

Ascend

DOCUMENTATION

Co-op/Required Supporting Documentation

Supporting Documentation Required by Ascend for Each Promotion

1. Trade Shows

Trade show contract
(3) Photos of booth
Itemized invoices for space, signage and/or pre-show ads
Booth layout

2. Seminars

Agenda
Invitation/announcement and presentation
Invoices for room rental, invitation and mailing expenses
Date, location and names of any other vendors who participated in the seminar

3. Advertisements

Media Invoice listing ad date, net rate, total space with name of party and publication name
Original tear sheet (actual advertisement from publication)

4. Direct Mail

Sample direct mail piece
Invoices for all expenses submitted for reimbursement

5. Special Marketing Programs

Invoices must be submitted for all expenses being requested for credit reimbursement

