PERFORMANCE WORK STATEMENT (PWS)

Washington Headquarters Services (WHS)
Defense Security Cooperation Agency (DSCA)
for the
Australia International Airshow (AIA/Avalon) 2027 Exhibit Build

July 15, 2026

PART 1
GENERAL INFORMATION

1. **GENERAL:** This is a non-personal services contract to design and build the Department of War (DoW) booth at the Australia International Airshow (AIA/Avalon) 2027 in Geelong, Australia. The Government shall not exercise any supervision or control over the contract service providers performing the services herein. Such contract service providers shall be accountable solely to the Contractor who, in turn, is responsible to the Government.

1.1 Description of Services/Introduction: The Contractor shall provide all personnel, equipment, supplies, facilities, transportation, tools, materials, supervision, and other items and non-personal services necessary to create the DoW exhibit booth as defined in this Performance Work Statement, except for those items specified as government furnished property and services. The Contractor shall perform to the standards outlined in this firm-fixed-price contract.

1.2 Background: The following describes the work to be performed for the exhibit booth of the Defense Security Cooperation Agency (DSCA) exhibit at the Australia International Airshow (AIA/Avalon), scheduled to execute February 23-28, 2027 in Geelong, Australia.

1.3 Objectives: The objective of the DoW Security Cooperation (SC) exhibit is to promote awareness of the Department's SC programs, in particular, Foreign Military Sales (FMS), Humanitarian Assistance (HA), International Military Education and Training (IMET), as well as to conduct senior civilian and military bilateral meetings with invited Distinguished Visitors (DVs) from other foreign delegations. These engagements support the DoW SC mission and Enterprise-wide improvement efforts. Offerors are invited to visit the DSCA website at www.dsca.mil to view the Agency's mission, vision, and values in order to incorporate the Agency's brand into their design.

OFFERORS MUST COMPLY WITH ALL CRITICAL DATES FOR THE SUBMISSION OF REQUIREMENTS AS SPECIFIED IN THE EXHIBITOR MANUAL. The Exhibitor Manual may not be available at the time this PWS is posted for competition.

Competition Phase	**Contracting Phase**	**Design Phase**	**Construction Phase**	**On-Site Support**
Contract posted upon receipt/approval from WHS	Contract awarded on or about Sept 30, 2026	Final designs are due to organizer on or about Dec 1, 2026	December 2026 – February 22, 2027	Feb 23-28, 2027

1.4 Scope: The Contractor shall design, construct, support, and tear down the exhibit booth in accordance with the details outlined in this PWS as well as the timelines, restrictions, rules, and regulations of the show organizer's Exhibitor Manual.

1.5 Period of Performance: The Period of Performance (PoP) shall be for the design, construction, and on-site support phases of a trade show exhibit booth build. The PoP will be complete when the booth is deconstructed, and the space is cleared by the show organizers.

1.6 General Information: **Size: 96 square meters** (12m x 8m = 96 sqm) – large enough for 3x conference rooms. Full use of the space has been coordinated with the show organizers and the U.S. Consolidator, Kallman Worldwide. The dimensions may change in small increments as a result of adjustments to the Pavilion floor plan by the U.S. Consolidator; such adjustments can also affect the booth number as well.

- **Configuration**: Peninsula configuration; Hall 3, Booth Space number – 3M7
- **Location:** Per the 2027 Kallman Worldwide Floor Plan, see Attachment 4, Avalon Floor Plan

1.6.1 Quality Control: The Contractor shall develop and maintain an effective quality control program (QCP) to ensure services are performed in accordance with this PWS. The Contractor shall develop and implement procedures to identify, prevent, and ensure non-recurrence of defective services. The Contractor's quality control program is the means by which it assures the Contractor's work complies with the requirements of the contract. The QCP shall be delivered via electronic mail within 30 days of contract award. Amendments/changes to the QCP shall be delivered to the COR and KO within 3 business days following any change.

1.6.2 Quality Assurance: The Government shall evaluate the Contractor's performance under this contract in accordance with the Quality Assurance Surveillance Plan (QASP). This plan is primarily focused on what the Government must do to ensure that the Contractor has performed in accordance with the performance standards. It defines how the performance standards will be applied, the frequency of surveillance, and the minimum acceptable defect rate(s).

1.6.3 Recognized Holidays: In support of domestic or international trade shows, the Contractor may be required to perform services on certain U.S.-recognized federal holidays. The Contractor is required to complete the scope of the work in accordance with the timeline provided in the Exhibitor Manual, regardless of holiday.

New Year's Day, January 1.
Martin Luther King Jr.'s Birthday, the third Monday in January.
President's Day, the third Monday in February.
Memorial Day, the last Monday in May.
Juneteenth National Independence Day, June 19.
Independence Day, July 4.
Labor Day, the first Monday in September.
Columbus Day, the second Monday in October.
Veterans Day, November 11.
Thanksgiving Day, the fourth Thursday in November.
Christmas Day, December 25.

1.6.4 Hours of Operation: The Contractor must always maintain an adequate workforce for the uninterrupted performance of all tasks defined within this PWS, during operating hours in accordance with the Contractor's internal policies. For domestic and international trade shows, hours of operation may differ across time zones during the different phases of the contract. When hiring personnel, the Contractor shall keep in mind that the stability and continuity of the workforce are essential.

1.6.5 Place of Performance: The work to be performed under this contract will not be performed in a government-provided office space. The Contractor shall provide adequate space in order to fulfill the terms of the PWS during all phases of the contract – design, construction, and on-site support.

