



## Customer Information Packet

Welcome to Warehouse Demo Services. Our mission is to perform the highest quality product demonstrations for Costco Wholesale, its members and vendors. WDS demos enable Costco shoppers to experience your superb products right on the spot— a point-of-purchase promotion no other form of advertising or marketing offers.

We will help you design a demo program that adheres to all Costco guidelines and expectations. A successful WDS demo program drives sales on the day of the demo, but also converts the highly desirable Costco shopper into your long-term customer. WDS, We Drive Sales!

Please contact us so we can work together to create a successful Costco demo program for you in Costco's Northwest, Bay Area and Los Angeles regions.

### WDS Central Office Scheduling Contacts

**NW Foods Scheduler: Sue Huttenhauer**  
email [sueh@wdsdemos.com](mailto:sueh@wdsdemos.com)  
dir 425.897.2814 fax 425.897.2831

**BA Foods Scheduler: Buzz van der Voort**  
email [buzzv@wdsdemos.com](mailto:buzzv@wdsdemos.com)  
dir 425.897.2815 fax 425.897.2832

**LA Foods Scheduler: Sue Watkins**  
email [suew@wdsdemos.com](mailto:suew@wdsdemos.com)  
dir 425.897.2810 fax 425.897.2819

**Non-Foods Scheduler: Kathy Ravenscroft**  
email [kathyr@wdsdemos.com](mailto:kathyr@wdsdemos.com)  
dir 425.897.2812 fax 425.897.2888

You can also contact us and download forms at  
[www.wdsdemos.com](http://www.wdsdemos.com)

## Types of Demonstrations

There are two primary types of demonstrations services offered: Regular and Split.

### Regular Demos

A regular demo comprises one or two items from one vendor or the same manufacturer. No more than two items from the same vendor can be demonstrated at a single demo table.

### Split Demos

A split demonstration is comprised of two items from two different vendors. Items must complement or enhance each other and be demonstrated together effectively.

The Scheduling department can provide contacts of customers who have expressed an interest in splitting and whose items are complementary. WDS does not guarantee it can make split arrangements.

## Scheduling Policies and Procedures

### Two-Week Lead Time

A minimum of two weeks notice is required to book a demo date. Scheduling in advance is strongly suggested as demos are normally scheduled on a first come, first served basis.

Special situations requiring late add-ons will be reviewed and approved on a case-by-case basis. These exceptions must have prior approval from the appropriate Costco Buyer.

### Weekday and Weekend Scheduling

You may request specific demonstration dates, but WDS has been directed by Costco to maintain balanced demonstration activity throughout the week.

For this reason, every Friday, Saturday, or Sunday booking requires an additional booking Monday through Thursday that must take place prior to the weekend demo.

## Booking Request

The Booking Request is an easy form for scheduling your demo. These forms should be faxed or emailed to the appropriate WDS scheduler.

## Changes/Additions

WDS will not be held responsible in the event an addition or change is made within 72 hours of the demonstration and is not received by our supervisor in the warehouse.

## Cancellation Policy

WDS requires 72 hours written notice for all cancellations. Any demonstrations performed due to short cancellation notice will be due and payable by the customer.

## Confirmation

Customers will receive a faxed confirmation of scheduled dates.

**The customer is responsible for addressing date, item number or warehouse discrepancies with the Scheduler within 24 hours after receiving the confirmation.**

If you do not receive a confirmation within 72 hours after requesting demonstrations, please call the Scheduling department.

## Rescheduling Procedures

Demos cancelled due to lack of product in the warehouse will automatically be rescheduled at the warehouse level to the first available date. In the event the product is not received within two weeks from the original scheduled date, the demo will be cancelled.

## Item Data Form

To better serve you, we would like to know more about your product. The information gathered in the **Item Data Form** will be converted to a **Product Information Form (PIF)** and used by the Demonstrator at the demo table. These forms directly impact our ability to sell your product effectively during the demo.



## Demonstration Samples

It is WDS policy to purchase product from Costco for each demo. In the event your Costco Buyer directs you to ship samples to the warehouses, please contact your WDS Scheduler.

