



**Q1 2018 FUEL REWARDS® CAMPAIGN:
INSTANT GOLD STATUS**

Display January 8, 2018

EQV10723

DEAR SHELL WHOLESALE & RETAILERS

As a THANK YOU to our loyal customers, Shell wants your customers to save 5¢/gal on EVERY FILL, EVERY DAY. New Fuel Rewards® members will continue to save 5¢/gal or more with **INSTANT GOLD STATUS**.

■ **GOLD STATUS MEMBER BENEFITS:**

- Save at least 5¢/gal on every fill and with any fuel type, including Shell V-Power® NiTRO+.
- The 5¢/gal savings stacks with other rewards in the Fuel Rewards member's account.
- Gain access to exclusive savings and offers from Shell and other program participants.

- Don't let your customers miss out on **INSTANT GOLD STATUS**! Remember to ask ALL customers if they are a Fuel Rewards member. If they are not a member, hand them a Fuel Rewards Flyer.

- To join the Fuel Rewards program, your customer should:

1. Download the FREE Fuel Rewards app via the App Store or Google Play.
2. Once registered for the program, the customer gets **INSTANT GOLD STATUS** and saves at least 5¢/gal on every fill using their Fuel Rewards card or Alt ID at participating Shell stations.

Please follow these important steps to help ensure your site is ready to communicate the FUEL REWARDS: **GOLD STATUS** Offer to customers:

- **ENSURE ALL SITE-LEVEL STAFF** are trained on the benefits of **GOLD STATUS**!

- Included in your point-of-purchase (POP) kit is a Training Guide and Cashier Script that your site-level staff should review to learn all the details.
- Visit the Retail Learning Portal (RLP) for site-level employee training. Go to ShellRLP.com and enter in your access code. Don't have an access code to the RLP? Contact the RLP Help Desk at ShellRLP@resultsdm.com or call 1-844-239-3993.

- **ENSURE YOUR SITE** is ready to deliver the best site experience for your customers.

- **OBSERVE** appropriate safety measures when installing POP materials.

- **POST** the **NEW** Fuel Rewards POP materials on **Monday, January 8, 2018 by 10:00 AM**.

- Watch the POP Installation Videos on the Retail Learning Portal (RLP)!

YOUR STORE PROFILE AND EXEMPTION STATUS determines the materials you received. If you did not receive certain POP materials, you may need to update your store profile or exemption status. Please contact Pointsmith at 1-800-762-5213 to update your store profile.

If you have any questions about the POP please contact Pointsmith at 1-800-762-5213.

Sincerely,



Lori Van Ryan
BTL & National Promotions Mgr.

WELCOME LETTER & KIT CONTENTS

Below is a complete list of the kit contents for the Q1 2018 FUEL REWARDS® CAMPAIGN: INSTANT GOLD STATUS. Please carefully check that all of your items are included in your kit.
PLEASE POST BY 10 AM, JANUARY 8, 2018.

- Pole Signs*
- Large or Small Building Signs*
- Curb Signs*
- Super & Standard Pump Toppers*
- Super L-Bent Inserts* (only for sites with L-Bent frames)
- Pump Side Lug-ons* (only for sites without Pump Topper or L-Bent frames)
- Dispenser Insert Graphic Card*
- Dispenser Inserts* (pack of 50/pump)
- PIN Pad Header Card*
- Change Mat Inserts*
- Register Toppers*
- 1 Shell Drive for Five® Card Merch Unit Header Insert*
- 1 Fuel Rewards Merch Unit Header Insert*
- 2 Yard Stake Signs* (only for sites in southern states)
- 1 Cashier Script
- Bollard Signs*
- 1 roll of Cashier Stickers (roll of 200)
- PID Banner*
- 1 Fuel Rewards® Cashier Training Guide
- Merchandiser Unit Lug-On*
- 1 RLP Insert
- 1 Riser Card
- 5 packs of Fuel Rewards® Flyers (packs of 100)
- Shell Drive for Five® Card Graphic Cards*
- Shell Drive for Five® Card Applications* (packs of 50)
- 1 pack of Shell Mastercard® Applications (pack of 50)
- 1 pack of Fleet Cards Applications (pack of 50)
- 1 Indoor POP Display with Topper
- 1 Ceiling Sign
- 7 Aisle Invaders

*Depending on your site's specific needs and your store profile, quantities on these items will vary. If you receive too many or not enough of any POP item, please call POINTSMITH at 1-800-762-5213.

