INSTRUCTIONS
Promotion Presentation (DeCA Form 40-16)

Effective August 02, 2012, DeCA's Promotion Presentation Form (DeCAF 40-16) must be used to present items for Primary and secondary display, Manager Special's, Power Buy's, Club Pack's, shipper/pallets, one time buys and Every Day Low Price (EDLP) and Modified Every Low Day Price promotion presentations. Case Lot Sale presentations will only be submitted on DeCAF 40-18, DeCA Case Lot Presentation Form. DeCAF 40-15 will now be used only for New Item Presentations & File Maintenance Requests.

Formatting has been protected to allow DeCA's document scanning program to read and retrieve data. Only the input cells are unlocked. You must complete all cells with blue fields before submitting your presentation. Some input cells – those highlighted in yellow – are for the government's use only; do not enter anything in them. Determine the number of items you will be presenting and the pages needed to list your items, hide any blank pages you do not have to complete before printing out your presentation, number the pages, and submit only the pages that have been completed Instruction pop ups have been added to the input cells for convenience. If you do not wish to use them you can click on the pop up and drag them to an area that is out of the way or you can read the instruction and hit the esc key to remove it until you select the next cell. The following is a brief overview of each page in the DeCAF 40-16.

- On the Promotion Presentation Sheet you will communicate your intent, present up to four items, and information regarding the products and details of the promotion. The Promotion Presentation Sheet is always mandatory. If you are:
- Presenting more than four items you will need to use the Promotion Presentation Continuation pages to present up to a maximum of twenty-eight (28) items.
- Presenting for specific stores with individual contracts you will need to us the DoDAAC Listing page to specify desired allocation(s) by the Department of Defense Activity Address Code (DoDAAC) and contract. The DoDAAC is a unique code assigned to each store and will be used as a reference for payments. If you are presenting for all stores in a marketing areas, checking the marketing area on the presentation sheet is sufficient (you may present for multiple marketing areas simultaneously). If presenting for specific stores on the same contract list DoDAAC's in the DoDAAC listing box, using remarks section for continuation if needed.
- If applicable, use the Local Pricing sheet to communicate locally divergent pricing by marketing area, or store. Normally, direct store delivery vendors will use this sheet when they have contracts for specific geographic areas within a marketing area.

If you are presenting new items for promotion, you must submit all new items on DeCA's New Item Presentation form, DeCAF 40-15, prior to submitting your promotion request or with the promotion request. Promotion presentations for new items without a DeCAF 40-15 on file or included with the Promotion Presentation form cannot be considered.

Once you have completed the form, physically sign a hard copy and then:
- Present the signed copy to the buyer, or
- Digitally scan the signed document and e-mail the scanned copy to the appropriate buyer, or
- Send the signed copy by mail or fax to the buyer.
- Promotions for local Direct Store Delivery items such as soft drinks, bread, snacks and other related items may be submitted directly to the store director for consideration.

After reading the instructions and reviewing the examples of completed forms, if you have any questions, please contact Michelle Frost by e-mail at Michelle.Frost@Deca.mil, or by phone at (804) 734-8000 extension 4-8696.

INSTRUCTIONS FOR PROMOTION PRESENTATION SHEET: The DeCAF 40-16 is used to communicate which items you want to present; which type of promotion you would prefer, provide basic company information, communicate the type and level of support you will provide for the promotion, list the items being presented, provide key data elements about the product, and pricing. The following information must be completed on this form before it can be accepted for consideration:

NEW ITEM: Select YES from the drop down block if new items are being presented and NO if not. A New Item Presentation Form (DeCAF 40-15) must be enclosed with this form or previously submitted.

PROMOTION PERIODS: Enter the promotion period(s) you are recommending based on DeCA's annual promotion calendar:
- You have two options: "OPTION ONE," and "OPTION TWO." Enter your preferred promo period in the "OPTION ONE" field; and, if available, list an alternate promotion period in the "OPTION TWO" field– otherwise leave it blank.
- For regular promotions, following the letters "DP" (an abbreviation of "DeCA Promotion"), enter the promotion's number. For example: DP16.
- For seasonal and holiday promotions, write out the full name of the promotion, following it with the calendar year in which the promotional period will occur. For example: Summer Water Program 2012.
- The Notice to the Trade (NTT) with the annual promotional calendar information is posted at:
  - http://www.commissaries.com/business/trade_notices.cfm, or
  - http://www.ala-national.org/commissary/notices_to_trade.aspx.

