



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

IN REPLY
REFER TO

MPS

May 30, 2017

NOTICE TO THE TRADE – DeCA NOTICE 17-38

SUBJECT: 2017 Hawaii Local Holiday Items

The purpose of this notice is to inform Industry that the Defense Commissary Agency (DeCA) is accepting electronic presentations for 2017 Hawaii local holiday items. 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, June 16, 2017.

Presentations will be reviewed June 19-23 and product selection decisions will be announced by June 30, 2017.

If you have questions about your presentation or how to complete the DeCA Forms, please contact Ms. Marye Dobson, at 804-734-8000, extension 52781, or Ms. Amy Perkinson, at 804-734-8000, extension 48386.

Tracie L. Russ
Director, Sales