This POP kit is shipping to some locations in several boxes. Although the boxes were shipped together at the same time, you may not receive them all at once. It is possible that you will receive boxes on different days. This is a very common occurrence in multi-part UPS shipments – please allow 24 hours between shipments. However, if you do not receive everything within 24 hours, please call any of the Shell Customer Service Reps at Pointsmith, 1-800-762-5213.

FORECOURT KIT CONTENTS



Pole Signs



Curb Signs



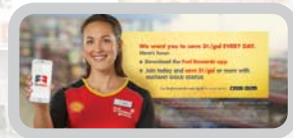
Large or Small Building Signs



PID Banner



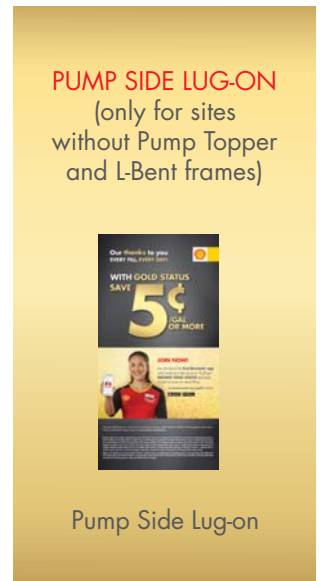
Super Pump Toppers



Standard Pump Toppers



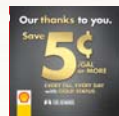
Super L-Bent Inserts
(only for sites without Pump Topper frames)



Pump Side Lug-on



Bollards



Dispenser Inserts



Dispenser Insert Graphic Cards



Yard Stake Signs



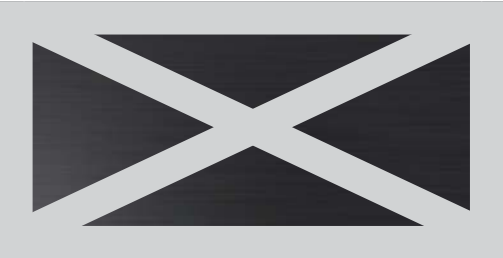
Shell Drive for Five® Card Applications



Shell Drive for Five® Graphic Card

If your location needs additional materials, please contact Pointsmith at 1-800-762-5213 to order.

REMOVE & DISCARD



FORECOURT SIGNAGE



Pole Signs



Curb Signs



Large or Small Building Signs



Yard Stake Signs



PID Banner



Feather Flags

NOTE:

If your Feather Flags are still in good condition, you are welcome to continue to display. **OR**, call Pointsmith at 1-800-762-5213 to order more.

DISPENSER SIGNAGE



Super Pump Topper Inserts



Standard Pump Toppers



Pump Side Lug-on



Valance Topper
(see next page for removal instructions)



Bollards



Shell Drive for Five® Card Graphic Card



Shell Drive for Five® Card Applications



Super L-Bent Inserts



Dispenser Insert Graphic Cards



Dispenser Inserts

VALANCE TOPPER REMOVAL

Sites that have Valance Toppers should REMOVE and DISCARD:



Valance Toppers

Items you may need, but **NOT** included in your POP kit:

- Safety Glasses
- Gloves
- Plastic Putty knife or scraper/squeegee tool



Safety Glasses



Gloves

REMOVAL PROCESS

1. Establish an adequate safety zone by placing cones around the dispenser. Put on Safety Glasses and Gloves.
2. With a 6' Ladder and a helper, place the ladder on one side of the dispenser facing the pump. Climb up the ladder so that you are about waist high to the top of the dispenser valance.
3. Use a putty knife, or similar flat object, to wedge between the adhesive edge of the Valance Topper sign and top of the dispenser valance. Start on one end and work your way down to the other. Carefully apply pressure to release the adhesive of the sign from the dispenser valance.



4. Repeat this process on side 2 of the dispenser. Once fully removed, discard of the Valance Topper sign. Remove and discard all Valance Topper signs atop each dispenser.



