

PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)  
NIH - TASK ORDER

RFTOP#181                      TITLE: Communication Support for the  
National Biospecimen Network Operations Planning and Pilot Launch

**PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS**

A. Point of Contact Name: Julie Schneider

Phone- (301) 496-1550

Fax- (301) 496-7807

Proposal Address:

Billing Address:

OTIR

Accounts Payable, OFM, NIH

National Cancer Institute

Bldg 31, Room B1B39

Bldg 31, Rm 10A52

Bethesda, MD 20892-2045

31 Center Drive

Bethesda, MD 20892

B. PROPOSED PERIOD OF PERFORMANCE: July 1, 2004 – December  
31, 2004

C. PRICING METHOD: Cost plus fixed fee

D. PROPOSAL INSTRUCTIONS: Attached

E. RESPONSE DUE DATE: June 21, 2004 at 4:00PM EDT

F. TASK DESCRIPTION: Planning and development of communications  
materials and activities.

G. EVALUATION FACTORS – Sole source solicitation based on  
expertise and prior performance

RFTOP# TITLE: Communication Support for the National  
Biospecimen Network Operations Planning and Pilot Launch  
**PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0 \_\_\_\_\_**  
**TO # NICS-181 \_\_\_\_\_**

Contractor: Ogilvy PR  
Points of Contact: Yolán Laporte  
Phone- (202) 452-9412 Fax- (202) 296-3727  
Address: Ogilvy Public Relations Worldwide  
1901 L Street NW, Suite 300  
Washington, D.C. 20036

TOTAL ESTIMATED COST: Pricing Method  
TOTAL ESTIMATED NUMBER OF HOURS:  
PROPOSED COMPLETION DATE:

FOR THE  
CONTRACTOR: \_\_\_\_\_  
Signature Date

**SOURCE SELECTION:**

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM  
SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # \_\_\_\_\_  
Appropriations Data: \_\_\_\_\_  
(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

**RECOMMENDED:**

\_\_\_\_\_  
FAX # Signature - Project Officer Date

APPROVED: \_\_\_\_\_  
FAX # Signature - Contracting Officer Date

**NIH APPROVAL -**

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED TASK ORDER AMOUNT  
WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & PICS COORDINATOR

APPROVED: \_\_\_\_\_  
Signature –Larry Manning., NIH-PICS Coordinator Date