Federal Agency: Army
Office: Army Contracting Command- Detroit Arsenal (ACC-DTA)
AoI Title: Design and Development of Vietnam Exhibit Services
CSO AoI Number: AoI 005, Amendment 02
AoI Release Date: 17 April 2026
Amendment 01 Posted Date: 26 June 2026
Responses: See W912CH-25-S-C001, for Procedure Details

1. General Information

1.1 Introduction

This Area of Interest (AoI) is issued utilizing the ACC-DTA Commercial Solutions Opening W912CH-25-S-C001. The National Museum of the United States Army (NMUSA) seeks proposals for the design and development of a future Vietnam War exhibit to succeed the current Rev War 250th Exhibit in the Special Exhibition Gallery.

This CSO AoI seeks to solicit innovative solutions that meet the objectives detailed in Sections 1.2 and 1.3. The term innovative is defined as any technology, process, or method, including research and development that is new as of the date of proposal submission, or any new application of an existing technology, process or method as of the proposal date. Contractors are encouraged to submit multiple options.

ACC-DTA is not obligated to extend a request for proposal or make an award as a result of this CSO AoI; all awards are subject to the availability of funds and successful negotiations. This CSO AoI is not an authorization to begin performance, and in no way obligates the Government for any costs incurred by the Offeror associated with developing a Response. Prior to commencement of any activities associated with performance under this CSO AoI, the Government will issue a written directive or contractual document signed by the Contracting Officer with appropriate consideration established. ACC-DTA reserves the right to modify the requirements of this CSO AoI.

The authority to issue this CSO AoI is derived from ACC-DTA Commercial Solutions Opening W912CH-25-S-C001, dated 10 July 2025. The CSO authority is Section 803 of the National Defense Authorization Act for FY2022, Public Law 117-807, and Class Deviation 2022-O0007.

1.2 AoI Background

The National Museum of the United States Army (NMUSA) is the premier military museum of the United States Army. The location of NMUSA is at Fort Belvoir, Virginia, approximately 20 miles south of Washington, DC. Its mission and vision are to educate, excite, inspire, and entertain visitors of all ages on the history and culture of the United States Army.

NMUSA requires the design and development of a new exhibit to succeed the 250th Anniversary of the Revolutionary War exhibit currently in place.

1.3 Identify AoI Solution

The proposed solution must provide comprehensive capabilities for the design and development of a Vietnam War exhibit covering a 5,000 sq. space in a twelve-month period. The objective is to create a world-class exhibit that is both historically significant and engaging for a diverse audience. Offerors are encouraged to propose innovative and collaborative solutions to meet the requirements outlined below.

Exhibit Design Approach: Offerors should describe their approach to providing a comprehensive Vietnam War exhibit design. This should include details on the proposed design team, including any strategic partnerships with professional exhibit design firms. Demonstrated experience in creating large-scale, narrative-driven exhibits for military or cultural institutions is highly desirable. The proposed solution should result in a conceptual design that not only highlights key structural and thematic elements but also integrates modern visitor engagement strategies while respecting the existing architectural environment and considering repurposing of casework within the existing space.

Collaborative Content and Storyline Development: The Government envisions a highly collaborative process. Offerors' proposed solutions should include a methodology for working closely with NMUSA curators and project managers to jointly develop the exhibit's core narrative, content outlines, and visual language. The solution should detail the Offeror's approach for developing compelling storyline options and for designing innovative artifact case layouts.

Design Process and Management:

a. Design Reviews: The proposed solution should include a schedule that incorporates phased design reviews (e.g., 35%, 65%, 95%, and 100%) to ensure continuous alignment with the Government's vision. The schedule should allocate reasonable time for Government review and comment resolution at each phase.

b. Design Schedule: Offerors shall provide a detailed schedule that identifies key submittals, major tasks, and milestones associated with the effort, demonstrating a clear path to completion.

c. Final Design Package: The ultimate deliverable of this effort is a complete, fabricator-ready 100% design package that includes all necessary exhibit drawings, material specifications, Audio Visual (AV) component details, final graphic mechanicals, and a plan to modify/augment the existing casework already in the Special Exhibition Gallery.

Graphic and Content Production: The contractor will be responsible for producing all graphic mechanicals for text panels, imagery, and artifact labels. Within the proposed solution, Offerors' proposed solutions should describe their process for content creation, which includes research, writing, and image sourcing, and how they will manage the review and approval cycles with Government stakeholders to ensure accuracy and a cohesive narrative.

Proposed Team Structure: Offerors should consider a team structure sufficient to meet the requirements of this project in their proposed solution. The proposed solution should include personnel with demonstrated expertise in key areas such as project management, content development and strategy, historical research, and professional copy editing in accordance with the Army's style guide. The proposed solution should describe how the team will be organized to ensure a successful and collaborative project.

To assist with budgetary planning, Offerors should provide a non-binding Rough Order of Magnitude (ROM) for the total estimated cost of this project. This information will be used for planning purposes only and does not constitute a formal pricing proposal.

2. AoI Constraints

Any selected company/companies will be required to be registered in the System for Award Management (sam.gov).

3. Requirements

a) Submission:

A written solution must be sent via e-mail submission by 5:00 P.M (EST); 01 May 2026 with subject line stating **INNOVATIVE SOLUTION for AoI 005 Design and Development of Vietnam Exhibit** to POCs listed below.

Solutions received after the specified due date and time will be discarded and not be evaluated by the Government.

AoI Open Period – This AoI shall close at 5:00 P.M (EST): 01 May 2026.
Commercial Solution Proposal (CSP) submissions (for vendors invited to Phase 3) are due no later than 10:00AM Eastern Time on 06 July 2026.

Point of contacts:

AoI questions can be sent to:

CSO AoI POC: ryan.m.macdonald.civ@army.mil

Contract Specialist: stephanie.a.pajot.civ@army.mil

Contracting Officer: elida.kellezi.civ@army.mil