1.6.6 Type of Contract: The government will award a firm-fixed-price contract.

1.6.7 Security Requirements: The Contractor shall comply with all security policies and procedures outlined in the Exhibitor Manual.

1.6.7.1 Physical Security: The Contractor shall be responsible for safeguarding all equipment, information, and property provided by the government throughout the course of the contract.

1.6.7.2 Key Control: The Contractor shall establish and implement methods of ensuring all keys/key cards issued to the Contractor by the Government are not lost or misplaced and are not used by unauthorized personnel. NOTE: All references to keys include key cards. No keys issued to the Contractor by the Government shall be duplicated. The Contractor shall immediately report any occurrences of lost or duplicate keys/key cards to the Contracting Officer (KO).

1.6.7.2.1 In the event that keys, other than master keys, are lost or duplicated, the Contractor shall, upon direction of the Contracting Officer, re-key or replace the affected lock or locks; however, the Government, at its option, may replace the affected lock or locks or perform re-keying. When the replacement of locks or re-keying is performed by the Government, the total cost of re-keying or the replacement of the lock or locks shall be deducted from the payment due the Contractor. In the event a master key is lost or duplicated, all locks and keys for that system shall be replaced by the Government and the total cost deducted from the payment due the Contractor.

1.6.7.2.2 The Contractor shall prohibit the use of Government issued keys/key cards by any personnel other than the Contractor's employees or Government personnel operating the booth. The Contractor shall prohibit the opening of locked areas by the Contractor employees to permit entrance of personnel other than Contractor employees engaged in the performance of assigned work in those areas, or other personnel authorized entrance by the Contracting Officer.

1.6.7.3 Lock Combinations. The Contractor shall establish and implement methods of ensuring that all lock combinations are not revealed to unauthorized personnel. The Contractor shall ensure that lock combinations are changed when personnel having access to the combinations no longer have a need to know such combinations. These procedures shall be included in the Contractor's Quality Control Plan.

1.6.8 Special Qualifications: Contractor personnel may be required to sign a Non-Disclosure Agreement.

1.6.9 Post Award Conference/Periodic Progress Meetings: The Contractor agrees to participate in any post-award conference convened by the contracting activity or contract administration office in accordance with the Federal Acquisition Regulation, Subpart 42.5. The Contracting Officer, Contracting Officer's Representative (COR), and other Government personnel, as appropriate, may meet periodically with the Contractor to review the Contractor's performance. At these meetings, the Contracting Officer will apprise the Contractor of how the Government views the Contractor's performance and the Contractor will apprise the Government of problems, if any, being experienced. Appropriate action shall be taken to resolve outstanding issues. These meetings shall be at no additional cost to the Government.

1.6.10 Contracting Officer Representative (COR): Refer to DFARS Clause 252.201-7000 "Contracting Officer's Representative".

1.6.11 Key Personnel: The personnel listed below are considered essential to the work being performed under this contract and shall not be replaced or substituted without the contracting officer's approval in coordination with DSCA, unless illness, death, or termination of employment necessitates the substitution. Before removing, replacing, or diverting of any key personnel, the Contractor shall (1) notify the Contracting Officer in 10 business days when the Contractor is aware that a substitution is necessary and (2) submit written justification that includes an explanation of how the proposed substitution will meet or exceed PWS requirements in sufficient detail to permit evaluation of the impact on this contract. The Contractor shall make no diversion without the Contracting Officer's written consent. All proposed substitutes shall possess qualifications that are equal to or exceed the minimum requirements of the PWS. The contracting officer or COR will notify the Contractor within ten (10) business days after receipt of a resume that meets the minimum requirements of all required information of the decision on the proposed substitution.

Position/LCAT	Qualifications
Exhibit Designer Task 5.2	○ Bachelor's degree in graphic design, industrial design, visual communication, or any similar related field. ○ Possesses five (5) years of experience in the trade show industry can be used as a substitute. Strong design, drawing, and artistic skills, including the ability to do perspective digital renderings of trade show booth designs and layouts. ○ Ability to recommend solutions for designs, producing sketches and three-dimensional computer-generated images to showcase functional designs in tight spaces for the purpose of a trade show booth.
Exhibit Project Manager Task 5.2	○ Must have a bachelor's degree (B.A. or B.S.) from four-year college or university. ○ Minimum 5 years' experience as a Project Manager in the exhibit industry or similar experience successfully executing projects and programs and/or training; or equivalent combination of education and experience. ○ Must exhibit the ability to multi-task and operate under severe time constraints and immovable deadlines. Good organization, detail and follow-up skills are required. ○ Must demonstrate familiarity with trade show rules and regulations related to exhibit designs and Exhibitor Manuals. Demonstrated knowledge of production materials and the extent to which these may be utilized in production. ○ Must be flexible and willing to work extended hours when/as required. Ability to travel to the identified trade show location.

1.6.12 Identification of Contractor Employees: The Contractor shall independently acquire all necessary credentials, passes and badges for exhibit support personnel to gain access to the event site for the required duration to complete full performance requirements. This includes all activities, before, during and after the event.

1.6.13 Contractor Travel: As a firm-fixed-price contract, the Contractor is responsible for all travel, foreign and domestic, associated with the execution of this PWS, to include airfare, visa requirements, and transportation within the trade show's host city.

