). The Contractor shall provide a specific layout of room(s) with table stanchions to identify name of the primary host at each table, table number, community of interest etc. The tables shall be grouped according to parameters provided by the COR or DGR. Large color banners and or electronic reader boards shall be provided over each section for the participants to quickly identify the location for the assigned session. The tables shall be set for 5-6 people. The equipment in the networking rooms may include but not limited to laptops, microphones screen and projectors, timers, contractor staff and technical staff to manage these activities.

For each Community of Interest (COI), the Contractor shall provide required equipment and staffing and shall include, but not be limited to: electronic monitors to communicate updates to direct, inform, and guide participant to their correct rooms, sessions, or tables.

The Contractor shall provide a project-networking agenda, floor plan and disseminate any relevant information. Banners, signage, floor and wall clings should be clearly color-coded and labeled to facilitate participants in locating their sessions. Contractor staff must be available to answer all questions from participants or activity host. The staff will carry a hardcopy of the agenda, diagrams etc. in addition to a mobile device to facilitate information exchange regarding host and activity assignments.

Performance Standards

- a) Standard: In a friendly and courteous manner - Ensure that the support staff provides friendly customer service.
- b) Standard: Accurate - Signs must display accurate information and support staff must provide accurate information.
- c) Standard: Cleanliness - Ensure that the rooms tidy and ready for the next activity.

Deliverables

A043 Evaluation/Survey Data Analysis Report

3.2.7.2 The Contractor shall set-up rooms for Executive and Senior Leadership Roundtables.

Executive and Senior Leadership will meet with select participants as part of a structured discussion. The Contractor shall provide a specific layout of room(s) (Hollow Square for Executive, TBD for Senior Executives) with table stanchions, and name tents to identify each participant. The tables shall be grouped according to parameters provided by the COR or DGR with full-size writing pads, pens, and water carafes and glasses for each place setting. The Contractor shall provide trained staff to function as room monitors that shall control access as well as track list of participants and provide any other necessary service.

Performance Standards

- a) Standard: Thorough - Ensure the room is properly set-up for activities.
- b) Standard: Identifies and corrects deficiencies -Assists the activity host as required.
- c) Standard: In a friendly and courteous manner - Shall provide good customer service.

Deliverables

A043 Evaluation/Survey Data Analysis Report

3.2.7.3 The Contractor shall organize and manage venue space and meeting room logistics for Learning Sessions (LS).

The Contractor shall organize and manage venue space and all meeting room logistics to provide an effective learning environment. Learning Sessions (LS) will be organized by tracks (groupings of sessions by topic and stage of procurement readiness) and co-located within each community of interest (COI) so that it is easy for participants to attend multiple sessions.

The Contractor shall maintain a detailed multi-track learning agenda to manage each meeting space and document required logistics to include room capacity, configuration requirements, etc. For example: Room XYZ, (Title of Presentation) (150 participants, classroom setting, stage set up (set up 0700-0730) (tear down 1600-1630). Each LS shall be equipped, at a minimum with screen, lectern, microphone (lectern or lavalier), LCD projector, speaker or house patch and computer.

The Contractor shall provide an agenda of the proposed learning sessions for approval by the COR or Designated Government Representative (DGR).

The Contractor shall collect copies of all presentation materials and provide them to the Government.

Performance Standards

- a) Standard: Thorough - Properly set-up room for activities.
- b) Standard: In a friendly and courteous manner - Provide good customer service.
- c) Standard: Identifies and corrects deficiencies - Assist activity host as required.

Deliverables

A043 Evaluation/Survey Data Analysis Report

3.2.7.4 The Contractor shall organize and manage meeting room logistics for Business Opportunity Sessions (BOS).

Business Opportunity Sessions (BOS) are intended for PDMs to provide information about pending procurement requirements to participants and enable participants to ask questions concerning those requirements. These sessions are presented by the PDMs with future procurement opportunities. Each BOS shall be equipped, at a minimum with screen, lectern, microphone (lectern or lavalier), LCD projector, speaker or house patch and computer.

