



Best Buy Tech Wonderland...

Inspiring our customers to gift and use tech to enrich their holiday experience.

Toronto - November 19-20
Yonge and Dundas Square

Montreal - November 26-27
Port of Montreal / Le Port de Montréal

We have created two memorable and interactive events for our customers that will attract media attention and continue to drive brand love. Our goal for this activation is to inspire our customers to use tech to enrich their holiday experience by showcasing the Latest and Greatest Tech this season.

Toronto Tech Wonderland will be held at the Yonge & Dundas Square on November 19-20, 2021; while Montreal Tech Wonderland will be at the Port of Montreal (Le Port de Montréal) on November 26-27, 2021.

The Marketing and PR teams have been hard at work creating a magical holiday experience for Canadians in Montreal and Toronto - with the help of our partners: **Microsoft, Google, Sony, Telus, and Oculus**. The give-away prizes were generously provided by: **OSMO, NESTBASE, Arcade1 Up, and Vtech**.

- **Find out how Santa decked out his sleigh with smart tech:** Check out Santa's sleigh powered by **Google**. Control his sleigh's advanced features with the sound of your voice, and meet Santa himself.
- **Play with technology to enhance your holiday traditions:** in the **Microsoft** zone, design your own ornaments, write a letter to Santa and drop it off in his mailbox. Play the hottest VR games on the Oculus Quest 2.
- **Optimize your family's home theatre experience:** in the **Sony** zone, see the "latest and greatest" Sony tech products. Find our elf Techie in five different holiday celebrations around the world, and enter the contest for your chance to win the Sony 100" TV and home theatre package.
- **Get in the holiday mood:** at the **Telus** stage where the DJ will be laying on holiday remixes.

Our charity partners

Our Toronto charity partner is **Boys & Girls Clubs of Canada**, who are celebrating their 20th anniversary of partnering with Best Buy Canada. In Montreal, the event is in support of **Le Manoir Ronald McDonald (Ronald McDonald House)**.

To learn more about these events, please [read our blog](#).



Jason Abrams
SVP Merchandising

Staying top of mind for Canadians

As we head into the holiday season, our team is working hard to stay top of mind for Canadians as they shop for holiday gifts.

From offering the **latest and greatest tech** gift ideas, to **showcasing technology in our stores, online, and at interactive events**, we aim to inspire and delight this holiday season.

Jason

Innovation Corner.

At Best Buy, we have a proud history of innovating and we love to be creators and early adopters of the best ideas and initiatives.

Introducing the Small Business Consultant team.

While our brand is well recognized with very small businesses and large businesses, we saw a huge opportunity to serve the businesses that fall somewhere in the middle. **Businesses that have between 20 and 100 employees represent close to 40% of the private workforce.**



To target this important market, Best Buy Business is launching Small Business Consultants, a new team of employees who will collaborate with stores to gain insights on industry trends and businesses in different regions.

These consultants will help clients find the right technology for their business, and then recommend various Best Buy Business services.

Stay tuned for the expansion of this pilot program across all of Canada.

For more information, please contact:
bbfinfo@bestbuycanada.ca.

2021 Holiday campaign launches

Our 2021 holiday campaign is all about creating magical moments with technology.

The campaign kicks off on November 1, with excitement building each week until Black Friday and then again as we countdown the December clock to Boxing Day.

Our **Holiday Gift Guide** and **national brand campaign** went live on November 1, our stores will be fully decorated on November 12, and the **Best Buy Tech Wonderland** will kick off in Toronto on November 19-20 and travel to Montreal on November 26-27.

It will all be supported by **a mix of traditional, digital & earned media** creating awareness and driving traffic and excitement.

It's time to start your gift list!



Vendor Partner News



A look into Canada's first Teen Tech Centre

Technology inspires kids to connect, learn, and innovate. At Best Buy, we know that technology empowers youth to dream big and accomplish great things, which is why **we're proud to be creating Canada's first Teen Tech Centre (TTC).**

Our first TTC in Canada opened its doors this past spring at the Hillside Boys and Girls Club (BGC) in North Delta, BC. It provides youth with a safe after-school space, equipped with cutting-edge technology. Here, teens will develop critical tech skills through hands-on activities such as programming, filmmaking, music production, and more. Through adult and peer mentorships gained at the TTC, teens will grow a strong foundation of skills to help open doors and create new career possibilities.

Working closely with our partners in the US, with support of the Best Buy Foundation, this location is one of more than 40 Teen Tech Centres across North America. With most jobs in the next decade requiring the use of technology, Best Buy's goal is to open many more of these centres, to help bridge the digital divide and set youth up for success in their future careers. Although COVID has delayed the grand opening of this space, we are looking forward to celebrating the first Canadian Teen Tech Centre in January with our valued partners.



Stay tuned for more opportunities to get involved in future Teen Tech Centre projects as we look forward to opening more Canadian locations in the coming years.

Big thank you to: Blue Microphones, Canon, CyberPower Systems, Facebook, Google, HP, Logitech, Nanoleaf, Sony, Swann Security, and Western Digital for donating technology to help make this project a reality.



1st Marketplace Seller Summit

Hundreds of vendors, partners, prospective sellers, senior leaders, and Best Buy Canada employees attended the inaugural Best Buy Marketplace Seller Summit on September 21, 2021.