1.6.14 Other Direct Costs: The Contractor is responsible for all costs associated with the execution of this PWS, to include domestic/international fees/taxes, fees associated with the trade show organizer/consolidator, and third-party expenses that may be necessary to support the final trade show booth. Examples of some of these expenses include utilities, internet, electrical vendor charges, electrical labor, electrical orders, rigging, booth cleaning, material handling, shipping, labor, badge or credential costs, travel, installation, dismantle, and disposal costs necessary to perform the PWS.

1.6.15 Data Rights: Reference FAR 52.227.14 Rights in Data clause.

1.6.16 Organizational Conflict of Interest: Contractor and subcontractor personnel performing work under this contract may receive, have access to, or participate in the development of proprietary or source selection information (e.g., cost or pricing information, budget information or analyses, specifications or work statements, etc.) or perform evaluation services which may create a current or subsequent Organizational Conflict of Interests (OCI) as defined in the FAR, Subpart 9.5. The Contractor shall notify the Contracting Officer immediately whenever it becomes aware that such access or participation may result in any actual or potential OCI and shall promptly submit a plan to the Contracting Officer to avoid or mitigate any such OCI. The Contractor's mitigation plan will be determined to be acceptable solely at the discretion of the Contracting Officer and in the event the Contracting Officer unilaterally determines that any such OCI cannot be satisfactorily avoided or mitigated, the Contracting Officer may affect other remedies as he or she deems necessary, including prohibiting the Contractor from participation in subsequent contracted requirements which may be affected by the OCI.

1.6.17 Phase in/Phase Out Period: Not applicable.

PART 2
DEFINITIONS & ACRONYMS

2. **DEFINITIONS AND ACRONYMS:**

2.1 **DEFINITIONS:**

2.1.1 CONTRACTOR. A supplier or vendor awarded a contract to provide specific supplies or service to the government. The term used in this contract refers to the prime.

2.1.2 CONTRACTING OFFICER. A person with authority to enter, administer, and or terminate contracts, and make related determinations and findings on behalf of the government. Note: The only individual who can legally bind the government.

2.1.3 CONTRACTING OFFICER'S REPRESENTATIVE (COR). An employee of the U.S. Government appointed by the contracting officer to administer the contract. Such appointment shall be in writing and shall state the scope of authority and limitations. This individual has authority to provide technical direction to the Contractor if that direction is within the scope of the contract, does not constitute a change, and has no funding implications. This individual does NOT have authority to change the terms and conditions of the contract.

2.1.4 DEFECTIVE SERVICE. A service output that does not meet the standard of performance associated with the Performance Work Statement.

2.1.5 DELIVERABLE. Anything that can be physically delivered but may include non-manufactured things such as meeting minutes or reports.

2.1.6 KEY PERSONNEL. Contractor personnel that are evaluated in a source selection process and that may be required to be used in the performance of a contract by the Key Personnel listed in the PWS. When key personnel are used as an evaluation factor in best value procurement, an offer can be rejected if it does not have a firm commitment from the people that are listed in the proposal.

2.1.7 PHYSICAL SECURITY. Actions that prevent the loss or damage of Government property.

2.1.8 QUALITY ASSURANCE. The government procedures to verify that services being performed by the Contractor are performed according to acceptable standards.

2.1.9 QUALITY ASSURANCE SURVEILLANCE PLAN (QASP). An organized written document specifying the surveillance methodology to be used for surveillance of Contractor performance.

2.1.10 QUALITY CONTROL. All necessary measures taken by the Contractor to assure that the quality of an end product or service shall meet contract requirements.

2.1.11 SUBCONTRACTOR. One that enters into a contract with a prime Contractor. The Government does not have privity of contract with the subcontractor.

2.1.12 WORK DAY. The number of hours per day the Contractor provides services in accordance with the contract.

2.1.13 WORK WEEK. Monday through Friday, unless specified otherwise.

2.2 **ACRONYMS:**

AIA	Australia International Airshow
COR	Contracting Officer Representative
DD Form 254	Department of Defense Contract Security Requirement List
DFARS	Defense Federal Acquisition Regulation Supplement
DoW	Department of War
DSCA	Defense Security Cooperation Agency
DV	Distinguished Visitor
FAR	Federal Acquisition Regulation
FMS	Foreign Military Sales
FTEs	Full-Time Equivalents
HA	Humanitarian Assistance
HDMI	High-Definition Multimedia Interface
IMET	International Military Education and Training
KO	Contracting Officer
LCAT	Labor Category
LED	Light Emitting Diode
N/A	Not Applicable
OCI	Organizational Conflict of Interest
PDF	Portable Document Format
PoP	Period of Performance
PRS	Performance Requirement Summary
PWS	Performance Work Statement
QA	Quality Assurance
QAP	Quality Assurance Program
QASP	Quality Assurance Surveillance Plan
QC	Quality Control
QCP	Quality Control Program
SC	Security Cooperation
SQM	Square Meters
U.S.	United States
USB	Universal Serial Bus
WHS	Washington Headquarters Services

PART 3
GOVERNMENT FURNISHED PROPERTY, EQUIPMENT, AND SERVICES

3. GOVERNMENT FURNISHED ITEMS AND SERVICES:

3.1 Services: N/A

3.2 Facilities: N/A

3.3 Utilities: N/A

3.4 Materials: N/A

3.5 Graphics: The Government shall provide all DSCA-specific digital materials essential to the Contractor's design of the trade show booth. All documents and materials, to include photos, marketing materials, video files, digital files, and décor under this contract shall be Government owned and are the property of the Government with all rights and privileges of ownership/copyright belonging exclusively to the Government.

