

**Post: April 1, 2015**  
**INTERIOR SIGNAGE**

Element	Location
20" x 20" door decal	See diagram below.
Register Wobbler	See diagram below.
Standee with Brochure Holder	Place standee near the front register or other area where it will be easily seen by customers. Follow standee assembly instructions included in your POP kit. Ensure that the front of the standee with the brochure holder faces outward towards customers.
Crew Buttons	Wear the Xponent Rewards button on your shirt uniform. Do not block your nametag or company logos. Encourage customers to pick up a take-one brochure for more information.
Take-One Brochure	Insert take-one brochures into the clear plastic holder affixed to the front of the standee. Store extra brochures in an area that is easily accessible, and refill the holder as needed.
Cashier's Reference Sheet	Keep this at the front register as a helpful reference sheet for answering customer inquiries about the new Xponent Rewards Card.



**20" X 20" EXTERIOR DOOR DECAL**

On bottom half of primary entrance door, centered horizontally and vertically. (When a 20" x 5" door decal is present, place below the 20" x 5" sign and center horizontally with equal spacing on both sides and the bottom.)



**REGISTER WOBLER**

You will receive two shelf wobblers to be posted on primary cash register(s). Each wobbler has both slots and adhesive: The slots can be used to wrap around the transaction screen pole on the registers. For non-pole registers, the double-sided adhesive can be used. Attach the wobbler directly to the register, one wobbler per register. Always position the wobbler facing the customer.

**DUAL-LANGUAGE INTERIOR SIGNAGE**

As a way to reach both English- and Spanish-speaking customers, a dual-language version of the POP materials has been created. Stations in areas with a high-density Hispanic population, as indicated by the ProComm profile in Business Point, will receive the following:

Element	Location
Standee with Brochure Holder	Place standee near the front register or other area where it will be easily seen by customers. Follow standee assembly instructions included in your POP kit. Ensure that the front of the standee with the brochure holder faces outward towards customers.
Take-One Brochure	Insert take-one brochures into the clear plastic holder affixed to the front of the standee. Store extra brochures in an area that is easily accessible, and refill the holder as needed.



**PROCOMM INFORMATION**

The POP package you received contains various POP elements based on your site profile(s) maintained in ProComm Business Point. Distribution is based on your ProComm mail preferences. To view and update your POP profile and/or mail preferences, please log on to:

**Chevron Business Point>Account Profile>ProComm>POP Profiles, or  
 Chevron Business Point>Account Profile>ProComm>Company Information>Mail Preferences**

For further assistance, contact your Business Consultant.

To request additional POP or to replace damaged POP, contact the Retail Marketing Center by going to the **Support > RMC Online Inquiry** page on Chevron Business Point, or call **1-877-243-8457, option 1.**

© 2015 Chevron U.S.A. Inc. All rights reserved. The Chevron and Texaco Xponent™ Rewards Card is issued by Central National Bank & Trust Company, Enid, Oklahoma, under license from Discover Financial Services LLC. All trademarks and logos are property of their respective owners and are protected by applicable trademark, copyright or other Intellectual Property laws.



