

IN-STORE DEMONSTRATIONS & PROMOTIONAL EVENTS



ELIGIBLE EXPENSES	INELIGIBLE EXPENSES
<ul style="list-style-type: none"> • Temporary Labor wages for: <ul style="list-style-type: none"> ◦ Demonstrators, Chefs, Interpreters, Translators, Host/hostess ◦ Temporary labor fees must be expressed as a “rate per hour.” Hourly reimbursement(s) may not exceed the maximum rate of the designated Federal pay scale, GS-15 Step 10. • Demonstration supplies: <ul style="list-style-type: none"> ◦ Disposable cups, spoons, napkins, etc. ◦ Food purchased to enhance your product • Equipment rentals – rental of hotplates, toasters, etc. • Rented demonstration stand/space • Freight costs to transport product samples, materials, and equipment to the demonstration location • Management/supervision fees • Promotional materials, that promote the brand name and valid U.S. origin statement • Uniforms that promote the brand name and valid U.S. origin statement: <ul style="list-style-type: none"> ◦ Aprons, T-shirts, caps, etc. • Promotional Events i.e: Wine Tastings • Customer loyalty programs (fees to participate) <ul style="list-style-type: none"> ◦ *May be eligible for reimbursement on a case-by-case basis. These should be requested in advance to the FundMatch Manager 	<ul style="list-style-type: none"> • Activities or materials that do not promote the brand name and U.S. origin statement • Employee wages • Foreign distributor’s employee wages and travel expenses (Foreign Third Party) • Independent contractor’s travel costs and meals • Demonstrator wages for an employee of your company or your foreign distributor’s company • Transportation, meals, wages over 8 hours, overtime, bonuses and sales commissions • Training fees • Purchase of non-disposable supplies such as bowls, equipment, appliances, reusable utensils, etc. • Freight for a product order • Custom booth displays constructed of permanent materials having a useful life of more than one year (e.g. Plexiglas, steel, wood, metal, etc.) • Cost of your product used in demonstration and promotion • Promotional activity tied to product purchase of product or associated with a coupon or price reduction. • Sponsorship • Customer loyalty programs that offer coupons for your product specifically • Customer research/market analysis

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Claims Documentation

In-Store Demonstrations

- Invoice
- Proof of payment
- List of products demonstrated/promoted
- Dates, hours, and store location of demonstration/promotion
- One photo at each demonstration location per demonstration block
 - Must display your brand name and valid U.S. origin statement (pg. 5) in a manner easily observed/readable.
- A demonstration report for each demo performed and written verification from the store confirming the demo event
- Photos must include the hired demonstrator/temporary laborer

Promotional Events

- Invoice (translators, exhibition fee, rental fee for equipment)
- Proof of payment
- List of products exhibited
- List of customers
- Dates, hours, and location of event
- Photos showing customers, products, hired temporary labor, banners, samples, rental equipment and translators
 - Must display your brand name and valid U.S. origin statement (pg. 5) in a manner easily observed/readable.