



Your new POP kit for your site has arrived.

This new POP kit contains updated signage for your site with information on our latest campaign.
Runs on-site May 3rd, 2017 through August 1st, 2017.



Checklist

DISPLAY YOUR PROMOTIONAL
ITEMS ON 5/3/2017

❑ OPEN YOUR PROMOTIONAL KIT AND CHECK IT CAREFULLY.

Make sure you received all the promotional elements assigned to your location as shown in the promotional placement diagram.

❑ DISPLAY YOUR NEW BP POP KIT BEGINNING WEDNESDAY, MAY 3rd, 2017.

Remove all past BP promotional elements. Refer to the promotional elements placement diagram for details.

Every employee has a chance to help make this program a success! You can also encourage employees to check out www.mybpstation.com for more information.

ADDITIONAL INFORMATION ABOUT ON-SITE MATERIALS FOR THE BP GASOLINE WITH INVIGORATE FUEL PROMOTIONAL PROGRAM:

- If you need additional promotional elements, contact Global Business Services Americas at **888-BP-HELP-U (888-274-3578)**, option 3, then 3, then 2. Or go to www.bpconnection.com and select IDL Worldwide under the links section.
- The IDL website will go live with new items starting on 4/21.
- If you require additional BP Driver Rewards Program brochures, contact Global Business Services Americas at **888-BP-HELP-U (888-274-3578)**, option 3, then 3, then 2.
- If you require additional BP Credit brochures or Fleet applications, contact IDL Worldwide at **1-800-499-4824**.



BP gasoline with Invigorate®
Fuel Promotion 5/3/17-8/1/17

Exterior POP placement diagram — all sites

DISPLAY YOUR PROMOTIONAL ITEMS ON 5/3/2017

PLEASE FOLLOW THESE SPECIAL INSTRUCTIONS.



- 1 Light Approach
40608LA
40608NYLA

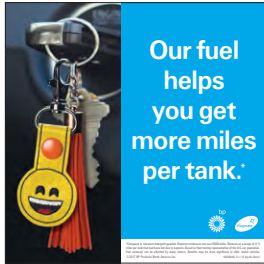


BP gasoline with Invigorate®
Fuel Promotion 5/3/17-8/1/17

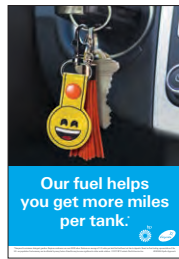


Pump POP placement diagram — all sites (exceptions: NY, NJ, CT, MA, ME, NH and sites that cannot display the crind strips)

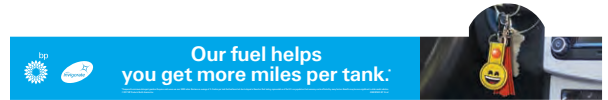
DISPLAY YOUR PROMOTIONAL ITEMS ON 5/3/2017



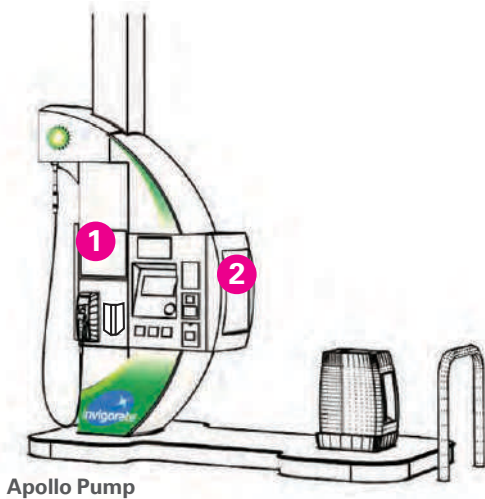
1 Apollo Decal*
40608AD
**for Apollo Pumps only*



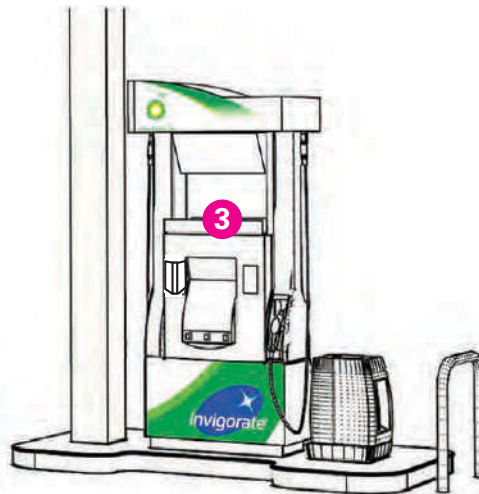
2 Apollo Approach*
40608AA
**for Apollo Pumps only*



