

2. AMENDMENT/MODIFICATION NO. **A001** 3. EFFECTIVE DATE **10/01/2009** 4. REQUISITION/PURCHASE REQ. NO. 5. PROJECT NO. (If applicable)

6. ISSUED BY CODE **GSA/FSS, General Products Acquisition Center, 7FC Commercial Acquisition Division (7QSACA-M5) 819 Taylor Street, Room 7A37 Fort Worth, TX 76102-6114** 7. ADMINISTERED BY (If other than Item 6) CODE **72A and IFF Remittance is delegated to: GSA/FSS, Contract Management Division (4FX)**

8. NAME AND ADDRESS OF CONTRACTOR (No., street, county, State and Zip Code) **Westover Consultants Inc. 4340 East West Highway, Suite 900 Bethesda, MD 20814-4411** (3) 9A. AMENDMENT OF SOLICITATION NO. 9. DATED (SEE ITEM 11) 10A. MODIFICATION OF CONTRACT/ORDER NO. **GS-23F-0001K GS-23F-0002K** 10B. DATED (SEE ITEM 13) **October 1, 1999** X CODE FACILITY CODE

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offers is extended, is not extended. Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods: (a) By completing Items 8 and 15, and returning 2 copies of the amendment; (b) By acknowledging the receipt of the amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. ACCOUNTING AND APPROPRIATION DATA (If required)

13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS, IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.

(3) A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A. B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF: X D. OTHER (Specify type of modification and authority). **Clause I-FSS-163, Option to Extend the Term of the Contract (Evergreen), contractor's letter completed option package dated January 12, 2009**

E. IMPORTANT: Contractor is not, is required to sign this document and return ___ copies to this issuing office.

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)

The above numbered contract, awarded under Schedule 541 – Advertising and Integrated Marketing Services (AIMS), is hereby modified as outlined on page 2 of this document.

CONTINUED ON PAGE 2

except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect

15A. NAME AND TITLE OF SIGNER (Type or print) **FAYE E. COLEMAN, PH.D. PRESIDENT** NAME AND TITLE OF CONTRACTING OFFICER (Type or print) **MARGARET A. LYNCH Contracting Officer** 15B. CONTRACTOR OFFEROR **Faye E. Coleman** (Signature of person authorized to sign) 15C. DATE SIGNED **9/26/2009** 16B. UNITED STATES OF AMERICA **USA** (Signature of Contracting Officer) DATE SIGNED **9/26/2009**

ORIGINAL

14. DESCRIPTION OF AMENDMENT/MODIFICATION:

- a. The option is hereby exercised to extend the term of the contract until 09/30/2014.
- b. The pricing during this option period (unless modified IAW other contract terms) will be based on current GSA contract pricing, which represents pricing better than pricing offered to Most Favored Customer (MFC), identified as All commercial customers. This is the customer or category of customers upon which the basis of award is predicated and upon which the Price Reduction Clause, 552.238-75, will be activated.
- c. Special Item Numbers (SINs) awarded: **541-2, 541-3, 541-4D and 541-1000**
- d. Basic Discount:

The Governments' basic discounts are 0.08% - 41.33% for all labor categories offered and accepted under SINs 541-2, 541-3, and 541-4D. The MFC basic discount is 0%. See Attachment A, Columns H and J for specific discounts. Attachment A, is hereby incorporated into the contracts.
- e. Prompt payment Discount: .3%-20 days NET 30
- f. The price relationship is established as follows:

This price/discount relationship between the Government and the MFC will never be less favorable to the Government than at the time of award, that is: For the life of the contract, the Governments' basic discounts of 0.08% - 41.33% will always be 0.08% - 41.33% greater than the MFC basic discount of 0%. This relationship must be maintained throughout the life of the contract. See Attachment A, Column M for specific discounts.
- g. This option is based on current contract pricing determined to be fair and reasonable, as accepted as the basis of award
- h. The contractor does not have a commercial price list; therefore, price increases and price decreases will be adjusted in accordance with **Clause I-FSS-969 Economic Price Adjustment—FSS Multiple Award Schedule** (Jan 2000), which will be based on a annual 3% negotiated escalating rate increase, as shown on **Attachment B**. A contract modification is not required; however, the contractor will be required to certify that commercial prices have increased proportionate to the negotiated 3% escalation rate percentage. This clause is not applicable to Other Direct Costs (ODCs). **Clause I-FSS-969 Economic Price Adjustment—FSS Multiple Award Schedule** (Jan 2000) and **Attachment B** are hereby incorporated into the contracts.
- i. This modification incorporates the re representation of size status (FAR 52.212-3(c) into this contract.
- j. The Completed Option Package as submitted by Westover Consultants, Inc. dated 01/12/2009 is hereby incorporated into this contract.

