

INTERNATIONAL TRADE SEMINARS/PRESS EVENTS

Costs to conduct Press Events and International Trade Seminars that provide information and demonstration of Branded products are eligible for reimbursement under the Branded Program. Listed below are important requirements and reminders.

- ✓ The country where the seminar is held must be listed in the company's Program Agreement or approved Amendment.
- ✓ Brands and Products promoted must be listed in the company's Program agreement or approved amendment. (Seminars 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).
- ✓ See chart below for specific eligible and ineligible expenses. ▼

Eligible Expenses	Ineligible Expenses Ø
<ul style="list-style-type: none"> ▶▶ Demonstrator/Hostess/Chef Wages <ul style="list-style-type: none"> – hourly wages of independent contractor – dates of seminar only 	<ul style="list-style-type: none"> Ø Your company or foreign distributor employee wages Ø Demonstrator travel costs, meals, and wages over 8 hours per day
<ul style="list-style-type: none"> ▶▶ Demonstration Supplies <ul style="list-style-type: none"> – disposable cups, spoons, napkins, etc – food purchased to enhance your product 	<ul style="list-style-type: none"> Ø Cost of product samples
<ul style="list-style-type: none"> ▶▶ Freight <ul style="list-style-type: none"> – samples to and from seminar 	
<ul style="list-style-type: none"> ▶▶ Posters and Signage <ul style="list-style-type: none"> – costs for items made of temporary materials – include Brand name and USA origin statement 	
<ul style="list-style-type: none"> ▶▶ Printed Sales Material <ul style="list-style-type: none"> – include Brand name and USA origin statement 	
<ul style="list-style-type: none"> ▶▶ Rental of Equipment <ul style="list-style-type: none"> – freezer, hot plates, etc 	<ul style="list-style-type: none"> Ø Purchase of equipment
<ul style="list-style-type: none"> ▶▶ Seminar Room Rental 	<ul style="list-style-type: none"> Ø Refreshments, catering, etc
	<ul style="list-style-type: none"> Ø Travel (airfare and per diem)

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

International Seminar	Invoice	Proof of Activity
Demonstrator supplies Rental of equipment Seminar room rental	<ul style="list-style-type: none"> ▪ General requirements 	<p><u>All</u> of the following:</p> <ul style="list-style-type: none"> ▪ Photos of seminar ▪ Copies of presentation materials
Demonstrator/chef Wages	<ul style="list-style-type: none"> ▪ General requirements ▪ Dates individual(s) worked ▪ Wages expressed as rate per hour 	
Freight – samples/promotional materials	<ul style="list-style-type: none"> ▪ General requirements ▪ Ship to and from locations ▪ Description of items shipped 	
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