3 Crind Strip
40608CS27
40608CS40



Apollo Pump



BP gasoline with Invigorate®
Fuel Promotion 5/3/17-8/1/17

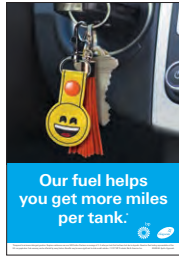


Pump POP placement diagram — NY (excludes NYC), NJ, CT, MA, ME, NH and sites that cannot display the crind strips

DISPLAY YOUR PROMOTIONAL ITEMS ON 5/3/2017



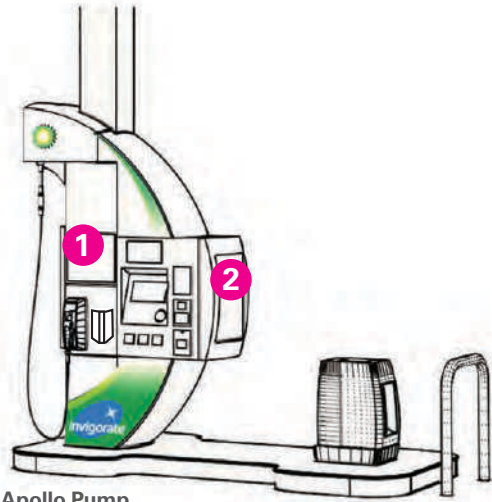
1 Apollo Decal*
40608AD
**for Apollo Pumps only*



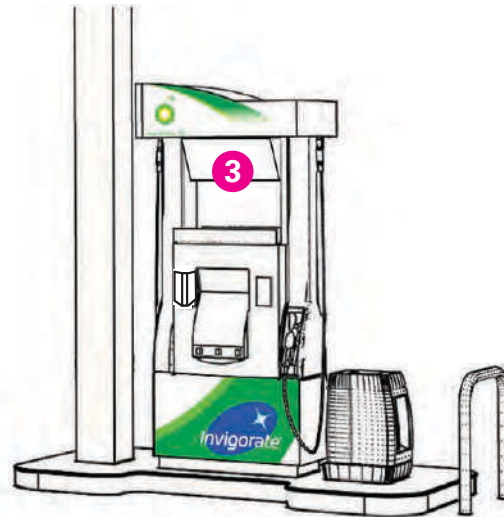
2 Apollo Approach*
40608AA
**for Apollo Pumps only*



3 Inverted Pump Sign
40608H40
40608OV



Apollo Pump



BP gasoline with Invigorate®
Fuel Promotion 5/3/17-8/1/17

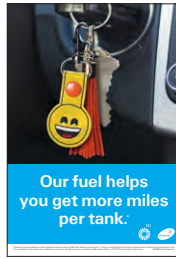


Pump POP placement diagram — NYC only

DISPLAY YOUR PROMOTIONAL ITEMS ON 5/3/2017



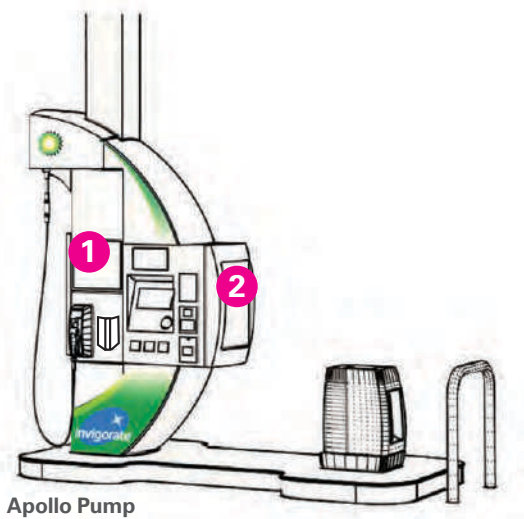
1 Apollo Decal*
40608NYAD
**for Apollo Pumps only*



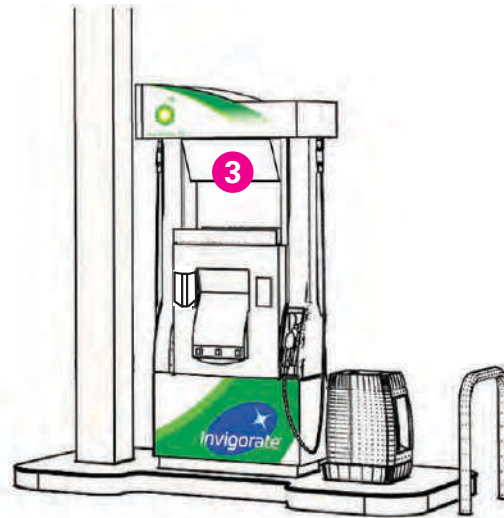
2 Apollo Approach*
40608NYAA
**for Apollo Pumps only*



