

# TRAVEL PASS Frequently Asked Questions

## What is Travel Pass and how does it work?

Travel Pass is a program that is repurposing Discount City fees to focus on expanding retailer attendance at Reunion and using data to drive targeted, meaningful interactions with key retailers and our vendor community. Funds provided through the program will support 3 nights hotel for a single retailer to offset their expenses for attending Reunion. Each retailer sponsored will need to commit to attending Reunion by 7/1/24.

## What are the requirements to participate in the program?

All vendors who have at least one offer in the Discount City area will be automatically opted in to divert 1 displayer fee to the Travel Pass program. Vendors who do not participate in Discount City can opt in to support a retailer's hotel accommodations and can choose to fund as many retailers as desired. Opting in can be selected at the time of booth selection. For Discount City participants, as long as you submit a competitive offer on a displayer True Value will guarantee it has placement in Discount City.

## What is the fee to participate?

The fee to support one retailer is \$475 for the 3 nights hotel accommodations to be used September 8<sup>th</sup> through the checkout date of September 11<sup>th</sup>. Accommodations are based on a single room per store location and True Value will coordinate the funds to pay for the hotel room.

## How will I be charged the fee based on the Discount City scale of charges?

True Value has set a scale of charges based on displayer performance at either the sales dollars or units sold. The 1<sup>st</sup> displayer offered will automatically be assessed \$475 and will be deducted from the Discount City fee totals. That \$475 will be charged as a separate line item along with booth fees. All other displayers will be measured on sales, and whichever is higher (units/dollars) to meet the lowest fee threshold will be used. *Ex. Warehouse units sold is 100, but sales dollars are below \$5,000, then fee will be \$125 because it met the greater of the 2 options provided.*

Below is the schedule of fees:

### 2024 Fall Reunion Discount City Warehouse & Direct Ship

	Sales Sold per Each Displayer	OR	Units Sold per Each Displayer	=	Fee per Each Displayer
Warehouse	\$0-\$5,000		0-99		\$475
Warehouse	\$5,000-\$10,000		100-199		\$125
Warehouse	>\$10,000		200 +		\$0
Direct Ship	\$0-\$10,000		0-199		\$475
Direct Ship	>\$10,000		200 +		\$125

### **If I have displayers will those fees be waived in place of the Travel Pass Fee?**

Only the 1<sup>st</sup> displayer offered will be repurposed to fund the Travel Pass Program. That \$475 fee will be charged as a separate line item along with booth fees and is not subject to the scale above. It's a one-time flat fee.

### **For Discount City charges, how will I know what I am being charged?**

Charges will not be assessed until the end of the order window when all sales data is tabulated. Vendors can track their sales dollars/units in the Retail Workbench on Vendors Online to know approximately what charges will be assessed. Prior to debits being deducted on the remittance in November, an email confirmation will be sent by the department analysts to confirm the totals.

*Please note that Direct Ship sales is not available in this reporting and will only be available via the emailed DS displayer order confirmations.*

### **When will I find out the final charge if participating in Discount City offers?**

Prior to debits being deducted on the remittance in November, an email confirmation will be sent by the department analysts to confirm the totals. This activity will take place in early November after calculating all the sales results.

### **If not participating in displayers, can I still sponsor a retailer?**

Yes, all vendors are open to opt-in to the program if not offering displayers in Discount City. When signing up for a booth assignment, there will be an option to add this to the cart. If a vendor does not know if they will be selected for Discount City when picking the booth options, and wanting to opt-in then preselect this option and True Value will reach out to reconcile the final decision if not selected for Discount City. Vendors will be selected for Discount City as long as they have a competitive offer.

### **Can I sponsor more than one retailer, and will this waive all my Discount City fees?**

Any vendor can choose to sponsor as many retailers as desired through the cart opt-in option, however current expectation is that vendors will start with a single retailer as part of this new program. Since only the 1<sup>st</sup> displayer is waived in lieu of the Discount City fees, sponsoring additional retailers will not negate the schedule of fees for additional displayers offered. Lowest performing displayer will be chosen as the Travel Pass charged fee.

### **Will I get to meet the retailer I sponsor? Will there be a sign-up for scheduling a meeting?**

Yes, the expectation is that retailers will engage with vendors in a meaningful way on the Reunion floor. Details are still being worked out, but retailers in the program will know who their sponsor is and will have an opportunity to meet with their designated sponsor.

### **How can I opt out of this program?**

Discount City vendors who do not want to be participate in the program can opt-out during booth signup but will be charged per the sliding scale above.

### **Can I choose which retailer I'm sponsoring?**

True Value is going to invite retailers on behalf of the vendors and use historical data to understand which retailers match up to which vendor. This will ensure that retailers and vendors have the most meaningful engagement and both benefit from this opportunity.

### **Who do I contact if I have questions on the Travel Pass Program?**

All questions can be directed to the Events & Meetings team at [TrueValueEvents@truevalue.com](mailto:TrueValueEvents@truevalue.com)