



Store Experience Group

Consolidated Vendor Guidelines

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Universal Vendor Provided Display Expectations

All vendors are **required to understand and implement** the information contained within this guide. Additional questions should be directed to your designated Project Manager.



Demo or Display Product

- All vendor-owned presentations require Demo, Display or Dead Mock Display product(s) to be included.
- **Demo:** An out-of-box product feature that allows for an interactive experience.
- **Display:** A non-interactive product included to showcase materiality, form factor, colorways and sizing.
- **Dead Mock Display:** A non-interactive 3D model of a salable product intended to showcase form factor, colorways and sizing.
- Printed representational stand-ins of products are not allowed outside of rare, time-bound exceptions.



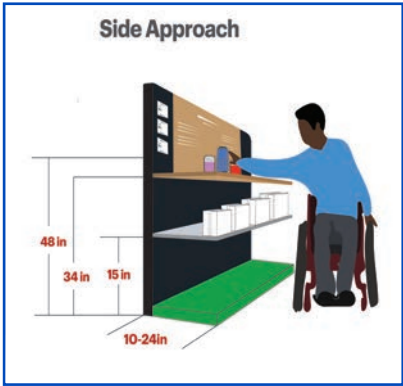
Product As Hero

- Demo, Display or Salable product should be the clear focal point of all presentations.
- Educational collateral, graphics or digital content should always be positioned as secondary information.
- See Store Experience Visual Merchandising Playbook for examples.



ESL Pricing Inclusion

- A proximally placed ESL is required for each Display or Salable product.
- Three ESL options size options exist: Peg Labels, Fact Tags and Mass Displays. See ESL Store Pricing chapter for an overview or the Store Experience Visual Merchandising Playbook for full details.
- Plan for appropriate space for ESL inclusion when designing your presentations.
- Ensure consistent and accurate ESL placement by following the ESL attachment recommendations within individual guidelines.

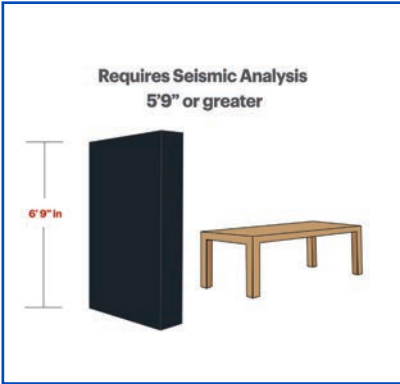


ADA Compliance

- Americans with Disabilities Act (ADA) requirements must be fully considered when planning or building any physical presentation within our stores. These laws keep our customers and employees safe and ensure accessibility.
- Special consideration should be paid to Interactive product heights and depths, protruding objects and aisle spacing impacts.
- See full ADA specifications in the Architecture & Construction section of this guide, the Store Experience Visual Merchandising Playbook or the ADA Quick Guide.

Universal Vendor Provided Display Expectations

All vendors are **required to understand and implement** the information contained within this guide. Additional questions should be directed to your designated Project Manager.



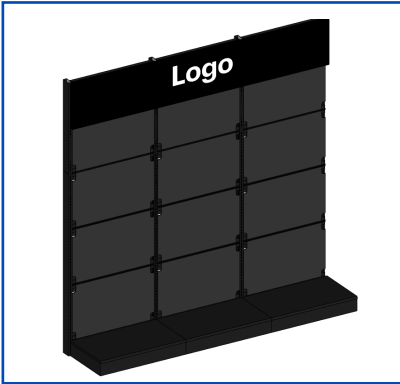
Structural/Seismic Guidelines

- Prior to construction, all fixtures 5'9" and over must have their supporting structure analyzed and certified for seismic load per the building code.
- Load-bearing and weight-bearing fixtures under 5'9" may also need to be reviewed for proper anchoring and design.
- Vendors are responsible for analysis and certification costs. It is recommended vendors use Advanced Structural Technologies (AST) as a source for structural engineer as well as seismic design. This is Best Buy's preferred Structural Engineer partner.
- Fixture dress kits have a weight limit of 220 pounds.
- HEET Walls and standalone fixtures have additional weight limits.
- Additional questions should be directed to your designated Project Manager.



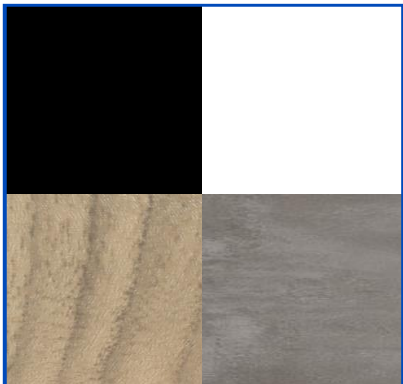
Lighting

- Lighting standards maintain focus on the product, ensure barren fixtures aren't highlighted, minimize visibility to dust and grime, avert bleedover into neighboring presentations and prevent overstimulation.
- **Inline fixtures:** No backlighting, downlighting, lit platforms, shelf lighting, or under-cabinet lighting is permitted. Lit logo headers and illumination emitted from display products and monitors are allowed.
- **Endcap fixtures:** No backlighting, downlighting or under-cabinet lighting is permitted. Other forms of lighting are allowed.
- Light levels are controlled by the Technology Design Lab. Refer to the Technology Design Standards for details.



Horizontal Logo Headers

- Horizontal Logo Headers are a core Best Buy graphic asset.
- Horizontal Logo Headers are often found on Low Bay Gondolas, End Caps and Perimeter Racking. They appear as horizontal bands with a white logo reversed on black.
- Compliance to each fixture's specific Horizontal Header standard is required. See individual guidelines for details.



Standard Materials Finishes

- Standard finishes are provided to ensure a seamless integration of displays.
- Compliance to each material finish is required where specified. See individual guidelines for details.

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Universal Inline

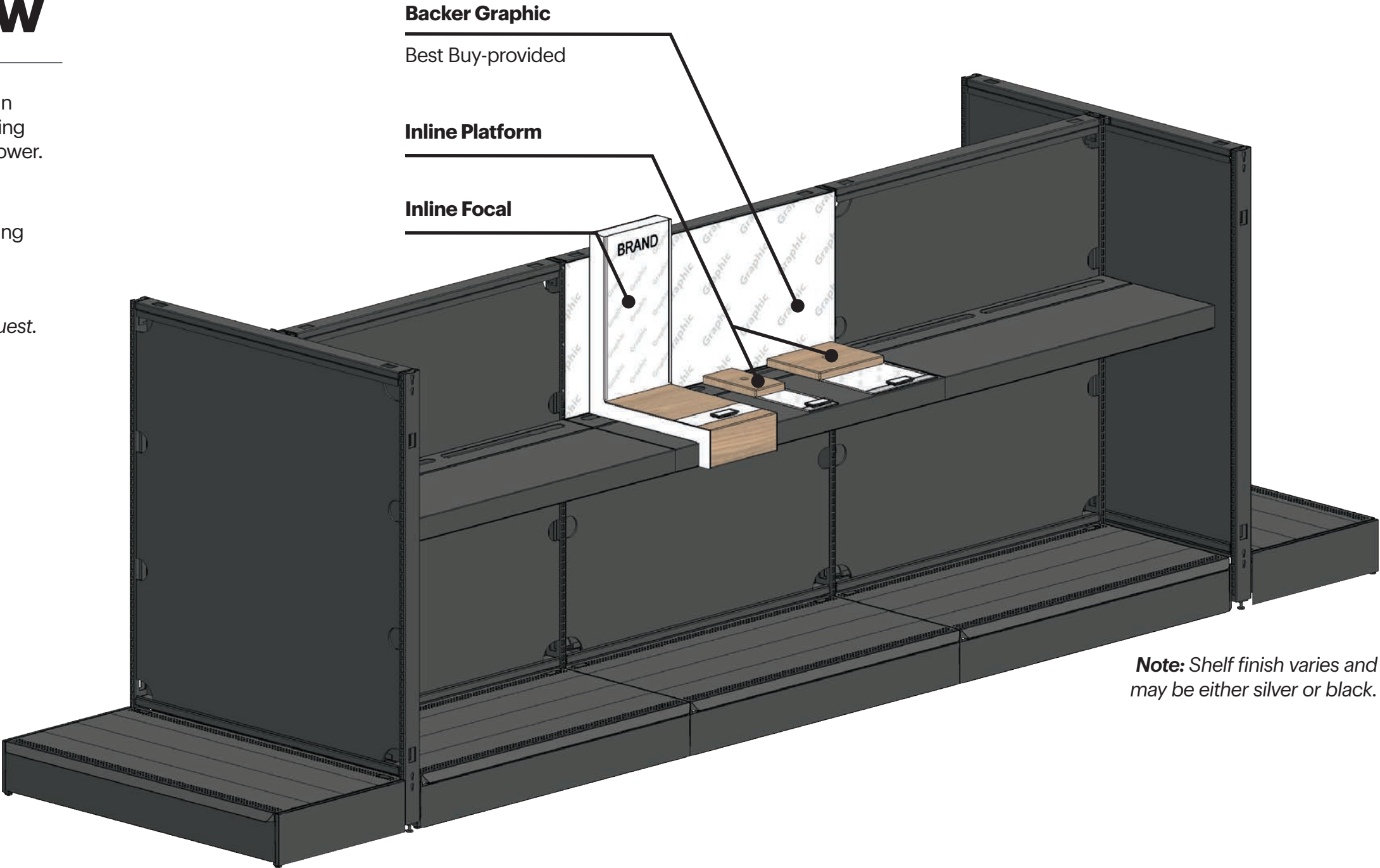
Fixture Overview

The universal inline space is your opportunity to tell an enhanced product story. It offers areas for eye-catching video and imagery, a lit logo and direct-to-product power.

Vendor Expectations

- Provide an inline focal and inline platforms, ensuring all parts, material finishes and assemblies match Best Buy’s engineered drawings.

**Drawings and models of all parts available upon request.*

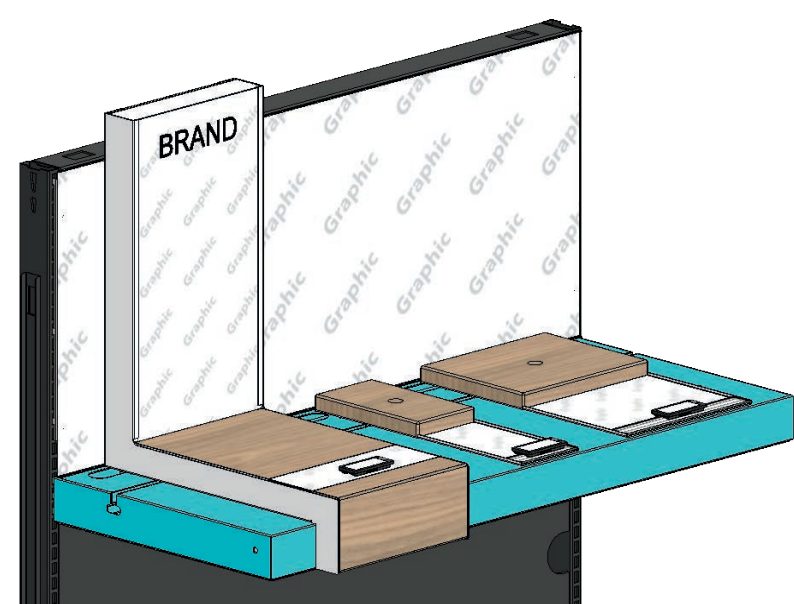


Fixture Varieties

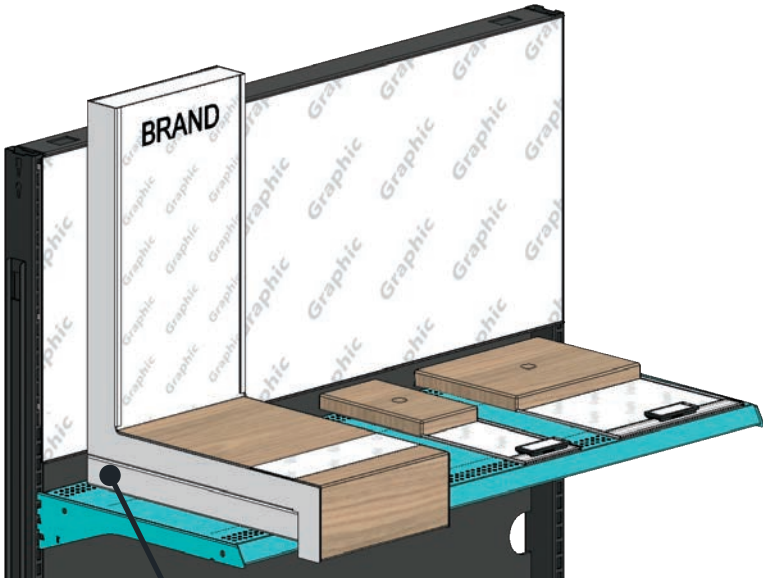
The universal inline display exists on four shelf types:

- 20” Universal
- 12” Skinny Universal
- 18” Standard
- 12” Skinny Standard

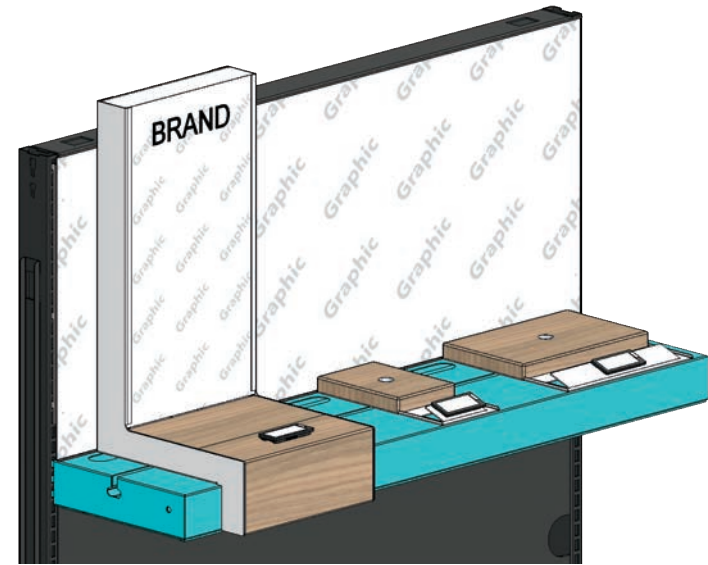
Each store has **one or more** of these shelf types. Ask your Best Buy contact which scenarios apply to your display.



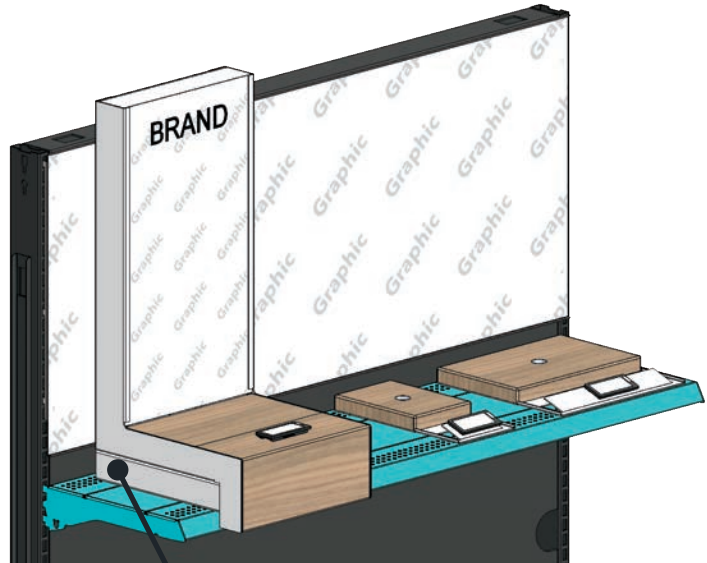
20” Universal



18” Standard
Platform riser required



12” Skinny Universal



12” Skinny Standard
Platform riser required

Inline Platforms

Inline platforms hold products (with or without power). They are available in several sizes and feature a wooden pedestal attached to a metal base anchored to the shelf.

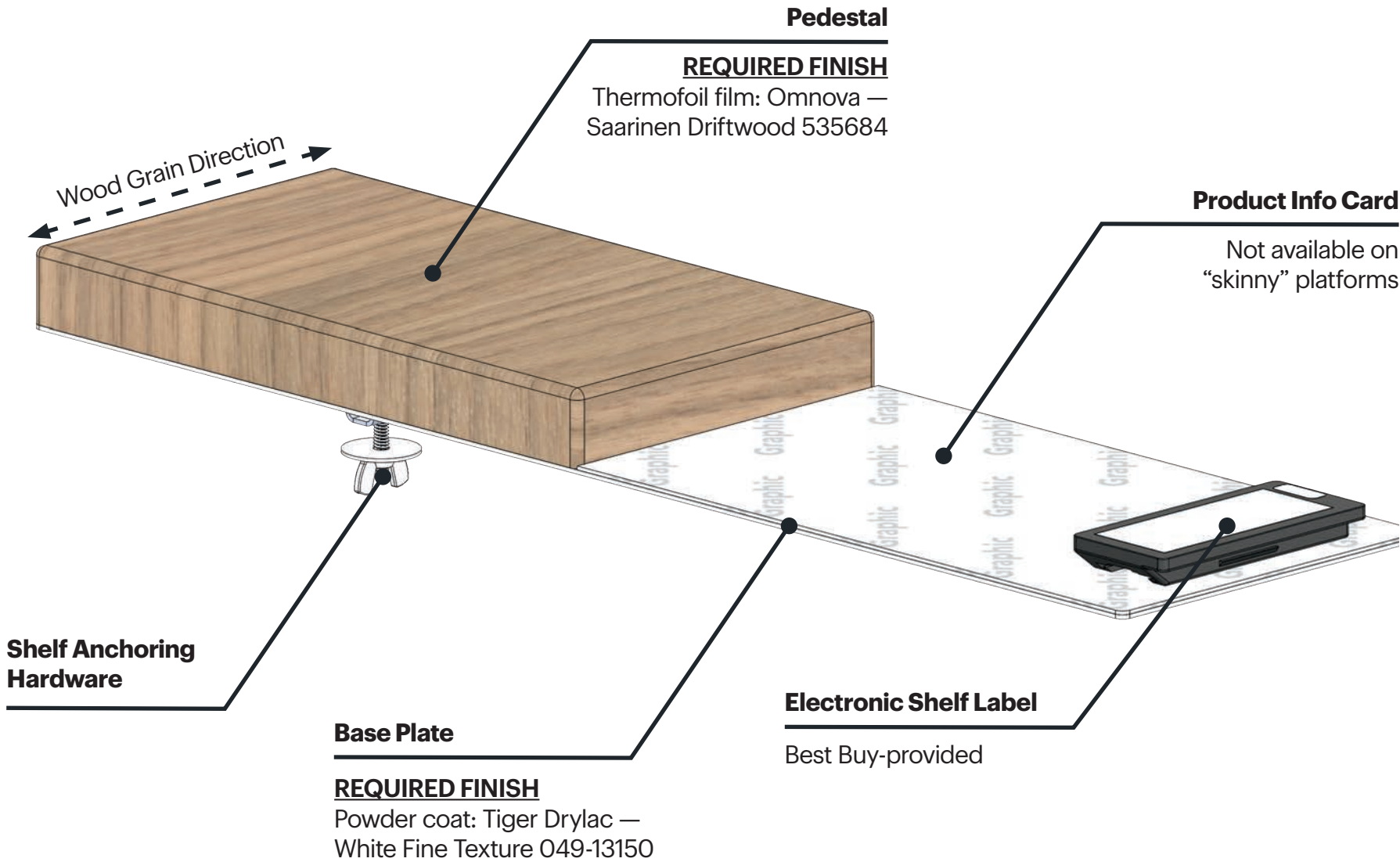
Vendor Expectations

- Secure product to the pedestal using approved tethers, recoilers, mechanical fasteners or security devices.
- Purchase electronic security devices from the approved vendors noted in the Technology Design Standards.

 **You will need** details and dimensions in these guides on Partner Portal:

[Inline Platform Guidelines](#)

[Technology Design Standards](#)



Inline Focals

Inline focals are optional. You may use one of four types:

- Plain Header | Graphic
- Illuminated Header | Graphic
- Plain Header | Media Player | Graphic
- Illuminated Header | Media Player | Graphic

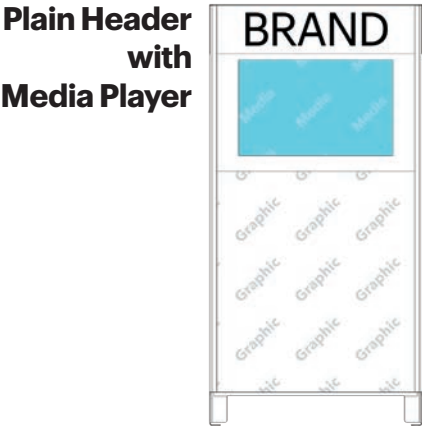
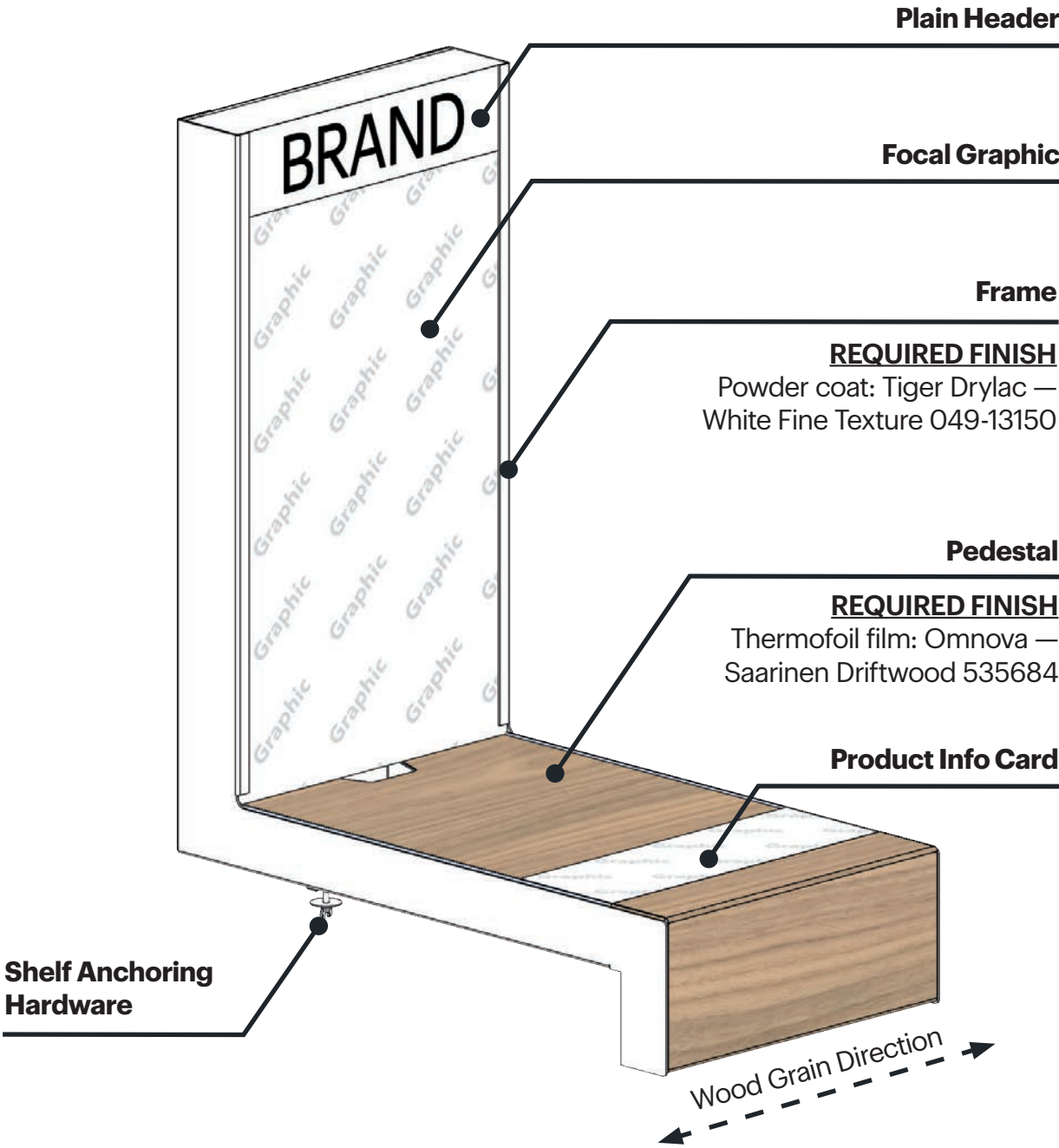
Vendor Expectations

- Secure product to the pedestal using approved tethers, recoilers, mechanical fasteners or security devices.
- Purchase electronic security devices from the approved vendors noted in the Technology Design Standards.
- Get approval from Best Buy’s Technology Design Lab for any illuminated headers and media players.

 **You will need** details and dimensions in these guides on Partner Portal:

[Inline Focal Guidelines](#)

[Technology Design Standards](#)



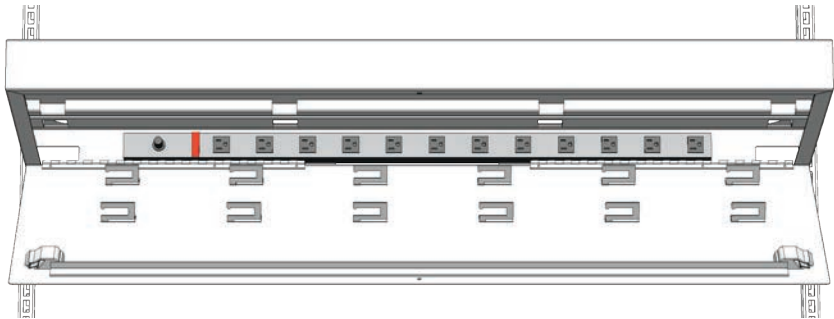
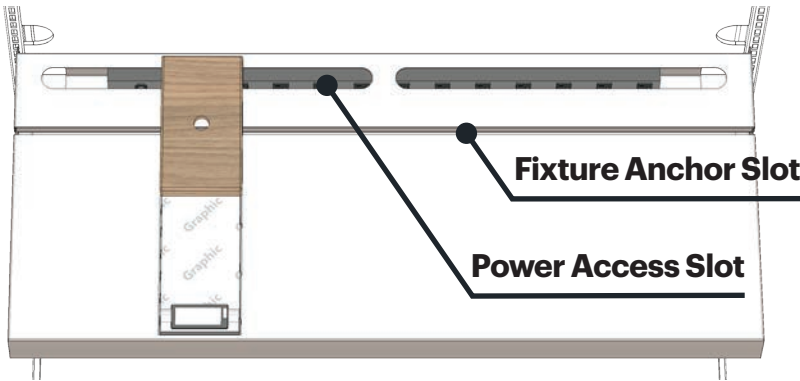
Power and Attachments: Universal Shelf

GENERAL Vendor Expectations

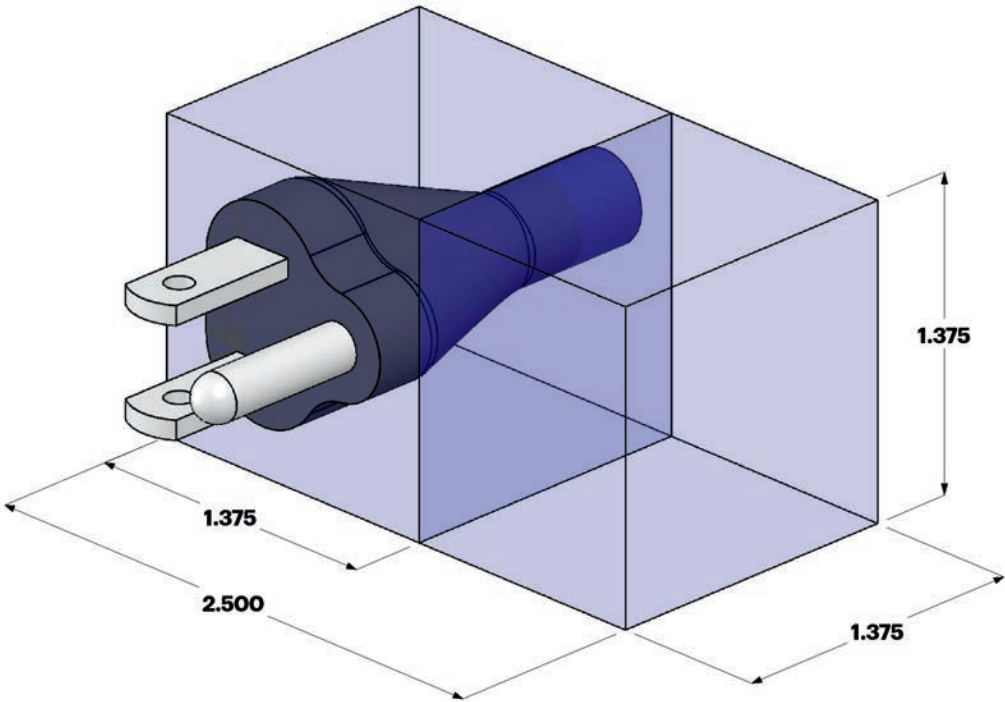
- Use threaded studs with washers/wingnuts to anchor the fixture through the small slot in the rear of the shelf.

ELECTRICAL Vendor Expectations

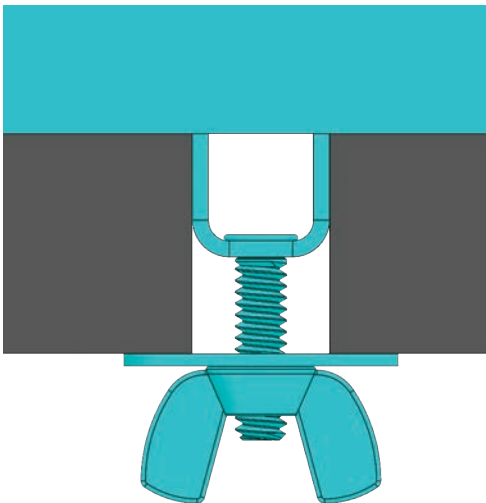
- Route power through the large power access slots.
A power strip is accessible through a trap door on the underside of the shelf. Your power supply must fit this strip. The supplied power strip cannot be moved. Additional power strips must plug into a power outlet. Power strips cannot be daisy-chained.
- Label and color-code electronics. Ensure they can be accessed without the use of tools for easy replacement.



Power Strip Access through Trap Door



**Maximum Dimensions
for Universal Shelf Plug**
*Note: In the case of power bricks,
prongs must be oriented as shown.*



**Universal Shelf
Anchoring**

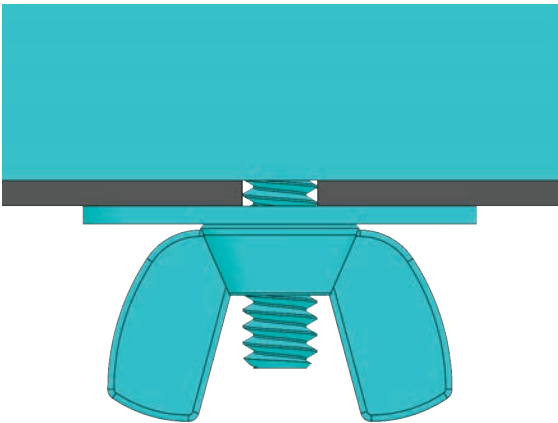
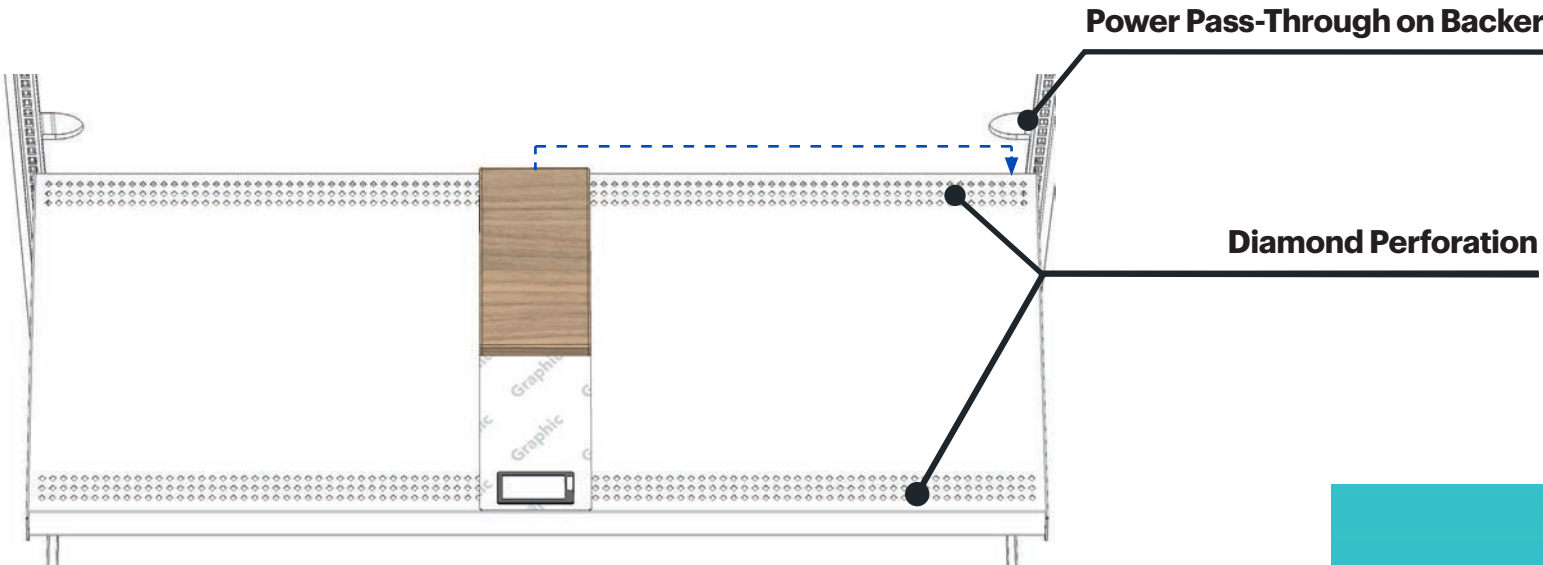
Power and Attachments: Standard Shelf

GENERAL Vendor Expectations

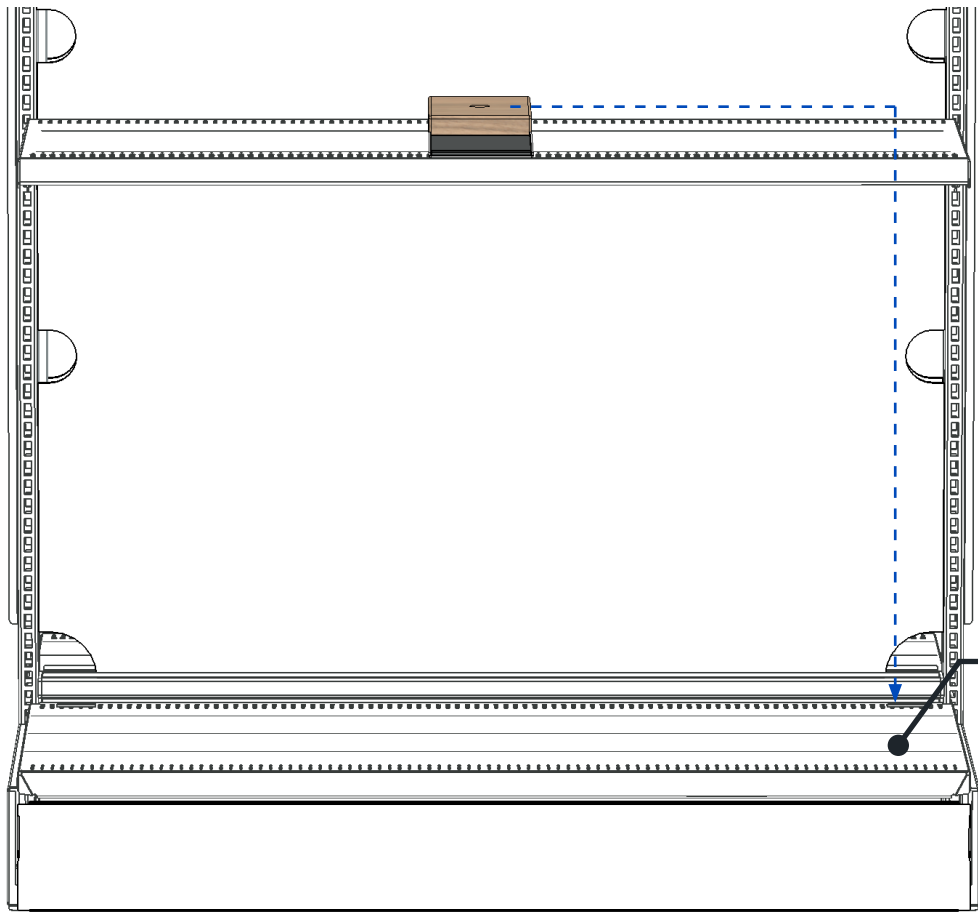
- Use threaded studs with washers/wingnuts to anchor the fixture through the front or rear diamond perforation of the shelf.

ELECTRICAL Vendor Expectations

- Route power off the rear of the shelf, through the backer and into the base deck, where power access is provided.
If you prefer to provide your own power strip, it must be UL listed and approved by Best Buy’s Technology Design Lab. Contact the Lab for power access help.
- Use power cords that are at least 12’ long to adequately reach the power strip.
- Label and color-code electronics. Ensure they can be accessed without the use of tools for easy replacement.



Standard Shelf Anchoring



Base Deck

Power receptacle is provided and may be located as far as 12’ away from product.

Graphics

Vendor Expectations

- Provide a focal graphic and product info cards, complying with all copy, design, size, substrate, etc. requirements outlined in the guides on Partner Portal.

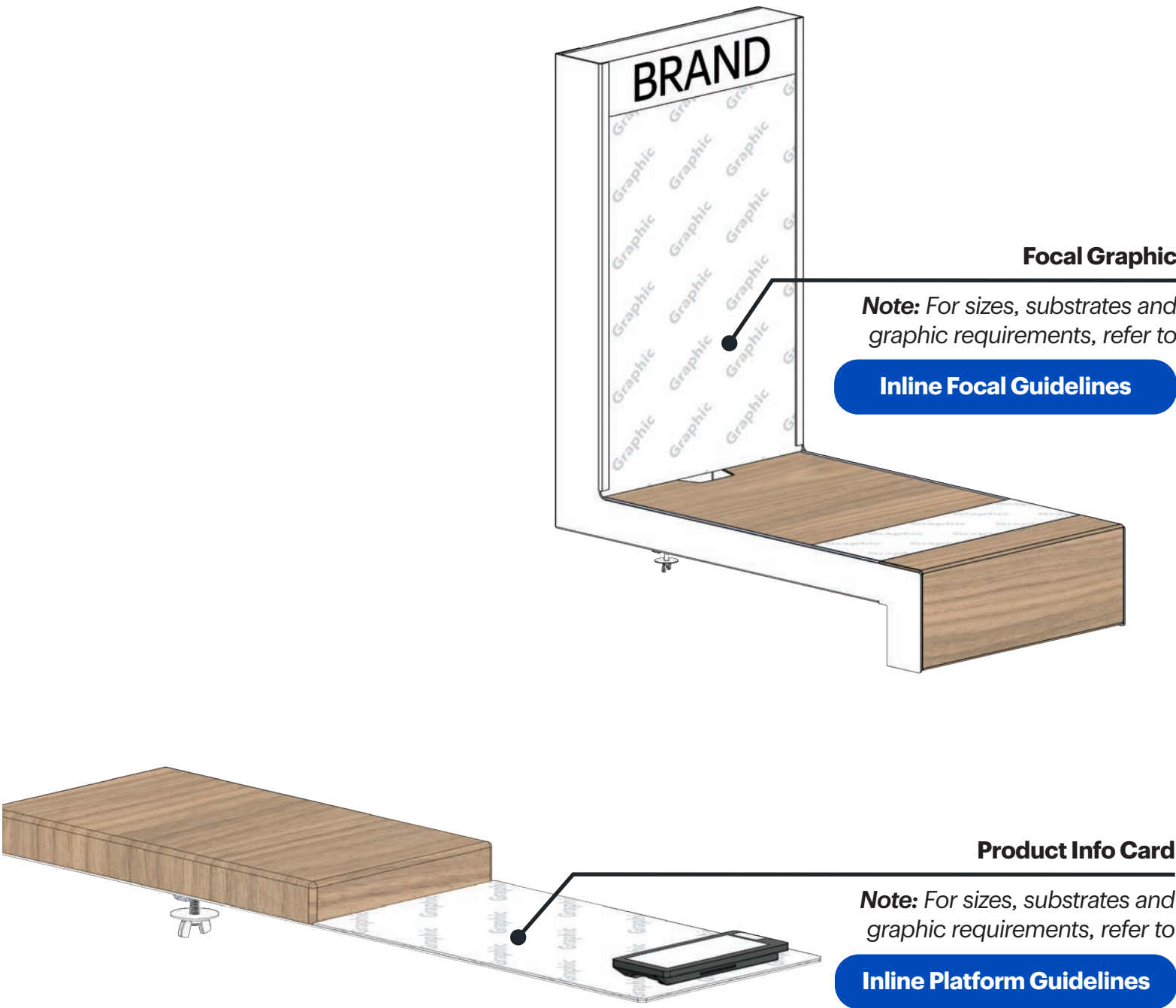
 **You will need** details and dimensions in these guides on Partner Portal:

[Copy & Claims Guidelines](#)

[Vendor Signage Guidelines](#)

[Inline Focal Guidelines](#)

[Inline Platform Guidelines](#)



Example

Note: Shown on 20" Universal shelf.



Next Steps

1

READ

the following from Partner Portal for details and dimensions **you will need**:

- Inline Focal Guidelines
- Inline Platform Guidelines

Additional useful guides:

- Copy & Claims Guidelines
- Vendor Signage Guidelines
- Technology Design Standards

2

REQUEST

from your Best Buy contact:

- Drawings and models of parts you want to order. Provide the part numbers (see below) and specify Solidworks or STEP file type. **Best Buy provides shelves and backer graphic assembly.*
- A list of preferred vendors who can manufacture the fixture parts.
- A universal shelf to purchase for testing, if desired.
- Examples of Best Buy-provided graphics, if desired.

Universal Inline Fixture Component	Best Buy Part Number
20” Universal Shelf	1003529
12” Skinny Universal Shelf	1020948
18” Standard Shelf	1012249
12” Skinny Standard Shelf	1014797
Backer Graphic Assembly	1003485
Standard Inline Gondola Assembly (24” base deck)	R0010
Skinny Inline Gondola Assembly (14” base deck)	R0019

**Note: Shelf colors in drawings may not reflect actual shelves. Actual shelf finishes vary and may be either silver or black.*

Inline Platform

Fixture Overview

Inline platforms hold products (with or without power). They are available in several sizes and feature a wooden pedestal attached to a metal base anchored to the shelf.

Vendor Expectations

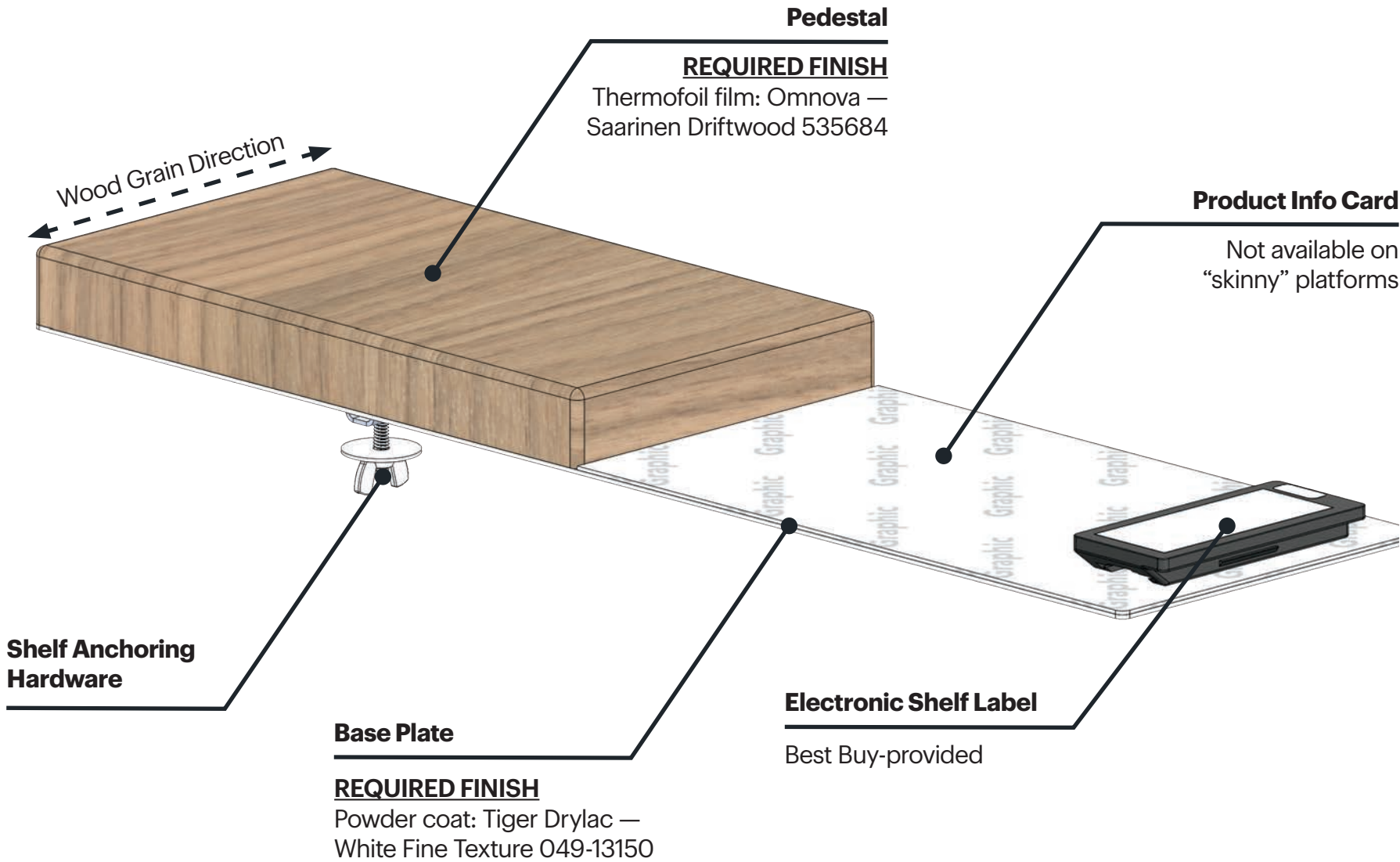
- Secure product to the pedestal using approved tethers, recoilers, mechanical fasteners or security devices.
- Purchase electronic security devices from the approved vendors noted in the Technology Design Standards.
- Include—on the front of the base plate—an electronic shelf label (ESL) for each product on the platform.

**Drawings and models of all parts available upon request.*

 **You will need** details and dimensions in these guides on Partner Portal:

[ESL Pricing](#)

[Technology Design Standards](#)



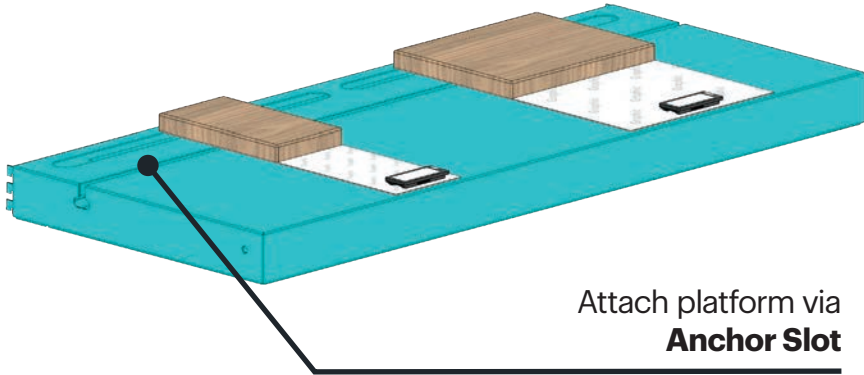
Fixture Varieties

Inline platforms are used on shelf types of varying depths:

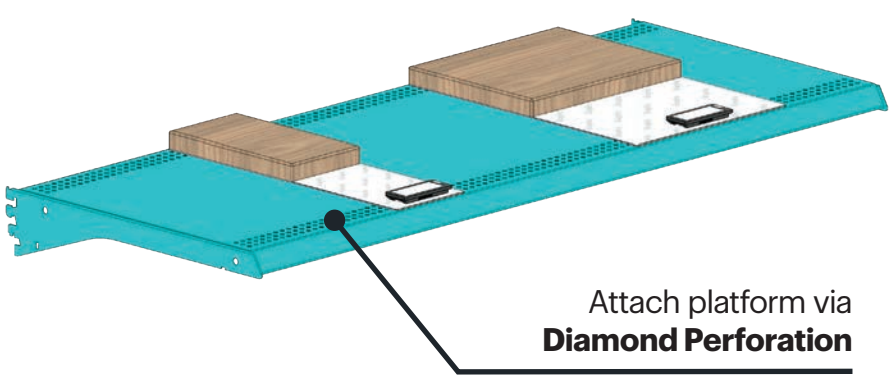
- 20” Universal
- 12” Skinny Universal
- 18” Standard
- 12” Skinny Standard
- Side Stock Endcap (*not shown here*)

Each shelf has recommended platform sizes. Ask your Best Buy contact which sizes apply to your display.

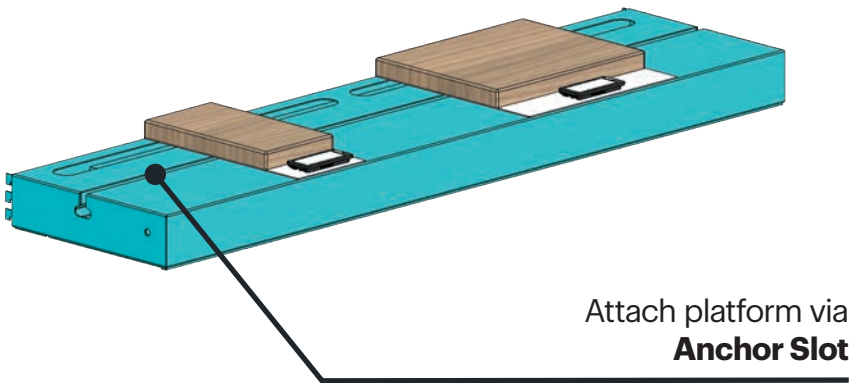
20” Universal Shelf



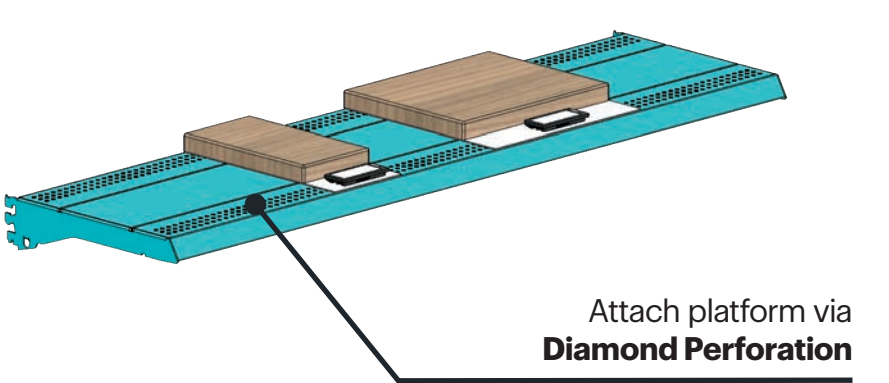
18” Standard Shelf



12” Skinny Universal Shelf



12” Skinny Standard Shelf

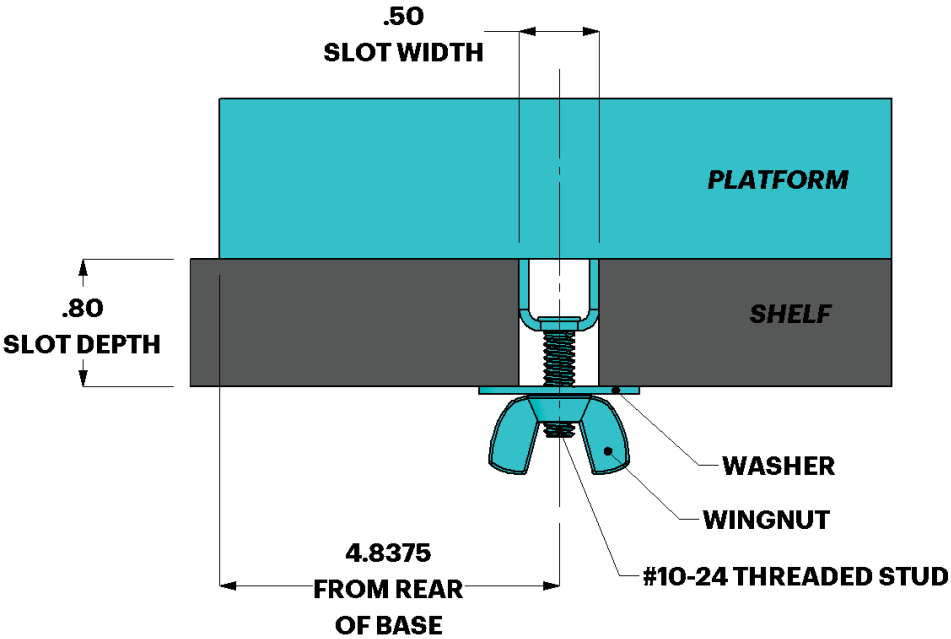
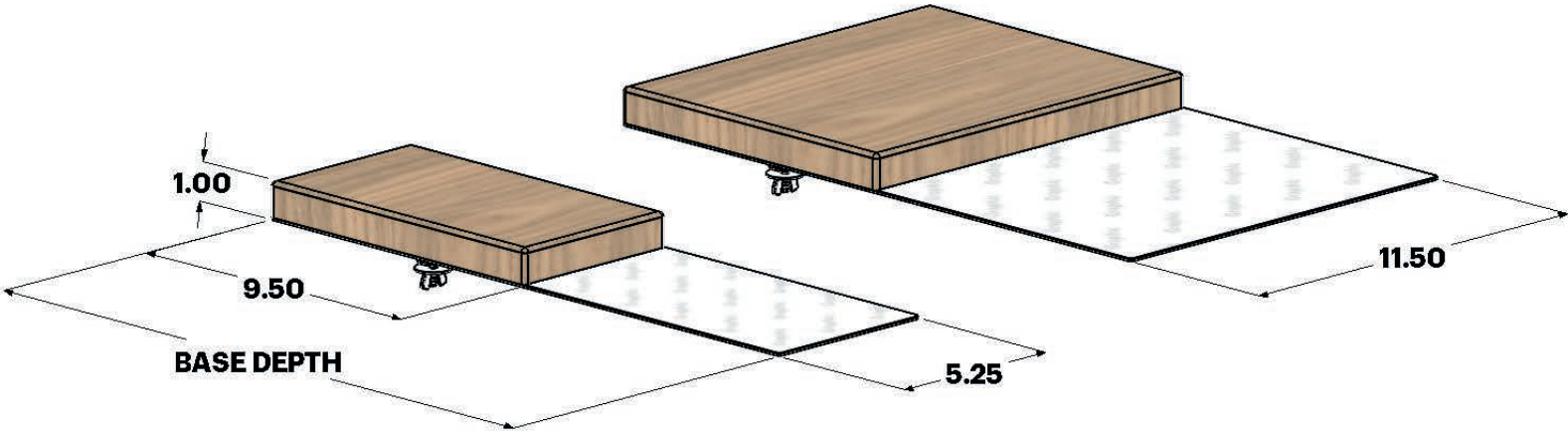


Platforms: Universal Shelf

Platforms for universal shelves (and all other shelf types with an anchor slot) feature an anchor point that is 4.8375” from the rear edge of the base plate.

Platforms are available in 5.25” and 11.5” widths (each in varying depths to fit different shelves). Choose the platform width that best fits your product.

Inline Platforms		
Platform Width	Applicable Shelf Types	Best Buy Part Number
5.25”	20” Universal; 4’ Side Stock Endcap	1017885
11.5”	20” Universal; 4’ Side Stock Endcap	1017889
5.25”	12” Skinny Universal; 2’ Side Stock Endcap	Contact Best Buy Engineering
11.5”	12” Skinny Universal; 2’ Side Stock Endcap	Contact Best Buy Engineering



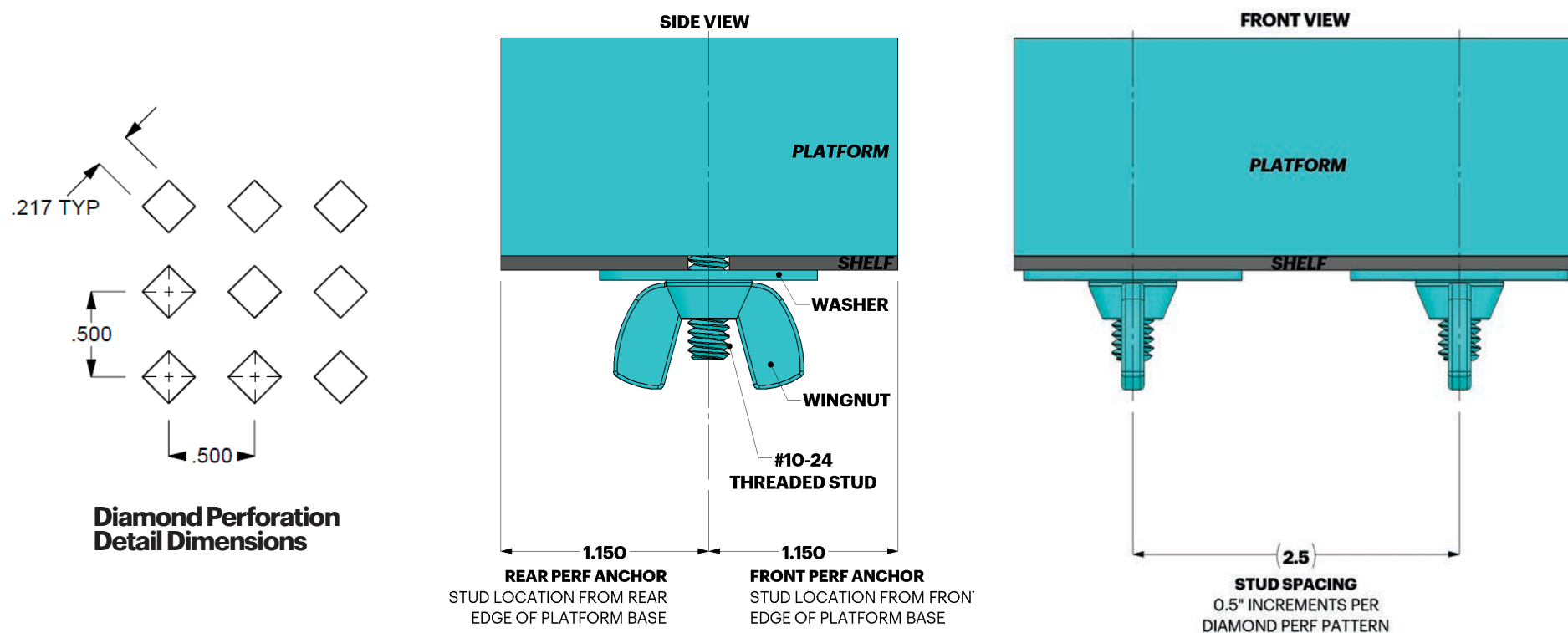
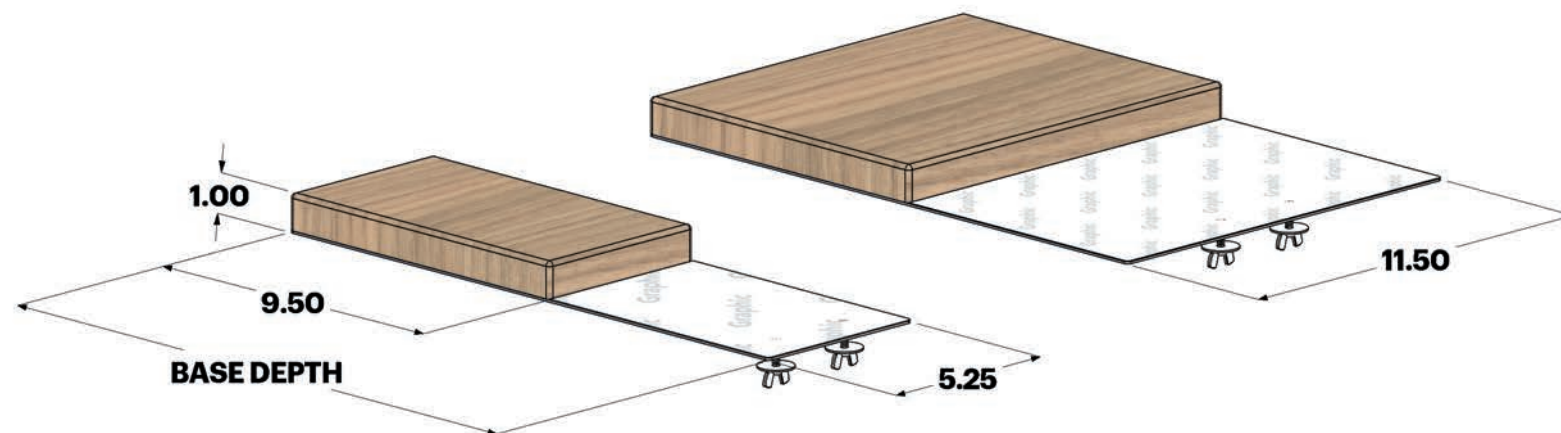
Platforms:

Standard Shelf

Platforms for standard shelves feature an anchor point that aligns with either the front or back row of diamond perforation on the shelf. The anchor point measures 1.18" from either the front or rear of the base plate depending which perforation row is used. The anchoring studs must be spaced apart in increments of .5" to properly align with the perforation pattern. Use the front rows of perforation whenever possible.

Platforms are available in 5.25" and 11.5" widths (each in varying depths to fit different shelves). Choose the width that best fits your product. For maximum flexibility across shelf sizes, consider shorter depth platforms.

Inline Platforms		
Platform Width	Applicable Shelf Types	Best Buy Part Number
5.25"	18" Standard	Contact Best Buy Engineering
11.5"	18" Standard	Contact Best Buy Engineering
5.25"	12" Standard	Contact Best Buy Engineering
11.5"	12" Standard	Contact Best Buy Engineering



Security, Power and Attachments

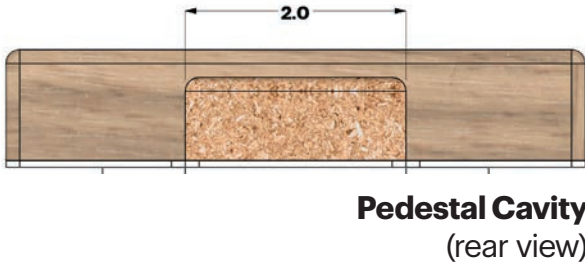
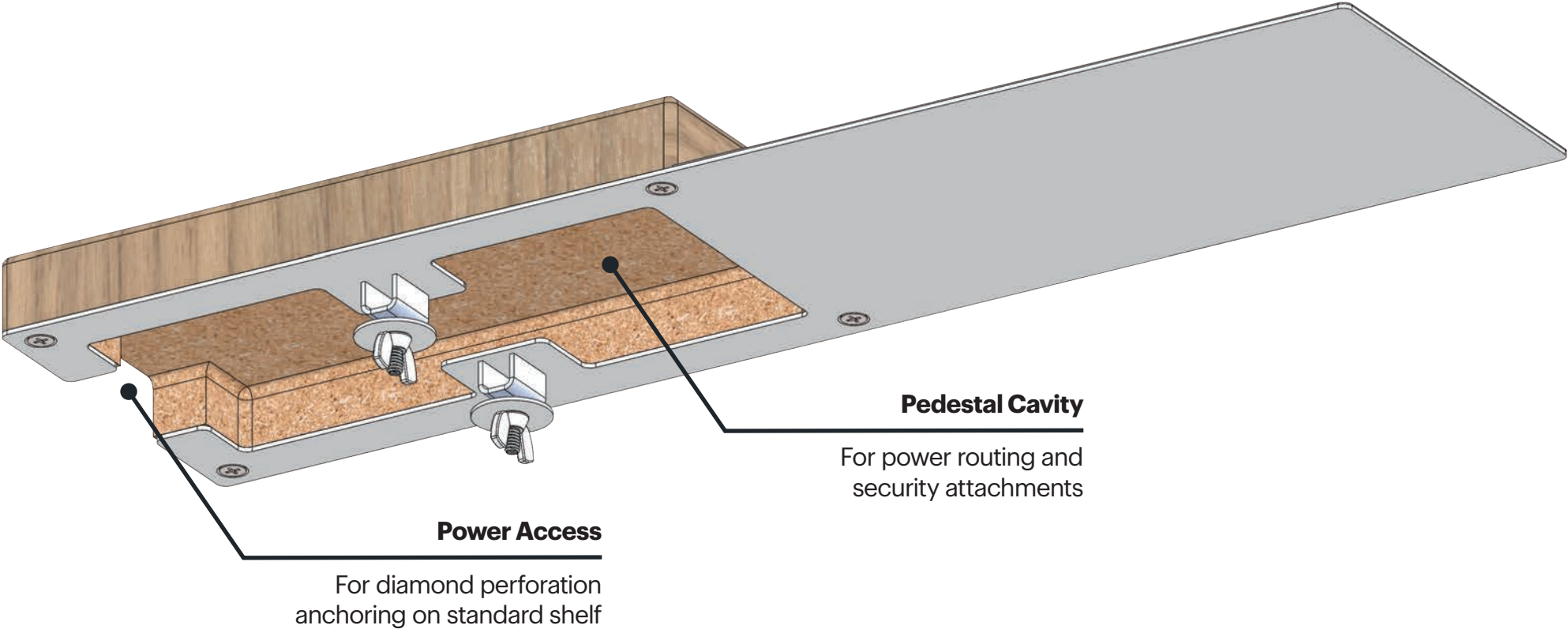
Vendor Expectations

- Secure product to the pedestal using approved tethers, recoilers, mechanical fasteners or security devices.



