

APPROVED DOMESTIC TRADE SHOWS

The costs associated with exhibiting at approved domestic trade shows are eligible for reimbursement under the Branded Program. Listed below are important requirements and reminders.

- ✓ A **USA Marketing Plan** must be completed and the USA listed as an approved market on the company's Program Agreement or approved Amendment.
- ✓ Brands and Products exhibited must be listed in the company's Program Agreement or approved Amendment. (Booths that include brands and products not listed with WUSATA will be prorated accordingly.)
- ✓ All items must promote the Brand and include a US origin statement such as "Product of USA" or "Made in USA" (see the Branded Program Manual – Rules and Regulations for a list of options).
- ✓ To be reimbursed, the company must be a **first time exhibitor** or **has not exhibited at the show in the last three years**.
- ✓ Exhibiting at approved domestic trade shows is subject to the graduation limitation of 5 years.
- ✓ See chart below for specific eligible and ineligible expenses. ▼

Approved Domestic Trade Shows

Eligible Expenses	Ineligible Expenses Ø
▶▶ Booth Construction – temporary materials only – Temporary booth materials have a useful life of less than one year.	Ø Custom booth displays constructed of permanent materials (having a useful life of more than one year) created for use at multiple show locations.
▶▶ Booth/Exhibition Space Rental	
▶▶ Demonstration Supplies – disposable cups, spoons, napkins, etc	Ø Cost of product samples
▶▶ Demonstrator/Hostess/Chef Wages – hourly wages of independent contractor – dates of trade show only	Ø Your company or foreign distributor employee wages Ø Demonstrator travel costs, meals, wages over 8 hours per day

<p>▶▶ Directory Listing/Advertisement – must include Brand name and USA origin statement</p>	
<p>▶▶ Freight – samples, booth materials to and from show</p>	
<p>▶▶ Giveaways – pens, t-shirts, mugs, etc. – reimbursement maximum is \$1.00 per item – must include Brand name on giveaway</p>	<p>Ø Giveaways tied to the purchase of the product.</p>
<p>▶▶ Posters and Signage – costs for items made of temporary materials – must include Brand name and USA origin statement</p>	
<p>▶▶ Printed Sales Material – must include Brand name and USA origin statement</p>	
<p>▶▶ Rental of Equipment – freezer, carpet, etc., installation labor</p>	<p>Ø Purchase of equipment</p>
	<p>Ø Travel (airfare and per diem)</p>

REQUIRED DOCUMENTATION

Invoice, Proof of Payment, and Proof of Activity are required for all expenses.

Invoice – general requirements:

- Date
- Name of vendor
- Itemized charges
- See chart below for *specific requirements*. ▼

Proof of Payment – one of the following:

- Copies of the front and back of a **cancelled** check.
- Copies of the front of a check and a bank statement listing the check as clearing the account.
- Copy of a bank wire transfer confirmation listing the originator, beneficiary, date, and amount.
- Copy of a credit card statement listing payment to the vendor as a line item.
- Signed receipt from the vendor.

- Copy of the debit note, copy of the check listing the deduction, copies of the product invoices the deduction was taken on, and copies of two other product invoices to show normal pricing.

Proof of Activity

- All activities must include Brand name and statement of USA origin.
- See chart below for *specific requirements*. ▼

Specific Requirements

Domestic Trade Shows	Invoice	Proof of Activity
Booth space rental Booth design/construction Demonstration supplies Exhibition fees Rental of equipment	<ul style="list-style-type: none"> ▪ General requirements 	<p><u>One</u> of the following:</p> <ul style="list-style-type: none"> ▪ Photo of the booth with products on display ▪ Copy of the cover and inside page of the trade show directory listing the company as an exhibitor
Demonstrator/Chef Wages	<ul style="list-style-type: none"> ▪ General requirements ▪ Dates individual(s) worked ▪ Wages expressed as rate per hour 	
Freight – samples/booth materials	<ul style="list-style-type: none"> ▪ General requirements ▪ Ship to and from locations ▪ Description of items shipped 	
Directory listing/advertisement	<ul style="list-style-type: none"> ▪ General requirements 	<p>Must include <u>all</u> of the following:</p> <ul style="list-style-type: none"> ▪ Copy of directory listing or advertisement ▪ Copy of the directory cover
Posters/signage	<ul style="list-style-type: none"> ▪ General requirements ▪ Name of project ▪ Quantity of items produced 	<ul style="list-style-type: none"> ▪ Photo or example of actual item
Printed Sales Materials	<ul style="list-style-type: none"> ▪ General requirements ▪ Name of project ▪ Quantity of items produced 	<ul style="list-style-type: none"> ▪ Example of sales materials
Promotional Giveaways	<ul style="list-style-type: none"> ▪ General requirements ▪ Name of project ▪ Quantity of items produced 	<ul style="list-style-type: none"> ▪ Example of giveaway