

# Point-Of-Purchase Display Guidelines

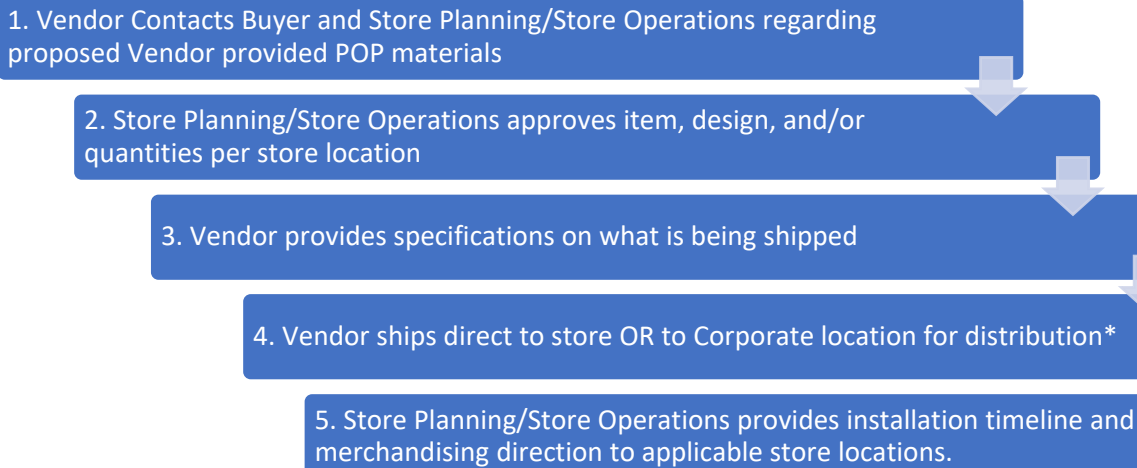
January 2020

## Guideline Overview:

1. All vendor provided POP must have all parts of display approved by Store Planning/Store Operations prior to production and/or shipping. Vendor may not at any time send vendor POP directly to stores without approval.
2. Vendor/Buyer/Store Planning/Store Operations must ensure that store location hosting POP must have adequate product assortment to support installment.
3. If applicable, vendor must provide fixture specifications needed for building and sustaining fixture to each location as well as Store Planning/Store Operations.
4. Vendor will provide desired time frame for life of POP, although the needs of store space may supersede.
5. Placement within the store will be determined by Store Planning/Store Operations.
6. Vendor must provide approximate delivery date to stores to Store Planning/Store Operations, no less than one month prior to deploying POP. Any applicable carrier/tracking information must also be provided.
7. Exit strategy must be discussed for end of life/disposal of parts and displays.

Vendor applications/questions: [StorePlanning@sunandski.com](mailto:StorePlanning@sunandski.com)

## Vendor POP Merchandising Process Overview:



1. Vendor must send an email to [StorePlanning@sunandski.com](mailto:StorePlanning@sunandski.com) requesting approval of POP materials including (but not limited to) tables, fixtures, display imagery, or other visual accessories. Vendor may also provide fixture specifications, assembly instructions, or merchandising directive.
2. Store Planning/Store Operations team approves materials based on usability throughout the year, size, appearance, and lifespan.
  - Fixtures/Displays that can only be used for one season or less (i.e. summer or winter) may be denied if proposed store locations do not have storage for off-season.
  - Oversized fixtures must be approved per location to ensure space is appropriately allocated.
  - Cardboard or similar fixtures will not be approved.
3. RCI does not pay shipping charges associated with Vendor Point-of-Purchase materials or fixtures. Vendor must provide shipping information, tracking information (if available), and estimated delivery windows.
4. Vendor may choose to ship direct to store (only if the above step is completed) or ship to Corporate home office location for distribution.

*Retail Concepts: Receiving- Vendor POP*  
*10560 Bissonnet Street, STE 100*  
*Houston, TX 77099*
5. Store Planning/Store Operations will deliver merchandising direction, fixture specifications, or further instructions to stores via internal platform. Vendors may request photo confirmation per store location, which will also be requested via the platform.

