



**smartdesign**  
DISTINCTIVE DIMENSIONAL DESIGN

**GSA** *Advantage!*<sup>®</sup>

Contract Holder  
GS07F0541X  
GS07F0542X

**General Services Administration  
Federal Supply Service  
Authorized Federal Supply Schedule Catalog/Price List**

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 for *GSA Advantage!* <http://www.gsadvantatge.gov>.

**SCHEDULE TITLE:** 541 Advertising & Integrated Marketing Solutions (AIMS) FSC Group  
541, Part 4, C and F

**CONTRACT NUMBERS:** GS-O7F-0541S and GS-07F-0542X

**CONTRACT PERIOD:** June 1, 2011 - May 31, 2016 GS-07F-0542X  
June 2, 2011 - June 1, 2016 GS-07F-0541X

For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at [www.gsa.gov](http://www.gsa.gov).

**CONTRACTOR:** Smart Design, Inc.  
833 Highams Court  
Woodbridge, VA 22191  
Phone: (703) 492-2764 Fax: (703) 492-4865  
Email: [smartdesign@smartdesigninc.com](mailto:smartdesign@smartdesigninc.com)  
Website: [www.smartdesign3d.com](http://www.smartdesign3d.com)

**CONTRACTORS ADMINISTRATION SOURCE:** Shelly McMahan  
Smart Design, Inc.  
833 Highams Court  
Woodbridge, VA 22191  
Phone: (703) 492-2764 Fax: (703) 492-4865  
Email: [shelly@smartdesigninc.com](mailto:shelly@smartdesigninc.com)

**BUSINESS SIZE:** Small, Women Owned, Disadvantaged, Veteran Owned

For more information on how to place an order with Smart Design, Inc. Please view our GSA Catalog or visit our website [www.smartdesign3d.com](http://www.smartdesign3d.com)

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## **CUSTOMER INFORMATION**

### **1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINS)**

SIN GS-07F-0541X SIN 541-C Exhibit Design and Implementation Services  
SIN GS-07F-0542X SIN 541-4F Commercial Art and Graphic Design

### **1b. LOWEST PRICE MODEL NUMBER AND PRICE FOR EACH SIN**

Prices shown in price list are net, all discounts deducted, and valid for all areas.

### **1c. HOURLY RATES AND JOB DESCRIPTIONS ARE INCLUDED AFTER ITEM #26 IN THIS CATALOG**

### **2. MAXIMUM ORDER: \$1,000,000 PER SIN**

### **3. MINIMUM ORDER: \$100**

### **4. GEOGRAPHIC COVERAGE:** (delivery only): Domestic, 50 states, Washington DC, Puerto Rico, US Territories and to a CONUS port or Consolidation point for contracts overseas.

### **5. POINTS OF PRODUCTION:** Woodbridge, VA

### **6. DISCOUNT FROM LIST PRICES:** Prices awarded under this contract are net and all discounts Deducted , and valid for all areas including world wide.

### **7. QUANTITY DISCOUNTS(S):** 1% for contracts over \$200,000+ for labor

### **8. PROMPT PAYMENTS TERMS:** 1% Net 10 days, Net 30 Days

### **9a. Government Purchase/Credit Cards are accepted at or below the micro-purchase threshold**

### **9b. Government Purchase/Credit Cards are accepted above the micro-purchase threshold**

### **10. FOREIGN ITEMS:** none

### **11a. TIME OF DELIVERY:** As specified on the Task Order.

### **11b. EXPEDITED DELIVERY:** As specified on the Task Order.

### **11c. OVERNIGHT AND 2-DAY DELIVERY:** Overnight and 2-Day delivery are available. Contact the Contractor for rates.

### **11d. URGENT REQUIREMENTS:** Agencies can contact the Contractor's representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.



**12. F.O.B. POINT(S):** Destination

**13a. ORDERING ADDRESS:** Shelly McMahan  
Smart Design, Inc.  
833 Highams Court  
Woodbridge, VA 22191  
Phone: (703) 492-2764  
Fax: (703) 492-4865  
Email: [shelly@smartdesigninc.com](mailto:shelly@smartdesigninc.com)

**13b. ORDERING PROCEDURES:** For services, the ordering procedures, information on Blanket Purchase Agreements (BPS's) are found in the Federal Acquisition Regulation (FAR) 8.405-3.