You will need details and dimensions in this guide on Partner Portal:

Technology Design Standards



Graphics

Each product info card invites you to highlight certain product features directly in front of the product on display. Product info cards are populated with vendor-provided content and are designed and produced by Best Buy.

Vendor Expectations

- Provide content in keeping with the product info card template. Because template sizes vary, first ask your Best Buy contact which sizes apply to your display.
- Ensure all content follows Best Buy’s Copy & Claims Guidelines and Vendor Signage Guidelines.



You will need details and dimensions in these guides on Partner Portal:

[Copy & Claims Guidelines](#)

[Vendor Signage Guidelines](#)

Product Info Card

Size: Varies
Substrate: Magnetic Receptive
(10–12.5mil, 94–97 bright)



Merchandising

Products should be merchandised as follows:

- One product on 5.25” platform
- Up to two products on 11.5” platform

Vendor Expectations

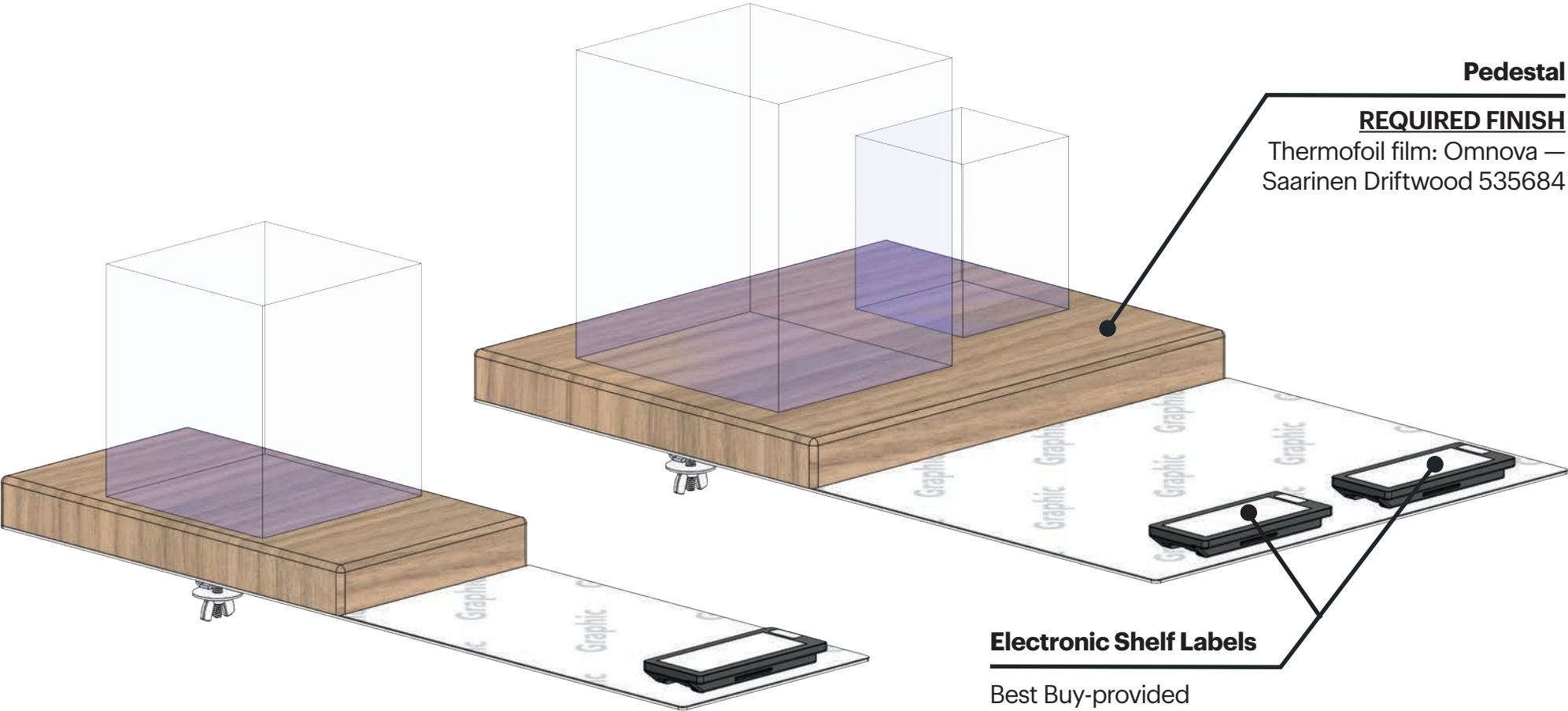
- Display product within the permitted space. Product may not extend wider than the platform edges or higher than the inline fixture.
- Ensure no POP is attached to the product or display.
Note: Any POP included will be removed by store staff.
- Secure product to the pedestal using approved tethers, recoilers, mechanical fasteners or security devices.
- Purchase electronic security devices from the approved vendors noted in the Technology Design Standards
- Include—on the front of the base plate—an electronic shelf label (ESL) for each product on the platform.



You will need details and dimensions in these guides on Partner Portal:

ESL Pricing

Technology Design Standards



Specialized Platforms

Specialized platforms are available for products with unconventional sizing or security requirements. Ask your Best Buy contact how we can address the unique needs of your product.

Shown at right: Acrylic cases for small audio devices.



Next Steps

1

READ

the following from Partner Portal for details and dimensions **you will need**:

- Vendor Signage Guidelines
- ESL Pricing

Additional useful guides:

- Copy & Claims Guidelines
- Universal Button Guidelines
- Technology Design Standards
- Adjustable Shelf Datasheet

2

REQUEST

from your Best Buy contact:

- Drawings and models of parts you want to order. Provide the part numbers (see below) and specify Solidworks or STEP file type. **Best Buy provides electronic shelf labels.*
- A list of preferred vendors who can manufacture the fixture parts.
- A universal shelf to purchase for testing, if desired.

Inline Platforms Fixture Component	Best Buy Part Number
20” Universal Shelf	1003529
12” Skinny Universal Shelf	1020948
18” Standard Shelf	1012249
12” Skinny Standard Shelf	1014797
Standard Inline Gondola Assembly (24” base deck)	R0010
Skinny Inline Gondola Assembly (14” base deck)	R0019

**Note: Shelf colors in drawings may not reflect actual shelves. Actual shelf finishes vary and may be either silver or black.*

Inline Focal

Fixture Overview

Inline focals introduce your display with your brand story. Focals are optional, and you may use one of four types:

- Plain Header | Graphic
- Illuminated Header | Graphic
- Plain Header | Media Player | Graphic
- Illuminated Header | Media Player | Graphic

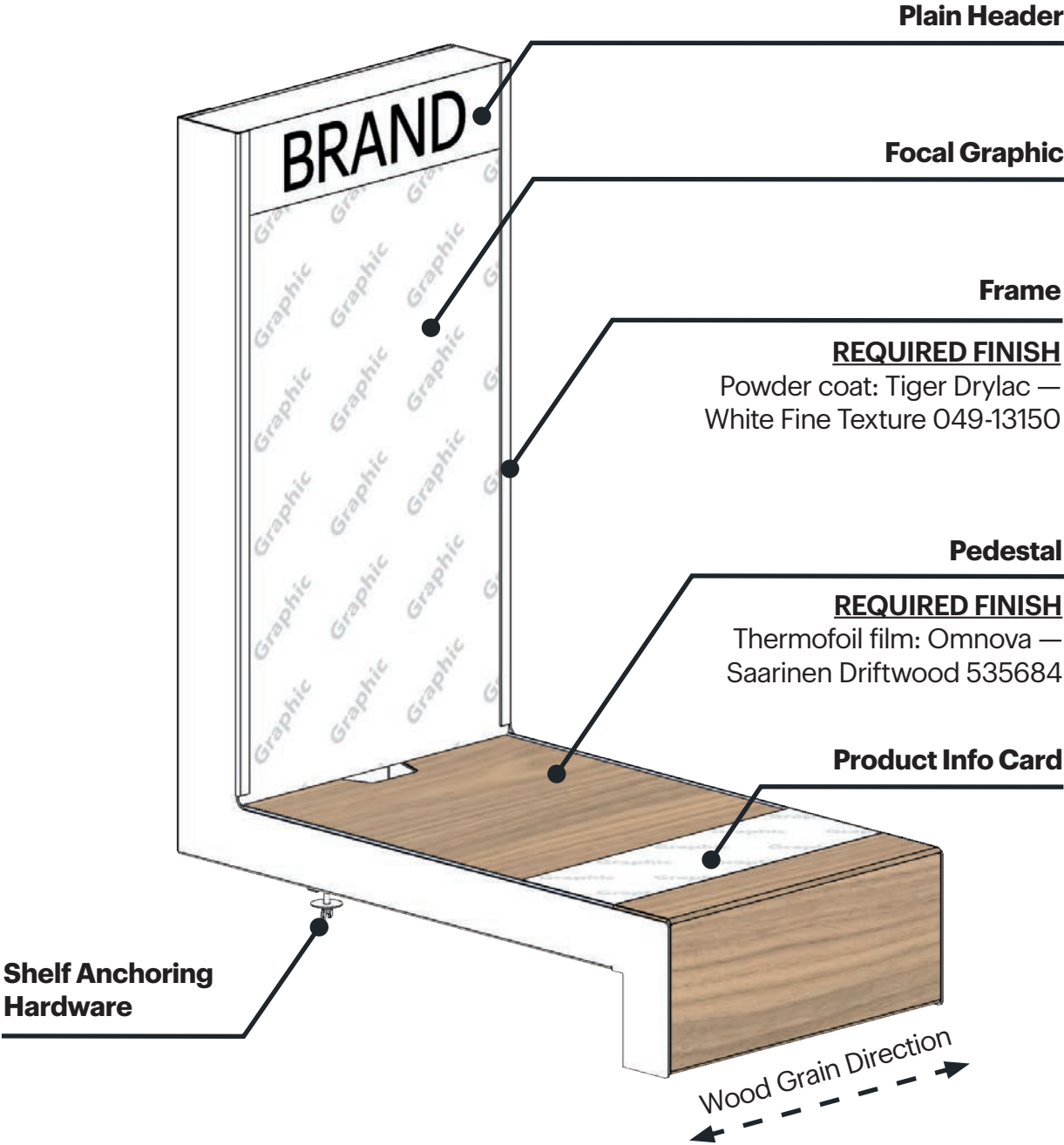
Vendor Expectations

- Secure product to the pedestal using approved tethers, recoilers, mechanical fasteners or security devices.
- Purchase electronic security devices from the approved vendors noted in the Technology Design Standards.
- Get approval from Best Buy’s Technology Design Lab for any illuminated headers and media players.

**Drawings and models of all parts available upon request.*

 **You will need** details and dimensions in this guide on Partner Portal:

Technology Design Standards

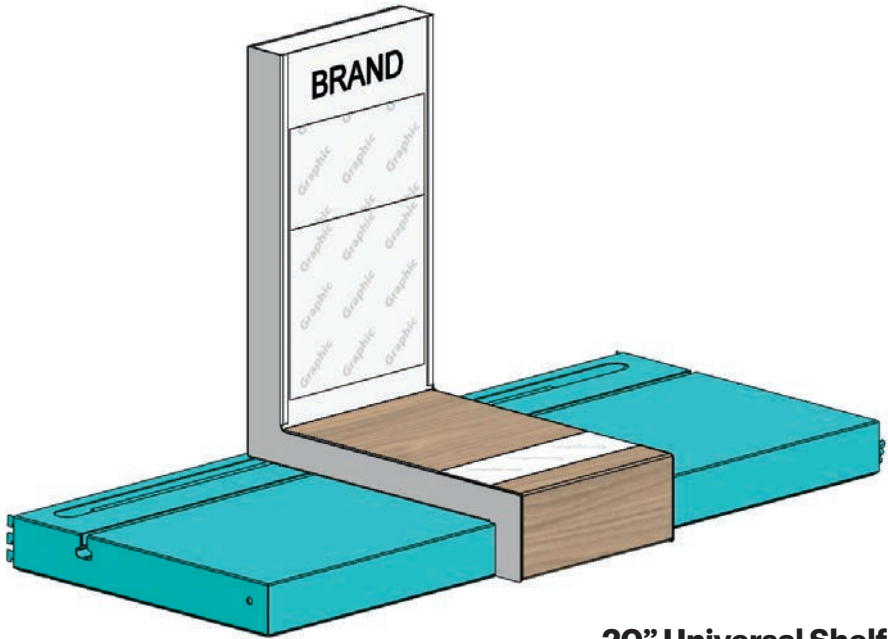


Fixture Varieties

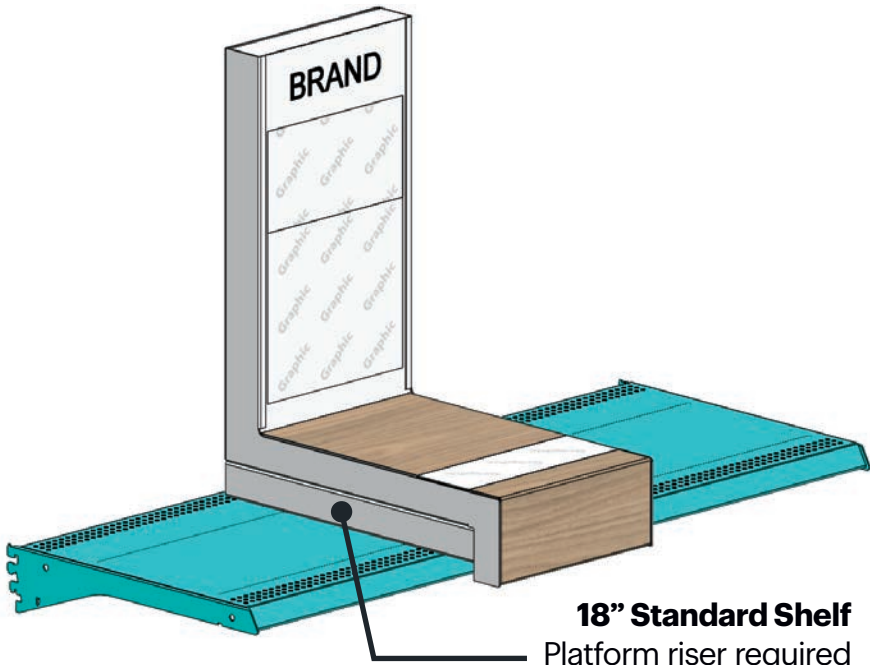
Inline focals are designed for use on universal shelves. A platform riser is required if using on standard shelves.

Focals are available in the following sizes:

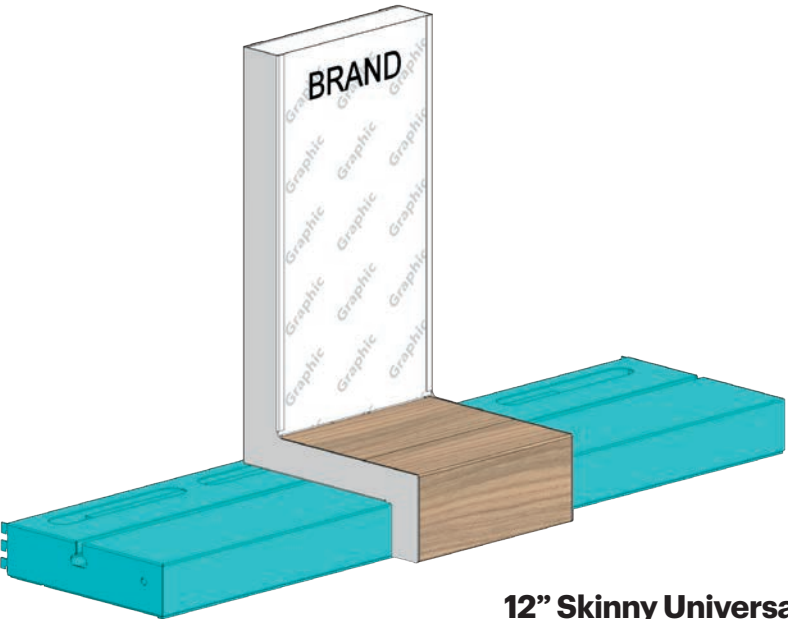
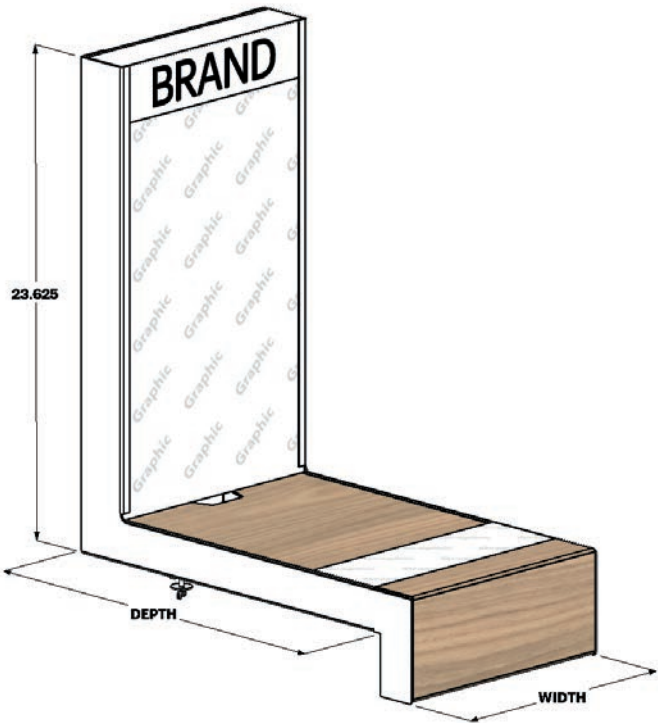
- 12”W x 12”D
- 12”W x 20”D



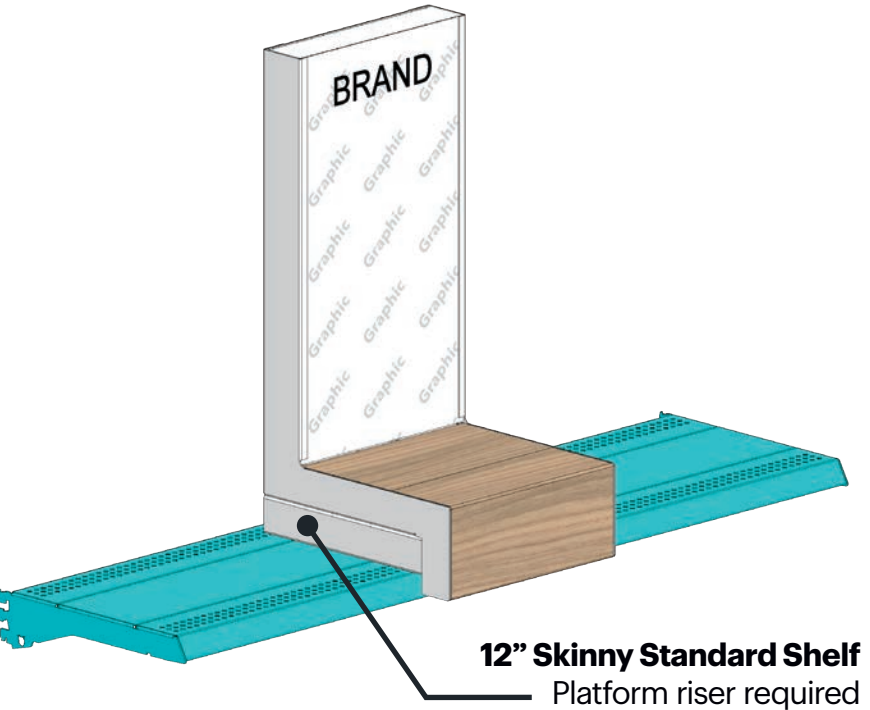
20” Universal Shelf



18” Standard Shelf
Platform riser required



12” Skinny Universal Shelf



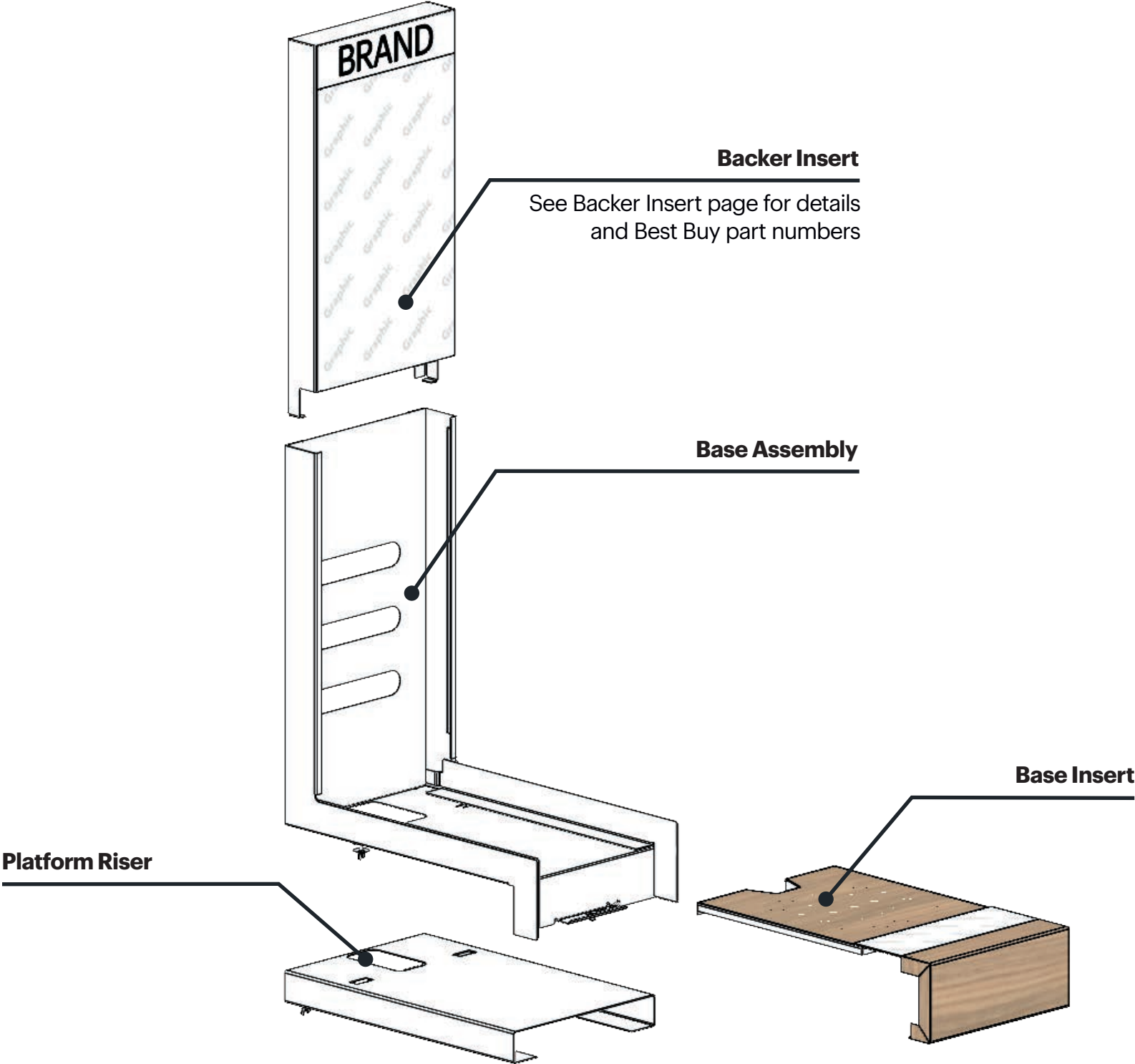
12” Skinny Standard Shelf
Platform riser required

Fixture Components

Vendor Expectations

- Build your focal display using a backer insert, base assembly and base insert. If displaying your focal on a standard shelf, a **platform riser** is required.
- Mount your display product to the base insert.
***Note:** Inserts are interchangeable/replaceable in the focal frame when updating display product.*

Inline Focals			
Focal Width	Focal Depth	Component	Best Buy Part #
12"	12"	Base Assembly	1016995
		Base Insert	1016989
		Platform Riser	1017022
12"	20"	Base Assembly	1010577
		Base Insert	1017893
		Platform Riser	1010566



Backer Insert

There are four backer insert types available for your focal:

- Plain Header | Graphic
- Illuminated Header | Graphic
- Plain Header | Media Player | Graphic
- Illuminated Header | Media Player | Graphic

The same backer inserts are used for both the 12”D and 20”D focals.

Inline Focal Backer Inserts		
Focal Width	Component	Best Buy Part #
12”	Plain Header Graphic	1010543
	Illuminated Header Graphic	1010546
	Plain Header Media Player Graphic	1010548
	Illuminated Header Media Player Graphic	1010541

Plain Header



Illuminated Header



Plain Header with Media Player



Illuminated Header with Media Player



Base Insert

The base insert holds your display product.

Best Buy provides a .8” diameter perforated grid for product anchoring. The perforated grid allows display product to be changed out as the display evolves.

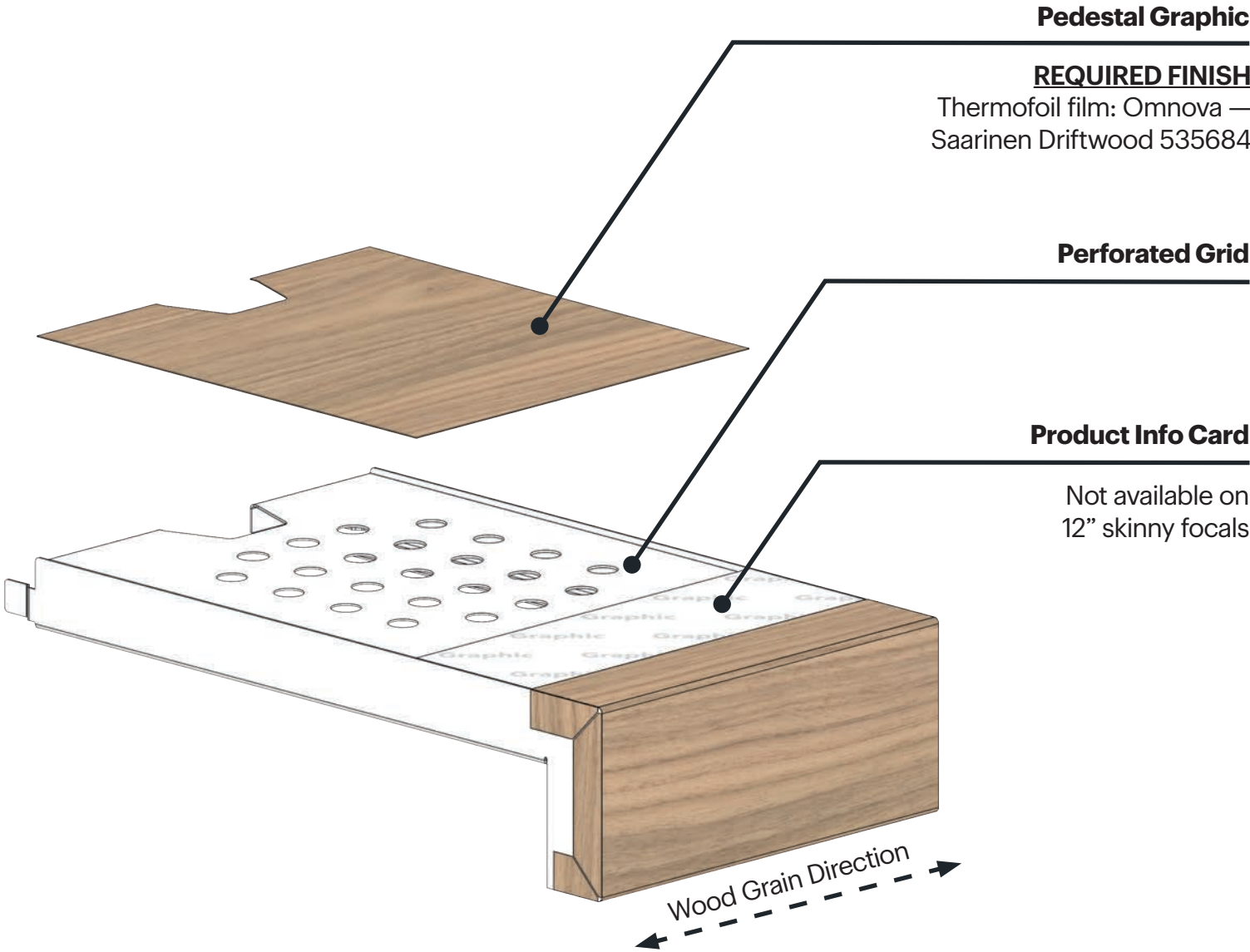
Vendor Expectations

- Secure product to the pedestal using approved tethers, recoilers, mechanical fasteners or security devices.
- Purchase electronic security devices from the approved vendors noted in the Technology Design Standards.



You will need details and dimensions in this guide on Partner Portal:

Technology Design Standards



Graphics

Vendor Expectations

- Create a focal graphic and product info card (if applicable), complying with all copy, design, size, substrate, etc. requirements outlined below, on the following page and in the guides on Partner Portal.

Size: Varies; see details at right
Substrate: 30 mil Magnetic Vinyl, White

 **You will need** details and dimensions in these guides on Partner Portal:

[Copy & Claims Guidelines](#)

[Vendor Signage Guidelines](#)

[Technology Design Standards](#)

Plain Header Focal Graphic

Size: 11.275”W x 21.5”H



Illuminated Header Focal Graphic

Size: 11.475”W x 18.425”H



Plain Header with Media Player

Focal Graphic

Size: 11.475”W x 12.215”H



Illuminated Header with Media Player

Focal Graphic

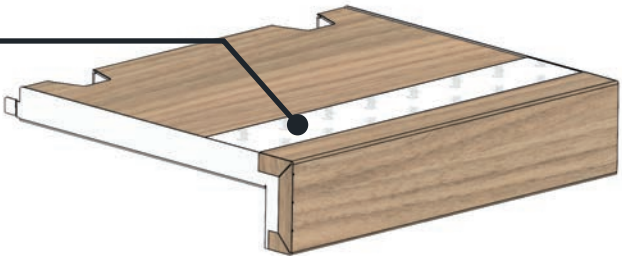
Size: 11.475”W x 12.215”H



Product Info Card

Size: 11.65”W x 3.9375”H

Note: Not available on 12” skinny focals



Graphic Details

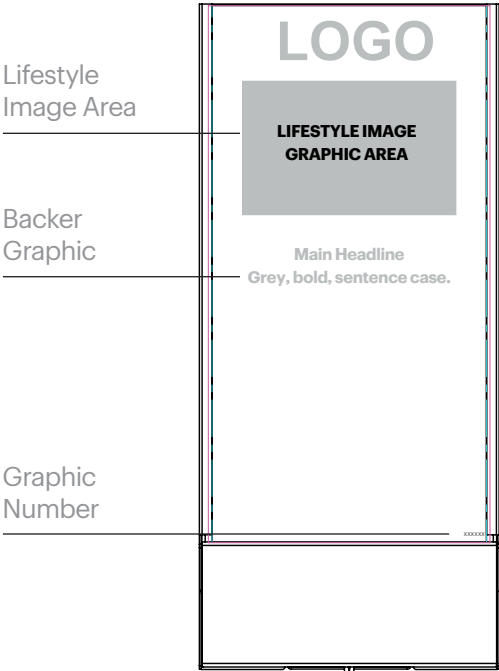
Focal Graphics *(shown at right)*

- **Lifestyle Image Area** *(non-media player headers only)*
Size: 8.535”W x 5.24”H
- **Backer Graphic**
Font: Human BBY Bold
Size: 50pt, three lines max.
Color: 45% black
- **Graphic Number**
Font: Human BBY Regular
Size: 7pt
Color: 45% black

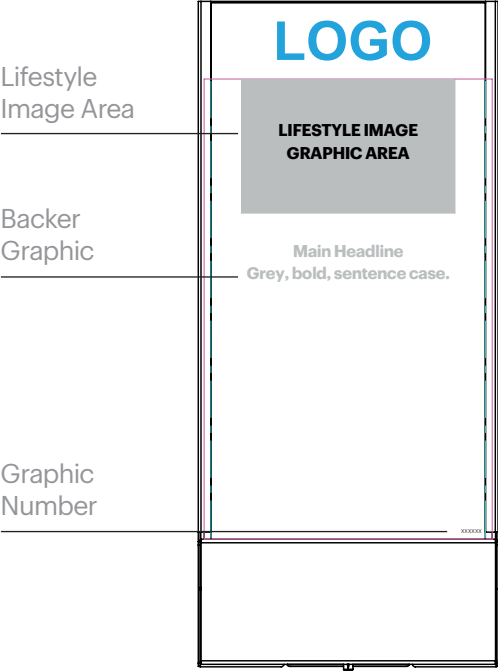
Product Info Card *(not shown)*

- **Note:** Not available on 12” skinny focals.
If a product info card is applicable to your display, please ask your Best Buy contact for the template.

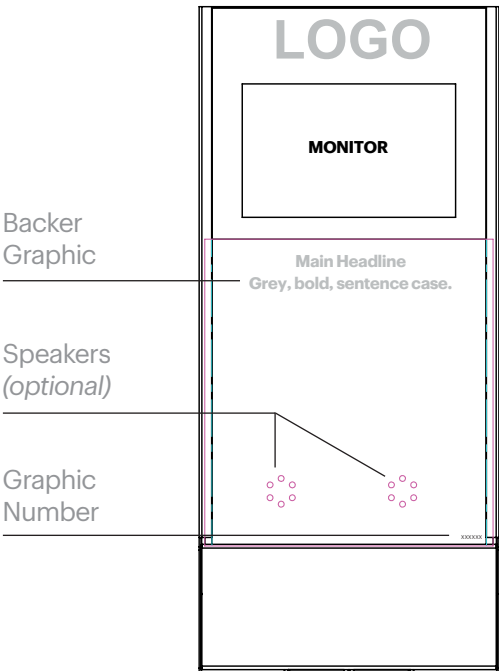
Plain Header



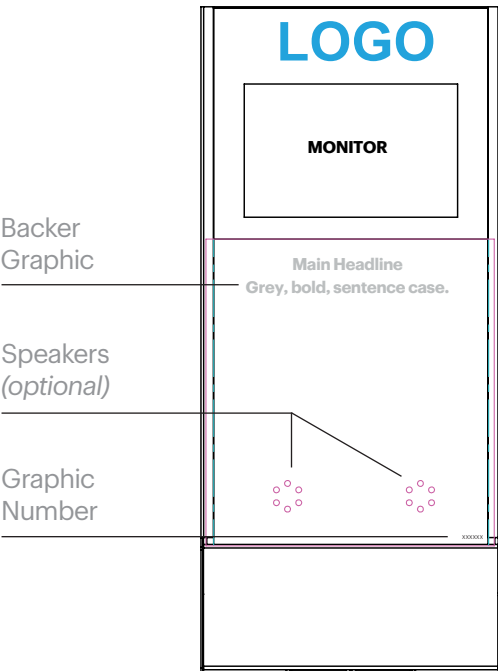
Illuminated Header



Plain Header with Media Player



Illuminated Header with Media Player



Integrated Technology

Monitors

Monitors must be mechanically fastened to the threaded studs in the focal backer.

Approved monitor:

- Bluefin 20-3002-1091
Includes HDM / VGA / microSD input

Illumination

Illuminated headers must meet the luminosity requirements specified in the Technology Design Standards (see below) and must be approved by Best Buy’s Technology Design Lab.

Media

Embedded media players are permitted in the focal backer. Media players must be approved by Best Buy’s Technology Design Lab.

Buttons

Interactive buttons are permitted in the focal backer or the base insert. They must be:

- Duco DTPB-X-32 (the only approved button)
- Surrounded by a white light-up ring
- Shown with text that clearly defines the button action. Text must be:
 - Black, size 14, Human BBY Medium
 - Located below the button
 - Printed on the substrate (no decals)



You will need details and dimensions in these guides on Partner Portal:

Technology Design Standards

Universal Button Guidelines

Merchandising

Each vendor may feature one inline focal per display, using the fixture to spotlight one hero product.

If multiple vendors share space, up to two total focals (nonadjacent) are permitted per 4 linear feet.

Vendor Expectations

- Display product within the permitted space to ensure no obstructions. Product may not extend wider than focal edges or higher than text or video on focal backer.
- Ensure no POP is attached to the product or display.
Note: Any POP included will be removed by store staff.
- Secure product to the pedestal using approved tethers, recoilers, mechanical fasteners or security devices.
- Purchase electronic security devices from the approved vendors noted in the Technology Design Standards.



Next Steps

1

READ

these useful guides from Partner Portal:

- Copy & Claims Guidelines
- Vendor Signage Guidelines
- Universal Button Guidelines
- Technology Design Standards

2

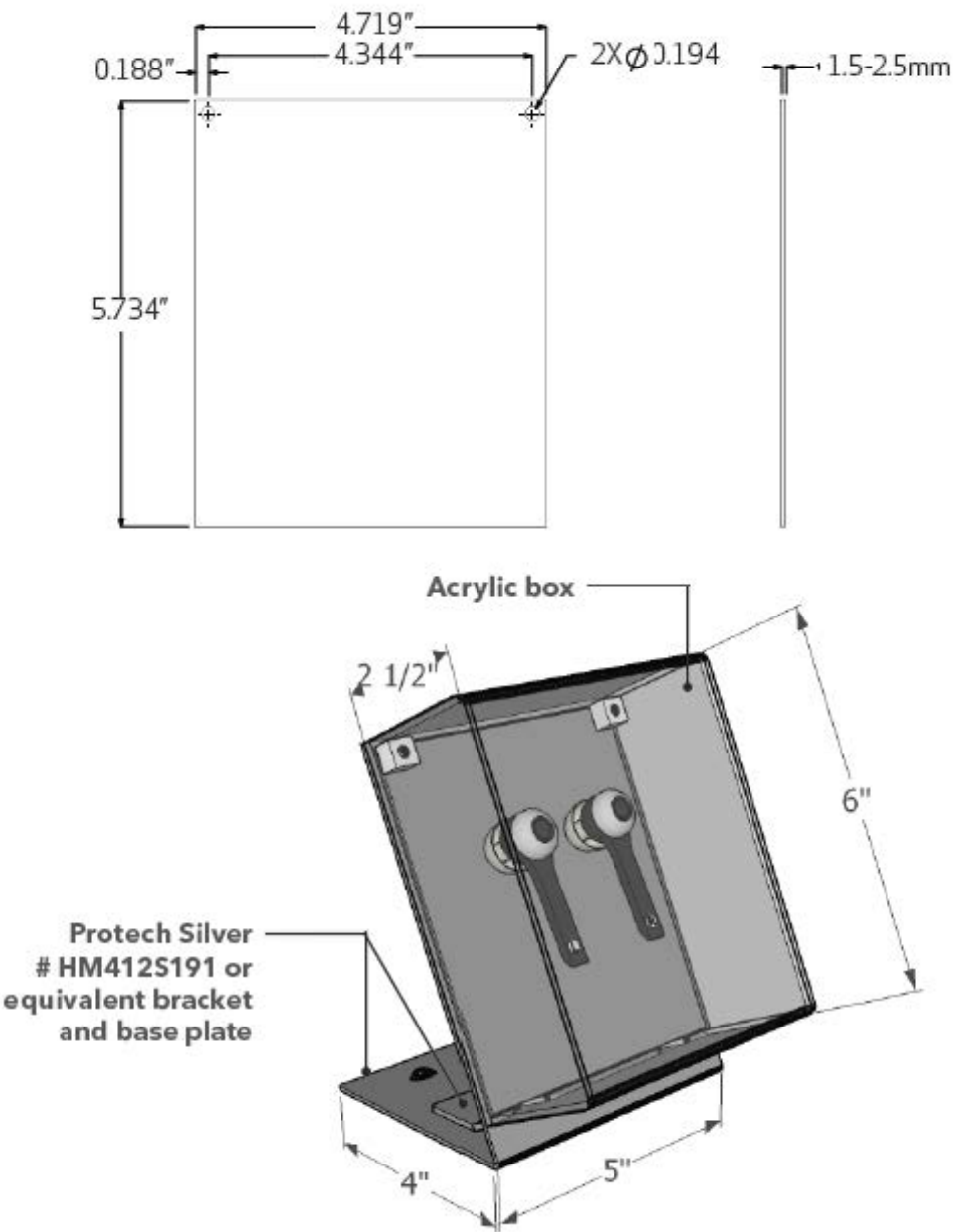
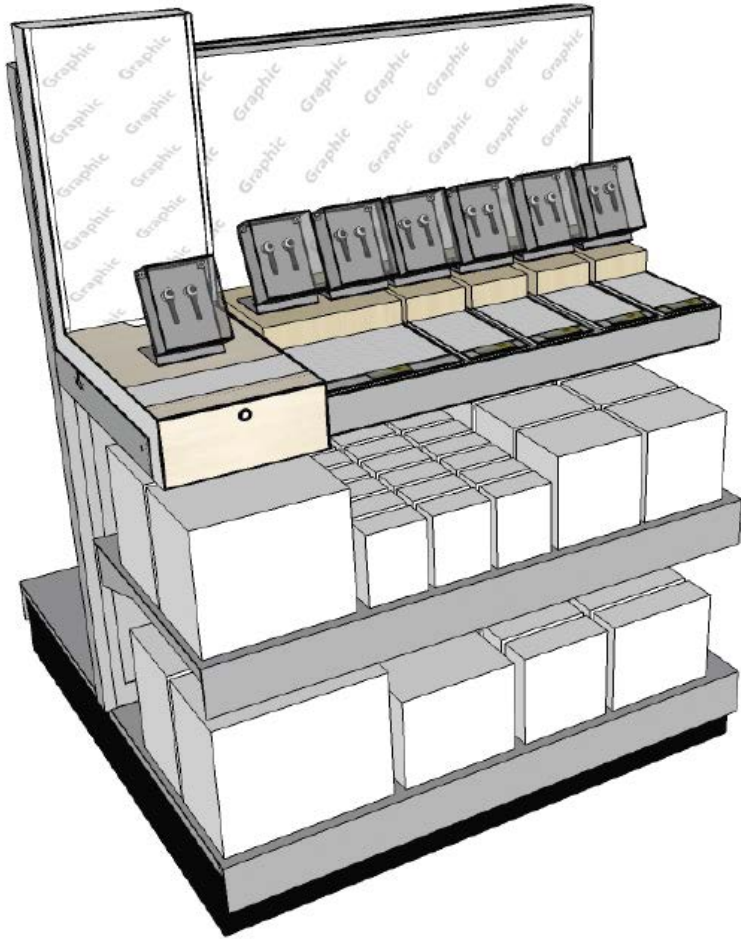
REQUEST

from your Best Buy contact:

- Drawings and models of parts you want to order. Provide the part numbers (see grids from previous pages) and specify Solidworks or STEP file type.
- A list of preferred vendors who can manufacture the fixture parts.
- A universal shelf to purchase for testing, if desired.
- Examples of Best Buy-provided graphics, if desired.

Display Platform with Acrylic Case

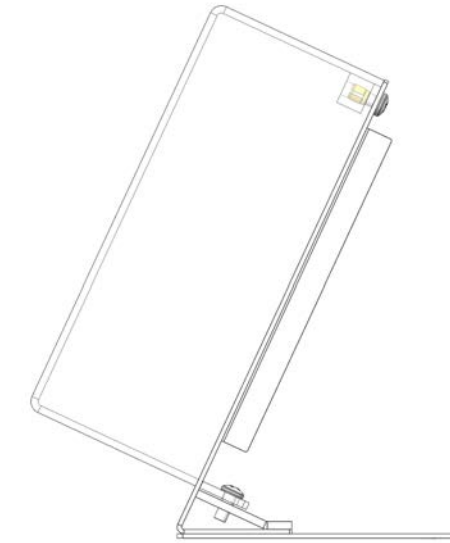
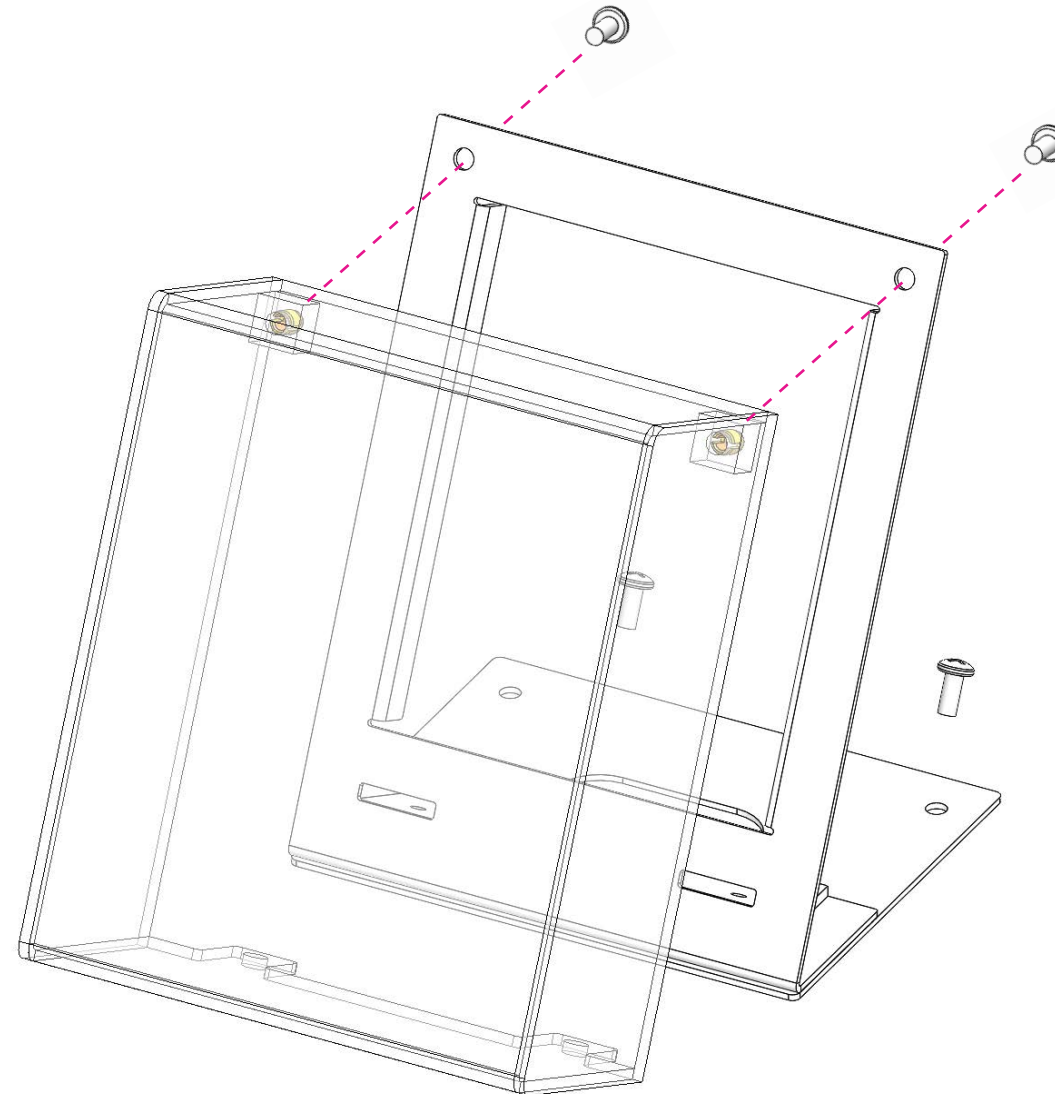
Universal inline Guidelines



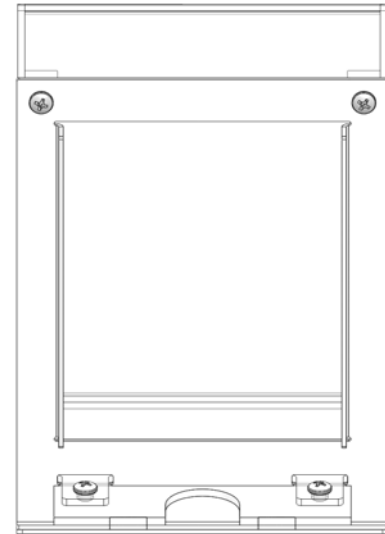
Universal inline Guidelines

Display Platform with Acrylic Case Notes:

- See page above for dimensions
- Removable screws are used to attach acrylic case to metal back
- Design allows for easy updating of display product and backer card



Side View

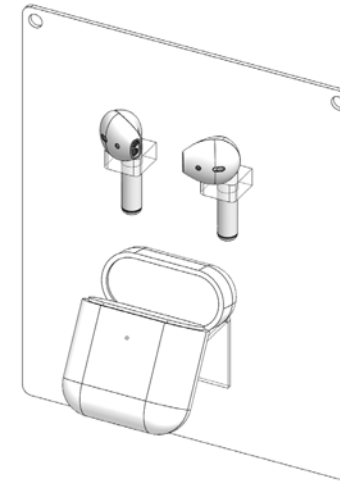


Backview View

Universal inline Guidelines

Display Platform with Acrylic Case Notes:

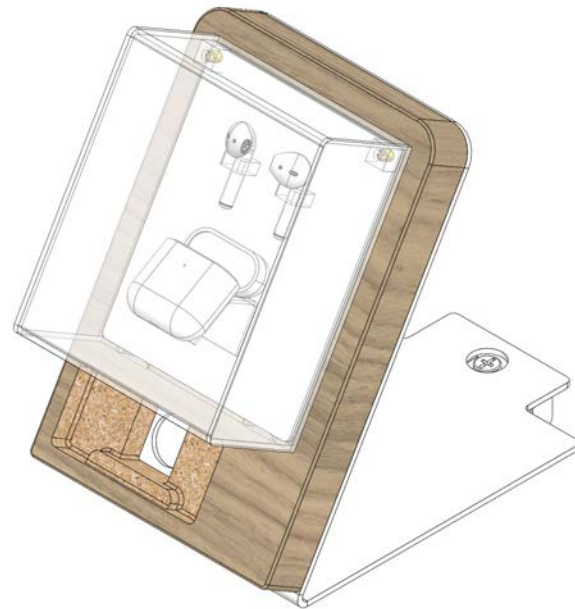
- Removable screws are used to attach acrylic case to metal back
- Design allows for easy updating of display product and backer card



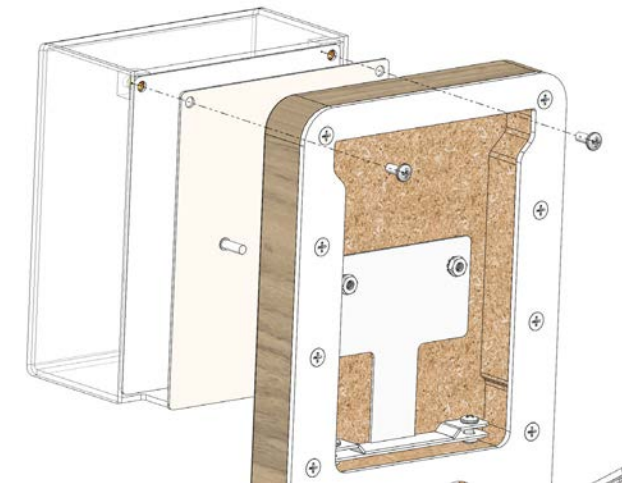
Product Backer



Display Platform w/ Acrylic Case
#1022870



Remove case and insert product backer into acrylic case with holes aligned at top.



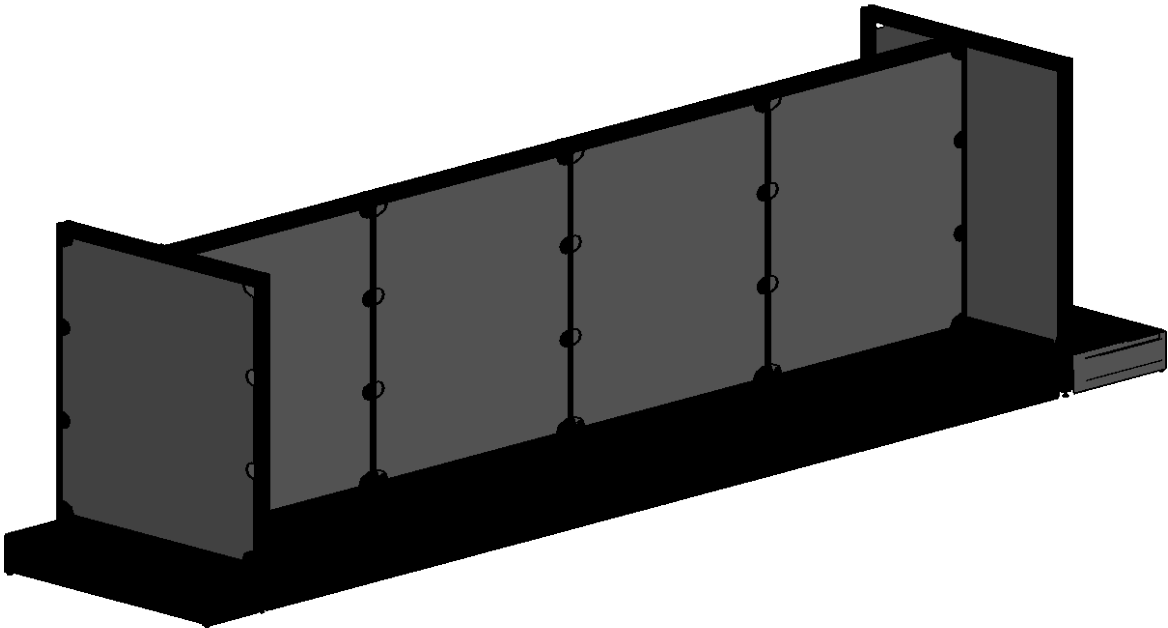
Attach case, backer and mount to platform as shown with Philips head screws.

Lowbay Gondola

C19 and 15K Vendor Guidelines

Black lowbay gondola – Parts list

ITEM NO.	PART NUMBER	DESCRIPTION	QTY.
1	1010480.SLDA_With Back Panel	---	1
2	1010478_With Back Panel	---	3
3	1010475_With Back Panel	4' ENDCAP GONDOLA - 24" BASEDECK	1
4	1010474_With Back Panel	4' ENDCAP GONDOLA - 14" BASEDECK	1

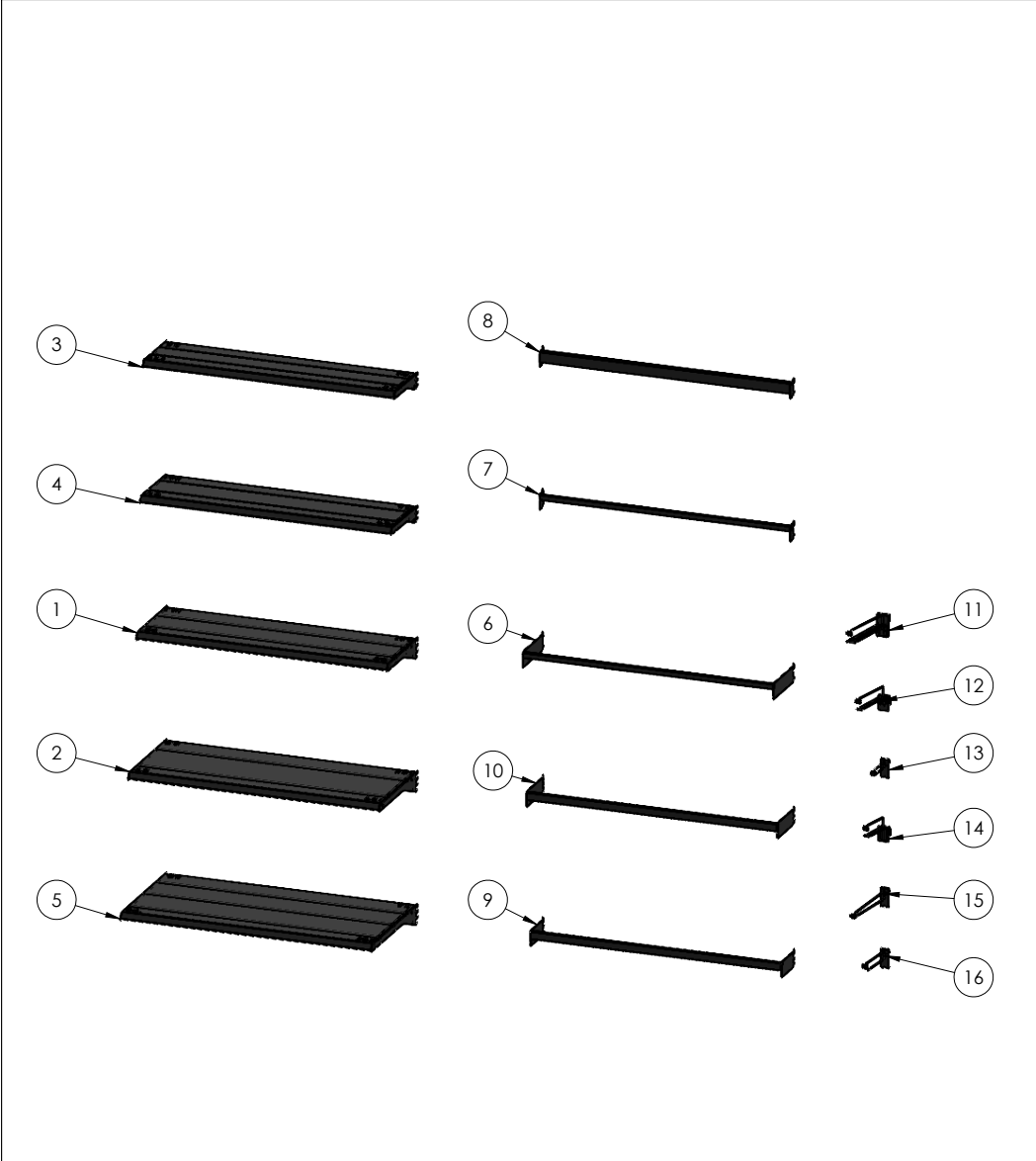


SCALE: 1:64	DRAWING NO.:	REV.:	
SHEET: 1 of 3			

C19 and 15K Vendor Guidelines

Black lowbay gondola – Parts list

- Guidelines:**
- Parts and pieces used and available for lowbay gondola

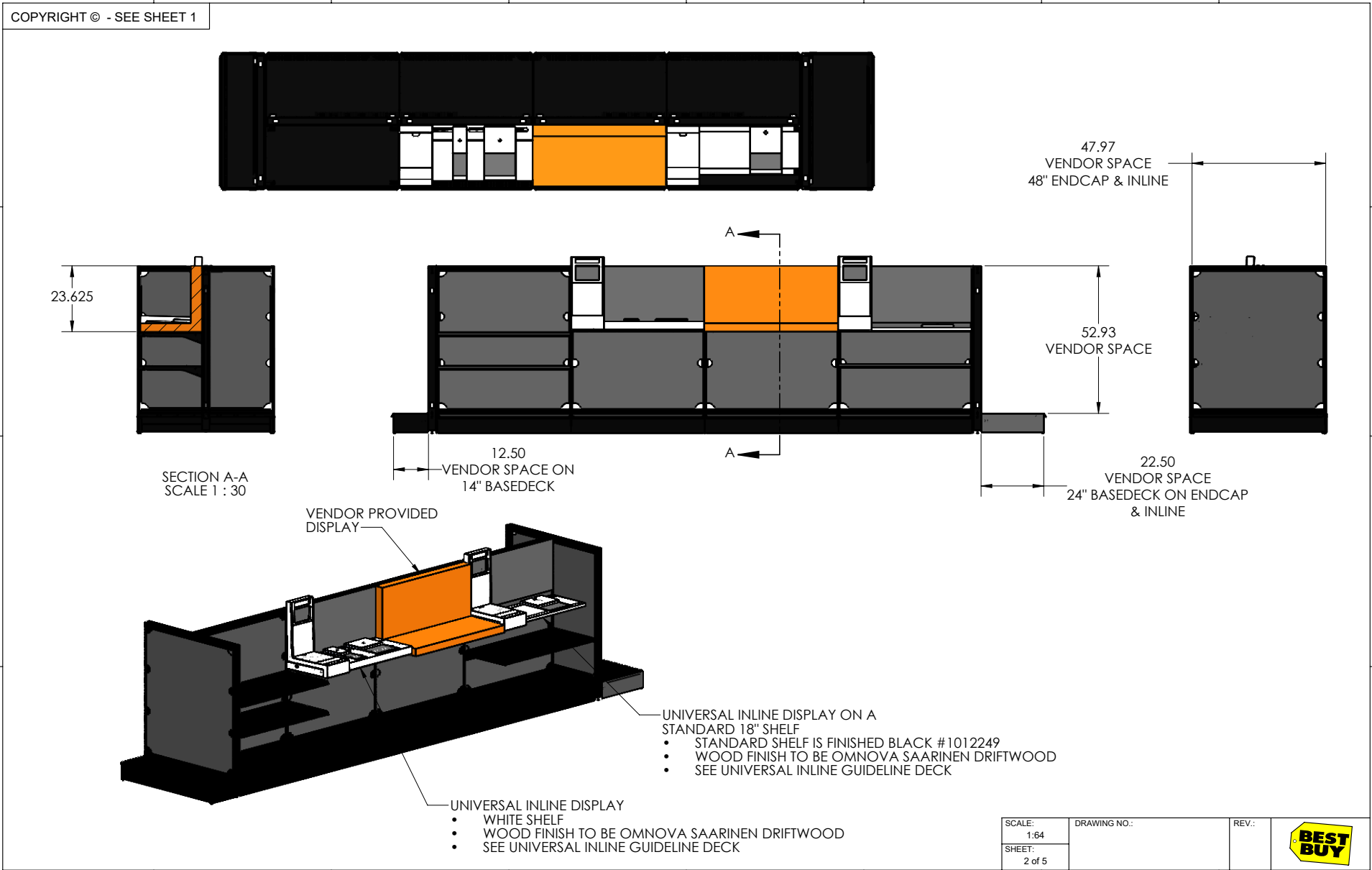


ITEM NO.	PART NUMBER	DESCRIPTION	QTY.
1	1012248	ADJUSTABLE SHELF, 14" D X 48" W - BLACK	1
2	1012249	ADJUSTABLE SHELF, 18" D X 48" W - BLACK	1
3	1016891	SHELF, 10.5" X 48", ADJUSTABLE	1
4	1014797	SHELF, 12" X 48", ADJUSTABLE - BLACK	1
5	1012251	ADJUSTABLE SHELF, 22" D X 48" W - BLACK	1
6	1010625	MERCHANDISE BAR, 1/2" X 1.0" TUBE X 48" LG - 10" DEEP - BLACK	1
7	1010753	MERCHANDISE BAR, 1/2" X 1.0" TUBE X 48" LG - 1.5" DEEP - BLACK	1
8	1010634	MERCHANDISE BAR, 1.0" X 2.0" TUBE X 48" LG - 1.5" DEEP - HD - BLACK	1
9	1010744	MERCHANDISE BAR, EXTENDED 6.00" - 48.0 X 1.5 X 0.50 - BLACK	1
10	1010750	MERCHANDISE BAR, EXTENDED 8.00" - 48.0 X 1.5 X 0.50 - BLACK	1
11	1010642	PEGHOOK, 1.75" LOOP X 16.00" LG SUPER HEAVY DUTY GUSSETED W/FISH TIP	1
12	1010643	PEG HOOK WELDMENT, 1.0" LOOP X 12.00" LG HEAVY DUTY GUSSETED W/SCANNER TAG	1
13	1010717	PEG HOOK, 4" - WIRE GRID AND MERCH BAR	1
14	1010659	PEG HOOK WELDMENT, 1.0" LOOP X 8.00" LG HEAVY DUTY STRAIGHT W/SCANNER TAG	1
15	1010621	PEG HOOK, 16" - WIRE GRID AND MERCH BAR	1
16	1010754	PEG HOOK, 8" - WIRE GRID AND MERCH BAR	1

DATE: 12/17/20	PROJECT: BLACK PERIMETER RACKING	REV.:	
SHEET: 2 of 4			

C19 and 15K Vendor Guidelines

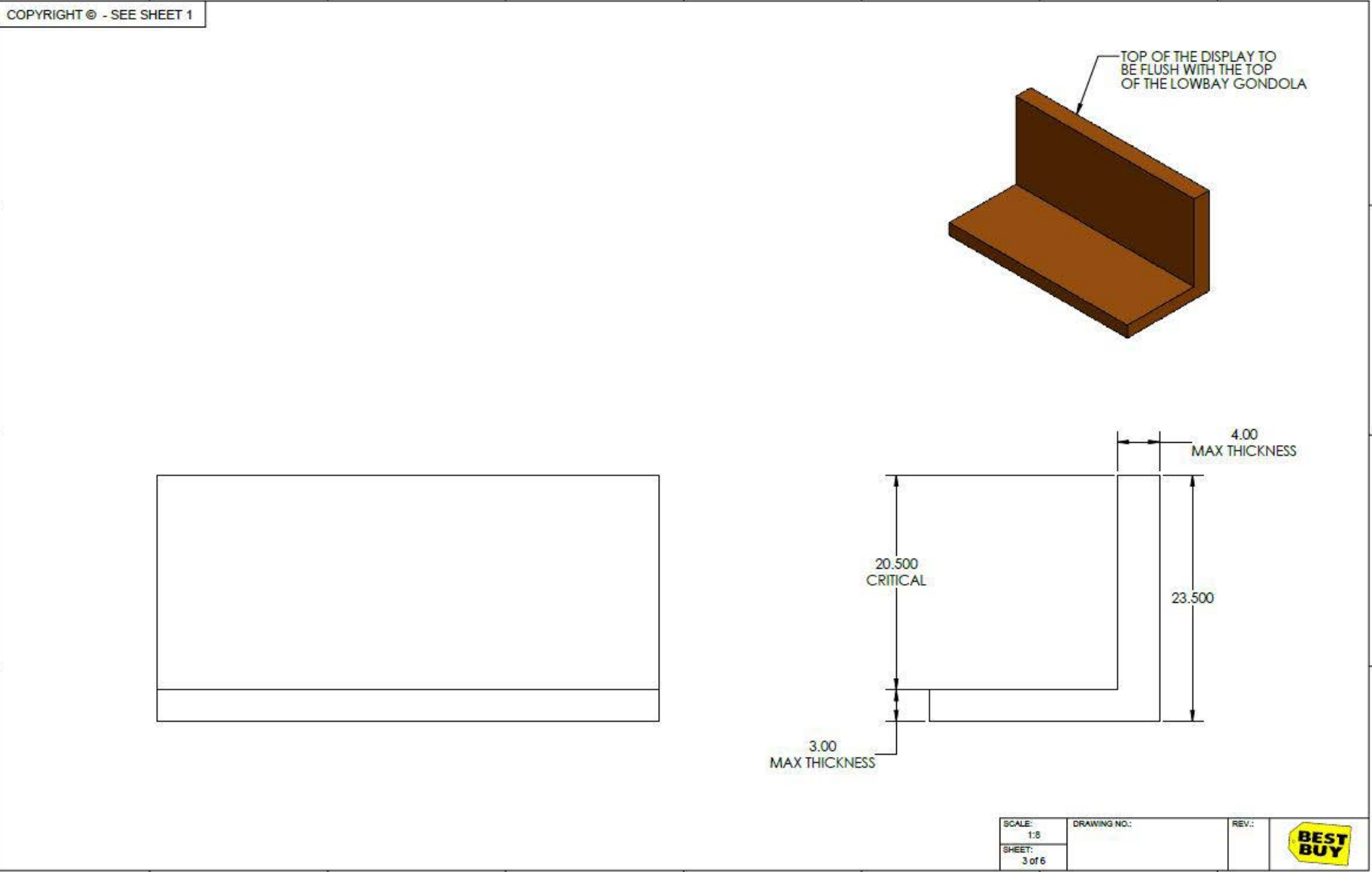
Black lowbay gondola



C19 and 15K Vendor Guidelines

Black lowbay gondola

- Guidelines:**
- This is the form factor for vendor-provided displays.
 - Inline displays cannot have a lit header or lit graphic.
 - Endcaps can have a lit header and/or lit graphic.
 - No under-shelf/cabinet lighting on both inline and endcap.
 - Display can hang into the lowbay gondola uprights, or sit on a Best Buy standard metal shelf.
 - Shelf-sitting display must be attached using threaded studs, a wing nut or Christmas tree fasteners.
 - Displays hanging in the uprights have a max depth of 22.5". Displays on a shelf cannot exceed the depth of the shelf.
 - All product displayed must have pricing. Reference the ESL guideline document.
 - Any buttons or touch interaction must follow ADA guidelines and follow the technology design standards.
 - If a lock-up case is required, reach out to Best Buy for an engineered fixture; or develop one yourself, which will need Best Buy approval.
 - All designs must be approved by Best Buy design.