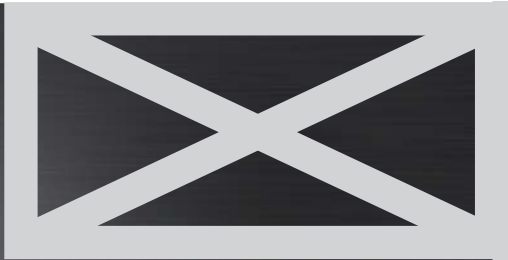
Goo Gone

HELPFUL TIP: For more difficult removals, you may use an adhesive remover, such as Goo Gone, to loosen the bond from the adhesive on the sign and the top edge of the dispenser valance as shown below. Once applied, allow the solution to set for about one minute before attempting to release the Valance Topper sign from the top of the dispenser valance.

NOTE: Please review the MSDS for any adhesive remover you use, such as Goo Gone or similar products.

IMPORTANT!

Before you install your **NEW** point-of-purchase (POP),
REMOVE & DISCARD the following pieces.



IN-STORE SIGNAGE



Fuel Rewards®
Merchandiser
Unit Lug-On



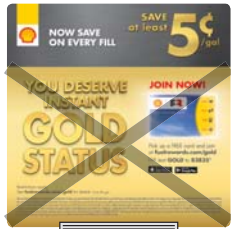
Fuel Rewards®
Cashier Sticker



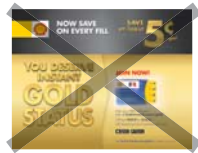
Fuel Rewards®
Flyer



Riser Card



Register Topper



Change Mat Insert



Fuel Rewards®
Header Insert



Shell Drive for Five®
Card Header Insert



Cashier Script



Fuel Rewards®
Pin Pad Header Card



Cashier
Training Guide



Retail Learning
Portal (RLP) Insert



Fleet Cards
Applications



Shell Mastercard
Applications

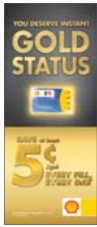


Shell Drive for Five®
Card Applications

CONTINUE TO DISPLAY



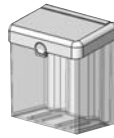
FORECOURT & DISPENSER SIGNAGE



Pump Side Decals



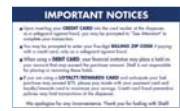
Instructional Decals



Dispenser
Insert Holders



Unavailable Sign
(Keep in storage and only display when Fuel Rewards® is unavailable.)



Important Notices
Decal

IN-STORE SIGNAGE



Shell V-Power NiTRO+
Brochures



Shell Saver Card®
Brochures



Fuel Rewards®
Brochure



Shell Family of Cards
Side Panel Inserts
for Merchandiser Unit



Fuel Rewards®
Site-level Sheet



Fuel Rewards® Program
Assistance Numbers



Single Pocket
Brochure Holder



Shell V-Power®
NiTRO+ Cashier T-Shirt



Change Mat
Hardware



\$25 Gift
Card



\$50 Gift
Card



\$100 Gift
Card



Fuel Rewards®
Customer Service
Tear Pad

NEW FORECOURT P.O.P.

POLE SIGN

If you have POLE SIGN frames, install these inserts in all of your frame(s).

If you don't have frames, follow the instructions for the WRAP POLE SIGN below.

PLEASE REMEMBER

Your PID Price Sign should always have primary visibility, with no obstruction of any kind. Therefore, do not place a wrap pole sign on a light pole **in front of** the PID price sign if it will obstruct the view of the price sign. **AND** do not place a wrap pole sign **ON** the PID sign.



NEW Pole Sign Set

WRAP POLE SIGN ASSEMBLY AND INSTRUCTIONS

Included in your kit:

- 1 – Pole Sign Set
- 12 – 7.5" Cable Ties
- 2 – 36" Cable Ties



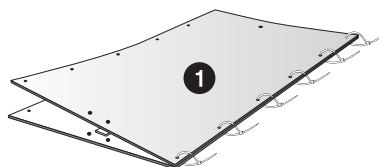
7.5" Cable



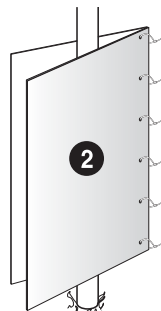
36" Cable

STEP 1: On a flat surface, place both signs back-to-back.