PART 4
CONTRACTOR FURNISHED ITEMS AND SERVICES

4. CONTRACTOR FURNISHED ITEMS AND RESPONSIBILITIES:

4.1 General: The Contractor shall furnish all supplies, equipment, facilities, and services required to perform work under this contract that are not listed under Section 3 of this PWS.

4.2 Secret Facility Clearance: The Contractor shall comply with all security policies and procedures outlined in the Exhibitor Manual.

4.3 Materials: The Contractor shall furnish all supplies, equipment, facilities, and services required to perform work under this contract that are not listed under Section 3 of this PWS.

4.4 Equipment: The Contractor shall furnish all supplies, equipment, facilities, and services required to perform work under this contract that are not listed under Section 3 of this PWS.

PART 5
SPECIFIC TASKS

5. SPECIFIC TASKS:

5.1 Basic Services: The Contractor shall provide all personnel, equipment, supplies, facilities, transportation, tools, materials, supervision, and other items and non-personal services necessary to create the DoW exhibit booth as defined in this PWS, except for those items specified as government furnished property and services. The Contractor shall perform to the standards outlined in this contract.

5.2 Task Heading:

a. DESIGN PHASE

i. The design phase shall begin once a vendor has been awarded the contract. During the design phase for the exhibit, the Government will review the Contractor's initial proposal and work with the Contractor to refine the design, if necessary. This process may include, but is not limited to, resizing structural elements, moving furniture, replacing graphics, or manipulating graphics to change the look and/or feel of the exhibit, without changing the scope of the contract.

ii. The exhibit will be a custom, fabricated design. No pre-built or rented systems will be accepted. All structures will be finished with materials that convey a professional setting, i.e., laminate. **Offerors shall identify all materials in their proposal.**

iii. The color palette of the exhibit shall reflect the colors of the United States flag (red, white, and blue), and meet the brand equity of the Defense Security Cooperation Agency. Offerors are invited to visit the DSCA website at www.dsca.mil to view the Agency's mission, vision, and values to incorporate the Agency's brand into their design. Past DSCA trade show booth designs can be found elsewhere online.

iv. The design phase shall conclude upon the Government's approval of the final render.

v. The Contractor will comply with the submission of floor plans/diagram of booth layout showing placement of electrical systems in accordance with dates specified in the Exhibitor Manual. The estimated timeline can be found in Part 1 of this PWS.

vi. Initial Render: The Contractor shall provide the Government with an initial render within their proposal submission displaying the Contractor's design of the DoW exhibit booth that reflects maximum use of the **96 square meters of space**.

vii. **The initial renders shall provide**:

a. **Eye level-views** of the sides of the exhibit, to include reception/outreach area, distinguished visitor (DV) lounge, storage closet, meeting rooms, exhibit walls and graphics, exhibit fascia and graphics, and flooring

b. **Top-down view** of the entire exhibit that depicts size and layout of all structures, to include all furniture, cabinets for placement of the coffee/tea service, refrigerator and trash receptacles and any other elements as identified in this PWS.

Note: The U.S. Government will provide actual graphics upon contract award. Graphics proposed in the offeror's initial render are intended to represent the placement of graphics only, and not the actual graphics to be used. However, appropriate research should be done by the Contractor in their submission to best capture the brand equity of the agency. **The offeror needs to follow, at a minimum, the graphics placement as outlined in Part 5d of this PWS.**

viii. The Contractor is responsible for ensuring that the initial render and designs comply with the rules and regulations specified in the Exhibitor Manual.

ix. Final Render 1: There are two (2) versions of the final render. The first showcases the final design of the structural booth – walls, doors, furniture, kiosk, desk, etc. which is required by the show organizer. The second evolution of the final render builds upon the first by adding all of the graphics to the walls and fascia after coordinating with DSCA.

x. Upon completion of the design revisions, the Contractor shall provide the Government with a final design render of the booth in accordance with the timeline provided in Part 1 of the PWS. The Contractor shall also provide the show organizer with a final design render of the booth in accordance with the timeline provided in Part 1 of the PWS. The Part 1 timeline may adjust after the publication of the Exhibitor Manual.

xi. The approved final renders will represent the design schematic that must be produced during the construction phase. The Contractor may not deviate from the final render without approval of the Contracting Officer's Representative.

xii. Upon approval of the final render by DSCA, the Contractor shall submit to the Contracting Officer and DSCA Contracting Officer's Representative a timeline of critical milestones and required documentation submission dates in accordance with the Exhibitor Manual.

xiii. Final Render 2 (with DSCA Graphics): The final render with DSCA-provided graphics shall be approved by DSCA in accordance with the timeline provided in Part 1 of the PWS.

xiv. **FINAL SUBMISSION OF FLOOR PLANS/ELECTRICAL LAYOUT SHALL BE SUBMITTED BY THE CONTRACTOR TO THE SHOW ORGANIZER IN ACCORDANCE WITH THE SCHEDULED TIMELINE SPECIFIED IN THE EXHIBITOR MANUAL.**

b. CONSTRUCTION PHASE

i. Production/Construction Timelines. The Contractor shall ensure that all elements of production, construction, and assembly of the DoW exhibit booth are completed in accordance with the Exhibitor Manual. This will facilitate the DSCA Contracting Officer Representative's completion of an inspection and set-up preparation no later than five (5) hours prior to the close of business on the day before the opening of the show.

ii. Shipping Services. The Contractor shall provide the packaging, crating, handling, and transportation of all exhibit elements (i.e., exhibit structure, office furniture, consumables, and audio-visual support). The Contractor shall ensure that all shipping, drayage, and material handling activities are executed consistent with all rules, regulations, and timelines established by the show organizer.