The Contractor shall provide a room monitor to assist the activity host for the sessions as needed.

Performance Standards

- a) Standard: Thorough - Contractor shall set-up room properly for activity host sessions.

b) Standard: In a friendly and courteous manner - Contractor shall provide good customer service.

c) Standard: Identifies and corrects deficiencies - Assist activity host as required.

Deliverables

A043 Evaluation/Survey Data Analysis Report

3.2.7.5 The Contractor shall organize and manage meeting room logistics for Overview Sessions (OS).

These sessions are given by a senior executive and outline the broad policies, requirements, or strategies being pursued by an organization. Overview sessions are usually good preparation for attending a BOS; therefore, the Government seeks to schedule them early in the event. Each overview session shall be equipped, at a minimum with screen lectern, microphone (lectern or lavalier), LCD projector, speaker or house patch and computer.

Each room shall have a room monitor who will assist the activity host as required.

Performance Standards

a) Standard: Thorough - Set up meeting room properly for activity.

b) Standard: Identifies and corrects deficiencies - Shall assist activity host as required.

c) Standard: In a friendly and courteous manner - Provide good customer service.

Deliverables

A043 Evaluation/Survey Data Analysis Report

3.2.7.6 The Contractor shall organize and manage Plenary Session for Dining with Decision Makers (DWDM).

The plenary session is an activity that brings all participants to a single location. It will include a speaker and a meal. Plenaries are an enabling platform for "Dining with Decision Makers (DWDM). DWDM is designed to enable participants to hold informal discussions with activity hosts at each table. Seating will be grouped by Communities of Interest (COI). Banners hanging from rigging as well as floor stanchions and meter boards will define each COI. Each COI will have a specific color table linen. The plenary session will have full staging and audio visual and computer equipment, lighting, rigging banners and signage in accordance with the highest industry standards. This includes multiple screens for rear screen projection capability, teleprompter as well as a fully equipped green room. If an exhibit hall is used, aisle carpeting and perimeter draping will be used. A minimum of four large scale screens shall be provided. All plenaries shall be video recorded.

Tables with table stanchions and placard printed in four color ink will be numbered sequentially.

Room monitors shall be required in a sufficient number to assist participants at multiple tables.

Performance Standards

a) Standard: Thorough - Thorough in setting up the meeting space as described and ensuring that participants and activity hosts have what they need to conduct activities.

b) Standard: Identifies and corrects deficiencies - Assist participants and activity hosts during the session as required.

c) Standard: In a friendly and courteous manner - Provide good customer service to participants and activity hosts.

Deliverables

A043 Evaluation/Survey Data Analysis Report

3.2.7.7 The Contractor shall provide assistance for impaired participants.

The Contractor shall be required to provide assistance services for mobility, hearing, and vision impaired participants; e.g., sign language interpreter services or closed captioning for plenary events, mobility assistance, personal amplification receivers, etc., as requested by participants. Requirements for assistive technologies and other support shall be collected during registration. Participants who register and do not identify any assistive or accessibility requirements shall still be supported on-site within a reasonable time following the request. Additional information on providing communications assistance required by the Americans with Disabilities Act is available at the following web addresses: <http://www.ada.gov/pca toolkit/chap3 toolkit.htm> and <http://www.ada.gov/pca toolkit/chap3chklist.htm>

The Contractor shall provide accommodations for participants with special needs to the greatest extent practicable. Any accommodations that were not requested in advance and cannot be supported shall be coordinated with VA on-site management team for final resolution.

Performance Standards

a) Standard: Compliant with applicable standards - Compliant with the American with Disabilities Act and Section 508 requirements.

b) Standard: In a friendly and courteous manner - Provide good responsive customer service to participants.