NOTE: Do not peel liners from tape squares on back of sign at this time. On one side only, insert 7.5" cable ties, fasten securely and trim off excess ends.

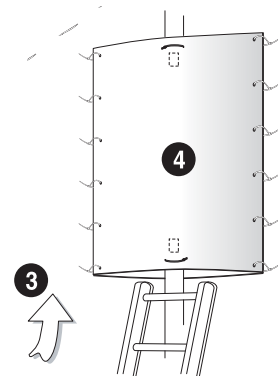


STEP 2: Take sign and remaining hardware outside for installation. Slide sign onto pole through open side. While sign is still at ground level, insert remaining 7.5" cable ties, fasten securely and trim off excess ends. Thread 36" cable ties through center holes at top and bottom edges. Do not fasten at this time.



STEP 3: Slide sign up the pole to the desired height. (You may need some assistance at this point – another set of hands.) Remove liner from the bottom two tape squares and press sign firmly against pole. Pull cable ties securely and trim off excess ends.

STEP 4: While your assistant holds the sign, remove the liner from the top two tape squares and press sign firmly into place against the pole. Pull cable ties securely and trim off excess ends.



8

BUILDING SIGNS



DISPENSER INSERTS & GRAPHIC CARDS

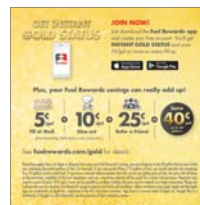
Your POP kit contains **NEW** Graphic Cards and Dispenser Inserts for the Dispenser Insert Holders currently on your pumps.



NEW
Graphic Card with **tape**



NEW Inserts
(front)



(back)

Graphic Card:

1. Peel backing away from tape.
2. Insert face-out into the holder and firmly press tape against inside front edge of holder.
3. Repeat for each insert holder.

Inserts: (pack of 50)

Place 50 inserts into each insert holder. Each pack contains 50 inserts and will fill **ONE** holder.



NEW DISPENSER SIGNAGE

PUMP TOPPERS

Your kit includes enough Pump Toppers and Super Pump Toppers to fill all Pump Topper frames.

EVERY PUMP TOPPER FRAME SHOULD UTILIZE 1 Standard PUMP TOPPER and 1 SUPER PUMP TOPPER INSERT. Insert the **STANDARD PUMP TOPPER** into one side and insert the **SUPER PUMP TOPPER** in the other side.



INCORRECT INSTALLATION



DO NOT display secondary promotion Pump Topper inserts and Fuel Rewards® Pump Topper inserts **TOGETHER** as shown on the right.

SUPER L-BENT INSERTS (only for sites with L-Bent frames)

Your kit contains enough Super L-Bent Inserts to fill ALL L-Bent frames.

NEW Super L-Bent Inserts
(insert into existing frame)



10

DISPENSER APPLICATION HOLDER GRAPHIC CARD AND APPLICATIONS

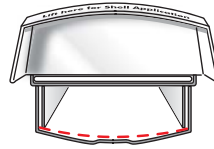
Replace the Shell Drive for Five® Card Graphic Card and Applications with the enclosed **NEW** Shell Drive for Five® Card Graphic Card and Applications.

IMPORTANT

In order to prevent customers from taking the graphic card rather than an application, ensure that the graphic card inserts between the front slots of the application holder.



NEW
Shell Drive for Five® Card Graphic Card



Top View of Vertical Application Holder



Insert Graphic Card first, and ensure it slides into the front slot position.



NEW Shell Drive for Five® Card Graphic Card



NEW Shell Drive for Five® Card Applications go behind graphic card. One pack of applications will fill two application holders.

REMINDER: Replacement application holder lids are available for purchase. Please contact Pointsmith at 1-800-762-5213 to place orders. The cost is \$2.95 each plus freight and handling.

PUMP SIDE LUG-ON (only for sites without Pump Toppers or L-Bent frames)

You will be installing one Pump Side Lug-On on the side of each dispenser.

SAFETY FIRST!

Establish an adequate safety zone by placing cones around the dispenser before installing.