3 Inverted Pump Sign
40608NYH40
40608NYOV



Apollo Pump

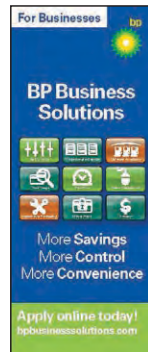
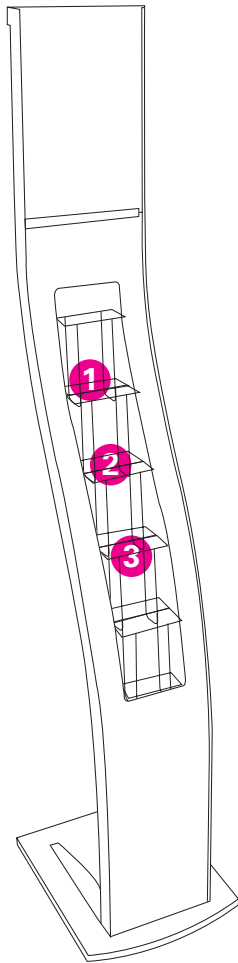


BP gasoline with Invigorate®
Fuel Promotion 5/3/17-8/1/17

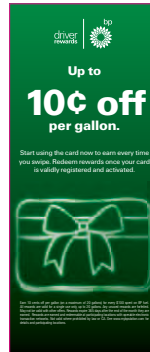


Interior POP placement diagram — all sites

DISPLAY YOUR PROMOTIONAL ITEMS ON 5/3/2017



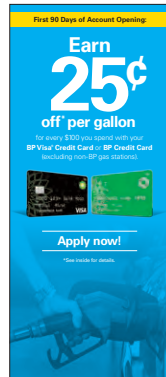
1 Fleet Card Applications



2 BP Driver Rewards Program Brochures



Door Decal
30926DECAL



3 BP Visa Brochures
40797BPAPP

Consumer/Fleet Card Display

ADDITIONAL INFORMATION ABOUT ON-SITE MATERIALS FOR YOUR BP POP KIT:

- If you need additional POP, contact Global Business Services Americas at 888-BP-HELP-U (888-274-3578), option 3, then 3, then 2. Or go to www.bpconnection.com and select IDL Worldwide under the links section.
- If you require additional BP Driver Rewards Program brochures, contact Global Business Services Americas at 888-BP-HELP-U (888-274-3578), option 3, then 3, then 2.
- If you require additional BP Credit brochures or Fleet applications, contact IDL Worldwide at 1-800-499-4824.
- Keep your BP Driver Rewards Program and BP Credit brochures displayed in your stores and in the canisters at each pump (see diagrams).



BP gasoline with Invigorate®
Fuel Promotion 5/3/17-8/1/17

Takedown sheet

DISPLAY YOUR PROMOTIONAL ITEMS ON 5/3/2017

IMPORTANT — PLEASE REMOVE ALL SIGNAGE SHOWN BELOW BY MAY 3rd, 2017.

Exterior



Apollo Approach



Apollo Decal



Inverted Pump Sign



Light Approach



BP gasoline with Invigorate®
Fuel Promotion 5/3/17-8/1/17



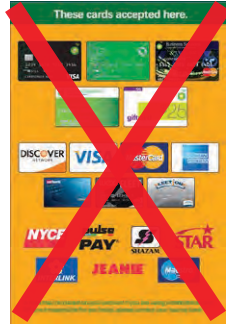
DISPLAY YOUR PROMOTIONAL ITEMS ON 5/3/2017

Replace Old Credit Card Decals

IF THE DISPENSER HAS THIS DECAL.

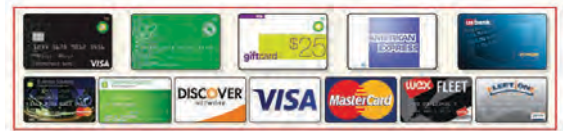
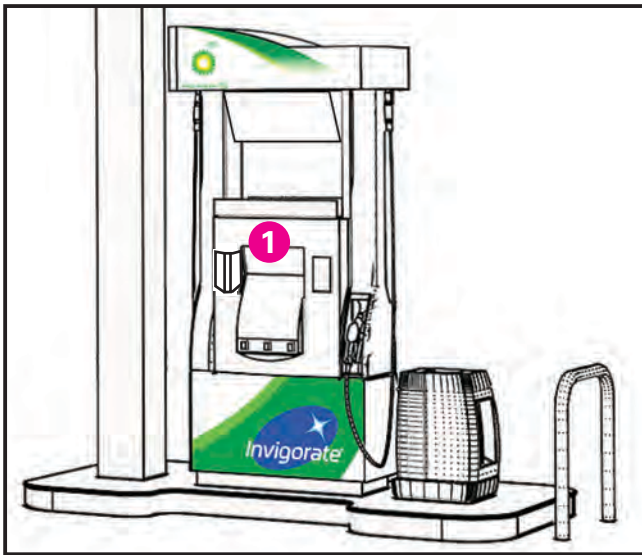


Dispenser Credit Card Decal



Dispenser Credit Card Decal

REPLACE WITH THE NEW SMALLER DECAL PROVIDED IN THE POP KIT IN PROMINENT POSITION ON FRONT OF THE DISPENSER.



