BD **Brilliance Demos**

HOW WE WORK

Demos That Turn Shelf Space *Into Sales.*

Everything you need to know before your first demo: what's included, how booking works, our brand ambassador standards, a sample recap, pricing and our policies.

Brilliance Demos · 973-768-9820 · brilliancesentinal.com
In-store demos · Store scheduling · Recaps · Shelf checks

WHO WE ARE

A local demo team

Brilliance Demos books, staffs and runs in-store demos for food and beverage brands. We hire brand ambassadors (BAs) who live near the stores they work, so they show up early, know the store and can be replaced quickly if something comes up.

You work with one person who answers the phone. We handle store scheduling, staffing, training, setup and takedown, and reporting.

WHAT'S INCLUDED

In every demo

Store scheduling

We book the date with the store's demo coordinator or manager and confirm it with you.

Staffing & training

A local BA briefed on your product brief, talking points and allergens.

Setup & takedown

Table, signage and allergen card set up, sampling area cleaned and cleared after.

Photo check-in

Arrival photo, setup photo, shelf photo and end-of-shift photo.

Shelf check

Stock, facings, pricing and tags checked during the visit.

Recap within 24 hours

Samples, units sold, shopper feedback and store notes.

HOW IT WORKS

From store list to recap

01 **Send your store list**

Stores, products, target dates and any retailer or distributor demo program you are using.

02 **We book with stores**

We request dates with each store, usually 14 days ahead, and send you a confirmed calendar.

03 **We staff & brief**

We assign a local BA and send them your product brief, talking points and allergen list.

04 **Demo day**

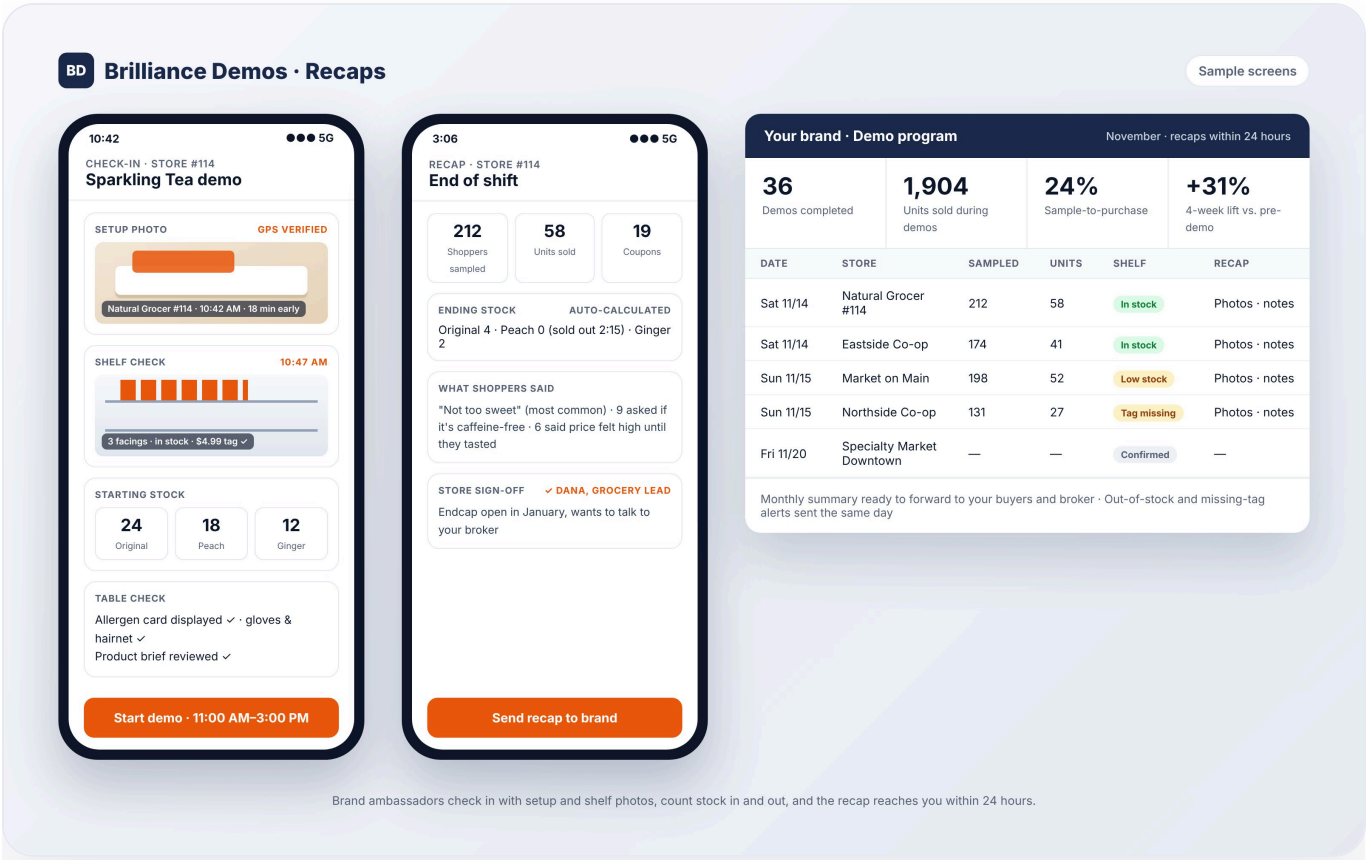
Your BA checks in with a photo, sets up, samples to shoppers for the full shift and checks the shelf.