PLACEMENT & POSITIONING

Ideally, the Pump Side Lug-On should be posted on the side of the dispenser OPPOSITE the Loyalty Program Pump Side Decal (i.e. Fuel Rewards, Kroger, etc.) if present. If you're unable due to a column, obstruction, safety decal, etc. you may post it on the side of the dispenser facing the street above the Loyalty Program Pump Side Decal. Pump Side Lug-Ons should be installed so that the top edge is about five feet from the ground.

INSTALLATION

1. Before installing the Pump Side Lug-On, thoroughly clean the side of the dispenser with a cleaning product of your choice and wait for it to dry.
2. Tape is applied to both pre-folded edges of the sign. Face the side of the dispenser and peel back the tape liner of one edge.
3. Position the Pump Side Lug-On in the center of the side of the dispenser about five feet from the ground, if possible. Ensure the sign is turned upright and can be viewed from both pump positions. Firmly press along the edge of the sign to adhere to the dispenser.
4. Remove the tape liner from the other of edge of the sign. Position this edge up against the edge adhered to the dispenser so that both edges are flush.
5. Once the Pump Side Lug-On is applied, press firmly to keep in place.
6. Repeat this process for each of your dispensers.

FUEL REWARDS® CAMPAIGN: INSTANT DISPLAY JANUARY 8, 2018



NT GOLD STATUS



BOLLARD SIGN



Your kit should include enough Bollard Signs for 100% of bollard posts present at your site. There are several different sizes of Bollard Signs to accommodate various types and sizes of bollard posts guarding your dispensers. If you have a Bollard Frame, please note that the Bollard Sign size you will need is 28" x 44". If you have a frame and did not receive the correct size Bollard Sign, please call Pointsmith to request at 1-800-762-5213. To install a Bollard Sign without the use of a frame, follow the instructions below.

Bollard Signs can only be displayed on Dual Post or Horseshoe bollard posts. Bollard Signs are not available for any other type of bollard post.

ELIGIBLE BOLLARD POSTS

SAFETY FIRST!

Establish an adequate safety zone by placing cones around the bollard posts before installing.



Dual Post Bollard



Horseshoe Bollard

INSTALLATION

1. Position the Bollard Sign between your bollard posts with the sign facing the street. Slip a cable tie through each one of the grommet holes and LOOSELY tighten it around the bollard post.
2. Secure the Bollard Sign to bollard posts using the cable ties provided in your kit. Depending on the design of your bollard posts, you may only need to use 4 of the 6 cable ties provided.
3. Make sure the sign is centered between the posts and slowly tighten the cable ties on either side until fully secure. Once the sign is installed, make sure cable tie connection point is facing in the rear of the bollard. Then trim off excess ends.

NOTE: Only (1) Bollard Sign per set of bollard post(s). If your Store Profile maintained on the Beyond POP website has English/Spanish selected as the Language, you should have received half English Bollards and half Spanish Bollards. Alternate these signs on the forecourt. Install the Spanish version on the bollards closest to the dispensers displaying your other Spanish point-of-purchase elements.

BOLLARD SIGN

EXAMPLE OF CORRECTLY INSTALLED BOLLARD SIGNS



INCORRECT PLACEMENT

Only install Bollard Signs to the bollard posts guarding your dispensers and/or canopy columns.
DO NOT install Bollard Signs on light poles or the PID Price Sign.



NEW OUTDOOR SIGNAGE

PID BANNER

No tools required to install the banner – just two people and a ladder. Your PID Banner kit comes with straps pre-fastened to the banner to make installation easier. You should observe appropriate safety measures when installing point-of-purchase materials. Please follow the instructions below for correct installation of your banner.

Safety First!

Establish an adequate safety zone by placing cones around the PID Price Sign before installing.

1. With a helper, hold banner into position. For easy handling, leave banner at ground level during this step.
2. Start at top corner of banner. One end of strap is pre-fastened to the banner. Wrap free end of strap around PID column and insert metal hook into a hole on strap.
3. Repeat this step on the other top corner. Then repeat for the remaining side straps.
4. At this point, you may need to make adjustments on either side so the banner is centered between the PID columns.
5. Using a ladder move the banner up the columns on both sides as high as possible. See photo for ideal placement. If necessary, the straps can be adjusted and tightened by moving the hooks to another hole in the strap.



Install PID Banner between the two posts under your PID sign, as shown above. Position banner as high as possible.

