



Thank you for your continued support and interest in demonstrations with Nature's Fare Markets. As we near the end of 2022 and continually are looking for ways to grow and improve our program, we have 2023 updates to share with you. Ongoing into 2023, Vendor run demos booking fees will continue to be waived. See updates that were made in September highlighted in **YELLOW** below. You will note that a booking form is now available via the **URL link below**

Booking Process: Demonstrations will be booked via Katie Pepper demos@naturesfare.com, Sales Promotion Coordinator with our Purchasing team at Head Office. Limited space will be available to be booked with the following options:

- Click the following booking link to submit your request: <https://www.naturesfare.com/demo-request/>
- Book within pre-existing Instore or Flyer period. This will ensure product is on sale for the day of the demo and stock is secured.
- Select your preferred location(s) and date range. Date ranges will match current flyer schedule.
- Once approved by Katie, contact store(s) to confirm exact date and time within flyer period.

Fee Structure

AVAILABLE TO BOOK Vendor Run Demo No Samples	AVAILABLE TO BOOK Vendor Run Demo With Samples	AVAILABLE IN KELOWNA ONLY NFM Run for Vendor With Samples
<ul style="list-style-type: none"> • \$0 Booking Fee • Educational and informational only • Vendor responsible for staffing • Secures booking, administrative details and materials • Supplement demos only 	<ul style="list-style-type: none"> • \$0 Booking Fee • Sampling allowed • Vendor responsible for staffing • Secures booking space in store on the sale floor, administrative details, and materials 	<ul style="list-style-type: none"> • \$200 Booking Fee • Sampling allowed • NFM Staff provided *limited availability* • Secures booking space in store on the sale floor, administrative details, and materials

Analytics: We want to ensure you are getting the most of your demo experience with Nature's Fare Markets. Following your demos, you will receive:

- Detailed item movement reporting
- Pictures of your demonstration
- Recommendations or suggestions for other collaborative sales and marketing initiatives to consider along with future demo opportunities featuring your brand