

Federal Acquisition Service

AUTHORIZED FEDERAL SUPPLY SCHEDULE FSS PRICE LIST

BUSINESS SIZE:

Small

MULTIPLE AWARD SCHEDULE

FSC Group: Professional Services

CONTRACT NUMBER:

47QRAA23D001N

CONTRACT PERIOD:

November 18, 2022 through November 17, 2027

CONTRACTOR

Prime Concepts Group, Inc.
115 S. Hydraulic St
Wichita, KS 67211

PHONE: 316-942-1111

WEBSITE: [PrimeConcepts.com](https://www.primeconcepts.com)

CONTRACT ADMINISTRATION:

Ford Saeks

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On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!®, a menu-driven database system. The INTERNET address GSA Advantage!® is: [GSAAdvantage.gov](https://www.gsa.gov/schedules).

For more information on ordering go to the following website: <https://www.gsa.gov/schedules>

Price list current as of Modification #PA-0002 effective Feb 24, 2023
Prices Shown Herein are Net (discount deducted)

ABOUT PRIME CONCEPTS



Creative Marketing Services for B2B & B2C Brands Who Want to Expand Reach, Capture Leads, and Increase Sales.

At Prime Concepts Group, we know that there's no one-size-fits-all solution when it comes to marketing. So we create solutions tailored specifically to your business and its needs. Our team of experienced professionals have years of experience creating effective strategies designed with the goal of increasing visibility, engagement, leads, and sales in mind—so you can rest easy knowing you've got a partner who shares your vision and understand how to reach it too!

Over the course of the last three decades, we've worked with hundreds of clients in various industries to meet their goals. This gives you an advantage because we have a broad perspective that can be applied to help you grow your business. We offer innovative solutions, digital campaigns, marketing automation, video & graphic design services, and more.

7500+
PROJECTS

30+
YEARS OF
EXPERIENCE

100K
CUPS OF
COFFEE



MARKETING SOLUTIONS THAT WORK FOR YOU.

Over the course of the last three decades, we've worked with hundreds of clients in various industries to meet their goals. This gives you an advantage because we have a broad perspective that can be applied to your specific needs.

Partner with us to unlock the full potential of your government agency's marketing and communications. Our specialized services in marketing, advertising, recruitment, strategic public relations, publicity, community affairs, government affairs, media relations, training, and special events planning are tailored to meet the unique needs of state and federal agencies.

Contact us today to explore how we can collaborate to drive your agency's success in achieving its goals.

OUR CAPABILITIES

Tailored Solutions for State and Federal Agencies

Marketing Research and Analysis:

Make data-driven decisions with our Marketing Research and Analysis services. Our expert researchers employ advanced methodologies to gather valuable insights into your target market, competitors, and industry trends. From market segmentation to customer profiling, we provide comprehensive analysis and actionable recommendations, empowering your organization to refine its marketing strategies and achieve optimal results.

Advertising Services:

Amplify your organization's reach and impact with our Advertising Services. Our creative team excels in developing compelling advertising campaigns that resonate with your target audience. From media planning and buying to creative concept development, we ensure your agency's message is effectively communicated across various channels, maximizing exposure, and generating meaningful results.

Public Relations Services:

Shape public perception and build strong relationships with our Public Relations Services. Our skilled team specializes in developing strategic PR campaigns that effectively communicate your agency's initiatives and achievements to the public and relevant stakeholders. From media relations to crisis management, we help you establish a positive brand image and enhance your agency's reputation.

Video/Film Production:

Unlock the power of visual storytelling with our Video/Film Production services. Our experienced team specializes in crafting compelling videos and films tailored to the unique needs of state and federal agencies. From informative training videos to impactful promotional films, we deliver high-quality productions that effectively communicate your agency's message and engage your target audience.

Graphic Design Services:

Capture attention and leave a lasting impression with our Graphic Design Services. Our talented designers are adept at translating complex ideas into visually appealing graphics that align with your agency's branding guidelines. Whether it's designing engaging infographics, eye-catching brochures, or captivating digital assets, we deliver stunning visuals that enhance your agency's communication efforts.

Web-Based Marketing:

Maximize your agency's online presence with our Web Based Marketing solutions. Our team of digital marketing experts specializes in developing tailored strategies to increase your website traffic, optimize search engine visibility, and drive meaningful engagement with your target audience. From user-friendly website design to strategic content creation, we help you achieve your agency's online marketing goals effectively.