Deliverables

A043 Evaluation/Survey Data Analysis Report

3.2.7.8 The Contractor shall provide a program book, tote bag, writing pad, and pen.

The Contractor shall produce a four-color program book(s), tote bag, pen and writing pad and distribute to each participant. The book shall include but not be limited to "Welcome and Introductions, "Program, "Agenda Framework, "Exhibitor Guide, and "Sponsorship Acknowledgements and advertisements and any other information or graphics as stipulated by the COR or DGR. The Contractor shall provide additional identifier ribbons to include but not be limited to:

"Activity Host; "EXE ; "PDMP; "PDMC; "SDVOSB; "SB; "VOSB; "HUBZone; "WOSB; "OGA; "Staff; "Non-Profit Partner; "SES; "Veterans, Speaker; "Volunteer; "Exhibitor; "Sponsor

and other categories in quantities as specified by COR or DGR.

Performance Standards

a) Standard: Accurate - Program book and ribbons shall be accurate.

Deliverables

A032 Program Booklet, Tote Bag, Pen and Pad

A033 Participant designation ribbons.

3.2.9 The Contractor shall provide security and emergency services for the event.

Performance Standards

a) Standard: Compliant - Provided in compliance with the approved plan as well as any federal, state, or local laws and regulations.

3.3 Capture Event Data for Management Effectiveness and Quality Control

3.3.1 The Contractor shall submit a final expense and revenue report for supported events.

The Contractor shall provide full documentation including breakdowns of all costs, copy of all invoices and advanced payments, deposits to vendors and facilities. All subcontractor and vendor invoices and agreements, payment fully documented, annotated, categorized and tabulated in hardcopy as well as electronic copy.

Performance Standards

a) Standard: Timely/Complete/Accurate - The expense data needed to support Congressional reporting shall be submitted within 15 calendar days after the completion of the event in accordance with Government format requirements.

b) Standard: Timely/Complete/Accurate - The expense and revenue report shall be submitted within 30 calendar days after the completion of the event in accordance with Government format requirements (to be provided).

Deliverables

A022 Expense and revenue report

3.4 Deliver Post-Conference Actions for Supported Events.

3.4.1 The Contractor shall deliver post-conference actions for supported events.

The Contractor shall prepare and deliver a final participants list and prepare and distribute other materials as required by the COR or DGR.

The Contractor shall prepare and deliver electronic copies of all event materials provided or created (to include copies of presentations and handouts) for display on VA Intranet and/or Internet sites. The files provided shall conform to accessibility requirements defined in Section 508 of the Rehabilitation Act of 1973 and VA Tier 1 Graphics Standards, no later than two weeks after event.

The Contractor shall prepare and remit thank you letters, certificates of appreciation etc. in accordance to instructions from COR or DGR.

Performance Standards

a) Standard: Timely - The report shall be delivered within 14 calendar days of event closing date.

b) Standard: Compliant with applicable standards - Compliant with stated standards

3.4.1.1 The Contractor shall deliver digital photographs, printed photographs, and edited videos for supported events.

Performance Standards

a) Standard: The Contractor shall deliver all images in high quality digital format as well as hardcopy (including but not limited to: date/time, name of event, number of photo, e.g. 1/1000, and standard naming convention, etc.) within 10 business days of the event conclusion. All still images shall be delivered on DVD with images grouped by day and activity. The name of the awardee photographed shall be included in the file name as well as labeled on the back of the photograph.

b) Standard: Timely - Delivered within ten business days.

Deliverables

A017 Photographs and videos

3.4.1.2 The Contractor shall provide participant attendance metrics for supported events.

Performance Standards

- a) Standard: Accurate - Analysis must be free of errors.
- b) Standard: Comprehensive - Must address all required elements.

Deliverables

A024 Participant attendance metrics report

3.4.1.3 The Contractor shall provide all presentation materials for supported events.

The Contractor shall collect and provide all presentations, bios, hand-out materials, slides, etc. and information provided by speakers to the Government. In addition, copies shall be remitted to participants upon request. A complete set of all documents will be provided to the DGR electronically within 10 calendar days of event conclusion.

