



WEBER PROMOTION

CLASSIC STORES

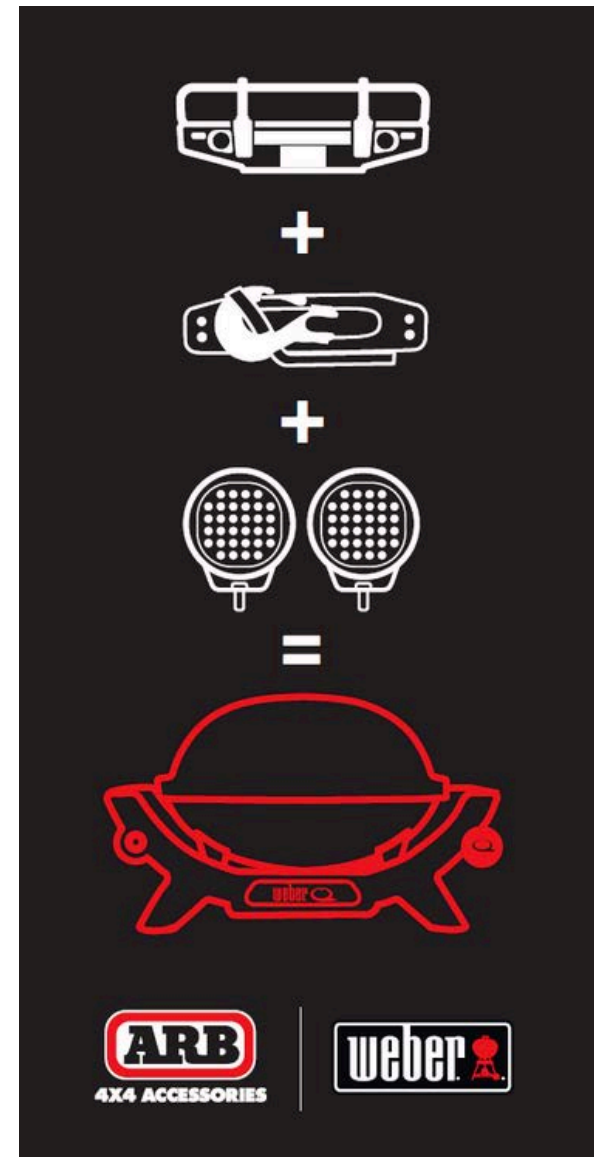


WEBER PROMOTION

IN-STORE DISPLAY

This guide has been designed to assist you in setting up your Weber display in store.

It is really important that you display all of the items supplied in your VM pack. A completed display will create the greatest impact, and is an integral part of a successful promotion.



WEBER PROMOTION

IN-STORE COLLATERAL

WHAT YOU WILL RECEIVE



x 2 A4 Counter card

x 10 Promotion poster A4



x 6 A1 Banners



x 1 each

base deck signage



Wobblers

WHAT YOU WILL NEED



2 x Base Decks
(Reused from previous promotions
or
can be ordered from main
PN: 570169)



A4 Acrylic blocks
(Reused from previous
promotions
or
can be ordered from
main
PN: 570177)



ARB PINNACLE
CAMP TABLE
PN: 10500171



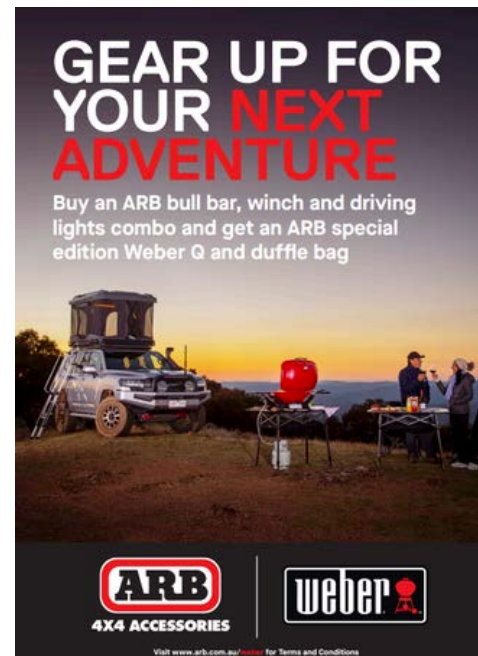
WEBER PROMOTION POSTER AND COUNTER SET-UP

Each store will receive A4 tickets to display on their counter in the A4 acrylic blocks.

➡ **PART NUMBER : 570177 ACRYLIC BLOCK A4**



It is important to display these cards on the counter, as they provide additional information about the promotion and provides customers the information to access the T&C's.



Classic stores will receive A1 banners to use in the showrooms. Posters can be placed on the front windows and hung throughout the store creating a runway through the showroom.

WEBER PROMOTION

IN-STORE COLLATERAL

WHAT YOU WILL RECEIVE

Classic stores will also be receiving a display Weber BBQ to be set up in store. This will be sent directly to stores.

Information around delivery of the Weber will be sent to stores separately.



The display Weber is to be displayed on an ARB Pinnacle Camp Table. The legs should be fully extend to provide height to the display.



► PART NUMBER : 10500171 ARB PINNACLE CAMP TABLE

WEBER PROMOTION

COUNTER SET-UP



PINNACLE CAMP TABLE

The display Weber is to be set up on the the Pinnacle camp table.

The A4 pos is to be displayed behind the Weber in the acrylic display block.

▶ **PART NUMBER : 570177**
A4 Acrylic block



The base deck signage can be set up beside the Weber display.

WEBER PROMOTION

HOME LOCATION DISPLAYS

Wobblers should be used in the bull bar, winches and driving lights home location.

A4 posters should be displayed in the relevant areas around the showroom.