OUR CAPABILITIES

Marketing Consulting Services:

Gain a competitive edge with our Marketing Consulting Services tailored to the unique needs of state and federal agencies. Our team of experienced consultants brings in-depth industry knowledge and expertise to provide strategic guidance and actionable insights. Whether you require assistance in market research, campaign planning, or brand positioning, we collaborate closely with your agency to develop effective marketing strategies that drive results.

Other Direct Costs for Marketing and Public Relations Services:

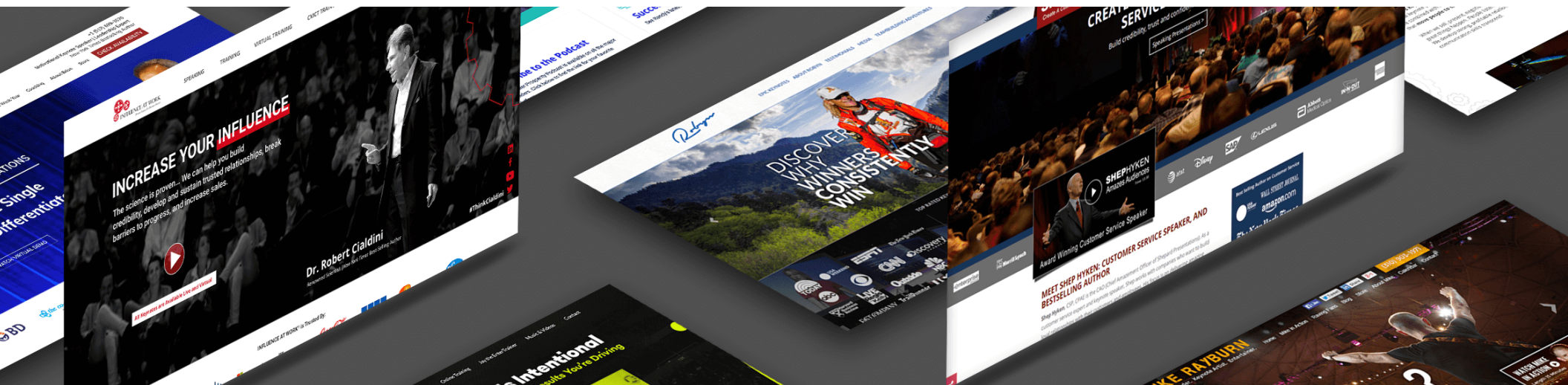
Streamline your agency's marketing and public relations efforts with our Other Direct Costs solutions. We provide comprehensive support for various direct costs, including photography, printing, copywriting, and content production. Our expertise ensures seamless coordination and efficient execution of all aspects of your marketing and public relations initiatives.

Exhibit Design & Advertising Services:

Make a memorable impact at trade shows and exhibitions with our Exhibit Design & Advertising Services. Our experienced team combines innovative design concepts with strategic planning to create engaging exhibits and displays that captivate your target audience. From booth design to interactive experiences, we ensure your agency stands out and effectively communicates its message in any event setting.

Conference, Meeting, Event, and Trade Show Planning Services:

Ensure flawless event experiences with our Conference, Meeting, Event, and Trade Show Planning Services. From large-scale conferences to intimate meetings and trade shows, our dedicated team handles every aspect, including venue selection, logistics coordination, speaker management, and attendee engagement. We create impactful event experiences that align with your agency's objectives, leaving a lasting impression on participants.



WHO WE WORK WITH

Organizations of all Sizes Trust Us to Deliver



CUSTOMER INFORMATION

1a. Table of awarded special item number(s):

SINs	Recovery	SIN Title
541611	541611RC	Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services
541430	541430RC	Graphic Design Services. Services include planning, designing, and managing the production of visual communication in order to convey specific messages or concepts, clarify complex information, or project visual identities.
541511	541511RC	Web Based Marketing Services include, but are not limited to writing, modifying, testing, and supporting software to meet the needs of a particular customer
541810	541810RC	Advertising Services. Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment Campaigns.
611430	611430RC	Professional and Management Development Training 611430 services include offering an array of short duration courses and seminars for management and professional development.
512110	512110RC	Video/Film Production Services include writing, directing, shooting, arranging for talent / animation, narration, music and sound effects, duplication, distribution, video scoring; and editing.
OLM	OLMRC OLMSTLOC	Order-Level Materials (OLM's)

