

# PICS



## Public Information and Communication Services

**Period of Performance: 1 Base Year + 4 Option Years**  
(Effective September 7, 2012)

*PICS is multiple award IDIQ contracts that provide communication goods and support services on a task order basis to customers across all NIH ICs.*

### Benefits of Using PICS



*We brainstormed with the best and the brightest of the NIH community to create this contract in order to increase effectiveness and usability – we listened to your needs*



*Tired of creating everything from scratch? PICS relieves the customer of the burden of executing a full contract, providing a simplified task order process*



*PICS offers a comprehensive scope, which allows you to have a portfolio of services at your fingertips*



*Let us make your experience better - not only do you receive expertise in communication goods and services, but you can also fulfill your NIH Small Business requirement*



*We work with you on your acquisition timeline from release of the requirement to proposal deadline – so that your schedule is taken into consideration when making an award*

### Small Business Contractors

- AFYA, Inc.
- A&T Systems, Inc.
- Banyan Communications
- Betah Associates, Inc.
- BLH Technologies
- Cadmus Group
- Campbell & Company Communications
- Capital Consulting Group
- Circle Solutions, Inc.
- CSR, Inc.
- DB Consulting Group, Inc.
- HMA Associates
- IMPAQ International, LLC
- Information Ventures, Inc.
- IQ Solutions
- JBS International
- Kauffman & Associates, Inc. (KAI)
- Lux Consulting
- Nova Research
- Palladian Partners, Inc.
- PSA
- Reingold, Inc.
- Seamon Corporation
- Scientific Consulting Group
- Vigilant Services

### Task Areas

**Communications and Outreach Support**



- Communication Research
- Media Analysis
- Integrated Marketing
- Crisis
- Communication Training
- "Clearinghouses"

**Materials Development and Distribution**



- Product Development
- Inventory Services
- Distribution Services
- Cost-Recovery Support and Services

**Graphic Design, Web, and Database Support**



- Web Design
- IT Requirements and Security Services
- Database Development and Management
- Information Tracking

**Exhibit Support**



- Exhibit Design and Development
- Exhibit Storing and Transport
- Meeting and Conference Support
- Event Planning Support

### How to Place an Order Against PICS

1. The IC customer and its COAC create a Task Order Request Package (TORP) using the TORP Form accessible from the PICS website.
2. The Task Order CO routes the TORP to the PICS Program Support Team via email for review and release to contractors.
3. Contractors submit questions and proposals via email.
4. IC customer and its COAC review proposals and select the Awardee.
5. The Task Order CO processes the award and the PICS CO emails the award to the Awardee.