

# APPENDIX: Branded Activity Tutorials

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Tutorials are also available at [www.wusata.org/tutorials/tutorials.html](http://www.wusata.org/tutorials/tutorials.html) in the following foreign languages:

- Chinese – Traditional and Simplified
- French
- German
- Italian
- Japanese
- Korean
- Portuguese
- Spanish



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## International Trade Shows

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Costs associated with exhibiting at international trade shows are eligible under the Branded Program. The expenses must meet the following requirements:

- The **COUNTRY** the trade show is held must be listed in the company's Program Agreement or on a signed Amendment.
- The **BRANDS** and **PRODUCTS** exhibited must be listed in the company's Program Agreement or on a signed Amendment. *Booths that include brands and products not listed with WUSATA will be prorated accordingly.*
- **The products must be exhibited within the U.S. pavilion** if a U.S. pavilion is present at the trade show. A list of shows with U.S. pavilions is listed on page 16 of the Branded Program Manual or at: <http://www.fas.usda.gov/scripts/agexport/EventQuery.asp>. If no U.S. pavilion is present at the show, this rule does not apply.

**The following expenses associated with exhibiting at international trade shows are reimbursable:**

1. **Exhibition fees**
2. **Booth Space Rental**
3. **Temporary Booth Construction and Design**
4. **Freight for Samples and Booth Materials to and from the show location**
5. **Rental of Equipment** – Includes hotplates, freezers, electrical/water supply, furniture, shelving, carpet, etc. and the labor charges to install them. *(Purchase of equipment is not eligible.)*
6. **Travel costs for two company representatives (airfare and per diem)** - See Pre-Travel Checklist and Post-Travel Reimbursement Requirements.
7. **Translator/Demonstrator/Chef/Hostess Wages** – Hourly wages of the independent contractor providing booth assistance is eligible. *(Company or foreign distributor employee wages are not eligible.)*
8. **Demonstration supplies** – The purchase of disposable cups, spoons, napkins, etc.
9. **Posters or Signage \*** – Production costs for items made of temporary materials.
10. **Directory Listing or Advertisement \***
11. **Promotional Giveaways \*** – Pens, T-shirts, mugs, etc. *(Giveaways cannot be reimbursed more than \$1.00 per item)*
12. **Printed Sales Materials \***

\* **Items must PROMOTE the brand and products as from the USA.** Each separate item or unbound page must include an eligible U.S. origin statement such as "Product of USA" or "Made in (State)" (see page 4 of the Branded Program Manual).

**The following expenses associated with International Trade Shows are NOT reimbursable:**

1. The cost of translator/demonstrator travel costs, meals, wages over 8 hours per day
2. The cost of your product exhibited at the show.
3. Custom booth displays constructed of permanent materials (wood, Plexiglas, metal, etc.) created for use at multiple show locations.

## REQUIRED DOCUMENTATION

### **Booth fees, Booth Construction/Design, Rental of Equipment, Freight for Samples/Booth Materials**

**INVOICE** – *A copy of an itemized invoice from the show organizer or service provider including the following:*

- Date
- Name and dates of the trade show
- Details on the charges
- Freight* – the ship to and from locations
- Freight* – description of the items shipped

**PROOF OF PAYMENT** *must be 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
- A signed receipt from the vendor for **cash payments only**

**PROOF OF ACTIVITY** *must be on one of the following:*

- A photo of the booth with the products on display
- Copy of the cover and inside page of the trade show directory listing the company as an exhibitor.

### **Travel Costs for Two Company Representatives**

*See the Pre-Travel and Post-Travel Reimbursement Requirements*

\*\*\*\*\* Note: **TRAVEL EXPENSES REQUIRE A PHOTO OF THE BOOTH** \*\*\*\*\*

### **Translator/Demonstrator/Chef/Hostess Wages, Demonstration Supplies**

**INVOICE** – *A copy of an itemized invoice from the service provider or contractor including the following:*

- Date
- Name and dates of the trade show
- Date/s that the individual/s worked (*Only the dates of the trade show exhibit are eligible*)
- Wages need to be expressed as: Rate per hour x # of Hours worked x # of Days worked
- Itemized invoices/receipts for supplies.

**PROOF OF PAYMENT** *must be 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
- A signed receipt from the contractor for **cash payments only**

**PROOF OF ACTIVITY** *must be on one of the following:*

- A photo of the booth with the products on display.
- Copy of the cover and inside page of the trade show directory listing the company as an exhibitor.

**Posters/Signage, Directory Listing/Advertisement, Giveaways, Printed Sales Materials**

**INVOICE** – *A copy of an itemized invoice(s) from the vendor for design and production charges including the following:*

- ❑ Date
- ❑ Name of the Project (Example: Blossom Apple Posters)
- ❑ Quantity of items produced (Prorate the amount used for the show – Example: 10% used for XYZ show.)
- ❑ Details of Charges

**PROOF OF PAYMENT** *must be 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
- A signed receipt from the contractor for **cash payments only**

**PROOF OF ACTIVITY** *must be on one of the following:*

- **Posters/ Signage:** A photo or example of the actual item (a graphic proof layout is not acceptable)
- **Directory Listing/Advertisement:** A copy of the directory listing or advertisement and a copy of the directory cover.
- **Promotional Giveaways:** An example of the giveaway (*Giveaways cannot be reimbursed more than \$1.00 per item. Product samples cannot be claimed as a giveaway.*)
- **Printed Sales Materials:** An example of the sales materials.



