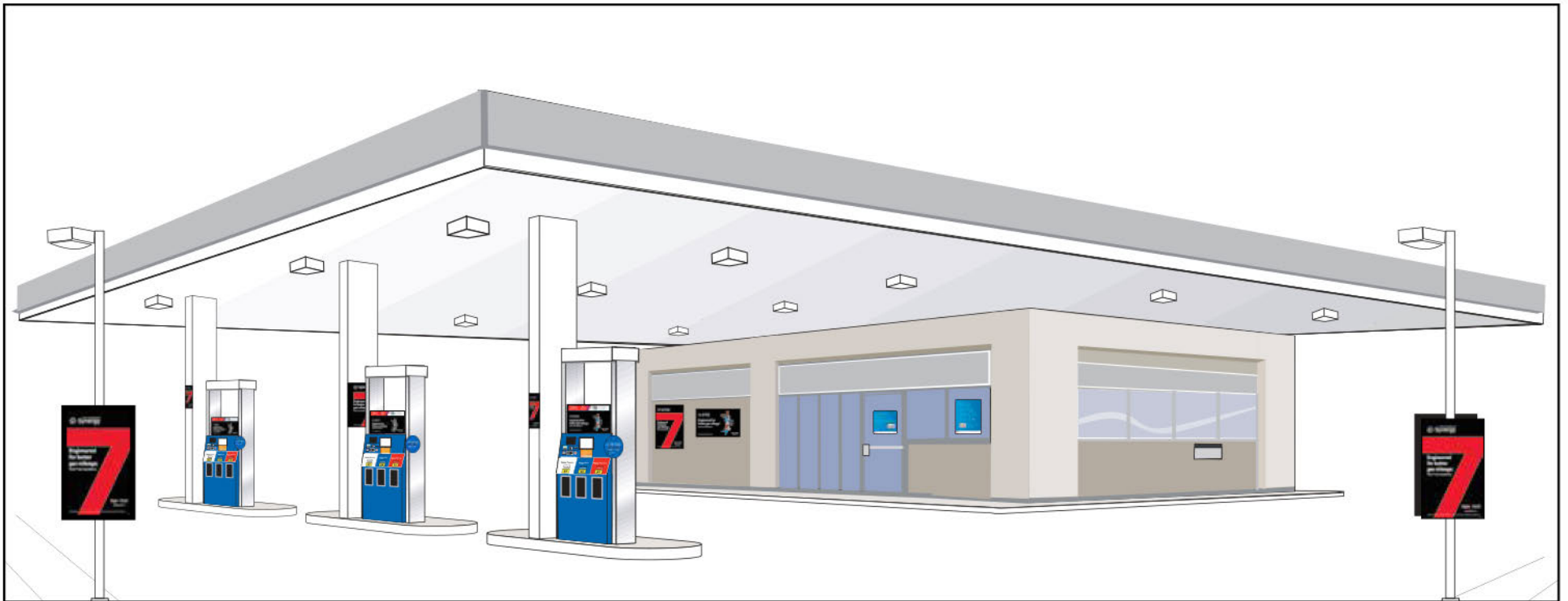


Synergy™ Refresh Fuels Launch Campaign: March 20, 2017 – May 31, 2017



Synergy™ Refresh Fuels Launch Campaign: March 20, 2017 – May 31, 2017

IMPORTANT INFORMATION

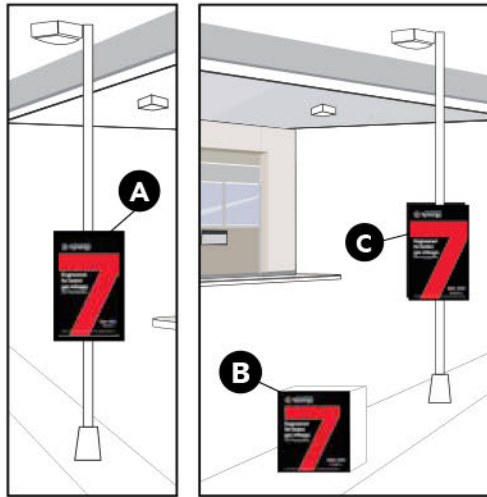
NOTE: To enhance the effectiveness of on-site messaging, please destroy all signage from prior ExxonMobil campaigns, unless otherwise indicated.

1. Post all OSA immediately.
2. This placement guide is for sites that DO NOT have the new Synergy™ Site Image.
3. Your site may receive additional OSA from RPM. This OSA will come with its own placement guide.

REORDER INFORMATION

- Should you have questions related to signage or need to reorder signage, Plenti Welcome Kits (boxes of 250 card carriers), please email RPM Customer Support at support@emrpm.com or call **1-800-636-4767**.
 - **Note:** additional signage available for purchase, while supplies last.
- To reorder Smart Card Brochures, Business Card Applications or Application Holders, please call R. R. Donnelley at **1-800-416-8151**.
- Please allow up to two weeks for delivery of your order.