1 Dispenser Credit Card Decal
DISPDECAL



BP gasoline with Invigorate®
Fuel Promotion 5/3/17-8/1/17

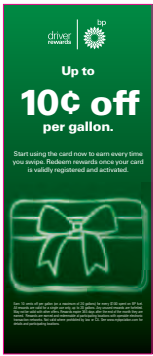


DISPLAY YOUR PROMOTIONAL ITEMS ON 5/3/2017

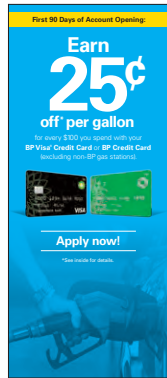
Keep Up Sheet:

IMPORTANT — APPLIES ONLY TO SITES THAT RECEIVED THESE MATERIALS.

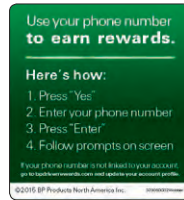
Exterior



1 BP Driver Rewards Program Brochures



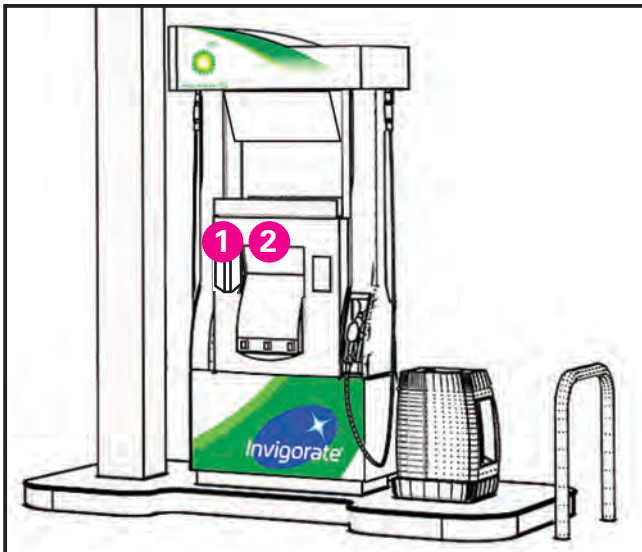
2 BP Visa Brochures 40797BPAPP



Wobbler



Curb Display Graphic Insert



BP gasoline with Invigorate® Fuel Promotion 5/3/17-8/1/17

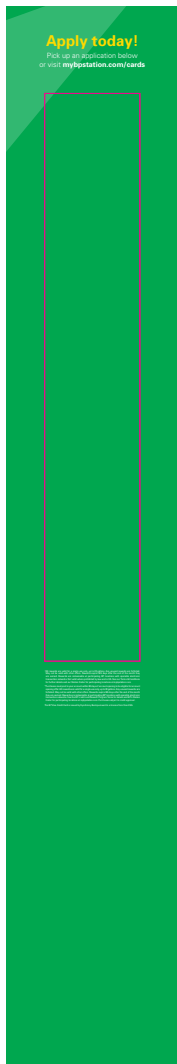


DISPLAY YOUR PROMOTIONAL ITEMS ON 5/3/2017

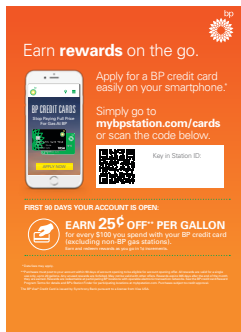
Keep Up Sheet:

IMPORTANT — APPLIES ONLY TO SITES THAT RECEIVED THESE MATERIALS.

Interior



S-Channel Bottom Card



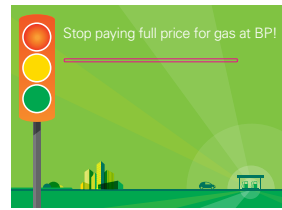
Tent Card



Window Cling



Tear Pad



Tear Pad Display



S-Channel Top Card



Tri-Fold Dangler



Counter Mat



Aisle Violator*
**Optional element, call the GBS to order*



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