C19 and 15K Vendor Guidelines

Black skinny lowbay gondola – Parts list

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DETAIL B
SCALE 1:12

SEE UNIVERSAL INLINE - SAARINEN GUIDELINES FOR ADDITIONAL INFORMATION

ITEM NO.	PART NUMBER	DESCRIPTION	QTY.
1	1010479	4' INLINE GONDOLA - STARTER - 14" BASEDECK	1
2	1010477	4' INLINE GONDOLA - ADD-ON - 14" BASEDECK	2
3	1010472	2' ENDCAP GONDOLA - 14" BASEDECK	1
4	1010473	2' ENDCAP GONDOLA - NO BASEDECK	1
5	1012040	PANEL, LOWBAY BACKER W/ CUTOUTS - 22.875" x 50.125"	2
6	1012041	PANEL, LOWBAY BACKER W/ CUTOUTS - 46.875" x 50.125"	3
7	1011394	TUBE, 1.0" X 2.75" X 60.0" LG, LOWBAY UPRIGHT	1
8	Lowbay_Vendor Display		1
9	1014797	SHELF, 12" X 48", ADJUSTABLE - BLACK	1
10	1010773	WELDMENT, BACK GRAPHIC PANEL - WHITE	2
11	1010772	WELDMENT, 20.3" H X 23.9" W BACK GRAPHIC PANEL - WHITE	1
12	1016891	SHELF, 10.5" X 48", ADJUSTABLE	1
13	1017727	SHELF, 10.5" X 24", ADJUSTABLE	1
14	1017788	SHELF, 12" X 24", ADJUSTABLE - BLACK	1
15	1016995	WELDMENT, HERO BASE - SKINNY INLINE FOCALS	1
16	1017022	2" HERO BASE ASSEMBLY - SKINNY INLINE FOCAL	1
17	1016983	PRODUCT DISPLAY BASE ASSY. - 11.5" X 11.5" X 1" - SKINNY INLINE FOCALS	1
18	1016996	PRODUCT DISPLAY BASE ASSY. - 5.25" X 11.5" X 1" - SKINNY INLINE FOCALS	1
19	1016989	WELDMENT, HERO BASE INSERT - SKINNY INLINE FOCALS	1
20	1004352	HERO FOCAL BACK INSERT	1
21	1017654	ASSY, TRUE WIRELESS DISPLAY - SKINNY GONDOLA	1

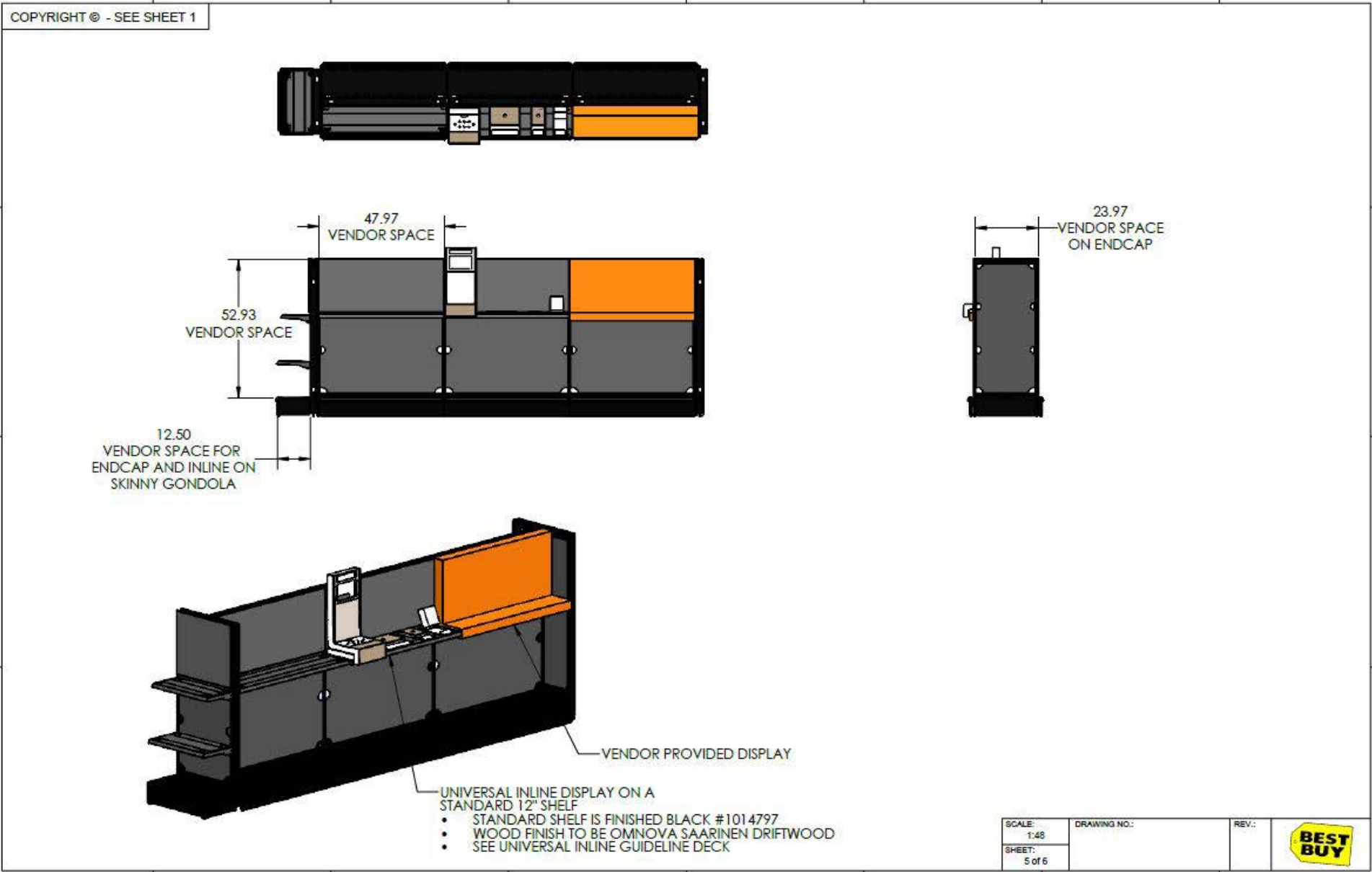
SCALE: 1:48
SHEET: 4 of 6

DRAWING NO:

REV:

C19 and 15K Vendor Guidelines

Black skinny lowbay gondola



C19 and 15K Vendor Guidelines

Black skinny lowbay gondola – Universal inline

- Guidelines:**
- Finish for items 12, 13 and 14 is Omnova Saarinen Driftwood
 - ESL peg labels attach to the angled piece on the platform
 - See universal inline - saarinen guidelines for additional information
 - Graphic material for the backer is magnetic receptive (10 - 12.5 mil, 94 - 97 bright)

COPYRIGHT © - SEE SHEET 1

ITEM NO.	PART NUMBER	DESCRIPTION	QTY.
8	1014797	SHELF, 12" X 48", ADJUSTABLE - BLACK	1
9	1010773	WELDMENT, BACK GRAPHIC PANEL - WHITE	2
10	1016995	WELDMENT, HERO BASE - SKINNY INLINE FOCALS	1
11	1017022	2" HERO BASE ASSEMBLY - SKINNY INLINE FOCAL	1
12	1016983	PRODUCT DISPLAY BASE ASSY. - 11.5" X 11.5" X 1" - SKINNY INLINE FOCALS	1
13	1016996	PRODUCT DISPLAY BASE ASSY. - 5.25" X 11.5" X 1" - SKINNY INLINE FOCALS	1
14	1016989	WELDMENT, HERO BASE INSERT - SKINNY INLINE FOCALS	1
15	1004352	HERO FOCAL BACK INSERT	1
16	1017654	ASSY, TRUE WIRELESS DISPLAY - SKINNY GONDOLA	1

SCALE: 1:48
SHEET: 6 of 6

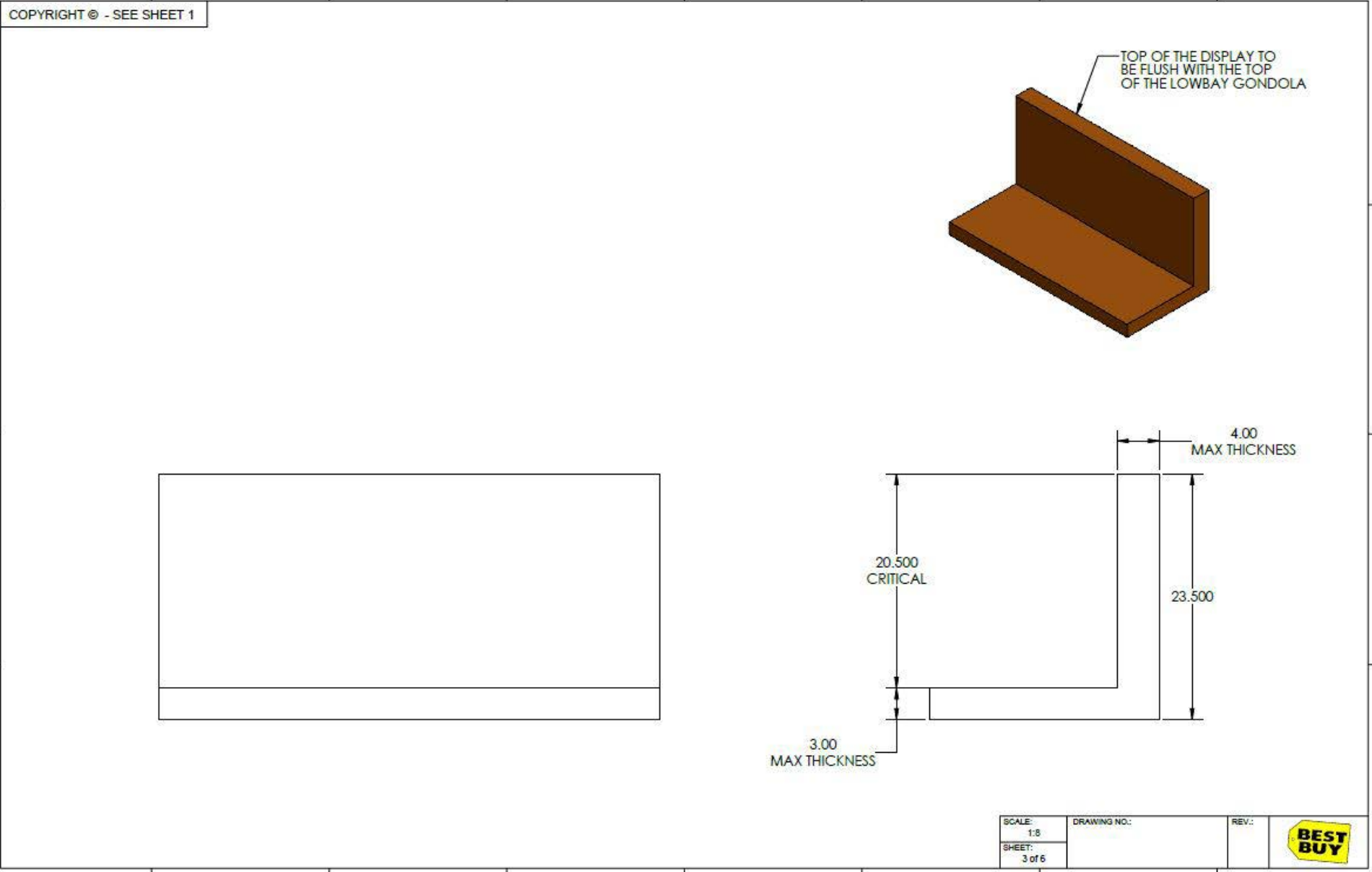
DRAWING NO.:
REV.:

BEST BUY

C19 and 15K Vendor Guidelines

Black skinny lowbay gondola

- Guidelines:**
- This is the form factor for vendor-provided displays.
 - Inline displays cannot have a lit header or lit graphic.
 - Endcaps can have a lit header and/or lit graphic.
 - No under-shelf/cabinet lighting on both inline and endcap.
 - Display can hang into the lowbay gondola uprights, or sit on a Best Buy standard metal shelf.
 - Shelf-sitting display must be attached using threaded studs, a wing nut or Christmas tree fasteners.
 - Displays hanging in the uprights have a max depth of 12.5". Displays on a shelf cannot exceed the depth of the shelf.
 - All product displayed must have pricing. Reference the ESL guideline document.
 - Any buttons or touch interaction must follow ADA guidelines and follow the technology design standards.
 - If a lock-up case is required, reach out to Best Buy for an engineered fixture; or develop one yourself, which will need Best Buy approval.
 - All designs must be approved by Best Buy design.



Lowbay Endcap

Introduction

Purpose:

The following guidelines describe the different areas used by vendors and the rules regarding how those areas are messaged. These rules should always be followed to ensure consistency throughout the store.

Preferred & prominent locations:

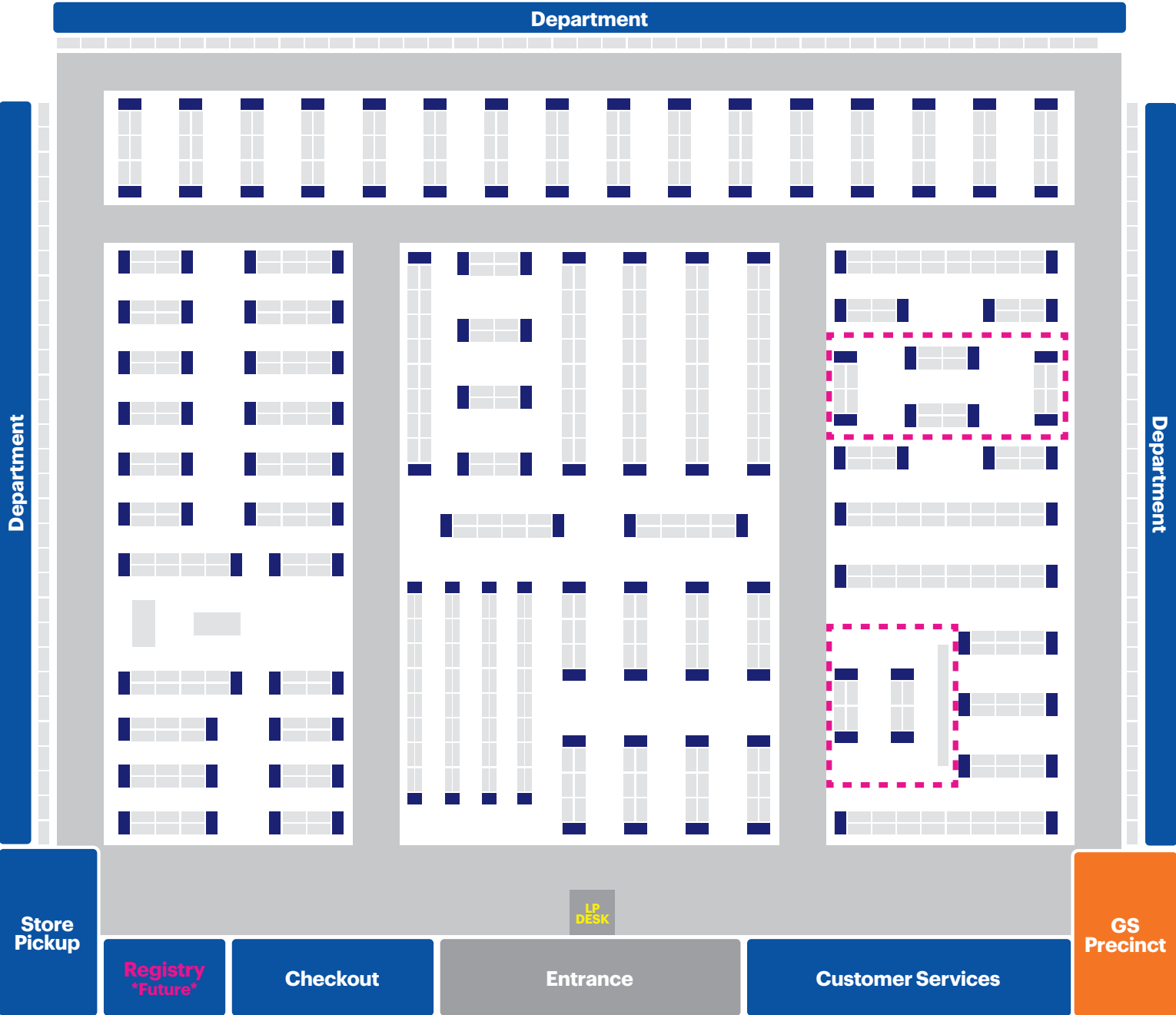
These areas are used by key partners to present compelling vendor stories. The locations:

- Generally flank labor zones
- Consist of endcap and inline displays
- Follow the general fixture and safety requirements for displays
- Communicate in the vendor brand voice
- Focus on customers and support the Best Buy sales strategy
- Adhere to the Best Buy messaging hierarchy
- Reference the technology guidelines for additional technology related specifications.

KEY:

Locations vary per store

Brand Shop ■ Endcap Inline



Messaging Strategy

Purpose

The goal is to develop an intuitive customer experience that offers the right message in the right place at the right time. The messaging needs to be simple, clean and organized and should either engage, inspire or educate based on the location.

Inspire: Draw the customer in

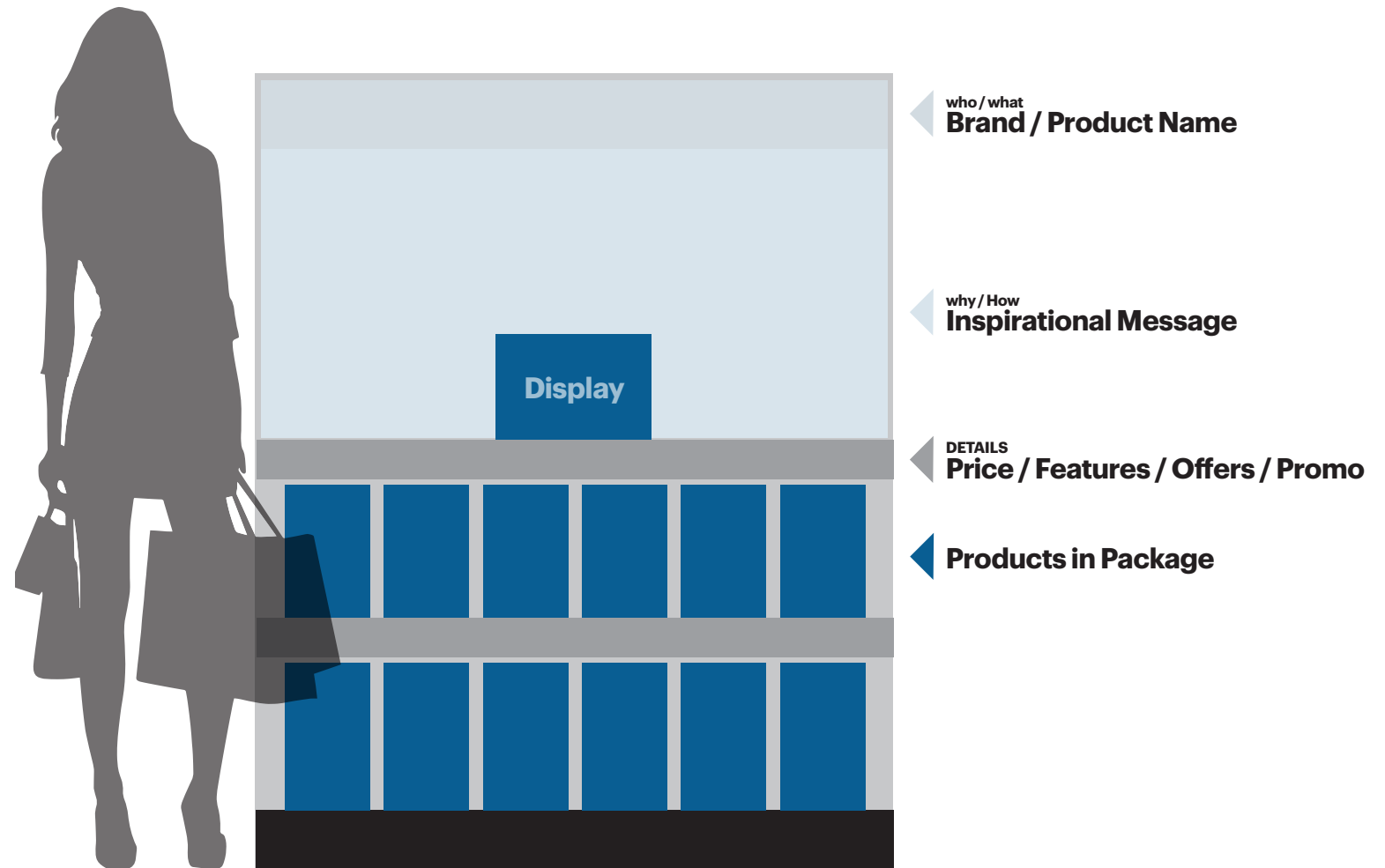
This should be a quick read (3–5 seconds) that strikes an emotional chord with customers and gives them a high-level understanding of what is being sold.

Engage: Connect the key benefit to the customer

This should draw the customer in by stating the main benefit of the specific technology or product.

Educate: Inform the customer on relevant information

This should go into detail about the features, cost or any information the customer needs to make a decision.



Feature Endcap Spaces

There are three types of Feature Endcap Spaces, each with its own set of guidelines.

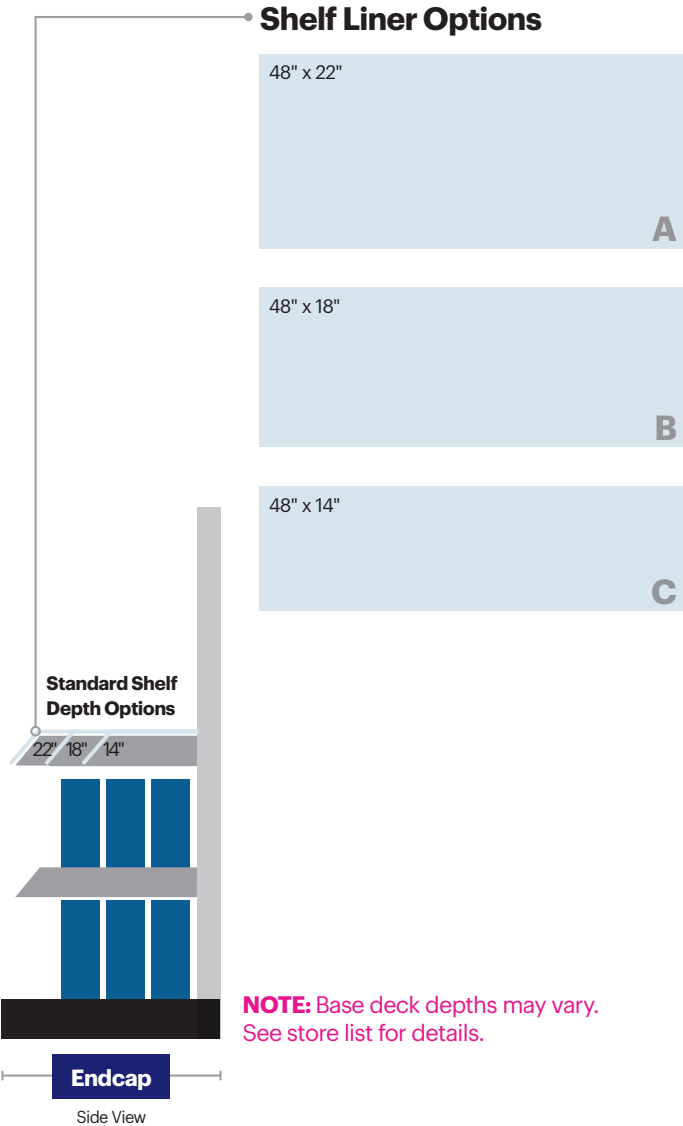
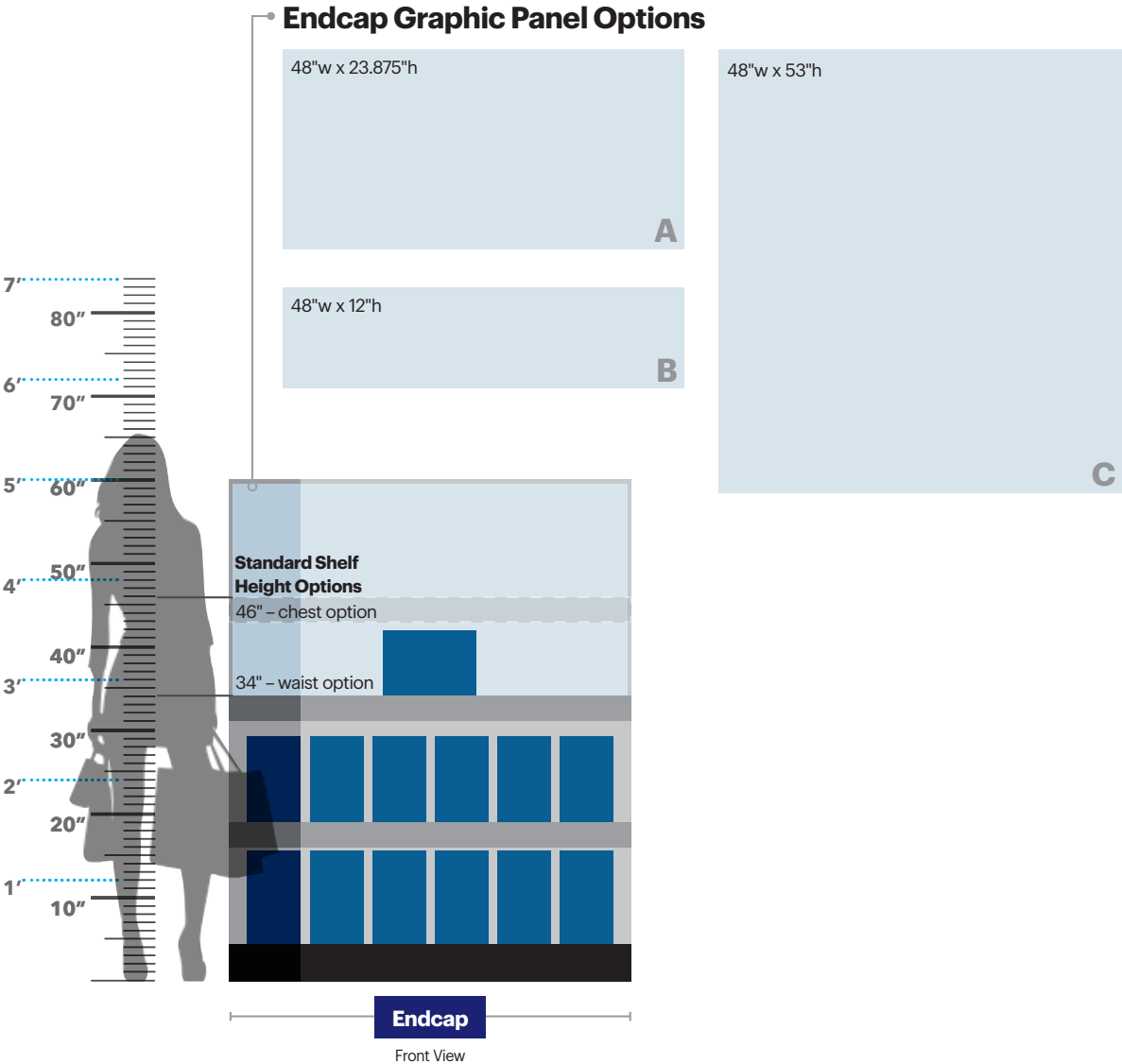
Experience	Display	Velocity
<p>Interactive: Products should be displayed out of the box and powered so customers can interact with the technology.</p>	<p>Touchable: Products should be displayed out of the box so customers can pick them up and see how they feel.</p>	<p>In-the-Box: Products should still be in the box and neatly pegged or placed on shelves.</p> <p>Special Buy/Sale: Products that have limited quantities and/or are on sale.</p>
<p>Guidelines</p> <ul style="list-style-type: none">• All displays and signage must fit within Best Buy gondola system• Maximum Height = 60"• Must be powered• If featured inline, it can use all the space up to the gondola spine• Reference the Technology Design Standards for additional technology related specifications.• All product displayed must have pricing. Reference the ESL guideline document.	<p>Guidelines</p> <ul style="list-style-type: none">• All displays and signage must fit within Best Buy gondola system• Maximum Height = 60"• May be powered• If featured inline, it must leave room for a 5.25" navigational header sign• Reference the Technology Design Standards for additional technology related specifications.• All product displayed must have pricing. Reference the ESL guideline document.	<p>Guidelines</p> <ul style="list-style-type: none">• All displays and signage must fit within Best Buy gondola system• Maximum Height = 60"• No power of any sort• Grab-and-go products• Reference the Technology Design Standards for additional technology related specifications.• All product displayed must have pricing. Reference the ESL guideline document.

Lowbay Endcap – 4'

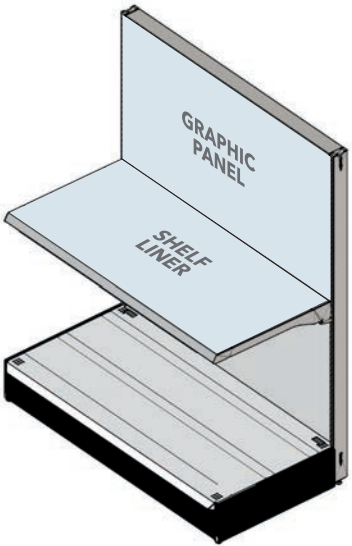
NOTE: Some stores and categories have variations of these fixtures and graphic sizes. Graphic sizes also may vary depending upon attachment method. Refer to the store list and templates provided by your Store Experience Project Manager (SEPM) for the correct sizes and specifications of your signage.



Top view of the sections

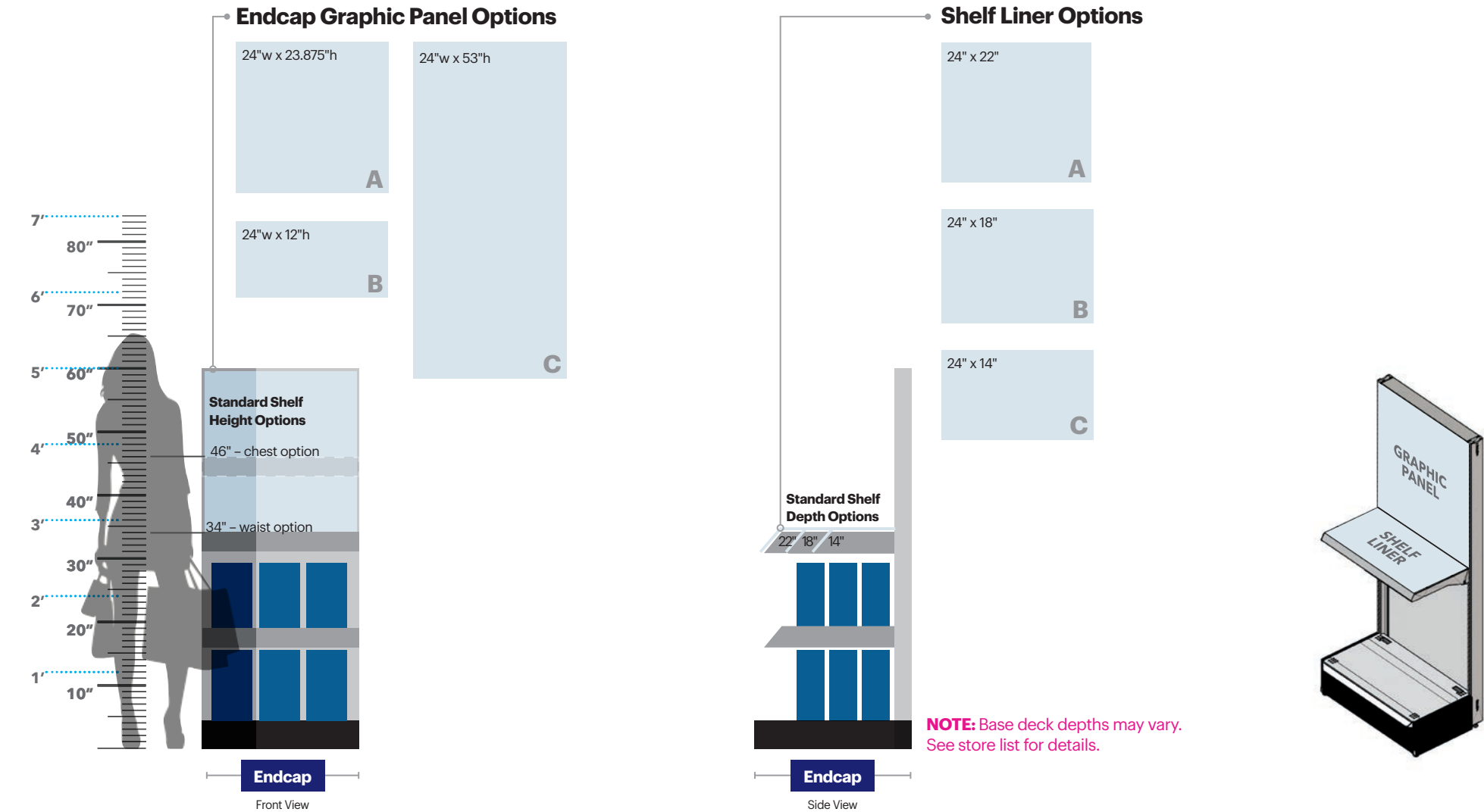


NOTE: Base deck depths may vary. See store list for details.



Lowbay Endcap – 2'

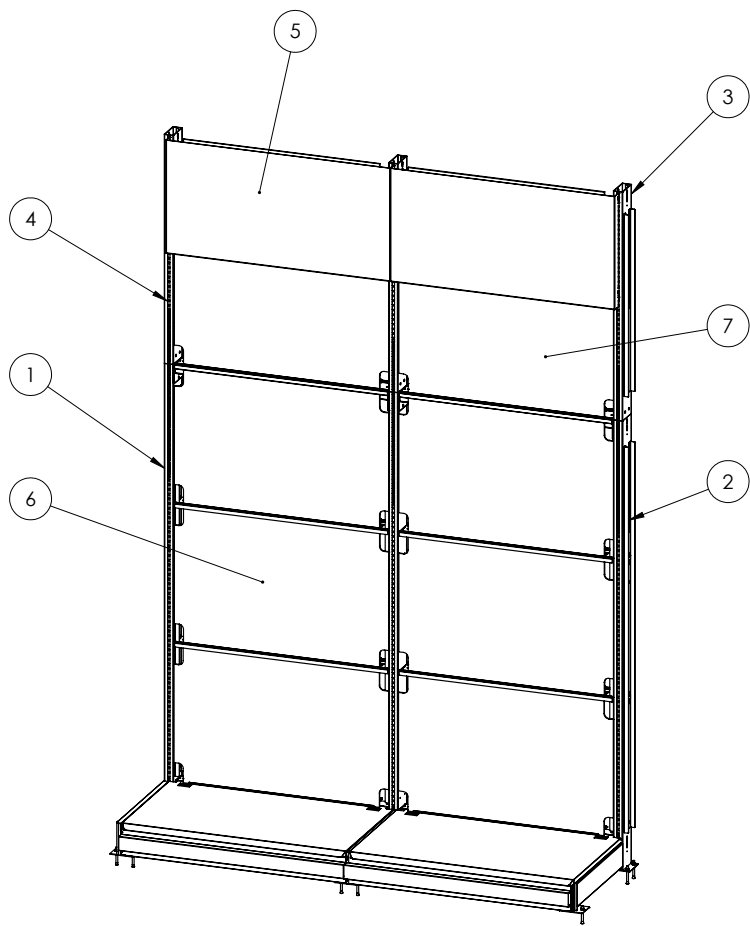
NOTE: Some stores and categories have variations of these fixtures and graphic sizes. Graphic sizes also may vary depending upon attachment method. Refer to the store list and templates provided by your Store Experience Project Manager (SEPM) for the correct sizes and specifications of your signage.



Perimeter Racking

C19 and 15K Vendor Guidelines

Black perimeter racking – Parts list

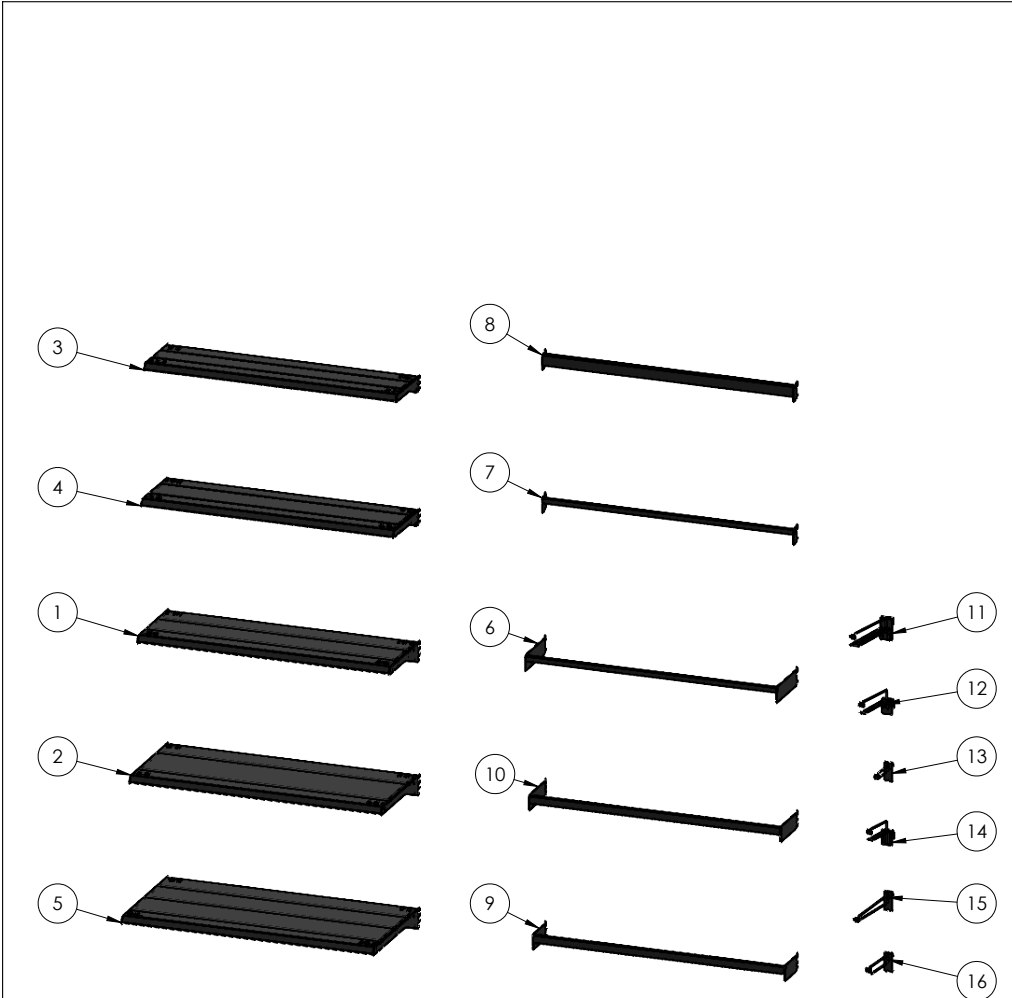


ITEM NO.	PART NUMBER	DESCRIPTION	QTY.
1	1012965	ASSY, PERIMETER RACKING, 4' X 8' - STARTER	1
2	1012966	ASSY, PERIMETER RACKING, 4' X 8' - ADD-ON	1
3	1012971	ASSY, ADD-ON, 4' PERIMETER RACKING EXTENSION	1
4	1012972	ASSY, STARTER, 4' PERIMETER RACKING EXTENSION	1
5	1013768	PERIMETER WALL HEADER - BLANK	2
6	1012975	PANEL, PERIMETER RACKING BACKER - 45.875" X 28.875"	6
7	1012978	PANEL, PERIMETER BACKER, 4' EXTENSION	2

C19 and 15K Vendor Guidelines

Black perimeter racking – Merchandising parts list


- Guidelines:**
- Shows the parts and pieces used and available for perimeter racking



ITEM NO.	PART NUMBER	DESCRIPTION	QTY.
1	1012248	ADJUSTABLE SHELF, 14" D X 48" W - BLACK	1
2	1012249	ADJUSTABLE SHELF, 18" D X 48" W - BLACK	1
3	1016891	SHELF, 10.5" X 48", ADJUSTABLE	1
4	1014797	SHELF, 12" X 48", ADJUSTABLE - BLACK	1
5	1012251	ADJUSTABLE SHELF, 22" D X 48" W - BLACK	1
6	1010625	MERCHANDISE BAR, 1/2" X 1.0" TUBE X 48" LG - 10" DEEP - BLACK	1
7	1010753	MERCHANDISE BAR, 1/2" X 1.0" TUBE X 48" LG - 1.5" DEEP - BLACK	1
8	1010634	MERCHANDISE BAR, 1.0" X 2.0" TUBE X 48" LG - 1.5" DEEP - HD - BLACK	1
9	1010744	MERCHANDISE BAR, EXTENDED 6.00' - 48.0 X 1.5 X 0.50 - BLACK	1
10	1010750	MERCHANDISE BAR, EXTENDED 8.00' - 48.0 X 1.5 X 0.50 - BLACK	1
11	1010642	PEGHOOK, 1.75" LOOP X 16.00" LG SUPER HEAVY DUTY GUSSETED W/FISH TIP	1
12	1010643	PEG HOOK WELDMENT, 1.0" LOOP X 12.00" LG HEAVY DUTY GUSSETED W/SCANNER TAG	1
13	1010717	PEG HOOK, 4" - WIRE GRID AND MERCH BAR	1
14	1010659	PEG HOOK WELDMENT, 1.0" LOOP X 8.00" LG HEAVY DUTY STRAIGHT W/SCANNER TAG	1
15	1010621	PEG HOOK, 16" - WIRE GRID AND MERCH BAR	1
16	1010754	PEG HOOK, 8" - WIRE GRID AND MERCH BAR	1

DATE: 12/17/20
SHEET: 2 of 4

PROJECT: BLACK PERIMETER RACKING

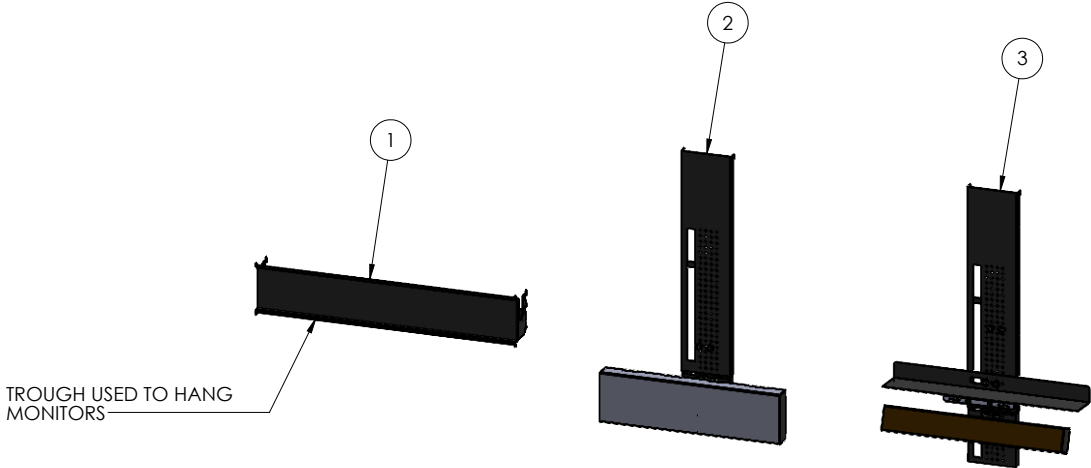
REV.:


C19 and 15K Vendor Guidelines

Black perimeter racking – Parts list

- Guidelines:**
- Shows the parts and pieces used and available for perimeter racking

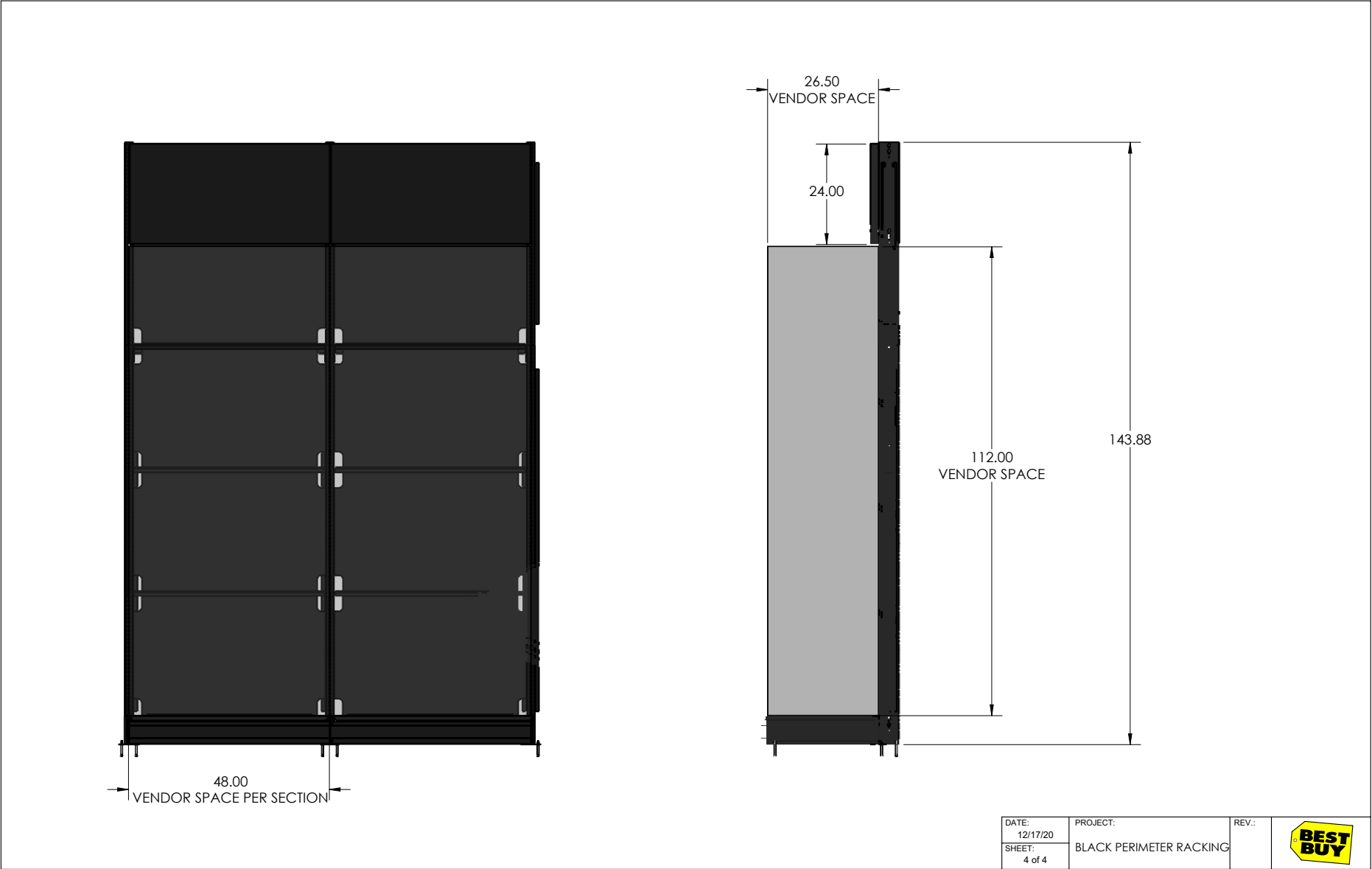
ITEM NO.	PART NUMBER	DESCRIPTION	QTY.
1	1010755	WELDMENT, 48" PLASMA MOUNT W/ TROUGH	1
2	1010707	TV WALL DOUBLE FACT TAG HOLDER - ASSEMBLY - BLACK	1
3	1010664	SOUNDBAR SHELF - TOP LEVEL - EXTRA FINE BLACK	1



DATE: 12/17/20	PROJECT: BLACK PERIMETER RACKING	REV.:	
SHEET: 3 of 4			

C19 and 15K Vendor Guidelines

Black perimeter racking

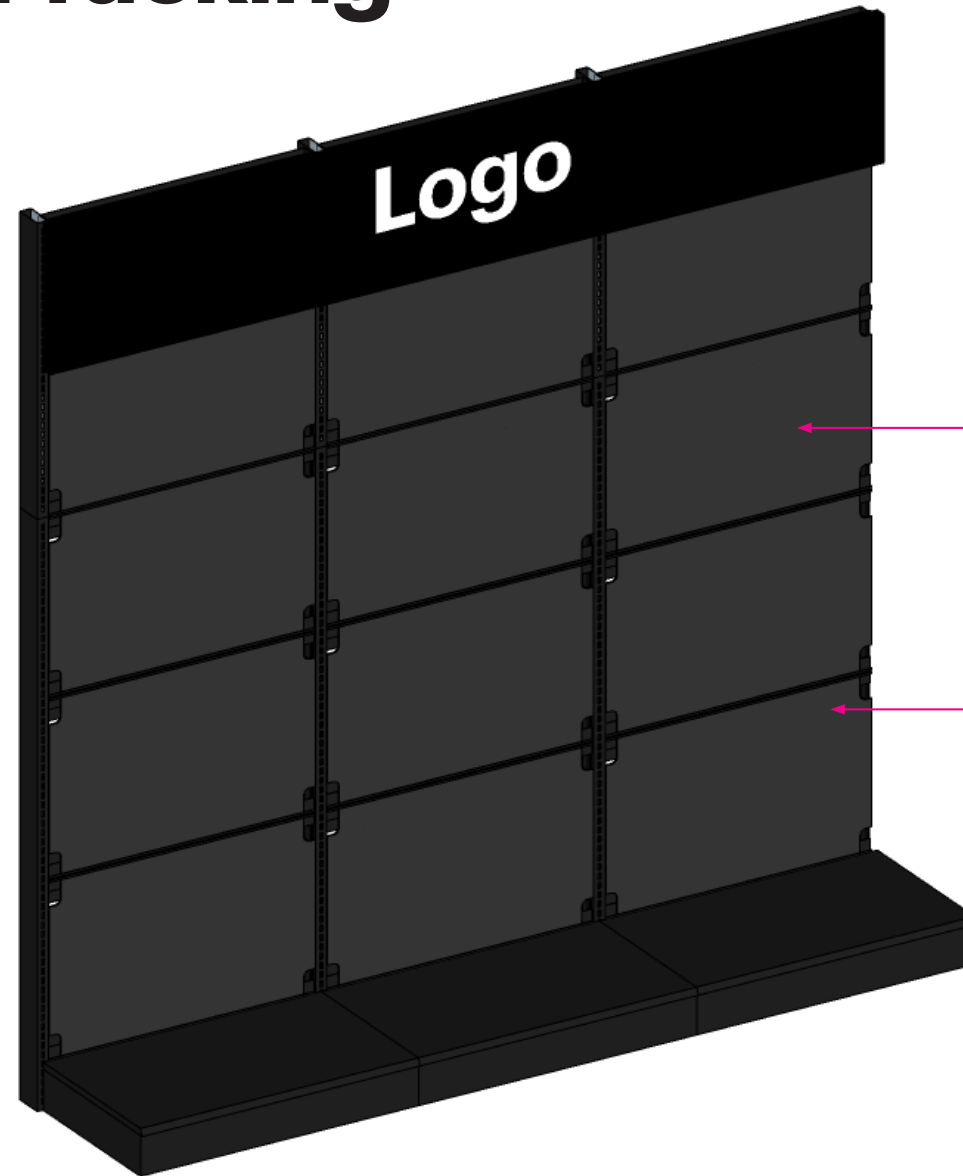


C19 and 15K Vendor Guidelines

Black perimeter racking

Guidelines:

- Vendors can either utilize all BBY kit of parts to outfit their space or they can provide a VPP that will fit into our perimeter racking.
- Vendor can provide graphic(s) to their space
- Number of graphics and graphic dimensions determined by vendor.
- Display and graphics cannot exceed 120" A.F.F.
- Graphic thickness should be as minimal as possible; thickness should be determined on material substrate/functional pieces (i.e., light panel thickness, monitor thickness) not aesthetics.
- Product display areas not to exceed the depth of base deck.
- All merchandising/display fixtures and placement selected by vendor must meet ADA requirements.
- All product displayed must have pricing. Reference the ESL guideline document.
- Any buttons or touch interactives **must follow ADA guidelines**, guidelines provided by Best Buy.



Graphic Options

- Lightbox(es)
- Static graphic(s) (styrene, fabric, etc.)
- Monitor(s), BBY has a monitor

Product Display Area

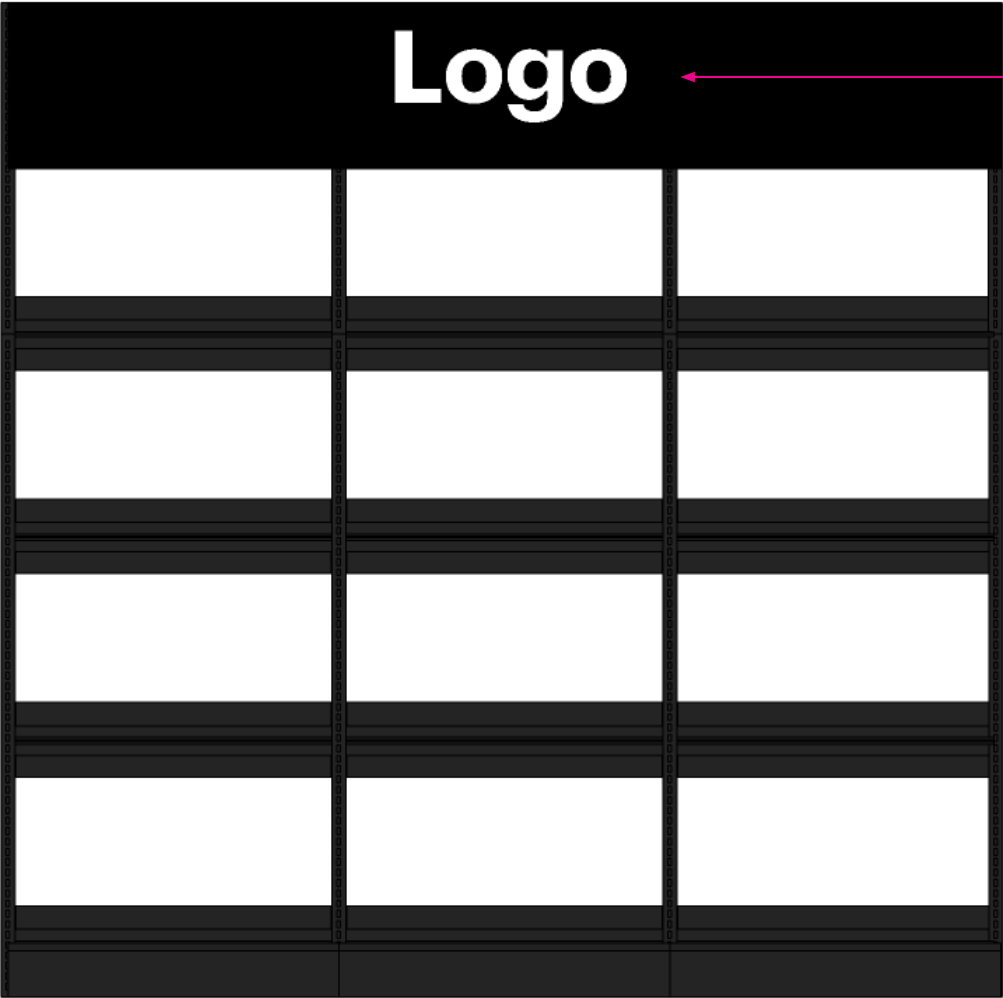
- Cannot exceed base deck.
- All merchandising/display fixtures and placement selected by vendor **must meet ADA requirements**.
- For all display product and box stock product, ESL pricing tags need to be incorporated. BBY has catalog ESL holders. ESL guidelines available upon request.