Performance Standards

- a) Standard: Provide event presentation materials

Deliverables

A025 Event presentation materials
A031 Post-event products and materials

3.4.2 The Contractor shall provide an After Action Report (AAR) for supported events.

The Contractor shall prepare and deliver an After-Action Report (AAR) to the COR or DGR no later than 15 calendar days after each supported event. At a minimum, the report shall contain sufficient information to allow for an audit of the event including but not limited to recommended improvements, lessons learned, registration, actual attendance, all expenses (itemized), all revenue (itemized) identification of all discounts, copies of all contracts, subcontracts for every service and labor, concessions and upgrades, any financial losses due to cancellations etc., meals and any other expenses. An electronic copy of all raw data from registration, event management, shall be provided with the report.

Performance Standards

a) Standard: Complete/Timely/Accurate - After Action Report (AAR) must be delivered in format previously agreed to by the COR or DGR.

Deliverables

A023 After Action Report (AAR)

4.0 Project Status Report

The Contractor shall prepare and electronically transmit a Project Status Report weekly to the COR or Designated Government Representative (DGR). The reporting period shall be from the first day of each week through the last day of that week. The Weekly Status Report shall detail efforts towards achieving contractual milestones and document the overall status of the contract. The Weekly Status Report shall identify accomplishments to date, any and all difficulties encountered, and compare the status achieved to planned goals and the resources expended.

This section will include descriptions and required deliverables for each aspect of contract execution. The Government will provide the selected Contractor with sample formats for the deliverables; however, the Contractor may submit alternate formats for consideration.

4.1 Quality Control Plan

The Contractor is responsible for the quality of all work performed. The Contractor shall measure quality through the Contractor's own Quality Control Program (QCP). The Contractor's QCP will set forth the procedures for self-inspecting the quality, timeliness, responsiveness, customer satisfaction, and other performance requirements in this PWS. The Contractor will implement a performance management system with processes to assess and report its performance to the COR or Designated Government Representative (DGR). In addition, the Contractor shall submit a draft Quality Control Plan (QCP) to the COR or Designated Government Representative (DGR) for review no later than ten calendar days of task order award.

4.1.1 Government Acceptance

The COR or Designated Government Representative (DGR) shall have the right to reject or require correction of any deficiencies found in the deliverables that are contrary to requirements established Attachment A. In the event of a rejected deliverable, the Contractor shall be notified by COR or Designated Government Official (DGR) with reasons for rejection. The Contractor shall correct the rejected deliverable within 24 hours. Corrective action shall be immediately initiated by the Contractor and shall be remedied within 24 hours to meet Governments requirement. The Contractor's Past Performance shall be entered in CPARS and PPIRS IAW FAR 42-15.

4.1.2 EC System Requirements

The Contractor shall provide telephone service and any related necessary equipment. Contractor employees shall have Video teleconferencing (VTC) capabilities. All Contractors shall be immediately accessible via telephone, email, Instant Messaging and VTC.

4.2 EC Personnel Security

Any key personnel that may require access to VA site(s) and/or access to VA Local Area Network (LAN) systems shall be the subject of a background investigation and must receive a favorable adjudication from VA Security and Investigations Center (SIC).

4.3 Confidentiality and Nondisclosure

It is agreed that:

1. The preliminary and final deliverables and all associated working papers, application source code, and other material deemed relevant by VA that have been generated by the Contractor in the performance of this task order are the exclusive property of the U.S. Government and shall be submitted to the CO at the conclusion of the task order.
2. The CO will be the sole authorized official to release verbally or in writing, any data, the draft deliverables, the final deliverables, or any other written or printed materials pertaining to this task order. No information shall be released by the Contractor. Any request for information relating to this task order presented to the Contractor shall be submitted to the CO for response.
3. Press releases, marketing material or any other printed or electronic documentation related to this project, shall not be publicized without the CO's written approval.
4. Each Contractor employee shall personally sign both Government and Contractor issued Non-Disclosure Agreements.
5. No Contractor will discuss activities associated with the contract with anyone, not a part of this contract or on OSDBU staff without prior permission of COR.