iii. Technical and Safety Requirements. The Contractor shall ensure that the exhibit meets all technical and safety requirements as identified in the Exhibitor Manual.

iv. Credentials, Passes, Badges. The Contractor shall independently acquire all necessary credentials, passes, and badges for exhibit support personnel to gain access to the event site for the required duration of the trade show. This includes all activities before, during, and after the trade show.

v. Post-Show Requirements. The Contractor will ensure that upon conclusion of the show and breakdown of the exhibit, the exhibit space is left in a clean and orderly condition that complies with the rules and regulations provided by the show organizers. The Contractor shall ensure that the subsequent dismantling, removal, and disposal of all exhibit infrastructure, accessories, and other support equipment complies with the Exhibitor Manual and as mandated by the show organizer. The Contractor will be responsible for any penalties or fees associated with the space not being returned to an acceptable condition.

vi. The Government has unlimited rights to all documents and materials produced under this contract. All documents and materials, to include photos, marketing materials, video files, digital files, and décor under this contract shall be Government owned and are the property of the Government with all rights and privileges of ownership and copyright belonging exclusively to the Government.

These documents and materials may not be used or sold by the Contractor without written permission from the Contracting Officer. All materials supplied to the Government shall be the sole property of the Government and may not be used for any other purpose. This right does not abrogate any other Government rights.

c. ON-SITE SUPPORT

The Contractor shall provide continuous on-site support for the exhibit for the duration of the trade show as follows:

i. Project Manager. The Contractor shall provide a Project Manager on-site to provide timely communication and coordination directly with the DSCA Contracting Officer's Representative for all pre-event, event, and post-event requirements. The DSCA Contracting Officer Representative must be on-site at the event to manage Contractor personnel performance for the pre-event and event requirements. **The Contractor's Project Manager shall provide on-site, immediate resolution to any elements of the exhibit that are not operating as required. Immediate resolution is defined as response within 15 minutes of notification during show hours, or prior to next day opening if notified after show hours.**

ii. Cleaning. The Contractor shall provide daily vacuuming and general cleaning of the exhibit booth floor space.

iii. Trash Removal. The Contractor shall provide daily trash removal at the end of each day, and as needed for the event.

iv. Beverages. The Contractor shall supply beverages to outfit the exhibit for DoW personnel and DoW guests for every day of the trade show. The Contractor will ensure the delivery of coffee, tea, water, and regular and diet soda to the exhibit one (1) day prior to the start of the show and will ensure that sufficient quantities of each type of beverage are available for the entirety of the trade show.

v. Snacks. The Contractor shall supply an assortment of pre-packaged snacks (Ex: assorted candies, candy bars) for the reception desk and a bowl to place the snacks in. The Contractor will ensure the delivery of the snacks and will ensure that sufficient quantities are available for the entirety of the trade show.

d. EXHIBIT SPECIFICATIONS

i. The DoW SC exhibit will consist of eight (8) major construction elements:
   1. Reception/Outreach Area
   2. Distinguished Visitor (DV) Lounge
   3. Storage Closet
   4. Meeting Rooms
   5. Exhibit Walls
   6. Exhibit Fascia
   7. Flooring
   8. Electrical

ii. The exhibit will be a custom, fabricated design. No pre-built or rented systems will be accepted. All structures will be finished with materials that convey a professional setting, i.e., laminate. **Offerors shall identify all materials in their proposal.**

iii. The Contractor shall ensure that the DoW Exhibit booth design balances the eight (8) major elements above in a design that complies with Exhibitor Manual and exudes the branding of DSCA's mission and values.

Note: In accordance with fire safety guidelines specified in the Exhibitor Manual, when installing a display with a ceiling, check with the local fire code to ensure that the display meets the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

1. **RECEPTION/OUTREACH AREA**
The reception/outreach area consists of space, facades and/or structure that present outward into the pavilion.

a. Presentation. The reception/outreach area must present a high-level, professional quality design produced using the most up-to-date industry best practices. The design features in the outreach area must reflect the brand of the DoW SC Enterprise and portray the SC mission.

b. Flow. The outreach area shall provide adequate space for outreach personnel to engage passersby from a centrally located area. The basic design shall minimize the ability of passersby to enter the exhibit meeting rooms without interaction from the Government booth staff.

c. Reception Desk. Provide a reception desk of counter height large enough to accommodate three (3) individuals, but not so large as to overtake the outward façade of the exhibit. The structural finish of the reception desk will be finished with materials that convey a professional setting, i.e. laminate, and will contain a glass top separated from the desktop by offsets. This allows cell phones to be easily accessible by the booth staff for taking photos of conference attendees to fulfill DSCA's strategic outreach mission. It also prevents uninhibited access by passersby. See Attachment #1 for examples. If laminate is not available in the host country, then custom high gloss spray finish is allowed. The desk shall include three (3) stools of bar height. The area under the desk shall include one (1) locking cabinet that is two feet (2') wide and the length of the reception desk. The outreach reception desk shall be placed in such a manner that it shields the entrances to the meeting rooms and forces individuals to "check-in" with the booth staff prior to entering the meeting rooms.

d. Title Panel Wall. A title panel wall shall be designed for the front of the exhibit that enables a photo opportunity for U.S. and foreign DVs, the DSCA Director, as well as for passersby. The title panel wall shall be no less than five feet (5') in width, and approximately six feet (6') in height from the floor. The panel shall contain the five (5), backlit, three-dimensional military service seals (no less than 10 inches (10") in diameter) placed horizontally. The backlit seals should not be so bright that they create silhouettes of individuals standing in front of them for photos. Attaching the lights to an accessible dimmer switch is preferred but not required.

