



STATE OF OHIO  
DEPARTMENT OF ADMINISTRATIVE SERVICES  
GENERAL SERVICES DIVISION  
OFFICE OF PROCUREMENT SERVICES  
4200 SURFACE ROAD, COLUMBUS, OH 43228-1395

MANDATORY USE CONTRACT FOR: AGENCY CONFERENCE PLANNING AND COORDINATION

CONTRACT NUMBER: CSP900315

EFFECTIVE DATES: 08/27/14 TO 06/30/16  
\* Renewal through 06/30/17

The Department of Administrative Services has accepted Proposals submitted in response to Request for Proposal (RFP) No. CSP900315 that opened on June 25, 2014. The evaluation of the Proposal responses has been completed. The Offeror listed herein has been determined to be the highest ranking Offeror and has been awarded a Contract for the services listed. The respective Proposal response including, Contract Terms & Conditions, any Proposal amendment, special Contract Terms & Conditions, specifications, pricing schedules and any attachments incorporated by reference and accepted by DAS become a part of this Services Contract.

This Requirements Contract is effective beginning and ending on the dates noted above unless, prior to the expiration date, the Contract is renewed, terminated, or cancelled in accordance with the Contract Terms and Conditions.

This Requirements Contract is available to the Ohio Department of Education as applicable.

The agency is eligible to make purchases of the contracted services in any amount and at any time as determined by the agency. The State makes no representation or guarantee that department will purchase the volume of services as advertised in the Request for Proposal.

Questions regarding this and/or the Services Contract may be directed to:

Therese Gallego, CPPB  
therese.gallego@das.ohio.gov

This Requirements Contract and any Amendments thereto are available from the DAS Web site at the following address:

[www.ohio.gov/procure](http://www.ohio.gov/procure)

Minority Business Enterprise Award in accordance with ORC CH. 125.081

\* Indicates update to the renewal date.

MUTUALLY AGREED UPON CLARIFICATIONS

- A. \*The conferences that will be planned as part of this contract may be geared to educators or another specific audience. The audience may vary with each conference.
- B. Event planning for an annual conference would ideally begin a four phase planning module of at least 4-6 months from event date. Strategy and design would be determined in the early cycle and then pre-production thru on-site and inclusive of post-production would be included. Contractor shall work closely with each partner to collaborate on successful outcomes with each event. Through that process, Contractor shall use project management tools, timelines and task responsibilities to account for the planning
- C. The projected ranges of hours given below were made based on account team task and totals as interpreted by the RFP. Contractor will have a better understanding when the scope of each area is more clearly determined respectively by scale and planning/execution time.

Hours	Events
2,500 - 3000	Annual Statewide Conference
1,500 - 2000	Multi-day Conferences (International, regional, state and local)
1,500 - 2,000	Special Events
250- 500	Curriculum Development
1000- 1500	Webinars

- D. As a Support Requirement, Contractor may need access to various departments and data as data drives direction and insights might determine a fact based strategy for planning. Contractor focus would be directed to the affinity group of educators, education stakeholder groups, and any other identified groups that are broad and inclusive. Recognizing that the conferences will be geared toward educators, it is more about discovering if the State has already captured any analytics, expressed concerns/feedback that provides qualitative analysis. If no data is available, then Contractor would proceed without. Access to state department teams, via people/employees, also allow for collaboration and support, especially across communication tools/resources that may internally be more readily accessible/available. This Support Requirement should have been noted "if/where applicable". Any pre-existing materials may be requested to show how Contractor's event strategies might integrate these tools. Therefore, the support that at times would be helpful to have in planning might be sourced from the teams/departments of the state responsible for managing these assets (i.e., web based materials/content/data/functions, social media, external/internal communications, etc.). Contractor requests State employee liaisons across the task to sometimes support seamless execution.
- E. The Contractor will incorporate media buys where applicable and appropriate to their respective budgets. However, when the budget for the respective events do not allow for media buys, the agency will create a communications/promotional outreach plan that considers, incorporates and leverages avenues for earned media, shared networks, affinity marketing, social media (if appropriate), word of mouth (WOM) etc. to meet the desired objectives for each event. PMM has established relationships that allow for publicity, awareness and heightened interest.
- F. Contractor may request existing materials from ODE. Generally, the Contractor designs and distributes the marketing materials. However, ODE assets (i.e. databases) would be provided to use to disseminate and track.
- G. Contractor accepts that there will be no reimbursement for travel expenses and will comply.

\*Indicates change 02/03/15.

Agency Conference Planning and Coordination  
 CSP900315  
 UNSPSC Category Code: 80140000

**OAKS ITEM NUMBERS:**

- 26280 Conference Planning Services
- \*27237 Signage Production and Printing
- \*27238 Approved Vendor Services
- \*27239 Equipment Rental
- \*27240 Venue Rental (Facility Fees)
- \*27241 Other Charges (Exhibitor Supplies, Shipping, Handling, etc.)