ORIGINAL

ATTACHMENT B

GENERAL SERVICES ADMINISTRATION
Federal Supply Schedule Contract
Contract Modification - Option To Extend The Term of Contract
AIMS Contract No. GS-23F-0001K

September 23, 2009

SIN 541-3 Web Marketing Services (Set-aside for Small Business Only)

Labor Category	Government Hourly Rates					
	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15
	10/01/08-09/30/09	10/01/09-09/30/10	10/01/10-09/30/11	10/01/11-09/30/12	10/01/12-09/30/13	10/01/13-09/30/14
Sr. Corporate Monitor	\$ 191.28	\$ 191.28	\$ 197.02	\$ 202.93	\$ 209.02	\$ 215.29
Principal/Corporate Monitor	\$ 165.78	\$ 110.26	\$ 113.57	\$ 116.98	\$ 120.49	\$ 124.10
Program Manager	\$ 102.39	\$ 102.39	\$ 105.47	\$ 108.63	\$ 111.89	\$ 115.25
Senior Web Master	\$ 127.99	\$ 127.99	\$ 131.83	\$ 135.79	\$ 139.86	\$ 144.06
Senior Web Designer/Multimedia Specialist	\$ 86.63	\$ 86.63	\$ 89.22	\$ 91.90	\$ 94.66	\$ 97.50
Junior Web Designer	\$ 70.87	\$ 63.60	\$ 65.50	\$ 67.47	\$ 69.49	\$ 71.58
Graphics Specialist	\$ 63.00	\$ 63.00	\$ 64.89	\$ 66.83	\$ 68.84	\$ 70.90

SIN 541-4D Conference Events and Trade Show Planning Services (Set-Aside for Small Business Only)

Labor Category	Government Hourly Rates					
	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15
	10/01/08-09/30/09	10/01/09-09/30/10	10/01/10-09/30/11	10/01/11-09/30/12	10/01/12-09/30/13	10/01/13-09/30/14
Sr. Corporate Monitor	\$ 191.28	\$ 191.28	\$ 197.02	\$ 202.93	\$ 209.02	\$ 215.29
Principal/Corporate Monitor	\$ 165.78	\$ 110.26	\$ 113.57	\$ 116.98	\$ 120.49	\$ 124.10
Program Manager	\$ 102.39	\$ 102.39	\$ 105.47	\$ 108.63	\$ 111.89	\$ 115.25
Conference Facilitator	\$ 203.06	\$ 203.06	\$ 209.15	\$ 215.42	\$ 221.89	\$ 228.54
Conference Accounting Manager	\$ 112.75	\$ 112.75	\$ 116.14	\$ 119.62	\$ 123.21	\$ 126.91
Conference Staff Accountant	\$ 67.38	\$ 67.38	\$ 69.40	\$ 71.48	\$ 73.62	\$ 75.83
Senior Exhibit Manager	\$ 142.82	\$ 142.82	\$ 147.11	\$ 151.52	\$ 156.07	\$ 160.75
Exhibit Specialist	\$ 66.15	\$ 66.15	\$ 68.13	\$ 70.17	\$ 72.28	\$ 74.45
Senior Conference/Event Manager	\$ 85.83	\$ 85.83	\$ 88.40	\$ 91.05	\$ 93.78	\$ 96.60
Senior Conference/Event Coordinator	\$ 81.13	\$ 58.66	\$ 60.42	\$ 62.23	\$ 64.10	\$ 66.02
Conference/Event Coordinator	\$ 55.14	\$ 55.14	\$ 56.79	\$ 58.49	\$ 60.25	\$ 62.06
Conference/Event Assistant	\$ 52.00	\$ 52.00	\$ 53.56	\$ 55.16	\$ 56.82	\$ 58.52
Conference Administrative Assistant	\$ 61.98	\$ 53.72	\$ 55.33	\$ 56.99	\$ 58.70	\$ 60.46
Senior Technical Writer	\$ 123.45	\$ 103.48	\$ 106.59	\$ 109.79	\$ 113.08	\$ 116.47
Writer/Editor	\$ 86.63	\$ 86.63	\$ 89.22	\$ 91.90	\$ 94.66	\$ 97.50
Senior Travel Coordinator	\$ 49.48	\$ 49.48	\$ 50.96	\$ 52.49	\$ 54.07	\$ 55.69
Travel Coordinator	\$ 64.85	\$ 64.85	\$ 66.79	\$ 68.80	\$ 70.86	\$ 72.99
Audio Visual Operator	\$ 56.72	\$ 56.72	\$ 58.42	\$ 60.17	\$ 61.98	\$ 63.84

* Labor rates were escalated by 3% over prior year's rate.