C19 and 15K Vendor Guidelines

Black perimeter racking

Guidelines:

- To the right is the bare bones fixture package for this space, all BBY provided
- Vendors must keep the BBY-provided black headers in their space
- Vendors must use the BBY perimeter racking in their space
- Vendors can either utilize all BBY kit of parts to outfit their space, or they can provide a VPP that fit into BBY perimeter racking

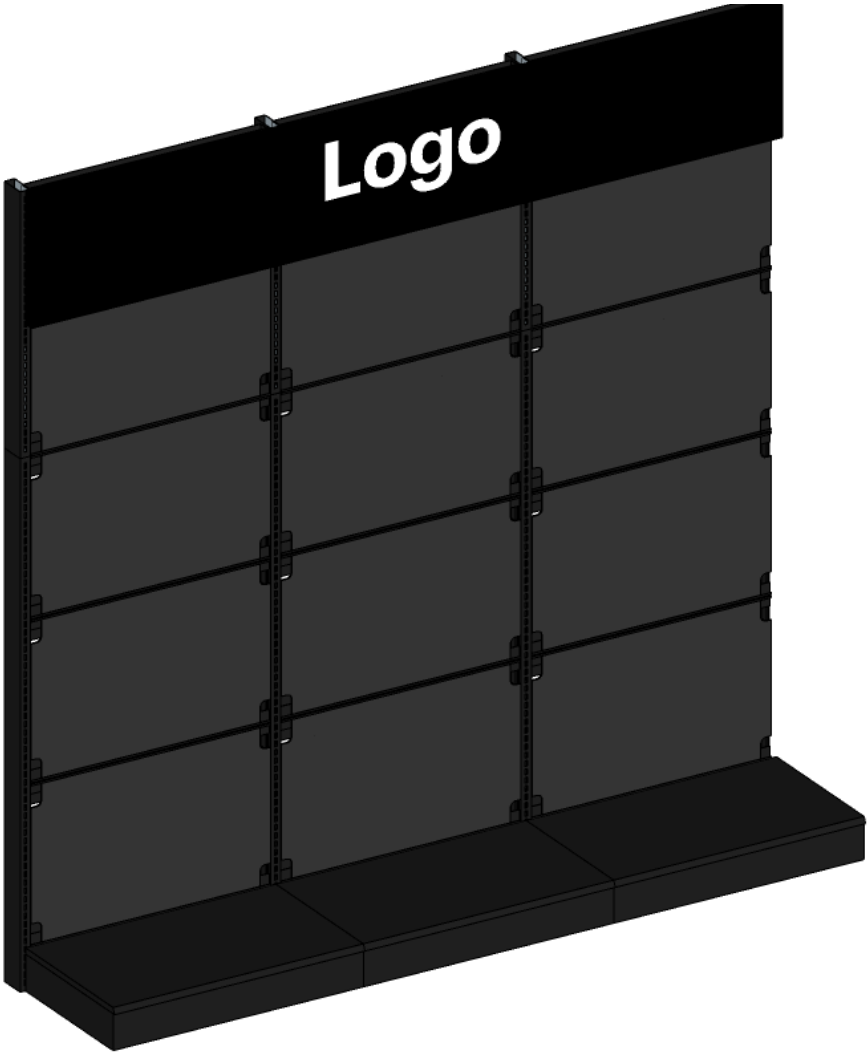
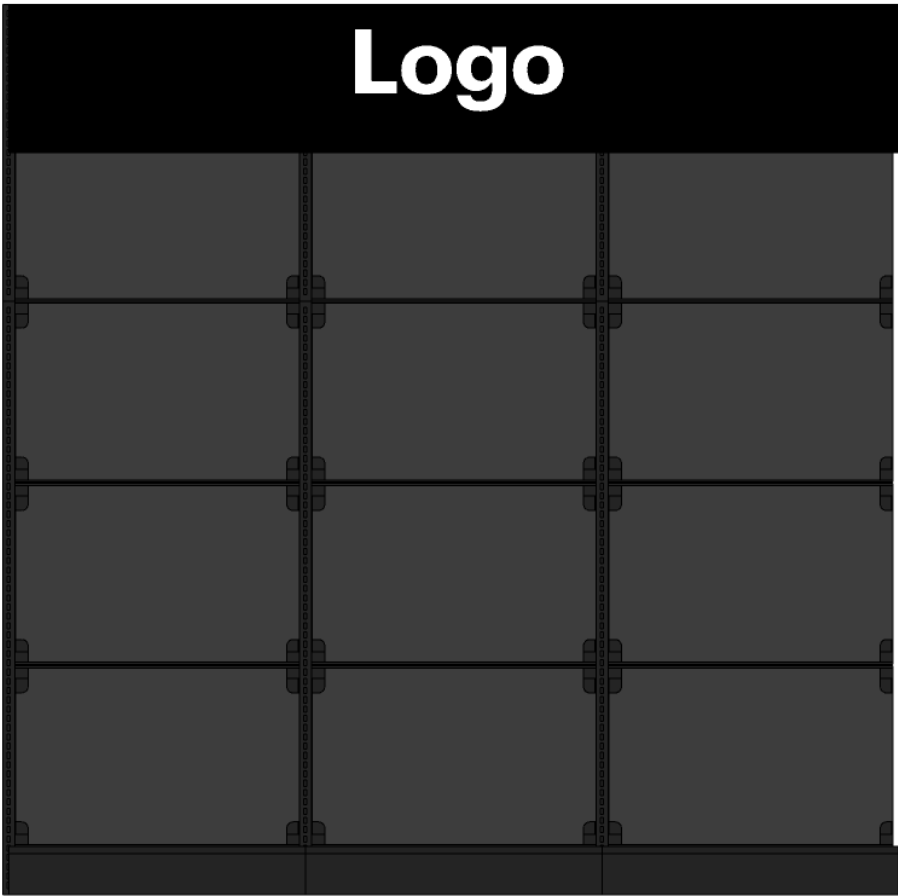


Black band lit logos (BBY provided, vendor-approved artwork)

- BBY perimeter racking
- VPP or BBY kit of parts will utilize this stucture for attachment/positioning
 - Perimeter racking drawings and models available upon request

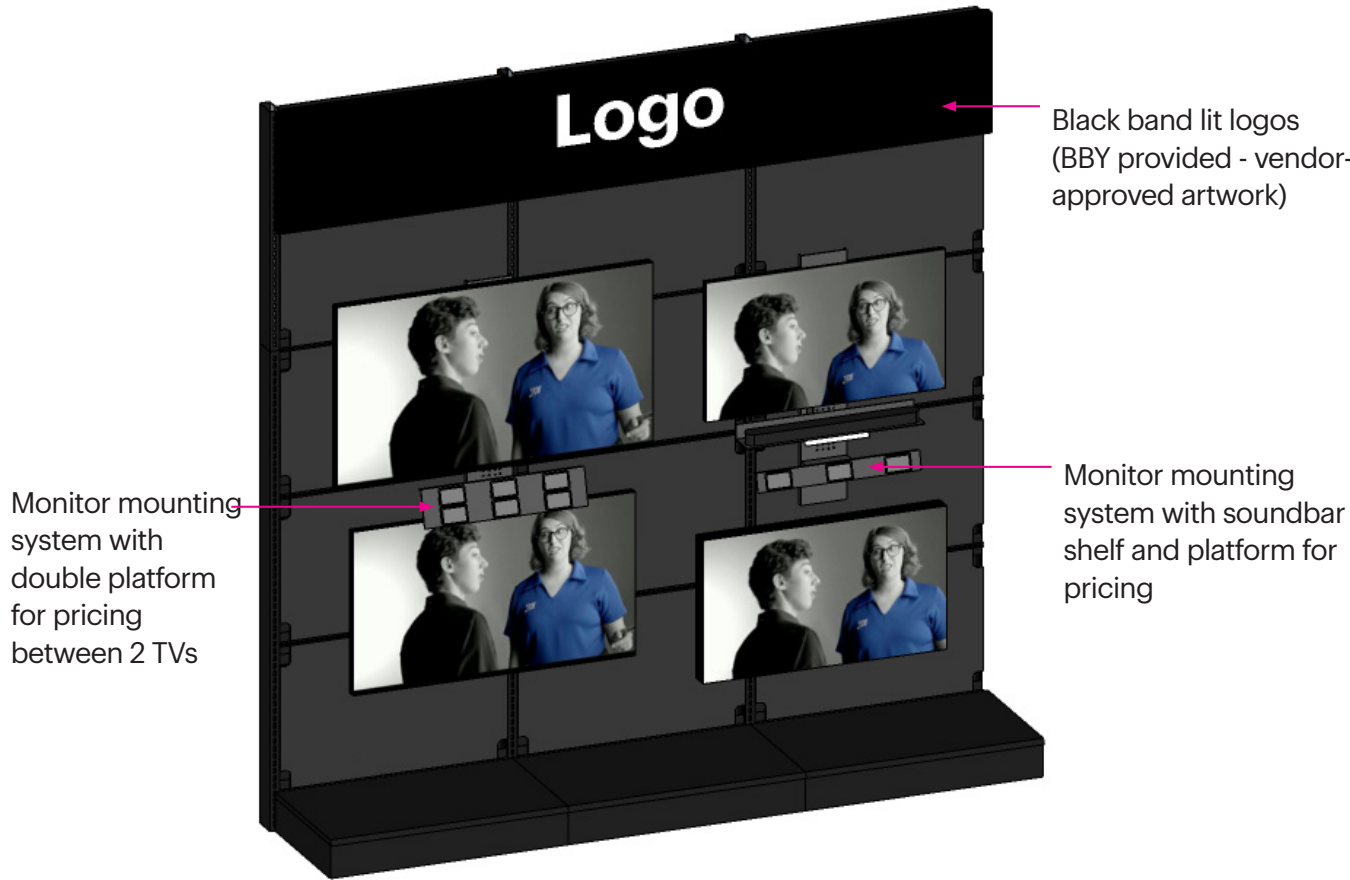
C19 and 15K Vendor Guidelines

Black perimeter racking



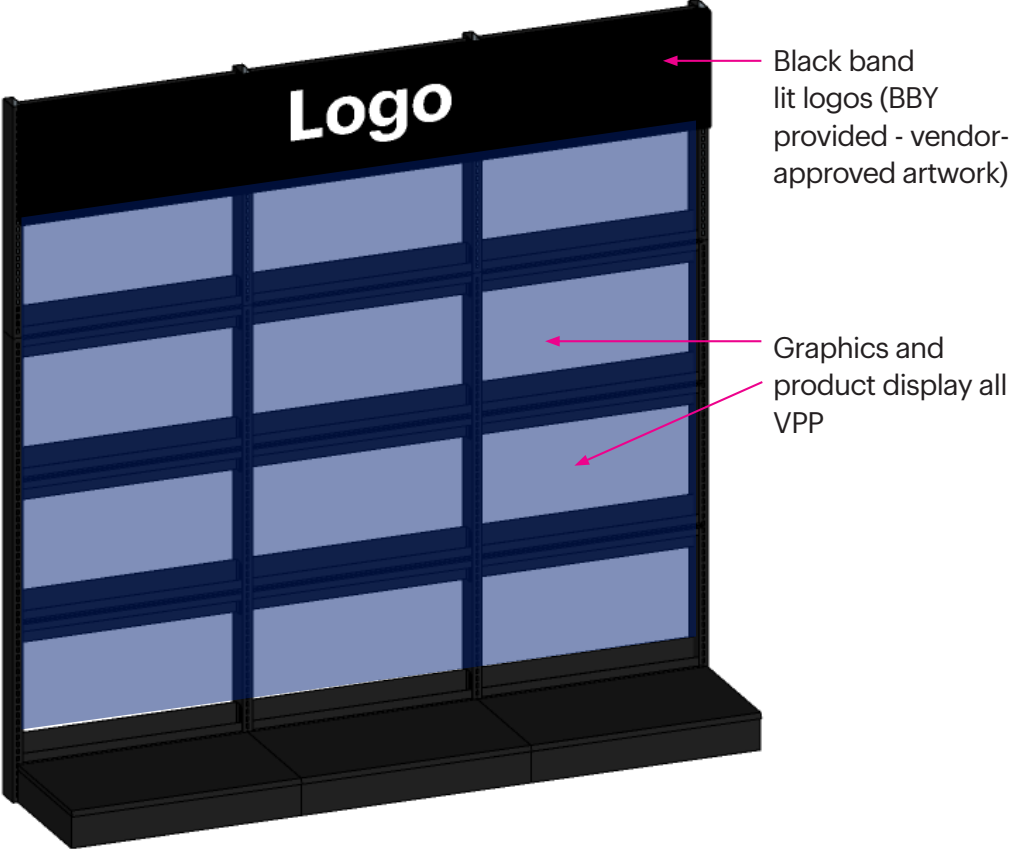
C19 and 15K Vendor Guidelines

Black perimeter racking



1

Utilizing BBY black 4-foot-on-center perimeter racking and BBY merchandising kit of parts (visual is for inspiration only, vendor can mix and match merchandising fixtures as desired)

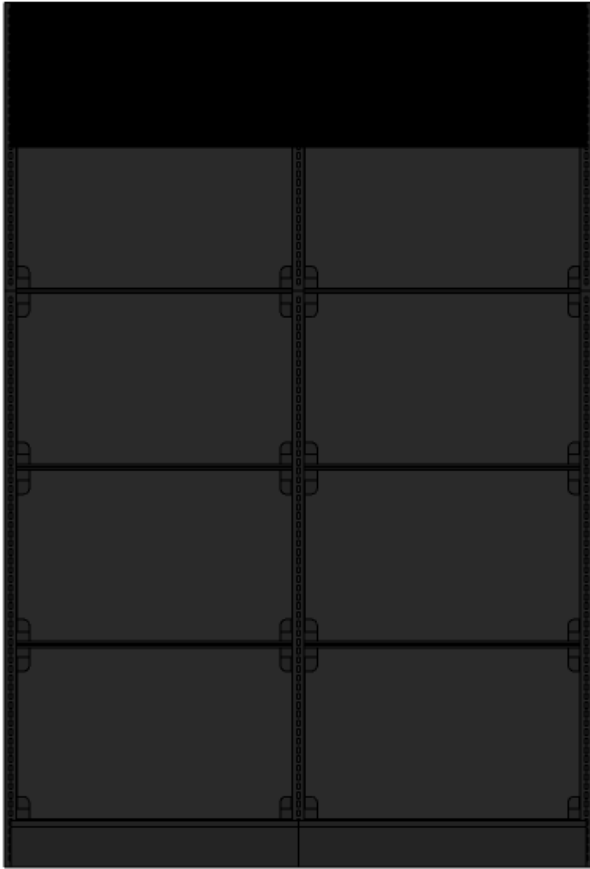


2

Utilizing BBY black 4-foot-on-center on center perimeter racking and creating a VPP to outfit the rest of the space

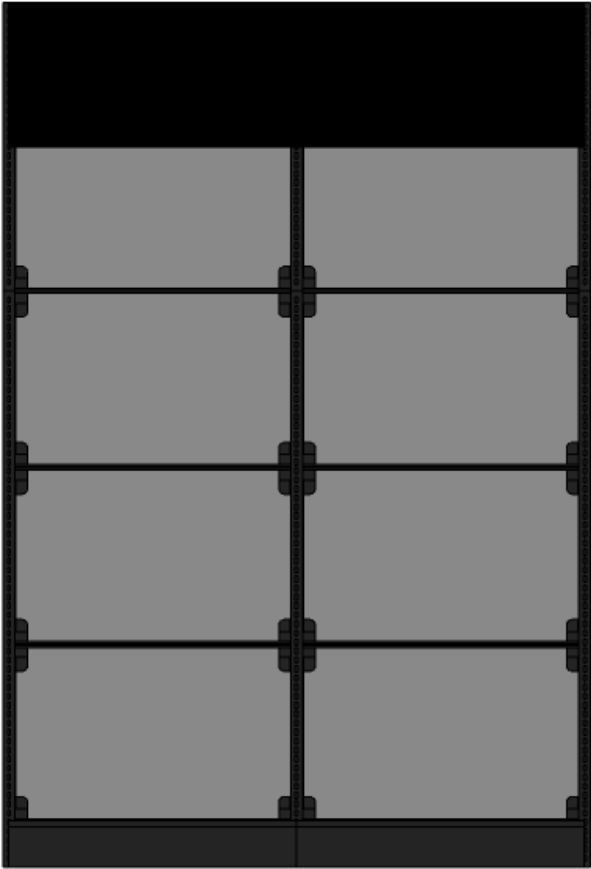
C19 and 15K Vendor Guidelines

Black perimeter racking



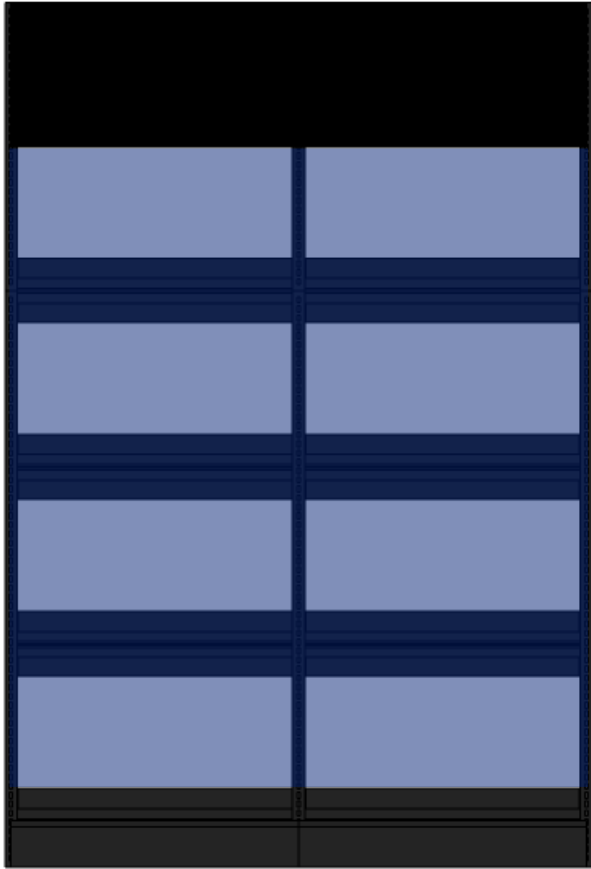
1

Black 4-foot-on-center perimeter racking with BBY specified finish for backers (Gem-Lite Stone Grey)



2

Black 4-foot-on-center perimeter racking with vendor spec finish for backers

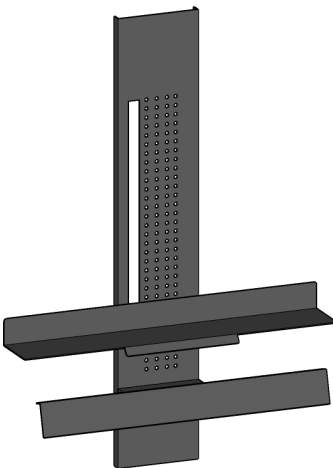


3

Black 4-foot-on-center perimeter racking with unique-to-vendor VPP backdrop

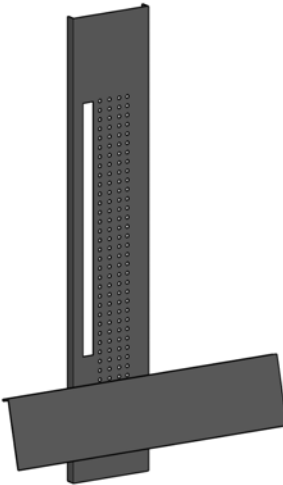
C19 and 15K Vendor Guidelines

Black perimeter racking



1

- soundbar shelf - single ESL**
- supports monitor
 - supports soundbar
 - holds 1 row of ESLs



2

- double ESL holder**
- supports monitor
 - holds 2 rows of ESLs



3

plasma mount with trough



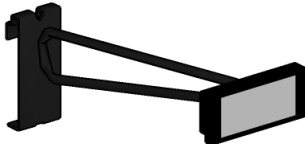
4

- standard shelf options (all black)**
- 12"d x 48"w
 - 14"d x 48"w
 - 18"d x 48"w
 - 22"d x 48"w



5

48" on center merchandising bar



6

- peg hooks for merch bars**
- 4" black
 - 8" black
 - 12" black
 - 16" black

Note:
See ESL guidelines, provided by Best Buy, for ESL
placement and what is used to attach the ESL
price tags.

Perimeter Wall Standards

C19 and 15K Vendor Guidelines

Black wall standards – Parts list

- Guidelines:**
- When using a pegboard, must be (1) #9 and (2) #10

COPYRIGHT © - SEE SHEET 1

The diagram shows an exploded view of the assembly components. On the left, two vertical assemblies are shown: one with three shelves (callouts 13, 14, 11) and one with two shelves (callouts 12, 11). In the center, individual components are shown: a shelf (1), a shelf bracket (2), a shelf support (3), a shelf bracket (4), a shelf support (5), a shelf bracket (6), a shelf support (7), a shelf bracket (8), a shelf support (9), a shelf bracket (10), a shelf support (11), a shelf bracket (12), a shelf support (13), a shelf bracket (14), a shelf support (15), a shelf bracket (16), and a shelf support (17). On the right, three rectangular panels are shown (callouts 15, 17, 16).

ITEM NO.	PART NUMBER	DESCRIPTION	QTY.
1	1017442	2FT. WALL STANDARDS DISPLAY - STARTER	1
2	1017450	2FT. WALL STANDARDS DISPLAY - ADD ON	1
3	1016243	4FT. WALL STANDARDS DISPLAY - STARTER	1
4	1016242	4FT. WALL STANDARDS DISPLAY - ADD ON	1
5	1016290	PEG HOOK, 8.0" LG., BLACK, FRONT LANE FIXTURE, PEGBOARD VERSION	1
6	1016291	PEG HOOK, 10.0" LG., BLACK, FRONT LANE FIXTURE, PEGBOARD VERSION	1
7	1016332	PEG HOOK, 12.0" LG., BLACK, FRONT LANE FIXTURE, PEGBOARD VERSION	1
8	1016333	PEG HOOK, 4.0" LG., BLACK, FRONT LANE FIXTURE, PEGBOARD VERSION	1
9	1017054	PANEL, PEGBOARD, HOOK IN - BLACK WALL STANDARDS DISPLAY	1
10	1017053	TUBE, ADD-ON UPRIGHTS - BLACK WALL STANDARDS DISPLAY	1
11	1013953	3FT. WALL STANDARDS DISPLAY - ADD ON	1
12	1013954	3FT. WALL STANDARDS DISPLAY - STARTER	1
13	1013989	BLACK WALL STANDARDS DISPLAY - ADD-ON	1
14	1013990	BLACK WALL STANDARDS DISPLAY - STARTER	1
15	1015209	PANEL, PERIMETER RACKING BACKER - 45.875" X 35.375"	1
16	1012977	PANEL, PERIMETER BACKER, 2' EXTENSION	1
17	1012975	PANEL, PERIMETER RACKING BACKER - 45.875" X 28.875"	1

SCALE: 1:64
SHEET: 1 of 3

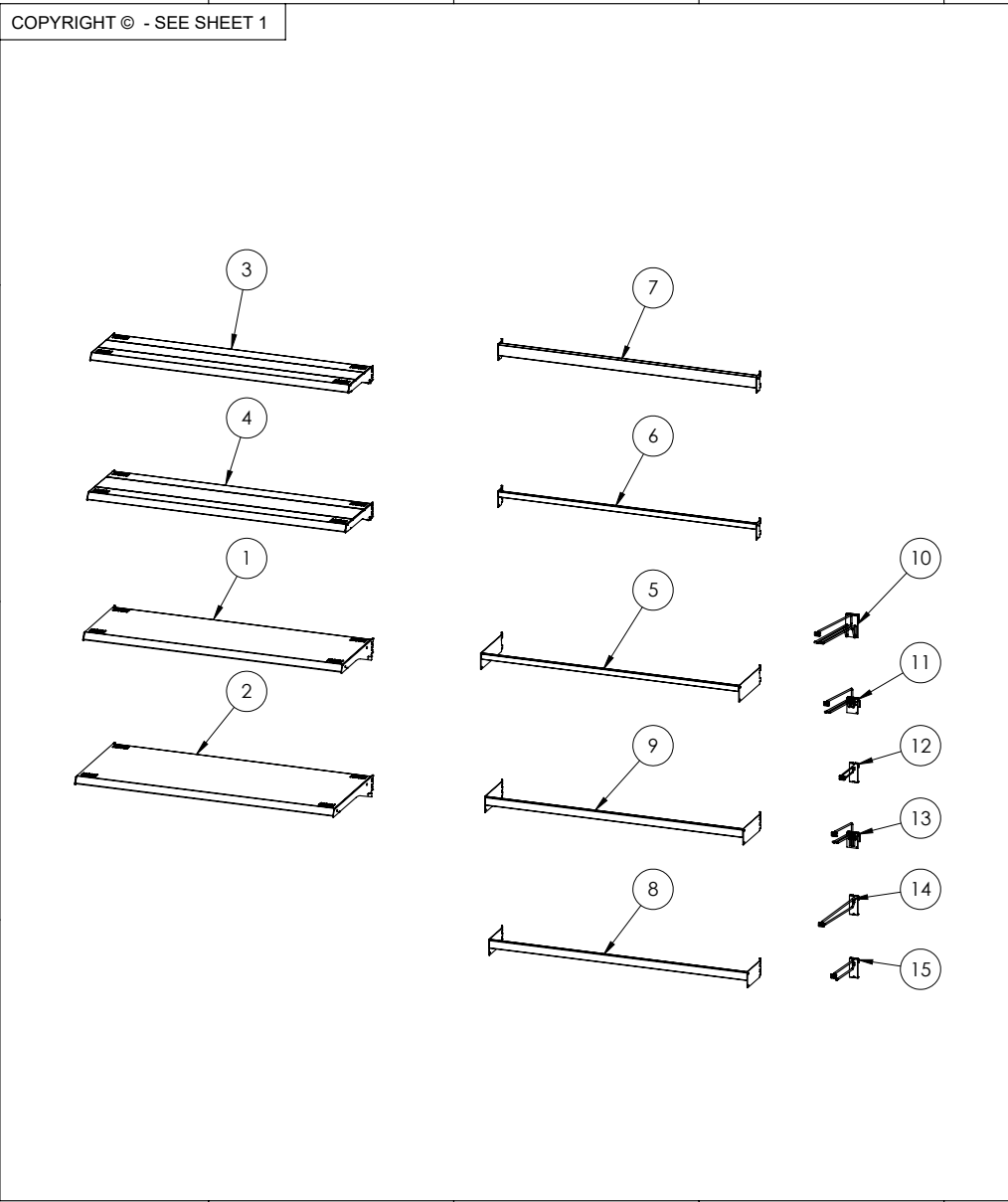



DRAWING NO.:

REV.:

C19 and 15K Vendor Guidelines

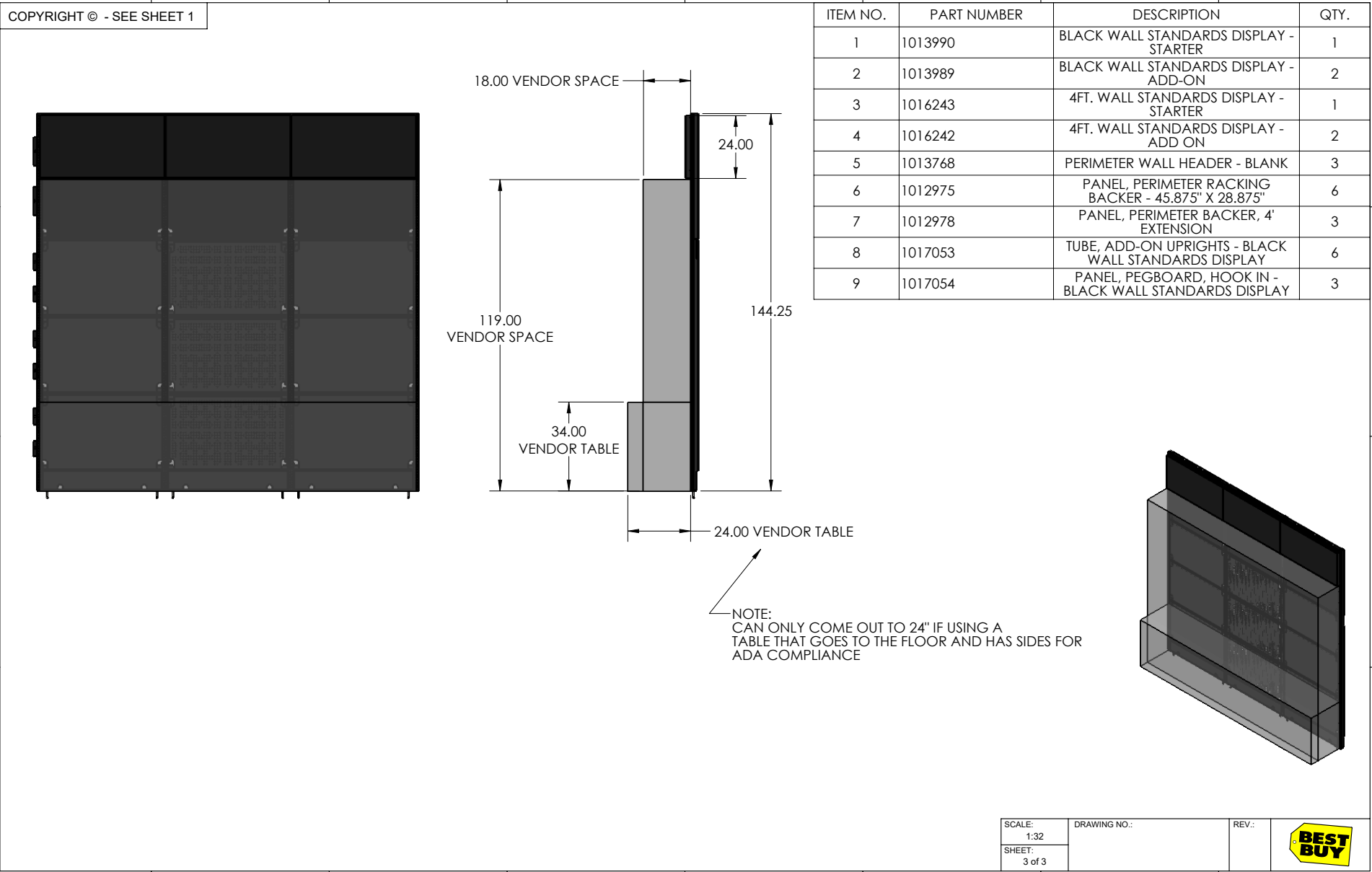
Black wall standards – Merchandising parts list

- Guidelines:**
- Parts and pieces used and available for wall standards

COPYRIGHT © - SEE SHEET 1																																																																			
		<table><tr><th>ITEM NO.</th><th>PART NUMBER</th><th>DESCRIPTION</th><th>QTY.</th></tr><tr><td>1</td><td>1012248</td><td>ADJUSTABLE SHELF, 14" D X 48" W - BLACK</td><td>1</td></tr><tr><td>2</td><td>1012249</td><td>ADJUSTABLE SHELF, 18" D X 48" W - BLACK</td><td>1</td></tr><tr><td>3</td><td>1016891</td><td>SHELF, 10.5" X 48", ADJUSTABLE</td><td>1</td></tr><tr><td>4</td><td>1014797</td><td>SHELF, 12" X 48", ADJUSTABLE - BLACK</td><td>1</td></tr><tr><td>5</td><td>1010625</td><td>MERCHANDISE BAR, 1/2" X 1.0" TUBE X 48" LG - 10" DEEP - BLACK</td><td>1</td></tr><tr><td>6</td><td>1010753</td><td>MERCHANDISE BAR, 1/2" X 1.0" TUBE X 48" LG - 1.5" DEEP - BLACK</td><td>1</td></tr><tr><td>7</td><td>1010634</td><td>MERCHANDISE BAR, 1.0" X 2.0" TUBE X 48" LG - 1.5" DEEP - HD - BLACK</td><td>1</td></tr><tr><td>8</td><td>1010744</td><td>MERCHANDISE BAR, EXTENDED 6.00" - 48.0 X 1.5 X 0.50 - BLACK</td><td>1</td></tr><tr><td>9</td><td>1010750</td><td>MERCHANDISE BAR, EXTENDED 8.00" - 48.0 X 1.5 X 0.50 - BLACK</td><td>1</td></tr><tr><td>10</td><td>1010642</td><td>PEGHOOK, 1.75" LOOP X 16.00" LG SUPER HEAVY DUTY GUSSETED W/FISH TIP</td><td>1</td></tr><tr><td>11</td><td>1010643</td><td>PEG HOOK WELDMENT, 1.0" LOOP X 12.00" LG HEAVY DUTY GUSSETED W/SCANNER TAG</td><td>1</td></tr><tr><td>12</td><td>1010717</td><td>PEG HOOK, 4" - WIRE GRID AND MERCH BAR</td><td>1</td></tr><tr><td>13</td><td>1010659</td><td>PEG HOOK WELDMENT, 1.0" LOOP X 8.00" LG HEAVY DUTY STRAIGHT W/SCANNER TAG</td><td>1</td></tr><tr><td>14</td><td>1010621</td><td>PEG HOOK, 16" - WIRE GRID AND MERCH BAR</td><td>1</td></tr><tr><td>15</td><td>1010754</td><td>PEG HOOK, 8" - WIRE GRID AND MERCH BAR</td><td>1</td></tr></table>	ITEM NO.	PART NUMBER	DESCRIPTION	QTY.	1	1012248	ADJUSTABLE SHELF, 14" D X 48" W - BLACK	1	2	1012249	ADJUSTABLE SHELF, 18" D X 48" W - BLACK	1	3	1016891	SHELF, 10.5" X 48", ADJUSTABLE	1	4	1014797	SHELF, 12" X 48", ADJUSTABLE - BLACK	1	5	1010625	MERCHANDISE BAR, 1/2" X 1.0" TUBE X 48" LG - 10" DEEP - BLACK	1	6	1010753	MERCHANDISE BAR, 1/2" X 1.0" TUBE X 48" LG - 1.5" DEEP - BLACK	1	7	1010634	MERCHANDISE BAR, 1.0" X 2.0" TUBE X 48" LG - 1.5" DEEP - HD - BLACK	1	8	1010744	MERCHANDISE BAR, EXTENDED 6.00" - 48.0 X 1.5 X 0.50 - BLACK	1	9	1010750	MERCHANDISE BAR, EXTENDED 8.00" - 48.0 X 1.5 X 0.50 - BLACK	1	10	1010642	PEGHOOK, 1.75" LOOP X 16.00" LG SUPER HEAVY DUTY GUSSETED W/FISH TIP	1	11	1010643	PEG HOOK WELDMENT, 1.0" LOOP X 12.00" LG HEAVY DUTY GUSSETED W/SCANNER TAG	1	12	1010717	PEG HOOK, 4" - WIRE GRID AND MERCH BAR	1	13	1010659	PEG HOOK WELDMENT, 1.0" LOOP X 8.00" LG HEAVY DUTY STRAIGHT W/SCANNER TAG	1	14	1010621	PEG HOOK, 16" - WIRE GRID AND MERCH BAR	1	15	1010754	PEG HOOK, 8" - WIRE GRID AND MERCH BAR	1	
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C19 and 15K Vendor Guidelines

Black wall standards

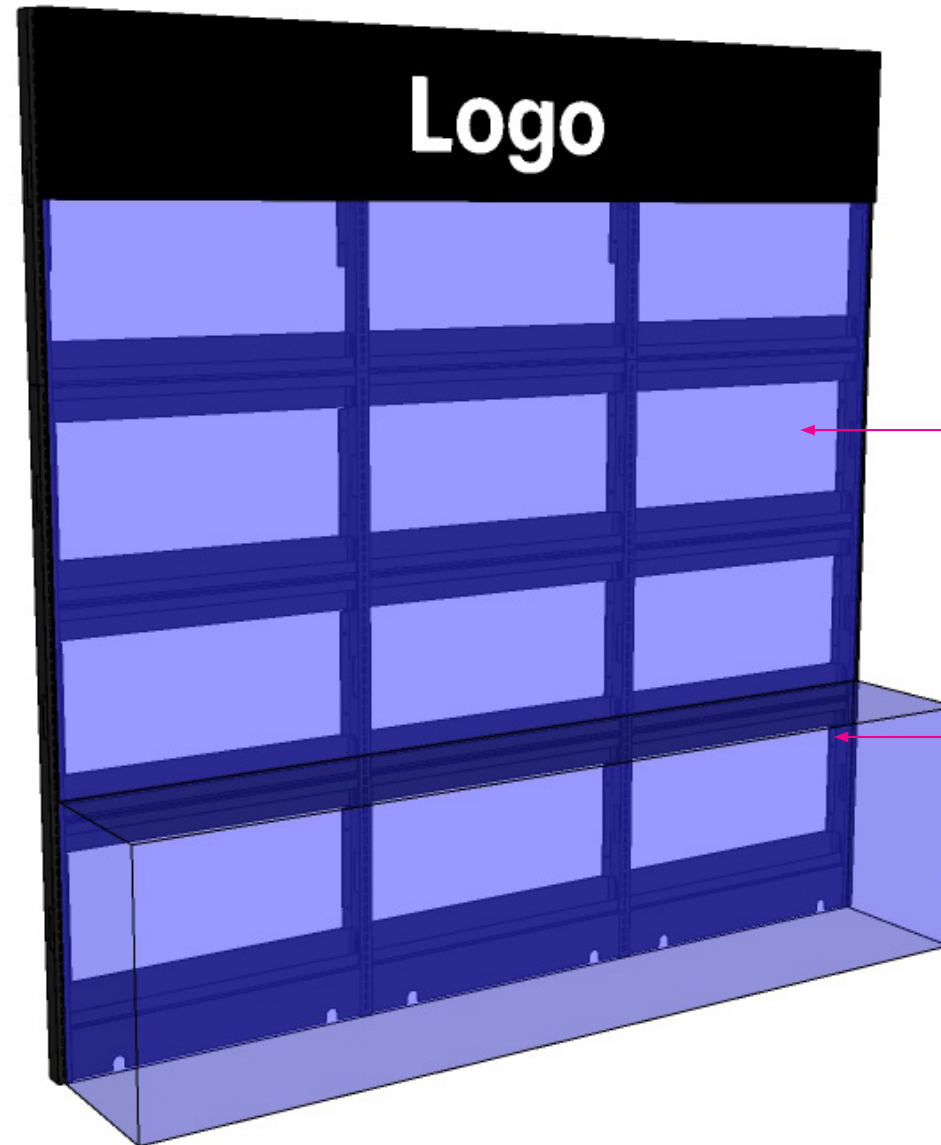


C19 and 15K Vendor Guidelines

Black wall standards

Guidelines:

- Vendors can either utilize all BBY kit of parts to outfit their space, or they can provide a VPP that fit into our wall standards.
- Vendor can provide graphic(s) to their space
- Number of graphics and graphic dimensions determined by vendor.
- Display and graphics cannot exceed 120" A.F.F.
- Graphic thickness should be as minimal as possible, thickness should be determined on material substrate/functional pieces (light panel thickness, monitor thickness, etc.) not on aesthetics.
- Product display areas should not exceed 24"-depth-off-the-wall standard.
- All merchandising/display fixtures and placement selected by vendor **must meet ADA requirements**.
- All product displayed must have pricing. Reference the Best Buy ESL guideline document.



Graphic options

- lightbox(es)
- static graphic(s) (styrene, fabric, etc.)
- monitor(s), BBY has a monitor

Product display area

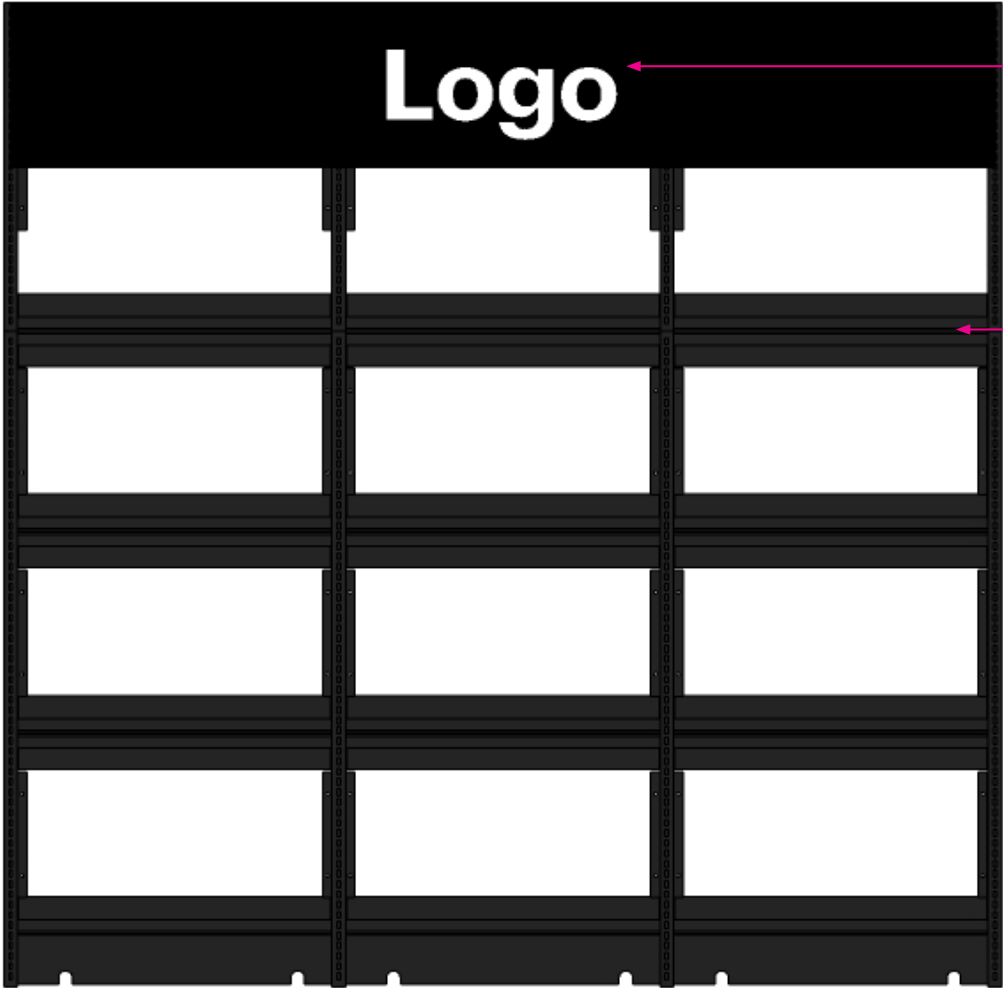
- cannot exceed 24" depth
- all merchandising/display fixtures and placement selected by vendor **must meet ADA requirements**
- ESL pricing tags need to be incorporated into all display, box and stock product

C19 and 15K Vendor Guidelines

Black wall standards

Guidelines:

- Shown is the bare bones fixture package for this space, all BBY-provided.
- Vendor's must keep the BBY-provided black header in their space
- Vendor's must use the BBY wall standards in their space
- Vendor's can either utilize all BBY kit of parts to outfit their space, or they can provide a VPP that fits into BBY wall standards



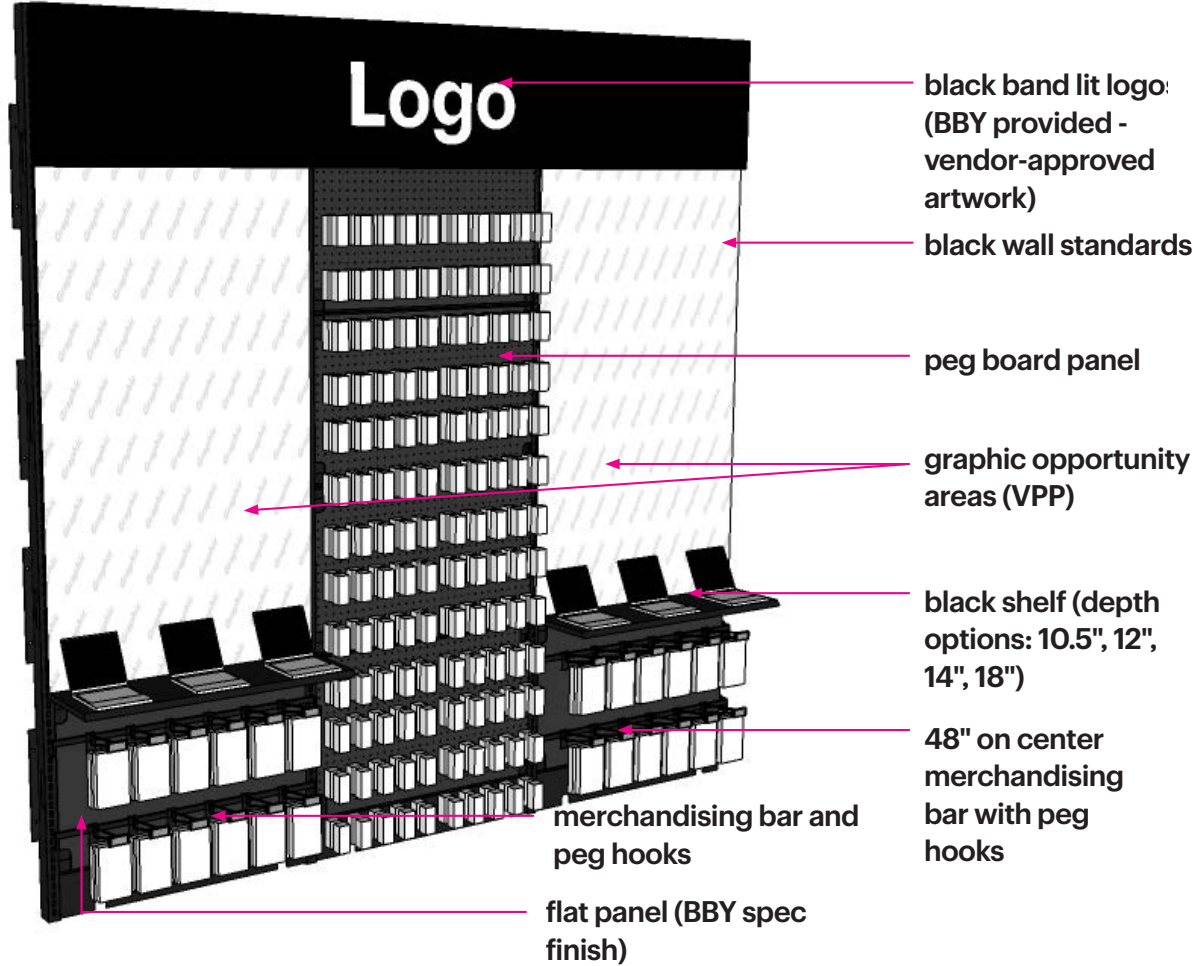
Black band lit logos (BBY provided, vendor-approved artwork)

BBY wall standards

- weight load maximum: 350lbs per 4ft section
- VPP or BBY kit of parts will utilize these wall standards for attachment/positioning
- Wall standard drawings and models available upon request.

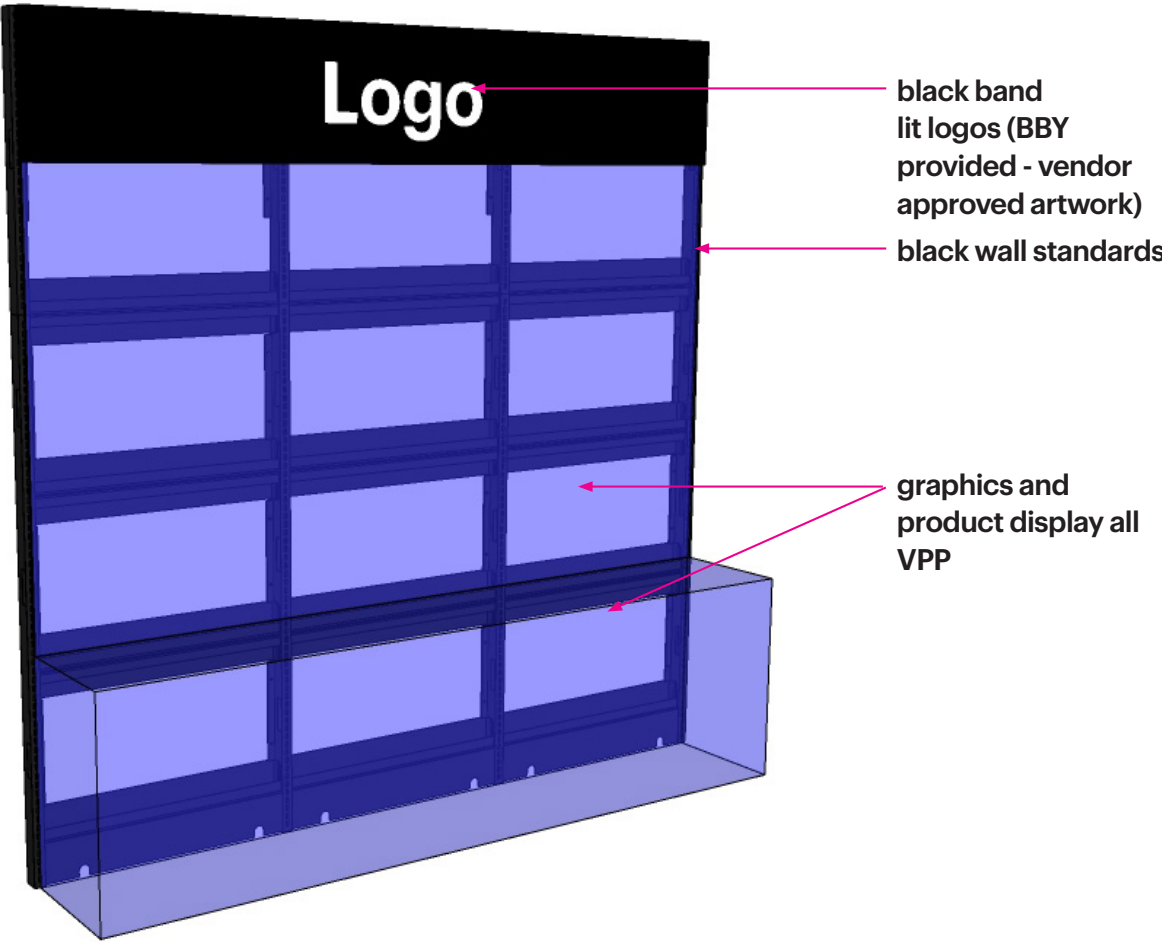
C19 and 15K Vendor Guidelines

Black wall standards



1

Utilizing BBY black 4-foot-on-center wall standards and BBY merchandising kit of parts (visual is for inspiration only, vendor can mix and match merchandising fixtures as desired)

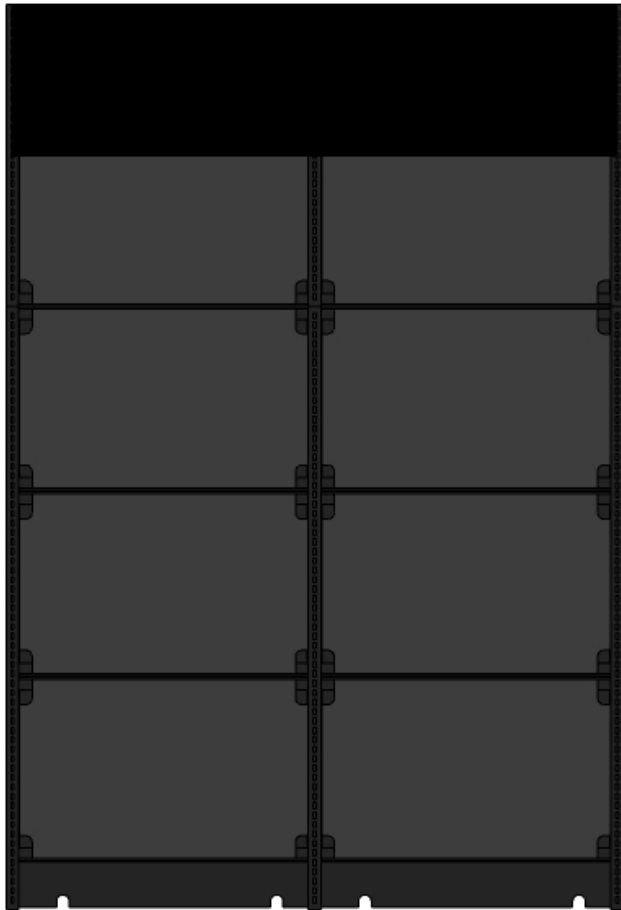


2

Utilizing BBY black 4-foot-on-center wall standards and creating a VPP to outfit the rest of the space

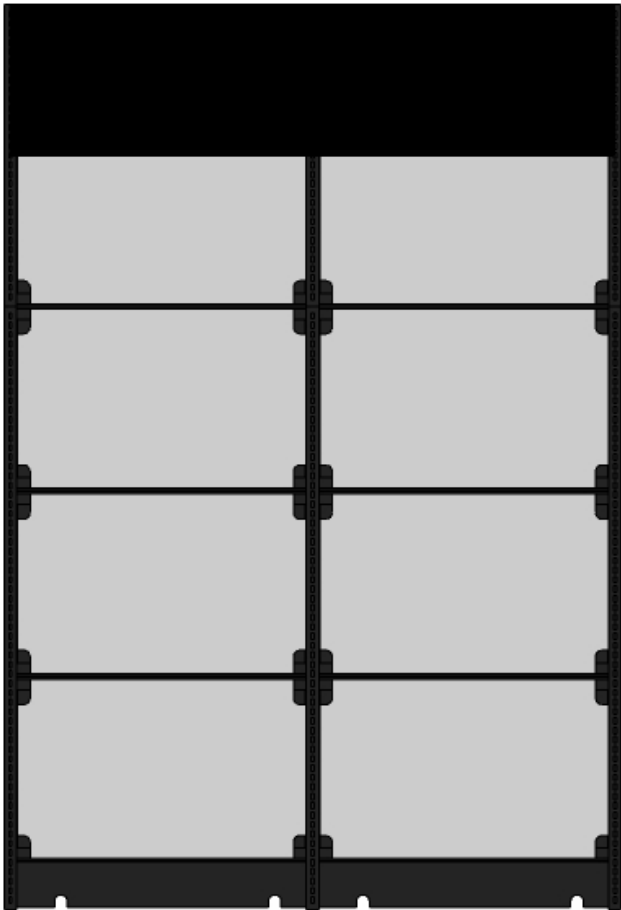
C19 and 15K Vendor Guidelines

Black wall standards



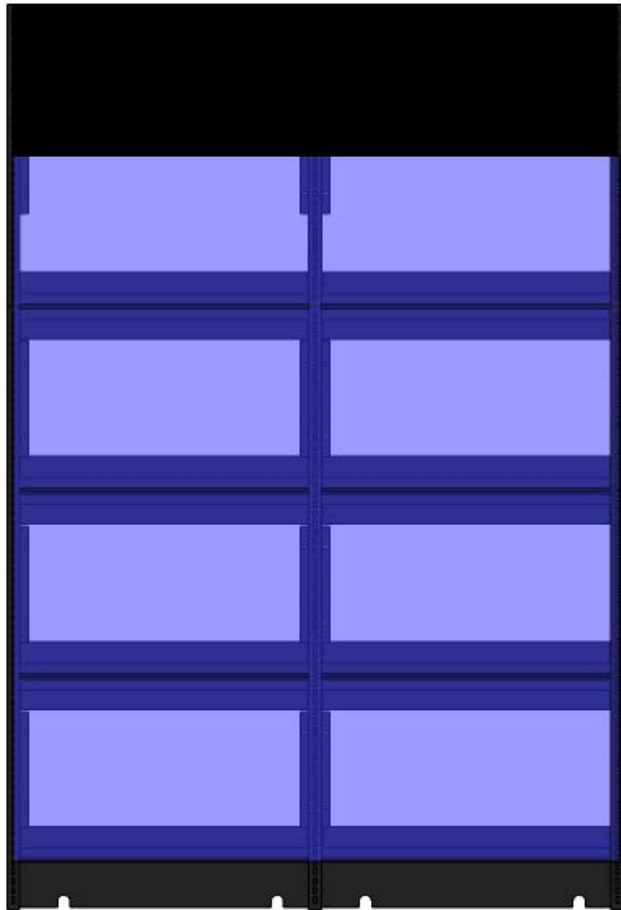
1

Black 4-foot-on-center wall standards with BBY-specified finish for backers (Gem-Lite Stone Grey)



2

Black 4-foot-on-center wall standards with vendor spec finish for backers

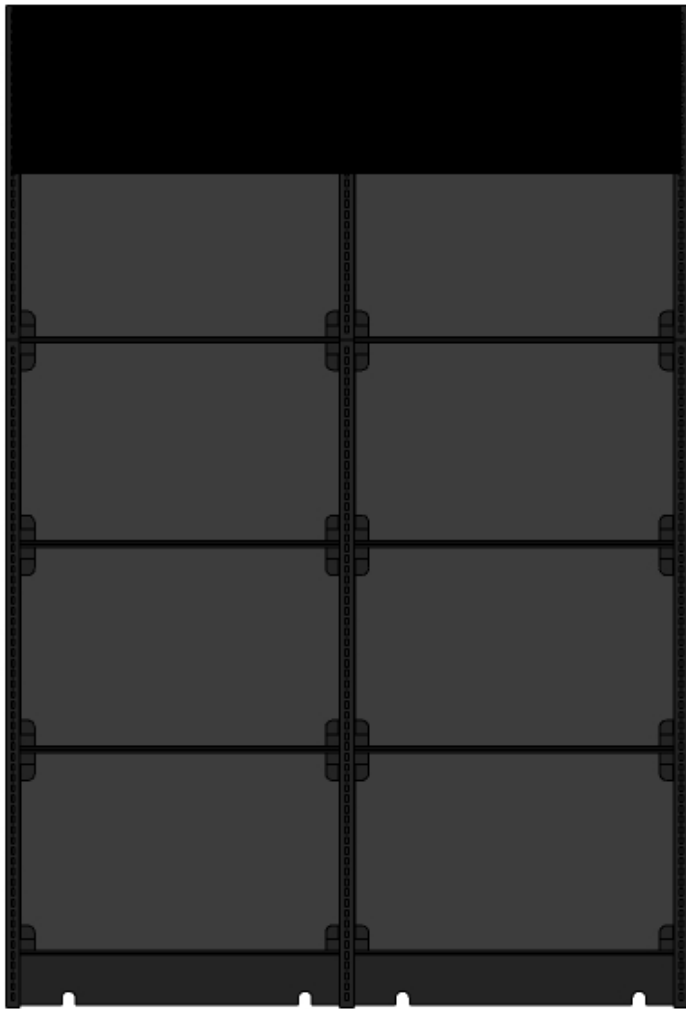


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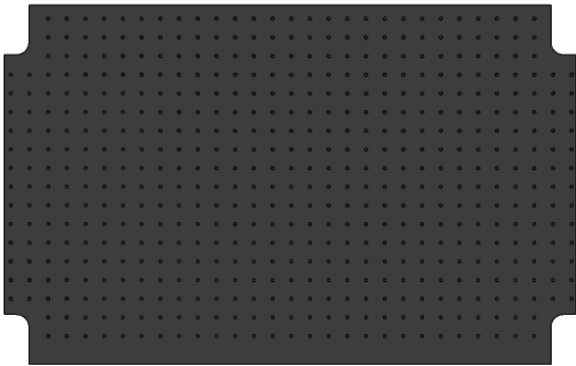
Black 4-foot-on-center wall standards with unique-to-vendor VPP backdrop

C19 and 15K Vendor Guidelines

Black wall standards

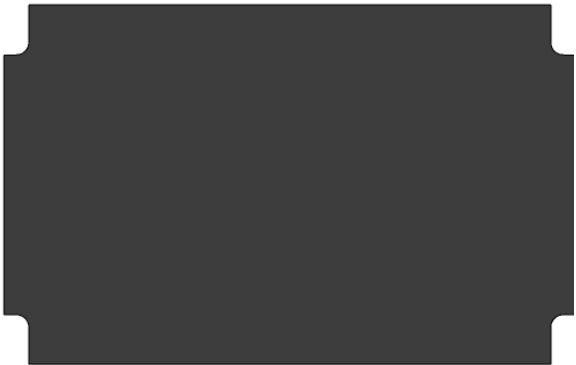


Backer options



1

pegboard panel

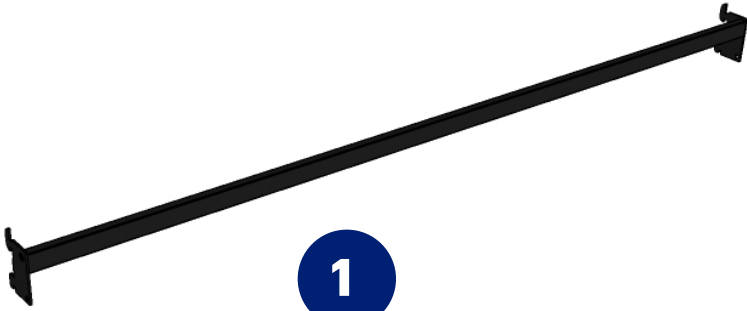


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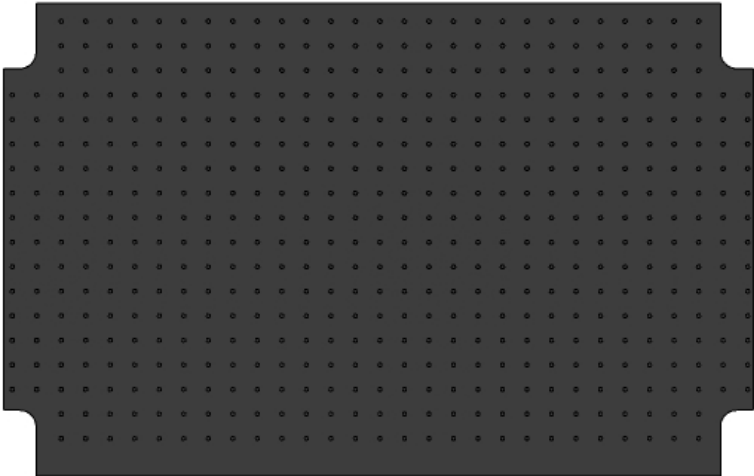
flat panel

C19 and 15K Vendor Guidelines

Black wall standards



48" on center merchandising bar
+ peg hooks

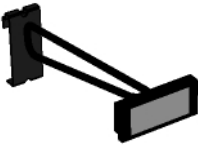


pegboard backer + peg hooks



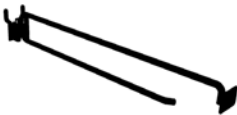
standard shelf options
(all black)

- 10.5"d x 48"w
- 12"d x 48"w
- 14"d x 48"w
- 18"d x 48"w



peg hooks for merch bars

- 4" black
- 8" black
- 12" black
- 16" black



peg hooks for pegboard panel

- 4" black
- 8" black
- 12" black
- 16" black

Note:
See BBY-provided ESL guidelines for placement
and attachment materials.

C19 and 15K Vendor Guidelines

Black wall standards

Guidelines:

- Can use the Best Buy Product Table, see product table vendor guidelines



7

Product table

- merchandising bars with peg hooks available under the table
- shelves available for under the table
- lockable door kits available for this table as well: glass or white powdercoated steel



metal door option



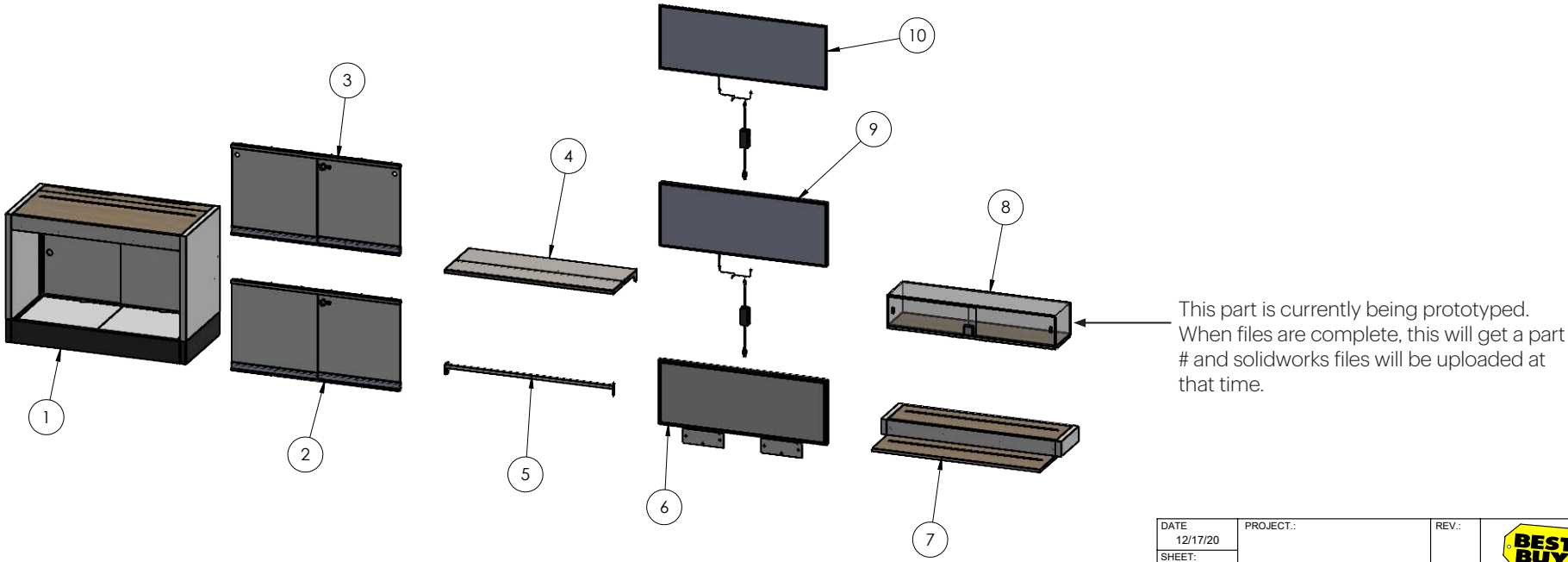
glass door option

Product Tables

C19 VPD Product table

Guidelines – Parts list

ITEM NO.	PART NUMBER	DESCRIPTION	QTY.
1	1016946	PRODUCT TABLE TOP ASSY	1
2	1010494	ASSY, GLASS DOOR KIT - PRODUCT TABLES	1
3	1012870	ASSY, METAL DOOR KIT - PRODUCT TABLES	1
4	1010496	WELDMENT, SHELF - PRODUCT TABLE	1
5	1014896	WELDMENT, TIE BAR - PRODUCT TABLE	1
6	1017482	ASSY, GRAPHIC BOX FRAME - PRODUCT TABLE	1
7	1017060	TOP ASSY, RISER - PRODUCT TABLE	1
8	DI Table Lens Case Assembly_Option 2		1
9	1017874	ASSY, DOUBLE LIGHT BOX UPGRADE KIT - PRODUCT TABLE	1
10	1017875	ASSY, SINGLE LIGHT BOX UPGRADE KIT - PRODUCT TABLE	1

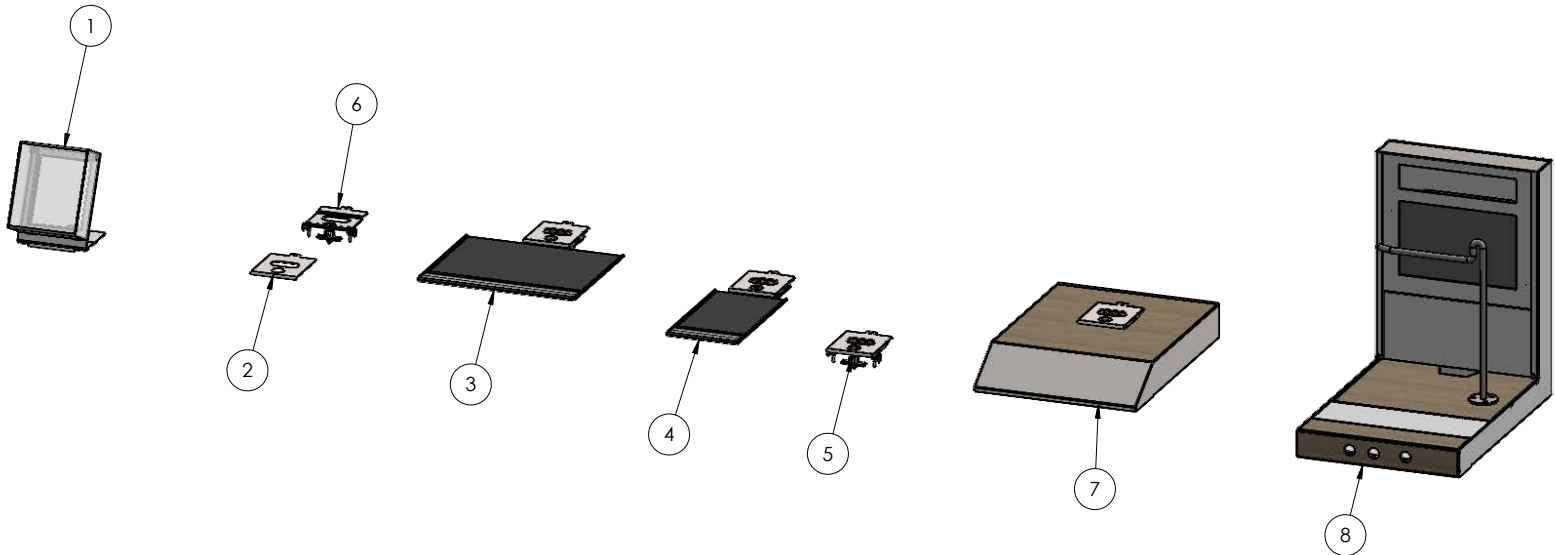


C19 VPD Product table

Guidelines – Product mount parts list

- Guidelines:**
- Existing parts, created by Best Buy, to display products on countertops
 - These parts may be used by vendors, or they can create their own

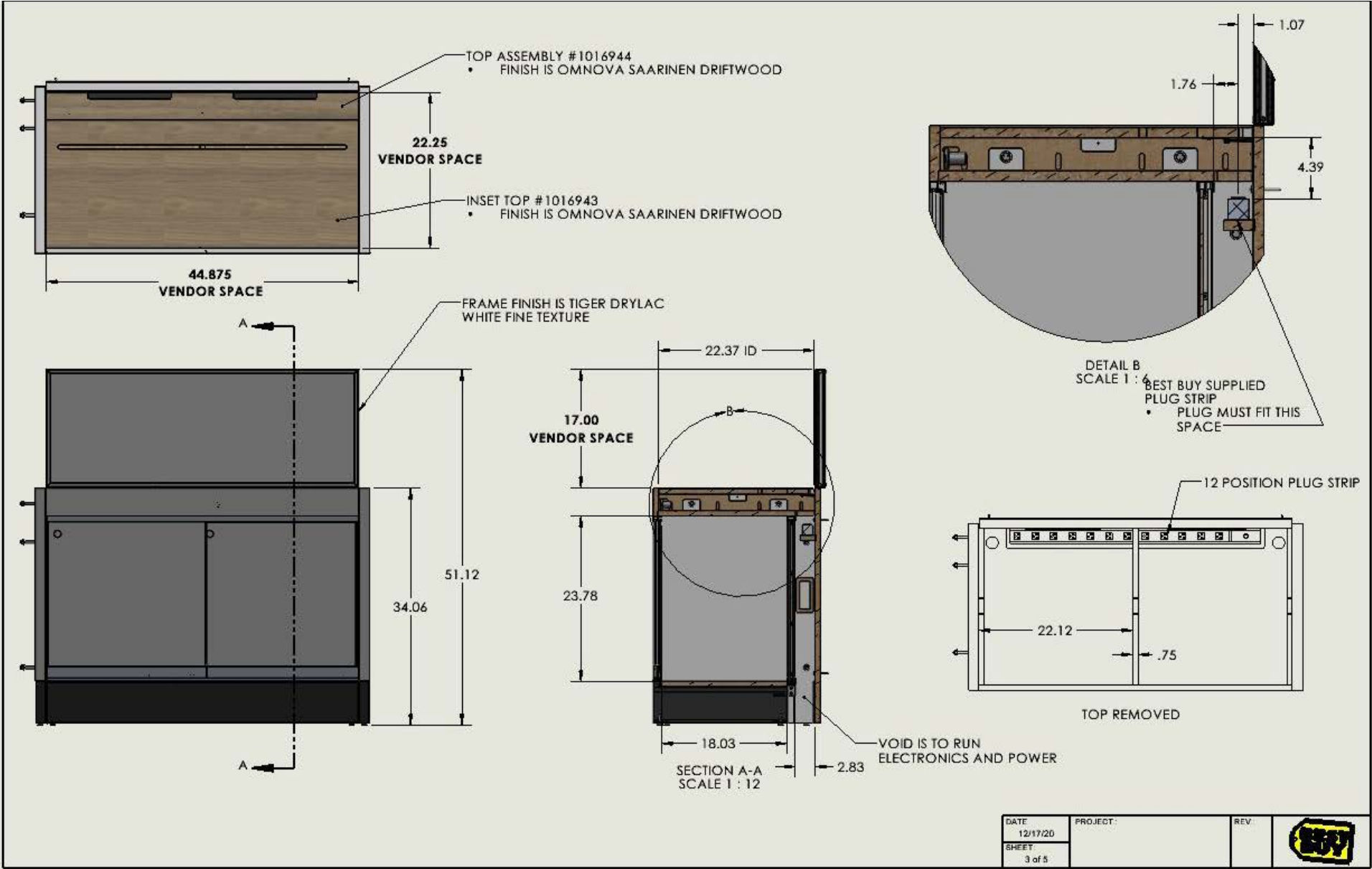
ITEM NO.	PART NUMBER	DESCRIPTION	QTY.
1	1017392	ANGLED DISPLAY CASE TOP ASSY. - TRUE WIRELESS	1
2	1011558	CONNECTOR PLATE - UNIVERSAL PLATFORMS	1
3	1011565	PRODUCT DISPLAY BASE ASSY, 11.5" X 12.5" - UNIVERSAL PLATFORMS	1
4	1011570	PRODUCT DISPLAY BASE ASSY, 5.25" X 12.5" - UNIVERSAL PLATFORMS	1
5	1011852	PRODUCT DISPLAY BASE ASSY, FREESTANDING - UNIVERSAL PLATFORMS	1
6	1015820	PRODUCT DISPLAY BASE ASSY, W/O MOUNTING PLATE - UNIVERSAL PLATFORMS	1
7	1017964	TABLE FOCAL - UNIVERSAL PLATFORMS - SAARINEN	1
8	1018127	ASSY, SOF FOCAL L FRAME - SAARINEN DRIFTWOOD	1



DATE 12/17/20	PROJECT: PRODUCT TABLES	REV.:	
SHEET:			

C19 VPD Product table

Guidelines – Overall dimensions



C19 VPD Product table

Guidelines – Graphic frame

Guidelines:

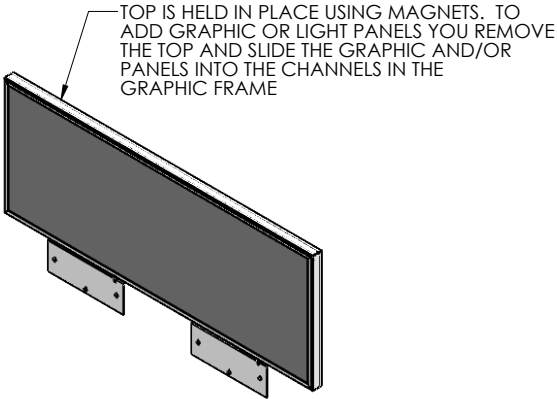
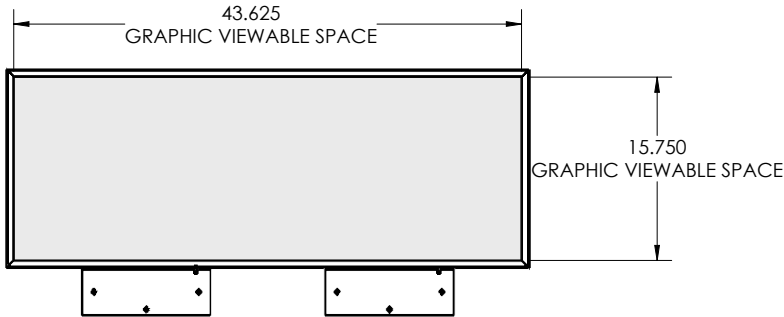
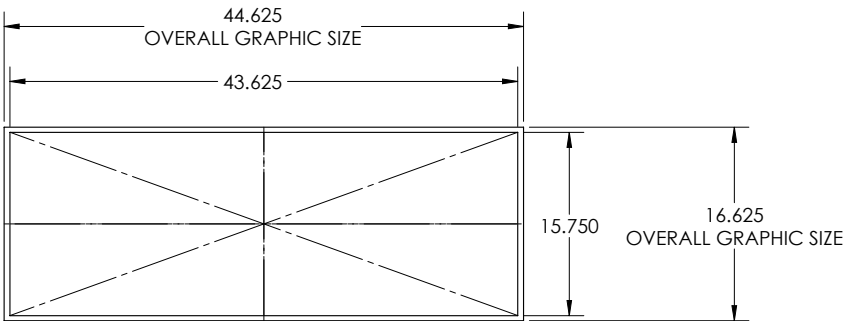
- Product tables, either lit or non-lit will use the same graphic frame

Non-lit graphics:

- Vendor supplies the graphic
- Graphic material to be 12pt C1S White
- Departments using non-lit graphics are Computing, PC Gaming

Lit graphics:

- Vendor supplies the graphic
- Graphic material to be .015 Translucent Styrene
- Departments using lit graphics are Wearables, Headphones and Cameras / DI



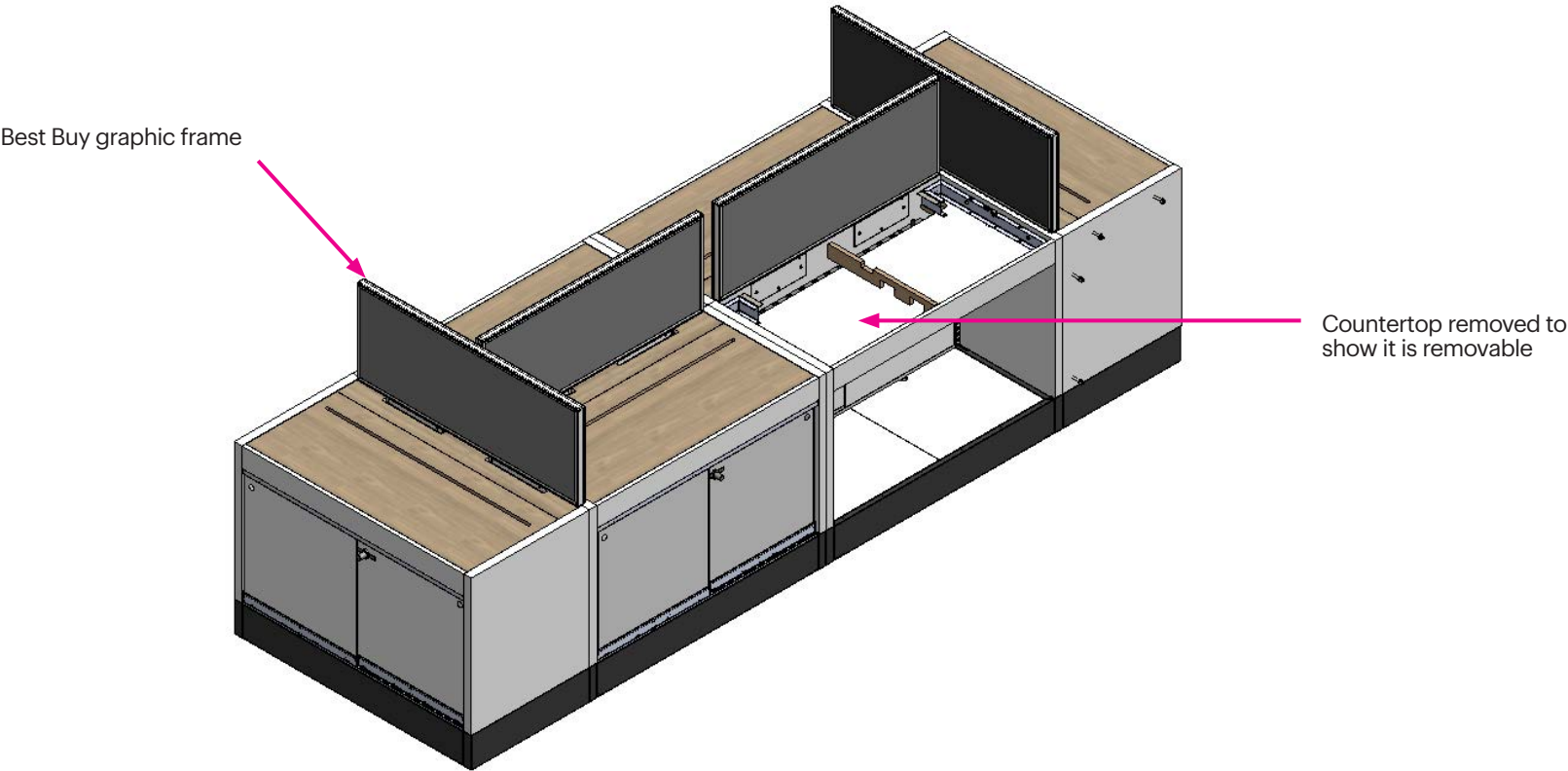
DATE 12/17/20	PROJECT.:	REV.:	
SHEET: 4 of 5			

C19 VPD Product table

Guidelines – 4 foot display option 1

Guidelines:

- Vendor uses the existing tops, finish is Omnova Saarinen Driftwood.
- Products, product mounts or display must attach securely to the slot in the top.
- Must be able to access all electronics and the powerstrip without having to remove any product or display. Must be accessible without having to use tools.
- See page 4 (overall drawing) within this deck for the space that is allowed for the vendor display.
- Vendor uses the Best Buy-supplied graphic frame.
- Specifications for the graphics are included in this deck.
- Vendor display to not overhang the white border on the table top or extend above the graphic frame and to stay within the allowable space shown in this deck.
- If Best Buy is not supplying sliding doors, shelves or merch bars, you may produce them using the drawings provided.
- No undercabinet lighting on any of the sections.
- No framing to go on the outside of the cabinet.
- Designs must be approved by Best Buy before prototyping.
- All product displayed must have pricing. Reference the ESL guideline document.
- If buttons or interaction is required, they must follow ADA guidelines and the technology design standards.

