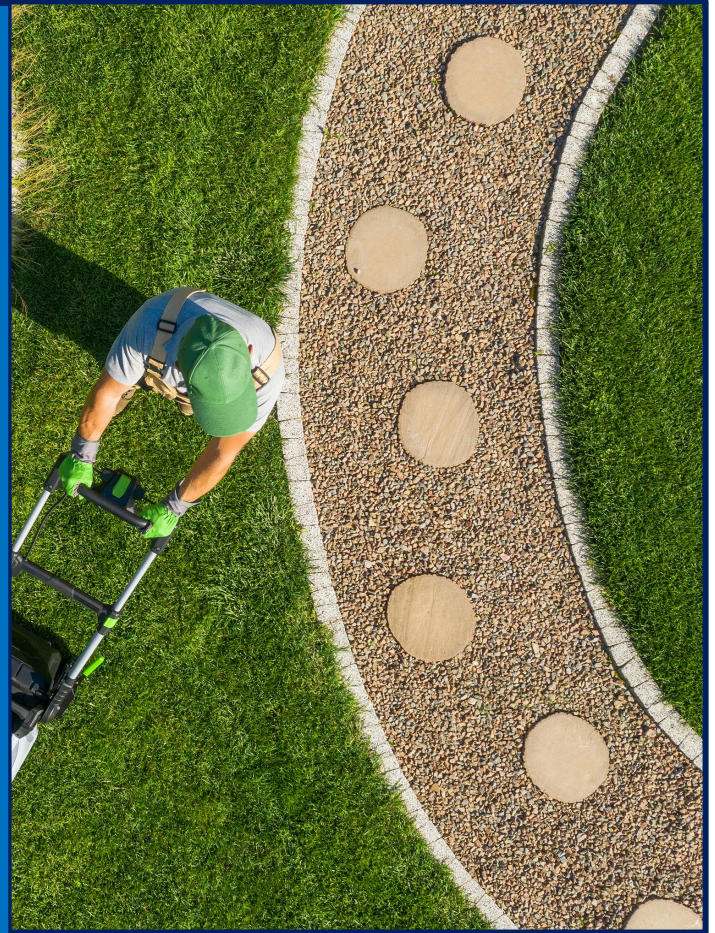




GUIDELINES FOR IN-STORE VENDOR EVENTS

Vendor Guide



Before scheduling an in-store visit, the vendor must first ensure that certain rules and preparation steps established by RONA and its brands are followed.

Read this guide to ensure a successful store event.

Step 1 – Prepare the event

**Step 2 – Arrival on site and
presence in store**

**Step 3 – End of the event and
follow-up**



TO PLAN BEFORE THE EVENT

To ensure the success of your in-store presence, it will be important to take the following steps before visiting one of our stores.

- ☐ Contact the merchandiser for the product category you represent. It is possible that they will contact you first.
- ☐ You will agree on the list of stores targeted by this initiative. Plan an appropriate amount of time for the initiative. Depending on the type of customer your products are targeting, this time of day may vary.
- ☐ Complete and return the form to confirm your event schedule - **30 days in advance** of your first event.
- ☐ Notify each store **3 weeks in advance** of your visit by contacting them by phone. Depending on the space you will occupy, inform the store contact of your intentions (table, stand, promotional material, tent, etc.) ***
- ☐ Feel free to share your in-store presence via your company's social media accounts.
- ☐ If you plan to coincide your presence with a promotion, coordinate with the merchandiser.
- ☐ If the dates change, notify the parties involved as soon as possible: Merchandiser / Store.
- ☐ Provide a table and chair if necessary. Access to electricity will be provided as well as access to WI-FI.
- ☐ Depending on your product category, if you plan to serve food to our customers (in the BBQ demonstration for example), it is your responsibility to follow food safety guidelines.

*** Refer to the annex for examples of good practice in terms of booths or "stands".



ON ARRIVAL AT THE STORE AND DURING THE EVENT

When you come to the store, you are participating in our mission to offer the right products with the best service! We therefore expect your behaviour towards our associates and customers to reflect this.

- ☐ Arrive early to avoid having your installation (if necessary) done in front of our customers.
- ☐ Go to the Customer Service desk to announce yourself so that the contact waiting for you in the store can welcome you. Make sure you sign the register/sign book.
- ☐ Depending on the department or aisle you will be present into, make initial contact with the associates present when you arrive. Do the same with the associates who will be walking the floor during the day.
- ☐ The customer is our priority, at all times. Make sure you make it your priority. Avoid taking calls on your mobile phone in the aisles.
- ☐ Look and dress neatly. Do not hesitate to wear your company colours.
- ☐ We first support customers in their project before selling them products. Make sure that the associates present understand in which context/project your products are the ideal solution and tell them, which questions they can ask their customer to qualify them for this solution.
- ☐ If you have helped create knowledge articles for our *Discover* app, remind associates that they can refer to them after your visit. To learn more about the *Discover* app, contact the merchandiser.
- ☐ Demonstrations are allowed as long as they are safe.
- ☐ It is allowed to bring in promotional items for customers, as long as they are not products that we sell in the store. For example, with the purchase of a product, the customer gets a free promotional product.
- ☐ Feel free to take pictures of your stand to add to your social media accounts. Be careful not to take pictures of associates, without their written consent, or even customers.

- ☐ During the initiative, if you have an issue or need assistance, contact the manager on duty.
- ☐ Help keep our stores clean and safe by making sure you don't leave anything behind while you are with us.

Please note that it is forbidden to bring and/or consume drugs or alcohol on the premises of our company.



WHEN YOU LEAVE AND AFTER THE EVENT

Because we all want to improve and achieve our goals, it is important to share any findings or opportunities with each other!

- ☐ After the initiative, if an issue arises that requires the intervention of your category's merchandiser, contact them quickly.
- ☐ When you leave, greet and thank the associates who accompanied you during the visit, return to the Customer Service Desk and announce your departure to the Store Manager. In his or her absence, notify the Manager on duty. Sign out on the register.
- ☐ Feel free to give your contact details to the department manager and other managers in the store.
- ☐ Make yourself available for calls with the store some time after your visit.
- ☐ Get back in touch with the merchandiser of your product category to share your findings: success of the initiative, achievement of objectives, observations, successes of our associates, etc.

By following these guidelines, we are confident that these events will be a success for both you and our associates who are constantly striving to improve their expertise and achieve our sales goals.

We look forward to seeing you in our stores!

ANNEX