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			1. CONTRACT ID CODE	PAGE OF PAGES 1 33
2. AMENDMENT/MODIFICATION NO. A001	3. EFFECTIVE DATE 10/01/2009	4. REQUISITION/PURCHASE REQ. NO.	5. PROJECT NO. (If applicable)	
6. ISSUED BY GSA/FSS, General Products Acquisition Center, 7FC Commercial Acquisition Division (7QSACA-M5) 819 Taylor Street, Room 7A37 Fort Worth, TX 76102-6114	CODE	7. ADMINISTERED BY (If other than Item 6) 72A and IFF Remittance is delegated to: GSA/FSS, Contract Management Division (4FX)		CODE
8. NAME AND ADDRESS OF CONTRACTOR (No., street, county, State and Zip Code) Westover Consultants Inc. 4340 East West Highway, Suite 900 Bethesda, MD 20814-4411			(3)	9A. AMENDMENT OF SOLICITATION NO.
				9. DATED (SEE ITEM 11)
			X	10A. MODIFICATION OF CONTRACT/ORDER NO. GS-23F-0001K GS-23F-0002K
				10B. DATED (SEE ITEM 13) October 1, 1999
CODE	FACILITY CODE			

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	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF
	C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:
X	D. OTHER (Specify type of modification and authority). Clause I-FSS-163, Option to Extend the Term of the Contract (Evergreen), contractor's letter completed option package dated January 12, 2009

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except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect

15A. NAME AND TITLE OF SIGNER (Type or print) FAYE E. COLEMAN, PH.D. PRESIDENT		NAME AND TITLE OF CONTRACTING OFFICER (Type or print) MARGARET A. LYNCH Contracting Officer	
15B. CONTRACTOR/OFFEROR <i>Faye E. Coleman</i> (Signature of person authorized to sign)	15C. DATE SIGNED 9/26/2009	16B. UNITED STATES OF AMERICA <i>Margaret A. Lynch</i> (Signature of Contracting Officer)	DATE SIGNED 9/26/2009

NSN 7 540-01-152-8070
PREVIOUS EDITION UNUSABLE

STANDARD FORM 30 (REV. 10-83)
PRESCRIBED BY GSA
FAR (48 CFR) 53.243

ORIGINAL

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- c. Special Item Numbers (SINs) awarded: **541-2, 541-3, 541-4D and 541-1000**
- d. Basic Discount:

The Governments' basic discounts are 0.08% - 41.33% for all labor categories offered and accepted under SINs 541-2, 541-3, and 541-4D. The MFC basic discount is 0%. See **Attachment A, Columns H and J** for specific discounts. **Attachment A**, is hereby incorporated into the contracts.
- e. Prompt payment Discount: .3%-20 days NET 30
- f. The price relationship is established as follows:

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- h. The contractor does not have a commercial price list; therefore, price increases and price decreases will be adjusted in accordance with **Clause I-FSS-969 Economic Price Adjustment—FSS Multiple Award Schedule** (Jan 2000), which will be based on a annual 3% negotiated escalating rate increase, as shown on **Attachment B**. A contract modification is not required; however, the contractor will be required to certify that commercial prices have increased proportionate to the negotiated 3% escalation rate percentage. This clause is not applicable to Other Direct Costs (ODCs). **Clause I-FSS-969 Economic Price Adjustment—FSS Multiple Award Schedule** (Jan 2000) and **Attachment B** are hereby incorporated into the contracts.
- i. This modification incorporates the re representation of size status (FAR 52.212-3(c) into this contract.
- j. The Completed Option Package as submitted by Westover Consultants, Inc. dated 01/12/2009 is hereby incorporated into this contract.

ORIGINAL

Modification AO01 Page 24 of 33
ATTACHMENT B (continued)

GENERAL SERVICES ADMINISTRATION
Federal Supply Schedule Contract
Contract Modification - Option To Extend The Term of Contract
AIMS Contract No. GS-23F-0002K

September 23, 2009

Sin 541-2 Public Relations Services

Labor Category	Government Hourly Rates					
	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15
	10/01/08-09/30/09	10/01/09-09/30/10	10/01/10-09/30/11	10/01/11-09/30/12	10/01/12-09/30/13	10/01/13-09/30/14
Sr. Corporate Monitor	\$ 191.28	\$ 191.28	\$ 197.02	\$ 202.93	\$ 209.02	\$ 215.29
Principal/Corporate Monitor	\$ 166.19	\$ 166.19	\$ 171.18	\$ 176.31	\$ 181.60	\$ 187.05
Program Manager	\$ 102.65	\$ 102.65	\$ 105.73	\$ 108.91	\$ 112.17	\$ 115.54
Senior Media/Communication Specialist	\$ 141.13	\$ 141.13	\$ 145.37	\$ 149.73	\$ 154.22	\$ 158.85
Senior Public Relations Specialist	\$ 125.61	\$ 125.61	\$ 129.38	\$ 133.26	\$ 137.26	\$ 141.38
Public Relations/Social Marketing Spec.	\$ 86.84	\$ 86.84	\$ 89.44	\$ 92.12	\$ 94.89	\$ 97.73
Communications Specialist	\$ 78.83	\$ 78.83	\$ 81.19	\$ 83.63	\$ 86.13	\$ 88.72
Information Specialist	\$ 63.17	\$ 63.17	\$ 65.06	\$ 67.01	\$ 69.02	\$ 71.09
Administrative Assistant	\$ 55.28	\$ 55.28	\$ 56.94	\$ 58.64	\$ 60.40	\$ 62.21

* Labor rates were escalated by 3% over prior year's rate.