

## Advertising and Promotion

- Questions to ask a potential distributor regarding advertising and promotion of your products are include:
  - Can they compile market research information to be used in making forecasts?
  - How do they advertise their products?
    - What type of media do they use?
    - What type of events do they sponsor?
    - If they use direct mail, how many prospects are on their mailing list?
    - If they use brochures, what do they look like?
      - Is the image and quality of their brochures compatible with your corporate image?
  - How much of their advertising budget will be dedicated to promoting your product
  - Will you be expected to contribute funds for promotional purposes?
    - How will the amount be determined?
  - Can they accurately translate your advertising copy?