

MINDSHARE



3340 Peachtree Road NE, Suite 300
Atlanta, GA 30326

Memorandum

From: Mindshare

To: Non-Traditional Media Vendor

To expedite the billing process, MindShare requires that your company follow the procedures below:

- **Proof-of-performance for EVERY contracted element for EVERY day of EACH event in order to proceed with payment, including but not limited to:**
 - **Photos of booth space, signage, video board spots, and any other promotional items listed in the contract**
 - **Scripts for PA announcements**
 - **Affidavit of radio spots**
 - **Screen shots of any and all online presence (includes e-mail blasts)**
- Invoice made out to MINDSHARE USA INC at the address below and not made out to the U.S. MARINE CORPS.
- Invoice cannot pre-date the event. For example, an invoice for an event on 6/15/09 cannot be dated 6/14/09 or before.
- Invoice must include the client name.
- Invoice must include the dates of the event and a description like booth space, signs or PA announcements, if they are on the contract.
- Signed Affidavit of Performance.
- Follow billing schedule as listed in the Insertion Order.
- Partnerships that occur over several months require one invoice, affidavit, and sufficient proof of performance per month.
- Affidavit of performance must include all elements like booth space, signs and PA announcements, if they are on the contract.
- Outdoor companies and out-of-home companies: Include completion reports and locations lists.
- MINDSHARE USA INC cannot pay for events until after the event.
- Mindshare issues payment once a month at the end of every month. Mindshare will pay for your event at the end of the month AFTER the month of your event (if your event is 7/15, Mindshare will issue payment on 8/31)

If any one of these items listed above is not sent to the account payables department, invoices will not be processed and billing will be withheld until everything is received. Please direct questions to:

GRACIE CHILDRESS
MINDSHARE USA, INC
3340 PEACHTREE ROAD NE, SUITE 300
ATLANTA, GA 30326
GRACIE.CHILDRESS@MINDSHAREWORLD.COM

Thank you in advance for your cooperation.



**NON-TRADITIONAL MEDIA
AFFIDAVIT OF PERFORMANCE**

Please fill out the information below and return the signed affidavit of performance to:

GRACIE CHILDRESS
MINDSHARE USA, INC
3340 PEACHTREE ROAD NE, SUITE 300
ATLANTA, GA 30326-1036
GRACIE.CHILDRESS@MINDSHAREWORLD.COM
P – 404-832-3429
F – 646-264-5882

Please be sure to include all requested information to ensure payment.

Company Name _____

Advertiser _____

Market _____

Event Name _____

Event Date(s) _____

Elements Delivered

Authorized Signature _____

Date _____

MINDSHARE



INVOICE EXAMPLE

FROM

XYZ Company

Remit to:

XYZ Company
1234 Address Road
City, State, 12345

CUSTOMER

US MARINES

Date

10/13/2010

TO

MINDSHARE USA, INC
3340 Peachtree Rd NE Ste 300
Atlanta GA 30326

INVOICE #	DESCRIPTION	DATE(S)	BALANCE
12345	US Marine Corps booth space at XYZ event	10/12/2010	\$2,000.00

BALANCE DUE:

\$2,000.00



**SAMPLE NON-TRADITIONAL MEDIA
AFFIDAVIT OF PERFORMANCE**

Please fill out the information below and return the signed affidavit of performance to:

GRACIE CHILDRESS
MINDSHARE USA, INC
3340 PEACHTREE ROAD NE, SUITE 300
ATLANTA, GA 30326-1036
GRACIE.CHILDRESS@MINDSHAREWORLD.COM
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F – 646-264-5882

Please be sure to include all requested information to ensure payment.

Company Name XYZ Company

Advertiser U.S. Marine Corps

Market City, State

Event Name ABC Festival

Event Date(s) 10/12/2010

Elements Delivered

Booth space at event

USMC signage,

:30 video spot on jumbotron

Authorized Signature John Doe

Date 10/13/2010



Proof of Performance Report Example:



Proof of performance for booth space



Proof of performance for logo OR :30 spot on scoreboard or jumbotron



Proof of performance for banners/signage

*****This is a sample for instruction purposes only. Please include proof for ALL elements in the contract.*****