Costco requires WDS to maintain a plentiful supply of samples throughout the demo. Each sample will be a Costco-sized ample sample (two bites or swallows). **Customers are responsible for full payment of all products purchased on their behalf.**

Accessory products purchased to supplement the demos are also billed to the customer. Accessory product for split demos is billed equally between split partners

## Point-Of-Sale Materials

All POS (aka Point-of-Purchase or POP) materials must be reviewed by WDS to ensure they adhere to Costco policies and procedures. Allowable POS materials include: 8.5"x11" sign, instructional video, recipe cards and demo kits. Please mail a sample of your POS material to WDS Scheduling department for approval prior to sending to the warehouse.

Upon approval, POS materials should be mailed by the customer directly to the Costco Warehouse, Attn: WDS Demo Supervisor. A Costco warehouse address list will be provided upon request.

All POS materials must arrive at warehouse seven days prior to demo date. Please note, POS material is kept on file for 90 days after the last round of demos and is then discarded.

## Demonstration Rates

All demos are classified and charged by type. Listed below are the primary demo types and the price for each. Please note: Vendor is also responsible for all applicable sales and/or excise taxes.

### **Regular Demo-**

**\$157.50 (\$150.00 Service plus \$7.50 Supplies)**

per demo, per location, plus demo and accessory product

### **Split Demo-**

**\$88.75 (\$85.00 Service plus \$3.75 Supplies)**

per demo, per location, per customer,  
plus demo and accessory product

## Sales

While our goal is to increase sales for you and Costco, we cannot guarantee particular sales results. Full payment for all goods and services provided is required, regardless of sales results.

## Billing Summary

All demonstrations performed will be billed through the WDS Central Office Invoicing department. Invoices provide a recap of the demonstrations performed, including the date, warehouses, sales figures, and member comments. All billing inquiries should be directed to Annie Perron in Accounts Receivable at 425.897.2823 or [anniep@wdsdemos.com](mailto:anniep@wdsdemos.com).

## Billing Summary (continued)

Please note that all billing inquiries must be made to WDS within 90 days of the invoice date. WDS is unable to research and resolve discrepancies beyond this time frame.

## Terms

### **New Customers**

All new customers are required to prepay demos for 90 days. Our staff is happy to answer any questions and work with you to determine a prepay amount for the number of demos you are requesting.

For prepayment on Food demos in all regions contact Diane Porter, at [diane@wdsdemos.com](mailto:diane@wdsdemos.com) or 425.897.2864. For prepayment on Non-Foods demos in all regions contact Kathy Ravenscroft, at [kathyr@wdsdemos.com](mailto:kathyr@wdsdemos.com) or 425.897.2812.

Approximately four days after the demo, you will receive a fax or email invoice for our services. Please use the invoice to reconcile your prepayment amount to the actual cost of your demo.

Customers have the option of paying by check, wire transfer or ACH deposit procedure. A \$25 fee will be assessed on all NSF and bank-returned checks.

### **Credit Accounts**

**After 90 days** you may contact Diane Porter in Credit at [diane@wdsdemos.com](mailto:diane@wdsdemos.com) or 425.897.2864 to see if you meet WDS criteria to process for possible credit terms.

On credit accounts, terms are DUE UPON RECEIPT. A 1.5% per month finance charge will be assessed on past due amounts over 30 days from the bill date.

**The mailing address for all payments is:**

**Warehouse Demo Services  
P.O. Box 34827  
Seattle, WA. 98124-1827**

## Getting Started

### **New Customers**

Please contact Diane Porter (Foods) or Kathy Ravenscroft (Non-Foods) to calculate the correct prepayment amount for your demo schedule and send your prepayment to the payment address above. Forward your Booking Request and Item Data Form to your WDS Scheduler with at least two weeks lead time, after submitting your prepay estimate. We are pleased to help you through this process, so please contact us with any questions.

### **Existing Customers**

Please direct your questions and scheduling needs to your WDS Scheduler by phone, email, or fax.

## Comments/Feedback

Our goal is to provide the highest quality demos and customer service. We appreciate any comments or feedback you have to continually serve you better. Thank you for your business.