**Staffing Rates per Hour When Utilized:**

TITLE	RATE PER HOUR	DESCRIPTION
Manager *OAKS ITEM NUMBER: 27686	\$60.00	Manage each project on-site and off site
Operations Manager *OAKS ITEM NUMBER: 27687	\$45.00	Logistics and Coordination
Communications *OAKS ITEM NUMBER: 27688	\$40.00	Marketing, communicates to attendees
Database Operations *OAKS ITEM NUMBER: 27689	\$25.00	Develop and Maintain/Registrations
Meeting Administrative Assistant *OAKS ITEM NUMBER: 27690	\$25.00	Customer service duties
Registration of Attendees *OAKS ITEM NUMBER: 27691	\$25.00	Event registration on-line or at desk
Creative/Graphics Design *OAKS ITEM NUMBER: 27692	\$45.00	Layout and Design, signage, printing
AV Specialist *OAKS ITEM NUMBER: 27693	\$25.00	Work with Agency on AV rental equipment
Manager of Labor *OAKS ITEM NUMBER: 27694	\$35.00	Manage and coordinates receiving, unloading, loading, moving heavy equipment, exhibit booths, dismantling and clean up

The titles and number of hours will be determined by the size, number of attendees, and duration of each event; to be proposed and mutually agreed upon by the Contractor and the Agency prior to issuance of each Purchase Order.

**ADDENDUM/NOTES:**

Contractor can be flexible to the preferred rate and/or model of payment for fee structure. Blended rate model might also be considered as more cost-effective, given the time and variance of hours/project. The agency standard blended rate awarded by State of Ohio has ranged from \$100 to \$125/hour.

The 9-person account model proposed above could be the basis for fees of the ODE team. As a value add, Contractor's preferred model would also include additional staff, based on scale of event, to ensure a successful production, at no cost to the State of Ohio.

**MEETING RATES PER PERSON REGISTERED TO ATTEND**

DESCRIPTION	COST PER PERSON PER DAY
One Day Meeting 3-8 hours	
Attendees 5-50	\$50.00
Two Day Meeting	
Attendees 5-50	\$50.00
Three Day Meeting	
Attendees 5-50	\$50.00-\$60.00
One Day to Three Days – Large Meeting	
Attendees 500-1,000	\$60.00-\$65.00

\*Indicates change 07/29/15.

OTHER SERVICES These services require pre-approval of the Agency per event.

SERVICE
Tables/Set Up
Decorating – linear feet or square feet
Table Skirting
Carpet Runners
AV equipment rental – cost plus %
Transportation and Drayage
Floor plans and Drawings
Material Handling
Installation and Dismantling

\*Indicates change 04/20/15.

AV EQUIPMENT MAY INCLUDE: Switching & Processing Equipment, Cameras, Projection, Screens, Monitors, Playback & Record, Graphics/Presentation, Cabling Distribution, Web Streaming System, Consoles, Processing, Wireless and Wired Microphones, Speaker/Amps/Stand, Intercom, Lighting equipment, Convention Services Equipment, Carts, Radios, Power Equipment, Generator, Rigging equipment, Motors/Crank-ups, Lifts/ Ladders, and Technician Labor for above. All equipment must be pre-approved in writing by the Agency and the Facility for the venue. The Agency and/or Exhibitor reserve the right to provide their own equipment at no additional cost in lieu of the Contractor providing same.

**CONTRACTOR NOTE ON OTHER SERVICES:**

In the services fields, generally the associated costs are varied based on location, venue requirements, union requirements, specs, weight, etc. The Contractor shall work with partnering firms to determine the associates' fees with scope of work for the event. No additional percentage fees are presented/applied to the direct costs for State of Ohio/client. All cost projections and/or forecasts for expenditures, vendors, equipment, staging, etc. are pre-approved in the preproduction planning phases for each event.

\*Contractor shall invoice ODE for venue costs without any additional charges or percentage fees.

CONTRACTOR INDEX

CONTRACTOR AND TERMS:

BID CONTRACT NO.: CSP900315-1



**Minority Business Enterprise (MBE)**

213187  
PMM Agency  
1301 Dublin Road  
Columbus, OH 43215

TERMS: Net 30

CONTRACTOR'S CONTACT:

Kimberly Blackwell

Office: (614) 487-1500  
E-Mail: [kimberly@pmm-agency.com](mailto:kimberly@pmm-agency.com)

\*Indicates repagination.

SUMMARY OF AMENDMENTS

Amendment Number	Effective Date	Description
6	01/10/17	This amendment is issued to update the renewal date on the revised contract to match the date issued with amendment 5.
5	07/01/16	To renew the contract for an additional twelve (12) months, effective July 1, 2016 through June 30, 2017.
4	07/29/15	To add additional OAKS item numbers for hourly services.
3	04/20/15	To add additional OAKS item numbers and re-paginate the document.
2	02/03/15	To update verbiage in the Mutually Agreed Upon Clarifications, Item A.
1	10/29/14	To add invoicing requirements for venue costs and add the Summary of Amendments page.