

Branded Claim Booklet

Food Export Association- Midwest & Northeast



Welcome!

Welcome to the Branded Claim Booklet. Here is where you will see various examples of expense types and the documentation that goes along with it.

The 3 main parts of a claim are as follows:

Invoice: A description of and price for the services rendered

Proof of Activity: A photo of the activity taking place

Proof of Payment: Can be one of the following: a credit card or check, bank statement, or wire transfer/ACH confirmation

Please note that this booklet is meant to serve only as an example of the different types of claims and documentation.

All claims are not the same! Some may need more supporting documents than mentioned in the booklet

WELCOME

Tradeshows

Shipping
Samples

Ads & Media

Online
Platform

Packaging
& Labeling

In-Store
Demos

Travel

Tradeshows

Shipping Samples

Shipping Samples

Here is example documentation for a sample shipment claim.

Remember, you can ship samples for events such as tradeshow, or to buyers internationally. The destination must be shown in the invoice for confirmation.

Invoice

Outbound UPS WorldShip (continued) Page 7 of 8

Package Date	Package Received	Entry	Tracking Number	Service	ZIP Code	Zone	Weight	Published Charge	Invoice Charge	Billable Charge
04/18				Worldwide Expedited			174.25	174.25	174.25	
				Peak Surcharge - Commercial			0.55	0.55	0.55	
				Duty and Tax Forwarding Surcharge			10.00	10.00	10.00	
				Fuel Surcharge			11.83	11.83	11.83	
				Total			202.63	202.63	202.63	

161 ref. Sender: Ale's Finer Dried Fruits, 3315 N Manua Ave, Ann Arbor MI 48104

161 ref. Ship to: SAMPLES (Remover)

Total Worldwide Service 1 Packages 202.63

Proof of Payment



Account Statement

Greenleaf Fruit 10 Pacific Ave, Ann Arbor, MI, gfruit@colorconnect.org

DATE: APRIL 30, 2021

DESCRIPTION	DEBIT	CREDIT	TOTAL
McDonald's	\$15	\$0	\$15
Planet Togo	\$10	\$0	\$10
Publix	\$10	\$0	\$10
UPS	\$202.03	\$0	\$202.03
TOTAL	\$237.03	\$0	\$237.03

click images to enlarge

WELCOME

Tradeshaw

Shipping
Samples

Ads & Media

Online
Platform

Packaging
& Labeling

In-Store
Demos

Travel

Advertisements and Media

Social Media

WELCOME

Tradeshaw

Shipping Samples

Ads & Media

Online Platform

Packaging & Labeling

In-Store Demos

Travel

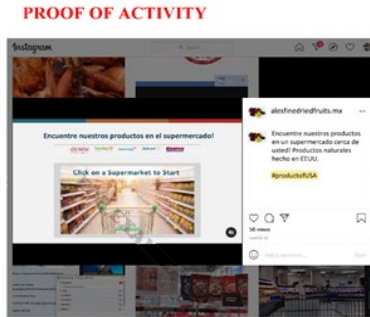
Here is example documentation for a social media claim.

Remember, Social media claims must target an international audience to be eligible for reimbursement

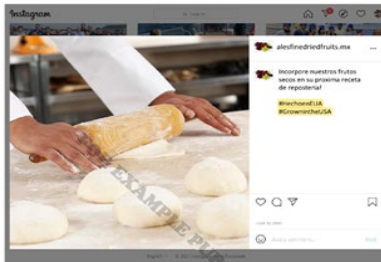
Invoice



Proof of Activity



PROOF OF ACTIVITY



Proof of Payment



click images to enlarge

SLIDESMANIA.COM

International Website development

Here is example documentation for an international website development claim.

Remember, website development claims must target an international audience to be eligible for reimbursement

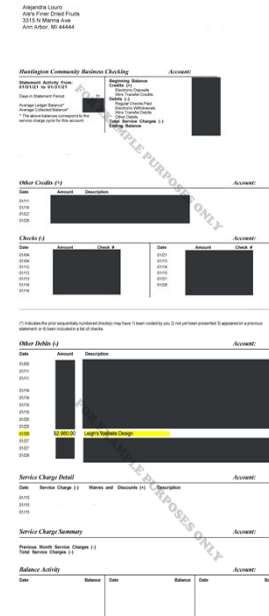
Invoice



Proof of Activity



Proof of Payment



click images to enlarge

WELCOME

Tradeshov

Shipping
Samples

Ads & Media

Online
Platform

Packaging
& Labelling

In-Store
Demos

Travel

Online Platform Advertising

Online Platform Advertising

Here is example documentation for an Online Platform claim.