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract: *Refer to Page 11*

1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item. *Refer to Page 11*

CUSTOMER INFORMATION

2. Maximum order: **\$1,000,000**

3. Minimum order: **\$100**

4. Geographic coverage (delivery area): Domestic

5. Point(s) of production: Domestic

6. Discount from list prices or statement of net price: NONE Government Net Prices (discounts already deducted.)

7. Quantity discounts:

1.00% discount off contracts totaling \$100,000 - \$199,999

2.00% discount off contracts totaling \$200,000 - \$299,999

3.00% discount off contracts totaling \$300,000 or more

8. Prompt payment terms. Information for Ordering Offices: Net 30 Days.

Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. Foreign items: NOT APPLICABLE

10a. Time of delivery: Contact Contractor

10b. Expedited Delivery: Contact Contractor

10c. Overnight and 2-day delivery: Contact Contractor

CUSTOMER INFORMATION

10d. Urgent Requirements: Contact Contractor

11. F.O.B. point(s): Destination

12a. Ordering address(es):

115 S. Hydraulic St
Wichita, KS 67211

12b. Ordering procedures: See Federal Acquisition Regulation (FAR) 8.405-3.

13. Payment address(es):

115 S. Hydraulic St
Wichita, KS 67211

14. Warranty provision: Standard Commercial Warranty Terms & Conditions

15. Export packing charges, if applicable: NOT APPLICABLE

16. Terms and conditions of rental, maintenance, and repair (if applicable: NOT APPLICABLE

17. Terms and conditions of installation: NOT APPLICABLE

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: NOT APPLICABLE

18b. Terms and conditions for any other services: NOT APPLICABLE

CUSTOMER INFORMATION

19. List of service and distribution points: NOT APPLICABLE

20. List of participating dealers: NOT APPLICABLE

21. Preventive maintenance: NOT APPLICABLE

22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants):
NOT APPLICABLE

22b. Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g., contractor's website or other location.) The EIT standards can be found at: www.Section508.gov/.

23. Unique Entity Identifier (UEI) number: S91LTJ9PGJN1

24. Notification regarding registration in System for Award Management (SAM) database:
NOT APPLICABLE

The following chart reflects all agreed upon pricing or discounts, whether accepted as proposed or negotiated. The data also includes other proposed or negotiated discounts, e.g. volume discounts, prompt payment terms, etc. The attached Price Proposal Template titled Final Price Proposal Template dtd 11.8.22.xlsx reflects all agreed upon pricing and discounts accepted and will be incorporated into the contract in its entirety.

LABOR PRICE LIST

SIN(s)	Labor Category/ Service Title	Labor Category/Service Description	Minimum Education	Min. Years of Exp.	Price Offered to GSA
↓ STRATEGY AND RESEARCH					
541611	Business Process Consultant	Operational analysis to improve business operations and processes. Strategic planning process and analysis with an understanding of business development, company culture, problems, and solutions as they relate to the current and future business environment. Creates process change by integrating new processes with existing ones and communicating these changes to impacted Business Systems teams. Recommends and facilitates quality improvement efforts.	Bachelors	5 Years	\$122.90
541611	Project Manager	Responsible for overall execution of the task or project. Actively applies quality assurance measures to the management and performance of the task/delivery order. Organizes, directs, and coordinates planning and production of all task/delivery order support activities. Directs the generation, performance, and review of task/delivery order deliverable items. Manages task/delivery order costs and ensures conformity with contract terms and conditions. Assigns, schedules, and reviews the work of subordinates. Coordinates with appropriate management personnel, other contractor managers, and client agency representatives. Takes appropriate action and coordinates policies and activities with appropriate personnel as required. Manage all elements of projects from kick-off to delivery. Oversee and direct multiple projects at a time. Develop and demonstrate an understanding of the business, their needs, expectations, and requirements. Work with business units and project teams to estimate costs and timing for tasks creating essential documentation and tracking. Coordinates all activities of the project team and ensures that project tasks are completed by scheduling and facilitating team meetings, executive updates, and required status reporting. Develops, maintains, reviews, and disseminates all project documentation including status reports, invoices, change orders, project schedules, budgets, and postmortem reviews. Provides accurate management of the portfolio of project to which assigned. Escalates for resolution issues impacting the successful completion of project deliverables. Interfaces and complies with project management office.	Bachelors	5 Years	\$98.11