e. The lettering on the title panel wall above the seals shall be centered and placed in the following order:

DEPARTMENT OF WAR (1st line)
SECURITY COOPERATION (2nd line)
SECURITY THROUGH GLOBAL PARTNERSHIPS (3rd line)

Underneath the text, the five (5) back-lit, 3-dimensional military service seals shall be **placed horizontally in the following order:**

1. Department of the Army
2. Department of the Marine Corps
3. Department of the Navy
4. Department of the Air Force
5. Department of the Space Force

Beneath the five (5) seals, place the following centered lettering:

DEFENSE TRADE & ARMS TRANSFERS (1st line)
DEFENSE INSTITUTION BUILDING (2nd line)
INTERNATIONAL EDUCATION & TRAINING (3rd line)
HUMANITARIAN ASSISTANCE & DISASTER RELIEF (4th line)

There shall be no more than three feet (3') of exhibit floor space in front of the title panel wall, so as not to decrease the overall footprint of the booth.

f. Monitor. One (1) wall-mounted, flat screen monitor of no less than thirty-six inches (36") and no more than forty-two inches (42"), with appropriate USB/HDMI ports, cabling and speakers to play multimedia material (provided by the Government) on a continuous loop, will be mounted behind the reception desk.

g. Kiosk. The outreach area shall include one (1) stand-alone kiosk equipped with a monitor of no less than thirty-six inches (36") and no more than fifty inches (50"), with appropriate USB/HDMI ports, cabling and speakers to play multimedia material (provided by the Government) on a continuous loop. This separate stand-alone structure/kiosk with lockable storage and a laptop stored inside its cabinet, shall be placed along the outer edge of the outreach area so that passersby can view the kiosk without stepping into the exhibit and to preclude the kiosk music from hindering the outreach mission. The ideal placement of the kiosk is caddy-corner to the desk so as not to block any portion of the title panel while making the very best use of a reduced space.

h. Literature Stands. The outreach area shall include one (1) movable literature stand for display of U.S. Government-provided literature. This stand shall be in an area that allows passersby to collect materials without having to enter the exhibit space.

i. Lapel Pins. **New:** The contractor shall supply three hundred (300) small (1/2 inch) metal lapel pins with the round DSCA logo on the pin for the reception/outreach area.

2. **DISTINGUISHED VISITOR (DV) LOUNGE**
Due to space constraints, the DV lounge must comply with the following elements:

a. Flow. The design features in the DV lounge area must reflect the brand of the DoW SC Enterprise and portray the SC mission. The basic design shall minimize the ability of passersby to engage with the DVs or enter the exhibit. The DV lounge must flow directly to the meeting rooms.

b. Furniture. Furniture for the DV lounge shall include a minimum of one (1) "Roma-type" white vinyl sofa and one (1) "Roma-type" white vinyl chair. The DV lounge shall also include a glass coffee table that complements the furniture. The DV lounge and outreach area will complement the exhibit booth and will not diminish the space of the meeting rooms. See Attachment #1 for examples.

3. **STORAGE CLOSET**
The storage closet does not need to be any larger than 1m x 2m x 2m to optimize space for the conference rooms.

The Storage Closet shall include:

a. Storage Room. The storage room shall be a separate room with lockable door. Storage room will not be accessed from inside the meeting rooms. The Contractor shall provide two sets of keys to the COR at the time of booth inspection.

b. Shelving. Interior shelving shall be sturdy and able to hold extra consumable supplies (e.g., coffee cups, paper products as well as extra literature products required to support the exhibit.)

c. Coat Hooks. The storage closet shall include a minimum of twelve (12) coat hooks.

d. Trash Bin. The storage closet shall include a single trashcan of equivalent size to the trash bins in the meeting rooms.

e. Flooring. The Contractor will provide laminate or laminate-like flooring for the storage closet. Flooring must be of good quality, according to industry commercial build standards and durable enough to withstand constant foot traffic.

f. Electrical. The Contractor shall determine the electrical requirements to ensure the storage closet can be illuminated at all times. The Contractor shall provide at least one (1) working electrical

power strip and three (3) converters **(country specific)** in the storage closet to enable Government personnel to charge mobile devices and laptop computers. The Contractor will ensure proper kilowattage to sustain all electrical requirements of the exhibit booth, to include lights, refrigerators, air conditioners, coffee/tea pots, monitors, laptops and all other equipment. Final electrical plans are due to the show organizer in accordance with the timeline in the Exhibitor Manual.

4. **MEETING ROOMS**
The exhibit booth will have three (3) meeting rooms.

a. Presentation. The meeting rooms shall have a professional interior finish that conveys a corporate appearance appropriate for high-level official meetings and engagements.

b. Flow. Meeting rooms shall be easily accessible for representatives attending meetings, but the general flow/visibility of the meeting rooms shall be blocked by structural exhibit elements and contain a ceiling, approved by the exhibitor manual, to maximize privacy of meeting attendees.

c. Conference Tables and Chairs. All Meeting Rooms shall have a rectangular conference table, no more than forty-eight inches (48") wide that is of professional quality, sturdy design, and free of any scuff marks, blemishes, or scratches. The table must be long enough to accommodate the specific number of executive office chairs outlined below. The chairs shall be comfortable, but not bulky. See Attachment #1 for examples.

