

Enhanced Flagship Activation Opportunity

LCBO POP-UP SHOP PACKAGE

Our store 511 and 217 locations now offer a bundled Pop-Up Shop opportunity for our Trade partners. These flagship pop-ups offer the chance to showcase a strong brand or series of brands and products that have a strong tie to the seasonal promotions, gifting occasions, and stories.

This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline.

OMNICOMMERCE COMPONENTS	ENGAGEMENT/ PARTICIPATING STORES
217 Pop Up Shop	<p>The Pop-Up Shop zone is comprised of 4 Merchandising Pods located in the power aisle of the store. Each Pod has space and shelving for merchandising products along with a digital portrait screen (55" 4K resolution) that can display scheduled video or animated content. Each Pod digital portrait screen has an optimized playlist length to ensure maximum exposure to viewers and passersby.</p> <p>The digital screens playlist contains 9 spots in total with each spot having a play length of 6 seconds. Number of times a video spot will be played: In 54 seconds (approx. 1 min) – a spot played once. - In 1 hour – a spot played 60 times From 10:00am to 8:00pm (10 hours) = a spot played 600 times 1 spot is reserved for LCBO communications related to marketing thematic and in store messaging. 8 spots are available within the playlist for selling to third-parties/brand partners</p>
511 Activation Area #2	4 Pods with signage opportunities located in the spirits section of the store.

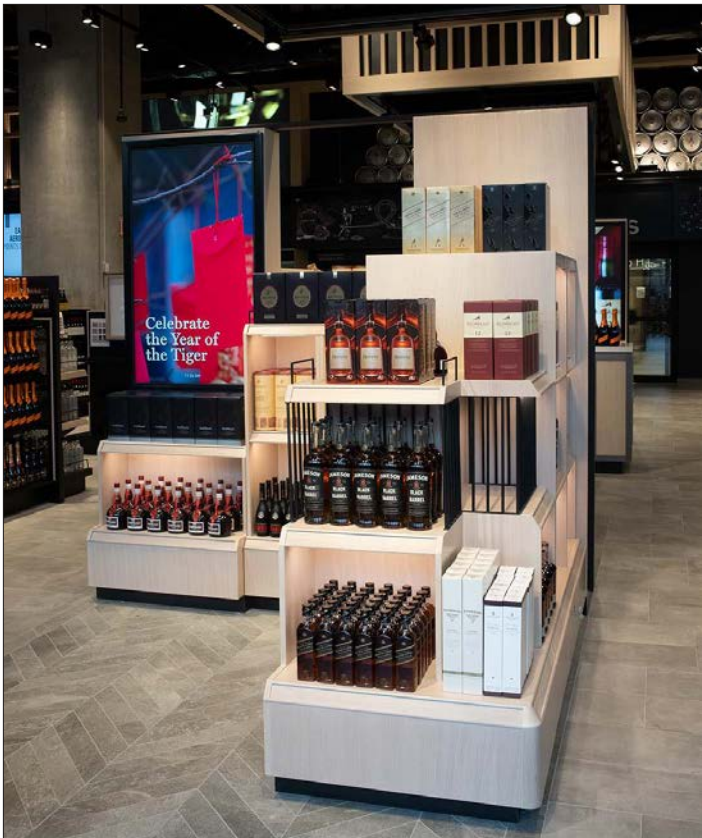
TIERED PACKAGE AVAILABILITY	SPOTS AVAILABLE	PARTICIPATION COST	DETAILS
Brand Takeover	1 Brand	\$30,000/Period \$20,000 (217 only) \$10,000 (511 only)	Includes full takeover of pop-up shop at 217 and 511, with all 8 digital screen playlist spots - played across all 4 digital screens at 217.
Pod Takeover	1 Brand per Pod (up to 4 brands)	\$9,500/Pod/Period	One brand per Pod as available (each at 217 and 511), with 8 digital playlist screen spots on 1 pod at 217
LCBO Curated Pop-Up Primary Placement	available to 8 SKUs	\$2,500/Period/SKU	Participation as part of a multi-brand LCBO curated Pop Up Shop at 217 and 511, with product placement within one digital screen playlist spot.
LCBO Curated Pop-Up Secondary Placement	available to 12 SKUs	\$1,100/Period/SKU	<i>No product placement guaranteed within signage.</i>

PRODUCT FOCUS	
Period	Focus
1	RTD/ Brand Innovation
2	RTD/ Brand Innovation
3	Father's Day or Pride
4	BCRTD Summer (Innovations and/or Favourites)
5	BCRTD Summer (Innovations and/or Favourites), Rosé, Rum
6	(TIFF) Celebrity Product Opportunity (All play)
7	Local Showcase
8	Premium Halloween
9	Premium Gifting Brand Takeover
10	Premium Gifting Brand Takeover/Sparkling
11	Lighter Choices or Lunar New Year
12	Lunar New Year or Valentine's Day
13	Women In Industry Feature or St. Patrick's Day

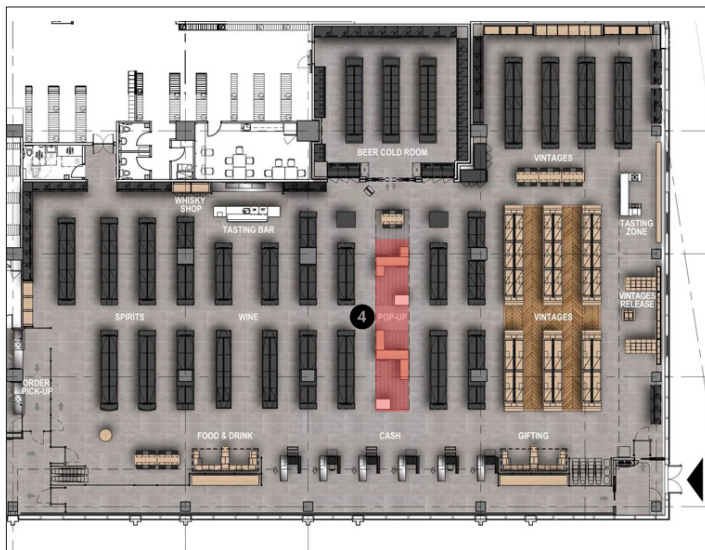
Enhanced Flagship Activation Opportunities

These activations go beyond displays in store and activate for maximum impressions that drive the customer into the store, and engage the customer.

STORE 217 (NEW FLAGSHIP) POP-UP SHOP WITH DIGITAL SCREENS



STORE 217 MAP



STORE 511 ACTIVATION AREA #2



STORE 511 MAP