## **Pre-Travel Checklist for International Travel to Trade Shows**

International travel for two company representative to an international trade show is eligible under the Branded Program. Travelers are subject to U.S. Federal Travel Regulations when claiming reimbursement for international travel. Since there is no flexibility in these regulations, please review the checklist carefully.

### **CHECK ALL OF THE BOXES BELOW BEFORE TRAVELING!!!**

- ❑ The **COUNTRY** where the trade show is held must be listed in the company's Program Agreement or on a signed Amendment.
- ❑ The **BRANDS** and **PRODUCTS** the company representatives are promoting must be **EXHIBITED** at the show and listed in the company's Program Agreement or on a signed Amendment.
- ❑ **The products must be exhibited within the U.S. pavilion** if a U.S. pavilion is present at the trade show. A list of shows with U.S. pavilions is listed on page 16 of the Branded Program Manual or at: <http://www.fas.usda.gov/scripts/agexport/EventQuery.asp>. If no U.S. pavilion is present at the show, this rule does not apply.
- ❑ **Maximum of two travelers** - Reimbursement will be made for no more than two company representatives per event. If any of the representatives are not employees of the participant, a signed letter from the CEO of the participant company is required. The letter should state the name/s of the representative/s and the fact that they were representing the product on behalf of the participating company. **The representative must be traveling internationally (from U.S. to a foreign country) in order to be eligible for reimbursement.**
- ❑ **Travel Notification must be completed before traveling** - Company must provide the FAS office in the country to be visited with written notice of travel plans prior to the show. A Travel Notification Form is available at <http://www.wusata.org/services/05BrandedForms.html>. Complete and fax this form at least two weeks prior to the trade show. Contact information for overseas FAS offices is available at [http://www.fas.usda.gov/scriptsw/fasfield/ovs\\_directory\\_search.asp](http://www.fas.usda.gov/scriptsw/fasfield/ovs_directory_search.asp).
- ❑ **Travelers must fly a U.S. Flag carrier** - To be reimbursed for international airfare, a U.S. carrier must be used to and from the destination in accordance with the Fly America Act. When a U.S. flag carrier cannot reach the final destination, at least the major portion of the itinerary must be on a U.S. carrier. Several U.S. airlines have formed partnerships with foreign carriers. Travel on one of these foreign carriers is eligible as long as the ticket is purchased from a US flag carrier. A Passenger Receipt will confirm the name of US flag carrier.
- ❑ **Only coach/economy class tickets eligible** - Travelers will be reimbursed for no more than 50% of the cost of a full fare economy (coach) class ticket. If the traveler

would like to fly business or first class, they will need to submit a written travel agent's quotation of what the economy ticket would have cost. **The quote must be for the same U.S. carrier as the actual ticket, for coach/economy class seating, and signed by the travel agent.**

- **Only direct flights eligible** - Travelers will only be reimbursed for trips directly to and from the trade show destination. If the traveler decides to fly to other cities before or after the show, they must submit a written travel agents quote of what the direct route to and from the show would have cost. **The quote must be for the same U.S. carrier as the actual ticket, for coach/economy class seating, and signed by a travel agent.**

***IF ANY OF THE BOXES ABOVE CANNOT BE CHECKED-OFF, CONTACT  
WUSATA IMMEDIATELY PRIOR TO TRAVELING!!!***

## **Post-Travel Reimbursement Checklist for International Travel to Trade Shows**

International travel for two company representatives to an international trade show is eligible under the Branded Program. Travelers are subject to U.S. Federal Travel Regulations when claiming reimbursement for international travel. Since there is no flexibility in these regulations, please read through the list of required documentation carefully below.

### **REQUIRED DOCUMENTATION**

***Travel Forms*** - All forms are available at  
<http://www.wusata.org/services/05BrandedForms.html>

- Completed Travel Expense Summary Form** – All travel expenses should be itemized and attached to the back of this form including the photo of the booth, Travel Notification, and Trip Report w/contacts. Total the airfare, hotel, and meal allowance on this form and list the total amount as a line item on the Expense Summary Sheet, page 2 of the Request for Reimbursement – Form 202.
- A copy of the **Travel Notification Form** that was completed and faxed prior to travel to the show.
- Completed and signed **Trip Report Form** with copies of contacts attached.