4.4 Organizational Conflict of Interest

It is recognized by the parties that the efforts to be performed by the Contractor under this task order are of such a nature that they may create a potential Organizational Conflict of Interest (OCI) as contemplated by Subpart 9.5 of the FAR. It is the intention of the parties that the Contractor shall not engage in any contractual activities which may impair its ability to render unbiased advice and recommendations, or in which it may gain an unfair competitive advantage as a result of the knowledge, information and experience gained during the performance of this order. It does not include the normal flow of benefits from incumbency. The Contractor agrees not to participate as a Prime Contractor, Subcontractor, consultant or team member in any acquisition wherein:

1. The Contractor has participated in the analysis and recommendation leading to the acquisition decision to acquire such services; or

2. The Contractor may have an unfair competitive advantage resulting from the information gained during the performance of this order.
3. The organization entering into this task order with the Government;
4. All business organizations with which it merges, joins or affiliates, now or in the future, and in any manner whatsoever, or which hold or may obtain, by purchase or otherwise, direct or indirect control of;
5. Its parent organization (if any), and any of its present or future subsidiaries; Associates, affiliates, or holding companies;
6. Any organization or enterprise over which it has direct or indirect control (now or in the future).

The Contractor agrees that it shall use all reasonable diligence in protecting proprietary data received by it. The Contractor further agrees it shall not willfully disclose proprietary data to unauthorized parties without the prior permission of the Government, and that proprietary data shall not be duplicated, used or disclosed, in whole or in part, for any purpose other than to accomplish the contracted effort. This restriction does not limit the Contractor's right to use, duplicate or disclose such information if such information was lawfully obtained by the Contractor from other sources.

The Contractor agrees to enter into written agreements with all companies whose proprietary data he shall have access and to protect such data from unauthorized use or disclosure as long as it remains proprietary. The Contractor shall furnish to the CO copies of these written agreements. The Contractor agrees to protect the proprietary data and rights of other organizations disclosed to the Contractor during performance of this contract with the same caution that a reasonably prudent contractor would use to safeguard highly valuable property. The Contractor agrees to refrain from using proprietary information for any purpose other than that for which it was furnished.

The Contractor shall not distribute reports, data or information of any nature arising from its performance under this contract, except as provided by this contract or as may be directed by the CO. The Contractor shall include this provision, including this paragraph, in subcontracts of any tier, which involve access to information covered in paragraph (a) above. The use of this clause in such subcontracts shall be read by substituting the word "subcontractor" or "subEC" for the word "EC" wherever the latter appears. Contractor's employees shall be trained and informed of Subpart 9.5 of the FAR and this contract provision.

Government representatives will have access to Contractor's premises and the right to inspect all pertinent books and records in order to insure that the Contractor is in compliance with Subpart 9.5 of the FAR and this provision. Questions regarding this interpretation of Subpart 9.5 of the FAR and this provision shall be submitted to the CO. The Contractor agrees that if after award it discovers a potential OCI, a prompt and full disclosure shall be made in writing to the

CO. This disclosure shall include description of the actions the Contractor has taken or proposes to take, to avoid or mitigate such conflicts.

For any breach of the above restrictions, or for nondisclosure or misrepresentation of any relevant interests required to be disclosed concerning this contract, the Government may, terminate the contract for default, disqualify the Contractor from subsequent related contractual efforts, and/or pursue other remedies permitted by law or this contract. The Government may waive application of this clause when it is determined to be in the best interest of the Government to do so. This agreement will remain in effect during the period of performance of this contract and for a period of four years following completion of this contract.