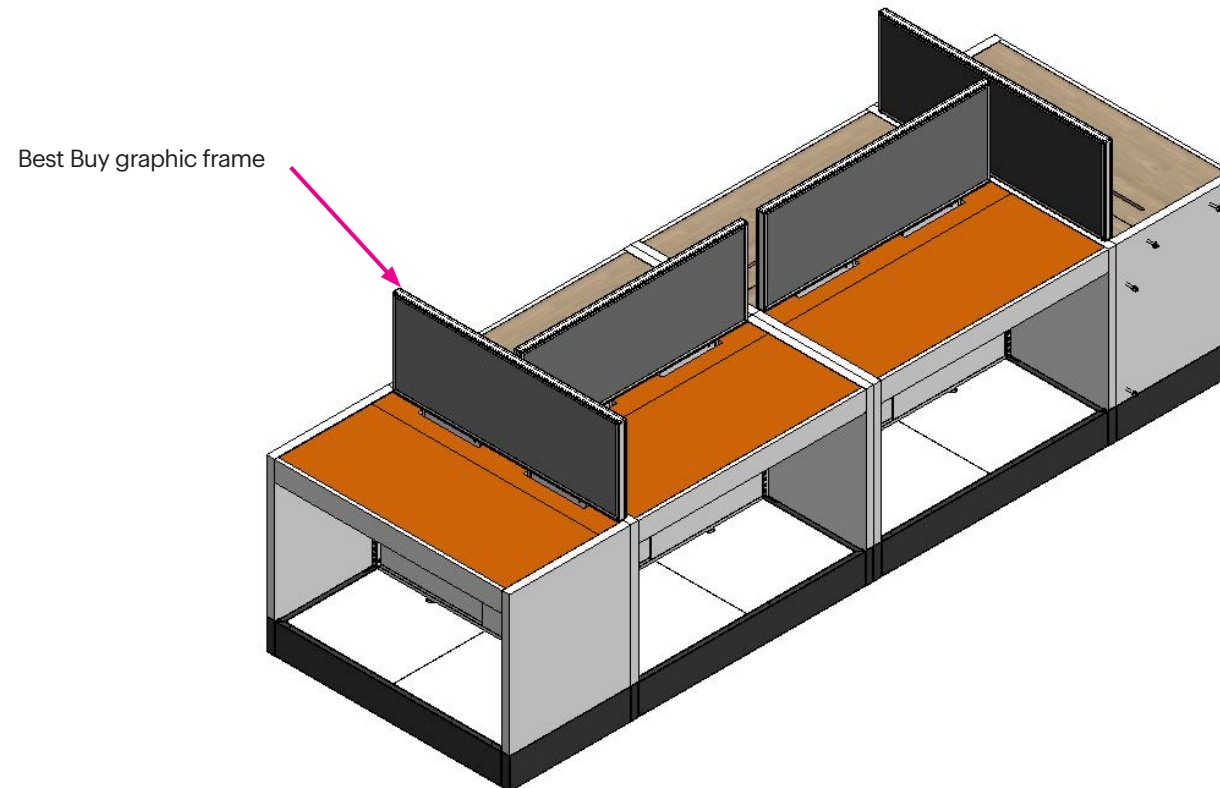


C19 VPD Product table

Guidelines – 4 foot display option 2

Guidelines:

- Vendor removes the Best Buy-supplied tops and inserts tops with a finish of their choice or display insets into the table.
- Tops can raise above the top of the cabinet by 3/4" so edge of top is visible. Must be 3/4", no more or no less. Display or any items on the display must not go higher than the graphic frame.
- Tops must be edgebanded either in white or a match to the finish used.
- Reference part #1016943 and #1016944 for dimensions of the tops.
- Must be able to access all electronics and the powerstrip without having to remove any product or display. Must be accessible without having to use tools.
- See page 4 (overall drawing) within this deck for the space that is allowed for the vendor display.
- Vendor uses the Best Buy-supplied graphic frame.
- Specifications for the graphics are included in this deck.
- Vendor display to not overhang the white border on the table top or extend above the graphic frame and to stay within the allowable space shown in this deck.
- If Best Buy is not supplying sliding doors, shelves or merch bars, you may produce them using the drawings provided.
- No undercabinet lighting on any of the sections.
- No framing to go on the outside of the cabinet.
- Designs must be approved by Best Buy before prototyping.
- All product displayed must have pricing. Reference the ESL guideline document.
- If buttons or interaction is required, they must follow ADA guidelines and the technology design standards.



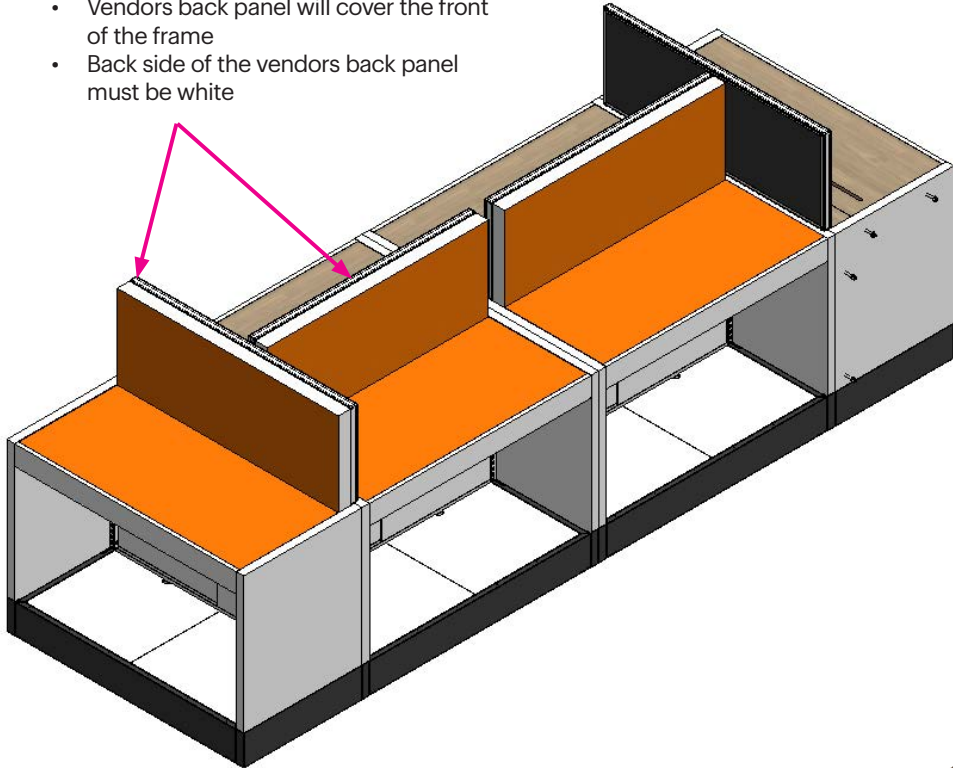
C19 VPD Product table

Guidelines – 4 foot display option 3

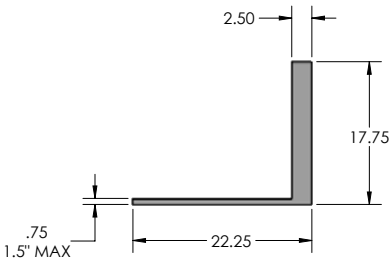
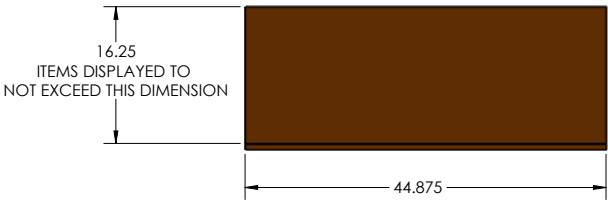
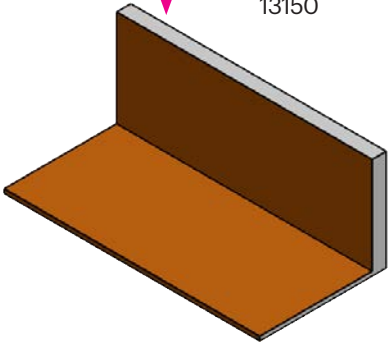
Guidelines:

- Vendor removes the Best Buy-supplied tops and inserts an L-shaped display.
- Tops can raise above the top of the cabinet by 3/4" so edge of top is visible. Must be 3/4", no more or no less. Display or any items on the display must not go higher than the graphic frame.
- Tops must be edgebanded either in white or a match to the finish used.
- Must be able to access all electronics and the powerstrip without having to remove any product or display. Must be accessible without having to use tools.
- Back panel can have a monitor and the monitor and electronics must get approved by the C7 lab at Best Buy. See the Best Buy technology standards.
- If it is in a department requiring non-lit graphics, the graphics cannot be lit. If it is in a department that requires lit graphics, the back panel must be lit to keep a consistent look.
- If the display is in a department that uses lit graphics, you may choose how to light your graphics (e.g., fabric, full monitor, duratrans)
- Vendor display to not overhang the white border on the table top or extend above the graphic frame and to stay within the allowable space shown in this deck.
- If Best Buy is not supplying sliding doors, shelves or merch bars, you may produce them using the drawings provided.
- No undercabinet lighting on any of the sections.
- No framing to go on the outside of the cabinet.
- Designs must be approved by Best Buy before prototyping.
- All product displayed must have pricing. Reference the ESL guideline document.
- If buttons or interaction is required, they must follow ADA guidelines and the technology design standards.

- Best Buy graphic frame
- Graphic frames will not get removed
 - Vendors back panel will cover the front of the frame
 - Back side of the vendors back panel must be white



- Top and vertical sides to match the finish of the Best Buy-supplied frames
- Finish is Tiger Drylac White Fine Texture 049-13150



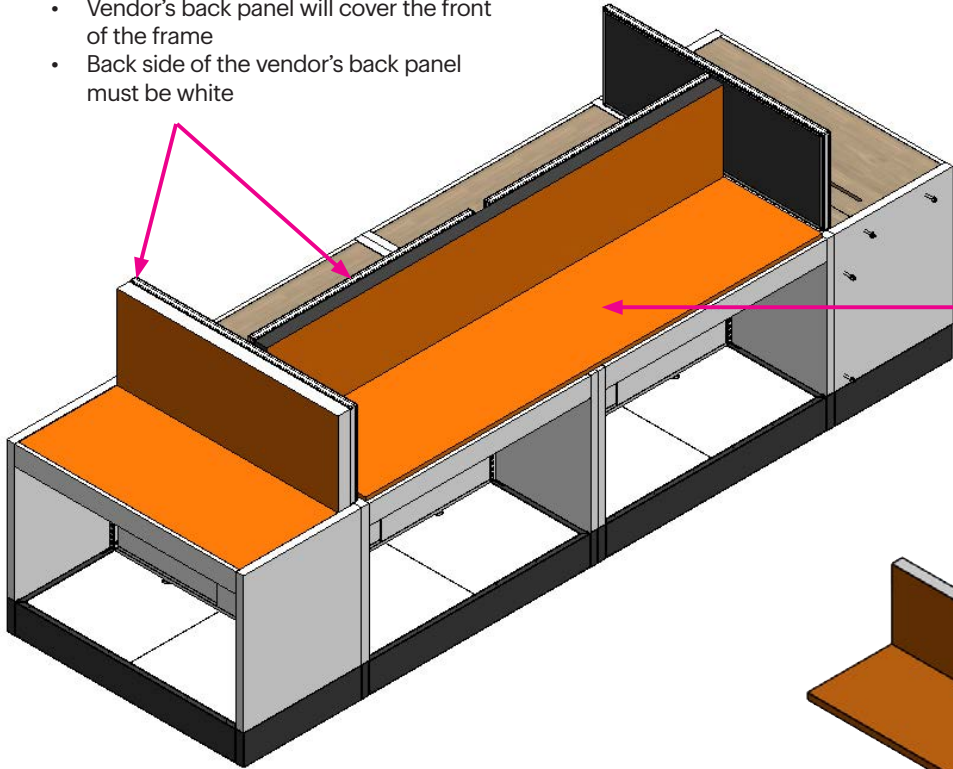
C19 VPD Product table

Guidelines – 8 foot display option

Guidelines:

- Vendor removes the Best Buy-supplied tops and inserts an L-shaped display.
- Tops can raise above the top of the cabinet by 3/4" so edge of top is visible. Must be 3/4", no more or no less. Display or any items on the display must not go higher than the graphic frame.
- Tops must be edgebanded either in white or a match to the finish used.
- Must be able to access all electronics and the powerstrip without having to remove any product or display. Must be accessible without having to use tools.
- Back panel can have a monitor and the monitor and electronics must get approved by the C7 lab at Best Buy. See the Best Buy technology standards.
- If it is in a department requiring non-lit graphics, the graphics cannot be lit. If it is in a department that requires lit graphics, the back panel must be lit to keep a consistent look.
- If the display is in a department that uses lit graphics, you may choose how to light your graphics (e.g., fabric, full monitor, duratrans)
- Vendor display to not overhang the white border on the table top or extend above the graphic frame and to stay within the allowable space shown in this deck.
- If Best Buy is not supplying sliding doors, shelves or merch bars, you may produce them using the drawings provided.
- No undercabinet lighting on any of the sections.
- No framing to go on the outside of the cabinet.
- Designs must be approved by Best Buy before prototyping.
- All product displayed must have pricing. Reference the ESL guideline document.
- If buttons or interaction is required, they must follow ADA guidelines and the technology design standards.

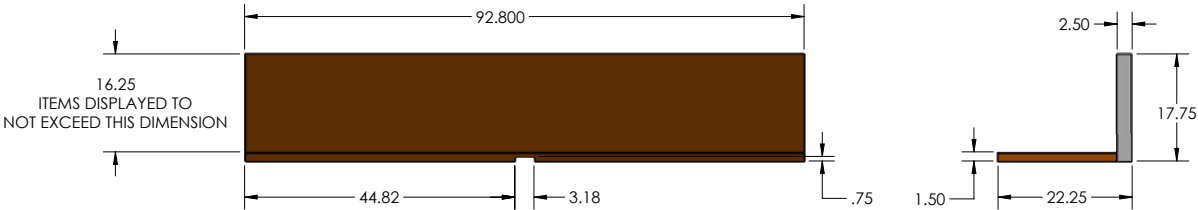
- Best Buy graphic frame
- Graphic frames will not get removed
 - Vendor's back panel will cover the front of the frame
 - Back side of the vendor's back panel must be white



If a vendor has the full inline section on one side of the lowbay, they can create a seamless display between the 48" sections.

Top and vertical sides to match the finish of the Best Buy-supplied frames

- Finish is Tiger Drylac White Fine Texture 049-13150



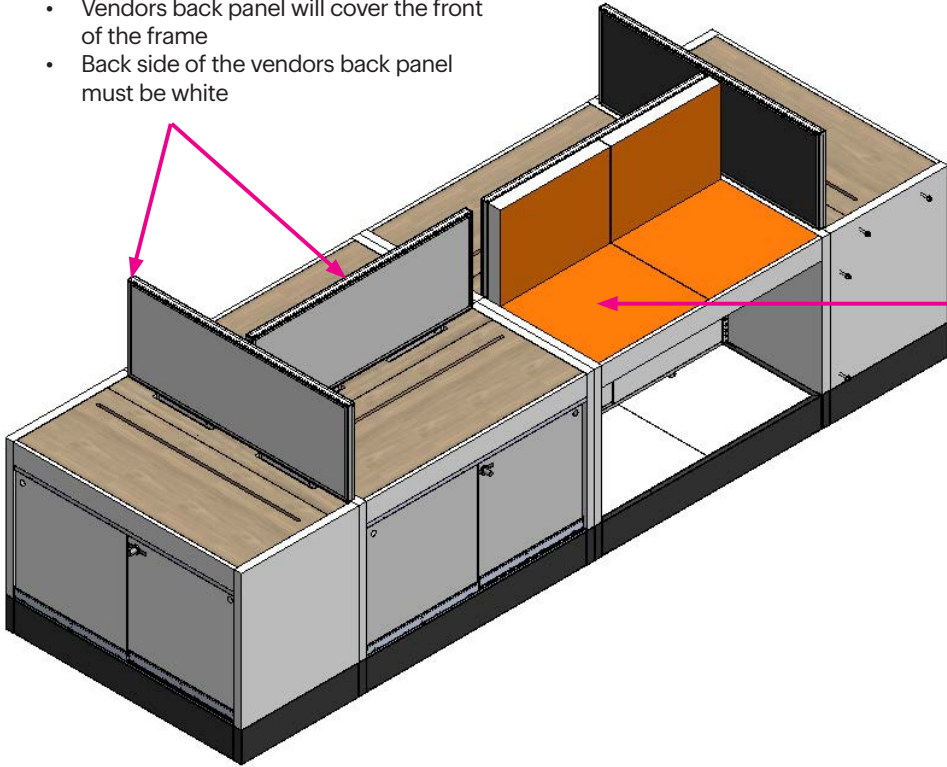
C19 VPD Product table

Guidelines – 2 foot display option

Guidelines:

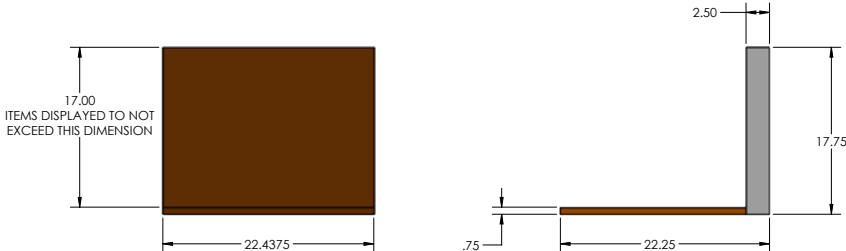
- Vendor removes the Best Buy-supplied tops and inserts an L-shaped display.
- Top of vendor display must be flush with the top of the table
- Tops must be edgebanded either in white or a match to the finish used.
- Must be able to access all electronics and the powerstrip without having to remove any product or display. Must be accessible without having to use tools.
- Back panel can have a monitor. Monitor and electronics must get approved by the C7 lab at Best Buy. See the Best Buy technology standards.
- If it is in a department requiring non-lit graphics, the graphics cannot be lit. If it is in a department that requires lit graphics, the back panel must be lit to keep a consistent look.
- If the display is in a department that uses lit graphics, you may choose how to light your graphics (e.g., fabric, full monitor, duratrans)
- Vendor display can not overhang the white border on the table top or extend above the graphic frame and must stay within the allowable space shown in this deck.
- No undercabinet lighting on any of the sections.
- No framing to go on the outside of the cabinet.
- Designs must be approved by Best Buy before prototyping.
- All product displayed must have pricing. Must be designed to use ESL pricing.
- If buttons or interaction is required, they must follow ADA guidelines and the technology design standards.

- Best Buy graphic frame
- Graphic frames will not get removed
 - Vendors back panel will cover the front of the frame
 - Back side of the vendors back panel must be white



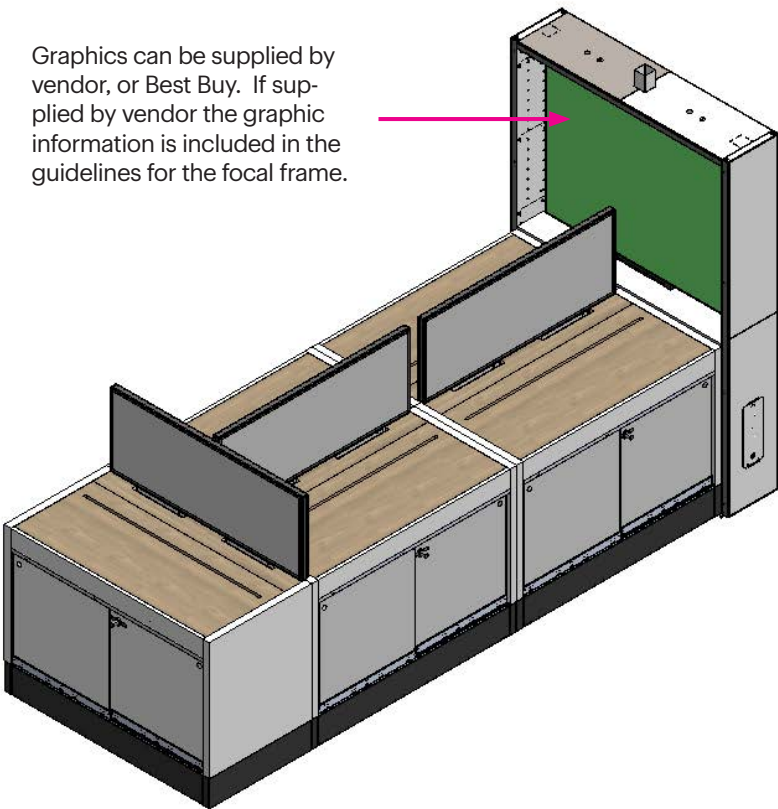
2 foot display is needed when a vendor has half of the table to display their product. This is the only option for a 2 foot display

- Top and vertical sides to match the finish of the Best Buy-supplied frames
- Finish is Tiger Drylac White Fine Texture 049-13150

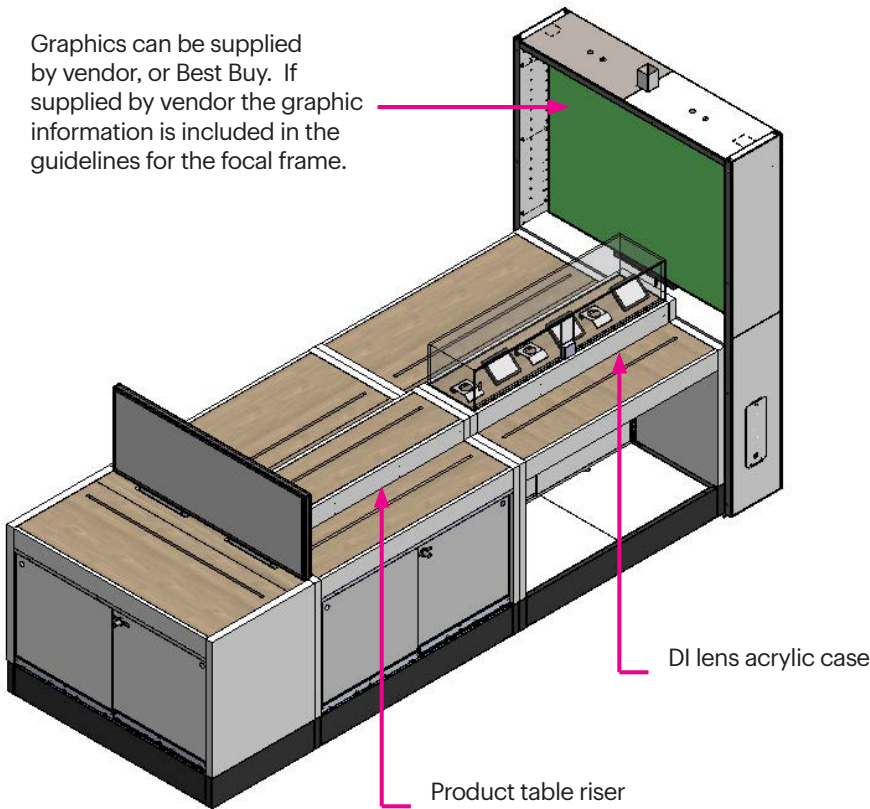


C19 VPD Product table

Guidelines – Tables with focal frame



- Tables with focal and graphics on all sections
- Can use vendor options 1, 2 and 3 for the endcap table
 - Can use vendor options 1, 2, 3 and 4 for the inline tables

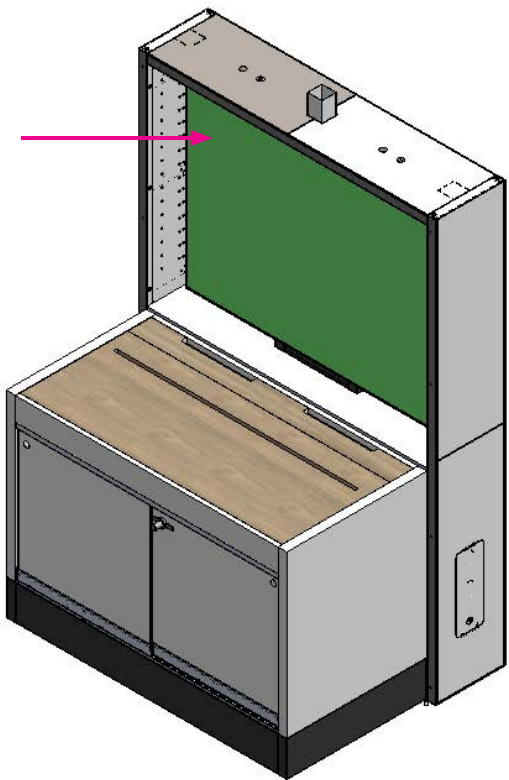


- Tables with focal and graphic only on the endcap
- Can use vendor options 1, 2 and 3 for the endcap table
 - Can use vendor options 1 and 2 for inline tables

C19 VPD Product table

Guidelines – Single table with focal frame

Graphics can be supplied by vendor, or Best Buy. If supplied by vendor the graphic information is included in the guidelines for the focal frame.

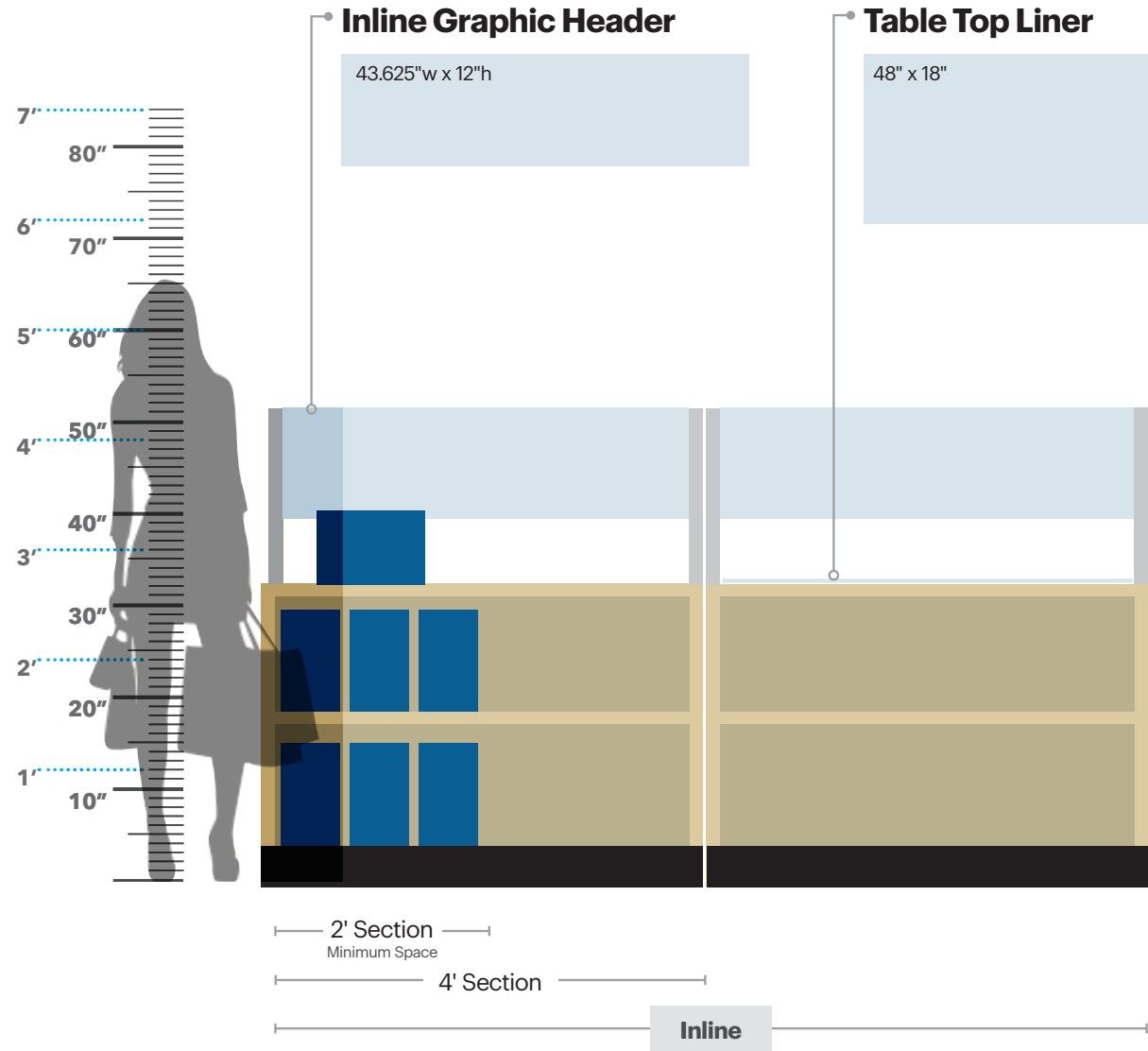


Single table with focal frame

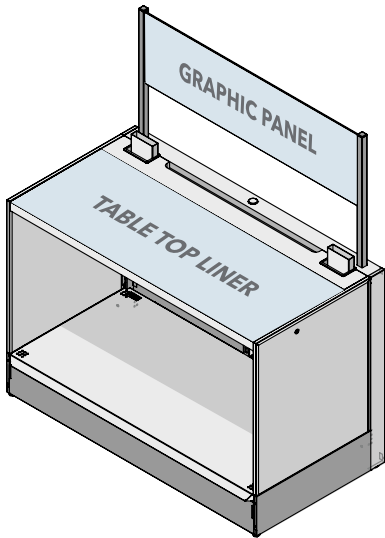
- Can use vendor options 1 and 2 for the table

Table Inline

NOTE: Some stores and categories have variations of these fixtures and graphic sizes. Graphic sizes also may vary depending upon table type. Refer to the store list and templates provided by your Store Experience Project Manager (SEPM) for the correct sizes and specifications of your signage.



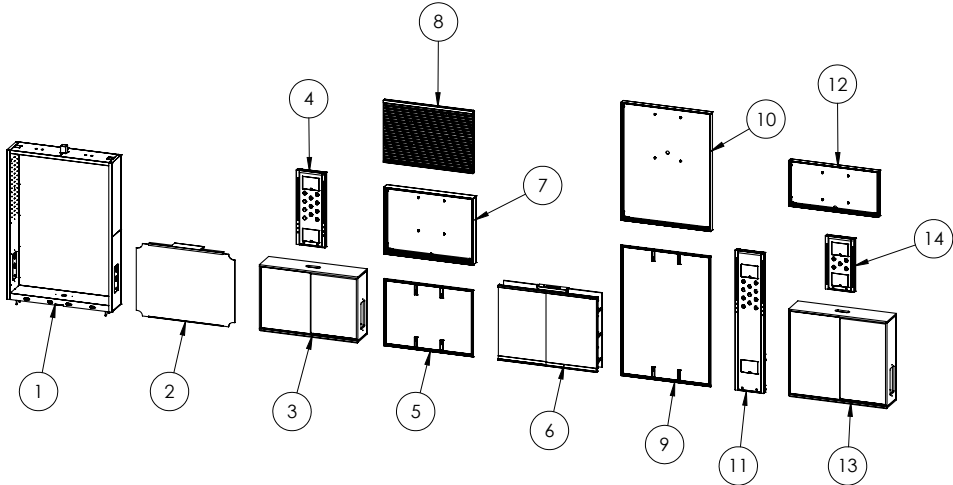
NOTE: Base deck depths may vary. See store list for details.



Focal Frame

C19 and 15K Vendor Guidelines

Focal Frame – Parts list



ITEM NO.	PART NUMBER	DESCRIPTION	QTY.
1	1013493	ASSY, 51" X 72" - FOCAL FRAMES	1
2	1014137	ASSY, FOCAL FRAME FILLER PANEL KIT	1
3	1010340	ASSY, CABINET INSERT - FOCAL FRAMES	1
4	1010341	ASSY, HALF HEIGHT CENTER PILLAR KIT - FOCAL FRAME	1
5	1010343	ASSY, FRAME, NON-BACKLIGHT, FABRIC GRAPHIC KIT - FOCAL FRAME	1
6	1010344	ASSY, SLIDING DOOR KIT, 51" X 72" - FOCAL FRAME	1
7	1013107	ASSY, BACKLIGHT FRAME, FABRIC GRAPHIC KIT - FOCAL FRAME	1
8	1010345	ASSY, SLATWALL MODULE, 51" X 72" - FOCAL FRAME	1
9	1016443	ASSY, FRAME, NON-BACKLIGHT, FABRIC GRAPHIC KIT - FOCAL FRAME	1
10	1016425	ASSY, FULL LIGHT BOX, 43.46" X 62.87" - FOCAL FRAMES	1
11	1011443	ASSEMBLY, PILLAR TV MOUNT, 67.375" - FOCAL FRAMES	1
12	1017369	ASSY, LIGHT BOX, 43.46" X 21.938" - FOCAL FRAMES	1
13	1017356	ASSY, CABINET INSERT, 42.25" H - FOCAL FRAMES	1
14	1017430	ASSY, QUARTER HEIGHT CENTER PILLAR KIT - FOCAL FRAME	1


Monitor option note:

- Monitor and mount are not available in solidworks
- Monitor spec is a 50" Samsung 50QMR/QBR
- Monitor mount is a Sanus VMPL3
- Monitor mount bolts directly to the focal pillar

SCALE:
1:64
SHEET:
1 of 7

DRAWING NO.:

REV.:



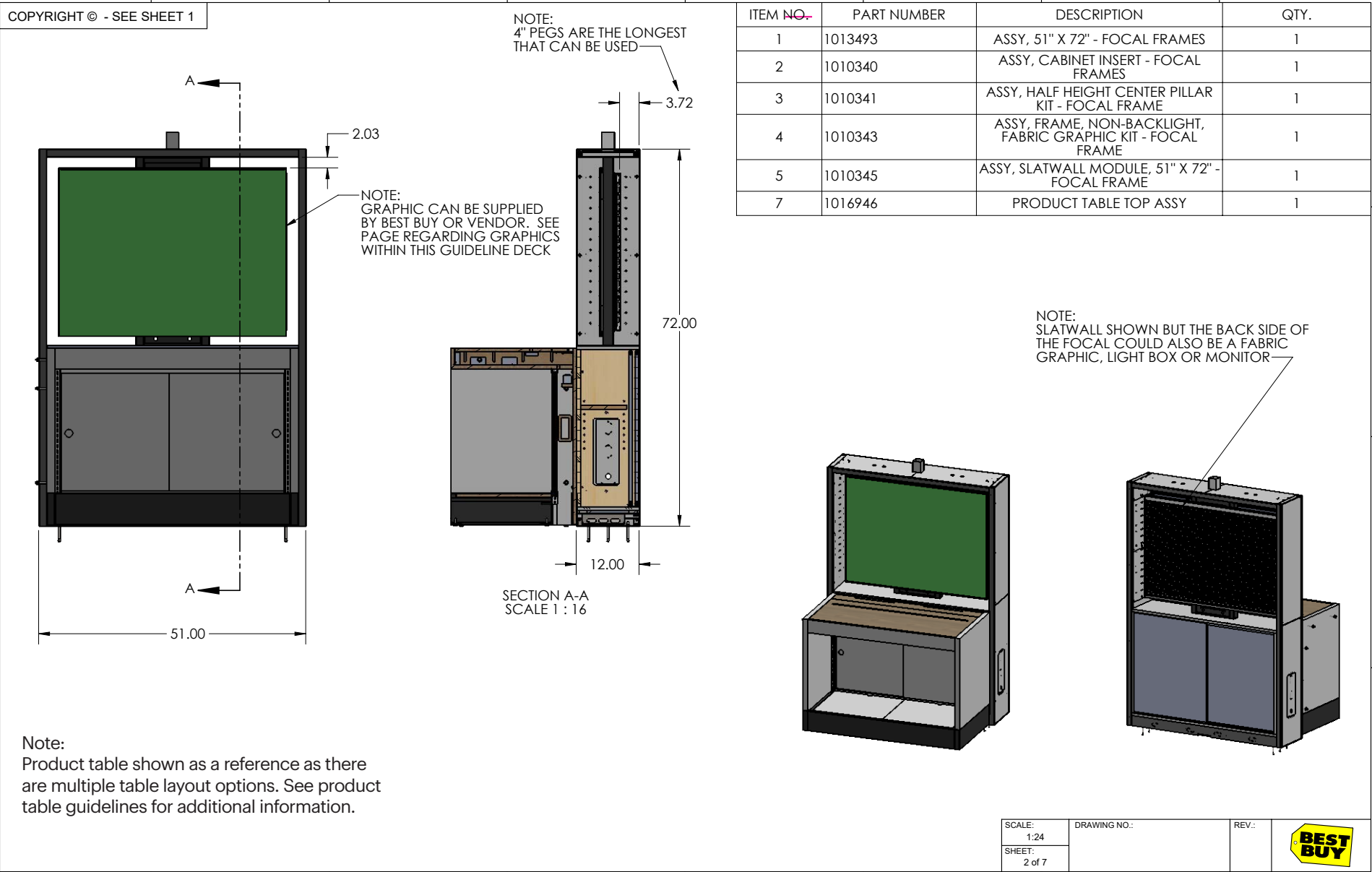
Store Design

C19 and 15K Vendor Guidelines

Focal frame – Non-lit frame

Guidelines:

- Graphic is supplied by vendor if it has vendor messaging. Supplied by Best Buy if it has Best Buy messaging
- Graphic guidelines are shown within this guideline deck
- This graphic is non lit and uses stretch fabric
- If slatwall is used on the back side, the pegs must not exceed 4" in length

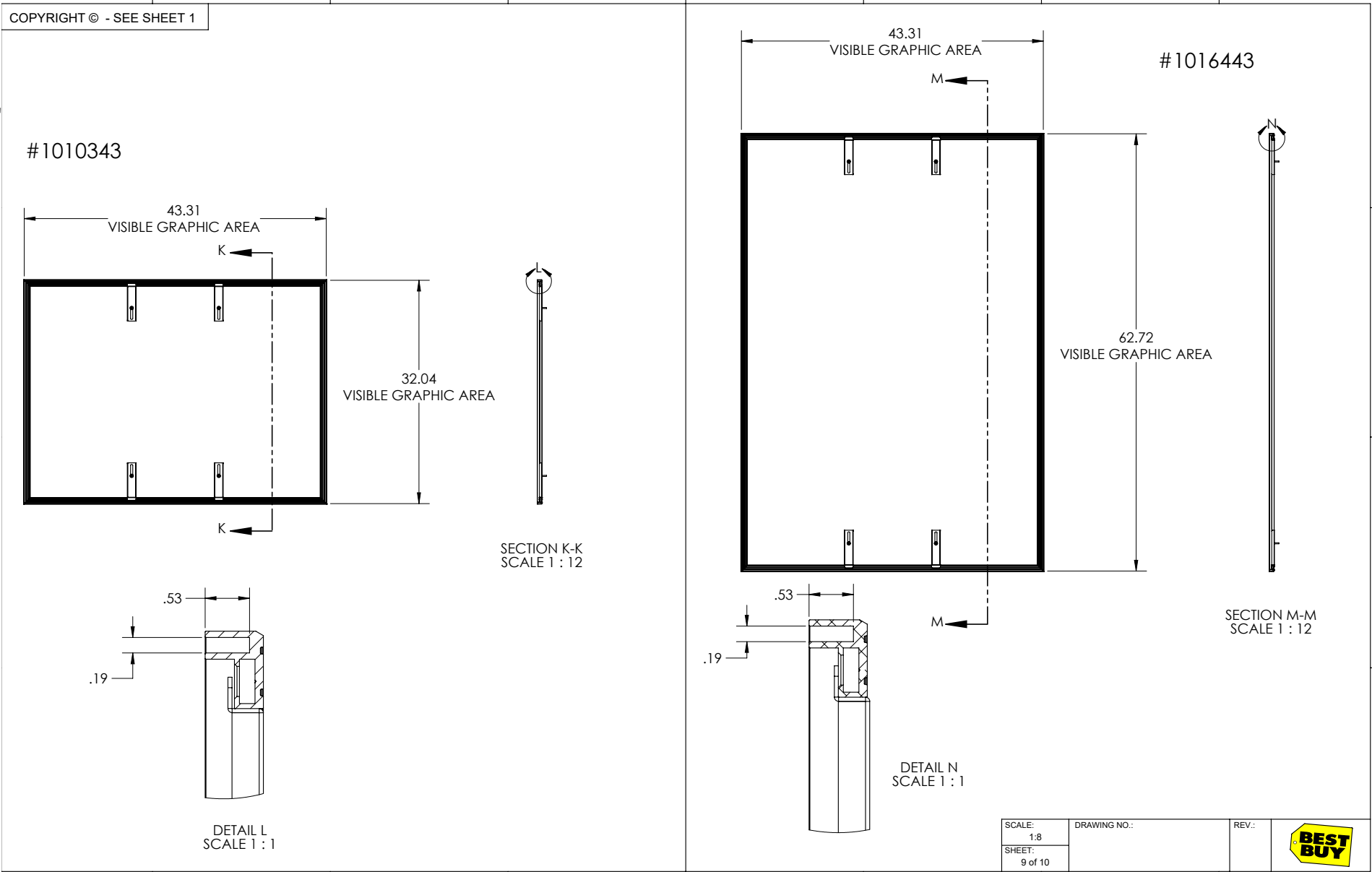


C19 and 15K Vendor Guidelines

Focal frame – Non-lit frame

Guidelines:

- Specified fabric is PPI Samba backlit fabric with a sewn or heat weld 5/16" keder around the entire graphic
- Best Buy is open to alternative fabrics

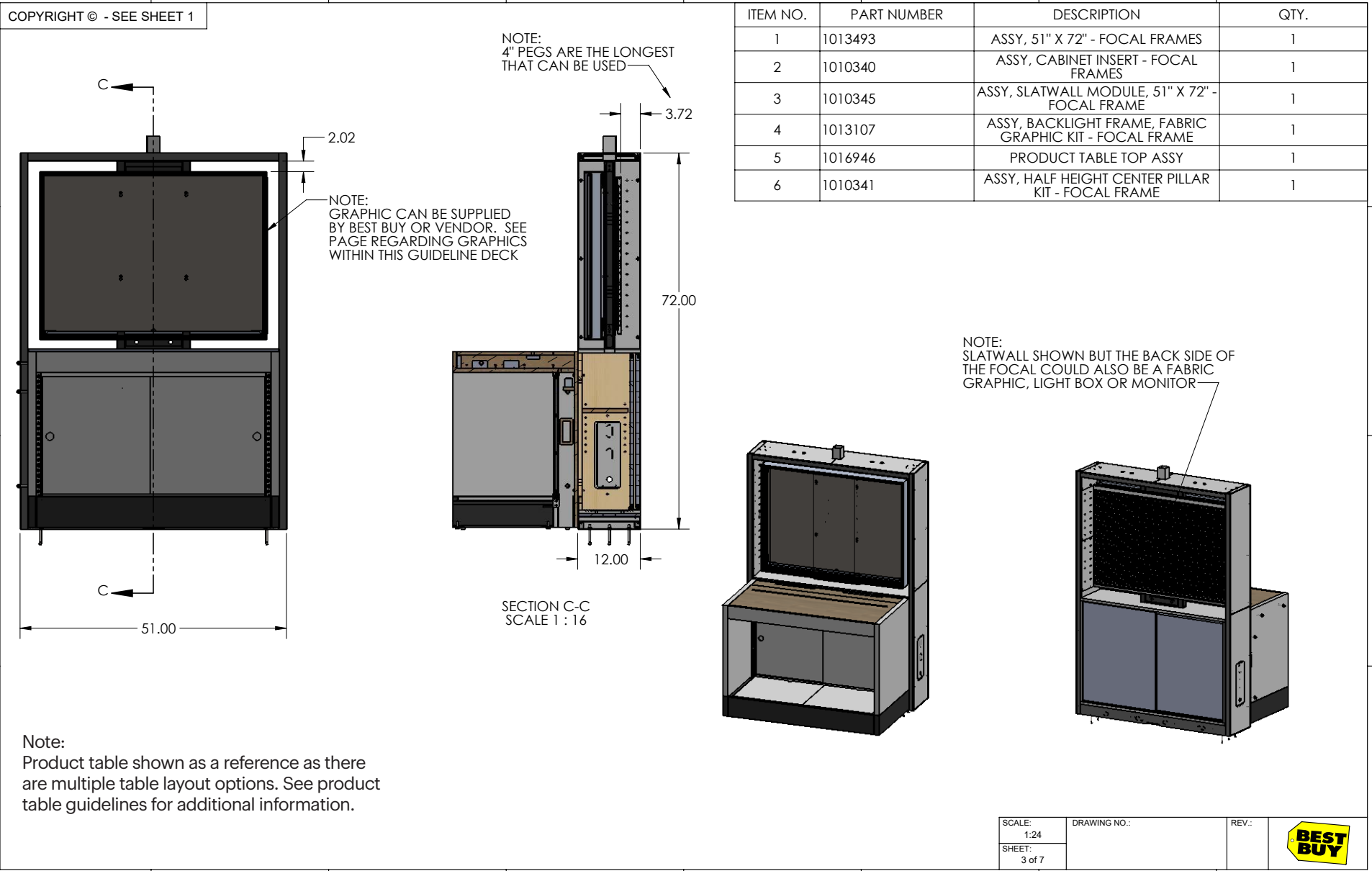


C19 and 15K Vendor Guidelines

Focal frame – Lit frame

Guidelines:

- Graphic is supplied by vendor if it has vendor messaging. Supplied by Best Buy if it has Best Buy messaging
- Graphic guidelines are shown within this guideline deck
- This graphic is lit and uses stretch fabric
- If slatwall is used on the back side, the pegs must not exceed 4" in length

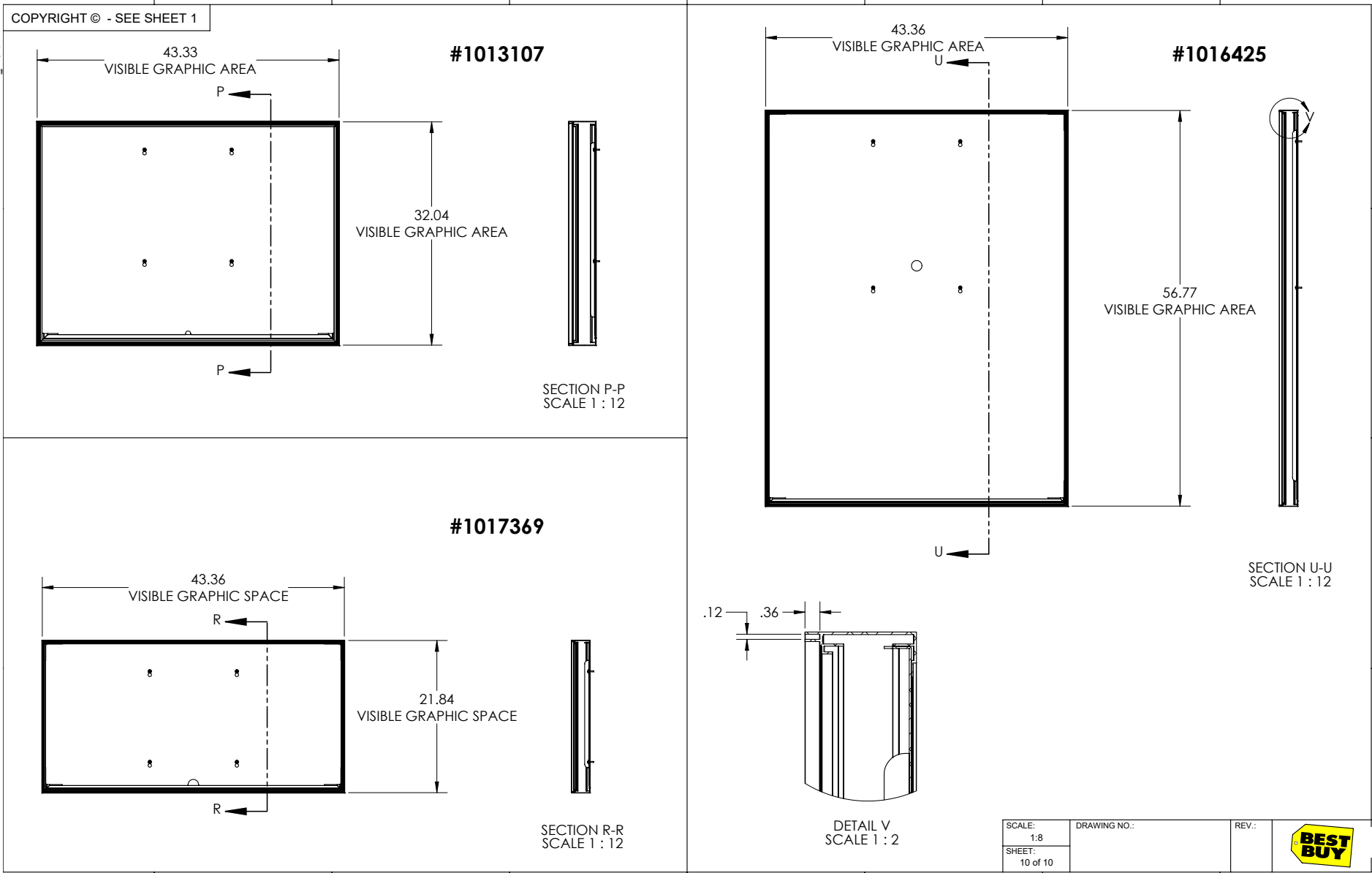


C19 and 15K Vendor Guidelines

Focal frame – Lit frame

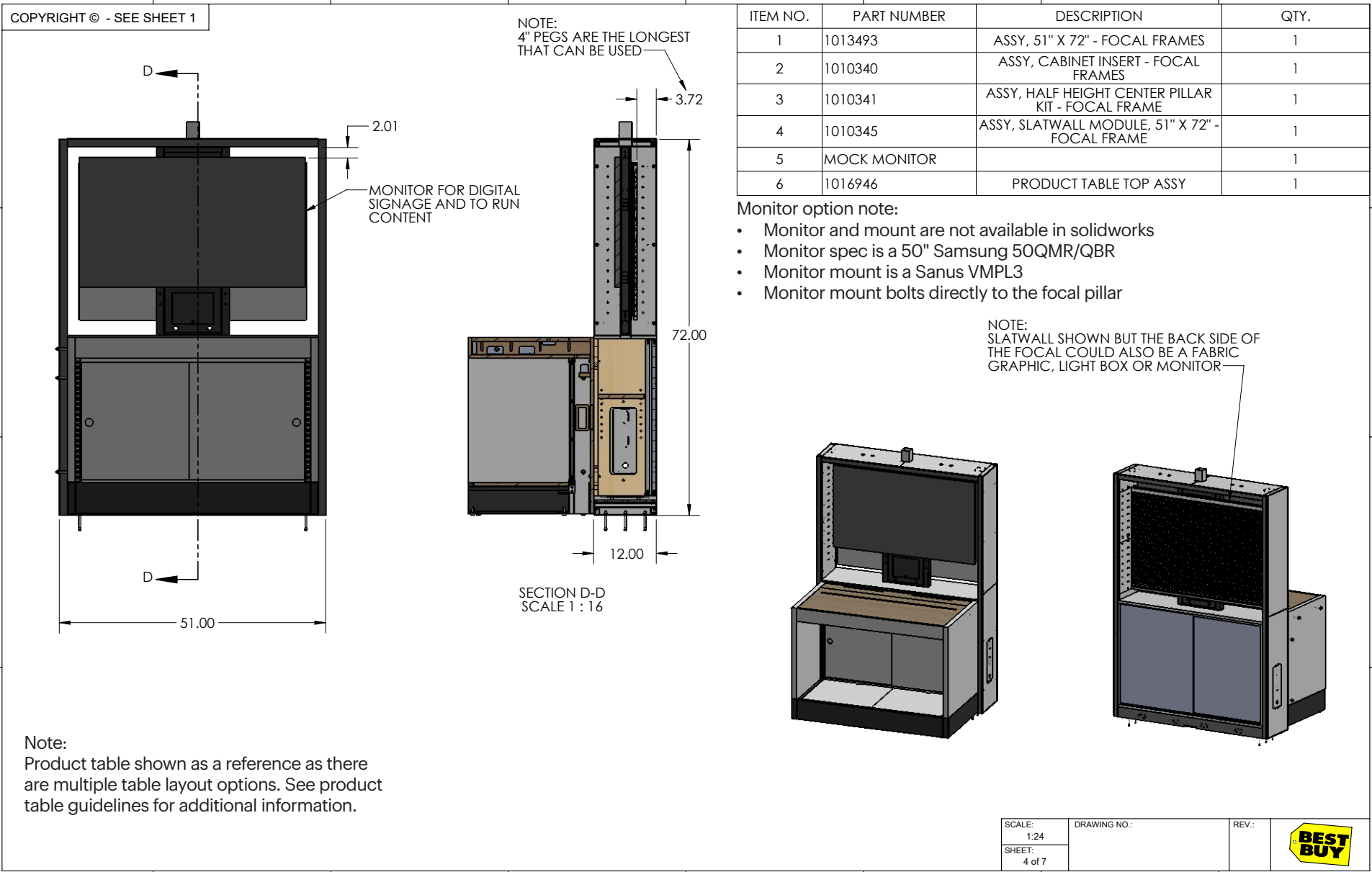
Guidelines:

- Specified fabric is PPI Samba backlit fabric with a sewn or heat weld 5/16" keder around the entire graphic
- Best Buy is open to alternative fabrics



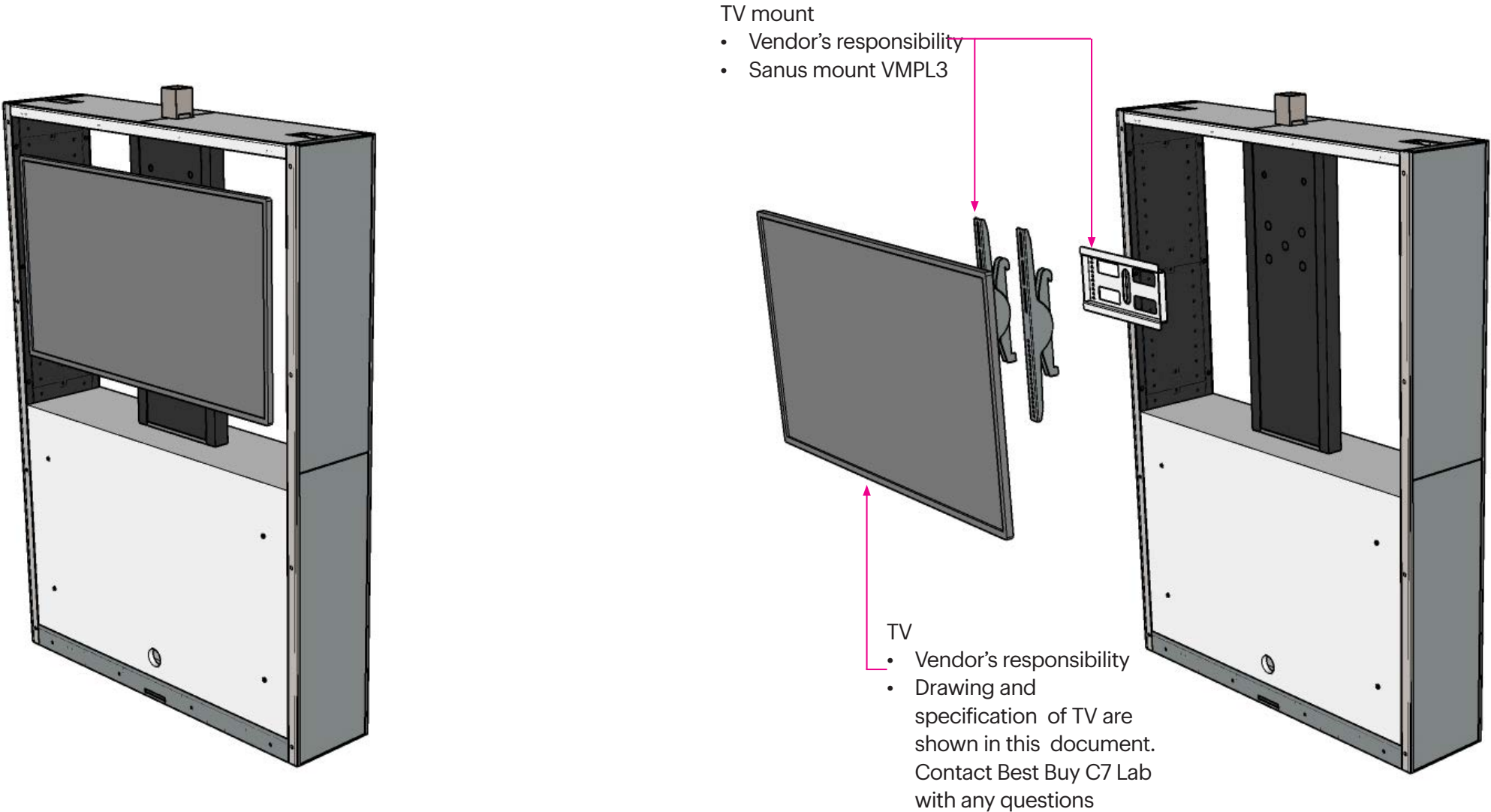
C19 and 15K Vendor Guidelines

Focal frame – Monitor



C19 and 15K Vendor Guidelines

Focal frame – Monitor

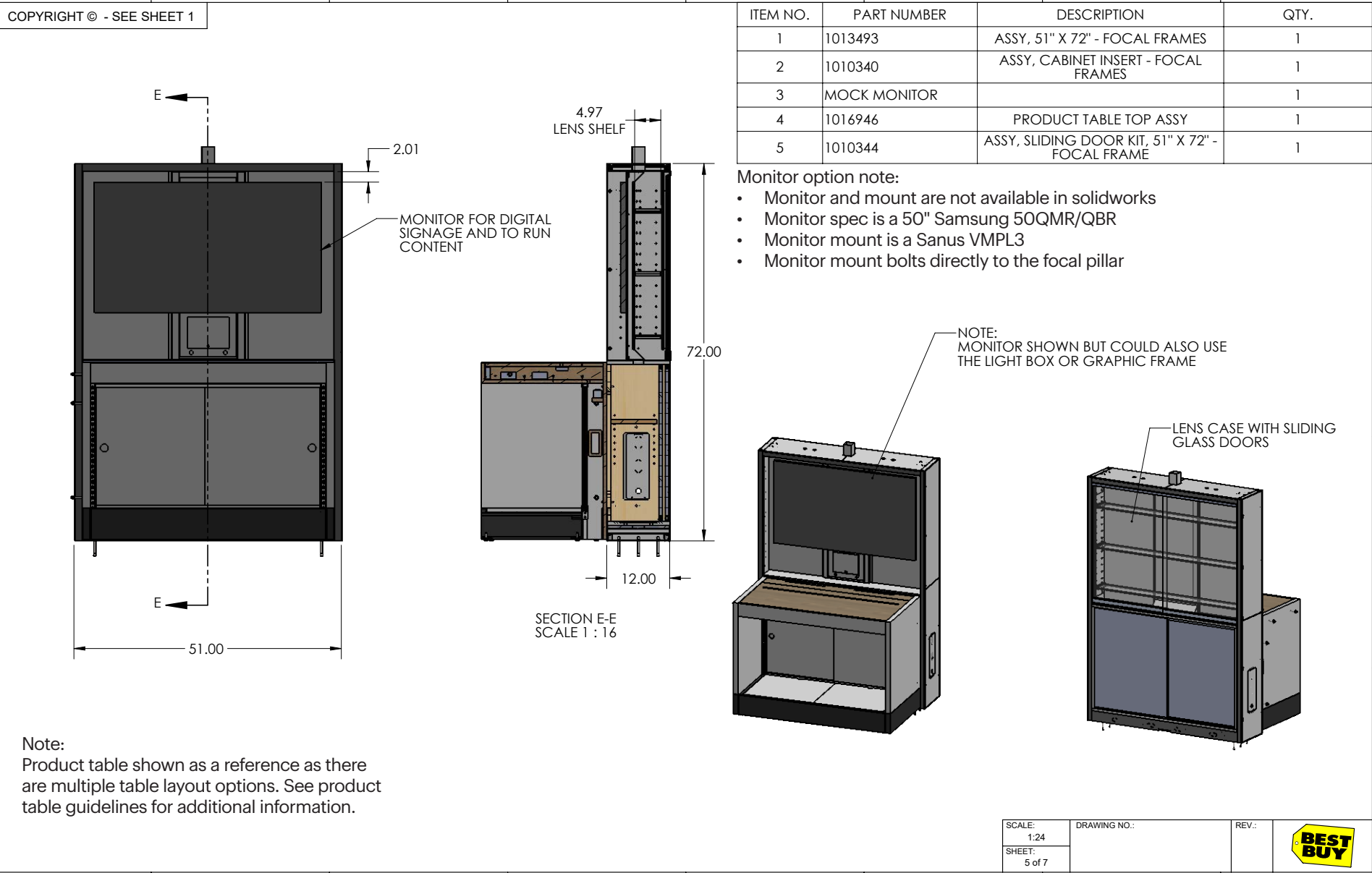


C19 and 15K Vendor Guidelines

Focal frame – DI / Camera lens case

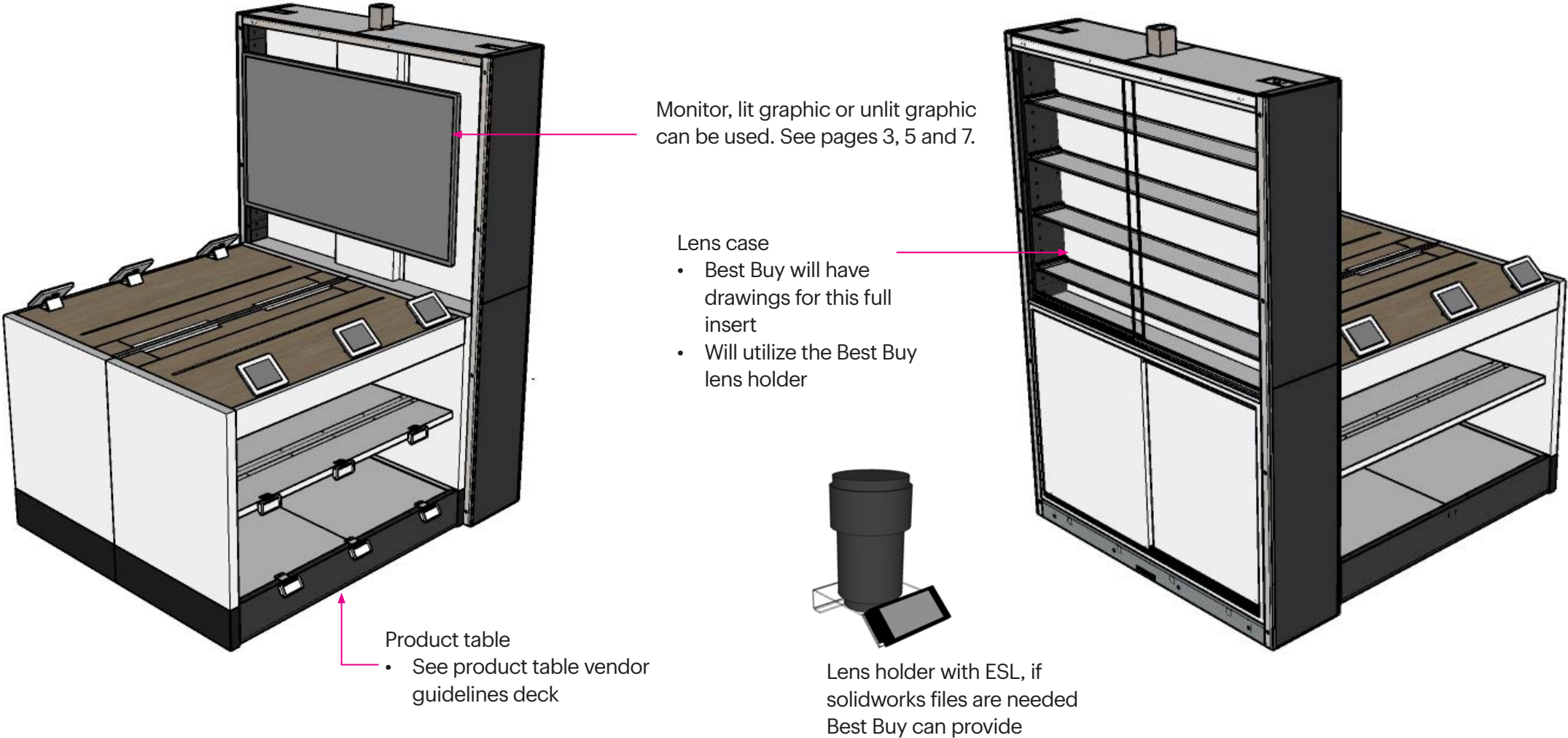
Guidelines:

- 15K store layouts will not utilize this layout for lenses in DI. These stores will use the product riser and lens case. See product table guidelines.



