

IN-STORE DEMONSTRATIONS

The cost to conduct in-store demonstrations is eligible for reimbursement. Listed below are important requirements and reminders.

- ✓ The country where the demonstrations are conducted must be listed in the company’s Program Agreement or approved Amendment.
- ✓ Brands and Products being demonstrated must be listed in the company’s Program Agreement or approved Amendment.
- ✓ Products demonstrated must promote the brand **and** include a **US origin statement** such as “Product of USA” or “Made in (state)”.
- ✓ See chart below for specific eligible and ineligible expenses. ▼

In-Store Demonstrations

Eligible Expenses	Ineligible Expenses \emptyset
Demonstration supplies – disposable cups, spoons, napkins, etc. – food purchased to enhance your product	\emptyset Cost of your product used in the demonstration
Demonstrator wages – hourly wages of independent demonstrator	\emptyset Demonstrator wages for an employee of your company or your foreign distributor’s company \emptyset Cost of demonstrator transportation, meals, wages over 8 hours per day, and sales commission
Equipment Rental – rental of hotplates, toasters, etc.	\emptyset Purchase of non-disposable supplies such as metal bowls, equipment, reusable utensils, etc.
Freight – the cost to transport product samples, materials, and equipment to the demonstration location	\emptyset Freight for a product order
Promotional leaflets, uniforms, and demonstration booths – see tutorial for In-Store Displays	

REQUIRED DOCUMENTATION

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

Invoice – requirements:

- Product(s) being demonstrated
- Date of each demonstration
- Location of each demonstration
- Demonstration wages as expressed as a rate per hour
- Itemization of other charges included in the invoice total

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 – one of the following:

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