4.5 Specific Task Order Metrics

The Contractor shall monitor performance against the established schedule, milestones, risk, and resources outlined in the PWS. The Contractor shall report any deviations in the Weekly Status Report (WSR). The Contractor's performance shall be evaluated based on deliverables as specified under Section 5.0 Schedule of Deliverables.

4.5.1 Task Order Surveillance

The Contractor performance shall be monitored and measured using a QASP. Metrics reports shall be collected (to include, daily, weekly, monthly, quarterly, and annually). Metrics outlined in Section 5.0 "Schedule of Deliverables" shall apply to each Task as outlined on this RFQ.

4.5.2 Quality Assurance Surveillance Plan (QASP)

The Government shall monitor the Contractor's performance under this Task/Delivery Order in accordance with the Government's QASP.

5.0 Schedule of Deliverables

The contractor shall provide deliverables as described in subsequent task orders. Deliverables shall be specified by the government. Format and delivery schedule for deliverables shall be outlined in subsequent task orders.

Number	Name	Frequency	Quantity
A001	Omnibus Plan	For each event.	1
	Shall include but not be limited to: Contractor Project Management Plan (CPMP), Help/call Center composition, operating days/times reflecting escalating levels of support leading up to the event, computer equipment ,Wi-fi bandwidth equipment, AV Plan, Staffing,		

food and beverage, transportation, meeting collateral (i.e. Tote bags, pens, pads, program booklets, ribbons), hotel management, communication and web site management, air and train lift, volunteer, marketing, exhibitor and sponsor management, Very Important Person (VIP) Management, scheduling, participant and activity host , exhibitors and sponsors recruitment (small business, large business, non-profit, VSO's, HUBZone businesses, women owned small businesses), security plan, all-encompassing mitigation and backup plan. All plans must be approved by the COR or Designated Government Representative (DGR). Upon approval of the final plans, a hard copy and electronic copy will be provided.

A002	<p>Report of recommended venue sites for supported events</p> <p>The report shall include, but not be limited to:</p> <ul style="list-style-type: none"> Hotel report - to include the availability, ratings, amenities, price points (must include GSA hotel lodging rates and other rates if offered); Meeting space report - available space configuration, amenities, price points; Transportation options (air, rail lift, ground transportation); Convention and Visitors Bureau (CVB) contribution. 	For each event.	1
A003	<p>List of screened and vetted staff</p> <p>List of screened and vetted staff with proposed work schedules no later than 30 calendar days before the event.</p>	For each event.	1

A004	Comprehensive Registration Fee Plan	For each event.	1
	Information and supporting back-up to include but not limited to: vendor quotes and estimates used to calculate proposed fee structure, cost data formula related to fee structure. This plan is to include the Early Registration Incentive Fee Plan.		
A006	On-site Helpdesk and on-site Staffing Support Plan	For each event.	1
	The plan addresses the location and capabilities of helpdesk support pre-event and while on-site.		
A007	VIP Special Handling Plan		
	VIP Plan shall address special handling of invitees designated by the Government: It shall detail handling of VIPs according to VA Protocols and specific activities. It shall include staffing support, event coordination and escorting VIPs to and from their various activities within the event.		
A008	Photography and Videography Plan	For each event.	1
	Photographs and videos as detailed.		
	Types of photography and videography metadata shall be included in the photography and videography plan.		
A009	Editorial calendar	For each event.	
A010	RFID, Wi-Fi, Audio-visual and Computer Plan		
A011	Helpdesk and Call Center Support Calls Received Report	weekly	1
	Electronic report describing: 1) number of calls received, 2) reasons for calls (e.g.,		

registration, scheduling, hotels, etc.), 3) average call duration.