C19 and 15K Vendor Guidelines

Focal frame – DI / Camera lens case

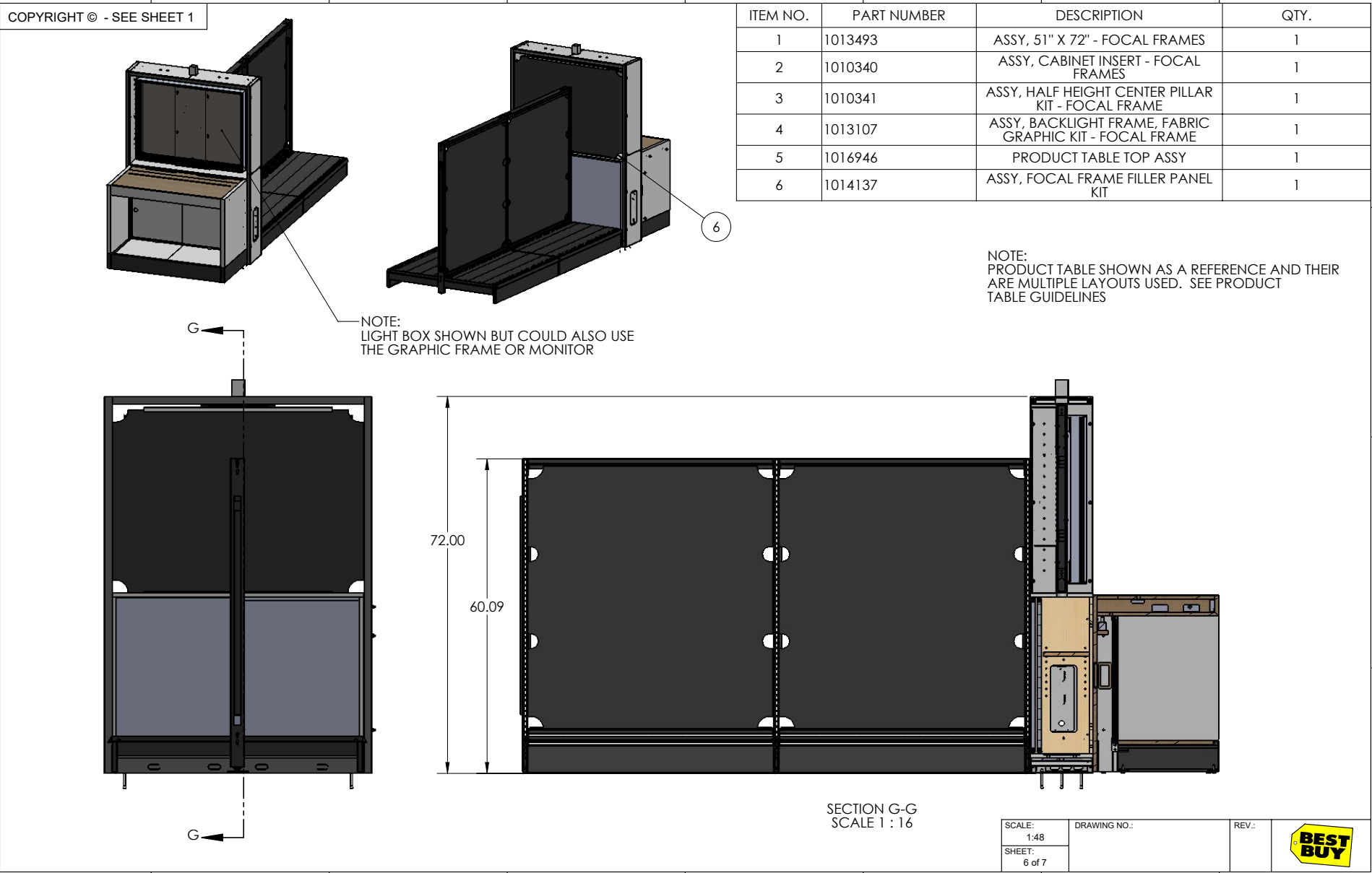


C19 and 15K Vendor Guidelines

Focal frame – Lowbay gondola endcap

Guidelines:

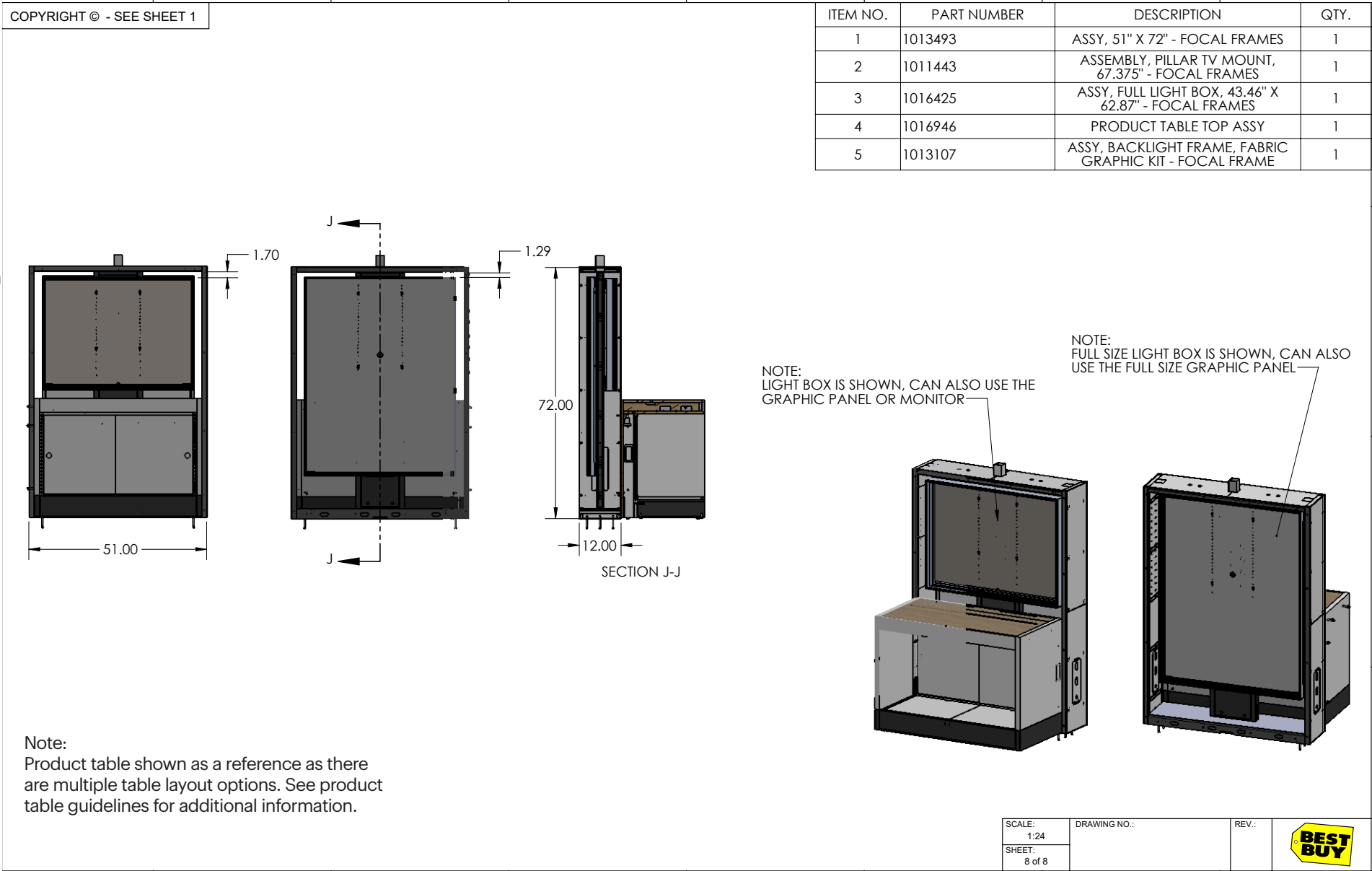
- This layout is used when the focal frame is used as an endcap at the end of a lowbay gondola



C19 and 15K Vendor Guidelines

Focal frame – Full-sized graphic on back side

- Guidelines:**
- This option can be used when tables are only on one side of the focal frame.
 - There are lit and non-lit versions of the full sized frame. Lit version is shown.
 - Graphic guidelines are shown within this guideline deck.



C19 and 15K Vendor Guidelines

Focal frame – Full-sized graphic on back

Guidelines:

- Two different graphic size options for the back side of the focal frame when there is no table on the back side



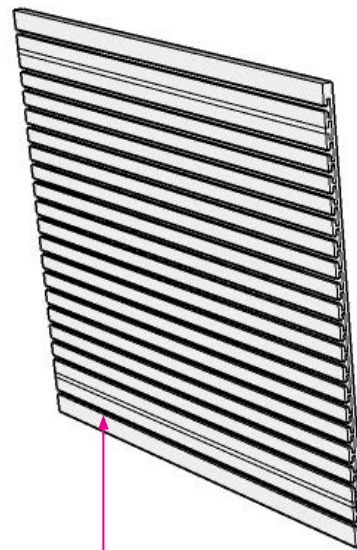
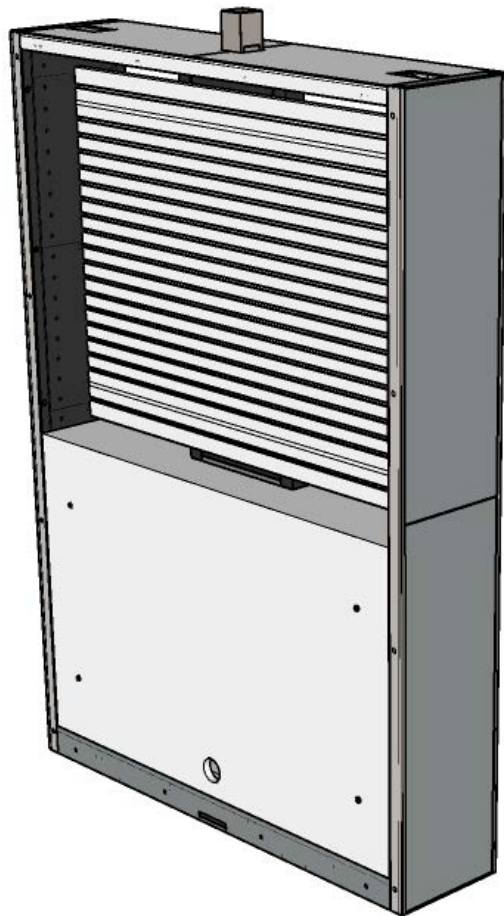
Half lightbox graphic



Full lightbox graphic

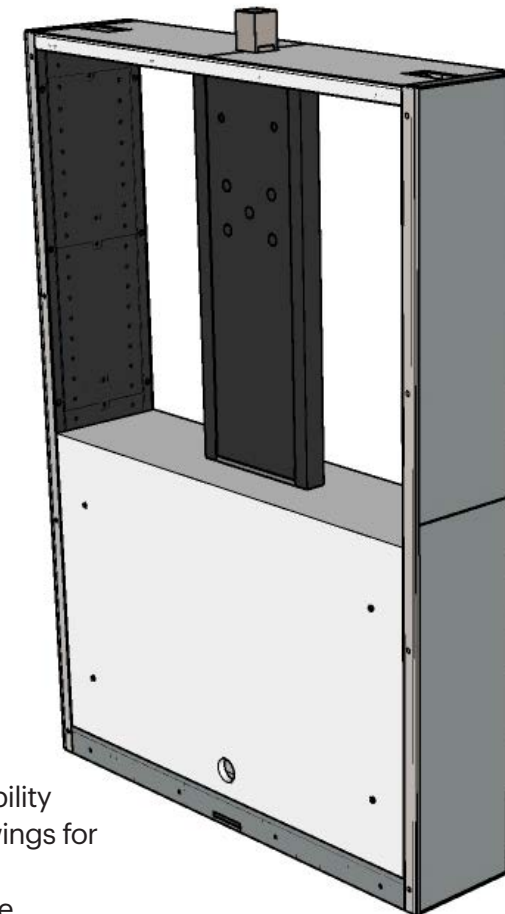
C19 and 15K Vendor Guidelines

Focal frame – Slatwall



Slatwall

- Vendor's responsibility
- BBY will have drawings for the slatwall
- Slatwall to be white



C19 and 15K Vendor Guidelines

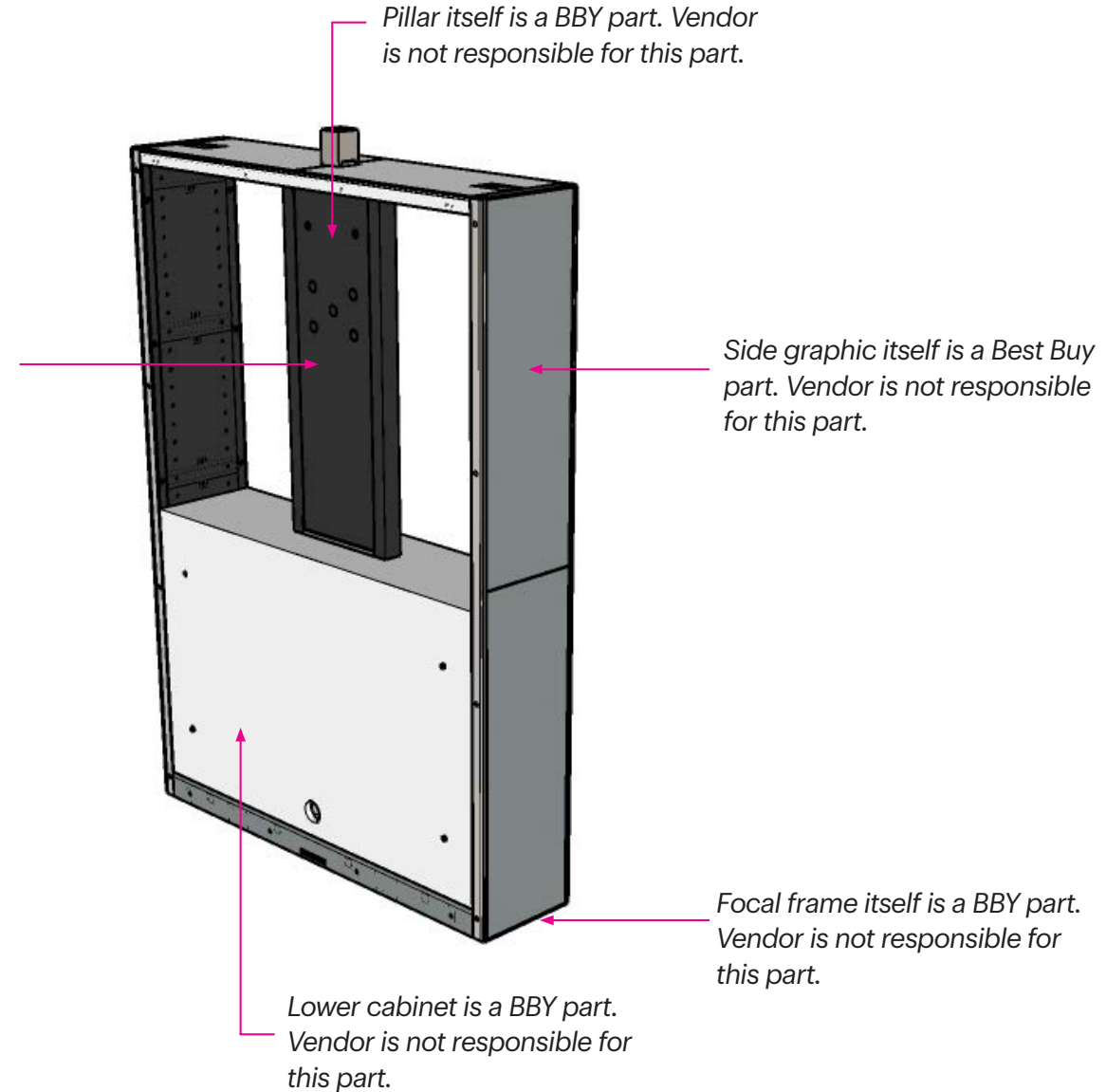
Focal frame

Guidelines:

- Focal frame is used to give brand presence to the tables
- There are different add-ons that can be added to the focals which are shown within this deck.
- Any items not meeting Best Buy specifications must be approved by Best Buy.

Add-on piece

- Vendor's responsibility
- Options are monitor, lit fabric graphic, slatwall
- See add on page within this deck

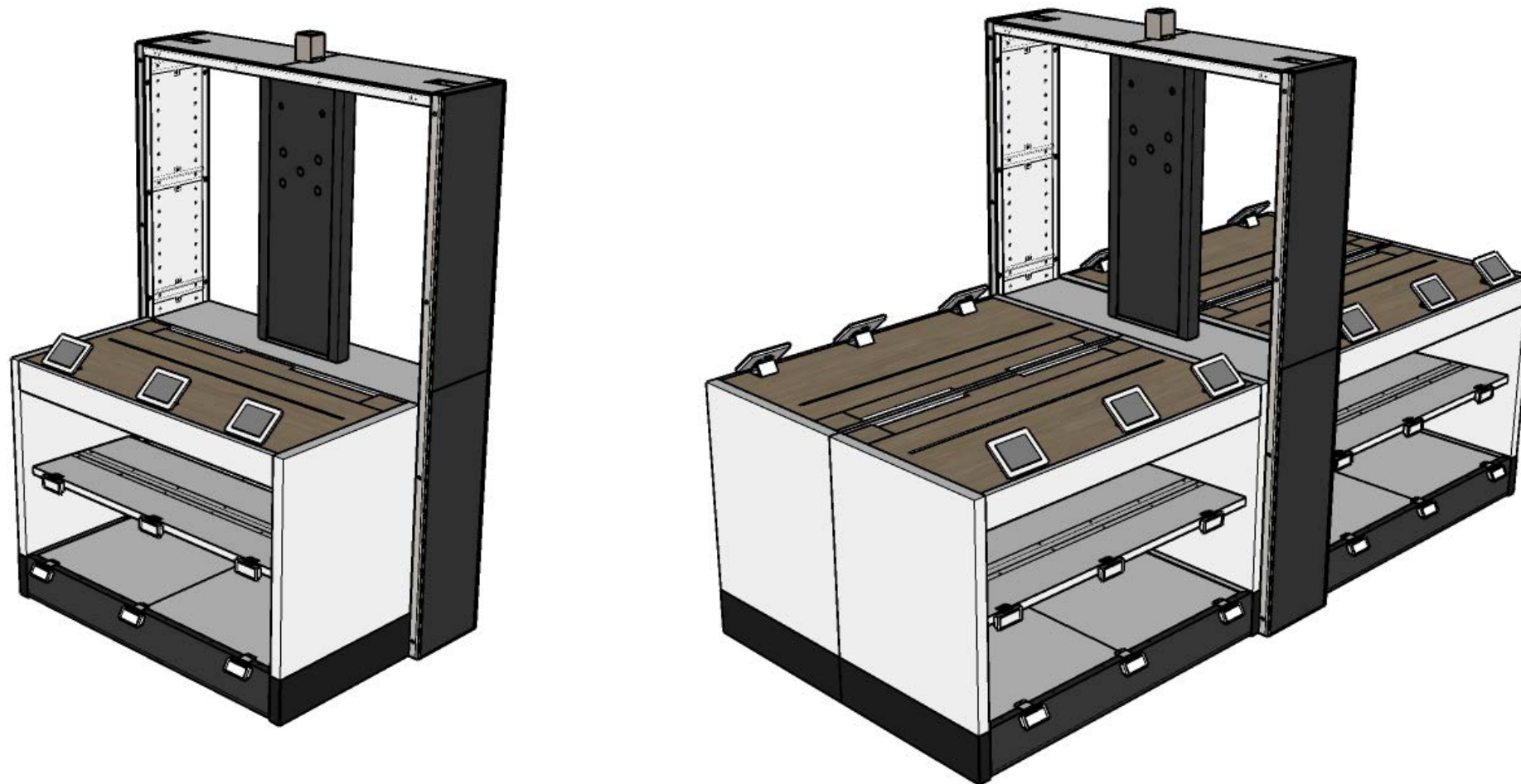


C19 and 15K Vendor Guidelines

Focal frame – Table layout

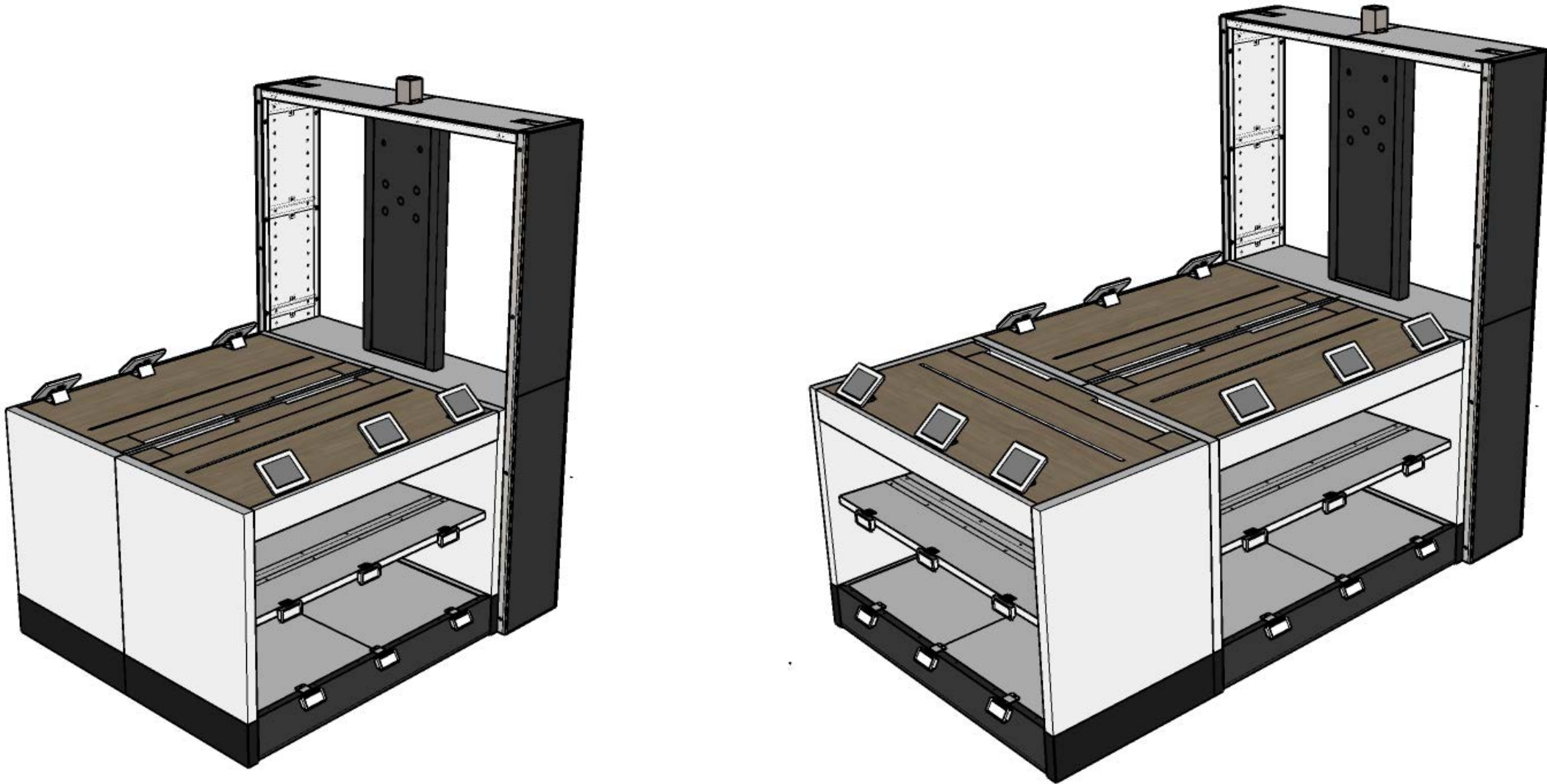
Guidelines:

- ESL price tags shown as reference, see ESL guidelines document for attachment options.



C19 and 15K Vendor Guidelines

Focal frame – Table layout



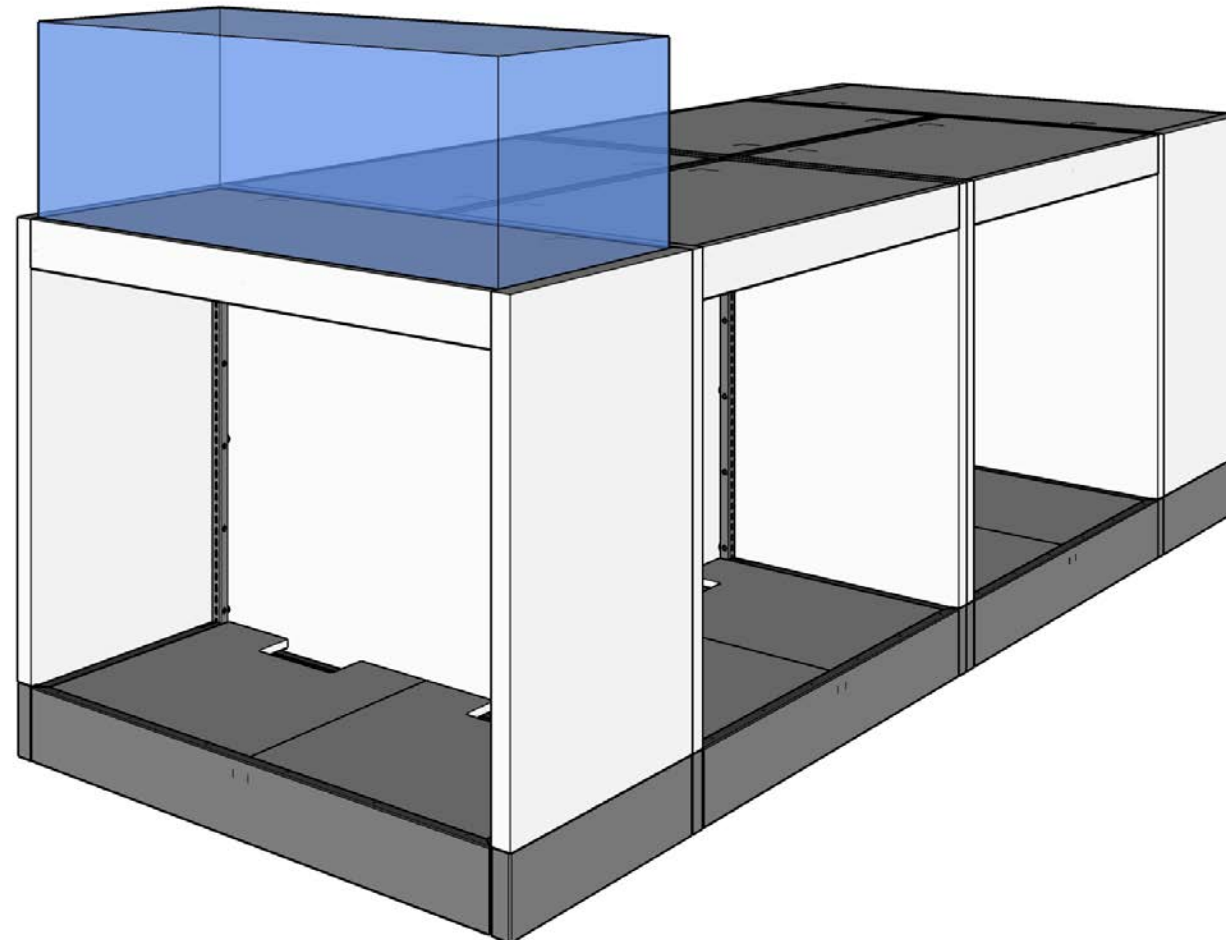
Small Appliance Table

C19 and 15K Vendor Guidelines

Small appliance table

Endcap Guidelines:

- Replace the wood insert on the table with your VPD fixture. Can raise your inset top 3/4" above the top of the table: no less, no more. Overall height from the top of the product table to the top of the graphic or product displayed to not exceed 17".
- Cannot cover the white border on the top. Must stay within the inset top dimensions.
- Must be able to accommodate power from the top if necessary. See table top drawing for placement of knockouts.
- Display can be powered.
- If powered, you need to supply a commercial grade plug strip that has a 10-ft cord. Ship loose, as it will be placed in the field.
- Frame of graphic frame to be powdercoated with Tiger Drylac White Fine Texture or an approved match.
- Cannot remove the base deck.
- If you need to lock your merchandise, follow BBY EPDM #1011648 to create your sliding doors.
- Reference BBY EPDM #1011651 for the adjustable shelf. If you want to use a different finish or design for your shelf, must be approved by Best Buy Design.
- Must be able to integrate ESL price tags into your design. Best Buy can supply specifications on the ESL tags that we use.
- No under-cabinet lighting.
- Lit graphic must not exceed overall 17" height from top of product table.

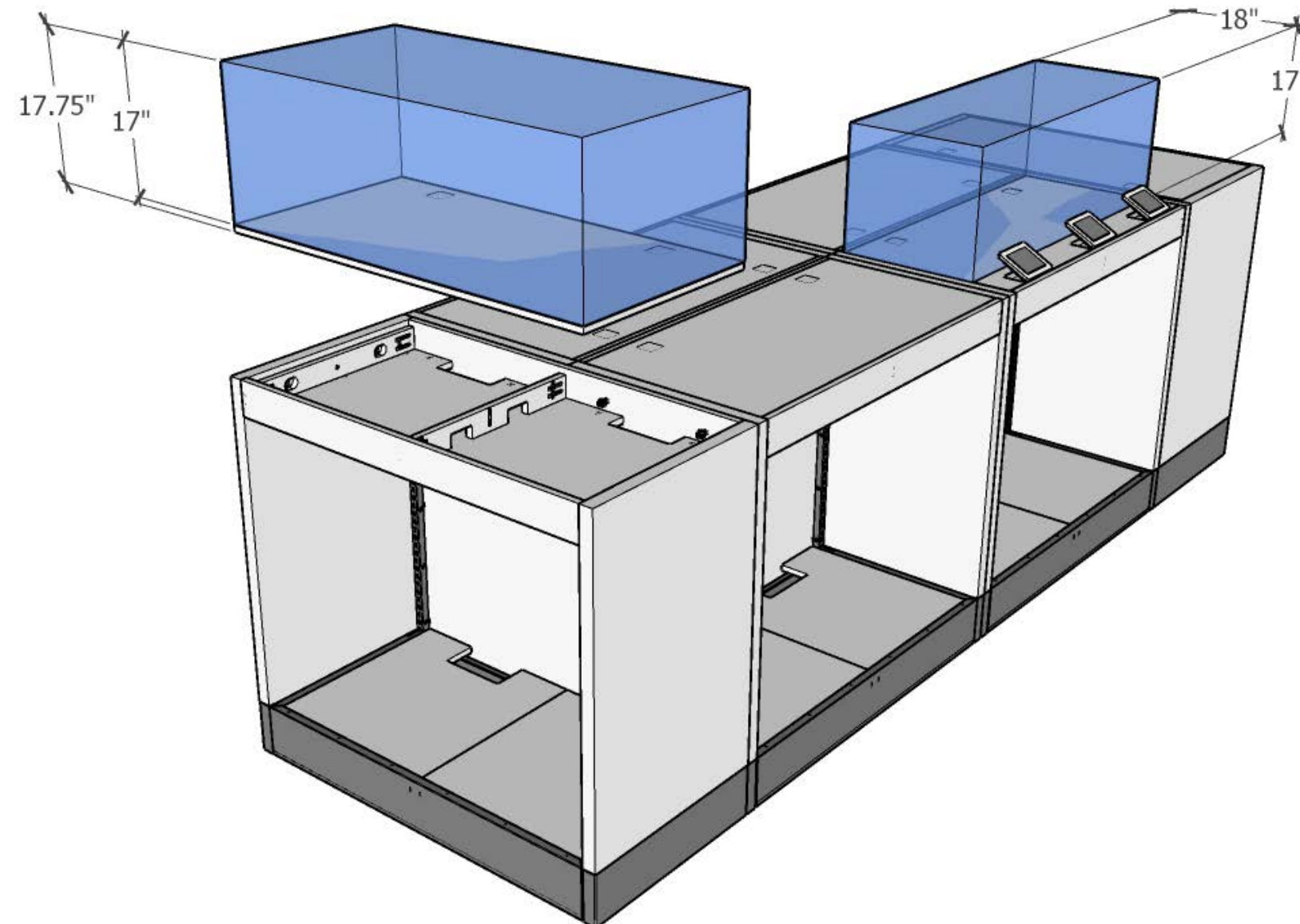


C19 and 15K Vendor Guidelines

Small appliance table

Endcap Guidelines:

- .75" of the display will be inset into the table
- Edges of the portion inset to be finished (Edgetape, thermofoiled, etc.)

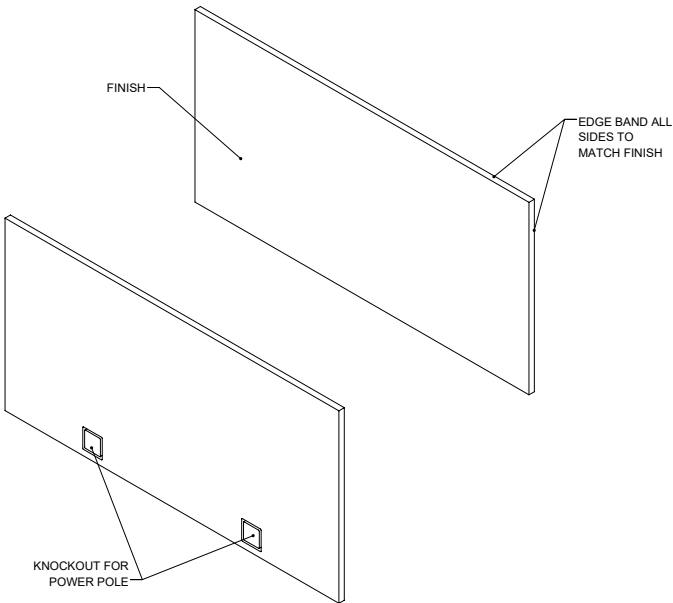
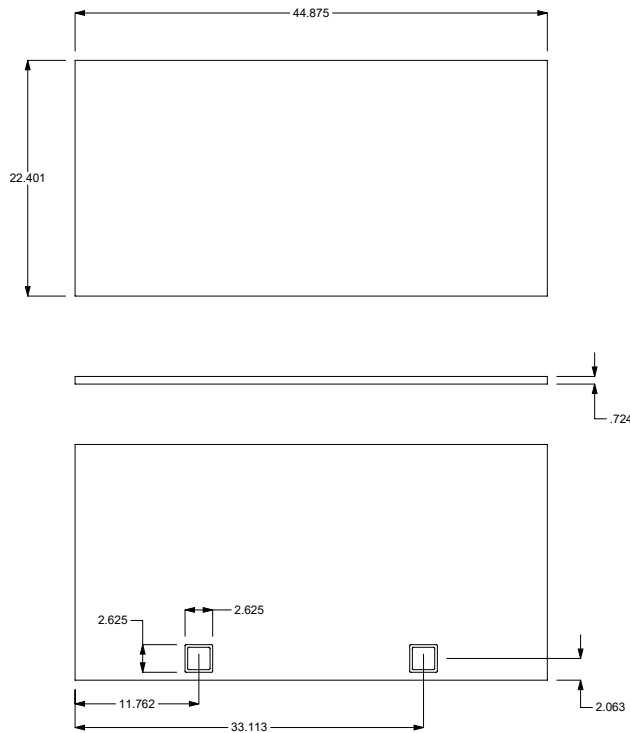


C19 and 15K Vendor Guidelines

Small appliance table

Guidelines:

- Shown is the insert countertop that fits into the small appliance table
- Need to be able to incorporate a power pole-locations shown as knockouts on the drawing
- Coordinate so power runs through one of the knockout holes to align with the wire pass-through notches on the table
- Countertop insert EPDM # is 1011646

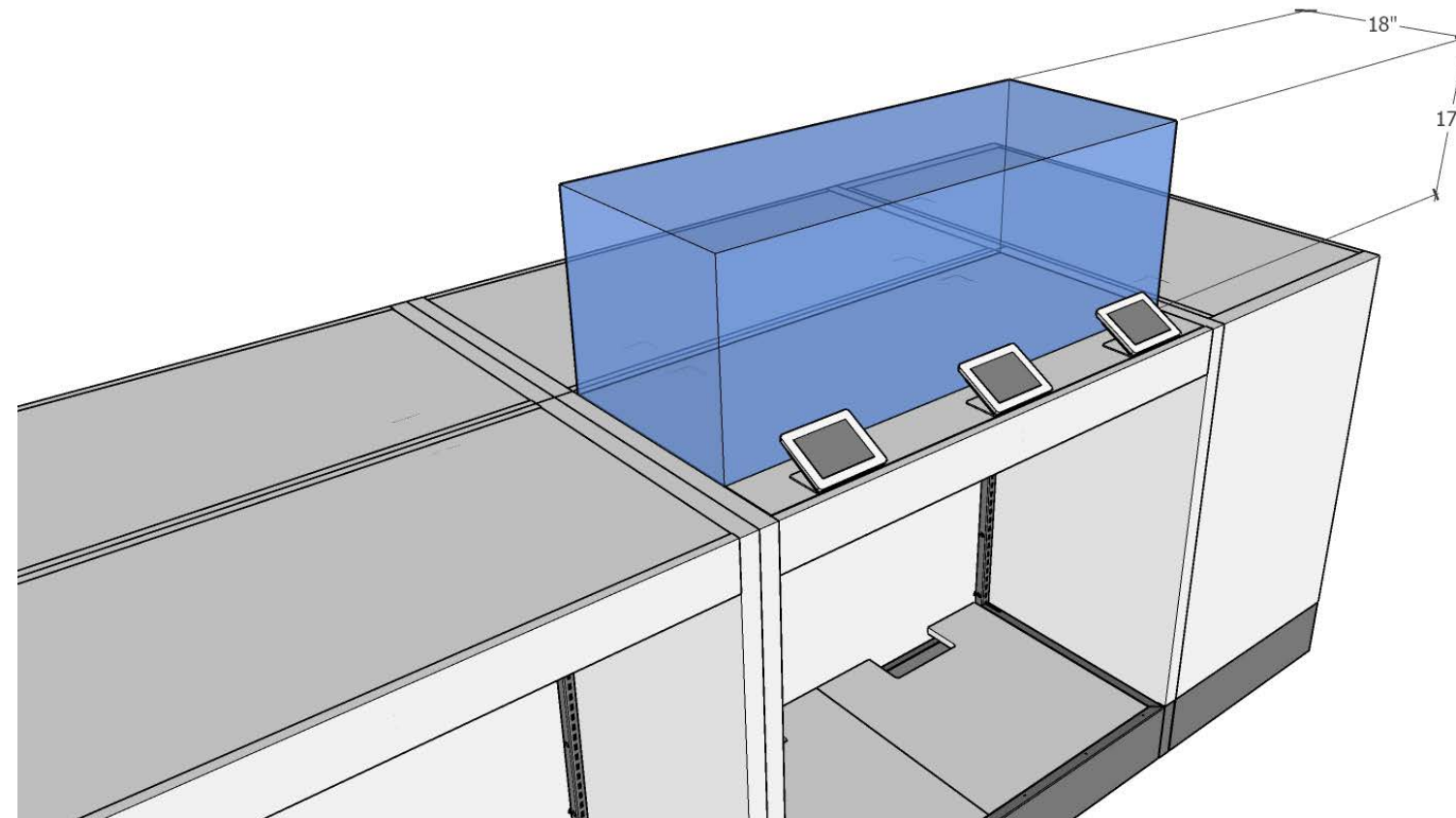


C19 and 15K Vendor Guidelines

Small appliance table

Inline Guidelines:

- Use fact tag ESL with holder #1005396
- Max width of display not to exceed the overall width of the product being displayed
- In-line displays are not to be powered



ESL Store Pricing

Overview of Electronic Sign Label (ESL)

The purpose of the **electronic shelf labels** is to better serve our customers and retail employees by driving value through technology and efficiency. The key benefits are:

- Accurate Pricing
- Margin Performance
- Task Efficiencies
- Supply Cost

Avoid using store-generated signs. Consistent messaging in all stores provides a consistent customer experience in every location.

White ESLs

- 1 Peg Label - **19620-01-ESL**
- 2 Fact Tag - **19760-31-ESL**
- 3 Mass Display Tag - **19821-01-ESL**

Black ESLs

- 4 Peg Label - **19620-31-ESL-B**
- 5 Fact Tag - **19761-31-ESL-B**
- 6 Mass Display Tag - **19822-31-ESL-B**

Core Accessories

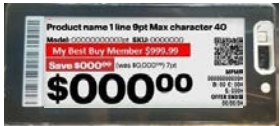
- Fact Tag Protective Cover- **61512-00-ESL**
- Mass Display Tag Protective Cover- **61509-00-ESL**
- 7 ESL Removal Tool- **6150-00-TOOL**

1



White Peg Label - 19620-01-ESL

4



Black Peg Label - 19620-31-ESL-B

2



White Fact Tag - 19760-31-ESL

5



Black Fact Tag - 19761-31-ESL-B

3



White Mass Display Tag - 19821-01-ESL

6



Black Mass Display Tag - 19822-31-ESL-B

7



ESL Removal Tool
6150-00-TOOL

Fact Tag

1.

19760-01-ESL

White Fact Tag (HD150) 5.7” x 4.6
1.

19761-31- ESL-B

Black Fact Tag (HD150) 5.7” x 4.6

Used for standard fact tag sign rails, tabletop displays, HEET wall, Appliances, and Magnolia fact tags.

2.

20-01-1010174

ESL Holder-Tent Pack Only-5/Box

Glue dots can be used to secure holder tents.

3.

20-01-1010373

ESL Holder Merch Bar Adapter Clip-5/Box

Used where pricing is next to merchandising on tie bar.

4.

20-01-1010370

ESL Injection Molded Fact Tag Holder, 10/Box

Attached directly to peg hooks or any adapter to allow for tag to not interfere with certain adapters and merchandising.

5.

20-01-1010378

ESL Injection Molded Appliance Fact Tag Holder, 10/Box

Use 4 suction cups (20-01-1010380) for front loading appliances and tape for non-flat surfaces.

6.

20-01-1010377

ESL Extruded Freestanding Adapter, 10/Box

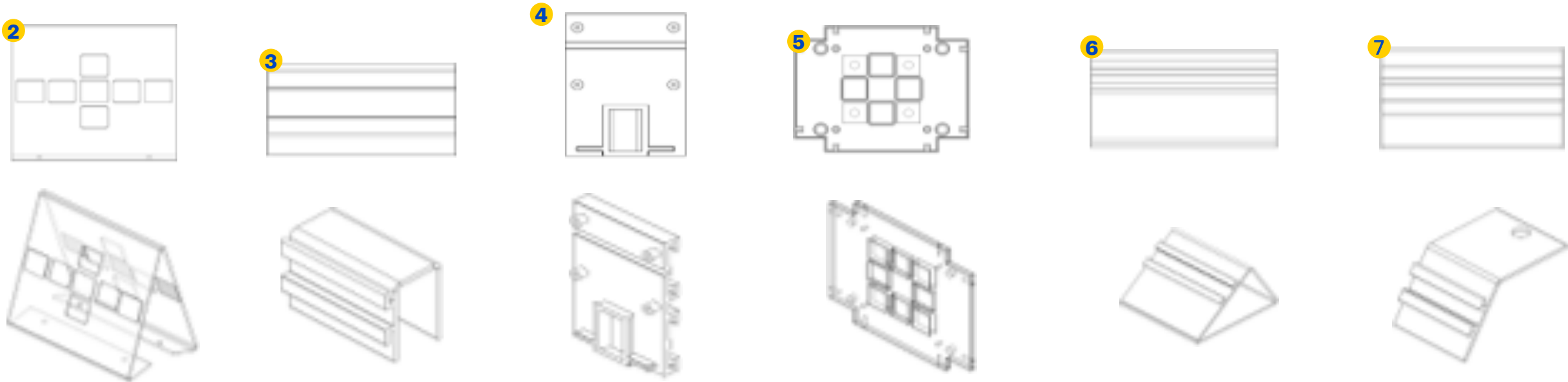
Use with universal peg holder (20-01-1010371) and thin rail clip adapter (20-01-1010461) in video games.

7.

20-01-1010375

ESL 120 Degree Shelf Adapter 25/Box

Use on shelf without shelf liner, sign rail clip snaps with perfed shelves and tape for shelf liner spaces.



Fact Tag

1. 20-01-1010376

ESL 90 Degree Shelf Adapter, 25/ Box

Use sign rail snap clips to secure shelves with perforation, or 4 glue dots or tape for surfaces that don't have the perfs.
2. 20-01-1010461

ESL Thin Rail Adapter Clip, 25/ Box

Use on fixtures with existing fold overs, TV hanging mount, and shelf liners with perforations.
3. 20-01-1010374

ESL Thick Rail Adapter Clip, 25/ Box

Use on fixtures with existing fold overs including platforms and hook onto holder, DVD media wire baskets without fold overs.
4. 20-01-1010468

ESL Glue Dots- Semi Permanent, 600 Dots per roll

Use on freestanding mass display holder, freestanding holders in appliances (min of 4), 120 shelf adapter on base decks with no perf pattern.

1. 34-4658-75x75

Tape-ESL-Appliance Replacement, Roll of 1200

Use on appliances holders, 90- and 120-degree shelf adapters when using shelf liners.
6. 20-01-1010380

ESL-Push Fit Suction Cups, 40/Box

Use on front loading appliances only, use 4 suction cups and part 20-01-1010378.
7. 19-00-00

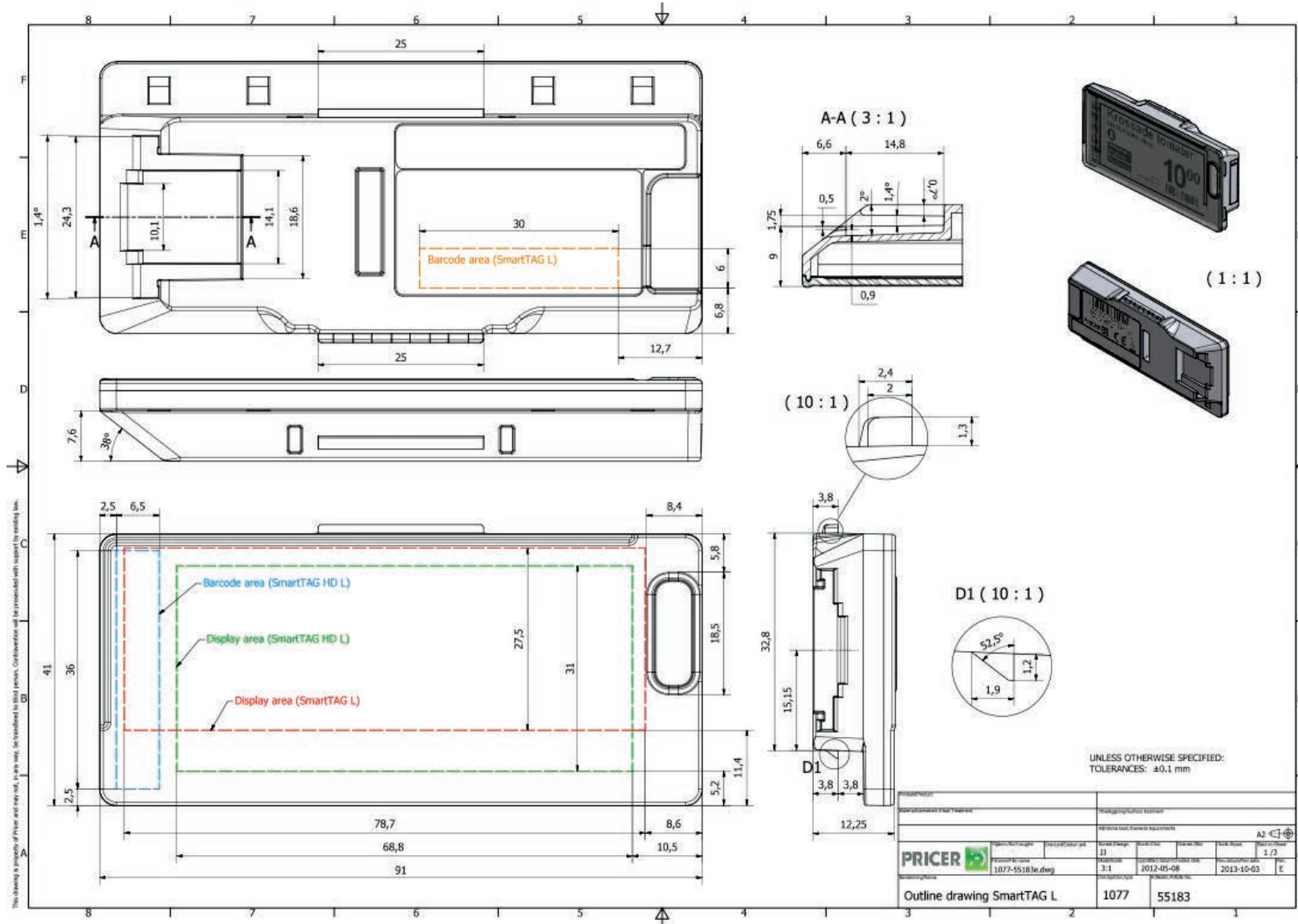
Sign Rail Snap Clips, 250/bag

On perf shelves with sign rails use one in every perforation for stability.
8. 1941-2025808

Glue dot applicator gun-Dot shot pro

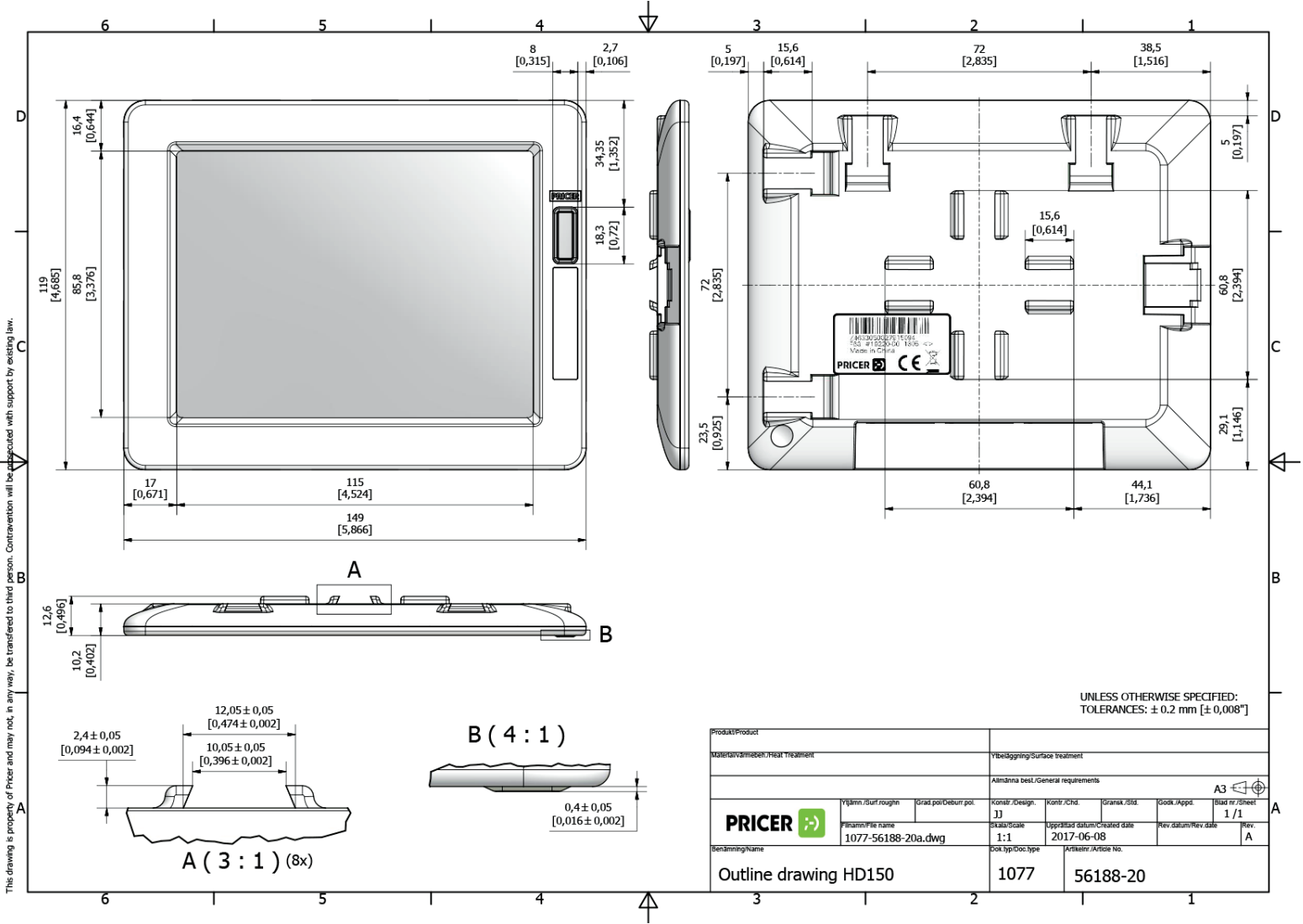
Use for easy application of glue dots on fixture holders.