**Xponent Rewards Card POP Posting Instructions**

Post Date: April 1, 2015



## PROGRAM DESCRIPTION

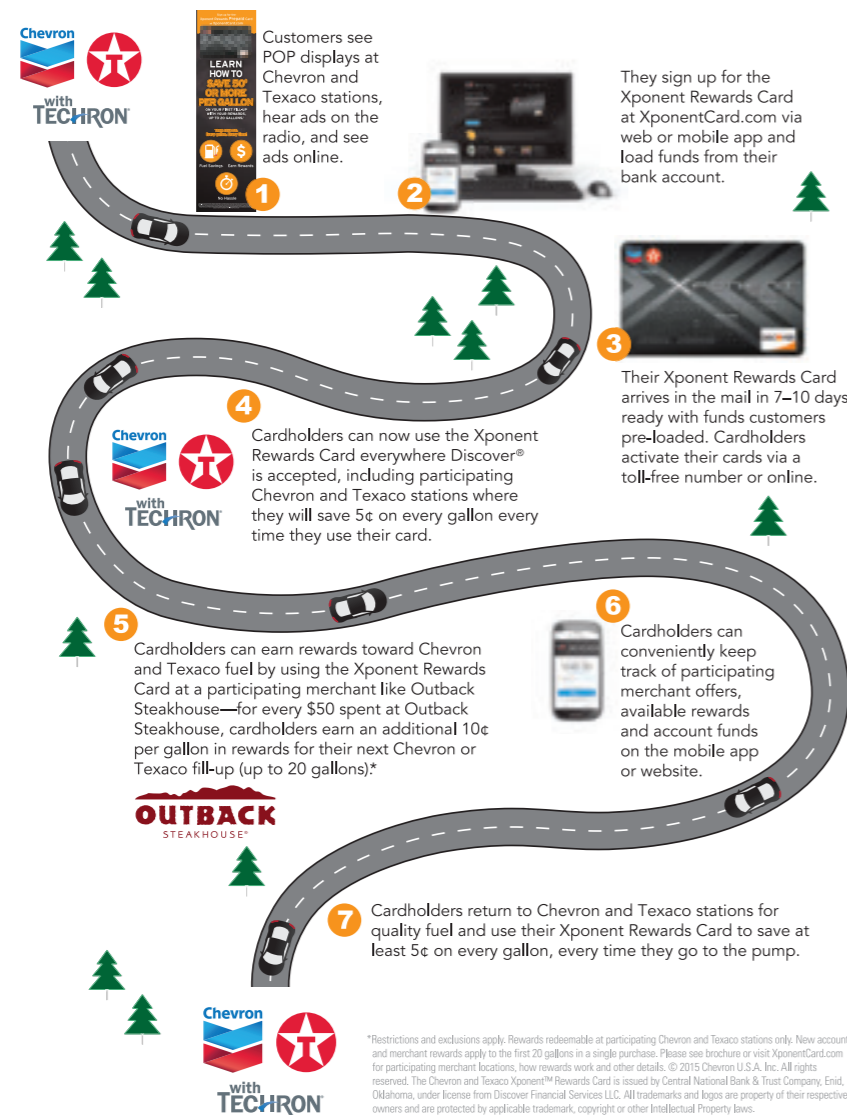
**Introducing the Chevron and Texaco Xponent Rewards Card, a new card product to help attract customers and drive loyalty and volume to your sites!** The new Chevron and Texaco Xponent Rewards Card is a convenient way for customers to pay for their Everyday purchases AND save on quality Chevron and Texaco gasoline with the unbeatable cleaning power of Techron! The Xponent Rewards Card is not a credit card—it's a prepaid card that cardholders load and reload with funds from their bank account. They can easily manage their money and track their spending online. When cardholders pay with their Xponent Rewards Card at participating merchant locations, they can earn even more rewards for Chevron and Texaco gasoline that add up!

Xponent Rewards cardholders always save 5 cents on every gallon of Chevron and Texaco fuel purchased with their card. With the New Account Bonus, they can save 40 cents per gallon on their first fuel purchase at participating Chevron and Texaco stations (up to 20 gallons) instead of the Everyday 5 cent per gallon reward. And, when they earn 10 cents per gallon in Merchant Rewards for every \$50 spent with their card at a participating Outback Steakhouse location, they can save 50 cents or more per gallon on their first fuel purchase (up to 20 gallons)!

Post the Xponent Rewards Card POP to help promote this new card product at your site(s) and encourage customers to sign up! Additional marketing support to promote the new Xponent Rewards Card will include display and mobile banner ads, streaming radio, and keyword SEARCH campaigns.

The Chevron and Texaco Xponent Rewards Card is being introduced in select markets in the EAST: Dallas, Atlanta, Tampa, Orlando and South Florida (Ft. Lauderdale/WPB/Miami).

## XPONENT CARDMEMBER CUSTOMER JOURNEY



Post: April 1, 2015



Site schematic shown above is used for example purposes only, as hardware and layout may vary by site.

## ISLAND SIGNAGE

Element	Location
Island 3x3	Within frame, on pump island.
Pump Topper/ Trash Valet Topper	Within frame, on pump island.



Island 3x3



Pump Topper/Trash Valet Topper

## PERIMETER SIGNAGE

Element	Location
Yard Flag	On approved frame, on perimeter of site.



Yard Flag

## DUAL-LANGUAGE ISLAND SIGNAGE

As a way to reach both English- and Spanish-speaking customers, a dual-language version of the POP materials has been created. Stations in areas with a high-density Hispanic population, as indicated by the ProComm profile in Business Point, will receive the following:

Element	Location
Island 3x3	Within frame, on pump island.
Pump Topper/ Trash Valet Topper	Within frame, on pump island.



Island 3x3



Pump Topper/Trash Valet Topper