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## Guidelines for In-store Seminars and Classes

We welcome local practitioners and health professionals to set up educational presentations in our stores about health, nutrition, and wellness.

It's easy! Just arrange your lectures with the individual store manager at the location where you wish to appear. Appearances are subject to the approval of Richard's Marketing Department. However if the criteria below are met, this should not be a problem.

In fairness to all and to be mutually beneficial, the following criteria must be met.

- ❖ The presentation must be of educational value to a consumer audience. Your appearance should be of benefit to your company and Richard's. Presentations cannot be overtly promotional. Primarily educational talks will build trust with attendees who will then naturally turn to you for help once they trust you.
- ❖ Presentations may not feature a presenter who sells competitive products at any time or location.
- ❖ Presentations may not be affiliated with any religious or political organization or contain any religious or political message.
- ❖ Presentations may not include the distribution of unauthorized materials.

In order to promote your event, presentations must be finalized at least 6 weeks in advance. As time and space are limited, you are encouraged to schedule even further ahead.

Once your event is scheduled with the store manager, please email a copy of the form that follows to the store manager where you will appear. The information is needed for the signs & flyers that we will create to promote your appearance.

You may also fax the form to (941) 371-0858, attention Cindy Ritchie.

For additional information, please contact Cindy Ritchie:  
941-377-6266 ext 5, or [marketing@richardswf.com](mailto:marketing@richardswf.com)



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## In-store Seminars and Classes Promotional Information

Name: \_\_\_\_\_

Organization/Practice: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax : \_\_\_\_\_

Email: \_\_\_\_\_

Topic: \_\_\_\_\_

Date(s): \_\_\_\_\_

Store Location(s): \_\_\_\_\_

Lecture description/overview:

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Brief bio/credentials:

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Please send any photographs or artwork  
[marketing@richardswf.com](mailto:marketing@richardswf.com)

