

Tupperware U.S. & Canada Tradeshow/Vendor Event Policy

Tradeshows/vendor events can be utilized to support the CORE of your business: the Tupperware party. They can also help raise brand awareness.

By following these guidelines, you're maximizing your success by fueling the core of your party business with Host and recruit leads and are being a good brand steward (important!)

Acceptable tradeshows/vendor events are defined as **annual events** such as home shows, women's shows, craft expos, etc. which take place in a location **not typically used for retail** purposes (such as a convention center). Bazaars and fairs that are not related to retail establishments such as those held for a community event, organization, or a cause are also eligible as long as they are **not** being held in a retail environment such as a mall or retail plaza.

Events at a mall or retail plaza are only eligible if they are sponsored by an outside vendor such as a bridal show, women's show, community, etc. The purpose of these events must be dating and recruiting, product demonstration, and selling of product to cover cost of participation at the event.

Who is Eligible?

Participation in tradeshows/vendor events is limited to Sales Force Members with an active status at time of event. Sales Force members must get their Business Leader's approval prior to registering for the event for large event venues such as women's shows, bridal shows, home and garden shows, etc. held at convention centers, fair grounds, and any event held in a mall.

General Operating Rules

Events are first come/first serve. Your Regional must approve events in areas where there are multiple Business Leaders wanting to attend the same event.

Failure to comply with the terms and conditions of these guidelines may result in the participating Sales Force Member's account being closed. These guidelines can change at any time.

Guidelines

- Your primary focus at a tradeshow/vendor event should be dating future home parties and sharing the Opportunity. Demonstrating products is a great way to show people what's new with Tupperware.
- Dating gifts and sales aids are tools for you to use at your parties and to grow your business. These tools are not available for purchase by customers and should not be offered for sale.
- Though the event may span more time, your booth may operate for a maximum of four days. Business Leaders may request an extension past the 4 days for larger events through the Business Leader Executive Support Team. Email them with your request at application@tupperware.com.
- Printed images, materials and signage used must be provided by the Home Office through the Sales Force website, earned as a Sales Force award, and/or purchased through our Vistaprint page.
- You may not sell or represent any other products at your Tupperware booth.

As you have seen in the Consultant agreement, sale of Tupperware® products at retail establishments, flea markets/swap meets is not permitted. A retail establishment is any commercial setting such a store, shopping mall, kiosk, beauty salon, movie theater, etc. The intent of a vendor event is for recruiting, dating, and product demonstrations for the purpose of dating future parties; sales at a tradeshow/vendor event are only to cover the cost of participating in the event.

Any location or series of locations where the Sales Force adheres to a regular schedule is considered a retail establishment. If a Sales Force Member's customers have an

expectation that the Sales Force Member will be at this location with any degree of frequency is also considered a retail establishment. Examples include:

- Selling at a booth, kiosk, or other location for one or more days, per week or month, week after week or month after month.
- Participating in a marketplace one day or more a month, every month.
- Events where the sponsor conducts the event more than four times per year.
- Vendor events sponsored by the same organization over consecutive days or weeks, or in multiple locations, if the Sales Force Member participates on a consistent or regular basis.

As a reminder, you are also not permitted to sell Tupperware® products on websites (other than your personal my.Tupperware site). **Please be sure to refer to the Social Media Policy on your Sales Force website under Policies, Contact Us for more information on marketing yourself online.**