### ***Proof of Activity***

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- A **Photo of the trade show booth** showing that approved brands and products were on exhibit.
  - Make sure to take several photos to protect against photo processing problems.
  - The photo of the booth is still required when participating with your state, FAS/USDA or WUSATA.
- Listing in Exhibitor's Guide.**

### **TRAVEL EXPENSES MAY NOT BE REIMBURSED WITHOUT A BOOTH PHOTO**

### ***Airfare Documentation***

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- A **clear copy of the airline Passenger Receipt** – The Passenger Receipt is the cardstock ticket receipt listing the travel information for all flights and the price of the airfare. Companies that purchase tickets over the Internet must request a Passenger Receipt to be sent to them or have one printed at the ticket counter prior to boarding the plane. **Airfare will not be reimbursed without a Passenger Receipt or E-ticket Receipt.**
- Copy of E-ticket** if airfare was purchased over the Internet.

- **Proof of payment for the airfare** must be one of the following:
  - Copy of the front and back of **cancelled** check written to the travel agent.
  - Copy of credit card statement listing the ticket number and amount as a line item.
  - A signed receipt from the airline or travel agent listing the ticket number and amount received.
- **Copy of flight itinerary** - This is included with the ticket and lists each leg of the flight, airports, flight numbers, dates, and times.

### Hotel Documentation

- **A clear copy of the Hotel Statement** - Must detail the occupant's name, room rate per night, and arrival/departure dates. If the room is reserved and prepaid through a travel agent, participants must submit a detailed invoice from the travel agent listing the nightly room rate and documentation from the hotel detailing the occupant's name and arrival/departure dates. The statement listing auxiliary room charges (phone calls, laundry, room service, etc.) is acceptable documentation to show the reservation was kept.
- **Proof of payment for the hotel room** must be one of the following:
  - Copy of the front and back of canceled check written to the travel agent.
  - Copy of credit card statement listing payment for room charges as a line item.
  - A signed receipt from the hotel or travel agent.

### Per Diem Allowance - Lodging and Meals & Incidental Expenses

Per diem rates are published for both "lodging" costs and "meals and incidental expenses" (M&IE). Federal per diem rates are updated monthly, and are available at [www.state.gov/m/a/als/prdm](http://www.state.gov/m/a/als/prdm).

- **Lodging (Hotel):** Travelers are reimbursed based on their actual lodging costs up to the maximum "lodging" allowance. Dates must correspond with trade show exhibit dates. Two nights before the show are allowed for set-up, and one additional night after the show is allowed for breakdown. All other additional days are at the company's own expense.
- **Meals & Incidental Expenses (M&IE):** Travelers are eligible for M&IE allowance based on proof of hotel stay in the city of the trade show. **Itemized receipts are not required for M&IE allowance.** Travelers receive 75% of the federal rate on the first and last day of eligible travel days (two days before and up to one day after the show) and 100% on remaining days. Please note that if you are traveling to Asia from the west coast of the U.S. and you cross the International Date Line, you do not receive any reimbursement for the first eligible day of travel, but do receive 75% of the federal rate for the last day of eligible travel.

## Approved Domestic Trade Shows

Costs associated with exhibiting at approved domestic trade shows are eligible under the Branded Program. See page 14 of the Branded Program Manual for a list. The expenses must meet the following requirements:

- The company must be a **first time exhibitor** or **has not exhibited at the show in the last three years**.
- A **USA Marketing Plan** must be completed and listed as an approved market on the company's Program Agreement or on a signed Amendment.
- The **BRANDS** and **PRODUCTS** exhibited must be listed in the company's Program Agreement or on a signed Amendment. *Booths that include brands and products not listed with WUSATA will be prorated accordingly.*

**The following expenses associated with exhibiting at approved domestic trade shows are reimbursable:**

1. **Exhibition fees**
2. **Booth Space Rental**
3. **Temporary Booth Construction**
4. **Freight for Samples and Booth Materials to and from the show location**
5. **Rental of Equipment** – hotplates, freezers, electrical/water supply, furniture, shelving, carpet, etc. and the labor charges to install them. *(Purchase of equipment is not eligible.)*
6. **Demonstrator/Chef/Hostess Wages** – Hourly wages of the independent contractor providing booth assistance is eligible. *(Your company or foreign distributor employee wages are not eligible.)*
7. **Demonstration supplies** – The purchase of disposable cups, spoons, napkins, etc.
8. **Posters or Signage \*** – Production costs for items made of temporary materials.
9. **Directory Listing or Advertisement \***
10. **Promotional Giveaways \*** – Pens, T-shirts, mugs, etc. *(Giveaways cannot be reimbursed more than \$1.00 per item)*
11. **Printed Sales Materials \***

**\* Items must PROMOTE the brand and products as from the USA.** Each separate item or unbound page must include an eligible U.S. origin statement such as "Product of USA" or "Made in (State)" (see page 4 of the Branded Program Manual).

**The following expenses associated with Approved Domestic Trade Shows are NOT reimbursable:**

1. Travel *(airfare and per diem)*.
2. Demonstrator travel costs, meals, wages over 8 hours per day.
3. Cost of product samples.
4. Custom booth displays constructed of permanent materials (wood, Plexiglas, metal, etc.) created for use at multiple show locations.

