

## New Product Evaluation

Please review and complete the following when submitting a product to TV Sales Direct for consideration to air on QVC. TVSD evaluates hundreds of products and we ask that you follow the guidelines and answer the questions completely so that we can review your product thoroughly. Products received with substantive gaps in the information provided will not be reviewed.

1. What is the name of your company and product?

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2. Is there a website we can visit for more information?

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3. What is this product used for?

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4. Does this product solve a problem? If so, how?

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5. Does your product have unique or cutting-edge features, ingredients or benefits?

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6. What makes it better than similar products? (visit QVC.com to review products in this category)

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7. Does this product have mass appeal? Who is the target audience?

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8. Is this product currently selling elsewhere? If so, where and what is the retail price?

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9. Do you have independent research to prove claims about this product? Please provide copies.

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10. How and why did your company start? Does that "story" make this product more interesting?

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11. Do you have a passionate spokesperson that would be comfortable presenting on TV?

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12. Has this product ever been submitted to QVC for review? If yes, please provide the details.

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13. Who from your company will make the decision to proceed if QVC is presents the right opportunity?

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If you choose to proceed, please provide this form and two samples of your product for review. Due to the volume of products we evaluate, samples cannot be returned unless such arrangements are confirmed with TVSD.

Upon receipt of your information and samples, TVSD will promptly review your submission and will notify you of our ability to proceed. Thank you for your submission and your consideration. We look forward to working with you!

**Please send submissions to:**

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New Product Evaluation  
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