**14. PAYMENT ADDRESS:** Accounts Receivable  
Smart Design, Inc.  
833 Highams Court  
Woodbridge, VA 22191  
Phone: (703) 492-2764  
Fax: (703) 492-4865

**15. STANDARD COMMERCIAL WARRANTY:** Not applicable

**16. EXPORT PACKING CHARGES:** Not applicable

**17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** (any thresholds above the micro-purchase level)

**18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR:** Not applicable

**19. TERMS AND CONDITIONS OF INSTALLATION:** Not applicable

**20. TERMS AND CONDITIONS OF REPAIR PARTS ETC.:** Not applicable

**20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES:** Not applicable

**21. LIST OF SERVICE DISTRIBUTION POINTS:** Woodbridge, VA

**22. LIST OF PARTICIPATING DEALERS:** Not applicable

**23. PREVENTATIVE MAINTENANCE:** Not applicable



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**24a. SPECIAL ATTRIBUTES(ENVIRONMENTAL ATTRIBUTES):** Not applicable

**24b. SECTION 508 COMPLIANCE for EIT:** Not applicable

**25. DUNNS NUMBER:**15-548-3261

**26. NOTIFICATION RE: REGISTRATION IN THE CENTRAL CONTRACTOR REGISTRATION (CCR)  
DATABASE:** Registration valid until 09/13/2011





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SIN(s)	Service	Unit of Issue	GSA Rate (with IFF)
541-4C 541-4F	Developer of Exhibits	Per Hour	\$131.48
541-4C 541-4F	Exhibit Designer	Per Hour	\$104.28
541-4C 541-4F	Graphic Designer	Per Hour	\$95.21
541-4C 541-4F	Writer/Editor	Per Hour	\$98.84
541-4C	Project Manager/ Client Liaison	Per Hour	\$95.21
541-4C	Production Manager	Per Hour	\$77.07
541-4C 541-4F	Customer Service Representative	Per Hour	\$65.74
541-4C	Senior Display Technician/Fabricator	Per Hour	\$86.14
541-4C	Display Technician/Fabricator	Per Hour	\$77.07
541-4C 541-4F	3D Senior Engineer, Design and Display Technician	Per Hour	\$134.20
541-4C	Senior Display Installers	Per Hour	\$86.14
541-4C	Preproduction Computer Technician	Per Hour	\$88.86
541-4C	Warehouse Labor	Per Hour	\$54.41



## Labor Category Descriptions

### **Relevant SIN(s): 541-4C and 541-4F**

**Title:** Developer of Exhibits

**Functional Duties/Responsibilities:** Assess exhibit space to establish approach to storyline. Assess relative weight of each topic or theme. Develop interpretive approach, including hierarchy of messaging in both exhibits and graphics. Identify major objects to be incorporated into the space. Identify images to be incorporated into the exhibits and graphics. Prepare meeting reports summarizing discussions and decisions.

**Minimum Education Level:** BA Degree

**Required/Supplemental Certifications:** Environmental and Graphic Design

**Minimum Experience Requirements:** 6 years

**Substitution Methodology:** 5 Years experience = BA Degree

### **Relevant SIN(s): 541-4C and 541-4F**

**Title:** Exhibit Designer

**Functional Duties/Responsibilities:** Determine best uses of exhibit space with regard to visitor experience. Incorporate ADA requirements into three dimensional design, including clearance pathways and display heights. Design three-dimensional displays for housing objects, graphics panels, and multi-media components. Oversee exhibit fabricators selected to build exhibits. Prepare RFPs for exhibit fabricators to bid on exhibits. Specify materials, including construction materials, colors, and techniques for displays. Strong service orientation. Ability to track down information quickly, accurately, and thoroughly. Good organizational skills, with accuracy and attention to detail.