DISTRIBUTOR AVAILABILITY DATE: For items currently in DeCA's stock assortment, enter the date product will be available to order from the DeCA's distributors by listing the day, month and year (DD-MM-YY). If this is a new item, leave this field blank.
- When the buyer contacts you, you will confirm the distributor availability date for the product and promotional quantities by e-mail, and the buyer will post the date in the DeCAF 40-15 to establish the initial pricing period and on the DeCAF 40-16 the date established by the vendor when incremental promotional quantities will be available to ship to the stores.
- If this is a seasonal new item that will be available for worldwide distribution and being offered as a worldwide promotion, indicate in the remarks section when you need to have quantities from DeCA to meet the required delivery date for stores in Europe and the Pacific Theater to promote your items.

PRODUCT LEAD TIME: Enter the number of days you need for the product to be ordered and available to ship to the stores once you have been notified the item has been added. Factors to consider when calculating the total number of days include the time it takes the distributor to set up the item and place an order; for the vendor to receive, ship, and deliver the order to the distributor in the quantities requested; and the time needed by the distributor to receive and slot the product. Calculate the time based on shipping to your distributors in CONUS (48 continental states). The product lead time will be used to help the buyer understand when the item could be available for the stores to order.

BROKER: Enter the broker's name in 30 characters or less—including spaces. The broker is the official representative authorized by the manufacturers to act on the manufacturer's behalf to fulfill contractual requirements. If the vendor's sales force is being used in CONUS, list the OCONUS broker in this block.

MANUFACTURER: Enter the manufacturer's name in 32 characters or less, including spaces. The manufacturer is the name of the company listed on the Resale Ordering Agreement.

CONTRACT NUMBER: Enter the current contract number(s) in this space. There is a special way to list contract numbers. Your contract number begins with letters "HDEC" or "DECA" which are then followed by a sequence of numbers (for example: HDEC0111G9999). Contract numbers are listed by supplier, vendor number or distributor at http://www.ala-national.org/members/commissary/hq
- In the event you have multiple contract numbers (e.g. direct store delivery in CONUS and frequent delivery for overseas locations), list two contract number(s) for shipments in CONUS and indicate in the DoDAAC Listing page any other contract numbers for specific DoDAAC's or for OCONUS locations.
- If you are a DSD vendor with unique contract numbers for selected stores in a marketing area, list your main contract numbers on the presentation page, indicate in the Remarks Section you have listed the additional contract numbers for each DoDAAC on the DoDAAC Listing page.

VENDOR NUMBER: Enter the vendor number (identifying which portion of a contract the items should be assigned). The vendor number normally begins with a letter followed by three numbers (e.g. A123) or four numbers (e.g. 1234). For a list relating items to their contract and vendor number go to http://www.ala-national.org/members/commissary/hq or review your Resale Ordering Agreement.

POINT OF CONTACT: Enter your points of contact (POCs) for.

- PRICING: Enter your Electronic Data Interchange (EDI) point of contact information, including name, phone number, cell phone, and e-mail address. Use up to 98 characters.
- SALES REP: Enter your sales representative's contact information; i.e., name, phone number, cell phone, and e-mail address. Your contact should be someone easy to reach and able to resolve any questions or issues regarding the promotion. Use up to 98 characters.

REMINDER REGARDING PROMOTIONAL DATES AND PRICING: Once an item has been accepted for promotion, the price will be locked for the promotional period listed on this form. For more information about price locking, see DeCA's notice to the trade on Business Rules for Electronic Data Interchange (EDI) for National Promotional Pricing. The Notice to the Trade (NTT) providing the relevant annual promotional calendar dates for each promotion has been posted on the DeCA WEB site at http://www.commissaries.com/business/trade_notices.cfm as well as the ALA WEB site at http://www.ala-national.org/commissary/notices_to_trade.aspx.