LABOR PRICE LIST

SIN(s)	Labor Category/ Service Title	Labor Category/Service Description	Minimum Education	Min. Years of Exp.	Price Offered to GSA
541611	Strategic Planner	Provides strategic planning of large projects or a significant segment of a strategic planning portion of a large complex project. Provides the overall approach to clarify mission statements so they can be used as springboards in envisioning their desired future. Assists in developing mission and vision statements, subsequent goal delineation, provides guidance for building operational plans and specifying measurable outcomes to include capital outlay planning efforts in a consolidated strategic planning process and prioritizes those initiatives.	Bachelors	5 Years	\$122.90
541611	Subject Matter Expert	Develops strategic planning and information to help organizations identify, set, and achieve both long and short-term goals. Understands human performance and cognition to better assist the company seeking training. Provides technical knowledge and analysis of highly specialized applications and operational environments, high-level functional systems analysis, design, integration, documentation, and implementation advice on exceptionally complex problems that need extensive knowledge of the subject matter for effective implementation.	Bachelors	5 Years	\$132.68
611430	Training Specialist	Conducts training needs analysis for leadership and staff related to employee engagement, customer service, sales, teambuilding, communication, and workplace culture. Evaluates existing systems and/or user needs to analyze, design, recommend, and implement training experiences, both virtually and onsite inperson. Provides employee assessments, onsite, and virtual training solutions.	Bachelors	5 Years	\$122.90

LABOR PRICE LIST

SIN(s)	Labor Category/ Service Title	Labor Category/Service Description	Minimum Education	Min. Years of Exp.	Price Offered to GSA
↓ COPYWRITING					
512110, 541511, 541810	Technical Editor	Reviews content of technical documentation. Ensures that documents follow the style laid out in the company's style guide.	Bachelors	5 Years	\$97.95
512110, 541511, 541810	Technical Writer	Writes a variety of technical articles, reports, brochures, and/or manuals for documentation for a wide range of uses. Coordinates the display of graphics and the production of the document.	Bachelors	5 Years	\$106.64
512110, 541511, 541810	Writer / Content Designer / Content Strategist	Improves content creation efforts by helping to lead the research & development of interactive and experiential storytelling for projects. Advise how to improve the ongoing iteration of content models. Collaborate with designers and other content strategists to improve how the effectiveness of digital, print, and other content is measured. Develop and maintain appropriate voice for produced content. Advise how to streamline content production and management solutions and processes, based on user research. Assign content for products, services, and various projects. Plan and facilitate content strategy workshops and brainstorming sessions on developing content and content services (including API development). Collaborate closely with developers and designers to create, test, and deploy effective content marketing experiences using the Agile method of software development. Offer educated recommendations on how to deliver a consistent, sustainable, and standards-driven execution of content strategy across products, services, and projects. Collaborate with content managers, writers, information architects, interaction designers, developers, and content creators of all types. Participate, as needed, on an Agile software development scrum teams.	Bachelors	5 Years	\$106.64

LABOR PRICE LIST

SIN(s)	Labor Category/ Service Title	Labor Category/Service Description	Minimum Education	Min. Years of Exp.	Price Offered to GSA
↓ CREATIVE					
541430	Graphic Specialist / Graphic Designer	Produces graphic art and visual materials for promotions, advertisements, films, packaging, and informative and instructional material through a variety of media outlets such as websites and CDROMs. Generates and manipulates graphic images, animations, sound, text, and video into consolidated and seamless multimedia programs. Guides, mentors, and coaches team members while leading projects to successful completion. Develops and maintains relationships with key peers in Marketing, Branding, UX leaders, IT leaders, and others to identify and plan creative solutions. Manages external service resources and budgets for visual design. Ensures successful completion of all work executed by the team (on time, on budget, and ensuring quality). Ensures compliance with the project management methodologies and the Project Management Office processes and standards. Develops, maintains, and ensures compliance of application release management, outage management and change control processes and standards. Defines, creates, communicates, and manages resource plans and other required project documentation such as style guides and provides updates, as necessary.	Bachelors	5 Years	\$93.52
541511	Web Designer	Designs and builds web pages using a variety of graphics software applications, techniques, and tools. Designs and develops user interface features, site animation, and special-effects elements. Contributes to the design group's efforts to enhance the look and feel of the organization's online offerings. Designs the website to support the organization's strategies and goals relative to external communications.	Bachelors	5 Years	\$93.52
512110	Videographer	Directly responsible for planning, filming, and editing videos that could be used for a variety of projects such as movies, advertisements, or television shows.	Bachelors	5 Years	\$97.97

