

IN-STORE DISPLAYS TEMPORARY/SEASONAL



ELIGIBLE EXPENSES	INELIGIBLE EXPENSES
<ul style="list-style-type: none"> • Temporary displays that promote the brand name and valid U.S. origin statement • Demonstration displays constructed of temporary materials with a useful life of less than one year (e.g. cardboard, paper, etc.) • Point of sales materials (all with valid U.S. origin statement): <ul style="list-style-type: none"> ◦ Posters/banners ◦ Sales sheets/brochures/leaflets ◦ Shelf talkers • Production of cartons that convert to a shelf display • Free standing displays constructed of temporary materials • Cardboard bins/shelving units • Temporary labor for display design/set up • Uniforms that promote the brand name and valid U.S. origin statement: <ul style="list-style-type: none"> ◦ Aprons, T-shirts, caps, etc. • Giveaways: <ul style="list-style-type: none"> ◦ Eligible amount is up to \$4 per unit ◦ Since giveaways are small in nature, the U.S. origin statement is not required on each giveaway item • Rental of floor space for product promotion <ul style="list-style-type: none"> ◦ End-of-aisle/gondola displays/island displays • Space rental for promotional materials <ul style="list-style-type: none"> ◦ (freestanding cardboard displays, signage, etc.) 	<ul style="list-style-type: none"> • Activities or materials that do not promote the brand name and U.S. origin statement • Custom booth displays constructed of permanent materials having a useful life of more than one year • Slotting and listing fees • Product placement fees in non-temporary or seasonal areas • Any activity tied to the purchase of product or associated with a coupon or price reduction • Giveaway items that: <ul style="list-style-type: none"> ◦ Do not promote the brand ◦ Are tied to a purchase of product ◦ Promote the company name but not the brand name(s), if not one and the same • Cost of product • Freight/shipping materials

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Claims Documentation

In-Store Displays

- Invoice
- Proof of payment
- List of products being promoted (*If you market other brands or products that are not approved, the activity will be prorated*).
- Dates and locations of space rental
- Photos (*see specific requirements below*)

If Claiming Expenses for **Display Space Rental** Only

- Photos of the display at each location
- At least **one photo per month per location required**
- Photos must display your **brand name** and valid **U.S. origin statement** (pg. 5) in a manner easily observed/readable

If Claiming Expenses for **Display Production** Only

- Photos of the display unit entirely
- Sampling of photos of display units in use at promotional activities
- Photos must be large scale, all-encompassing displaying your **brand name** and valid **U.S. origin statement** (pg. 5) in a manner easily observed/readable

If Claiming Expenses for **Display Production & Space Rental**

- Photos of the display unit entirely
- At least **one photo per month per location required**
- Photos must be large scale, all-encompassing displaying your **brand name** and valid **U.S. origin statement** (pg. 5) in a manner easily observed/readable