RSL: Use the drop down menu to identify the coding for the item. The letter "O" indicates the item is coded as optional; the letter "A" includes all other items (K, M, R, S, T, H) codes. If you have a shipper that contains items other than O, all items must be listed on the same form. Refer to the DeCA Doing Business page or the ALA website for the current Promotional Calendar Notice To The Trade (NTT) for the following:

- o http://www.commissaries.com/business/trade_notices.cfm, or
- o http://www.ala-national.org/commissary/notices_to_trade.aspx.
- DeCA Regular Promotional Calendar (NTT 11-78 was the current notice on May 1st, 2012)
- DeCA Holiday/ Seasonal Promotional Calendar (NTT 11-92 was the current notice on May 1st, 2012)
- DeCA Club Pack/Case Lot Promotional Calendar (NTT 11-92 was the current notice on May 1st, 2012)

DATES FOR DISPLAY PERIOD ONE: Enter your preferred display dates under option one by typing in the day, month and year for each RSL code ("O" or "A") you selected. The date in the block should list day, month and year (DD-MMM-YY) when you post the date. For example to load the date of January 5th, 2013 you would see 5-Jan-13 when you key in the date using any of the following methods:

* 1/05/13	* 1-5-13	* 5 JANUARY 13	* 5 JAN 13
* 1/05/2013	* 1-5-2013	* 5 JANUARY 2013	* 5 JAN 2013

VPR DATES FOR DISPLAY PERIOD ONE: Enter the entire period you will be offering the reduced price for this promotion. The dates must include your requested promotion dates. Enter the start and end dates for the 30 or 45 day Voluntary Price Reduction (VPR) period.   The date in the block should list day, month and year.   The VPR period must begin at least 7 days prior to the display period and must begin on either the 1st or the 16th of the month.

DATES FOR DISPLAY PERIOD TWO: Enter your alternate display dates under option two by typing in the month, day and year. The date in the block should list day, month and year (DD-MMM-YY) when you post the date. For example to load the date of February 22nd, 2013 you would see 22-Feb-13 when you key in the date using any of the following methods:

* 2/22/13	* 2-22-13	* 22 FEBRUARY 13	* 22 FEB 13
* 2/22/2013	* 2-22-2013	* 22 FEBRUARY 2013	* 22 FEBUARY 2013

VPR DATES FOR DISPLAY PERIOD TWO: Enter the entire period you will be offering the reduced price for this promotion. The dates must include your requested promotion dates. Enter the start and end dates for the 30 or 45 day Voluntary Price Reduction (VPR) period. The date in the block should list day, month and year. The VPR period must begin at least 7 days prior to the display period and must begin on either the 1st or the 16th of the month.

MEDIA DATES: Select either "YES" or "NO" from the drop down box for each media type. Enter national or regional media starting and ending dates for new and promotional items in the appropriate field (TV, Radio, Sampling). The date in the block should list day, month, and year. Enter additional media date information (market reach, frequency, audience demographics, etc.) in the remarks section.

COUPON SUPPORT: Select yes or no from the drop down box to indicate the type of coupon support you are providing (National—or regional—FSI, In-store on Shelf, or In-store on Flyer) if any. Use the remarks and pictures section to enter additional information if necessary, including photographs of the coupon, distribution and quantity of coupons, expected redemption rate, and any other relevant information regarding your coupon program. A copy of the coupon can only be shown in the pictures section.

GUARANTEED SALE: Use the drop down box to make your selection. If the items being presented are guaranteed sales: select "YES;" if not, select "NO." Before selecting this block, vendors should review the Guaranteed Sale and Price Warranty clauses in DeCA's Resale Ordering Agreement (ROA). A copy of a resale ordering agreement is available from DeCA's doing business with industry WEB site at http://www.commissaries.com/business/brandname_resale.cfm.

IN STORE DEMONSTRATIONS: Use the drop down box to make your selection. Select "Yes" if you will be conducting in-store demos; if not, select "No." If you select "Yes," annotate your demo plan in the remarks section if applicable. Identify which stores, number of demonstrations per store and other relevant information in the remarks section.

OTHER MARKETING FUNDS: Indicate if additional marketing funds are available. Annotate how the marketing funds will be used in the remarks section, any requirements to obtain these funds, when the funds will be available and how they will be allocated and disbursed. Examples: in-store radio, scholarship program, publications/handouts, or other outreach programs.

DoDAAC LISTING: To indicate you are promoting your items only in specific stores in lieu of entire marketing area, identify each store DODAAC in the DoDAAC Listing block .
- If the number of DODAAC's will not fit in the space allocated, use the remarks section to identify all requested DODAACs.
- If the local contract number differs from the contract number identified in the header, use the DoDAAC Listing page to identify the local contract number(s) by store DODAAC.
- Use of this block is not necessary if you're presenting your items for all DODAACs within all the marketing areas.