Remember, online platform claims must target an international audience to be eligible for reimbursement

Invoice

PLATFORM PUSHERS

333 3rd Ave
Seattle, WA 12345
Phone: 123 456 7890

POUCHED BY:
Liane Cormier
Graceland Fruit
4321 Maplewood Ave
Nashville, TN 54321
Phone: 111-222-3333

COMMENTS OR SPECIAL INSTRUCTIONS:
Due upon receipt

INVOICE # 100
DATE: 1/30/23

SHIP TO:
Saul Birdy
Platform Pushers
1234 West Flower Road
Las Vegas Nevada, 77777
Phone: 777-999-6666

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
1	Advertising Posting fees	2,500	2,500
			Subtotal
			Sales tax
			Shipping and handling
			TOTAL DUE
			2,500

Proof of Activity



Proof of Payment

Account Statement

DATE: FEBRUARY 1, 2023

OPENING BALANCE		CLOSING BALANCE		
	\$55,000			\$55,000
DESCRIPTION	DEBIT	CREDIT	TOTAL	
McDonald's	\$25	\$0		\$25
Target Trust	\$30	\$0		\$30
Fight Rattles	\$150	\$0		\$150
Platform Pushers	\$2,500	\$0		\$2,500
				TOTAL
				\$2,705.00
				\$2,705.00

Thank you for your business!

WELCOME

Tradeshov

Shipping
Samples

Ads & Media

Online
Platform

Packaging
& Labeling

In-Store
Demos

Travel

Packaging and Labeling

Packaging Labeling

Here is example documentation for a Packaging and labeling claim.

Remember, packaging must be outsourced and have a U.S origin statement to be eligible for reimbursement

Invoice

1829 George Street
Kalamazoo, MI 49001

DATE: March 11, 2013
INVOICE #: 808
PCE: Label request

BILL TO:
Alexandra Louso
Ali's Finer Dried Fruits
3333 N Manoa Ave
Ann Arbor, MI 48104

DESCRIPTION	AMOUNT
500 08080	
Films	130.00
Design	3,437.50
Photography	400.00
French translation	240.50
500 08080	
Films	130.00
Design - remaining balance	207.50
French translation	240.50
TOTAL	5,065.00

Note: all checks payable to Jane Marketing

Proof of Activity



Proof of Payment



click images to enlarge

WELCOME

Tradeshaw

Shipping
Samples

Ads & Media

Online
Platform

Packaging
& Labeling

In-Store
Demos

Travel

In-Store Demonstrations

In-Store Demonstrations

Here is example documentation for an In-Store Demonstration claim.
Remember, In-Store Demos claims is an international expense only and must include a visible US Origin Statement to be reimbursable.

Invoice

Proof of Activity

Proof of Payment

UK BEST MEATS

DATE: 1/29/2023 TO: Terry Hill
 Hillman Cheese Co.
 89 Pacific Ave
 San Francisco, CA
 123-456-7890

INVOICE # 100

CUSTOMER ID: ABC12345

SALESPERSON	JOB	PAYMENT TERMS	DUPLICATE
Cesar Ward	In-Store Promotion	Due on receipt	1/30/23

QTY	DESCRIPTION	UNIT PRICE	LINE TOTAL
10	20" x 30" hanging frames	15.00	150.00
50	5" x 7" standing frames	5.00	250.00
1	10" x 5" rental space		350.00
1	Tabletop Unit with Supplies		1250.00
		SUBTOTAL	2000.00
		SALES TAX	20.00
		TOTAL	2020.00

MAKE ALL CHECKS PAYABLE TO BK BEST DISTILLERY
 Thank you for your business!

UK BEST MEATS 123 MAIN ST. | KEITHMOORE, WY 8355 SOW | PHONE: 111-222-3333 | FAX: 111-222-3334



Account Statement

DATE: FEBRUARY 1, 2023

Geoshead Fruit
 89 Pacific Ave
 San Ansoo, MI
 gfr@aigoodsourceant.org

OPENING BALANCE	CLOSING BALANCE
\$55,000	\$55,000

DESCRIPTION	DEBIT	CREDIT	TOTAL
McDonald's	\$25	\$0	\$25
Target Line	\$30	\$0	\$30
Friskies	\$150	\$0	\$150
UK Best Meats	\$2020	\$0	\$2020
TOTAL		\$2225	\$2225

Thank you for your business!

SLIDESMANIA.COM

WELCOME
 Tradeshow
 Shipping Samples
 Ads & Media
 Online Platform
 Packaging & Labeling
 In-Store Demos
 Travel

WELCOME

Tradeshaw

Shipping
Samples

Ads & Media

Online
Platform

Packaging
& Labeling

In-Store
Demos

Travel

Travel