Peg Label ESL Overview

- Peg label ESL will be used for the majority of the 5K store
- Categories that will use this include:
 - Headphones
 - Wearables
 - Health/Recovery
 - Mobile
 - Smart Home
 - Digital Imaging
 - Small Appliances
 - Floorcare
 - Soundbars/Audio
 - Portable Speakers
 - Streaming
 - All category accessories/grab and go
 - SPU Bins



5K ESL Intent

Fact Tag ESL Overview

Notes:

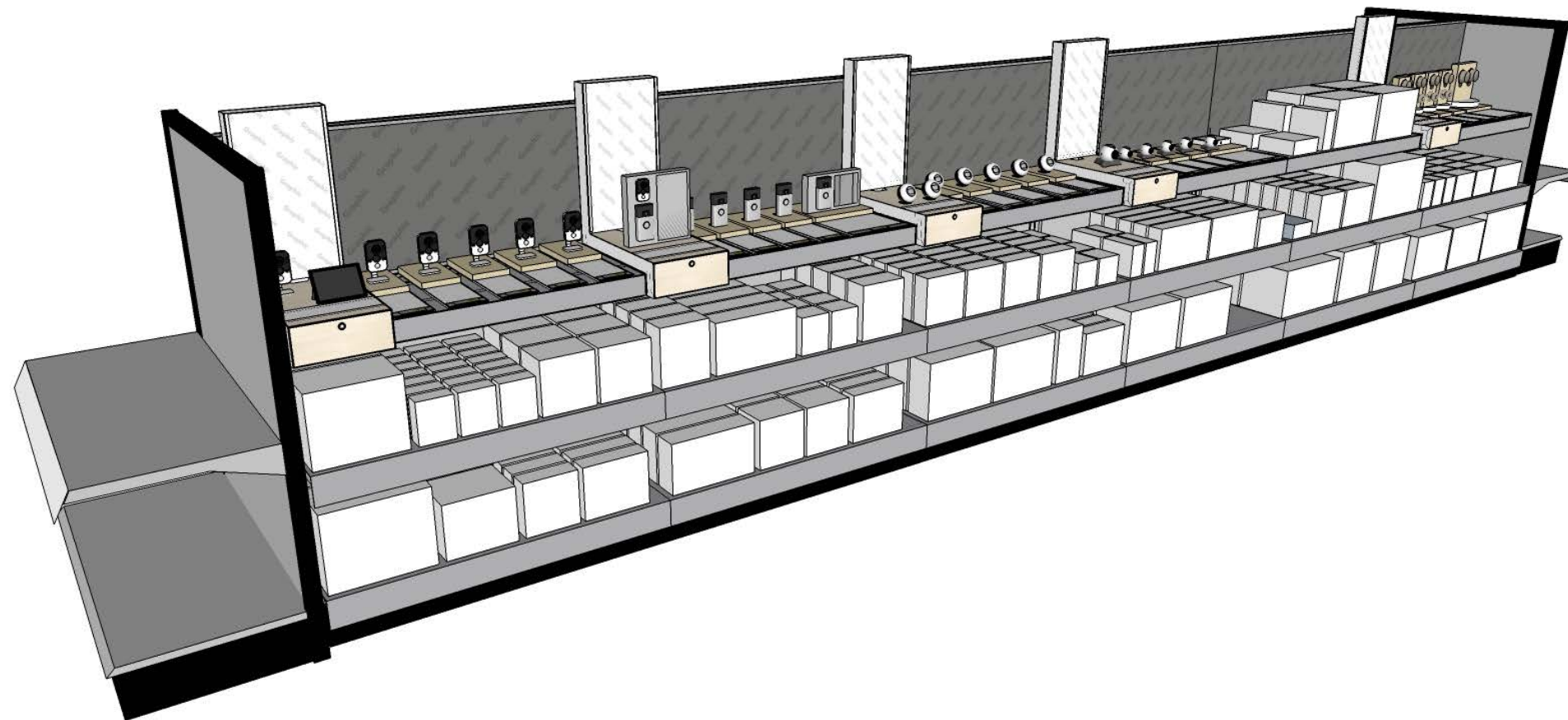
- Fact tag size ESLs will be used sparingly in the 5K store
- Categories that will use a fact tag ESL include:
 - Computing display/demo
 - PC Gaming display/demo
 - TV display/demo
 - Gaming display/demo

Connected Home

Universal inline Guidelines

CONNECTED HOME GUIDELINES

- USE THE 1" THICK PLATFORMS

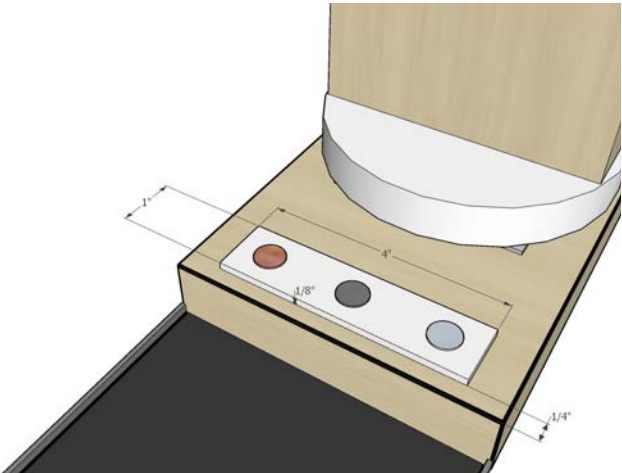
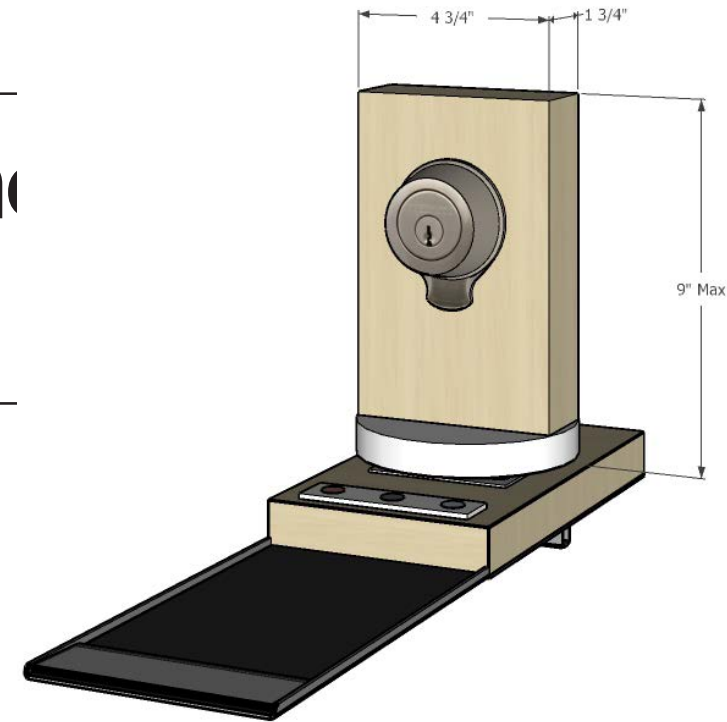


Universal inline Guidelines

Door Locks Guidelines:

- Lock display must manually swivel/spin to show the two sided display
- Lock display must attach to platform using a bolt or screw
- Lock display cannot spin/swivel past 180 degrees
- Swivel for the locks need to be attached to their product before shipping to awarded vendor
- Lock display must be self righting; first postition should be front of lock directly facing customer as shown in render
- Height of lock display, including product, is 9". If this needs to be taller due to product than that will have to be approved by Best Buy
- Diameter of lock display, including product, is 5.125"
- Additional risers on platform are not allowed unless used for the swivel/spinning function

Note:
See ESL guidelines, provided by Best Buy, for ESL placement and what is used to attach the ESL price tags



- Color swatch
- Material is powdercoat-ed white metal, no sharp edges
 - Diameter of color swatch is .5"

Note:
Wood finish will be Omnova Saarinen
Driftwood unless specified otherwise



- Lock Block
- Finish is laminate Nevamar Dry Creek Plum Tree



- Turntable platform
- Size is 3/4" thick with a diame-ter of 5.125"
 - Top edge radius is 1/8"
 - Finish is Omnova Designer White



- Turntable
- McMaster-Carr #6031K16
 - Turntable does not come with a stopper so one must be fabricated

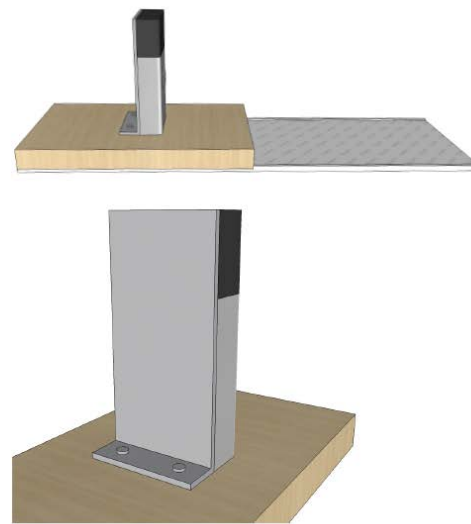
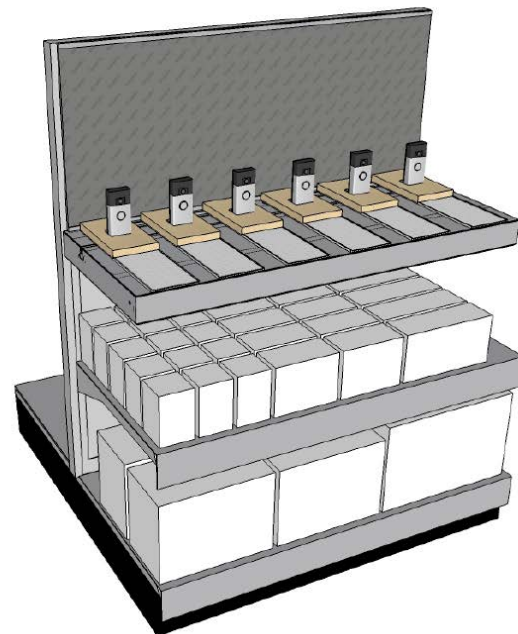
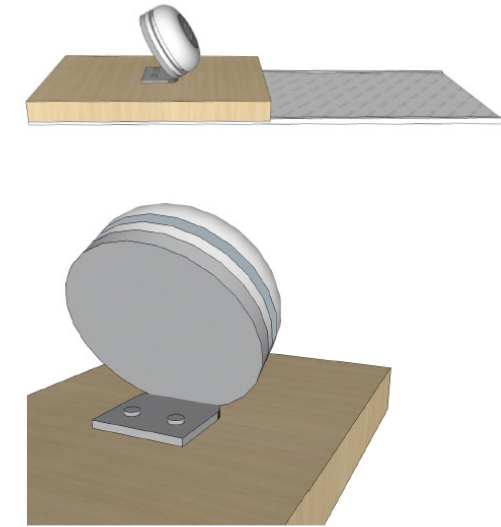
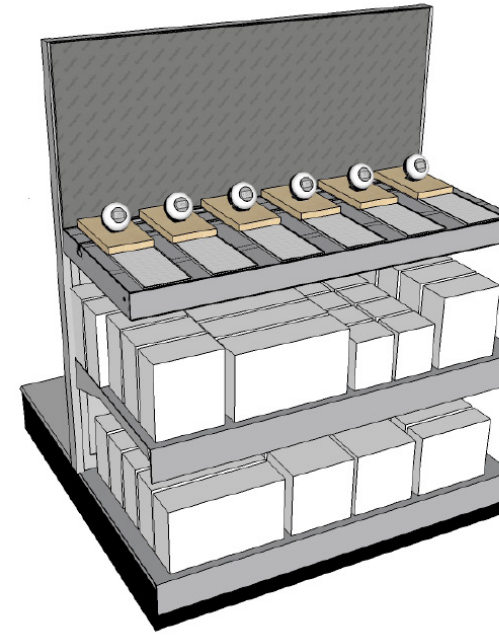


Universal inline Guidelines

Note:
See ESL guidelines, provided by Best Buy, for ESL placement and what is used to attach the ESL price tags

Angled Product Mount Guidelines:

- Product mounts using a bolt or screw to a 60 degree wedge that is then attached to the platform using either a bolt or screw
- Mounting piece must be hidden behind the product
- Mounting piece must be metal powdercoated TCI Signal White or equivalent
- Height of product display, including product, is 9"
- Additional risers on platform is not allowed
- Thermostats can be powered but must ship in with cords



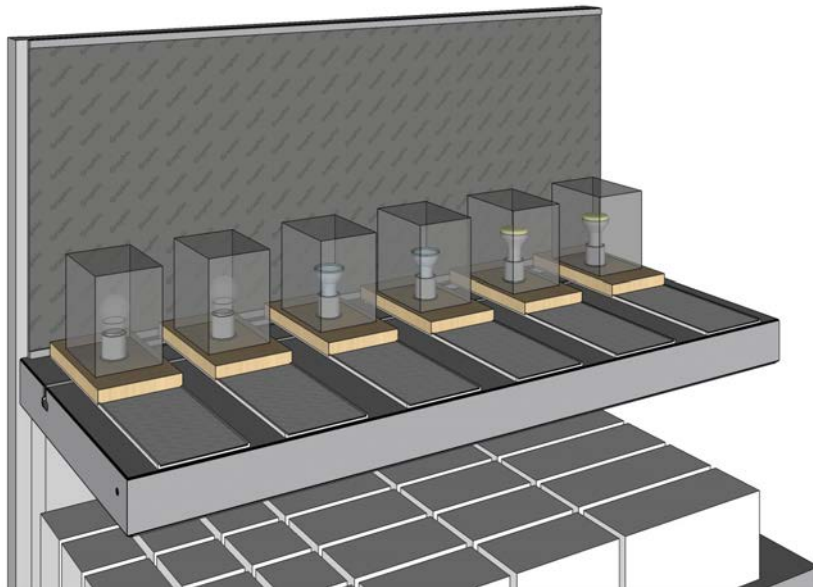
Vertical Product Mount Guidelines:

- Product mounts using a bolt or screw to a 90 degree bent metal piece that is then attached to the platform using either a bolt or screw
- Mounting piece must be hidden behind the product
- Mounting piece must be metal powdercoated TCI Signal White or equivalent
- Height of product display, including product, is 9"
- Additional risers on platform is not allowed

Note:
Wood finish will be Omnova Saarinen Driftwood unless specified otherwise

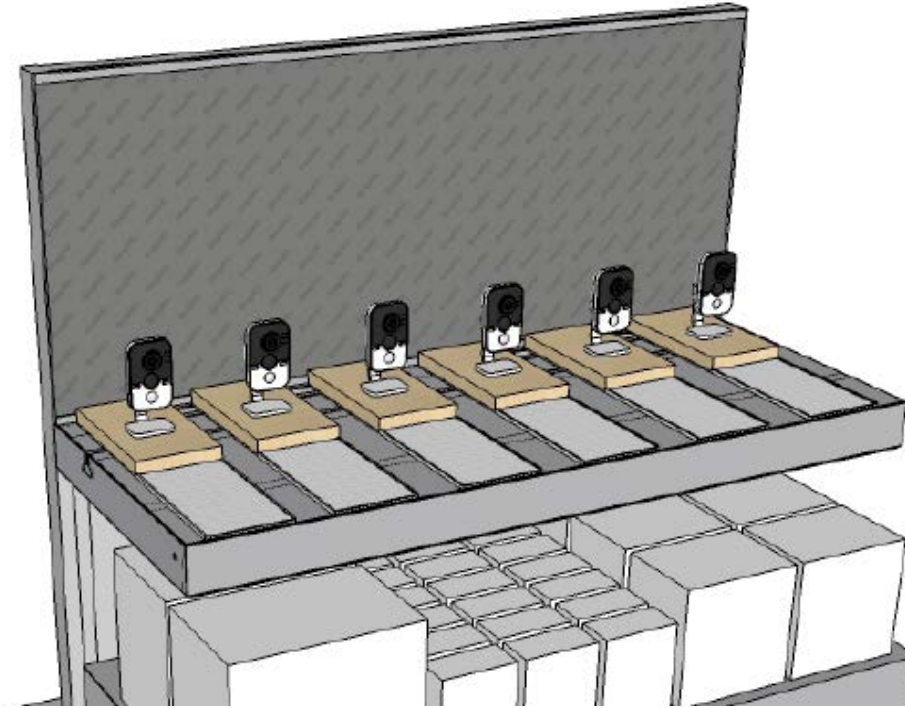
Universal inline Guidelines

Note:
See ESL guidelines, provided by Best Buy, for ESL placement and what is used to attach the ESL price tags



Camera Direct Mount Guidelines:

- Product mounts directly to the top of the platform using a bolt or screw
- Max height of product display, including product, is 9"
- If product has lens it should be mounted in that the lens faces the customer
- Additional risers on platform are not allowed



Lightbulb Mounting Guidelines:

- Light bulbs to be secured into socket post and must have a locking mechanism
- A circular socket post is preferred but a square post is allowed for functionality reasons
- Socket posts may vary in size based off light bulb size and space needed for security/power purposes only. Additional rise in post for aesthetic purposes is not allowed
- Light bulb must sit upright, as shown in renders
- Post must be attached to platform using bolt or screw
- Height of product display, Including product, is 9"
- Lighting effects may be allowed but are subject to Best Buy approval
- Lightbulbs **must be enclosed** with an acrylic cover, cover must also have efficient venting to keep the bulb from getting hot
- Cover must be mechanically fastened to platform

Note:
Wood finish will be Omnova Saarinen
Driftwood unless specified otherwise

Headphones

Fixture Overview

The Display-Centric Base Case is a fixture system where all Headphones VPPs will be activated. It physically displays shrink-sensitive salable product beneath demos and displays on lowbay gondolas.

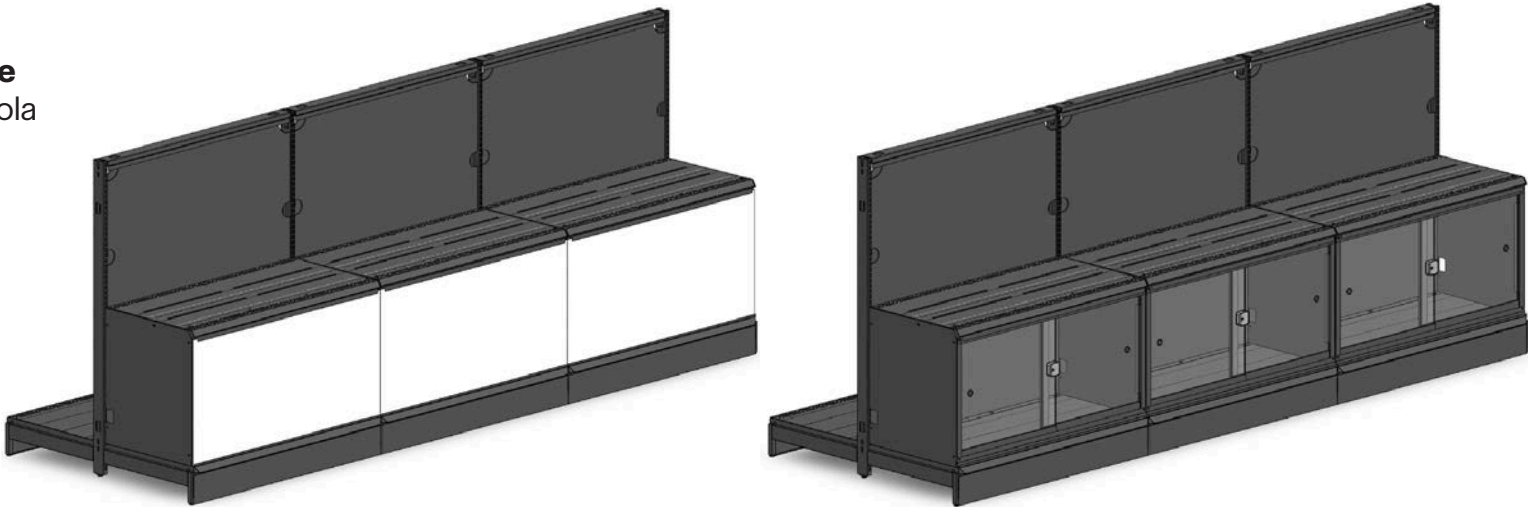
The display-centric fixture exists on both **standard** and **skinny** lowbay gondolas. Its design includes:

- Flexible components that fit both gondola types.
- Attachment channels and A/V pass-throughs that allow products to secure directly to the top of the fixture.
- Enhanced security and shrink-minimizing features.
- Channels in the locking case to hold a graphic insert. This graphic visually obscures the case when there is:
 - No salable stock present.
 - An elevated shrink risk.
 - A desire for a greater graphic presence.

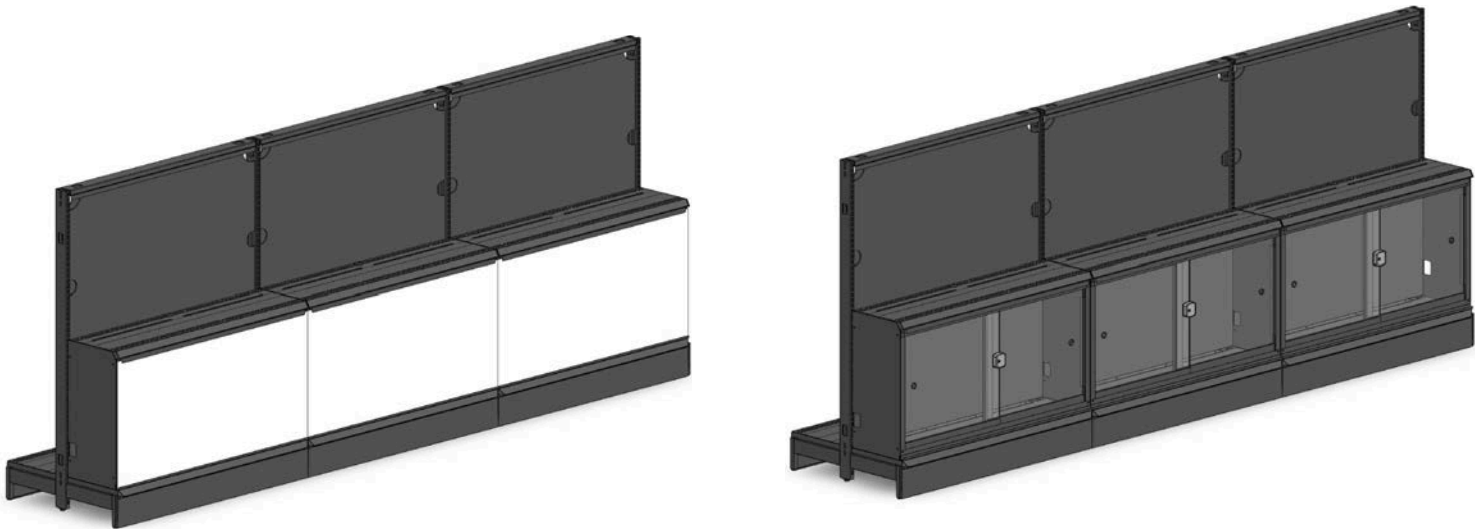
The Display-Centric Base Case can be merchandised side-by-side with older locking case designs.

**Drawings and models of all parts available upon request.*

Display-Centric Base Case
on Standard Lowbay Gondola



Display-Centric Base Case
on Skinny Lowbay Gondola

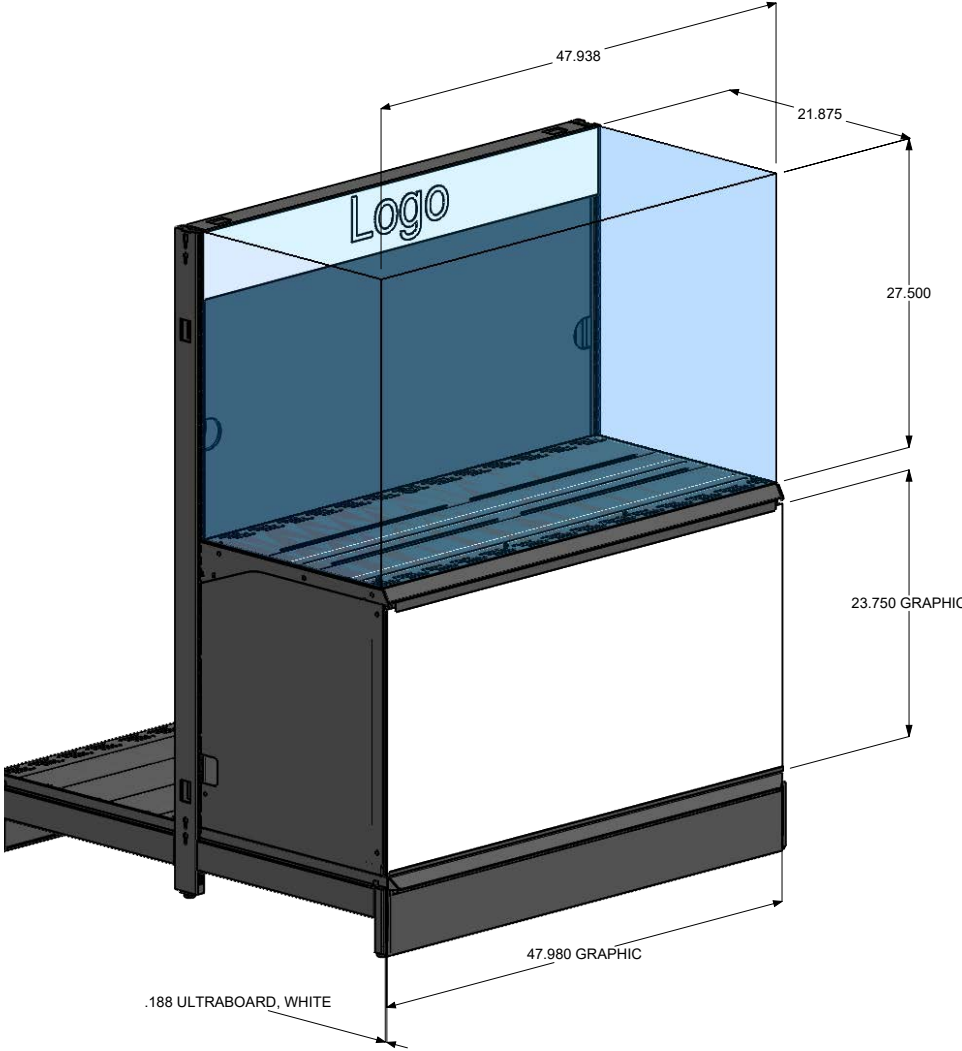


Note: Each gondola type is shown with and without graphic inserts activated.

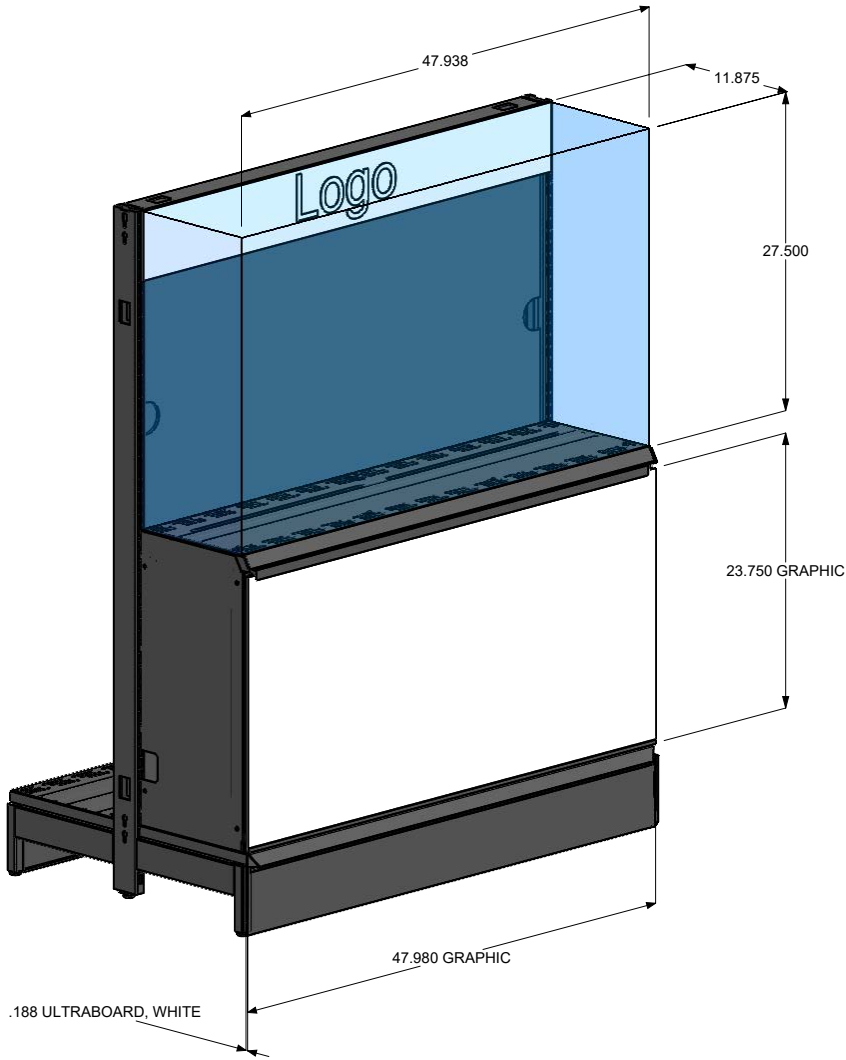
VPP Overview

Vendor Expectations

- Display all display products, graphics and VPP components within the volumetric space permitted for each gondola type:
 - Standard lowbay gondola — 47.938” W x 27.5” H x 21.875 D
 - Skinny lowbay gondola — 47.938” W x 27.5” H x 11.875 D
- Create your presentation in 47.938 inch-wide segments, even if a presentation bleeds across multiple fixtures.
- Follow Best Buy’s power and electrical, technology, merchandising and graphics standards detailed in the following pages.



Standard Lowbay Gondola Dimensions



Skinny Lowbay Gondola Dimensions

Power and Electrical

Vendor Expectations

- Route power off the rear of the shelf, through the backer and into the base deck, where power access is provided.

If you prefer to provide your own power strip, it must be UL listed and approved by Best Buy's Technology Design Lab. Contact the Lab for power access help.
- Use power cords that are at least 12' long to adequately reach the power strip.
- Label and color-code electronics. Ensure they can be accessed without the use of tools for easy replacement.

Integrated Technology

Best Buy’s Technology Design Lab must approve any working electrical components, including illuminated logos, media players, etc.


• **Illumination**

Lighting is only permitted in the form of illuminated logos or digital media screens. Illumination must meet the luminosity requirements specified in the Technology Design Standards.

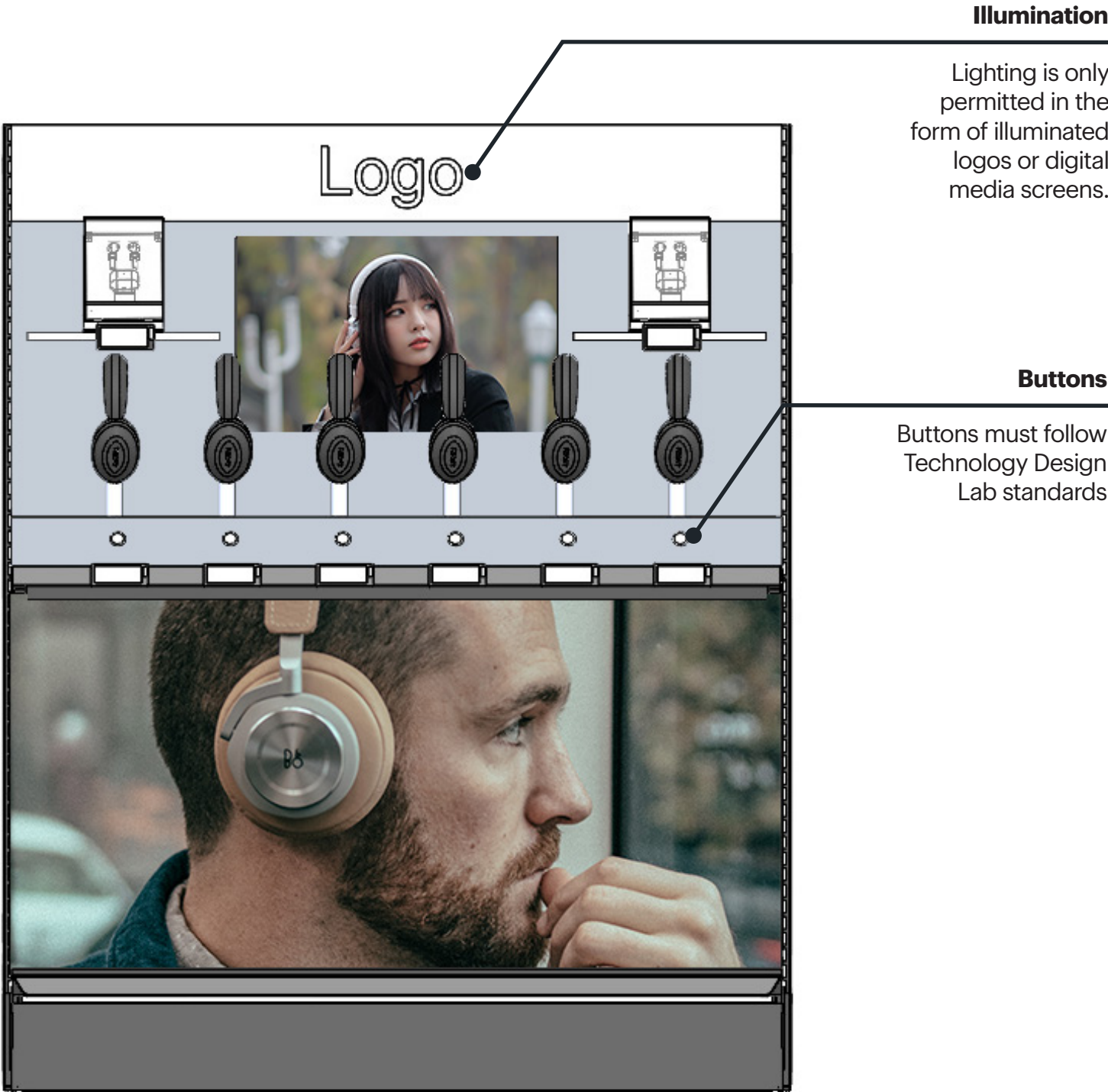
• **Buttons**

Interactive buttons are permitted. They must be:

- Duco DTPB-X-32 (the only approved button)
- Surrounded by a white light-up ring
- Shown with text that clearly defines the button action. Text must be:
 - Black, size 14, Human BBY Medium
 - Located below the button
 - Printed on the substrate (no decals)

 **You will need** details in this guide on Partner Portal:

Technology Design Standards



Illumination

Lighting is only permitted in the form of illuminated logos or digital media screens.

Buttons

Buttons must follow Technology Design Lab standards

Graphics

Vendor Expectations

- Provide graphics for your presentation, complying with all copy, design, size, substrate, etc. requirements.
- Include your logo within the top 6” of your display.
- Include in your collateral a directive for product fulfillment.

Examples:

- Scan price tag QR codes to:
- Get product info
 - Check availability
 - Get expert help
 - Send to Order Pickup

Scan price tag QR codes to send to Order Pickup.



! You will need details in this guide on Partner Portal:

Copy & Claims Guidelines

Graphics

Vendor Expectations

- Include in your collateral a graphic insert that can be activated in front of the locking case.

Graphic Insert

Size: 47.98” W x 23.75” H

(Note: Vendors may bleed a single image across multiple insert segments if they are managed/operated by a single party.)

Substrate: .1875 Ultraboard, white

Content: Lifestyle imagery of humans interacting with products.

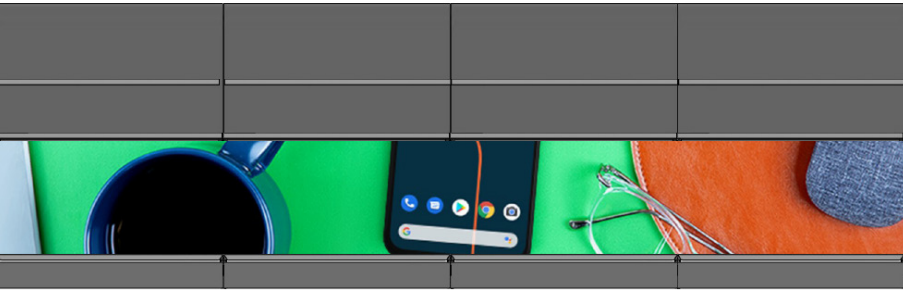
Crop: Humans and products largely centered, with products clearly visible.

- Choose from the following alternate content options **only** if lifestyle imagery of humans and products isn’t available or allowed:
 - Lifestyle imagery of products **without** humans.
 - Hero product imagery on a neutral color field.

Priority:
Lifestyle imagery of humans interacting with products.



Alternate 1:
Lifestyle imagery of products without humans.



Alternate 2:
Hero product imagery on a neutral color field.

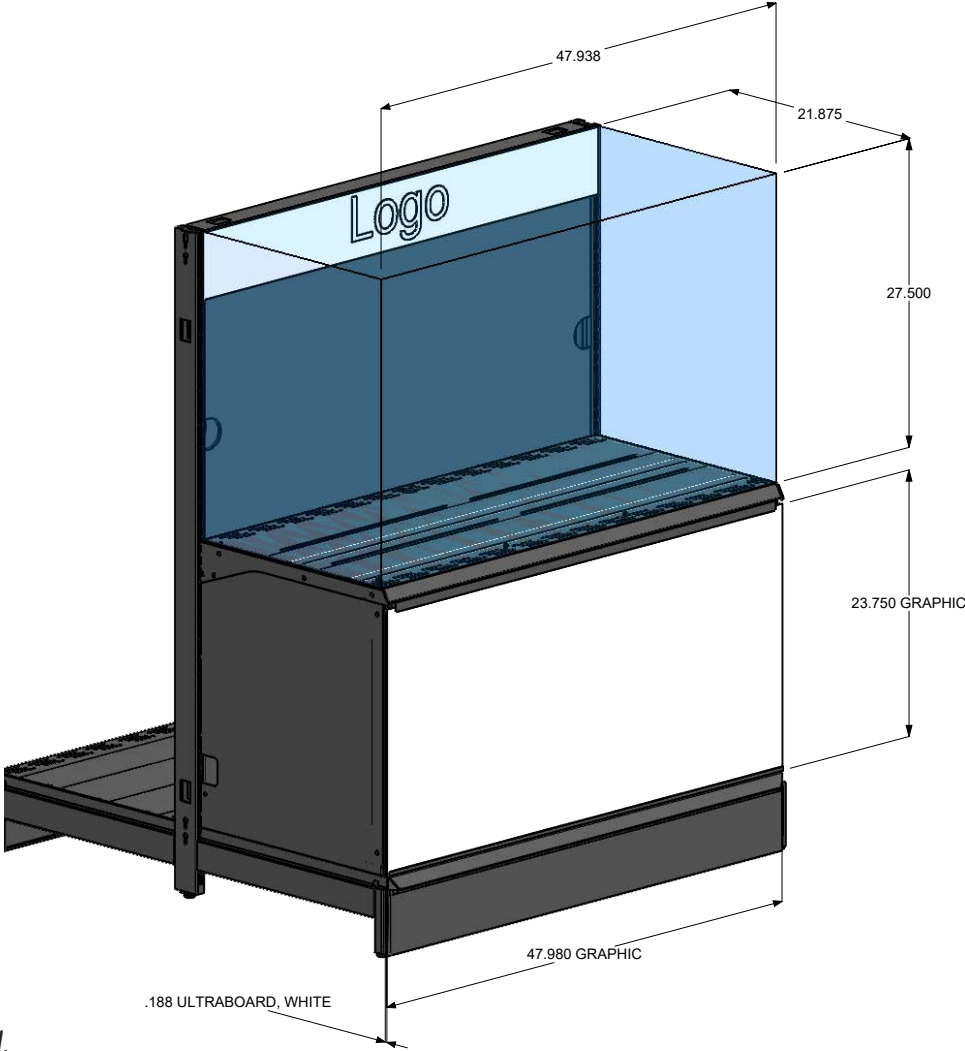


Merchandising Expectations

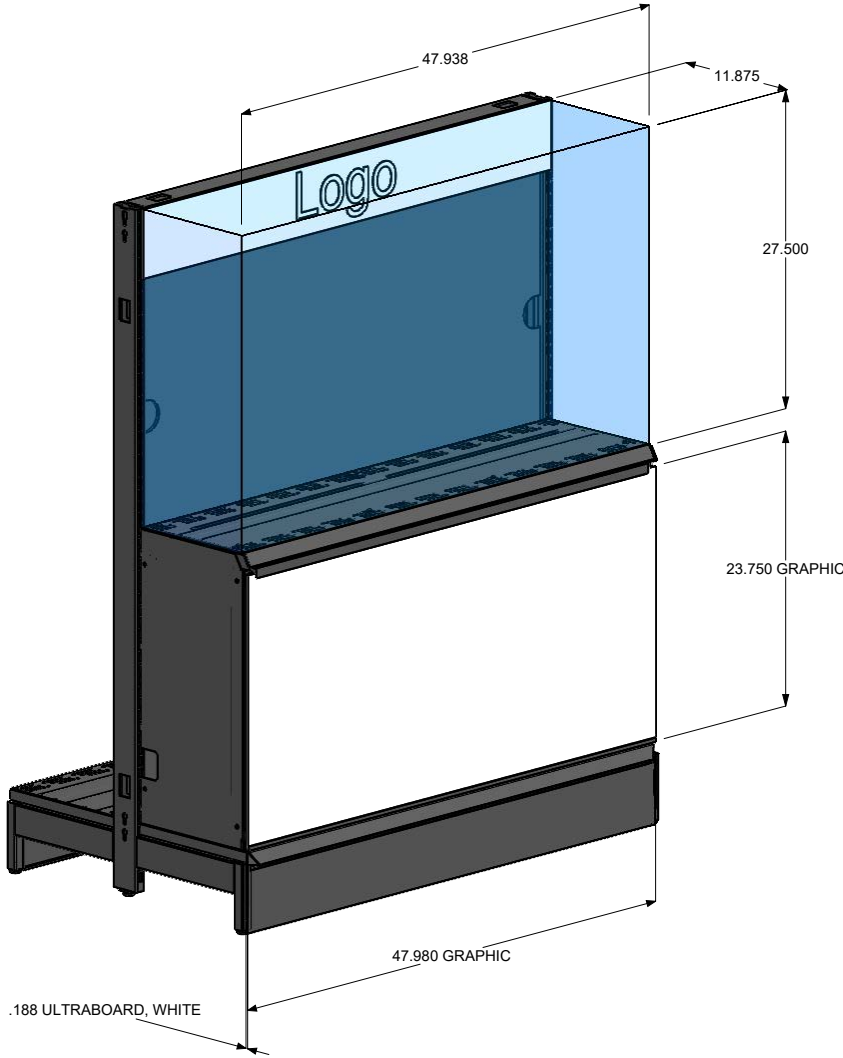
Vendor Expectations

- Display products and signage within the volumetric space permitted for each gondola type (shown at right).
- Design your display components with modularity in mind to ensure easy replacement when products change.
- Include your choice of Demo, Display or Dead Mock Display product(s).
 - **Demo:** An out-of-box product feature that allows for an interactive experience.
 - **Display:** A non-interactive product included to showcase materiality, form factor, colorways and sizing.
 - **Dead Mock Display:** A non-interactive 3D model of salable product intended to showcase form factor, colorways and sizing.

Note: Printed representational stand-ins of products are not permitted.



Standard Lowbay Gondola Dimensions



Skinny Lowbay Gondola Dimensions

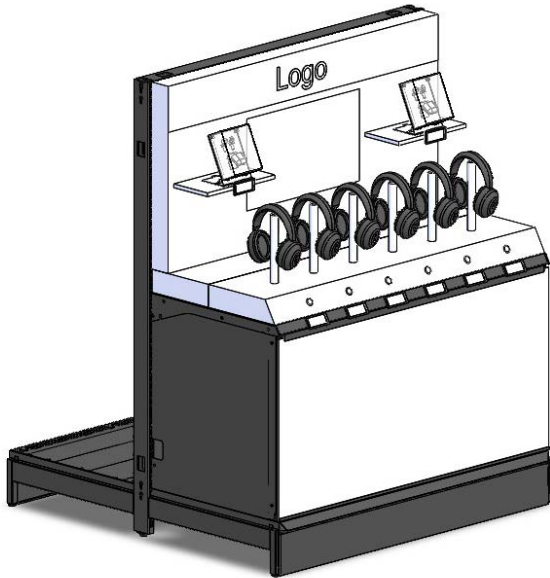
Merchandising Best Practices

Consider these best practices when designing your display:

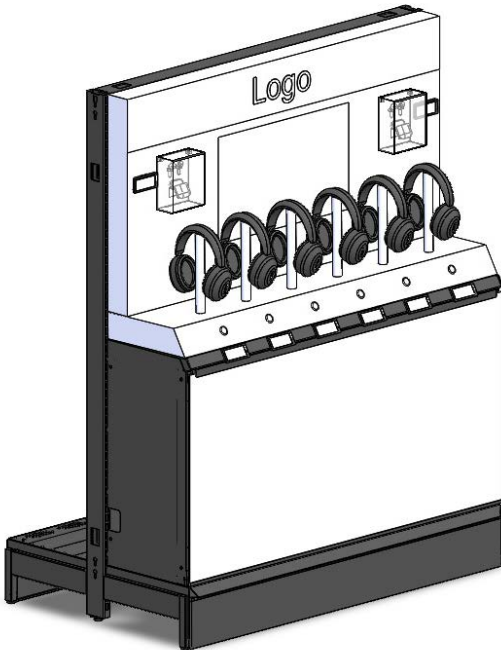
- Practice waterfall merchandising, with non-interactive display products merchandised above demo units.
- Let your product be the hero of the presentation and don't crowd with graphics or copy.
- Use negative space to draw customer attention to the products on display.

Best Buy's wedge component (highlighted at right) offers an accommodating base for your presentation. Its flexible design fits both standard and skinny gondolas.

If you're interested in incorporating the wedge into your display, ask your Best Buy contact for a list of preferred vendors who can manufacture the part.



Standard Lowbay Gondola Application



Skinny Lowbay Gondola Application



- Display**
- Non-interactive product included to showcase materiality, form factor, colorways and sizing.
- Demo**
- Display products out of the box and powered to allow customer interaction.

Next Steps

1

READ

the following from Partner Portal for details and dimensions **you will need**:

- Technology Design Standards
- ESL Pricing

Additional useful guides:

Copy & Claims Guidelines

2

REQUEST

from your Best Buy contact:

- Drawings and models of parts you want to order. Provide the part numbers and specify Solidworks or STEP file type.
- A list of preferred vendors who can manufacture the fixture parts.

Floor Care and Robotic Vacuums

Guideline Approach

- Shelves should be set at 40" to ensure appropriate space for box stock below.
- Sign rail will be removed so nothing impedes customers from trying to access tall box stock.
- Peg label ESL tags will be used for pricing.
- The 7x4 product card metal holder will be vendor produced with Best Buy provided drawing and attached to shelf in front of product.
- Backer will include a black bar with white vendor logo centered within 4-foot run. First 1- foot section of backer is available for vendor branding.
- If needed, Best Buy or vendor can provide a universal tie bar to support any products that don't stand upright on their own. Best Buy tie bar obscures brand logo header on low bay header. It's preferred that vendor provides their own product stand where needed rather than using a Best Buy part.
- Vendors can create platform or stand but need to incorporate 7x4 product card holder.
- Up to 2 POP stickers will be allowed per product. Traditional fins/blades are not allowed.



POP placement examples.
Limited to 2 placements maximum per SKU.
Traditional fins/blades are not allowed.

Floor Care Guidelines

POP Guidelines

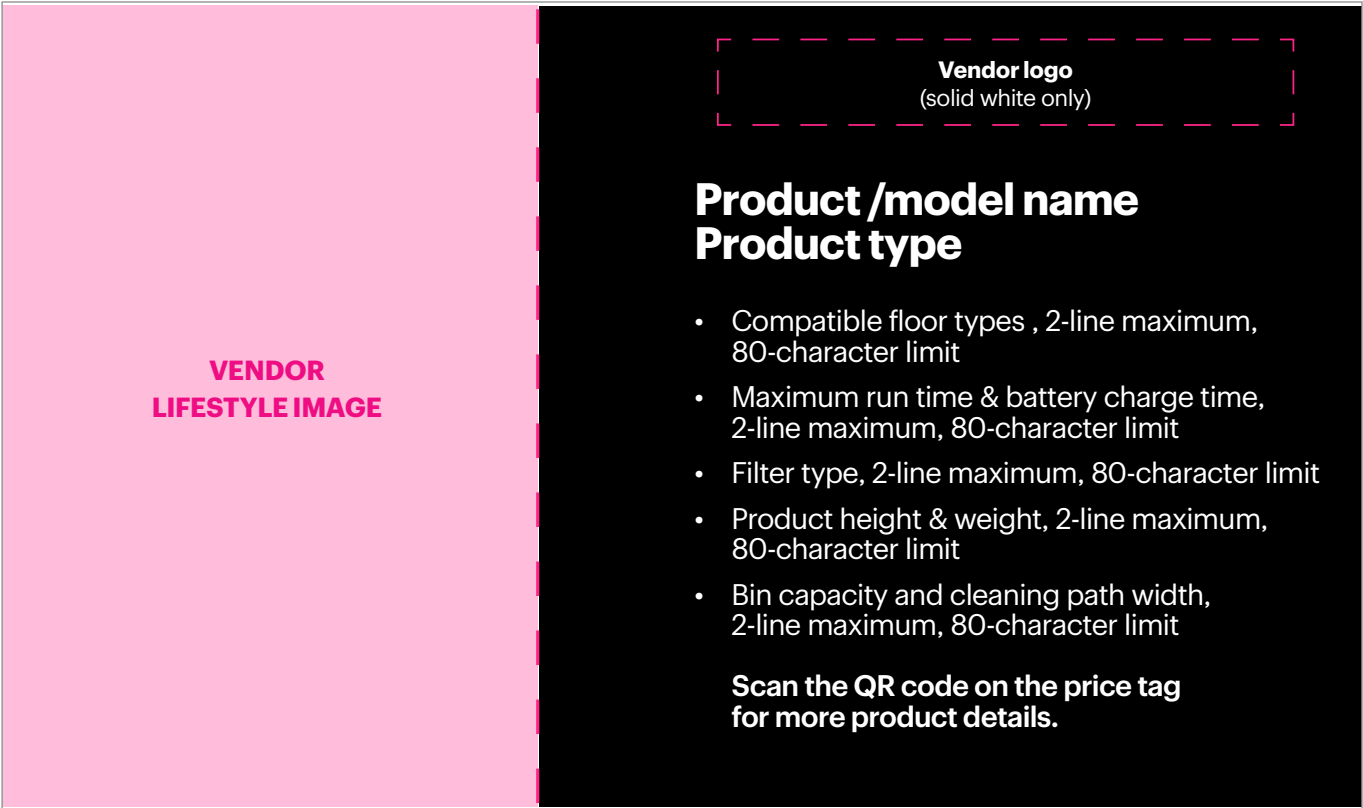
General guidelines:

- Vendor may include up to two feature benefit statements per unit, adhering to all copy guidelines provided below.
- Benefit statement(s) must be applied directly to the product and not exceed the product footprint.

Copy guidelines:

- Copy must be simple, clear, concise and easy for customers to understand.
- Direct comparisons with competitors are prohibited.
- Superlative claims and puffery are prohibited (i.e. the coolest, the most award-winning).
- No alternative options for purchasing the product may be mentioned; only BestBuy.com marketing URLs or Best Buy toll-free phone numbers may be displayed.
- Logo must not be used to replace words within sentences.
- Sentence case must be used in sentences. Title case must be used in titles and headers. Exception: Logos and registered taglines may maintain their respective copy style.
- No exclamation points may be used.
- All bullet points must end with punctuation unless they are simple, itemized lists.
- When referring to a Best Buy sales associate, the term “Blue Shirt” must be used.
- Footnote scheme is superscript numbers. In the case that there is only one footnote within a document, an asterisk may be used.
- Legal indemnification must be on file with Best Buy’s legal department for the use of any recognizable entity (i.e. images of celebrities, endorsements by trade publications, etc...)
- Best Buy’s legal department must approve all copy according to the same rules that govern Best Buy’s own customer-facing communications.

Product card template



FloorCare_Product_Card_7x4.pdf:12
Product card

Product card

Format: Print
Size: 7" x 4"
Substrate: 12pt C1S, White

The 7x4 product card metal holder will be vendor produced with Best Buy provided drawing and attached to shelf in front of product.

Product cards examples



Product /model name
Product type

- Compatible floor types , 2-line maximum, 80-character limit
- Maximum run time & battery charge time, 2-line maximum, 80-character limit
- Filter type, 2-line maximum, 80-character limit
- Product height & weight, 2-line maximum, 80-character limit
- Bin capacity and cleaning path width, 2-line maximum, 80-character limit

Scan the QR code on the price tag for more product details.



Product /model name
Product type

- Compatible floor types , 2-line maximum, 80-character limit
- Maximum run time & battery charge time, 2-line maximum, 80-character limit
- Filter type, 2-line maximum, 80-character limit
- Product height & weight, 2-line maximum, 80-character limit
- Bin capacity and cleaning path width, 2-line maximum, 80-character limit

Scan the QR code on the price tag for more product details.

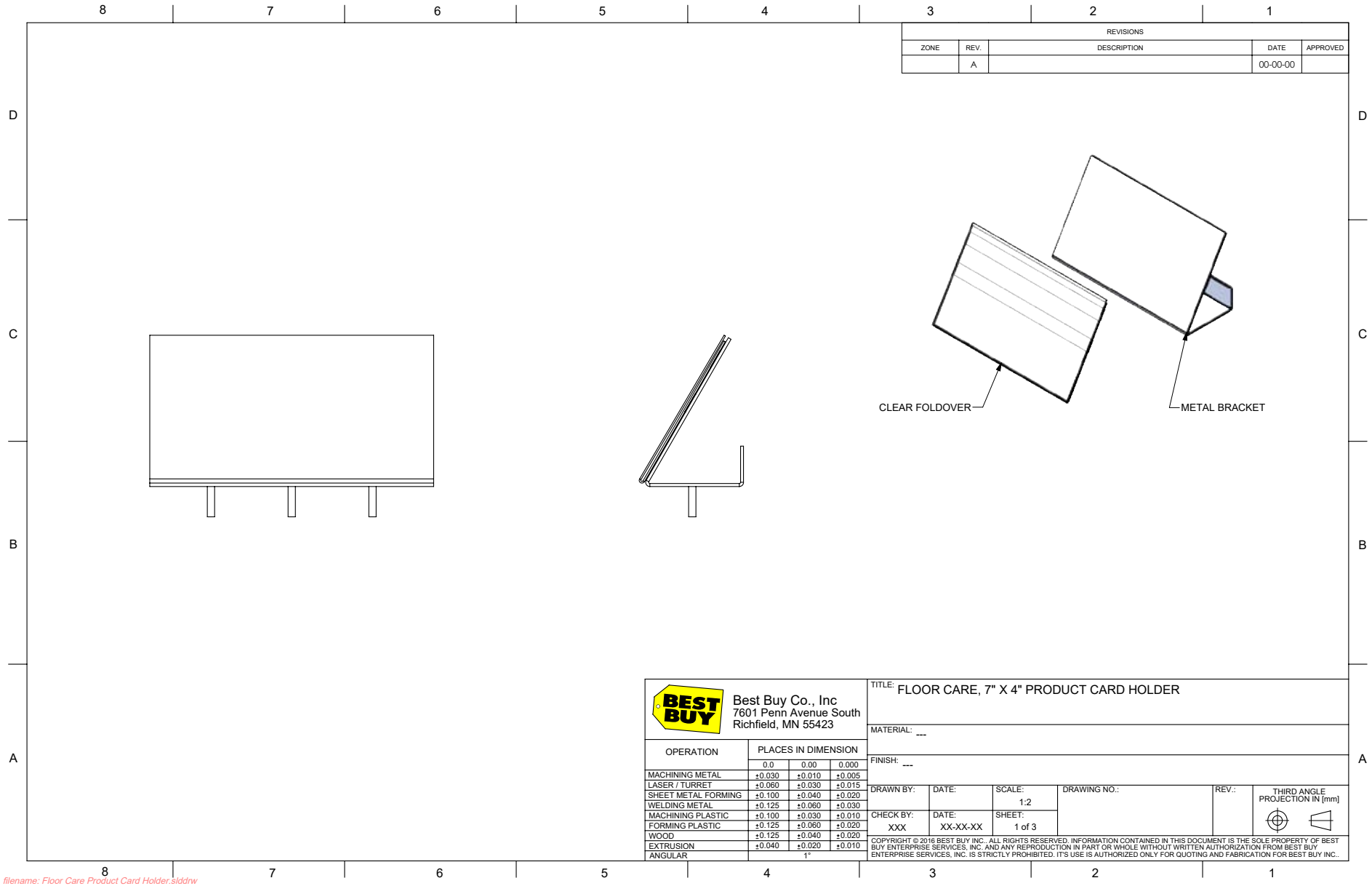


Product /model name
Product type

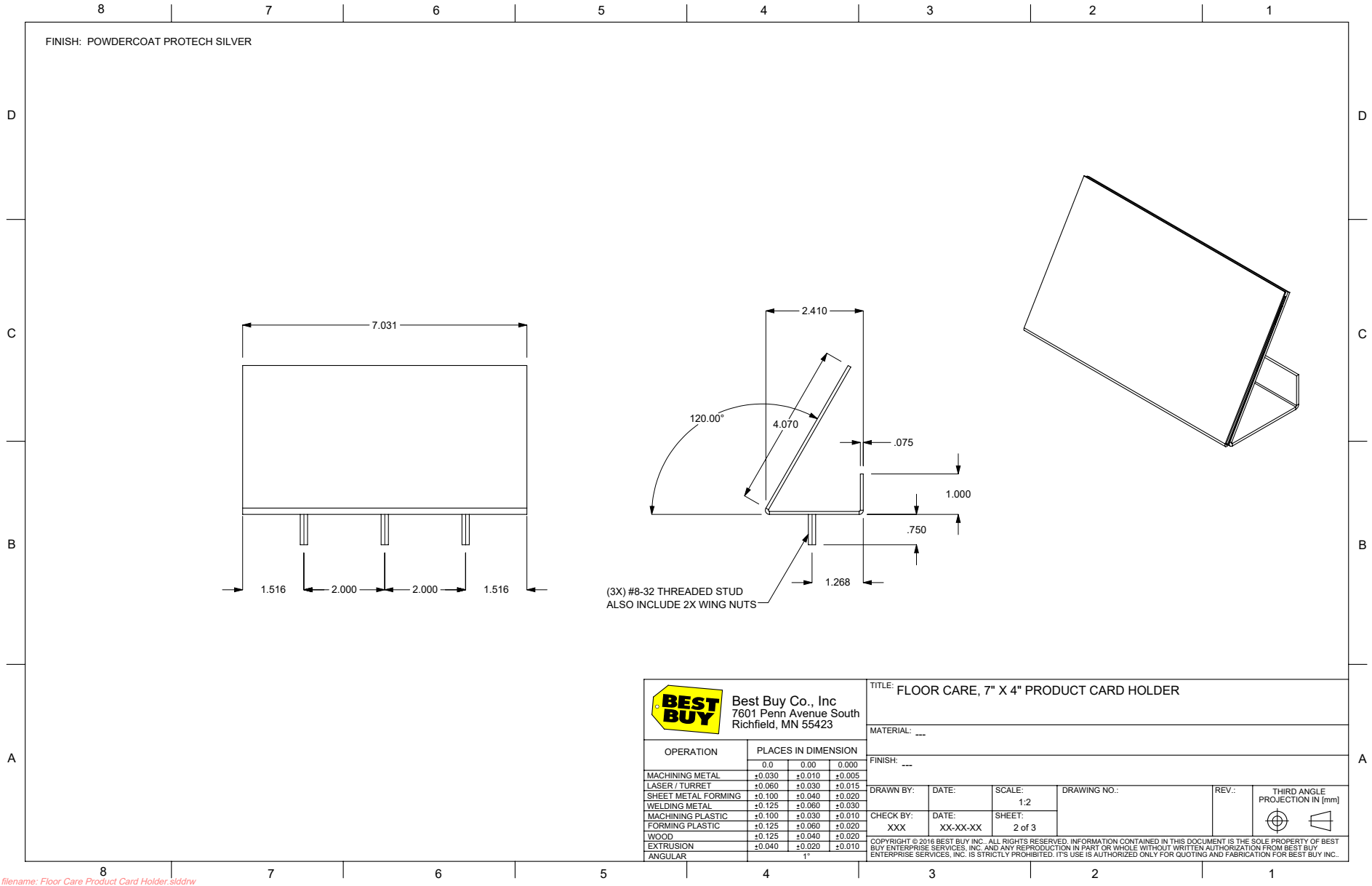
- Compatible floor types , 2-line maximum, 80-character limit
- Maximum run time & battery charge time, 2-line maximum, 80-character limit
- Filter type, 2-line maximum, 80-character limit
- Product height & weight, 2-line maximum, 80-character limit
- Bin capacity and cleaning path width, 2-line maximum, 80-character limit

Scan the QR code on the price tag for more product details.

Product card fixture



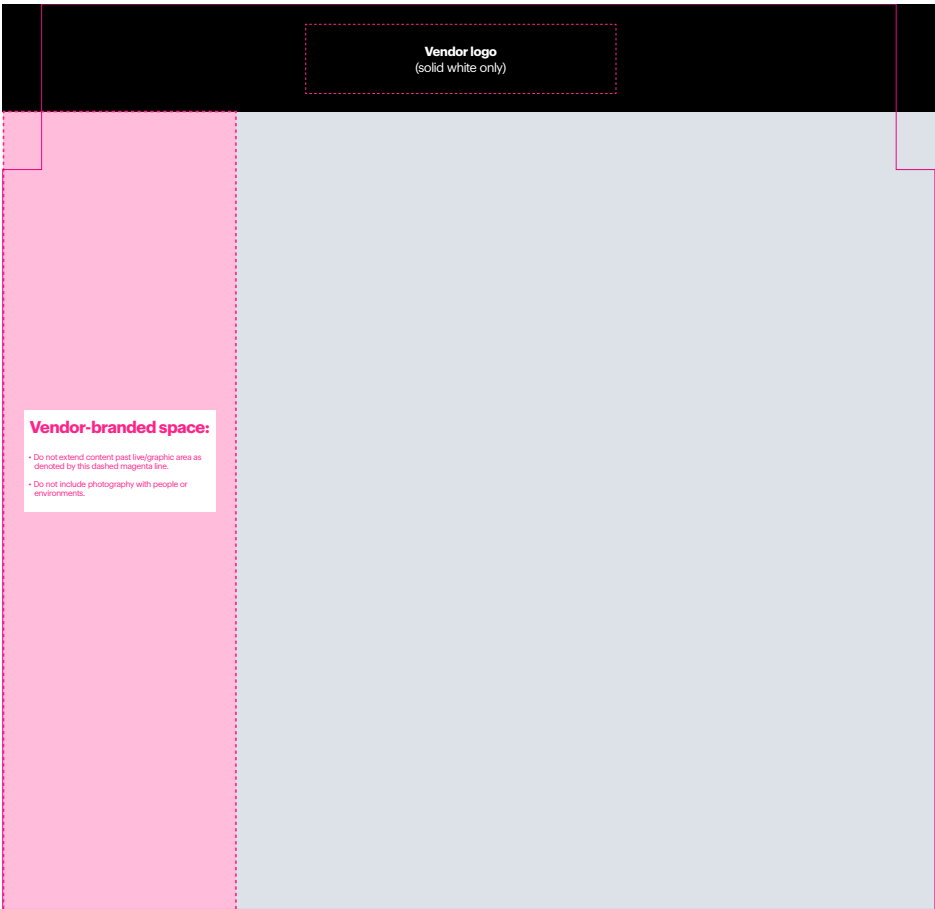
Product card fixture



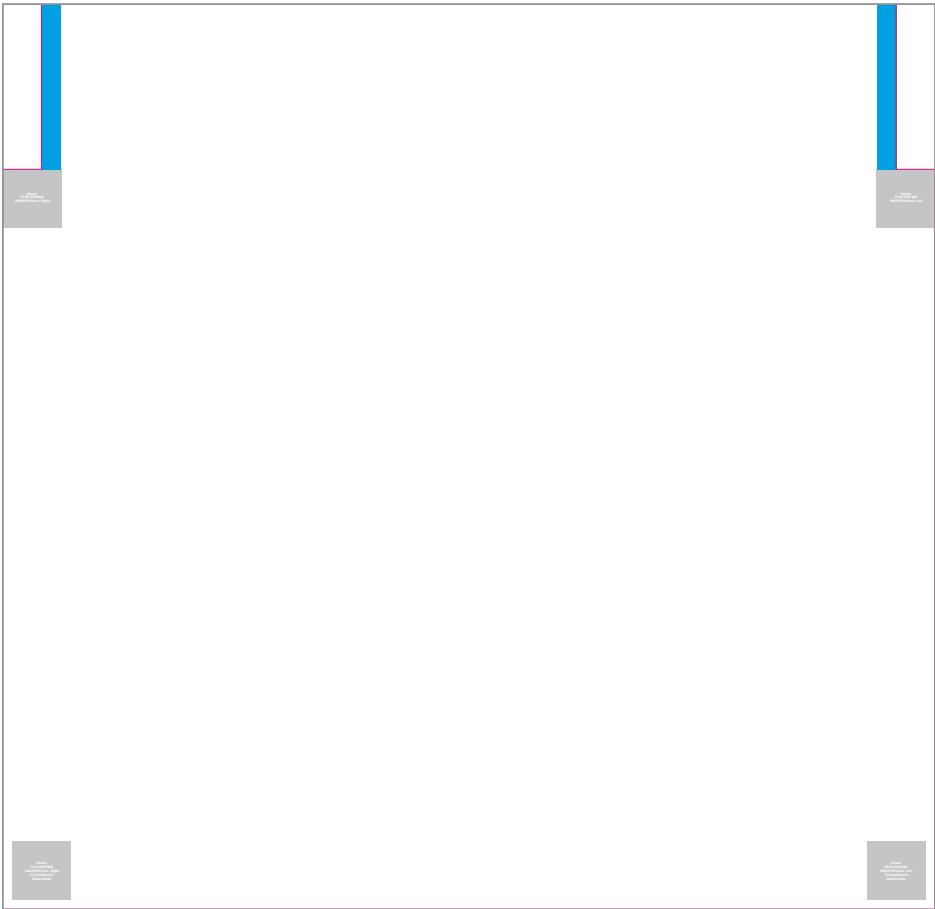
filename: Floor Care Product Card Holder.sldrw



Templates



Template_Floorcare_Backer_47.875x46.5.indd
High Bay - Front



Template_Floorcare_Backer_47.875x46.5.indd:2
High Bay Front - Back

High Bay Backers

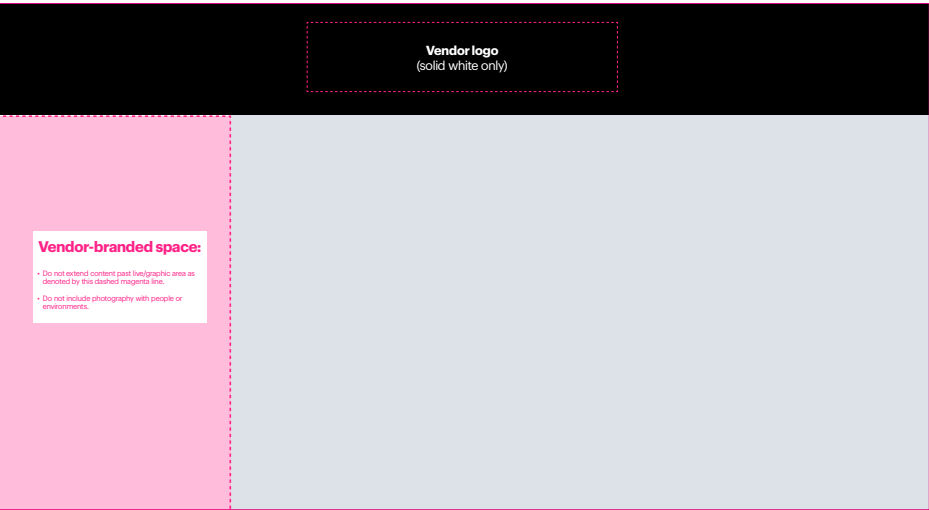
Format: Print
Size: 47.875”w x46.5”h
Substrate: 3mm Sintra, White
Finishing: Diecut. Diecut. Bag PETG Hooks (2 Left Hook Part #17-04-0017243, 2 Right Hook Part #17-04-0017242) to be shipped with sign and attached in store. See page 2 for clip details. - PRINT PAGE 2 FOR PLACEMENT OF HOOKS

Recommendations: Clips & Magnets

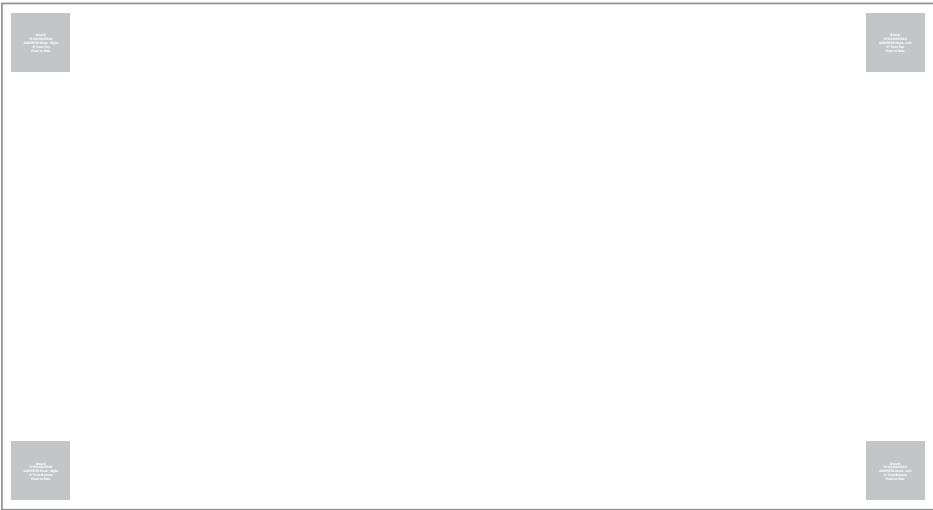
Clip part #s: 2 Left Hook Part #17-04-0017243, 2 Right Hook Part #17-04-0017242)

- First 1 foot is available for vendor branding.
- **Do not** extend content past the live/graphic area as denoted by this dashed magenta line.
- **Do not** include photography with people or environments.

Templates



Template_Floorcare_backer_47.875x26.indd
Low Bay - Front



Template_Floorcare_backer_47.875x26.indd:2
Low Bay - Back

Low Bay Backers

Format: Print
Size: 47.875”w x 26”h
Substrate: 3mm Sintra, White
Finishing: Diecut. Diecut. Bag PETG Hooks (2 Left Hook Part #17-04-0017243, 2 Right Hook Part #17-04-0017242) to be shipped with sign and attached in store. See page 2 for clip details. - PRINT PAGE 2 FOR PLACEMENT OF HOOKS
Recommendations: Clips

Clip part #s: 2 Left Hook Part #17-04-0017243, 2 Right Hook Part #17-04-0017242)

- First 1 foot is available for vendor branding.
- **Do not** extend content past the live/graphic area as denoted by this dashed magenta line.
- **Do not** include photography with people or environments.