## REQUIRED DOCUMENTATION

### **Exhibition fees, Booth Space Rental, Booth Design/Construction, Rental of Equipment Freight for Samples/Booth Materials**

**INVOICE** – *A copy of an itemized invoice from the show organizer or service provider including the following:*

- Date
- Name and dates of the trade show
- Details on the charges
- Freight* – the ship to and from locations
- Freight* – description of the items shipped

**PROOF OF PAYMENT** *must be 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
- A signed receipt from the vendor for **cash payments only**

**PROOF OF ACTIVITY** *must be on one of the following:*

- A photo of the booth with the products on display
- Copy of the cover and inside page of the trade show directory listing the company as an exhibitor.

### **Demonstrator/Chef/Hostess Wages, Demonstration Supplies**

**INVOICE** – *A copy of an itemized invoice from the service provider or contractor including the following:*

- Date
- Name and dates of the trade show
- Date that the individual/s worked (*Only the dates of the trade show exhibit are eligible*)
- Wages need to be expressed as: Rate per hour x # of Hours worked x# of Days worked
- Itemized invoices/receipts for supplies.

**PROOF OF PAYMENT** *must be 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
- A signed receipt from the contractor for **cash payments only**

**PROOF OF ACTIVITY** *must be on one of the following:*

- A photo of the booth with the products on display.
- Copy of the cover and inside page of the trade show directory listing the company as an exhibitor.

**Posters/Signage, Directory Listing/Advertisement, Giveaways, Printed Sales Materials**

**INVOICE** – *A copy of an itemized invoice(s) from the vendor for design and production charges including the following:*

- ❑ Date
- ❑ Name of the Project (Example: Blossom Apple Posters)
- ❑ Quantity of items produced (Prorate the amount used for the show – Example: 10% used for “XYZ” show.)
- ❑ Details of Charges

**PROOF OF PAYMENT** *must be 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
- A signed receipt from the contractor for **cash payments only**

**PROOF OF ACTIVITY** *must be on one of the following:*

1. **Posters/ Signage:** A photo or example of the actual item (a graphic proof layout is not acceptable)
2. **Directory Listing/Advertisement:** A copy of the directory listing or advertisement and a copy of the directory cover
3. **Promotional Giveaways:** An example of the giveaway (*Giveaways cannot be reimbursed more than \$1.00 per item. Product samples cannot be claimed as a giveaway.*)
4. **Printed Sales Materials:** An example of the sales materials



## Freight Charges

The cost of shipping samples and promotional materials to international customers or to trade shows is eligible under the Branded Program. The expenses must meet the following requirements:

- The destination **COUNTRY** the products/promotional materials are shipped to must be listed in the company's Program Agreement or on a signed Amendment.
- The **BRANDS** and **PRODUCTS** shipped must be listed in the company's Program Agreement or on a signed Amendment. Promotional materials must promote brands listed with WUSATA.
- The company must use a **Courier, Shipping Company, or Freight Forwarder** (transportation on company owned trucks or in a rented vehicle is not eligible). Samples must be sent separate from normal product shipments to be eligible.
- **Freight for International Trade Shows or Approved Domestic Shows** - Shipping of the booth, product samples, supplies, and promotional materials to and from the trade show location is eligible.

## REQUIRED DOCUMENTATION

**INVOICE** – *A copy of an itemized invoice from the vendor that states the following:*

- Name of Sender
- Date of shipment
- Shipped From: (location)
- Shipped To: (destination)
- Description of items shipped

**PROOF OF PAYMENT** – *Payment to the vendor must be 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
- A signed receipt from the shipping company for **cash payments only**
- A copy of the debit note, a 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** *must be one of the following:*

**Shipments to International Customers:**

- Proof of activity is not required for sample shipments.
- An example of promotional materials or a photo of large displays for POS shipments.

**Shipments to International Trade Shows or Approved Domestic Shows:**

- A photo of the booth with the products on display.
- Copy of the cover and inside page of the trade show directory listing the company as an exhibitor.

## In-Store Demonstrations

The cost to conduct in-store demonstrations is eligible for reimbursement. The expenses must meet the following requirements:

- The **COUNTRY** the demonstrations are conducted in must be listed in the company's Program Agreement or on a signed Amendment.
- The **BRANDS** and **PRODUCTS** being promoted must be listed in the company's Program Agreement or on a signed Amendment.
- **The following expenses associated with In-Store Demonstrations are reimbursable:**
  1. **Demonstrator Wages** - Hourly wages of the independent demonstrator conducting the tasting is eligible. (*Your company or foreign distributor cannot employ the demonstrator.*)
  2. **Demo Supplies** – The purchase of disposable cups, spoons, napkins, etc. as well as food purchased to enhance your product. (Example: meat purchased to demo your brand of barbecue sauce.)
  3. **Equipment Rental** – The rental of hotplates, toasters, etc.
  4. **Freight** – The cost to transport product, materials, and equipment to the demonstration location.
  5. **Promotional leaflets, uniforms, and demonstrations booths \*** - Items must promote the brand and include an eligible U.S. identification statement such as "Product of USA" or "Made in (State)" (see page 4 of the Branded Program Manual.)
- **The following expenses associated with In-Store Demonstrations are NOT reimbursable:**
  1. The cost of demonstrator transportation, meals, wages over 8 hours per day, and sales commission
  2. The cost of your product used in the demonstrations.
  3. The purchase of non-disposable supplies such as metal bowls, equipment, reusable utensils, etc.

