

DOMESTIC TRADE SEMINARS

Educational trade seminars are organized and hosted by your company and designed to inform the international industry about your approved brand products. **Domestic trade seminars must include a minimum of 10 international trade representatives from foreign companies to be eligible for reimbursement**

ELIGIBLE EXPENSES	INELIGIBLE EXPENSES
<ul style="list-style-type: none"> • Seminar room or facility rentals • Rental of equipment: <ul style="list-style-type: none"> ◦ Freezer, hot plates, sound/presentation, etc. • Temporary labor wages: <ul style="list-style-type: none"> ◦ Demonstrators ◦ Chefs ◦ Interpreters, Translators ◦ Host/hostess ◦ Set up • Demonstration supplies: <ul style="list-style-type: none"> ◦ Disposable cups, spoons, napkins, etc. ◦ Food purchased to enhance your product • Freight costs: <ul style="list-style-type: none"> ◦ Shipping samples, materials, and equipment to and from an eligible promotional activity • Management/supervision fees • Printed sales materials: <ul style="list-style-type: none"> ◦ Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures, and other similar point of sale materials that promote FundMatch approved products ◦ Each item must promote the brand name to be eligible for reimbursement ◦ Sales material that targets a foreign audience • Temporary labor for printed sales material design <ul style="list-style-type: none"> ◦ For temporary labor, limited wages of independent contractors are eligible one day before the event and during event days only (8 hour max per day) 	<ul style="list-style-type: none"> • Activities or materials that do not promote the brand name • Travel (airfare, hotel and meals) • Refreshments, catering, meals, etc. • Purchase of equipment • Cost of product samples • Ineligible temporary labor wages: <ul style="list-style-type: none"> ◦ Employee wages ◦ Independent contractor's travel costs and meals ◦ Demonstrator wages for an employee of your company ◦ Transportation, meals, wages over 8 hours, and sales commission ◦ Training fees • Ineligible freight costs: <ul style="list-style-type: none"> ◦ Cost of rental vehicle to transport product • Ineligible printed sales materials: <ul style="list-style-type: none"> ◦ Sales material that does not promote the brand name ◦ Sales material does not target a foreign audience ◦ Business cards/seasonal greeting cards ◦ Sales materials for unapproved FundMatch products • Expenses will be prorated on approved versus promoted products • Any materials tied to the purchase of product or associated with a coupon or price reduction • Educational seminars, trainings or conferences that your company would like to participate in or attend are not eligible. • Media/Press release items and associated labor

CLAIM DOCUMENTATION

- Invoice
- Proof of Payment
- Name & date of trade seminar
- List of attendees
- Photos of seminar & original copies of presentation materials
- Photos of all demonstrators and temporary laborers