1. Meeting Room #1: 12 Executive office chairs
2. Meeting Room #2: 12 Executive office chairs
3. Meeting Room #3: 10 Executive office chairs

d. Extra Chairs. Each meeting room shall have two (2) extra chairs to accommodate additional meeting participants. These chairs are not required to be the same type as the executive chairs; however, they must be of professional quality.

e. Ceiling. Meeting rooms shall have a **fully enclosed ceiling**, in accordance with exhibitor guidelines to maximize privacy and reduce external noise. In locations where the show organizer does not allow for a closed ceiling, the fascia should be built as high as possible to reduce noise. The ceiling design will consist of ceiling lighting pelmets with recessed lighting.

f. Perimeter Ceiling. The perimeter ceiling will have lighting pelmets with recessed lighting. **ALL INTERIOR RECESSED LIGHTING WILL CONSIST OF LED BULBS.** See Attachment #2 for examples.

PLEASE NOTE: **IN ACCORDANCE WITH FIRE SAFETY GUIDELINES SPECIFIED IN THE EXHIBITOR MANUAL, WHEN INSTALLING A DISPLAY WITH A CEILING, CHECK WITH THE LOCAL FIRE CODE TO ENSURE THAT THE DISPLAY MEETS WITH THE NECESSARY FIRE SAFETY PRECAUTIONS INVOLVING SMOKE ALARMS, FIRE EXTINGUISHERS, SPRINKLER SYSTEMS, ETC.**

g. Doors and Windows. Meeting room doors and any windows shall be **fully frosted or opaque** so that external passersby cannot see the interior. The doors will contain a peephole to enable reception personnel to see if there is an ongoing meeting.

h. Lighting. The ceiling will have lighting pelmets with recessed lighting and LED bulbs. See Attachment #2 for examples.

i. Fans/Air Conditioning. Each meeting room will be equipped with one (1) air conditioner to maintain a temperature of sixty-five to seventy degrees Fahrenheit (65-70°F). **No wall mounted units will be accepted.**

j. Meeting Room Graphics. Internal meeting room walls will display approximately one (1) graphic for every two feet (2') of horizontal space across every wall and will be placed high enough on the wall to not hinder the movement of the meeting participants (at least five feet (5') off the floor). The Government will provide the final graphics upon contract award. Meeting room graphics will be mounted on plexiglass and installed with standoffs that separate the picture from the wall. See Attachment #3 for examples.

k. Refrigerator. One (1) per meeting room). In each meeting room, provide one (1) small "dormitory-style sized" refrigerator approximately twenty-one inches (21") wide by twenty-one inches (21") deep by thirty-three inches (33") tall. If possible, the refrigerator and trashcan shall be housed in a cabinet. **The cabinet shall not take up any more space than is necessary to place coffee and tea service.**

l. Clocks. One wall mounted clock per room within view of all seats at the meeting table.

5. **EXHIBIT WALLS**

a. External Wall Graphics. External exhibit walls shall include **no less than six (6) different graphics on each wall**, which may include a collage of various graphics or individual photos like those in the meeting rooms. The size of the graphics shall be proportionate to the size of the walls.

b. Where graphics are not displayed, a background graphic can be used to match the exhibit.

c. No joints or seams shall be visible when using background graphics.

d. No Velcro for graphic application will be accepted.

6. EXHIBIT FASCIA

a. Size. The exhibit will have **a minimum, three (3) sided fascia** facing outward to the pavilion (in peninsula or island configuration).

b. Graphics and Text. Fascia graphics/text will be designed and installed to the correct maximum proportions and visibility of the surface.

c. Each side of fascia will include the following 3-dimensional/backlit seal and text:

DEPARTMENT OF WAR SEAL
(Vertically centered on the left-hand side of each fascia panel)

Vertically centered to the right of the seal shall be the following text:

DEPARTMENT OF WAR (1st line)
SECURITY COOPERATION (2nd line)
SECURITY THROUGH GLOBAL PARTNERSHIPS (3rd line)

The fascia shall be attached to the overall structure and will display on all sides facing outward to the pavilion.

d. The fascia will contain recessed LED lighting using the most up-to-date industry best practices.

7. FLOORING

a. Material. The Contractor will provide laminate or laminate-like plank flooring with a faux wood look for the entire exhibit (including storage closet).

b. Flooring. The flooring material must be of good quality, according to industry commercial build standards, and durable enough to withstand constant foot traffic. High quality carpet with 1" thick padding must be used at trade shows where synthetic flooring is not allowed – the carpet must be durable enough to withstand constant foot traffic.

8. ELECTRICAL

a. Plan & Design. The Contractor shall determine electrical requirements to support lighting and power needs for the reception/outreach area, DV lounge, storage closet, meeting rooms (to include refrigerators and air conditioners), backlit signage, recessed lighting, and any other electrical needs.

b. Electrical Provider. The Contractor shall install each line for the exhibit booth through the approved electrical vendor provided by show organizer.

c. Power. Sufficient power shall be provided to all areas to ensure safe operation throughout the duration of the show.

d. Appearance. The Contractor shall incorporate design elements as appropriate to minimize the appearance of electrical outlets, power cords, and other electrical elements.

e. Final electrical plans. The electrical plans are due to the show organizer in accordance with the timeline provided in the Exhibitor Manual.

PART 6
APPLICABLE PUBLICATIONS

6. APPLICABLE PUBLICATIONS (CURRENT EDITIONS):

6.1 The Contractor must abide by all applicable regulations, publications, manuals, and local policies and procedures.

6.2 The Contractor shall complete all forms and submit all required information to the show organizer in accordance with the timeline provided in the Exhibitor Manual.