**Minimum Education Level:** BA Degree

**Required/Supplemental Certifications:** Environmental and Graphic Design

**Minimum Experience Requirements:** 3 Years

**Substitution Methodology:** 5 years experience = BA Degree

### **Relevant SIN(s): 541-4C and 541-4F**

**Title:** Graphic Designer

**Functional Duties/Responsibilities:** Create visual identity and design for graphics panels and/or print materials. Select color palette for graphics panels. Design panels that achieve interpretation through informational graphics. Assure designs conform to ADA standards regarding type size, fonts, and visual contrast for readability by the visually impaired.. Good communication and human relations skills to work with client, show personnel, and labor. Ability to determine priorities and work under severe time constraints. Supervisory experience. Strong service attitude.

**Minimum Education Level:** Associates Degree

**Required/Supplemental Certifications:** Graphic Arts

**Minimum Experience Requirements:** 2 years

**Substitution Methodology:** 5 Years experience = BA Degree



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**Relevant SIN(s):** 541-4C and 541-4F

**Title:** Writer/Editor

**Functional Duties/Responsibilities:** Draft topic outlines showing breakdown of space into exhibit areas. Draft topic outlines showing hierarchy of information for graphic panels. Draft summary text describing main messages and ideas to be conveyed in exhibit and graphics media. Write interpretive text for graphics panels. Review text prepared by client (either summary information or draft) and edit for final text on panels.

**Minimum Education Level:** BA Degree

**Required/Supplemental Certifications:** Journalism or English Major

**Minimum Experience Requirements:** 4 Years

**Substitution Methodology:** 5 Years experience = BA Degree

**Relevant SIN(s):** =541-4C

**Title:** Project Manager/ Client Liaison

**Functional Duties/Responsibilities:** Supervise and coordinate all outsourced graphics production. Serve as primary operator for all graphics finishing functions. Coordinate all resources to identify needs for creative production support. Manage and schedule the production of varied forms of communications and media ensuring that deadlines, budgets and quality controls are maintained. Work with others to coordinate, schedule and complete projects within the studio. Provide information and research that assists fellow associates in developing bid submissions with detailed production specifications and budgets. Develop production schedules for art and design projects, and work with others to allocate jobs to artists and route art and design projects through the creative process. Work with designers, and others to make all necessary client revisions and proofs. Coordinate all internal and external resources and activities necessary to accomplish project objectives.

**Minimum Education Level:** BA Degree

**Required/Supplemental Certifications:** Business

**Minimum Experience Requirements:** 4 Years

**Substitution Methodology:** 5 Years experience = BA Degree

**Relevant SIN(s):** 541-4C

**Title:** Production Manager

**Functional Duties/Responsibilities:** Extensive, working knowledge of print technologies and industry practices. Experience in Windows XP, Microsoft Office including PowerPoint and other applications as utilized. Positive self-starter and possess a strong work ethic, an ability to meet/exceed deadlines, organizational skills, excellent interpersonal skills and strong attention to detail. Coordinate all resources to identify needs for creative production support. Manage and schedule the production of varied forms of marketing communications collateral and media ensuring that deadlines, budgets and quality controls are maintained. Work with others to coordinate, schedule and complete projects within the department. Provide information and research that assists fellow associates in developing bid submissions with detailed production specifications and budgets. Develop production schedules for art and design projects, and work with others to allocate jobs to artists and route art and design projects through the creative process. Work with designers, and others to make all necessary client revisions and proofs.



project objectives. Supervise and coordinate all outsourced graphics production. Serve as primary operator for all graphics finishing functions.

**Minimum Education Level:** Associates Degree

**Required/Supplemental Certifications:** Industrial Arts

**Minimum Experience Requirements:** 4 years

**Substitution Methodology:** 3 Years experience = Associates

**Relevant SIN(s):** 541-4C and 541-4F

**Title:** Customer Service Representative

**Functional Duties/Responsibilities:** Microsoft Office proficiency. Positive self-starter and possess a strong work ethic, ability to meet/exceed deadlines, organizational skills, excellent interpersonal skills and strong attention to detail. Responsible for having a full understanding of project operational and workflow processes and conduct inbound and outbound communication calls as directed. Utilize language skills (verbal/written) to communicate with customers and clients in accordance to project-specified guidelines. Organize, collect and enter data information received from multiple inbound and outbound communications. Maintain mail file and respond to mail communications in accordance with project specified guidelines. Research, resolve and follow up on all open cases and customer issues as directed. Meet prescribed deadlines and timelines. Full understanding of project operational and workflow processes and input data into multiple databases for ongoing market/clinical research and call center programs as directed. Organize and code data in accordance to prescribed guidelines. Verify recorded information to ensure accuracy and completeness of data; identify and correct errors. Assemble, batch and distribute data as directed. Meet prescribed deadlines and time lines.