## Approved POP Displays

### Tables

- Vendor provided tables will only be approved for vendors that have presence year-round in Sun & Ski Sports locations. Tables may not be approved for summer only or winter only brands.
- Prior to approval, specifications for size of tables must be provided to Store Planning team to ensure that the table(s) will fit on the sales floor for the proposed location(s).
- Tables provided by vendors should be built to withstand at least two full seasons (18 months) of use by stores. Plastic or similar material may not be approved.



## Fixtures

- Vendors may provide fixtures following approval from Store Planning/Store Operations.
- Ideal fixtures would have casters or wheels to allow for ease of movement on the sales floor.
- Fixtures may be denied approval if they are only for display items and do not stock assortments.

Fixture at right is on wheels and holds a full assortment of product.



(Left) Fixture is large and may be difficult to move. Fixture only houses display product.

(Right) 4-way fixture does not have wheels and may be difficult to adjust placement on sales floor.



## Tabletop Accessories

Vendor provided tabletop accessories can include:

- Risers
- Vendor name plaques
- Greenery/Shrubbery
- Other brand enhancing accessories

Due to the size of tables and product allocated to be housed on tables, size is a factor when approving tabletop accessories. Be sure to include size specifications when proposing table accessories to Store Planning/Store Operations.

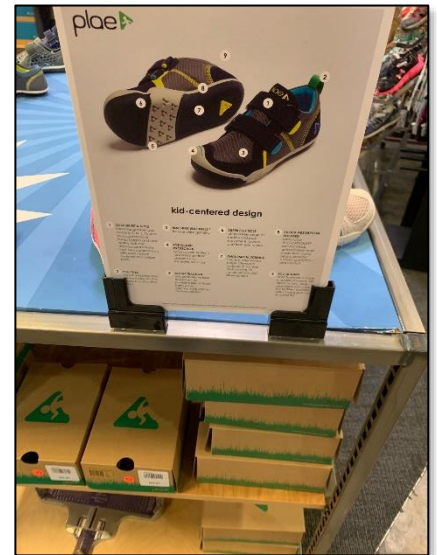


## Images

### Posters, Banners, Signage

Ideally, any images would be sent digitally to our in-house creative team. This process allows images to be re-sized to fit standard signholders as well as provides key images to be used in other channels (i.e. Social Media, E-Mail, Web Banners, etc.).

If the vendor would like to provide printed images, the size of the image and material being used must be approved to ensure that stores will have a signholder or the appropriate system to showcase the image.



### Window Cling

Window clings may be approved per location. Many Sun & Ski Sports locations do not allow window clings due to city or landlord limitations, so please provide proposed locations when attempting to provide window clings.

### Slatwall Signage

Vendor signage that attaches to Slatwall will be approved based on size. Oversized vendor signage may be difficult for stores to store in the off-season.



## Fixtures with Electricity

Fixtures that require electricity will be approved on a store by store basis. Store locations often do not have the capability to support electricity throughout the store safely. This includes, but is not limited to, fixtures needing lighting, television, or sound.



## Shipping

RCI does not pay for shipping or transportation of vendor provided POP or displays.

Should a vendor choose to ship to store without prior approval from Store Planning/Store Operations, the vendor may be subject to chargebacks including any additional freight costs, disposal fees, or labor needed to return the items.

### Ship to Store-

Vendors may choose to ship direct to each store location. This may only be done **after** approval has been given by Store Planning/Store Operations.

Vendors must provide tracking information and estimated delivery dates to Store Planning/Store Operations once the items have shipped.

### Ship to Distribution Center-

Vendors may also choose to ship to the Corporate Distribution Center to allow us to ship via our pallets. This ensures that all stores receive all materials in a timely manner.

Vendors choosing this option must provide Store Planning/Store Operations an item list along with documents outlining how the items should be distributed.