\*See In-Store Displays and Promotional Materials Tutorial.

## REQUIRED DOCUMENTATION

**INVOICE** – *A copy of an itemized invoice from the vendor that includes the following information:*

- Product(s) being demonstrated
- Dates of each demonstration
- Location(s) of each demonstration
- Demonstration wages need to be expressed as: Rate per hour x # of Hours worked x # of Days worked
- Itemization of any other charges that make up the total invoice amount, such as demo supplies, shipping of samples, equipment rental etc.

**PROOF OF PAYMENT** – *Payment to retailer must be 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
- A signed receipt from the vendor for **cash payments only**
- A copy of the debit note, a copy of the check the 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** - *Must include at least one of the following:*

1. Photos of the demonstrations (one photo per 25 demos for each store location).
2. Copies of the demo reports listing the date, hours, demonstrator name, products demonstrated, and consumer comments.

## In-Store Displays and Promotional Materials

The costs to rent in-store product display space and to design, produce, and print in-store promotional materials are MAP eligible. The expenses must meet the following requirements:

- The **COUNTRY** the in-store displays take place and promotional materials are utilized must be listed in the company's Program Agreement or on a signed Amendment. *Promotional materials partially utilized in countries not listed with WUSATA will be prorated accordingly.*
- The **BRANDS** and **PRODUCTS** being promoted must be listed in the company's Program Agreement or on a signed Amendment. *Promotional materials that include brands and products not listed with WUSATA will be prorated accordingly.*
- **The promotional materials must promote the products as from the USA.** Each item must include an eligible U.S. origin statement such as "Product of USA" or "Made in (State)" (see page 4 of the Branded Program Manual.)
- Promotional Materials must be constructed out of **TEMPORARY MATERIALS** such as paper, cardboard, fiberboard, etc. "Temporary" under the program is defined as lasting not more than a year. (Metal racks, wood shelving units, or Plexiglas displays are not eligible.)
- **The following In-Store Promotional Materials are eligible for reimbursement:**
  1. **Demonstration Booths** constructed of temporary materials
  2. **Posters / Banners**
  3. **Sales Sheets / Brochures / Leaflets**
  4. **Shelf Talkers**
  5. **Shippers** – Shipping cartons that convert to a shelf display.
  6. **Freestanding displays** constructed of temporary materials – cardboard bins/shelving units.
  7. **Demonstrator Uniforms** – Aprons, T-Shirts, caps, etc.
  8. **Giveaways** – Pens, key chains, mugs, etc. *(Giveaways cannot be reimbursed more than \$1.00 per item and must be free, without the purchase of product.)*

**Items must promote the brand and include a U.S. origin statement**
- **Rental of floor space in stores for promotion of product is eligible for reimbursement.** This includes end-of-aisle / gondola displays and space rental for promotional materials (demonstration booths, freestanding cardboard displays, signage, etc..) *Slotting and listing fees are not eligible for reimbursement.*

### REQUIRED DOCUMENTATION

#### Design/Formatting/Photography Expenses

**INVOICE** – A copy of an itemized invoice from the vendor that states the following:

- ❑ Date
- ❑ Name of the project (example: Nutrition Bar Shelf Talker)

- ❑ Details of the charges

**PROOF OF PAYMENT** – *Payment to the vendor must be 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
- A signed receipt from the vendor for **cash payments only**

**PROOF OF ACTIVITY** – An example of the completed in-store promotional material. (Send photos of displays larger than a banker box.)

### **Production/Printing Expenses**

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**INVOICE** – *A copy of an itemized invoice from the vendor that states the following:*

- ❑ Date
- ❑ Details on the charges (printing, plates, set up, cutting dies)
- ❑ Quantity and description of the item(s) produced (example: 1000 Nutrition Bar Shelf Talkers).

**PROOF OF PAYMENT** – *Payment to the vendor must be 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
- A signed receipt from the vendor for **cash payments only**

**PROOF OF ACTIVITY** – An example of the completed in-store promotional material. (Send photos of displays larger than a banker box.)

### **In-Store Display Space Rental**

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**INVOICE** – *A copy of an itemized invoice from the retailer that states the following:*

- ❑ Product/s being promoted on display.
- ❑ The dates the floor space is rented.
- ❑ Store location/s of each display.

**PROOF OF PAYMENT** – *Payment to the vendor must be 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
- A signed receipt from the vendor for **cash payments only**

- A copy of the debit note, a copy of the check the 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** – A photo of the display at each store location.



## **Print Advertising**

Magazines, Newspapers, Grocery Circulars, Billboards, Web advertising, etc.

The costs to design, produce, and place advertisements for promotion of products are eligible under the Branded Program. Listed below are the requirements to successfully claim the expenses.