**Minimum Education Level:** Associates Degree

**Required/Supplemental Certifications:** Office Technology

**Minimum Experience Requirements:** 3 Years

**Substitution Methodology:** 3 Years experience = Associates

**Relevant SIN(s):** 541-4C

**Title:** Senior Display Technician/Fabricator

**Functional Duties/Responsibilities:** Knowledge of metal fabrication and electrical applications Experience with trade show booths and assembly. Microsoft Office and CAD proficiency Possess a strong work ethic, an ability to meet/exceed deadlines, excellent interpersonal skills, organizational skills and strong attention to detail. Construct and refurbish new and existing exhibit components and crate for projects and events. Assist with design specifications and design of exhibit components. Assist with vendor negotiations and purchasing as directed. Assist with staging of exhibit properties for inspection and preview. Maintain organization of all tools and equipment in the fabrication area. Retrieve, assemble, inspect, prepare and pack exhibit components, parts, samples and miscellaneous items for show preview (when required) and outbound shipping. Serve as forklift operator as needed. Coordinates with all internal and external resources as necessary to accomplish these objectives and other duties as assigned.

**Minimum Education Level:** Associates Degree

**Required/Supplemental Certifications:** Industrial Arts

**Minimum Experience Requirements:** 5 years

**Substitution Methodology:** 2 Years experience = Associates Degree



**Relevant SIN(s):** 541-4C

**Title:** Display Technician/Fabricator

**Functional Duties/Responsibilities:** Knowledge of metal fabrication and electrical applications Experience with trade show booths and assembly. Microsoft Office and CAD proficiency Possess a strong work ethic, an ability to meet/exceed deadlines, excellent interpersonal skills, organizational skills and strong attention to detail. Construct and refurbish new and existing exhibit components and crate for projects and events. Assist Senior Display Technician/Fabricator with the design and construction of exhibit components. Assist with staging of exhibit properties for inspection and preview. Maintain organization of all tools and equipment in the fabrication area. Retrieve, assemble, inspect, prepare and pack exhibit components, parts, samples and miscellaneous items for show preview (when required) and outbound shipping. Serve as forklift operator as needed. Coordinates with all internal and external resources as necessary to accomplish these objectives and other duties as assigned.

**Minimum Education Level:** Associates Degree

**Required/Supplemental Certifications:** Industrial Arts

**Minimum Experience Requirements:** 2 Years

**Substitution Methodology:** 2 Years experience = Associates Degree

**Relevant SIN(s):** 541 4C, 541 4F

**Title:** 3D Senior Engineer, Design and Display Technician

**Functional Duties/Responsibilities:** Support and execute all assigned three dimensional (CAD/CAM) projects. Transcribe and interpret client information into effective and on-budget dimensional designs. Communicate dimensional design solutions with project management, logistics and production departments. Present dimensional designs clearly and effectively to internal team and clients to include 3D .pdf CAD/CAM renderings. This includes presenting clients with a rendered model that can be viewed interactively by flipping, rotating and zooming for final approval. Actively participate in internal and external brainstorming sessions with team and clients with creative ideas and resources. Motivate and cultivate growth amongst design team members to encourage 3D possibilities. Assist in establishing timeline and critical dates on assigned projects. Provide thorough information packages to estimating, including all drawing specifications. Manages and operates all CNC, laser & rapid prototyping equipment to include writing G-Code, programming and implementing all cutting paths