PRESENTED/ACCEPTED FOR: Use the drop down box to indicate each marketing area where you plan to promote the item, or would like the item added. You may only select the blocks on the left hand side and the buyer will indicate their decision on the right hand side of this section. If you are presenting:
- For a specific marketing area in CONUS (Northeast, Central, Southern, Midwest, Southwest or Northwest), specify the geographic area in the remarks section.
- For store specific requests list the store locations in the DoDAAC Listing section on the promotion page or on the Remarks page if additional space is needed.
- If you have store specific contracts submit them on the DoDAAC pages.
- For all stores within a marketing area, listing the applicable DoDAAC's is not needed.

PRODUCT INFORMATION: When posting your items, list the top selling line items in descending dollar sales ranking. Each item has nine distinct blocks requiring information:
- NSN- Do not enter a National Stock Number (NSN); DeCA will assign one if this is a new item. If this item is already carried in DeCA's system, the NSN has already been assigned.
- Brand (in 15 characters or less).
- Nomenclature (in 30 characters and less).
- Minimum ship quantity (by Stock Keeping Unit (SKU). In other words, the minimum number of shipping units—whatever the shipping unit might be (e.g., cases, shippers, pallet modules, etc.)— that the distributor is willing to ship under any given circumstance) to the store. Enter "NA" for entries of shipper or pallet module contents.
- When presenting shippers or pallets, enter the shipper or pallet's info in one row of sub-blocks, then list the information for each item contained within the shipper in the sub-block rows that follow. To show their relationship of a shipper or pallet module to its contents, refer to the above instructions for the "MIN SHIP QTY (by SKU)" and "SH/PLT CONTAINS" cells or see the enclosed example.

- SH/PLT CONTAINS-for a shipper or pallet module, enter the total quantity of saleable units (for example: 300 EA) contained within; for the contents of shipper or pallet module—which should be listed as separate line items following the shipper or pallet module entry—enter the quantity of saleable units contained in the shipper or pallet module; otherwise, enter "NA."
- Case pack (UPK): For example, if the item has twelve packages in a case list 12, if the item is a shipper or pallet the case pack list 1, if the item is random weight list 1.
- Unit of issue (UI). Use one of the following abbreviations for unit of issue:

BG for bag	CN for can	JR for Jar	SH for shipper
BO for bottle	CR for carton	KT for kit	TB for tube
BU for bunch	CS for case	LB for pound	TN for tine
BW for bowl	CU for cup	PK for package	TR for tray
BX for box	EA for each	PL for pallet	TU for tub

- In order for customers to accurately compare the prices of like items, DeCA has standardized the unit of issue (UI) usage based on items' assigned DIBS Department Commodity Generic Codes (DCG) D/C/G listing—posted on commissaries.com: About Us/Business With DeCA/Marketing; please adhere to the unit of issue usage listed for each DeCA category.
- For the values in DIBS, go to http://www.ala-national.org/members/commissary/hq , or the DeCA pricing WEB site if you are not registered for the DeCA Web Pricing System; register by going to http://www.commissaries.com/business/web_pricing.cfm).
- When presenting a new item: review the commodity code listing at DeCA's WEB site at http://www.commissaries.com/documents/business/buyer_listing.pdf. You may enter a proposed RSL, but the appropriate buyer at DeCA will assign the final RSL.
- Net Content: List the weight for the item based on the unit of measure listed. For example if the package weighs 16 ounces, list 16 in this field. Round the net weight to the nearest hundredth, e.g. if an item weight is 14.752 ounces list 14.75.
    - If the item is a random weight item, list 1.
    - If the item is a shipper list the count, EXAMPLE: if a shipper contains 20 of one item, 30 of a second item and 25 of a third item, list 75 as the net content.
    - For items not measured by the ounce (OZ), list the appropriate quantity. Example: for box of razor blades containing 48 blades, you would list 48.
- Unit of Measure: In order for customers to accurately compare the prices of like items, DeCA has standardized unit of measure's (UOM's) based on items' assigned DIBS Department Commodity Generic Codes (DCG). A DCG Listing is available from http://www.ala-nation.org/members/commissary. Please use the standardize UOM for the applicable department commodity code Unit of measure (UOM). Use one of the following abbreviations for unit of measure:
    - BU for Bunch-for Produce
    - CT for Count-for multipack items (e.g., razor blades)
    - DZ for dozen-for eggs
    - EA for each
    - FT for feet-for items measured in linear feet (e.g., dental floss)
    - IN for inch- for tape
    - LB for pound-follow the five pound rule of thumb: grocery items that weigh five or more pounds are generally measured in pounds (e.g., dog food, random weight items); items that weigh less than five pounds are measured in ounces.
    - OZ for ounce-metric measurement aren't used in CONUS
    - PR for pair-for latex gloves
    - SF for square foot-for all items measured in square feet (e.g., paper towels, aluminum foils, facial tissues)
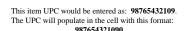
SHIPPING LEVEL (CASE) GLOBAL TRADE IDENTIFICATION NUMBER: Enter all 14 digits to identify the shipping unit (case/pallet/shipper) that will be delivered to the store. Do not enter any spaces or separation marks. See http://www.gs1.org/docs/idkeys/GS1_GTIN_Allocation_Rules.pdf. for details regarding GTIN's.