- Advertising must be circulated in a **COUNTRY** listed in the company's Program Agreement or on a signed Amendment.
- The **BRANDS** and **PRODUCTS** being promoted in advertisements must be listed in the company's Program Agreement or on a signed Amendment. *Advertisements that include brands and products not listed with WUSATA will be prorated accordingly.*
- **The advertisements must promote the products as from the USA.** Advertisements must include an eligible U.S. origin statement such as "Product of USA" or "Made in Washington" (see page 4 of the Branded Program Manual).
- **Expenditures associated with coupon redemption, price discounts, or the design, distribution and printing of coupons are NOT eligible for reimbursement.**

### **REQUIRED DOCUMENTATION**

#### **Design/Formatting/Photography Expenses**

**INVOICE** – *A copy of an itemized invoice from the vendor that states the following:*

- ❑ Date
- ❑ Name of the project (example: Farmer's Fruit Jam ad)
- ❑ Details of the charges

**PROOF OF PAYMENT** – *Payment to the vendor must be 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
- A signed receipt from the vendor for **cash payments only**
- A copy of the debit note, a 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** - A copy or photo of the actual advertisement distributed or on display in a country listed with WUSATA. **A “proof” or draft of the artwork for the advertisement is not an eligible form of proof of activity.**

### **Advertisement Placement Expenses**

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**INVOICE** - A copy of the itemized invoice from the media agency or publication that states the following:

- Location of ad placement
  - Publication name for magazines and newspapers
  - Geographical location (city and street) for billboards
- Date of ad placement
  - Example “July 2006 issue” for magazines
  - Example “Monday, July 23, 2006” for newspapers
  - Example “Month of April 2006” for billboards
- Itemized detail of charges

**PROOF OF PAYMENT** – *Payment to the vendor must be 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
- A signed receipt from the vendor for **cash payments only**
- A copy of the debit note, a 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 for the advertising placement needs to be one of the following:**

- **Newspaper, Magazine, Grocery Circulars**
  1. A copy of the actual advertisement and a copy cover page showing the date and name of the publication.
  2. A copy of the circulation information for newspapers or magazines that target more than one country. The circulation information must show that at least one issue of the newspaper or magazine is circulated in a country listed with WUSATA.
- **Billboards, Ad Displays on buildings/vehicles/signage etc.** – A photo of the advertisement.
- **Web Advertising** – A printout of the advertisement off the web page of the organization hosting the ad.

## Television (TV) & Radio Advertising

The cost to produce and broadcast advertisements is eligible under the Branded Program. Expenses must meet the follow requirements.

- Advertisements must broadcast in a **COUNTRY** listed in the company's Program Agreement or on a signed Amendment.
- **BRANDS** and **PRODUCTS** being promoted in advertisements must be listed in the company's Program Agreement or on a signed Amendment. *Advertisements that include brands and products not listed with WUSATA will be prorated accordingly.*
  - **Advertisements must promote the products as from the USA.** Advertisements must state an eligible U.S. origin statement such as "Product of USA" or "Made in (State)" (see page 4 of the Branded Program Manual.)

### REQUIRED DOCUMENTATION

#### Production Expenses

**\*\*Production costs must be claimed in conjunction with the purchase of radio and television broadcast time\*\***

**INVOICE** – *A copy of an itemized invoice from the vendor that states the following:*

- Date
- Name of the project (e.g., 30-second Crunchy breakfast cereal ad)
- Details of the charges

**PROOF OF PAYMENT** – *Payment to the vendor must be 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
- A signed receipt from the vendor for **cash payments only**
- A copy of the debit note, a copy of the check the 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** – A cassette tape/CD of the radio advertisement, or VHS tape/CD of the television advertisement. (Production services cannot be claimed without proof that the ads were broadcast in a country listed with WUSATA. The claim must include expenses for purchase of broadcast time.)

#### Broadcast Time Expenses

**INVOICE** – *A copy of an itemized invoice from the media agency or radio station that states the following:*

- Location of ad placement
  - TV/Radio station name
  - Geographical location (city) of TV/radio station

- ❑ Run down of ad spots
  - Name of ad (i.e. 30 second beer ad)
  - Date the spots ran
- ❑ Itemized detail of charges

**PROOF OF PAYMENT** – *Payment to the media agency or TV/radio station must be 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
- A signed receipt from the vendor for **cash payments only**
- A copy of the debit note, a copy of the check the 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** - A cassette tape/CD of the radio advertisement, or VHS tape/CD of the television advertisement.

