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# Capabilities Statement



## Introduction

Wabash Consultants is a VA-certified Service-Disabled Veteran Owned Small Business (SDVOSB). We specialize in providing numerous professional services to the Department of Defense (DoD), Department of the Army (DA), National Guard Bureau (NGB), and the Department of Veterans Affairs (VA).

## Core Competencies: Marketing & Advertising | Event Management | Logistics Support | Training

- **Marketing & Advertising** – our focus is assisting your team to stay on brand, on voice, and on mission. Our team of experienced marketers delivers recommendations and/or products backed by data and packaged according to your audience/ target market.
- **Event Management** – specializes in planning and producing highly branded events managed by seasoned experts. We handle every detail. Our services encompass stage and room design, staging, labor supervision, show direction, entertainment, event security, transportation, programming, AV systems, and more. Our AV team offers audio, video, lighting, staging, and webcasting services. Our technicians ensure flawless technology management for in-person, hybrid, or virtual events.
- **Logistics Support** – from commodities procurement to facility maintenance, our logistics team provides quality service and the best communication. Our procurement teams handle ordering, shipping, delivering, and managing supplies at your location or ours. Our facility maintenance teams are tailored to your needs. We can provide all or some of the following: Supervision, Custodians, and Supplies.
- **Training** – Our team of experienced trainers can perform in all or some of the following areas: planning, conducting, administering, or role playing. We have experience developing strategic plans (from the lowest to highest organizational levels) and executing your tactical, operational, or strategic plan. Our teams are modular and can be tailored to fit your exact needs.

## Differentiators/ Distinguishing Factors

- Our team averages over 20 years of DoD experience
- Stakeholder Communication
- Client first approach
- Unparalleled customer service
- National footprint and reach

## Federal Data Points

- DUNS: 116937105
- CAGE CODE: 89B05
- SAM: PMDJL69JW9N4
- NAICS: 541611, 541612, 541613, 541614, 541810, 561920, and 611430
- Classification: SDVOSB – VA CVE Certified

## Recent Past Performance Case Studies

- **Social Media** - Many veterans are struggling with post-traumatic stress disorder (PTSD) and lack access to vital information and support. The National Center for PTSD leadership was interested in a route to communicate recent updates on PTSD treatment and resources. Wabash successfully facilitated a Facebook Live event in collaboration with the Department of Veterans Affairs and the National Center for PTSD. This event aimed to address the needs of veterans by providing them with valuable information and support related to PTSD. The event exceeded expectations, garnering a large viewership and high levels of audience engagement. Positive

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feedback from veterans and their families highlighted the event's success in delivering essential resources and support. Our team's contribution to this initiative showcased our commitment to assisting veterans and supporting the mission of the National Center for PTSD and the Department of Veterans Affairs.

- **Paid Media** - The Louis A. Johnson VA Medical Center was facing a nursing shortage and needed to attract high-quality candidates to fill their vacancies. Wabash stepped in to assist by facilitating the paid placement of the medical center's job vacancies in a statewide publication. This strategic advertising campaign aimed to reach a wide audience of potential nursing candidates. The campaign generated 35,000 copies and over 200,000 views, surpassing expectations and garnering significant attention for the job vacancies. We have additional campaigns planned scheduled. Wabash's expertise in advertisement placement and targeted outreach played a crucial role in helping the medical center address their nursing shortage and attract qualified professionals to join their team.

- **Event Management** - The Department of Veterans Affairs (VA) held their annual Senior Leader Summit and needed Audio, Video, and Lighting (AVL) equipment and services. On short notice, they required a contractor who could handle the setup, management, troubleshooting, and strike of all AVL equipment for the conference. We provided comprehensive support, including coordinating with a third-party vendor, setup, managing day-to-day event requirements, troubleshooting equipment issues, and ensuring the availability of necessary equipment throughout the conference. Our experience in working at trade shows, conventions, conferences, and meetings allowed us to deliver the high-quality AVL support needed for a successful event. The conference ran smoothly and effectively, providing a seamless AV experience for approximately 425 attendees. Our team ensured the uninterrupted operation of AV equipment and continuous communication throughout the event.

#### Client Logo Showcase

