

# Capability Statement

Outreach, marketing, and communications for U.S. Department of Energy programs

Small business · Founded 1990 · Falls Church, VA

## COMPANY DATA

|                  |                                                                               |
|------------------|-------------------------------------------------------------------------------|
| UEI              | <b>E4LMDMWRLHH9</b>                                                           |
| CAGE             | <b>6XLB2</b>                                                                  |
| Size             | <b>Small business</b>                                                         |
| Founded          | <b>1990</b>                                                                   |
| Location         | Falls Church, VA                                                              |
| Primary NAICS    | <b>541613</b> Marketing Consulting Services                                   |
| Additional NAICS | <b>541820, 541810, 541611, 541910, 541430, 541990, 561920, 323111, 493110</b> |

## CONTACT

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President, ADW Inc.

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## RESPONSIBLE USE OF AI

A person at ADW reviews and approves every deliverable. We use only public or client-approved information, never enter sensitive or controlled information into commercial AI tools, and follow the AI terms of each contract.

## COMPANY OVERVIEW

ADW Inc. is a small business that delivers the full scope of outreach, marketing, and communications for federal energy programs as a subcontractor to prime contractors. We have supported DOE programs since 1990, and we pair that background with AI-assisted workflows and human review of every deliverable.

## CORE COMPETENCIES

**Outreach and stakeholder engagement.** Strategy, audience mapping, and community, education, and workforce outreach.

**Marketing and communications.** Messaging, content, branding, and graphic design.

**Digital campaigns and audience intelligence.** Web, social, and email campaigns, audience research, and reporting.

**Events and exhibits.** Conference representation and exhibit design and management.

**Production and logistics.** Printing, warehousing, and shipping.

## DIFFERENTIATORS

**Full scope, one teammate.** Strategy through fulfillment from a single subcontractor.

**Proven in federal energy.** DOE program work since 1990, in nearly every U.S. state.

**More output per dollar.** AI-assisted workflows let a lean team deliver more for the same budget.

**Experienced leadership, directly involved.** Primes work directly with the firm's president.

## PAST PERFORMANCE · DOE PROGRAMS SUPPORTED SINCE 1990

### Office

**Hydrocarbons and Geothermal Energy Office (HGEO), formerly Fossil Energy and Carbon Management**

### ADW's role

Primary client. Led outreach support for the office, represented its programs at national conferences, and developed campaigns for technical, educational, and public audiences.

**Office of Critical Minerals and Energy Innovation (CMEI), National Energy Technology Laboratory (NETL), and Office of Electricity (OE)**

Exhibit and conference support, program materials and graphic design, and stakeholder outreach campaigns.

Detailed past performance write-ups, including periods of performance and contract values, are available to capture teams on request.