

# Woodlands Market

## Product Demo Program Guidelines

---

In order to maintain a high standard for brand demos at Woodlands Market, the following rules and guidelines are in place to ensure a high-quality environment for all vendor demonstrations. These guidelines outline the procedures, timelines, and requirements that brands must follow to keep operations running smoothly across all of our locations.

### The Process

- Demos are available at all three Woodlands Market locations: **Kentfield, Tiburon, and San Francisco**.
- Each demo slot is **3 hours long**, with two available time slots per day: **11:00 AM – 2:00 PM** and **3:00 PM – 6:00 PM**.
- The demo fee is **\$30 per slot per location**, payable at the time of booking through our online scheduling portal.
- Demos must be booked a minimum of **14 days in advance**.
- Only **one demo may be booked per location per day** to ensure each brand receives maximum visibility.
- These events are focused on driving trial and educating shoppers by distributing whole units, pre-packaged samples, or marketing materials to customers.
- Due to limited space, we will feature up to a maximum of **3 SKUs** at a time — please choose your best sellers.
- Brands may include up to **2 forms of marketing collateral** (e.g., coupons, stickers, postcards).

### Booking & Payment Policy

All demo bookings are made through the Woodlands Market Demo Scheduling Portal. Payment is processed securely via Stripe at the time of booking.

**Important: All bookings are final. No cancellations, edits, or refunds will be issued once a booking has been confirmed. Please double-check your selected dates, times, and locations before completing your purchase.**

Brands may book demos at multiple locations simultaneously through a single transaction. A confirmation email with all booking details will be sent upon successful payment.

### Requirements for Demos

#### Product Information

We require a completed intake form containing all details and sales points about your brand prior to the launch of your event. This information is used to educate our in-store team about your brand and the

products being sampled.

## Product Samples

**Please do not send product before your items are on shelf or have been shipped to our stores.**

Demos cannot be performed until items are available on-shelf. This process ensures maximum exposure for your brand. We recommend sending **1 case per SKU per store**.

## Marketing Supplies

Brands must include all marketing collateral with their sample shipments. We recommend sending approximately **100–150 units** of any marketing materials (postcards, stickers, coupons, etc.). Please notify us of the quantity you are sending before shipping and provide tracking information once available.

## Store Locations

Location	Address	Demo Hours
Kentfield	Woodlands Market, Kentfield, CA	11:00 AM – 6:00 PM
Tiburon	Woodlands Market, Tiburon, CA	11:00 AM – 6:00 PM
San Francisco	Woodlands Market, San Francisco, CA	11:00 AM – 6:00 PM

## Frequently Asked Questions

### Can external brand representatives attend and assist with demos?

Vendors are welcome to send a representative to assist with their demo, provided they coordinate with the store manager in advance. Due to limited space, we ask that no more than one brand representative be present per location.

### Do I have to send product, or can I just send marketing materials?

You can decide whether to send product for distribution, marketing materials only, or both. Most brands choose to send a combination of product samples and marketing collateral.

### How much product should I send?

We recommend sending 1 case per SKU per store. For example, if you have 2 flavors and are demoing at all 3 locations, send 6 cases total (2 flavors x 3 stores).

### How much marketing material should I send?

We recommend no more than 100–150 pieces of marketing material (postcards, stickers, coupons) per location.

### Can I book demos at multiple locations on the same day?

Yes! Our scheduling portal allows you to add demos at different locations to your cart and check out in a single transaction. Each location can have one demo per day.

### **What is the cancellation and refund policy?**

All bookings are final. No cancellations, edits, or refunds are available once payment has been processed. Administrative cancellations may be issued at the discretion of Woodlands Market management in exceptional circumstances.

### **Can I ship samples directly to you for distribution?**

We can store and distribute samples locally to our representatives, provided the items are not bulky or perishable. For bulky or perishable items, please contact us to discuss receiving and distribution arrangements on a case-by-case basis.

### **Where do I ship product and marketing collateral?**

Shipping details will be provided in your booking confirmation email. You may also contact us at [demos@woodlandsmarket.com](mailto:demos@woodlandsmarket.com) for shipping instructions.

### **How do I book additional demos after my initial event?**

Simply visit the Demo Scheduling Portal again to book additional demo slots. Repeat customers are always welcome!

---

## **Contact & Support**

For questions about the demo program, shipping, or scheduling, please contact:

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

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

---

Woodlands Market • Kentfield • Tiburon • San Francisco

All bookings are subject to these guidelines. Woodlands Market reserves the right to update these policies at any time.