

IN-STORE DISPLAYS & PROMOTIONAL MATERIALS

The costs to rent in-store product display space, and to design, produce, and print in-store promotional materials are eligible for reimbursement under the Branded Program. Listed below are important requirements and reminders.

- ✓ The country where the in-store displays and promotional materials are utilized must be listed in the company's Program Agreement or approved Amendment. (Promotional materials partially utilized in countries not listed with WUSATA will be prorated accordingly.)
- ✓ Brands and Products promoted must be listed in the company's Program Agreement or approved Amendment. (Promotional materials that include brands and products not listed with WUSATA will be prorated accordingly.)
- ✓ Promotional materials **must** promote the brand and **must** include a statement of US origin such as "Product of USA" or "Made in (state)".
- ✓ Promotional materials must be constructed of **TEMPORARY MATERIALS** such as paper, cardboard, fiberboard, etc. The Branded Program defines "Temporary" as having a useful life of less than one year.
- ✓ Eligible Expenses:
 - **Demonstration Booths** constructed of temporary materials.
 - **Demonstration Uniforms** – aprons, T-shirts, caps, etc
 - **Freestanding displays** constructed of temporary materials – cardboard bins/ shelving units
 - **Giveaways** – pens, key chains, mugs, etc. (Giveaways cannot be reimbursed for more than \$1.00 per item and must be free, without purchase of product.) Giveaway items must promote the brand.
 - **Posters / Banners**
 - **Rental of floor space** for promotion of product – 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.
 - **Sales Sheets / Brochures / Leaflets**
 - **Shelf Talkers**
 - **Shippers** – Shipping cartons that convert to a shelf display

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 displays and promotional materials must include Brand name and statement of USA origin.
- See chart below for *specific requirements*. ▼

Specific Requirements

In-Store Displays & Promotional Materials	Invoice	Proof of Activity
Design, Formatting, Photography Expenses	<ul style="list-style-type: none"> ▪ General requirements ▪ Name of the project ▪ Details of charges 	<p>An example of <u>completed</u> in-store promotional material. (Send photos of displays larger than a banker box.)</p> <p>▶▶ Note – Design, formatting, and photography expenses are reimbursed when the design has been printed.</p>
In-Store Display Space Rental	<ul style="list-style-type: none"> ▪ General requirements ▪ List products on display ▪ Dates the floor space is rented ▪ Store location of <u>each</u> display 	Photo of the display at each store location.
Production, Printing Expense	<ul style="list-style-type: none"> ▪ General requirements ▪ Quantity of items produced ▪ Description of items produced 	An example of <u>completed</u> in-store promotional material. (Send photos of displays larger than a banker box.)