## Direct Mail Promotions

The costs to design, produce, print, and mail sales materials are eligible for reimbursement. The expenses must meet the following requirements:

- The **COUNTRY** the sales materials are being distributed in must be listed in the company's Program Agreement or on a signed amendment. *Mailing projects that include distribution in countries not listed with WUSATA will be prorated accordingly.*
- The **BRANDS** and **PRODUCTS** promoted in the sales materials must be listed in the company's Program Agreement or on a signed amendment. *Mailing projects that include brands and products not listed with WUSATA will be prorated accordingly.*
- **The sales materials must PROMOTE the products as from the USA.** Each separate item or unbound page must include an eligible U.S. origin statement such as "Grown in USA", "Product of USA" or "Made in (State)" (see page 4 of the Branded Program Manual).
- **The mailing must be sent to foreign buyers only.**

## REQUIRED DOCUMENTATION

### Design/Formatting/Photography Expenses

**INVOICE** – *A copy of an itemized invoice from the vendor that states the following:*

- Date
- Name of the project (example: Beverage Brochure)
- Details of the charges

**PROOF OF PAYMENT** – *Payment to the vendor must be 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
- A signed receipt from the vendor for **cash payments only**

**PROOF OF ACTIVITY** – An example of the completed sales material.

## **Production/Printing Expenses**

**INVOICE** – A copy of an itemized invoice from the vendor that states the following:

- ❑ Date
- ❑ Details on the charges
- ❑ Quantity and description of the item(s) produced (example: 5000 Beverage Brochures).

**PROOF OF PAYMENT** – Payment to the vendor must be 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
- A signed receipt from the vendor for **cash payments only**

**PROOF OF ACTIVITY** – An example of the completed sales material.

## **Mailing Expenses**

**INVOICE** – A copy of an invoice from the post office or other mail service carrier that states the following:

- ❑ Mailing date
- ❑ Quantity of items posted or picked up
- ❑ Itemized details of charges

**PROOF OF PAYMENT** – Payment to the postal carrier must be 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
- A signed receipt from the vendor for **cash payments only**

**PROOF OF ACTIVITY** - Must include all the following:

- A copy of the distribution list showing addresses of foreign buyers.
- An example of the completed sales material(s).

## Required Packaging/Label Changes

**Eligibility Requirements** - Reimbursement can be made for design modifications and production of packaging, labels, or stickers ONLY IF:

1. Existing domestic packaging/labels do not comply with foreign label regulations and changes are necessary to meet the country's importing requirements.
2. Changes in foreign label regulations make existing packaging/labels noncompliant with the importing requirements of the foreign country. Therefore updated packaging/labels must be created to meet the new requirements.

**Foreign Country Label Regulations:** Participants are required to submit copies of foreign government documentation that label changes were "necessary to meet the importing requirements" of that country. Packaging/Labels regulations are available at [www.fas.usda.gov/scripts/attacherep/](http://www.fas.usda.gov/scripts/attacherep/). WUSATA and the appropriate Foreign Agricultural Service (FAS) overseas office may also be able to help obtain labeling reports.

**Eligible Expenses:** The following expenses are eligible for reimbursement:

1. Translation Services
2. Graphic Design (to change layout if necessary to accommodate changes)
3. Plates, Set-up, Printing of a one year supply of seamless labels/packaging **or** stickers\*
4. Labor to attach stickers

\* *Companies can claim the cost of seamless labels/packaging **OR** stickers. They cannot claim costs for both.*

**Ineligible Expenses:**

1. The production of labels/packaging for new brands, sizes, and flavors of products. Packaging/label revisions are only eligible for existing products.
2. The cost to reprint labels/packaging already in use. Reimbursement of printing expenses is limited to a one year supply and must be claimed in conjunction with the revision charges (formatting, plates, etc.)
3. Aesthetic or marketing changes to the design of a package/label. Only importing country's required changes are eligible.

**Specifications:**

- The **COUNTRY** requiring the packaging/label modifications must be listed in the company's Program Agreement or on a signed amendment. *ALL countries requiring changes must be listed with WUSATA for Packaging/Labels created with multiple languages.*
- The **BRANDS** and **PRODUCTS** requiring new packaging/labels must be listed in the company's Program Agreement or on a signed amendment.
- **The packaging/labels must PROMOTE the products as from the USA.** The **old** and **new** package/label must include an eligible U.S. origin statement such as "Product of USA" or "Made in (State)" (see page 4 of the Branded Program Manual).

## REQUIRED DOCUMENTATION

### Design/Formatting/Translation Expenses

**INVOICE** – *A copy of an itemized invoice from the vendor that states the following:*

- ❑ Date
- ❑ Name of the project (example: 53 gram Peach/Granola Bar label)
- ❑ Details of the charges

**PROOF OF PAYMENT** *to the vendor must be 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
- A signed receipt from the vendor for **cash payments only**.

**PROOF OF ACTIVITY** *must include all of the following:*

1. An example of the “before” package/label.
2. An example of the completed “after” package/label or sticker with the required changes identified.
3. A copy of the foreign label regulations requiring the changes. Highlight the sections of the document that identify the required changes.

### Printing/Plate/Set-up Expenses

**INVOICE** – *A copy of an itemized invoice from the vendor that states the following:*

- ❑ Date
- ❑ Description of packaging/labeling or sticker that is printed (example: 53 gram Peach/Granola Bar label)
- ❑ Printing charges **must** list the quantity produced
- ❑ Detail of charges that make up the total invoice amount (set-up, plates, etc.)

**PROOF OF PAYMENT** *to the vendor must be 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
- A signed receipt from the vendor for **cash payments only**.