NEW YARD SIGNAGE

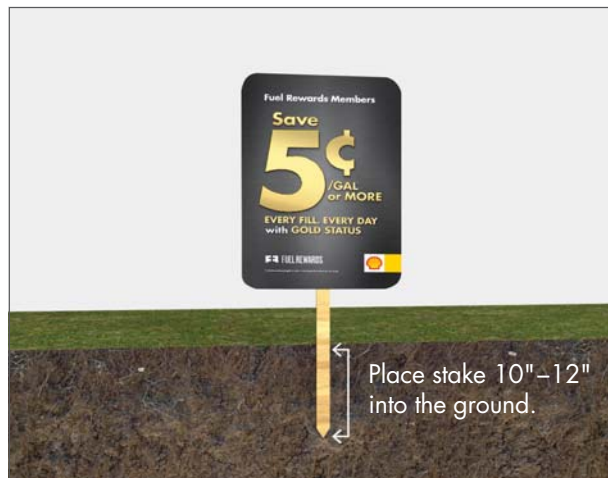
YARD STAKE SIGN

If your site is located in a southern state and able to post yard signage, your kit should include (2) Fuel Rewards® Yard Stake Signs. The ideal location for Yard Stake Signs is street side near an entrance or exit driveway of your forecourt. Signs are double-sided to ensure high-traffic visibility.

The Yard Stake Signs should have arrived with the top of the each face folded down and un-cable tied. A set of four cable ties is included in your kit so you can affix the tops of the faces together to complete installation. Please follow the instructions below.

INSTALLATION:

1. With the two faces of the Yard Stake Sign folded down, hold the sign (away from the wood stake) and safely use a mallet to drive the wood stake into the ground at least 10-12 inches deep.
2. Once the Yard Stake Sign is firmly in place, use the cable ties to affix the tops of the faces. Hold the faces together (back to back) and slip a cable tie through one hole of one face and out the adjacent hole of the other face. Tightly fasten the cable tie and trim the excess.
3. Repeat this process for the remaining three sets of holes to complete the Yard Stake Sign installation.



NEW Yard Stake Sign

NEW IN-STORE P.O.P.



Retail Learning Portal (RLP) Insert



Fuel Rewards® Cashier Training Guide



Riser Card



Cashier Script



Aisle Invader



Register Topper



Ceiling Sign



Shell Drive for Five® Card Header Insert



PIN Pad Header Card



Merchandise Unit Lug-On



Cashier Sticker



Fuel Rewards® Header Insert



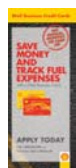
Pop-up Display with Topper



Shell Drive for Five® Card Applications



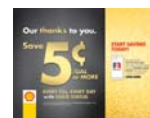
Shell Mastercard® Applications



Fleet Cards Applications



Fuel Rewards® Flyer



Change Mat Insert

PIN PAD HEADER CARD

The **NEW** PIN PAD HEADER CARD is designed to attach to all ePOS systems. The sign is printed double-sided with one side displaying a horizontal version of the creative and the second side displaying the same creative but in a vertical format. This allows versatility in how you want to display the sign.



Clip-On Adapter
with Adhesive



Side 1



Side 2

STEP 1. Remove the backing from the Clip-On Adapter.

STEP 2. Adhere the Clip-On Adapter to the ePOS system where desired, but in clear view to the consumer that will not interrupt any of the transaction process.

- Recommended placements:
Top side of the system OR near one of the top corners.
- The Clip-On Adapter has the ability to be adjusted horizontally, vertically or anywhere in between.
- DO NOT place sign on card swipe side or any place that will obstruct a customer from any of the functions of the ePOS system.

STEP 3. Clip the sign into the Clip-On Adapter.



Positioned on top back



Positioned near top corner
on the side

REGISTER TOPPER

REGISTER TOPPER

1. Determine position on register with highest customer visibility (left, right or center).
2. Clean area where T-channel will be applied.
3. Peel off tape liner and attach T-channel to register in desired position.

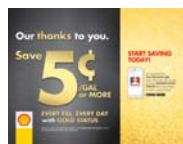


NOTE: The back of the REGISTER TOPPER highlights product and program information that can assist staff members with answering questions from customers and Shell mystery shoppers.