CONSUMER LEVEL (ITEM) GLOBAL TRADE IDENTIFICATION NUMBER (GTIN): Enter all 14 digits to identify the product on the shelf. Do not enter any spaces or separation marks. The Global Trade Identification Number (GTIN) is a unique number used to identify products, inner packs or sleeves, cases, shippers, and pallets. Do not enter any spaces or separation marks. See http://www.gs1.org/docs/idkeys/GS1_GTIN_Allocation_Rules.pdf for details regarding GTIN's.

ITEM UNIVERSAL PRODUCT CODE: Enter 11 digits. Enter the lead digit; (the digit preceding the bar code); enter the ten following digits; but do not enter the check digit (the digit that follows the bar code). A zero will auto populate the end position as the DeCA check digit. Do not enter any spaces or separation marks.

EXAMPLES:

This is the lead digit (include).   This is the check digit (do not include).

This item UPC would be entered as: **98765432109**.
The UPC will populate in the cell with this format:
987654321090
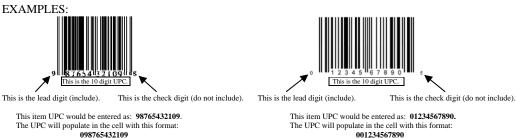

This is the lead digit (include).   This is the check digit (do not include).

This item UPC would be entered as: **01234567890.**
The UPC will populate in the cell with this format:
012345678900

CASE UNIVERSAL PRODUCT CODE: Enter 11 digits. Enter the lead digit; enter the ten following digits; but do not enter the check digit. A zero will auto populate the lead position to create the DeCA CUPC. Do not enter any spaces or separation marks.
EXAMPLES:

This is the lead digit (include).   This is the check digit (do not include).

This item UPC would be entered as: **98765432109**.
The UPC will populate in the cell with this format:
098765432109

This is the lead digit (include).   This is the check digit (do not include).

This item UPC would be entered as: **01234567890.**
The UPC will populate in the cell with this format:
001234567890

DeCA ITEM COST: You will need to confirm your regular and promotional pricing for each type of promotion. Manager Special (MGR SPEC), Power Buy (PWR BUY) and Primary/Secondary (PRI/SEC). If you are presenting a items with EDLP (Every Day Low Pricing), the regular cost and promotion cost will be your everyday low price.
- REG/EDLP: In the regular/every day low price cost (REG/EDLP) field, enter the highest EDI price sent to DeCA over the last 52 weeks. This price must also be utilized as the regular cost on any industry provided DeCA signage. Vendors are reminded DeCA has a price warranty clause requiring the average of all price offers made over a calendar year by the vendor for all products covered under the resale ordering agreement will be as low or lower than those offers made to supermarkets in the United States under similar terms and conditions.
- VPR: In the voluntary price reduction cost (VPR COST) field enter the promotion price being offered for each type of promotion. If this is a new item presentation and you are offering an "every day low price" but want to have the item featured on promotion leave this space blank. Do not enter anything in the Savings% field; once data is entered into the two preceding fields, it will auto-populate with the percentage of savings over the item's regular cost.
- SAVINGS: Do not enter anything in the Savings% field. Once the prices have been listed under DeCA and Retail Cost the percentage of savings (over the item's regular cost) that the promotion (VPR) cost represents will be calculated.