05 **Recap & reorder**

You get the recap within 24 hours and a monthly summary to share with buyers and your broker.

RECAP TOOLS

How every demo is documented



Brand ambassadors check in with setup and shelf photos, count stock in and out, and the recap reaches you within 24 hours.

- Setup and shelf photos with a GPS timestamp
- Stock counted in and out, so units sold are exact
- Shopper feedback and store sign-off on every recap
- Recap within 24 hours of every demo
- Out-of-stock and missing-tag alerts the same day
- Monthly summary to forward to buyers and your broker

OUR BRAND AMBASSADORS

Standards

Food safety

Food handler card where the state requires one. Gloves, hair restraint and sanitation per store rules.

Local

BAs live near the stores they work. Backups are lined up for busy weekends.

Professional

Branded apron or your brand shirt, phone away, standing and engaging shoppers for the full shift.

Product-trained

Every BA knows your story, ingredients, allergens and price before the shift starts.

SAMPLE RECAP

What you get after every demo

Demo Recap · Natural grocer, Store #114 SAMPLE Sat 11:00-3:00

212	58	27%	19
Shoppers sampled	Units sold during demo	Sample-to-purchase	Coupons handed out

Shelf check: 3 facings, in stock, price tag correct ($4.99). **Store notes:** grocery lead asked about the new flavor; endcap open in January.

What shoppers said: "Not too sweet" (most common), asked if it is gluten-free (yes), 6 said the price felt high until they tasted it.

Photos: arrival check-in, table setup, shelf, end of shift.

Illustrative example. Your recaps use your real demo numbers.

PRICING

Per demo

Item	Price
4-hour in-store demo (BA, travel in our area, setup, recap)	$200-$300 per demo, by market
3-hour demo	Available where stores allow, priced pro rata
Demo kit (table cover, cups, napkins, gloves, signage)	Optional add-on
Product	Supplied by your brand, or pulled from store stock and billed to you, depending on the store
Store or distributor demo fees	Passed through at cost, if a store charges one

Final rates are confirmed in your written quote. No long-term contract; book one demo or a full season.

BOOKING & CANCELLATIONS

Our standard policy

- **Lead time:** 14 days preferred, since most stores need that long to approve. 7 days minimum where the store allows.
- **Cancellations:** free with 72 hours notice. Within 72 hours, 50% of the demo fee. Same-day cancellations billed in full.
- **Store cancellations:** if a store cancels or moves a demo, we reschedule at no charge.
- **Our side:** if we miss a confirmed demo, there is no charge and we reschedule it.

BILLING & PAPERWORK

What you receive

- **Invoice:** twice monthly, itemized by store and date. Net 15, by ACH or card.
- **Certificate of insurance:** general liability including products/completed operations, naming the retailer as additional insured.
- **W-9** and any vendor setup forms your AP team needs.
- **Monthly summary:** all demos, units sold and shopper feedback in one sheet you can send to buyers.

GET STARTED

Next steps

Send us your store list and target dates, and we will send a demo plan and written quote within two business days. Call or text 973-768-9820, or visit brilliancesentinal.com.