



IN REPLY
REFER TO

DEFENSE COMMISSARY AGENCY
HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

MPS

March 22, 2016

NOTICE TO THE TRADE – DeCA NOTICE 16-61

SUBJECT: Hawaii Local Holiday Item Presentations

The purpose of this notice is to inform Industry that the Defense Commissary Agency (DeCA) is accepting electronic presentations for Hawaii local holiday items for the calendar year 2016 holiday season.

Guidelines for presentations are as follows:

- Presentations must be submitted to the following email address:
hawaiiocal@deca.mil.
- Items presented must be made in or unique to Hawaii and appropriate for holiday and seasonal buying.
- Submissions must be presented on DeCA Form 40-15, New Item and File Maintenance Form and DeCA Form 40-16, Display Presentation Form. Instructions and samples for completing these forms are available at:
https://www.commissaries.com/business/brandname_resale.cfm
- Presentations must include sell sheets with pictures of each item. Pictures must clearly illustrate the item (front, back, sides) and include display fixtures (shipper, stackable boxes, rack) if applicable.
- Point(s) of contact information (name, phone, email of someone who can speak to all items) must be included with each submission.
- The deadline for submissions is close of business, Friday, April 15, 2016.

Presentations will be reviewed April 25-29 and product selection decisions will be announced not later than May 13, 2016.

If you have questions about your presentation or how to complete the DeCA Forms, please contact Ms. Regina Johnson, at 804-734-8000, extension 48301, or Ms. Mary DeSantis, at 804-734-8000, extension 48975.

For Tracie L. Russ
Director, Sales