CIVILIAN COST: This block has four distinct input cells. Enter average civilian pricing as follows:
- In the "REG E" field, enter the average non-promoted price for the East Coast civilian market.
- In the "REG W" field, enter the average non-promoted price for the West Coast civilian market.
- In the "PROMO E" field, enter the average promoted price for the East Coast civilian market.
- In the "PROMO W" field, enter the average promoted price for the West Coast civilian market.
- The Mississippi River demarcates the dividing line between the East and West Coasts. Enter data from the most recent twelve (12) month period.

SAVINGS COMPARISON: Do not enter anything in these" fields for Regular/EDLP, Manager Special, Power Buy, and Primary/Secondary; the percent savings over retail, will automatically be calculated based upon what you input in the other fields.

PATRON SAVINGS, PACKAGE SALES and DOLLAR SALES: Enter the package sales. Patron savings and dollar sales will calculate automatically. The following are the definitions for:
- Patron savings: Calculated by taking the difference between the DeCA and retail price times the total package sales to determine the total savings for a specific period of time.

- Package sales: Total number of packages you expect will be sold only for the applicable display period even though the promotion may be offered for a longer period of time. If you want to list the quantity for the entire promotional period, you must list your projections in the remarks section. The period of time for the VPR is already listed in the heading of the form.
- Dollar sales: Total dollars you expect will be sold for the same period of time used for package sales.   If you want to list the dollars for the entire promotional period, you must list your projections in the remarks section. The period of time for the VPR is already listed in the heading of the form.

PROMOTIONAL LIFT: This block has space for multiple lines of information. To calculate average lift, take the expected daily average sales for the time period the items will be on display minus the daily average sales during the non-promoted periods divided by the daily average sales during non-promoted periods. Scanning data should be used to determine unit sales. If military scanning data is not available, internal shipments or civilian data should be used to calculate average lift. Enter the average lift information in the following sequence:
- Manager's Special (MGR SPEC)
- Power Buy (PWR BUY)
- Primary/Secondary (PRI/SEC)

Regional Stockage List (RSL), Department Commodity Code (DCG), Plan-o-Gram (POG): This block has three distinct input cells:
- Enter the Region Stock Listing (RSL) code for each item currently in DeCA's stock assortment. If it is a new item leave this cell blank.
- Enter the Department Commodity Code (D/C/G). For the values currently in DIBS for department commodity code and RSL, go to http://www.ala-national.org/members/commissary/hq, or the DeCA pricing WEB site (NOTE: If you are not registered for the DeCA Web Pricing System, you can register by going to http://www.commissaries.com/business/web_pricing.cfm.
- When presenting a solely new item: review the commodity code listing at http://www.ala-national.org/members/commissary/hq/entdepcom.asp. The RSL will be determined and assigned by the appropriate DeCA buyer.
- Do not enter the plan-o-gram number the buyer will assign it.
- When making a regional or store specific presentation, make an annotation to that effect on the remarks section and identify the specific marketing area and/or stores.

PALLET TIE: List the number of cases per layer.

PALLET TIER: List the number of layers per pallet.

BUYER NOTES: Leave this block blank. It is for the DeCA buyer's use only.

REMARKS/PICTURES:
- Pictures of products or shippers may be placed only in the pictures section.
- Include the type (TV, radio, print, WEB, etc.) of national media that will support this promotion. Information such as market reach, frequency, audience demographics, and any other related data should be included in this section.
- Indicate the type and total quantities of coupon support you will be providing. Information such as quantities by specific location, type of coupon (in store, on shelf, store flyer), pictures of the coupon, and any other relevant information should be included.
- Indicate if additional marketing funds are available. Annotate how the marketing funds will be used in the Remarks section, or on the remarks continuation sheet. Examples: in-store radio, scholarship program, publications/handouts, or other outreach programs.
- If you will be conducting in-store demonstrations provide your demonstration plan including which stores, number of demonstrations per store and any other relevant information.
- Any other information you feel will help the buyer understand the features and benefits of your products.

> It is recommended whenever possible that pictures are placed on the same page as the page with your item details and any other relevant remarks are listed on the Remarks Continuation page. When possible, list the product description and UPC under the picture if pictures cannot be placed on the same page as the item information.

SALES REPRESENTATIVES SIGNATURE: When you sign this block, you are stipulating that all information you've entered is accurate and acknowledging that you are signing a legally binding agreement on behalf of the manufacturer listed on the DeCAF 40-16.
- This form is a legally binding, contractual agreement and participating parties who have signed this form

are expected to follow through with their annotated commitments. A minimum of 60 days notice is required to deviate from this commitment. "The manufacturer voluntarily agrees to the DeCA delete process, including disposition of excess quantities after 90 days."