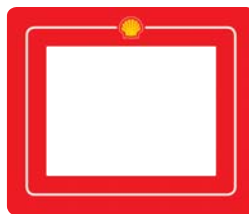
INTERCHANGEABLE CHANGE MAT AND INSERT

Your POP kit contains a **NEW** CHANGE MAT INSERT.

1. Slide the Change Mat Insert between the flaps of the Interchangeable Change Mat.
2. Place the Interchangeable Change Mat, with insert installed, on the counter near the register with the Shell Pecten facing the customer.



NEW
Change Mat Insert



Interchangeable
Change Mat



ASSEMBLED Interchangeable
Change Mat and Insert

CASHIER STICKER

Please encourage station employees to wear the stickers promoting the GOLD STATUS offer.



NEW
Cashier Sticker

CASHIER SCRIPT



NEW
Fuel Rewards®
Cashier Script

The **NEW** CASHIER SCRIPT should be posted behind the counter area for staff members to easily reference important information about the promotion. This will also help them answer questions from customers and Shell mystery shoppers.

CASHIER TRAINING GUIDE

This **NEW** CASHIER TRAINING GUIDE should be posted behind the counter area for staff members to easily reference important information about the Fuel Rewards® GOLD STATUS offer.

This will also help them answer questions from customers and Shell mystery shoppers. Employees are encouraged to review the frequently asked questions on side 2 of the guide.



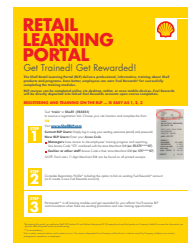
NEW Cashier
Training Guide

RETAIL LEARNING PORTAL (RLP) INSERT

The RETAIL LEARNING PORTAL (RLP) insert is a tool you and your team can access to learn more about the current National Campaign, POP Installation Videos, etc.

To access the website, you must first have an access code. If you do not have an access code, please contact the Shell RLP Help Desk, which is available Monday – Friday 8am-5pm CST. You can email ShellRLP@resultsdm.com or call 1-844-239-3993.

Please keep this insert near the cash register for quick reference.



NEW Retail Learning
Portal (RLP) Insert

SINGLE POCKET BROCHURE HOLDER AND FUEL REWARDS® FLYERS

Your kit includes, 1 Riser Card, and 5 packs of Fuel Rewards® Flyers.

1. First, display the **NEW** Riser Card with the promotional message facing outward.
2. Then unwrap a pack of Fuel Rewards® Flyers and place in the holder as shown.
3. Display the Single Pocket Brochure Holder on the counter near the Merchandiser Unit.



NEW Fuel Rewards® Flyer



NEW Riser Card



Existing Single Pocket Brochure Holder



DISPLAY Single Pocket Brochure Holder and Flyers on the counter near the Merchandiser Unit

MERCHANDISER UNIT LUG-ON

1. Remove backing away from tape.
2. Affix lug-on to the pocket of the Merchandiser unit that holds the Fuel Rewards® Brochures.



NEW Merchandiser Unit Lug-On



REMOVE and DISCARD Current Merchandiser Unit Lug-On



MERCHANDISER UNIT

SIDE 1 – SHELL FAMILY OF CARDS

1. Display the **NEW** Shell Drive for Five® Card Header Insert in **one side** of Header Card holder. Discard the current insert.
2. Display the **NEW** Shell Drive for Five® Card, Shell Fleet Card, Shell Mastercard® applications and Shell \$aver Card® brochures as shown.
3. Continue to display both Shell Family of Cards Side Panel Inserts **on each side** of the unit as shown.
4. Continue to display **ALL** \$25 Gift Cards on **both** Gift Card arms on this side of the unit as shown.



SIDE 2 – SHELL V-POWER® NiTRO+ AND FUEL REWARDS® POP

1. Display the **NEW** Fuel Rewards® Header Insert in the other side of Header Card holder, behind the Shell Drive for Five® Card Insert. Discard the current Fuel Rewards® Header Insert.
2. Continue to display Shell V-Power® NiTRO+ Brochures as shown.
3. Continue to display the Fuel Rewards® brochures as shown.
4. Continue to display both Shell Family of Cards Side Panel Inserts **on each side** of the unit as shown.
5. Continue to display the \$50 and \$100 Gift Cards on both Gift Card arms on this side of the unit as shown.