Site Perimeter



A EZ Mount/Snaplock Pole Sign



B California Sleeve—CA locations only



C Sandwich Pole Sign



EZ Mount/Snaplock Pole Sign



CA Sleeve



Sandwich Pole Sign



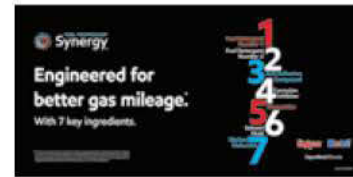
At the Pump



F Smart Card Pump Top Extenders



E Pump Toppers



G Synergy Hose Flag



Plenti Pump Application Holder



Pump Topper



Smart Card Placard



Pump Ear



Speedpass+ Hose Flag



D Plenti Decal



H Synergy Pump Decal—
See page 6 for proper placement of decal



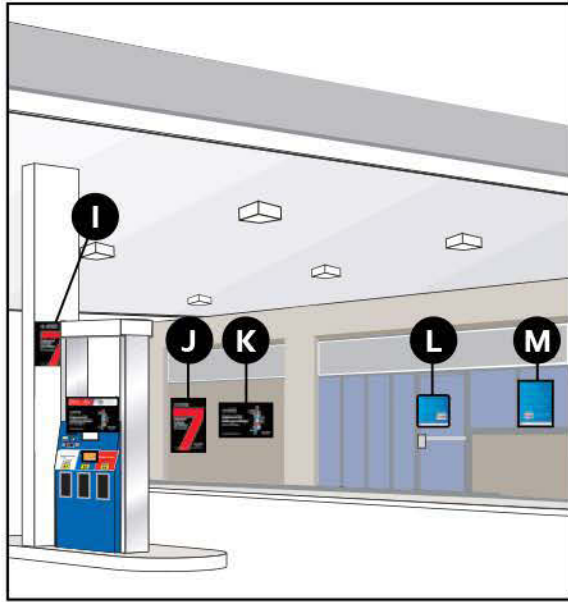
At the Pump – Synergy™ Product Decal Placement

Note: There are two sizes for the Synergy decals. The larger-size decal is the preferred decal for use. The smaller-size decal is only to be used for tight places.

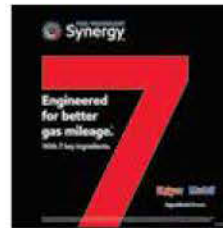
1. Before applying the product decals to the pump, please make sure the surface is properly cleaned and dry.
2. Remove the adhesive from the back of the decal and place directly on the pump; smooth out the bubbles on the decal, if applicable.
 - a. All Synergy decals should be placed at the top edge on the color product panels.
 - b. If there is no room, place the Synergy decals below the octane sticker or price displays.



Forecourt



I Canopy Column Sign



J Vertical Building Sign



K Horizontal Building Sign



Destroy

Vertical Building Sign



Canopy Column Square



Window Sign



Horizontal Building Sign



ExxonMobil



Keep Up

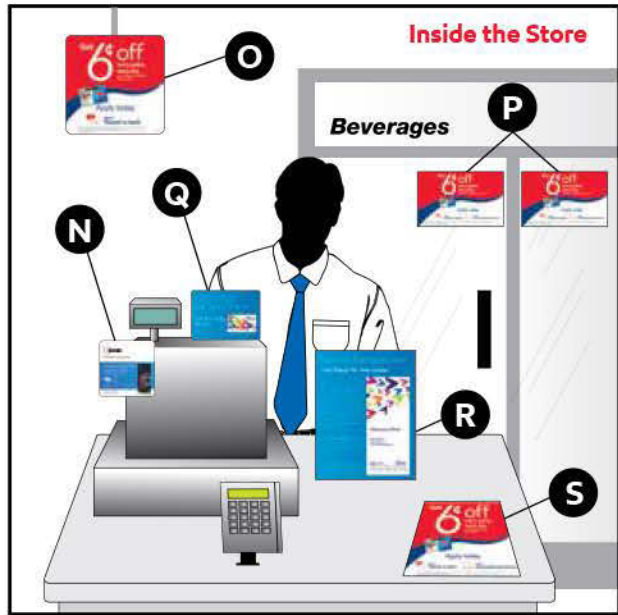
M Window Sign—
Plenti locations only



L Door Decal—
Plenti locations only



In Store



P Cooler Cling—
Place 1 cling on the water cooler and
the 2nd cling on the soda cooler



S Counter Mat



N Wobbler



O Ceiling Dangler



Q Register Card
Topper



R Easel Back



Ceiling Dangler



Counter Mat



Cooler Cling



Easel Back



In-store Poster




Register Card Topper



Applications



1



New
Wallet Card

2



New
ExxonMobil
Smart Card
Brochures

3



New
ExxonMobil
Smart Card
Brochures

4



New
2017
Business Card
Applications

7



New
Smart Card
Riser Card



Destroy

Wallet Card

ExxonMobil Smart Card Brochures

ExxonMobil Smart Card Brochures

Business Card Applications


2016 Business Card Applications

Smart Card Riser Card




Keep Up

5



Synergy™/
Program Offer
Brochures

6



Business Fleet
and Fleet
National Card
Applications