- Taking appropriate action when an item is identified for deletions, addressing residual inventories in the distributor, and following the delete process in the event an item fails to meet either the manufacturer's volume projections or the minimum category requirements established by the buyer. The manufacturer agrees that DeCA has no responsibility to sell remaining inventory after 90 days from the date of first notice of intent to delete the item. "The manufacturer also agrees that the item should support a reasonable relationship between normal turn volume and the distributor minimum ship quantity by distributor location."
- By signing this form the vendor agrees to ship the quantities forecasted by stores for the promotion starting and ending dates, have products on display during the display period dates if scheduled by DeCA Headquarters, and featured on the shelf for the applicable promotion period.

BUYER AND LINE ITEM MANAGER SIGNATURE: Leave this section blank, it is for DeCA's use only. Once the buyer has approved an item for applicable stores, stores will identify their projected quantities for the promotion with the assistance of industry, orders placed by the store and products displayed during the applicable promotional period.

PAGE NUMBER: Insert the page number only on the page(s) you will be using. Insert the total number of pages on the presentation page only (the number of pages will auto populate on the additional pages) for those pages you have completed and will be submitting to the buyer. If you would prefer to write in page numbers this would be acceptable. Blank pages are neither required nor desired when submitting presentations. In the event you fail to key in the correct page number, a pen and ink change may be made at the time the presentation is submitted. Your vendor representative's initials will need to be annotated on every page that has the page number changed.

INSTRUCTIONS FOR PROMOTION CONTINUATION PAGES: These pages are used to enter additional information when more than four items are being presented. The broker, manufacturer, contract number(s), promotion periods and vendor information listed on the promotion presentation page will automatically be listed on the promotion presentation continuation pages. Follow the same instructions for the promotion presentation page for each item on the promotion presentation continuation pages. Only print a continuation page or pages if you have provided information.

INSTRUCTIONS FOR DODAAC LISTING PAGE: Use this page to identify individual contracts for specific stores you would like your items to be allocated to.
- If the applicable contract number differs from the national contract number identified on the first page, enter the applicable contract number for each DODAAC.

INSTRUCTIONS FOR LOCAL PRICING PAGE: Use this page for pricing for specific stores within a given marketing area. This page is designed for vendors such as local soft drink bottlers, snack and cookie providers, and other vendors who have responsibility for a limited number of stores within a marketing area. Enter UPC then select Store/DoDAAC from drop down menu, enter contract number and enter local price. Any questions regarding this page should be addressed to the DeCA buyer for the applicable category.

SPECIAL REMINDERS:

- This form cannot be changed or altered in any manner.
- Besides the sales representative signature (Sale Representative Signature, printed name, phone number) on the promotion presentation pages and the page numbering, handwriting on the form by industry is NOT permitted.
- You must fill out at least all blue fields before submitting your presentation.
- By signing this presentation form the supplier and their representatives as well as DeCA are committing to:
  - Ensuring products selected for promotion will available to be ordered by stores with the agreed time frames, shipped in the quantities requested, and based on the type of promotion activity approved effectively merchandised on the shelf or display area on a timely basis.
  - Taking appropriate action when an item is identified for deletion and addressing residual inventories in the distributor.
  - Instruction pop ups have been added to the input cells for convenience. If you do not wish to use them you can click on the pop up and drag them to an area that is out of the way or you can read the instruction and hit the esc key to remove it until you select the next cell.
  - You will now input 11 numbers for every UPC, the 10 digit UPC and the lead digit. Do not include the check digit or any spaces or dashes.
  - There have been drop down menus provided for certain cells; select from these menus to populate the cell.

  Presentations will only be processed if all required information has been completed and certified by the vendor or their representative.
  - After AUGUST 02, 2012 Promotional Presentations will no longer be accepted on the DeCAF 40-15
- If you have any questions regarding how to complete this form, contact Michelle Frost by e-mail at Michelle.Frost@DeCA.Mil or phone (804) 734-8000 extension 48696.

Attachments:
1. Promotion Presentation Form – DeCAF 40-16
2. Example of completed presentation form for display shipper
3. Example of completed presentation form for holiday new item
4. Example of completed presentation form with items having different RSL codes