A012	Photographs and videos	For each event.	1
	<p>Video and photo images shall be clear. Figures shall be recognizable. Video and audio shall be clear. They shall have no substantive defects. File names shall have detailed labeling information and metadata (e.g., date of the event, location, time, room number, names of VIP participants). Videos shall be closed-captioned, ADA and Section 508 compliant.</p> <p>Images shall be in high quality digital format as well as hardcopy (including but not limited to: date/time, name of event, number of photo, e.g. 1/1000, and standard naming convention, etc.). All still images shall be delivered on DVD with images grouped by day and activity. The name of the awardee photographed shall be included in the file name as well as labeled on the back of the photograph.</p>		
A013	Expense and revenue report	For each event.	1
	<p>Information and supporting back-up shall include but not be limited to: vendor invoices, all revenue and expenses paid and received, via any method to include checks, wire transfer, PayPal, cash and payments received and issued or-in-kind services; concessions –all banking or transaction fees; sufficient information to allow for an audit of the event including but not limited to: final attendance, all expenses (itemized), all revenues (itemized) identification of all discounts, copies of all contracts, subcontracts for every service and labor,</p>		

concessions and upgrades, any financial losses due to cancellations etc., meals and any other expenses. An electronic copy of all data shall be provided with the report.

Utilizing the format provided by the Government.

A014	After Action Report (AAR)	For each event.	1
	The format used and information contained therein will be approved by the COR or DGR.		
A015	Participant attendance metrics report	For each event.	1
	Shall also include graphs and comparisons to previous similar size events. The participant attendance metrics report shall be collated by categories identified by the Government.		
A016	Event presentation materials	For each event.	1
	The Contractor shall collect all presentations, bios, hand-out materials, slides etc. and information provided by speakers and activity host for uploading to website, in addition to remitting copy to participant upon request. A complete set of all documents will be provided to the COR or DGR electronically within 10 calendar days of event conclusion.		
A017	Speaker host management plan	For each event.	
A018	Exhibitor Sponsorship Plan		
A019	Post-event products and materials		
	All presentations, bios, hand-out materials, slides etc. and information provided by		

speakers shall be available for uploading to website. Copies shall be remitted to participant upon request. A complete set of all documents will be provided to the COR or DGR electronically within 10 business days of event conclusion.

A020	Program Booklet, Tote Bag, Pen and Pad For each participant.	
A021	Participant designation ribbons.	
A022	Meeting Minutes To include at a minimum individual who attend and content discussed in meetings.	For each event.
A023	Agenda The final agenda shall include assigned meeting rooms that include all hosted activities based on registered, and planned participants and activity hosts. There will be a number of agenda reiterations. The agenda shall be printable for individuals, speakers, activity hosts, staff or other participant at each event location. In addition, the Contractor shall provide location daily schedules, which include start and stop times, name and location of sessions and any technology or other logistics support required.	For each event.
A024	Map of Exhibits Identifies vendor locations to be included with program book and website.	For each event.
A025	Daily Customized Registration Reports The content and format as determined by VA and shall include (but not limited to): name,	Daily

title and organizational/business affiliation, Department, Division (if applicable), email address, contact name and email address if different from primary registrant, executive assistant, work phone, registration types: VA, VA-PDM, Other Federal, Commercial, VOSB, SDVOSB, WOSB (Women Owned Small Business), Hub Zone, 8A (Business Development Program), Other Small Business, Large Business and profile information of each registrant collected from Registration data or other data as requested.

Reports will be generated from consistent and updated registration data, and checked for accuracy, uniformity, abbreviations, phone number spacing (555-555-5555), state abbreviations (PA, MN) and zip code (5 numbers) conformity.

Reports shall begin within five business days from registration opening and proceed daily until the close of the event.

A026 Evaluation/Survey Data Analysis Report
Attendee Feedback.

6.0 Applicable Documents

In the performance of the tasks associated with this PWS, the following documents are applicable. The contractor shall also conduct tasks in accordance with current VA directives and guidance located at <http://www.va.gov/vapubs/>.