Here are some highlights of the full day of presentations:

- **Omni-Channel Evolution:** Serial entrepreneur and Professor of Marketing at NYU's Stern School of Business, Scott Galloway, spoke about Omni-Channel Evolution and shared some cutting edge theories with Polly Tracey, VP Communications & Public Affairs.
- **Marketplace Acceleration:** Co-founder and CEO of online marketplace platform leader, Mirakl, Adrien Nussenbaum, gave insights on the marketplace business model's impact, and why it's critical to our sellers' business growth.
- **Growing with Best Buy Marketplace:** [VIDEO](#) Marketplace Senior Director Sherry Zah, along with Merchandising Senior Vice President Jason Abrams, set the tone with the session on Growing with Best Buy Marketplace, as they discussed its historical success and how it complements the company's core business growth for vendor partners.
- **Why Join Best Buy Marketplace:** [VIDEO](#) Sherry Zah & Jason Abrams were then joined by panelists: Eric Park, Jennifer Barr, & Dan Berger who shared the benefits of joining and thriving with our Marketplace.
- **Circular Economy:** Jason Abrams, Zayn Jaffer, and Eric Park introduced the Circular Economy program and shared how this program will reduce vendor logistics costs while reducing impact on the environment.
- **Seller Success Stories:** Best Buy Marketplace's Seller Success Senior Manager Clayton Malet-Veale, hosted a session featuring amazing stories directly from our seller partners.
- **Executive Conversation about the Strategic Value of Marketplace:** [VIDEO](#) Best Buy Canada's President Ron Wilson, and Senior Vice President of eCommerce & IT Thierry Hay-Sabourin, held a candid fireside chat on the strategic value of Marketplace for our vendors and sellers.

Best Buy Marketplace

Sell with Best Buy Marketplace – Here's how:

[Apply to sell](#)

BestBuy.ca/Marketplace

Best Buy's 20th anniversary sale offers huge tech deals



This year, we celebrate our 20th Anniversary in Canada. We marked the milestone with promotions from October 8-27, 2021, with a little nostalgia and a lot of prizes.

Some of our team had a chance to share with CTV, check out the media coverage:

- [CTV News Vancouver - Daniel Olawale, Communications Coordinator](#)
- [CTV News Edmonton - Young Le-Roque, Store Leader](#)
- [CTV News Regina - TJ Kaur, Assistant Store Leader](#)
- [CTV News Ottawa - Mathew Wilson, External Communications Specialist](#)

The Best Buy Canada 20th Anniversary contest grand prize totalled over \$20,000 in value: PlayStation kit; Xbox video game console; Nintendo Switch video game console; Samsung Z Fold mobile phone; Samsung Watch 4 smart watch; Dyson vacuum; Breville coffee maker; Dyson hair straightener; Vitamix blender; DJI drone; Samsung TV and soundbar; Samsung tablet; Dell laptop; JBL portable speaker; AirPods earbuds; Google Smart Home display; Nanoleaf Smart Home lights kit; Echelon fitness bike; GoPro camera; Netgear Orbi Wifi 6 set; and one year of Geek Squad Home Membership.

Mentorship & Accelerator Program for Black and Indigenous entrepreneurs

At Best Buy, we want to help underrepresented tech entrepreneurs achieve their goals in an industry where support and resources are hard to come by. That's why we're launching Best Buy Canada's Mentorship & Accelerator Program (MAP). This program aims to connect Black and Indigenous entrepreneurs with mentorship opportunities, business support, and a platform to help grow their tech or software product business. The MAP program will help advance the success of businesses by bringing products to market through all of Best Buy's channels.

One of the biggest challenges for a small business or start-up is the lack of access to senior counsel in areas like business development, distribution, logistics, and other key resources like marketing, ecommerce, and retail. As Canada's largest electronics retailer, Best Buy's network includes access to robust resources from various external and internal stakeholders. A system of discovering early tech entrepreneurs and bringing their products to market already exists with a proven track record.

This mentorship program will help new vendors benefit from the Best Buy network and resources to help advance the success of their business. A business mentorship program takes the already existing system and adapts it to support Black and Indigenous entrepreneurs. The Best Buy team is constantly in search of new vendors and products.

Together, we look forward to enriching people's lives through technology.



If you know someone that is eligible for the MAP program, here's how we can support their business:

Business mentorship and expert advice.

- Work with our team to tailor the program to their business needs.
- Bring the product to life with marketing support.
- Get expert advice from Best Buy leaders during mentorship sessions.

Tech support and access to our community.

- Keep their business running smoothly with the right tools.
- Enjoy tech support with Geek Squad.
- Network with Best Buy's vast community.

Help to bring products to market.

- Launch the product with Best Buy's support.
- Display the product in stores.
- Reach even more customers online at [BestBuy.ca](https://www.bestbuy.ca).



BEST BUY Mentorship & Accelerator Program

For more information, if you would like to support, or if you know someone who is eligible, please click [here](#).



Zayn Jaffer
Category Officer
Merchandising

We're excited to bring tech retail opportunities to Black and Indigenous entrepreneurs.

The MAP program aims to connect and support entrepreneurs from the Black and Indigenous communities to the Best Buy network and to help them advance the success of their business by bringing products to market.

Over the years, we have built phenomenal relationships with our vendor partners, and I am excited to do the same with the companies that will join Best Buy's MAP program.

Zayn

Who is eligible to apply?



Registered Canadian businesses



Businesses with over 51% Black or Indigenous ownership



Businesses with a tech-focused product

Applications are open now for the MAP program.

Deadline: November 30, 2021

For more questions about the Mentorship and Accelerator Program, please email us at BestBuyMAP@bestbuycanada.ca.

Check it out