

December 2025 Consolidated Vendor Guidelines

What's New and Updated

To solidify our commitment to the Presentation Framework model, guidelines are now organized within the Table of Contents (TOC) under the Presentation Methods they reflect.

New:

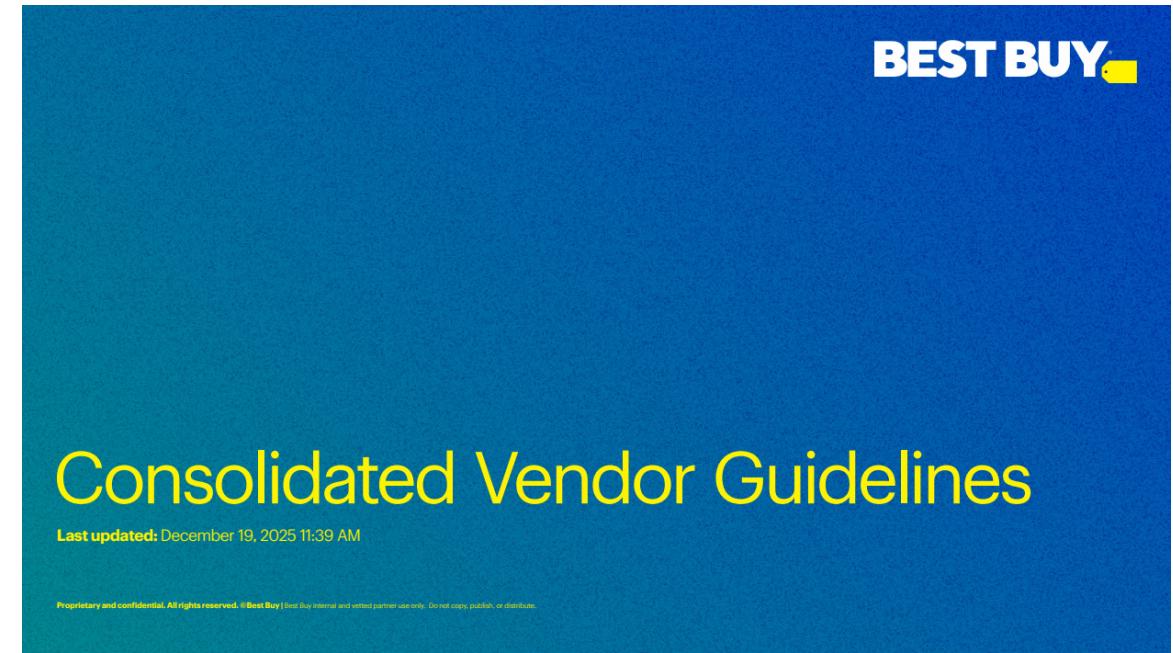
Presentation Framework Intro
Reorganized TOC based on Presentation Framework Methods
Parts Labeling
Major Appliance Vendor Home
Inline Display Wedge
Lowbay Gondola VPP Activation

Renamed or Consolidated:

Brand Expression (Now renamed Vendor Home)
Computer Gaming Accessories Wedge (Consolidated with Inline Display Wedge)
Home Theater Brand Expressions (Now renamed Home Theater Vendor Home)
Lowbay Gondola Takeover (Now renamed Lowbay Gondola Total Activation)

Updated

Major Appliance POP (Updated display internal POP guidelines)
Universal Expectations Pages (Permitted height, copy and claims, QR codes, parts labeling)
Theater District (Shelf and merch bar ownership)
Temp Promo Signage (Clarified expectations for qualifications, placement and size)
Kitchen Endcap Vendor Guidelines (Updated part numbers for headers)



Screenshot of Consolidated Vendor Guidelines Cover