1. Public Law (PL) 109-461, Veterans Benefits, Health Care, and Information Technology Act of 2006
2. PL 111-275, Veterans Benefits Act of 2010
3. 38 Code of Federal Regulation (CFR) Part 74, Veterans Small Business Regulations
4. OSDBU and CVE Standard Operating Procedures (SOP)
5. OSDBU and CVE Operational Memoranda
6. OSDBU Work Instructions (WI)
7. OSDBU and NVSBE Websites
8. FIPS Pub 201-2, "Personal Identity Verification of Federal Employees and Contractors, August 2013

9. 5 U.S.C. 552a, as amended, "The Privacy Act of 1974
10. VA Directive 0710, "Personnel Suitability and Security Program, June 4, 2010, (reference http://www.va.gov/vapubs/viewPublication.asp?Pub_ID=487&FTYPE=2)
11. VA Handbook 0710, Personnel Suitability and Security Program, September 10, 2004, (reference http://www.va.gov/vapubs/viewPublication.asp?Pub_ID=86&FTYPE=2)
12. Homeland Security Presidential Directive (12) (HSPD-12), August 27, 2004
13. VA Handbook 6500.2, "Management of Data Breaches Involving Sensitive Personal Information, October 28, 2015
14. VA Handbook 6500.6, "Contract Security, March 12, 2010
15. National Institute Standards and Technology (NIST) Special Publications (SP)
16. VA Directive 6508, Implementation of Privacy Threshold Analysis and Privacy Impact Assessment, October 15, 2014
17. VA Directive 6300, Records and Information Management, February 26, 2009
18. VA Handbook, 6300.1, Records Management Procedures, March 24, 2010
19. VA Directive 0735, Homeland Security Presidential Directive 12 (HSPD-12) Program, October 26, 2015
20. VA Handbook 0735, Homeland Security Presidential Directive 12 (HSPD-12) Program, March 24, 2014
21. OMB Memorandum M-06-18, Acquisition of Products and Services for Implementation of HSPD-12, June 30, 2006
22. OMB Memorandum 05-24, Implementation of Homeland Security Presidential Directive (HSPD) 12 Policy for a Common Identification Standard for Federal Employees and Contractors, August 5, 2005
23. OMB memorandum M-11-11, "Continued Implementation of Homeland Security Presidential Directive (HSPD) 12 Policy for a Common Identification Standard for Federal Employees and Contractors, February 3, 2011
24. OMB Memorandum, Guidance for Homeland Security Presidential Directive (HSPD) 12 Implementation, May 23, 2008
25. NIST SP 800-116, A Recommendation for the Use of Personal Identity Verification (PIV) Credentials in Physical Access Control Systems, November 20, 2008
26. OMB Memorandum M-07-16, Safeguarding Against and Responding to the Breach of Personally Identifiable Information, May 22, 2007
27. NIST SP 800-63-2, Electronic Authentication Guideline, August 2013
28. Draft NIST Special Publication 800-157, Guidelines for Derived PIV Credentials, March 2014
29. VA Memorandum, VAIQ #7100147, Continued Implementation of Homeland Security Presidential Directive 12 (HSPD-12), April 29, 2011 (reference <https://www.voa.va.gov/documentlistpublic.aspx?NodeID=514>)
30. Public Law 109-461, "Veterans Benefits, Health Care, and Information Technology Act of 2006 (reference <http://www.gpo.gov/fdsys/pkg/PLAW-109publ461/pdf/PLAW-109publ461.pdf>)
31. Public Law 111-275, "Veterans Benefits Act of 2010 (reference <http://www.gpo.gov/fdsys/pkg/PLAW-111publ275/pdf/PLAW-111publ275.pdf>)
32. 38 CFR Part 74, "Veterans Small Business Regulations (reference <http://www.ecfr.gov/cgi-bin/text-idx?SID=95bdc5f8030f8effb8958857b8c7ffeb&mc=true&node=pt38.2.74&rgn=div5>)