**Minimum Education Level:** BA Degree

**Required/Supplemental Certifications:** CAD

**Minimum Experience Requirements:** 7 Years

**Substitution Methodology:** 5 Years experience = BA Degree



**Relevant SIN(s):** 541-4C

**Title:** Preproduction Computer Technician

**Functional Duties/Responsibilities:** Perform a variety of computer operations. Primary functions are processing client files and in studio graphic design files and importing and converting the files into the specialty production software and assigning tool paths for machining and print files for large format printing. Monitor console control panel and make procedural and/or operational corrections as necessary. Operate and monitor mainframe and mid-range computer and peripheral equipment to include; printers, tape and disk drives. Observe operation of equipment, control panels, error lights, verification printouts, error messages, and faulty output. Research error messages and manipulate console to resequence job steps after a job is interrupted. Monitor console control panel for faulty output or machine stoppage. Make procedural and/or operational corrections as necessary. Contact appropriate staff to resolve console control panel errors. Determine source of computer problems (hardware, software, user access, etc.). Advise staff on appropriate action. Remove and distribute computer output. Clear equipment at end of operating run and review schedule to determine next assignment. Serve as liaison between staff and the technology department to resolve issues. Provide recommendations on company technology purchases. Document computer problems and resolutions for future reference. Maintain confidentiality with regard to the information being processed, stored or accessed. Other duties as assigned.

**Minimum Education Level:** Associates Degree

**Required/Supplemental Certifications:** Computer Generated Graphics

**Minimum Experience Requirements:** 2 years

**Substitution Methodology:** 2 Years experience = Associates Degree

**Relevant SIN(s):** 541-4C

**Title:** Warehouse Labor

**Functional Duties/Responsibilities:** Receive, store, and ship display, graphics and accessories that is kept in house and in storage. Load and unload materials for fabrication and finalized exhibits as it is received or when it is being shipped for installation. When fabrication materials arrive at the studio, it is unloaded from trucks by hand or forklift. Keep records as materials enter and exhibits leave the studio as well as all incoming and outgoing shipments. Assist in packaging and crating as needed. Check each shipment against shipping invoices or bills of lading. Working conditions are normal for a manufacturing environment. Work involves frequent lifting of materials and product up to 30 pounds. Machinery operation requires the use of safety equipment to include but not limited to; eye safety glasses, hearing protectors, work boots, and hardhats.

**Minimum Education Level:** High School Diploma

**Required/Supplemental Certifications:** N/A

**Minimum Experience Requirements:** 2

**Substitution Methodology:** GRD



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# project highlight

HQ, Coast Guard Heritage Wall Display In collaboration with Blair, Inc.

This exhibit features the history of the Coast Guard at the Headquarters, Coast Guard Building located on 2nd St, SW, Washington, DC.

The Display features a mixture of brass rails, brass lettering, canvas prints, Modular Arts architectural panels, LED lighting and custom carved 3d seals. Many of the seals had never been previously dimensionalized since they dated back as far as 1790.

\*Produced a second exact same display located in the Pentagon.



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# project highlight

ASSISTANT SECRETARY of the ARMY for ACQUISITION, LOGISTICS and TECHNOLOGY  
In collaboration with BRTRC and Blair, Inc.

This exhibit features the history of the ASALT timeline, leadership areas, and a total of approximately 200 linear feet of display elements.

Timeline was 36' L x 5' H included 24 acrylic, reverse v-carved and edge lit panels following a wavy brass timeline throughout the length of the center of the display.



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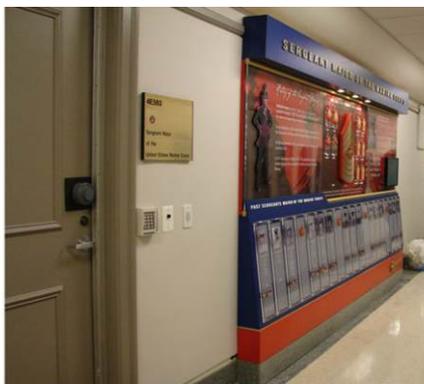
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# project highlight

SERGEANT MAJOR OF THE MARINE CORPS, PENTAGON.

This exhibit features the history of the Sergeant Major of the Marine Corps, with past Sergeants Majors displayed and an understanding of the rank structure highlighting the large, brass 3d Sergeant Major of the Marine Corps Chevron as the centerpiece. The display has room to be updated for another 20 years.





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# project highlight

US NAVY, RATINGS DISPLAY, PENTAGON

This exhibit features the ratings in the US Navy with photos of each job description within each rating. Photos appear to float as they are reverse mounted prints on acrylic panels. Easily updated by the customer.