**PROOF OF ACTIVITY** *must include all of the following:*

1. Printing charges cannot be claimed without proof revisions were made in conjunction with the printing of the packaging/labels or sticker. The claim must include copies of the translation, formatting, or plate charge invoices showing the date changes were made.
2. An example of the “old” package/label.
3. An example of the completed “new” package/label or sticker with the required changes identified.

4. A copy of the foreign label regulations requiring the changes. Highlight the sections of the document that identify the required changes.

### **Labor Charges for Stickers**

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**INVOICE** – *A copy of an itemized invoice from the vendor that states the following:*

- Date
- Description of the product and quantity being stickered (example: 53 gram Peach/Granola Bar sticker.)
- Labor wages for stickered need to be expressed as: Rate per hour x # of Hours worked x # of Days worked,
- OR, the set rate for each item stickered x amount of product stickered

**PROOF OF PAYMENT** *to the vendor must be 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
- A signed receipt from the vendor for **cash payments only**.

**PROOF OF ACTIVITY** *must include all of the following:*

1. Labor charges for stickered cannot be claimed without proof revisions were made in conjunction with the printing of the stickers. The claim must include copies of the translation, formatting, or plate charge invoices showing the date changes were made.
2. An example of the “old” package/label.
3. An example of the completed “new” sticker with the required changes clearly identified.
4. A copy of the foreign label regulations requiring the changes. Highlight the sections of the document that identify the required changes.



## **International Trade Seminars /Press Events**

The costs to conduct international seminars that provide information and demonstration of branded products are eligible under the Branded Program. The expenses must meet the following requirements:

- The **COUNTRY** the seminar is held must be listed in the company's Program Agreement or on a signed Amendment.
- The **BRANDS** and **PRODUCTS** promoted must be listed in the company's Program Agreement or on a signed Amendment. *Seminars that include brands and products not listed with WUSATA will be prorated accordingly.*

**The following expenses associated with international trade seminars are reimbursable:**

1. **Seminar Room Rental**
2. **Freight for Samples and Promotional Materials to and from the seminar location**
3. **Rental of Equipment** – hotplates, freezers
4. **Translator/Demonstrator/Chef/Speaker Wages** – Hourly wages of the independent contractor providing booth assistance is eligible. *(Your company or foreign distributor employee wages are not eligible.)*
5. **Demonstration supplies** – The purchase of disposable cups, spoons, napkins, etc. as well as food purchased to enhance your product. (Example: meat purchased to demo your brand of barbecue sauce.)
6. **Posters or Signage** \* – Production costs for items made of temporary materials.
7. **Printed Sales Materials** \* - Invitations, promotional materials, presentation notes, etc.

\* **Items must PROMOTE the brand and products as from the USA.** Each separate item or unbound page must include an eligible U.S. origin statement such as "Product of USA" or "Made in (State)" (see page 4 of the Branded Program Manual).

**The following expenses associated with International Trade Seminars are NOT reimbursable:**

1. Translator/demonstrator/chef/speaker travel costs, meals, or wages over 8 hours per day.
2. Product samples being promoted.
3. **Travel (airfare and per diem) is NOT eligible for international trade seminars.**
4. Refreshments, catering, etc.

### **REQUIRED DOCUMENTATION**

#### **Seminar Room Rental, Rental of Equipment, Freight for Samples/Promotional Materials**

**INVOICE** – *A copy of an itemized invoice from the hotel or service provider including the following:*

- Date

- ❑ Title and date of the seminar
- ❑ Details on the charges
- ❑ *Freight* – the ship to and from locations
- ❑ *Freight* – description of the items shipped

**PROOF OF PAYMENT** *must be 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
- A signed receipt from the vendor for **cash payments only**
- A copy of the debit note, a 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** *must include all of the following:*

1. Photos of the seminar
2. Copies of the presentation materials

### **Translator/Demonstrator/Chef/Speaker Wages, Demonstration Supplies**

**INVOICE** – *A copy of an itemized invoice from the service provider or contractor including the following:*

- ❑ Date
- ❑ Name and dates of the trade show
- ❑ Date/s that the individual/s worked (*Only the dates of the trade show exhibit are eligible*)
- ❑ Wages need to be expressed as: Rate per hour x # of Hours worked x # of Days worked
- ❑ Itemized invoices/receipts for supplies.

**PROOF OF PAYMENT** *must be 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
- A signed receipt from the contractor for **cash payments only**
- A copy of the debit note, a 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** *must include all of the following:*

1. Photos of the seminar
2. Copies of the presentation materials

## **Posters/Signage, Printed Sales Materials**

**INVOICE** – A copy of an itemized invoice(s) from the vendor for design and production charges including the following:

- ❑ Date
- ❑ Name of the Project (Example: Twinlake blueberries technical seminar invitations)
- ❑ Quantity of items produced (Prorate the amount used for the seminar - Example: 100 used for seminar.)
- ❑ Details of Charges

**PROOF OF PAYMENT** *must be 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
- A signed receipt from the contractor for **cash payments only**
- A copy of the debit note, a 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** *must be on one of the following:*

- **Posters/ Signage:** A photo or example of the actual item (a graphic proof layout is not acceptable)
- **Printed Sales Materials:** An example of the promotional material.