LABOR PRICE LIST

SIN(s)	Labor Category/ Service Title	Labor Category/Service Description	Minimum Education	Min. Years of Exp.	Price Offered to GSA
↓ TECHNICAL / WEBSITE DEVELOPMENT					
541511	Interaction Designer / User Researcher / Usability Tester	<p>Conduct stakeholder interviews, user requirements analysis, task analysis, conceptual modeling, information architecture, interaction design, and usability testing. Design and specify user interfaces and information architecture. Lead participatory and iterative design activities, including observational studies, customer interviews, usability testing, and other forms of requirement's discovery. Produce user requirements specifications & experience goals, personas, storyboards, scenarios, flowcharts, design prototypes, and design specifications. Effectively communicate research findings, conceptual ideas, detailed design, and design rationale and goals both verbally and visually. Plan and facilitate collaborative critiques and analysis & synthesis working sessions. Work closely with visual designers and development teams to ensure that customer goals are met, and design specifications are delivered upon. Designs and develops primarily internet/web pages and applications. Develops proof-of-concepts and prototypes of easy-to-navigate user interfaces (UIs) that consists of web pages with graphics, icons, and color schemes that are visually appealing. Research user needs as well as potential system enhancements. Has familiarity to, or may actually: code, test, debug documents, and implement web applications using a variety of platforms. Planning, recruiting, and facilitating the usability testing of a system. Analyzing and synthesizing the results of usability testing to provide recommendations for change to a system. May create such artifacts as Usability Testing Plan, Testing Scripts, and Usability Testing Report.</p>	Bachelors	5 Years	\$97.95

LABOR PRICE LIST

SIN(s)	Labor Category/ Service Title	Labor Category/Service Description	Minimum Education	Min. Years of Exp.	Price Offered to GSA
541511	PHP Developer	Develop, support, and enhance of PHP applications and the corresponding MySQL backend databases. Write optimized SQL for MySQL, has experience with enterprise development frameworks and practices such as Unit Testing and has overall skills to develop and maintain high traffic environments. Active member of Business Solution team and technical lead for programming development projects by analyzing, designing, and implementing inhouse applications or researching and implementing third party solutions to automate business processes. Conduct thorough functional research, fact-finding and analysis of user needs required to develop and maintain information systems. Collaborate with business team and other non-technical members of the organization. Proactively seek and implement solutions that will reduce the cost and time associated with the business operation. Provide complete documentation for new or modified systems. Aid with database administration tasks such as design, implementation, security, queries/reports, and maintenance of MySQL. Tier 2 help desk support for escalated tickets regarding in-house applications/databases and analyze trends in errors to identify and deploy long term solutions to problems. Assist in developing training materials and conduct training classes on the applications developed and supported. Assist with or lead special projects as required and perform other duties as assigned. Leads a small team performing design, implementation, and integration of PHP software or independently performs complex software development tasks. Formulates/defines specifications for complex operating software programming applications or modifies/maintains complex existing PHP applications using engineering releases and utilities from the manufacturer. Designs, codes, test, debugs, and documents those programs. Participate all phases of software systems programming applications. Assist in evaluating new and existing PHP software products.	Bachelors	5 Years	\$98.56

LABOR PRICE LIST

SIN(s)	Labor Category/Service Title	Labor Category/Service Description	Minimum Education	Min. Years of Exp.	Price Offered to GSA
541511	Web Content Analyst	Provides for development and content that will motivate and entertain users so that they regularly access the website and utilize it as a major source for information and decision-making. Provides managing/performing website editorial activities including gathering and researching information that enhances the value of the site.	Bachelors	5 Years	\$106.64
541511	Web Software Developer	Designs, develops, troubleshoots, debugs, and implements software code (such as HTML, CGI, and JavaScript) for a component of the website. Consuming RESTful APIs. Using and working in team environments that use agile methodologies (e.g., Scrum, Lean). Use of version control systems, specifically Git and GitHub. Ensuring Section 508 Compliance. Quickly researching and learning new programming tools and techniques. Using and working with open-source solutions and community. Creating web layouts from static images. Creating views and templates in full-stack frameworks like Rails, Express, or Django. Works with graphic designers and other members of a project team to develop the site concept, interface design, and architecture of the website. Deploys large web-based transaction systems using application servers. Researches, tests, builds, and coordinates the integration of new products per production and client requirements.	Bachelors	5 Years	\$98.56



Schedule

We're Not All Talk. Reach Out. We'll Listen.

Call us at 316-942-1111

Contract #: 47QRAA23D001N

Contractor: PRIME CONCEPTS GROUP, INC.

Address: 115 S HYDRAULIC ST
WICHITA, KS 67211-1904

Phone: (316) 942-1111

E-Mail: pcgadmin@primeconcepts.com

Website: www.primeconcepts.com

SAM UEI: S91LTJ9PGJN1

NAICS: 541810



PRIMECONCEPTS

Creative Marketing Agency

