

# WOODLANDS MARKET

*In-Store Product Demo Program — Brand Partner Guidelines*

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Thank you for your interest in hosting a product demonstration at Woodlands Market. Our demo program gives brands direct access to engaged, health-conscious shoppers across our Marin County and San Francisco locations. The guidelines below will walk you through everything you need to know — from scheduling your first event to shipping samples to our stores.

## How the Program Works

Our demo program is designed to be simple and self-service. Brands book time slots through our online portal, ship product and marketing materials ahead of the event, and our in-store team handles the rest — from setup to customer engagement to breakdown.

1. Choose your location(s) and preferred date(s) on the scheduling portal.
2. Complete payment online (\$30 per 3-hour slot).
3. Ship product samples and any marketing collateral to the designated address.
4. Our trained staff runs the demo, distributes samples, and engages shoppers on your behalf.

## Scheduling Details

| Detail                   | Information                            |
|--------------------------|--|
| <b>Slot Duration</b>     | 3 hours per session                    |
| <b>Available Windows</b> | 11:00 AM – 2:00 PM   3:00 PM – 6:00 PM |
| <b>Fee</b>               | \$30 per slot, per location            |
| <b>Advance Notice</b>    | Minimum 14 days before demo date       |
| <b>Booking Limit</b>     | One demo per location per day          |
| <b>Locations</b>         | Kentfield • Tiburon • San Francisco    |

Brands are welcome to book multiple locations in a single transaction. Our portal supports building a cart with different stores, dates, and time slots before checking out.

## Payment & Cancellation Policy

All payments are processed securely through Stripe at the time of booking. You will receive a confirmation email with your booking details, a unique confirmation number, and a calendar invite immediately after

checkout.

**All bookings are final.** Once payment is confirmed, we are unable to process cancellations, date changes, or refunds. Please verify your selected dates, times, and locations carefully before completing your purchase.

In rare or exceptional circumstances, Woodlands Market management may issue an administrative cancellation and refund at their sole discretion.

## What to Send Us

### Brand Intake Form

Before your first demo, we need a short intake form with key talking points about your brand and the product(s) being featured. Our demo team uses this to speak knowledgeably with customers during the event.

### Product Samples

Timing matters — please wait until your product is stocked on our shelves before sending demo samples. Running a demo before items are available to purchase defeats the purpose. We generally recommend **1 case per SKU per store** as a starting point.

### Marketing Collateral

Include any coupons, postcards, stickers, or branded materials with your sample shipment. We can accommodate up to **2 types of collateral** per event. A good rule of thumb is **100–150 pieces per location**. Let us know what you are shipping and share tracking info once it is on the way.

### SKU Limit

To keep the demo table focused and uncluttered, we feature a maximum of **3 SKUs per event**. Pick the items that best represent your brand or have the strongest shelf performance.

## What Happens on Demo Day

Our in-store demo staff will set up a branded sampling station, engage customers with your product story, distribute whole-unit samples or pre-packaged tastings, and hand out your marketing materials. We handle everything from setup to cleanup so you can focus on your business.

Brand representatives are welcome to attend, but please coordinate with the store manager in advance. We ask that no more than **one representative per location** be present, as floor space near demo stations is limited.

## Common Questions

### How much product should I send?

A good baseline is 1 case per SKU per store. If you carry 3 flavors and want demos at all 3 locations, that is 9 cases total.

### **Can I book multiple stores for the same day?**

Absolutely. Add each location and time slot to your cart on the portal and check out in one go. Each store can host one demo per day.

### **Can I send only marketing materials and no product?**

Yes. Some brands prefer to distribute coupons or postcards rather than physical samples. You can send product, collateral, or both — most brands do a mix of the two.

### **Where do I ship everything?**

Shipping instructions are included in your confirmation email. You can also reach out to [demos@woodlandsmarket.com](mailto:demos@woodlandsmarket.com) for specifics.

### **Can you store my samples if I ship early?**

We can hold non-perishable, reasonably sized shipments at our distribution point. For anything bulky, frozen, or refrigerated, contact us ahead of time so we can figure out the best approach.

### **What if I want to run more demos after my first event?**

Just head back to the scheduling portal and book additional slots. We love working with returning brands.

### **Is there parking for visiting brand reps?**

Please use public parking near the store rather than the Woodlands Market lot, which is reserved for customers.

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## **Get in Touch**

Email                   [demos@woodlandsmarket.com](mailto:demos@woodlandsmarket.com)

Booking Portal      [woodlands-demo-booking.vercel.app](https://woodlands-demo-booking.vercel.app)

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These guidelines are subject to change. Woodlands Market reserves the right to update program terms at any time.