

LMX FOOTPRINT THEATER DISPLAY PROGRAM

Footprint Theatre provides the opportunity for suppliers to create in-store excitement with a unique display unit that offers a small footprint with big impact for a one-month period.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Seasonal Application Form. Applications will be posted online @ mbllpartners.ca February 25, 2020. All applications must be submitted by **March 10, 2020**. Late applications will not be accepted.

Applications MUST include an image of the actual display, construction material details, dimensions (height, width and depth), and holding power.

PARTICIPATION & ELIGIBILITY

All listed products (excluding Economy) are eligible for the Footprint Theatre. There is one opportunity for LMX each period, April – September.

Displays will consist of a maximum of three SKUs.

COST

\$1200 per period

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Suppliers will be required to produce POS displays no larger than 2' x 3' (or otherwise approved by the Liquor Experience department). Display racks should be shop-able from 360 degrees or at a minimum have creative on all sides (no white space on the back).

Suppliers will deliver POS to participating stores 7 days prior to the start of the period. If significant building is required, the supplier is responsible to ensure the unit is constructed in advance of the period start date.

If suppliers wish to augment their Footprint Theatre with a near pack value add, the value-add item must be merchandised within the rack. Near packs outside of the rack are not permitted.

Suppliers may use contests to enhance their Footprint Theatre. If a display includes an in-store draw, the prize, ballots and ballot box must be accommodated on or within the rack.

All displays must be removed by the supplier from stores at the end of the period.

Display units should be disposed of in an environmentally friendly manner.

LIQUOR MART EXECUTION

Footprint Theatre displays will be placed in a high traffic, high visibility section of the store.

Inventory levels will be determined by the MBLL and enough inventory will be maintained for the period to support visually effective displays.



*****Example Only*****