For questions about Shell Gift Cards, including the Auto-Replenishment Program, contact Royal Performance Group (RPG) at 1-888-743-5505. To order additional credit card applications, merchandiser units, or Shell \$aver Card® brochures, contact Pointsmith at 1-800-762-5213.

For questions about Fuel Rewards® brochures and the Auto-Replenishment Program, contact the Fuel Rewards® card service at 1-888-980-5985.

INDOOR POP-UP DISPLAY AND TOPPER

Included in your kit is (1) Indoor Pop-up Display with Brochure Holder and (1) Topper.



Set up your Pop-up Display in areas inside the store with maximum visibility.



Center of Store



Front Entry Way or at End of a Busy Aisle

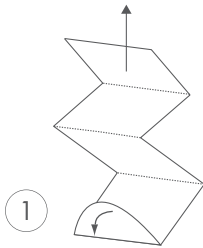


Beside the Entry/Exit Door

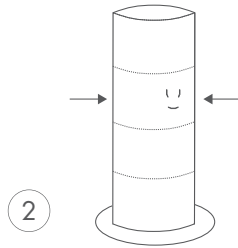
INDOOR POP-UP DISPLAY AND TOPPER

INSTALLATION:

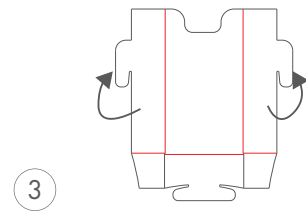
STEP 1. Remove stand from box and unfold the display by setting the base on the ground and lifting the top panel up.



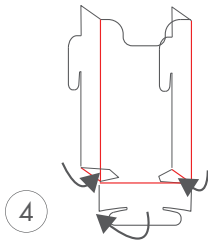
STEP 2. The Pop-up Display will pop open. Tap gently on the sides if needed to help form an elliptical shape.



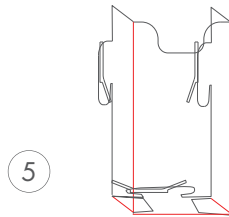
STEP 3. Take the clear brochure holder and fold it to form the pocket by folding the sides back.



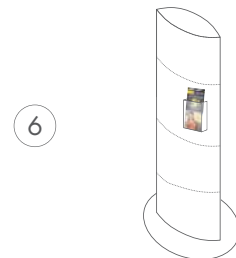
STEP 4. Fold side flaps in and the bottom up.



STEP 5. Flex the pocket tabs into the slots, when released they will lock in place. Repeat on other side.



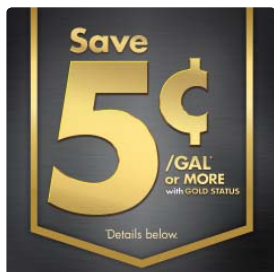
STEP 6. Once the brochure holder is snug in place on both sides of the Pop-up Display, take (1) pack of Fuel Rewards® flyers and place inside the brochure holder of the standee.



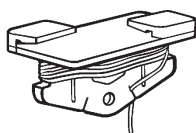
STEP 7. Insert the header into top portion of stand, ensuring the adhesive strip meets with the center support of the stand. Remove the adhesive backing from header. Press header firmly to the center support.



CEILING SIGN



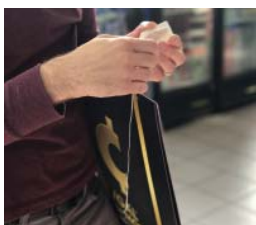
NEW Ceiling Sign



Clip-On Adapter with Adhesive

INSTALLATION:

STEP 1: Unwind enough string from the ceiling clip so that you can loop it through the holes in the top two corners of the Ceiling Sign and tightly tie it so it is secure.



STEP 2: Align the ceiling clip below the ceiling mount in desired location above the Pop-up Display.



STEP 3: Push clip up and twist until locked in place.



STEP 4: Unwind string to desired length.



AISLE INVADER



NEW Aisle Invader

INSTALLATION:

STEP 1. Remove adhesive backing from the tail of the Aisle Invader.

STEP 2. Adhere to shelf ledge near popular products so that the message faces out and is easily visible to customers.