Approximately 300 linear feet of hall space used. Acrylic "header" panels with Smart Design's modern military seal on acrylic is placed over the Navy "watermark" painted on the wall.





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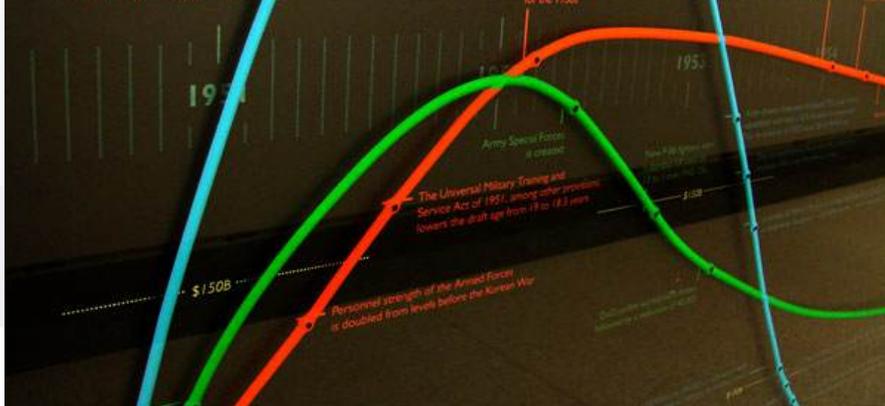
# project highlight

## DoD COMPROLLER DISPLAY, PENTAGON

This exhibit features the Defense Financing and Accounting spending data from 1947 - to the future. Approximately 60 linear feet of hall space used. Acrylic reverse carved panels with colored data lines pop off the dark background prints and become the highlight of this display. Dimensional brushed silver dates call attention to each area of the timeline.



Direct engineering manhours for jet fighters increase 27 times those of WWII era aircraft





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# project highlight

## AIR FORCE ART GALLERY, PENTAGON

Produced the custom aluminum lettering and Air Force Art Program seal. We were given complete artistic license in creating the 3d version of their seal which was carved from HDU and coated with cold spray aluminum metal brought to high polish and satin finishes and clear coated.



## **STUDIO PHILOSOPHY AND MANAGEMENT APPROACH**

Smart Design has taken an innovative approach to constantly strive towards excellence in value engineering while keeping designer's intent intact. We have evaluated many projects over the years, creatively reconstructing design concepts and creating displays and exhibits that preserves the integrity of the design while cost effectively creating a high quality finished product.

Smart Design will implement fabrication with multi-level quality control systems that allow for checks and balances throughout production and installation processes. The Smart Design design department team leader under direction of project manager, will provide scaled drawings for submittal on each and every order and upon client approval, we inspect all files prior to output to insure accuracy. Each step of production will require Smart Design's production team leader's approval prior to advancing to the next phase of fabrication. Spot checks performed by project manager and co-project manager will be performed at critical production junctions. Our team and manager monitor production progress in real time, several times a day to insure all projects are on track for timely completion. Immediately upon approval of submittals, our installation team is notified of target completion dates and installation is scheduled at that time pending client confirmation. Completed displays and exhibits will require Quality Control approval by team leaders prior to installation. Installation will be scheduled after a final walk through by team members and client if client wishes to do so. Completion photo's are taken and archived for future reference.

All correspondence; faxes, e-mails, submittals, production files and completion photos are integrated into our archival system and stored on our server to insure access to all key personnel during project life and proper storage for future retrieval.

Smart Design's internal mission is to foster an environment that values all employees and their contributions to the team. Our creative process and approach to projects has yielded spectacular results both in and out of the Pentagon, within the private sector as well as other federal government agencies. We endeavor and challenge ourselves to creatively look for solutions to expedite production and installation with out sacrificing product quality or display integrity, our staff of dedicated employees takes pride in timely completion of all projects, big or small, with accuracy and the highest quality. Our long standing track record of dedicated service to the exhibit and display industry remains our main focus to this day.

Smart Design's successful on-time project delivery and installation, along with tremendous experience with the exhibit community allows for a flexible ability to react quickly and concisely to the needs of our clients.