

(Abbreviated Version – Full version provided upon request)

Case Study: Signs by Saenz delivers high-impact Exhibit services for the Washington Headquarters Services

Project Title: Various Exhibit projects for the Washington Headquarters Services (WHS)

Current Contract Award: 3 Year Blanket Purchase Agreement (BPA)

Point of Contact:

(furnished upon request)

Washington Headquarters Service (WHS)

1155 Defense Pentagon Washington, DC 20301

The Federal Government uses Exhibit Displays and other visual communications to help educate and communicate missions, legacies, and objectives. Considering the size of the Federal Government and its large concentration within the DC Metro area, several challenges arise:

- Large Exhibit companies formed and have been in place for decades. These companies have dominated the Exhibit business within Government, creating challenges for small businesses and other new entrants to come in with new products, methods, and cost saving strategies.
- The large concentration of agency HQ's and other agency buildings within the DC area has brought in Exhibit vendors from around the country to offer services. Many of the federal contracts that have been awarded to companies outside the region have struggled with the need for ongoing surveys, consultation, delivery, and installation efforts.
- With an increase in Federal Government small business requirements, agencies are finding it increasingly difficult to find small businesses that have the resources to perform to high satisfaction levels.

WHS faces these challenges and more as budget cuts have increased while the demand for permanent Exhibit Displays has increased. With this scenario, Large Exhibit companies have had difficulty meeting budget requirements due to overhead structures. Moreover, WHS was in need of building a relationship with an Exhibit vendor that can provide frequent in-person consultation to sort out materials and processes needed to fabricate Exhibits from high-level designs (that are provided to the vendor by client). If finding such a vendor was not achieved and budget requirements were not met, WHS would not be able to accept as many Exhibit projects which would hinder visual communication in and around the Pentagon. Considering the Pentagon is visited by hundreds of thousands of visitors per year, this would deprive many individuals of being educated while at the Pentagon.

WHS has found a solution with Signs by Saenz, which resulted in a 3-year BPA being issued through the 8(a) program. Signs by Saenz is an SBA certified 8(a) Woman-Owned small business located in the Washington DC area that focuses on creating impactful environments that support client missions. We achieve this through in-house design, fabrication and installation of exhibits, art and framing, signage, and other interior finishes. Our focus is on timely delivery, expert consultation, and superior service, which has resulted in successful performance on numerous Federal Government projects across the country. In addition, Signs by Saenz has teamed with Blair, Inc. on numerous WHS projects, which affords us resources to handle the largest of projects.

Signs by Saenz is a military family based business, and the ownership is heavily involved with each project to ensure all the needs of the client are met. We are constantly providing in-house consultation, offering material selections, and performing installation services throughout the Pentagon. Furthermore, the complete team holds Pentagon Building Access badges which allows for easy access to the building during the consultation, fabrication, and installation processes. Signs by Saenz size, understanding of military culture, responsiveness, cost effectiveness, and ability to meet deadlines is the reason WHS has chosen our business for a BPA to provide ongoing Exhibit related services.

NOTE: Our SBA 8(a) designation allows for any Federal Agency to sole source contracts up to 4.5 Million for services rendered and up to 6 Million for manufactured goods. Please contact your contracting officer for more information on the program to see if it is a right fit for your next project.