PART 7
ATTACHMENTS/TECHNICAL EXHIBIT LISTING

7. ATTACHMENTS/TECHNICAL EXHIBIT LIST:

7.1 Attachment 1: Furniture Examples

7.2 Attachment 2: Lighting Example

7.3 Attachment 3: Graphics Examples

7.4 Attachment 4: Avalon Floor Plan

7.5 Technical Exhibit 1: Performance Requirement Summary

7.6 Technical Exhibit 2: Deliverables Schedule

7.7 Technical Exhibit 3: Estimated Workload Data

Attachment 1:
Furniture Examples

Sample conference room chairs:

Sample “Roma” like sofas:

Sample Reception Desk with Glass top and stand offs:

Attachment 2:
Lighting

Sample Ceiling lighting pelmets and recessed LED bulbs:

Sample External Graphics with recessed lighting and pelmets – no velcro:

Attachment 3:
Graphics

Sample Meeting Room graphics mounted on plexiglass/acrylic with stand-offs:

Attachment 4:
Avalon Floor Plan

Technical Exhibit 1:
Performance Requirement Summary (PRS)

The Contractor service requirements are summarized into performance objectives that relate directly to mission essential items. The performance threshold briefly describes the minimum acceptable levels of service required for each requirement. These thresholds are critical to mission success.

Performance Objective (The Service required—usually a shall statement)	**Standard**	**Performance Threshold** (This is the maximum error rate. It could possibly be "Zero deviation from standard")	**Method of Surveillance**
PRS # 1. Design Phase - Proposal	The Contractor shall meet all technical requirements of the contract and create submission in line with DSCA branding.	Proposals must be technically accurate, affordable, and showcase design research	Proposal Review
PRS # 2 Design Phase - Reception/Outreach Area	The Contractor shall meet all technical requirements of the contract	Zero deviation from standard	Final Render Review
PRS # 3 Design Phase - DV Lounge	The Contractor shall meet all technical requirements of the contract	Zero deviation from standard	Final Render Review
PRS # 4 Design Phase - Storage Closet	The Contractor shall meet all technical requirements of the contract	Zero deviation from standard	Final Render Review
PRS # 5 Design Phase - Meeting Rooms	The Contractor shall meet all technical requirements of the contract	Zero deviation from standard	Final Render Review
PRS # 6 Design Phase - Exhibit Walls	The Contractor shall meet all technical requirements of the contract	Zero deviation from standard	Final Render Review
PRS # 7 Design Phase - Exhibit Fascia	The Contractor shall meet all technical requirements of the contract	Zero deviation from standard	Final Render Review
PRS # 8 Design Phase - Flooring	The Contractor shall meet all technical requirements of the contract	Zero deviation from standard	Final Render Review
PRS # 9 Design Phase - Electrical	The Contractor shall meet all technical requirements of the contract	Zero deviation from standard	Final Render Review
PRS # 10 Construction Phase - Reception/Outreach Area	The Contractor shall meet all technical requirements of the contract	Zero deviation from standard	100 Percent Inspection
PRS # 11 Construction Phase - DV Lounge	The Contractor shall meet all technical requirements of the contract	Zero deviation from standard	100 Percent Inspection
PRS # 12 Construction Phase - Storage Closet	The Contractor shall meet all technical requirements of the contract	Zero deviation from standard	100 Percent Inspection
PRS # 13 Construction Phase - Meeting Rooms	The Contractor shall meet all technical requirements of the contract	Zero deviation from standard	100 Percent Inspection
PRS # 14 Construction Phase - Exhibit Walls	The Contractor shall meet all technical requirements of the contract	Zero deviation from standard	100 Percent Inspection
PRS # 15 Construction Phase - Exhibit Fascia	The Contractor shall meet all technical requirements of the contract	Zero deviation from standard	100 Percent Inspection
PRS # 16 Construction Phase - Flooring	The Contractor shall meet all technical requirements of the contract	Zero deviation from standard	100 Percent Inspection

PRS # 17 **Construction Phase - Electrical**	The Contractor shall meet all technical requirements of the contract	Zero deviation from standard	100 Percent Inspection
PRS # 18 **On-Site Support**	Respond w/in 15 minutes during show hours, or prior to following day's opening, if notified after show hours	Zero deviation from standard	Periodic Surveillance

Technical Exhibit 2:
Deliverables Schedule

Deliverable	Frequency	# of Copies	Medium/Format	Submit To
Initial Render	Once – with proposal	1	Word/PDF	COR via email
Final Render 1	Once – December 1, 2026	2	PDF	COR via email; Show Organizer via email or website
Timeline of Milestones	Upon approval of final Render 1	1	PDF	COR via email; Show Organizer via email or website
Final Render 2	Once – January 1, 2027	1	PDF	COR via email
Electrical Plan	Once – See Exhibitor Manual	1	PDF	Show Organizer via email or website
Construction Complete	Once – February 22, 2027	NA	In Person	COR onsite
Booth Inspection	Once – February 22, 2027	NA	In Person	COR Onsite
Booth Teardown	Once – March 1, 2027	NA	In Person	Show Organizer for final inspection

****Note: All dates are estimated and will be finalized upon award of contract.**

Technical Exhibit 3:
Estimated Workload Data

Item	Labor Category	FTEs	Key or Non-Key
5.2.a	Exhibit Designer	1	Key Personnel
5.2.b - d	Exhibit Project Manager	1	Key Personnel