

Moneys' Worth - Examples of Provisions of Selected Other States (and federal law)

State	General prohibition	Advertising - examples of prohibited activities	Advertising - examples of allowed activities	Other moneys' worth provisions
Alaska	No			
California	Yes		<p>Internet information.</p> <p>Beer coasters with a value less than \$.05.</p> <p>Arena advertising arrangements. (Pending legislation would allow beer consumer advertising specialties valued to \$3.)</p>	<p>Allowed:</p> <ul style="list-style-type: none"> • Beer pumps and iceboxes to R operating on temporary basis. • Food, beverages, entertainment and recreational activities at meetings, conventions, and trade shows. • Courses of instruction.
Federal law	<p>A MDI may not induce a R to purchase products to exclusion of products of others by furnishing things of value.</p> <p>Secretary may specify exceptions.</p>		<p>Point of sale advertising such as coasters, napkins, clocks, and inside signs (which may be electric or mechanical).</p> <p>Consumer advertising specialties such as can openers, shopping bags, shirts, and caps.</p>	
Idaho	Yes		<p>Interior signs and decorations.</p> <p>Temporary exterior signs for a special event.</p> <p>Point of sale items such as sports schedules and decals.</p>	<p>Allowed:</p> <ul style="list-style-type: none"> • Provision or sale of tapping equipment. • Sale of ice at cost. • Arranging of stock. • Provision to R of a container of beer or wine up to 64 ounces for sampling.

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Maine	Yes		<p>Consumer specialties such as ash trays and corkscrews.</p> <p>Advertising specialties such as trays, coasters, napkins, and clocks as long as the cost does not exceed \$300 annually.</p> <p>M and D may give or sell signs for use inside a R premise up to \$1000 in value in use at one time. In addition, M and D may provide one wine and one beer inside electric sign to a R.</p>	<p>Allowed:</p> <ul style="list-style-type: none"> • Provision to R of up to 9 gallons beer and 9 liters wine.
Michigan	Yes	<p>M may not give away novelty items. R may not sell or give novelty items to consumers unless by written order of state agency.</p> <p>M and D may not sell or give calendars and matchbooks to R. (M and D may give to consumers.)</p>	<p>Temporary bin displays.</p> <p>Calendars and matchbooks to customers.</p>	
Montana	Yes		Activities permitted by federal law.	

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North Carolina	Yes State agency may grant exemptions based on specified factors.	Inflatables. Giving of coolers, ice chests, sporting equipment, and other novelties (but may be sold to R).	"Consumer specialty items" such as t-shirts and bottle openers may be given or sold by MDI to R. "Retailer advertising specialty items" (coasters, napkins, and similar items) up to \$78 per brand may be given or sold by MDI to R. Clocks, lighted displays, and menu and price boards. Product displays up to \$160 per brand.	Allowed: <ul style="list-style-type: none"> • Provision of educational seminars. • Provision of coil cleaning services. • Arranging of stock.
Oregon	Yes	Napkins, coasters. Giant inflatables.	Point of sale materials such as table tents, display mirrors, and neon signs. If item has another function besides advertising, cost in any display may not exceed \$30 and is limited to 45 days of display. Items made of paper such as sports schedules that provide information but do not promote R's business. Arena advertising arrangements. (Rule amendment proposed to allow point of sale materials such as napkins and coasters and consumer advertising specialties such as t-shirts and shopping bags.)	Allowed: <ul style="list-style-type: none"> • Samples of beer and wine that the R does not carry - up to 1 gallon beer or 5 liters of wine. • Samples for R educational seminars. • Sale of nonalcoholic products in manner sold by nonlicensees.

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Utah	Yes		Activities permitted by federal law.	
Virginia	Yes. State agency may provide exceptions.	Sale of can openers valued over \$10.	Advertising material made of paper, cardboard, canvas, rubber, foam, or plastic, if value is \$40 or less per item. Can openers up to \$10 in value.	Allowed: <ul style="list-style-type: none"> • Sale of ice. • Provision of tapping equipment.
Washington	Yes	Novelty items (may be sold to R). Signs which have functional value.	Point of sale materials such as matches, table tents, and calendars. Stadium advertising arrangements. Internet information.	Allowed: <ul style="list-style-type: none"> • Stock arranging. • Courses of instruction. • Pouring at restaurants. • Food, beverages, transportation for business meetings. • Entertainment if MDI accompanies R.