Floor Care Vendor Branding Guidelines



High Bay



Low Bay

High Bay

Format: Print
Size: 47.875”w x46.5”h
Substrate: 3mm Sintra, White
Finishing: Diecut
Recommendations: Clips & Magnets

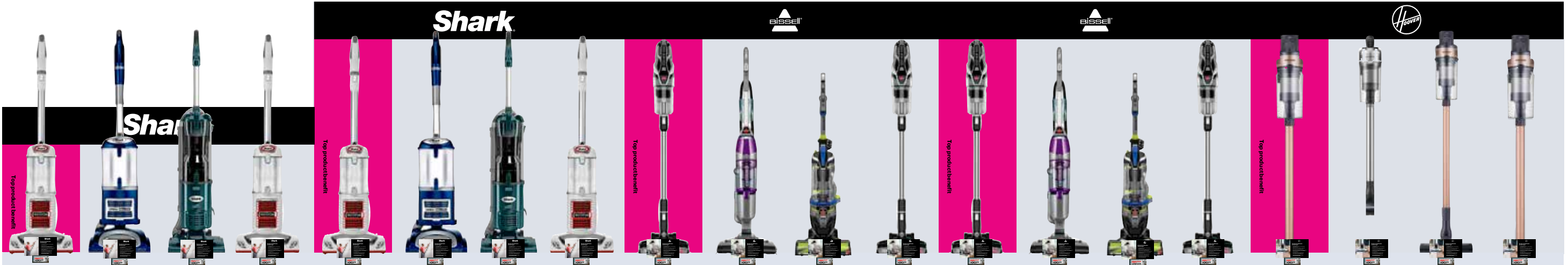


Low Bay

Format: Print
Size: 47.875”w x 26”h
Substrate: 3mm Sintra, White
Recommendations: Clips



Sample 20 foot run



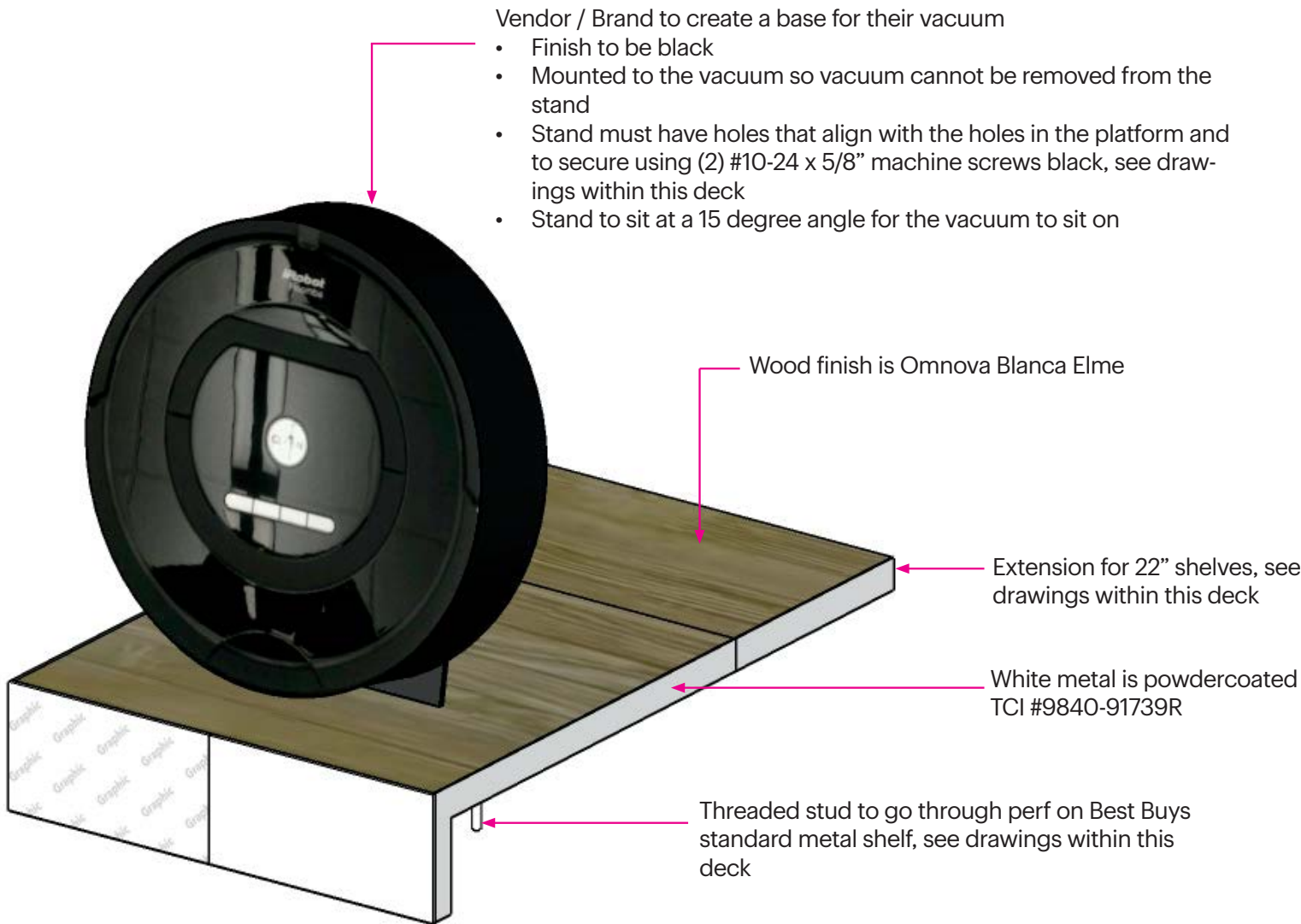
Robotic vacuums

Guidelines



Robotic vacuums

Guidelines

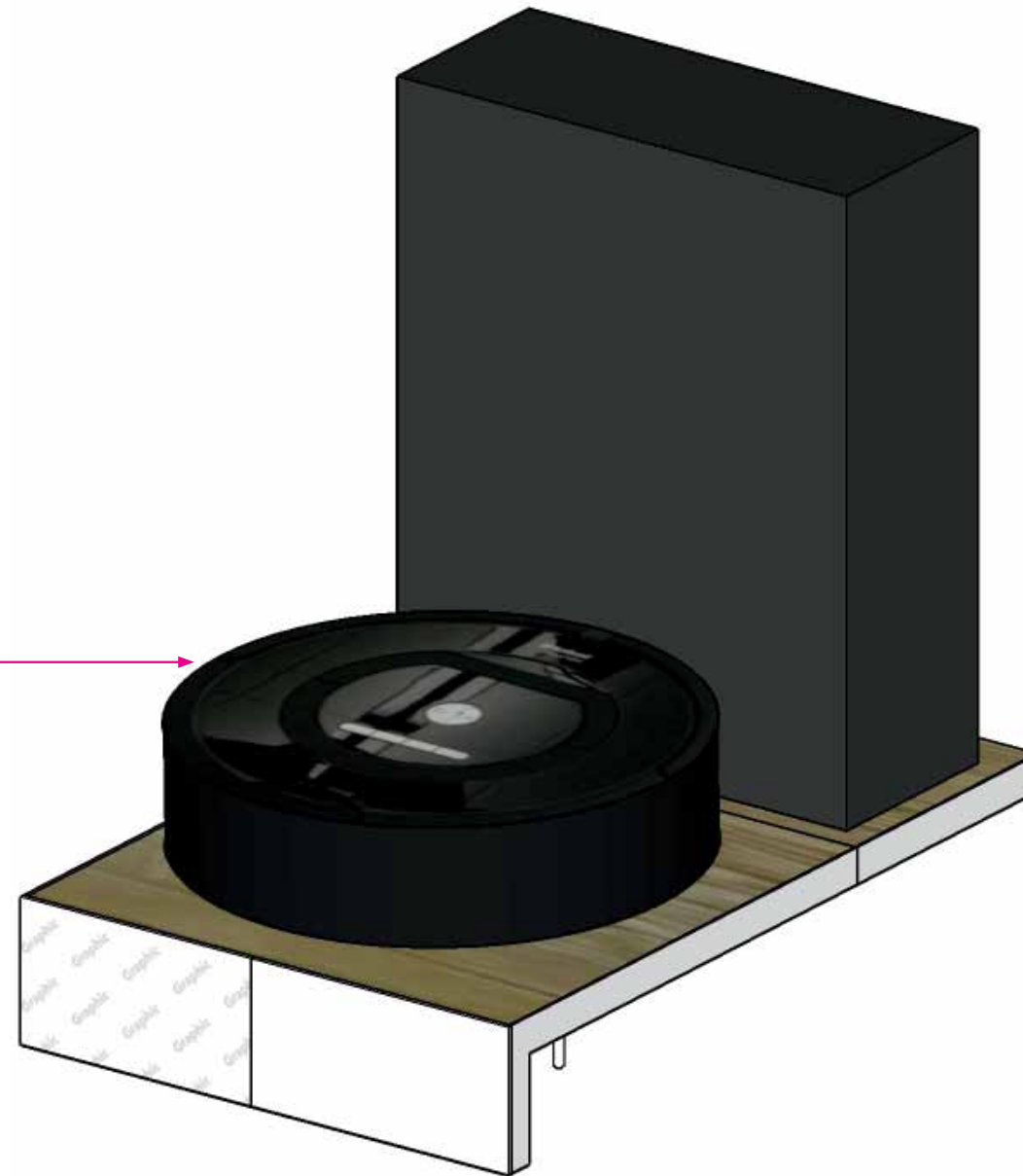


Robotic vacuums

Guidelines

Vendor / Brand to create a base for their vacuum

- Finish to be black
- Mounted to the vacuum so vacuum cannot be removed from the stand
- Stand must have holes that align with the holes in the platform and to secure using (2) #10-24 x 5/8" machine screws black



Robotic vacuums

Guidelines

Vendor Logo
24pt copy

Vendor color background

Model Info
18pt copy

Features

Image

Two lines of copy max
12pt copy

Image

Two lines of copy max
12pt copy

Image


Two lines of copy max
12pt copy

Image

Two lines of copy max
12pt copy

2"vendor/product detail

5.75" Image & feature copy space.
Max 4 images per-product card.



4"

Graphic

Graphic

Graphic

Graphic

Graphic

Graphic

Graphic

Graphic

Space for product information, follow graphic guidelines shown

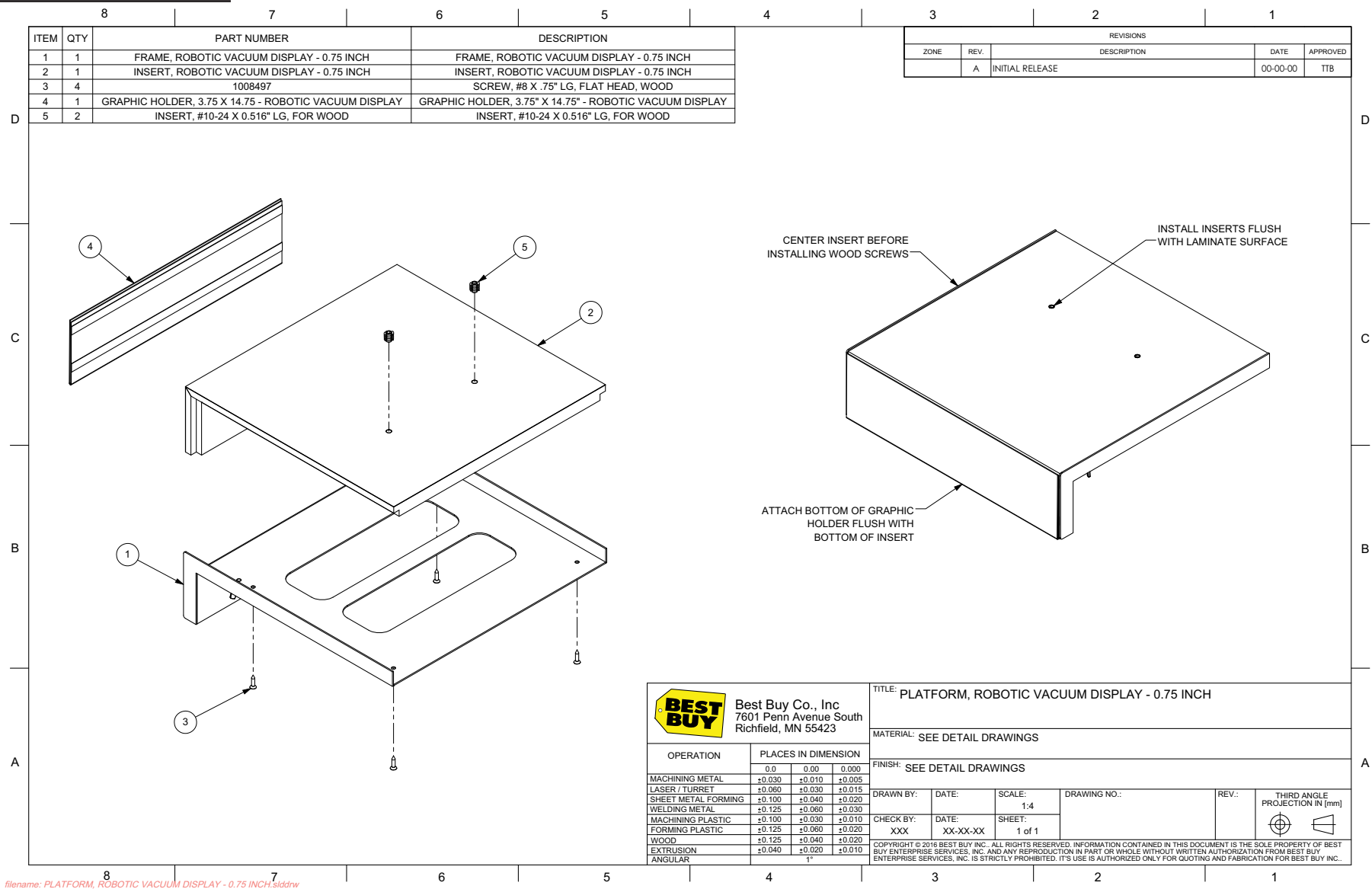
All product displayed must have pricing, reference ESL Guidelines for pricing standards

7.75"

7"

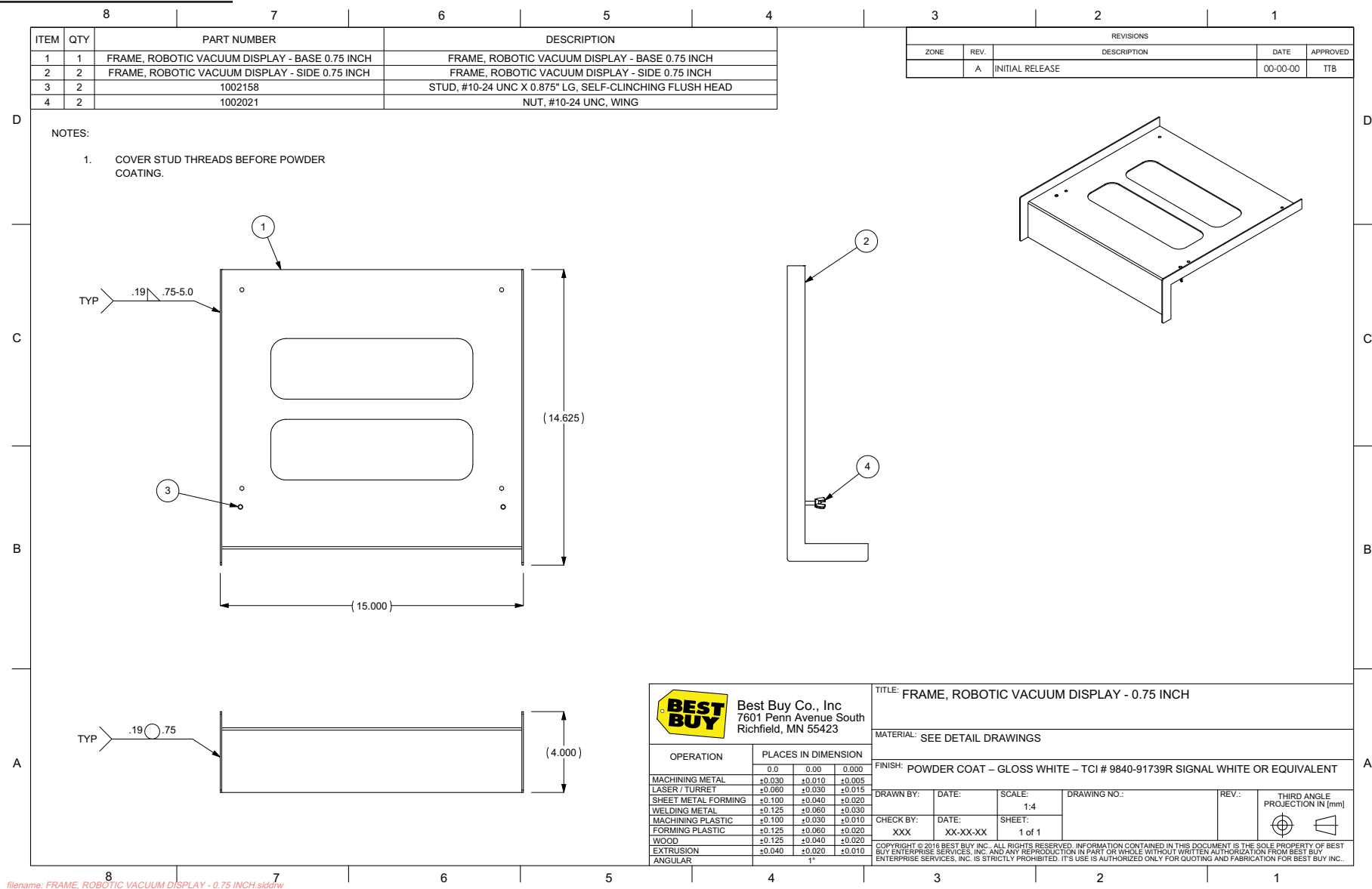
Robotic vacuums

Guidelines



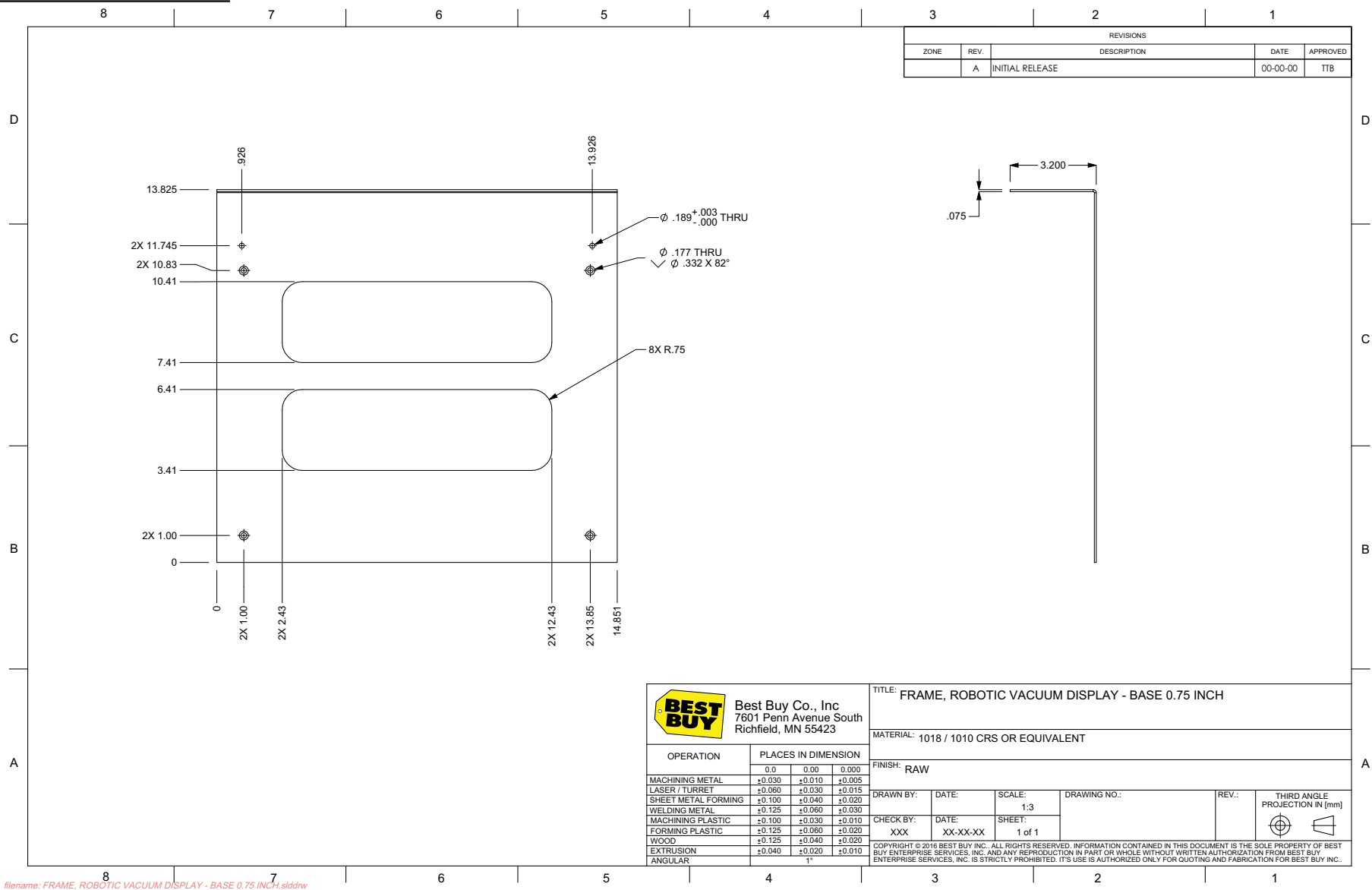
Robotic vacuums

Guidelines



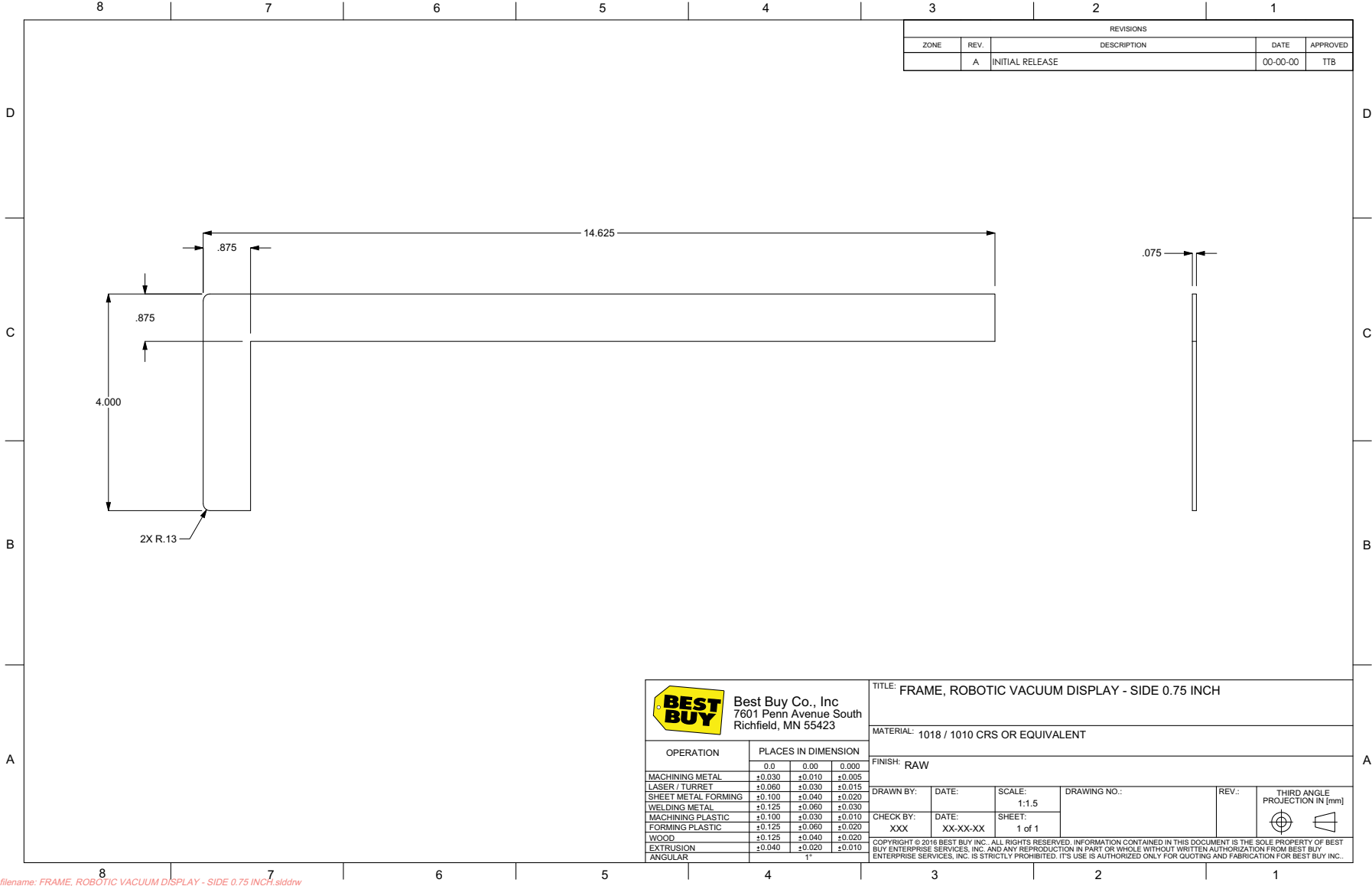
Robotic vacuums

Guidelines



Robotic vacuums

Guidelines



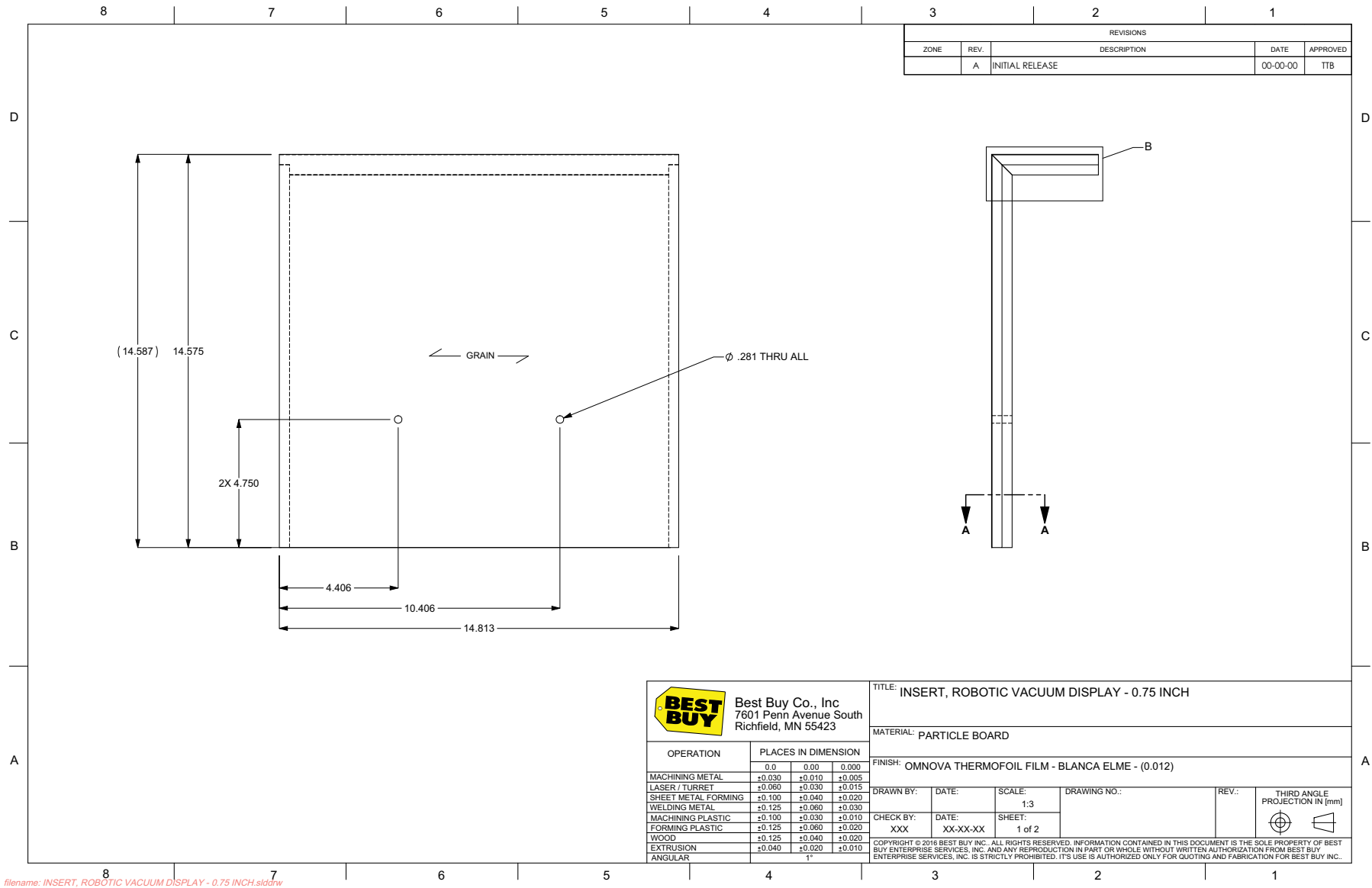
filename: FRAME, ROBOTIC VACUUM DISPLAY - SIDE 0.75 INCH.slddrw

Store Design



Robotic vacuums

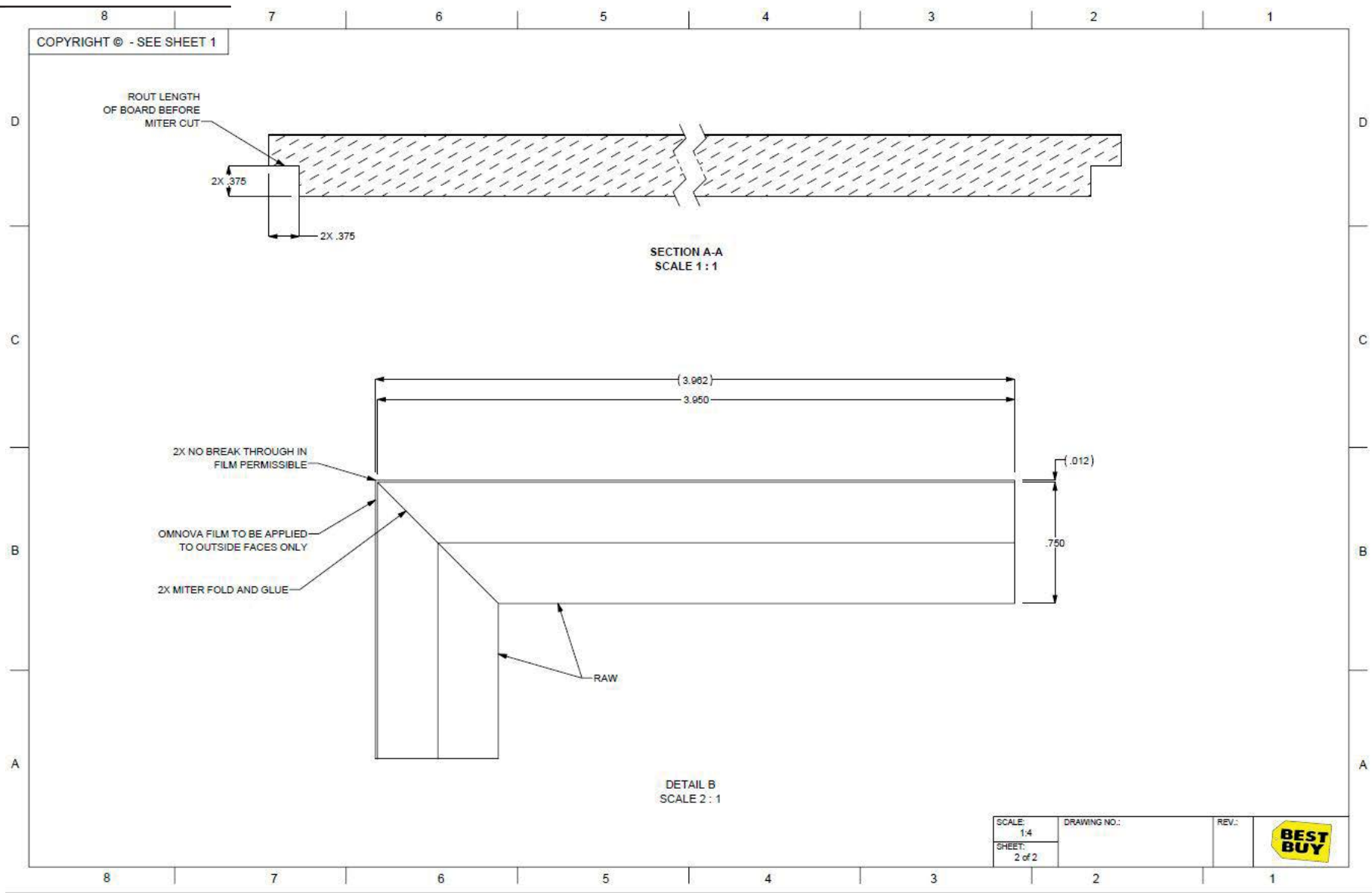
Guidelines



Store Design

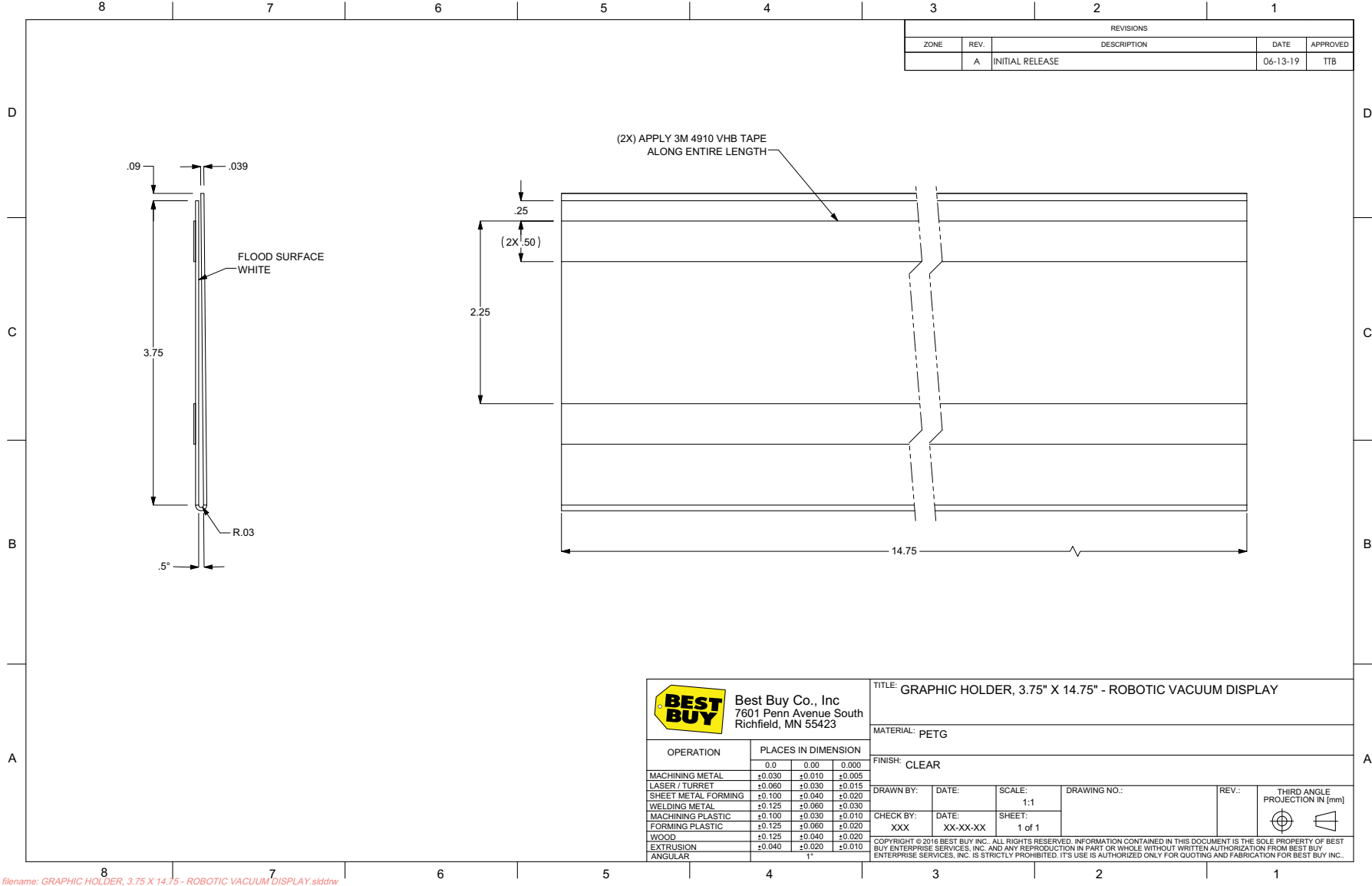
Robotic vacuums

Guidelines



Robotic vacuums

Guidelines

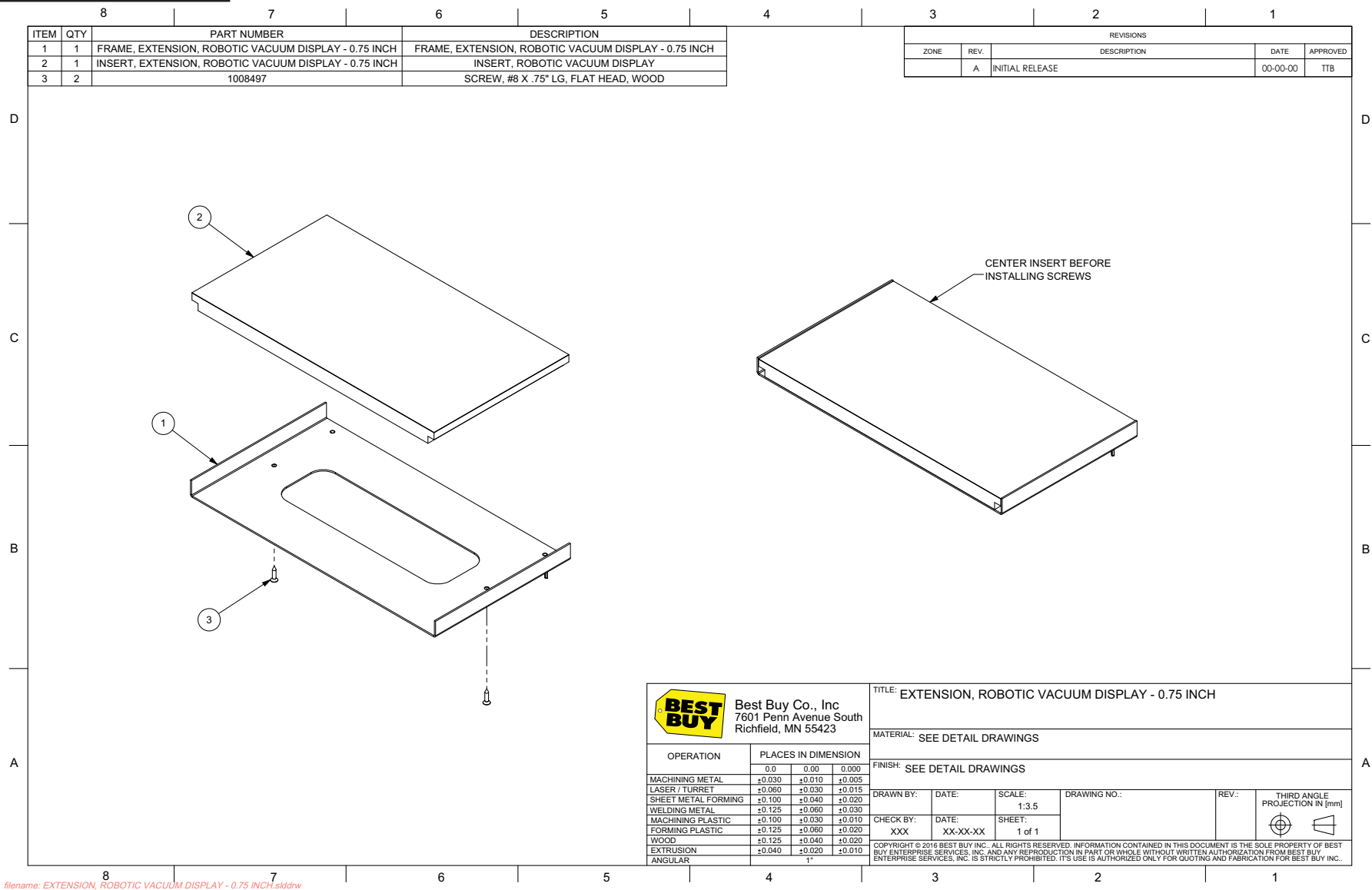


Store Design



Robotic vacuums

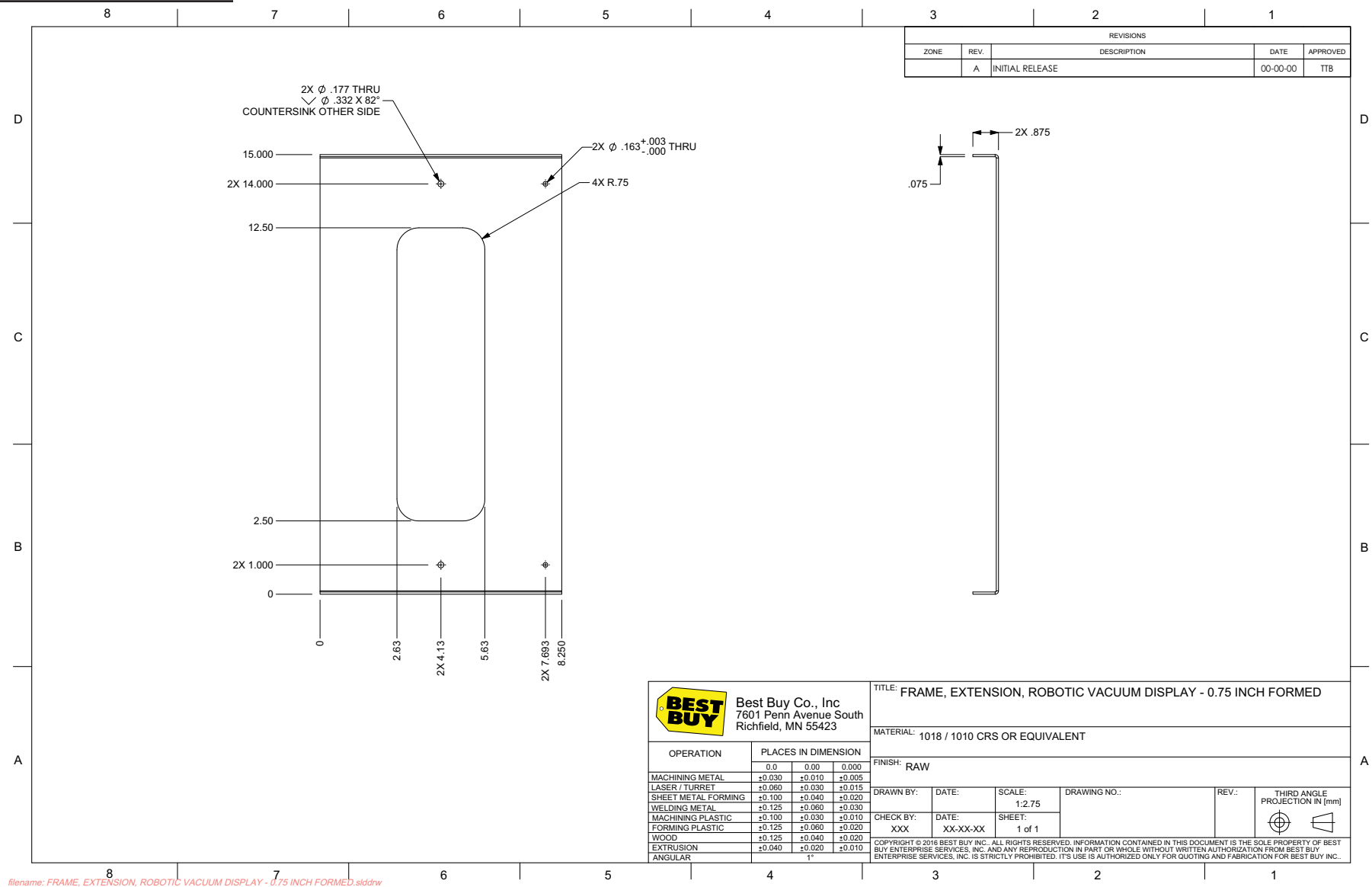
Guidelines



Store Design

Robotic vacuums

Guidelines

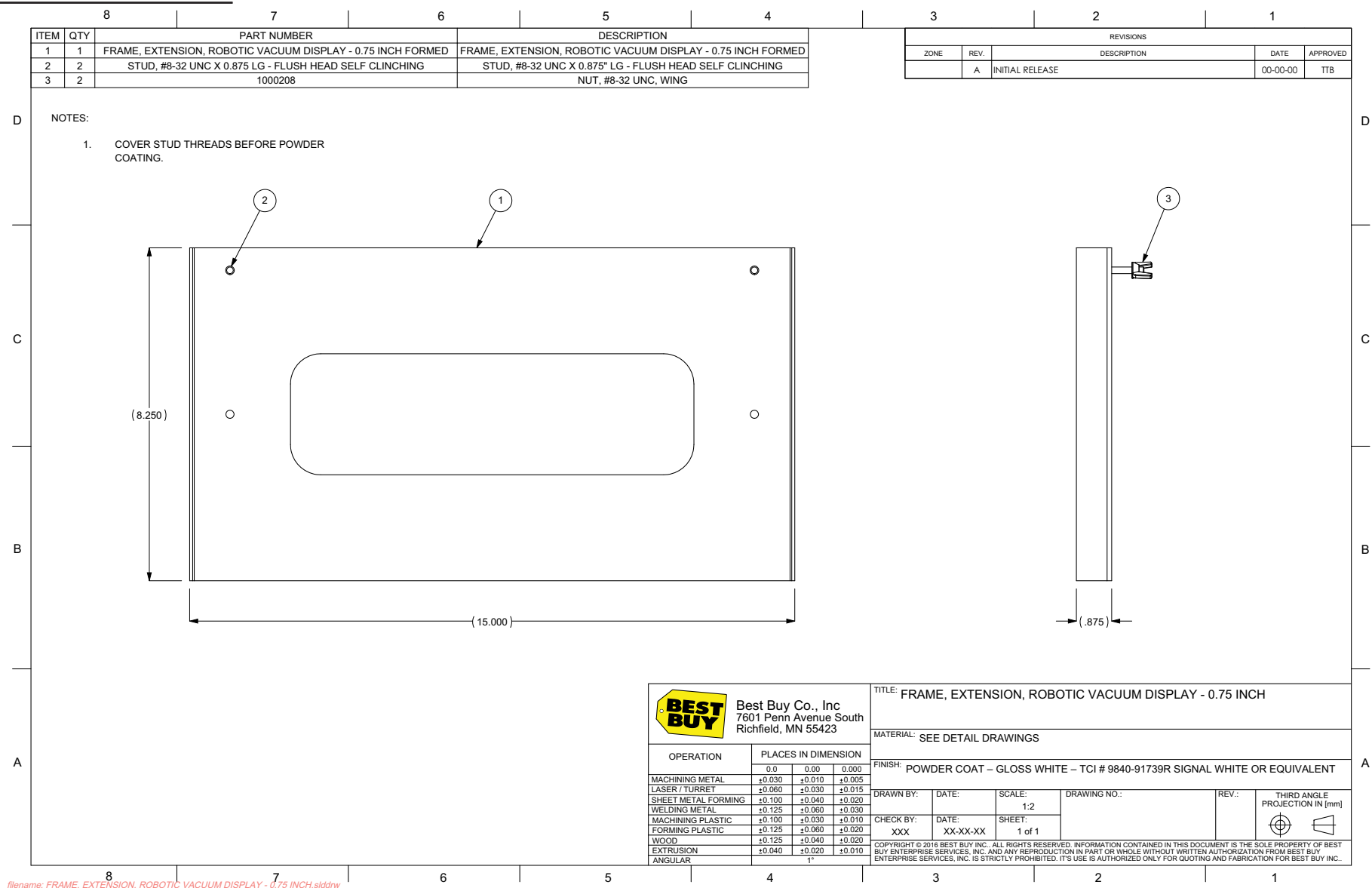


Store Design



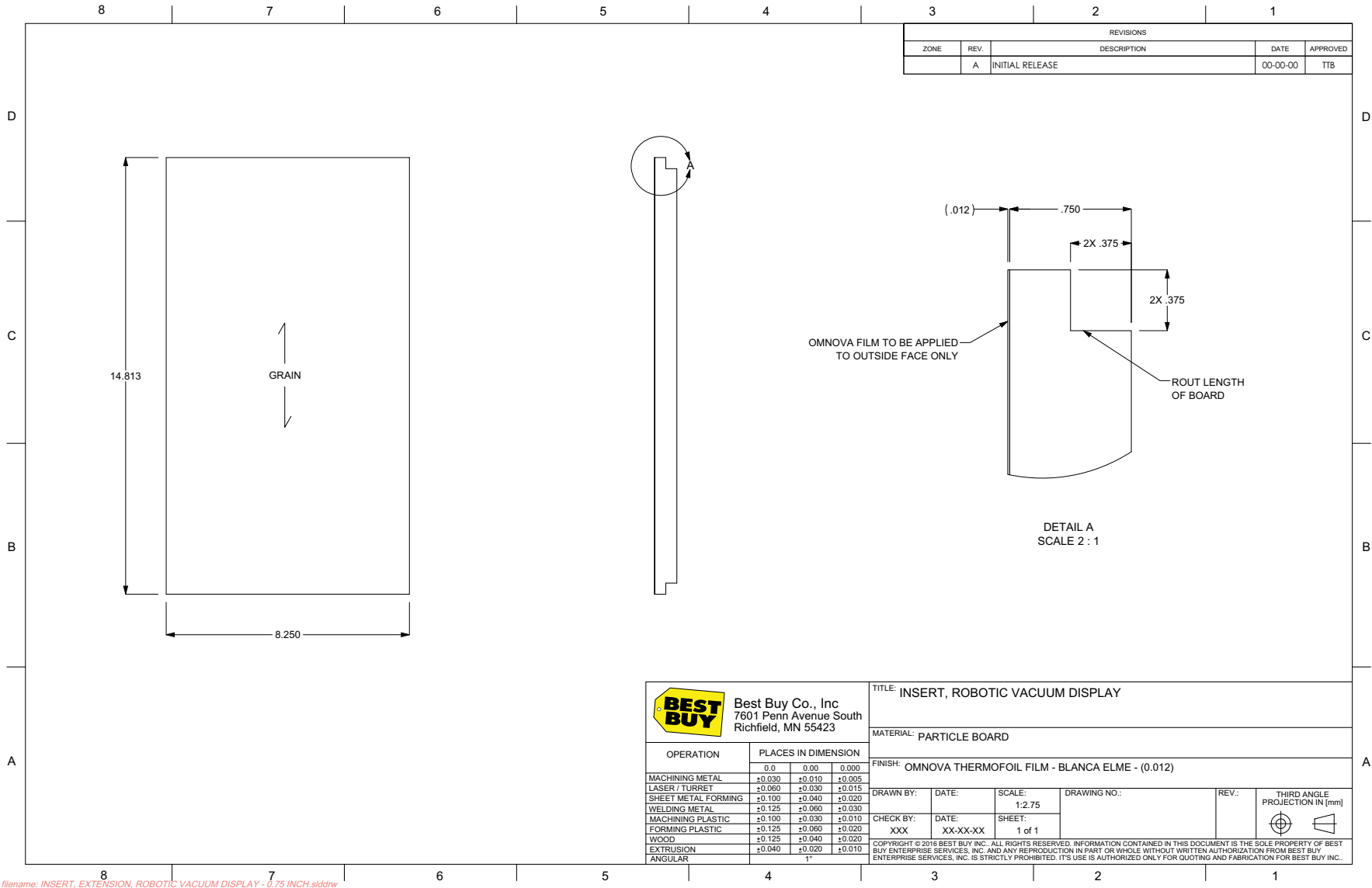
Robotic vacuums

Guidelines



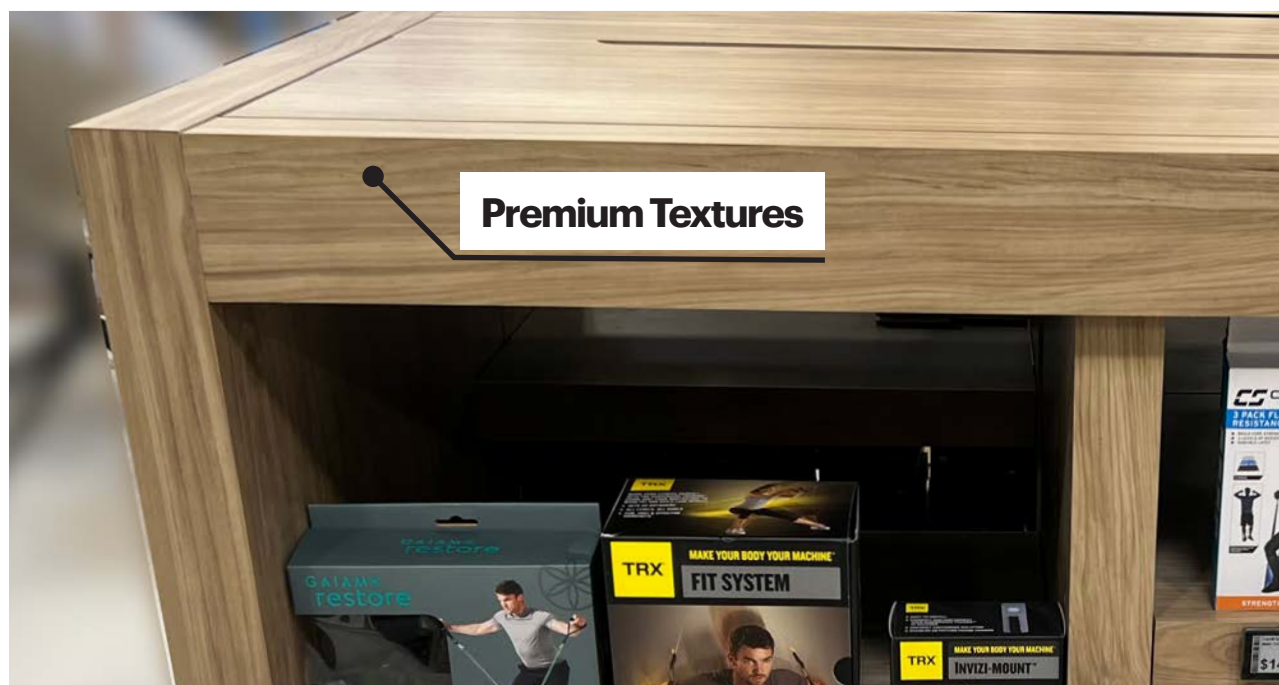
Robotic vacuums

Guidelines



Store Design

Fit Cubby



Fit Space Design Intent

Biophilic Design:

- Activate biophilic design cues to suggest health and well-being.
- Celebrate natural textures and showcase greenery and craftsmanship.

Differentiation:

- This unique space purposefully visually disrupts from the core Best Buy store environment.
- Premium materials channel a prestige assortment message to customers.
- Fixtures within the space have a unique merch strategy POV and will differ from other product tables and gondolas.

Domestic Storytelling

- The textures and merchandising should project a domestic/lifestyle look and feel.
- This space offers a moment of tranquility in the busy store environment.

Cubby Merch Expectations

- Products placed on the cubbies should always directly connect to the fitness/ wellness theme of the space.
- Products should be safely and securely merchandised on the cubbies. This may necessitate: containment, tethers, posts and platforms.
- The wood sides and tops of the cubby fixtures should be minimally covered, allowing their premium materials to shine through.

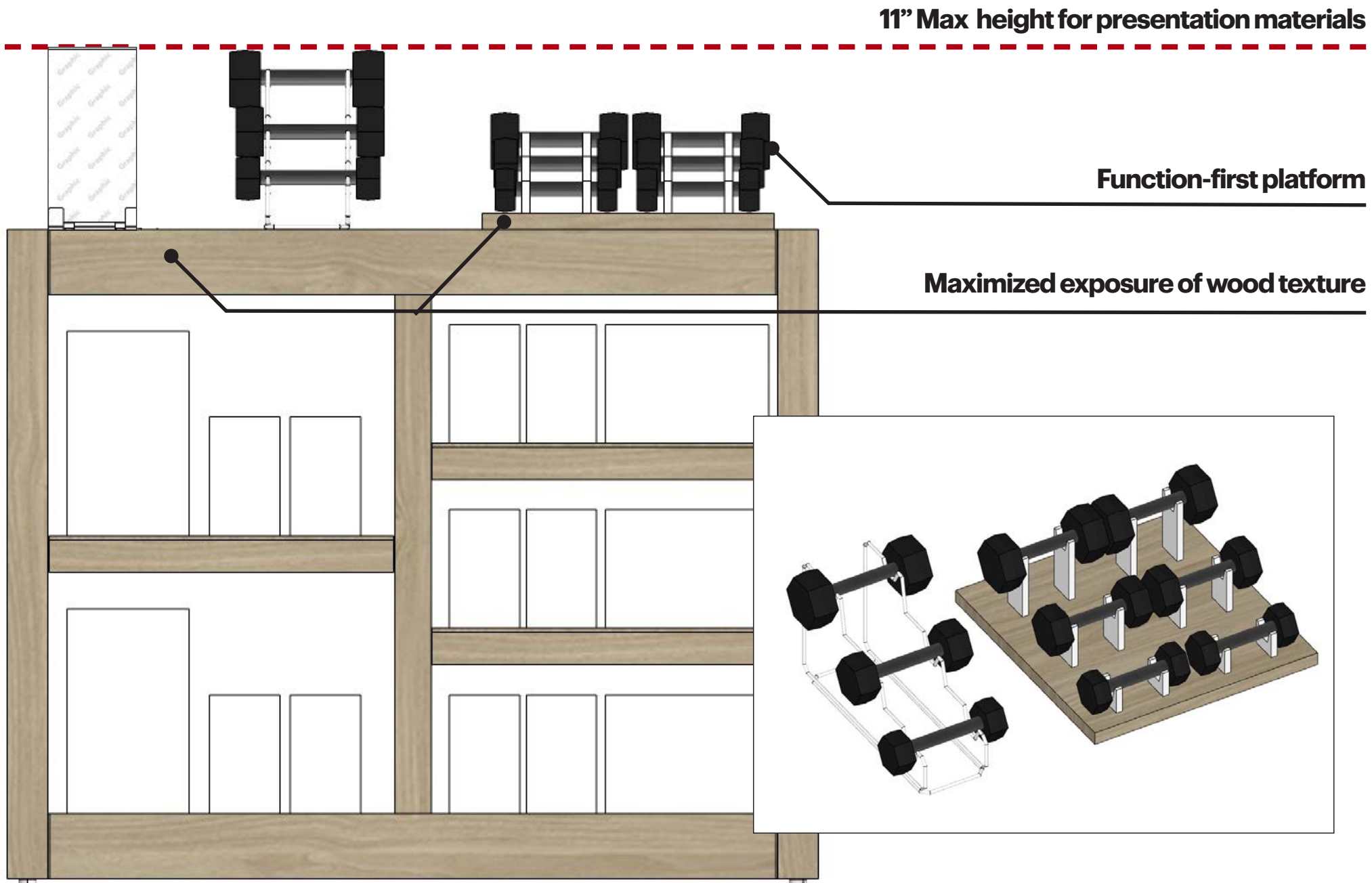


Maximized exposure
of wood texture

Contained products

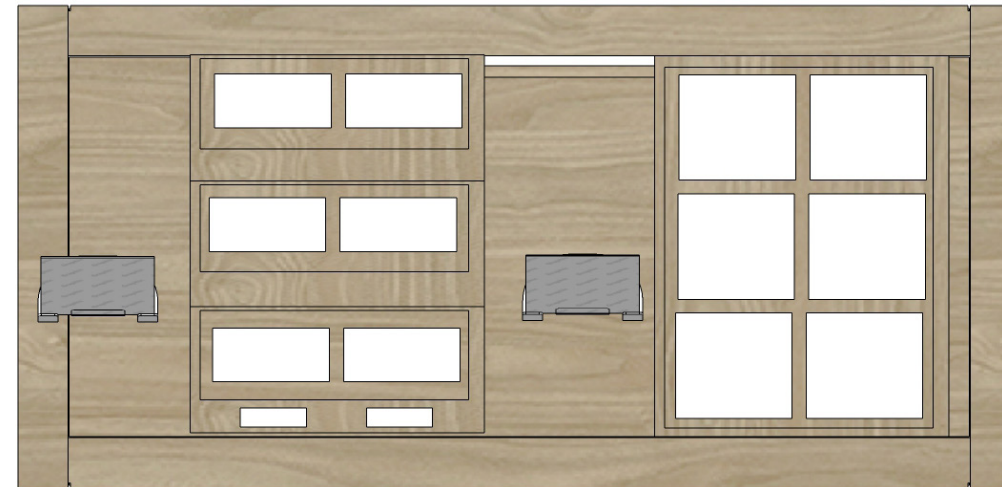
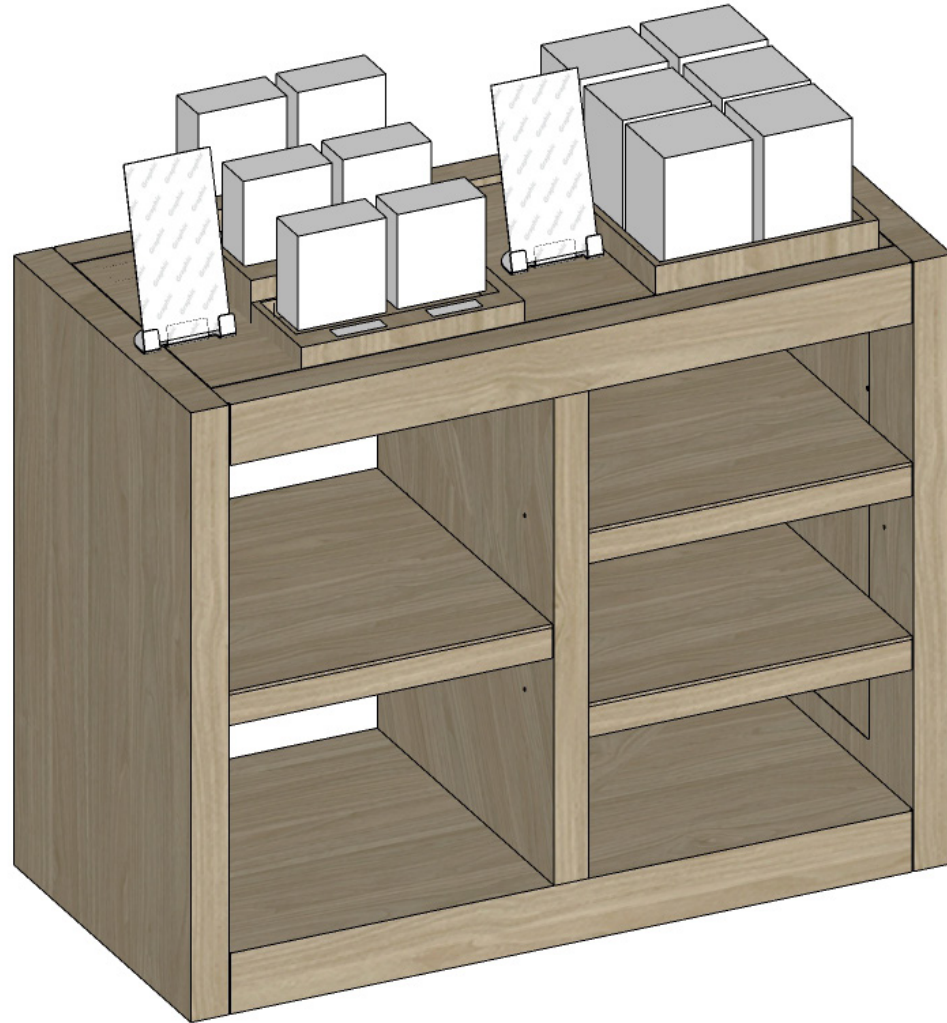
Fitness-based assortment

VPP Guidelines



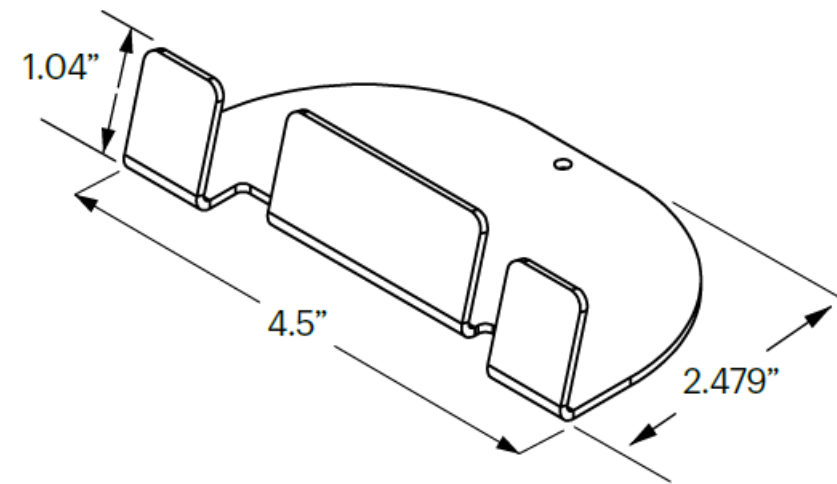
- The top of the cubby fixture can be divided into two 17.5" linear presentations or a single 39" presentation.
- The primary function of VPP materials should be functional: securing, elevating and containing product.
- Product platforms should match the Saarinen Driftwood cubby material.
- Posts and hardware should be white (black is also optional, but requires individual approval).
- Containment and risers should be white (black is also optional, but requires individual approval).
- Product, platforms, containment and risers should have a maximum height of 11".
- One angled 5.5"x11" single-sided graphic is allowed per presentation.
- To ensure the premium look and feel of the space, no large headers or backer cards or dividers will be allowed.

Presentation Alternatives



- Boxed display products or salable stock can also be leveraged as a secondary option for the top of the cubbies.
- Premium bins, trays, or product risers can increase visual interest and encourage engagement with display boxed stock.
- Product platforms should match the Saarinen Driftwood cubby material.
- Posts and hardware should be white (black is also optional, but requires individual approval).
- Containment and risers should be Saarinen Driftwood or white (black is also optional, but requires individual approval).
- Displays, platforms, containment and risers should have a maximum height of 11”.

Graphic Holder



- Reference EPDM# 1021705 for build reference.
- Holder will cover a portion of the bottom of the graphic.
- Standard graphic size 5.5"W x 11"W. This graphic size should be used whenever partnered with a product display.
- Larger 8.5"W x 11H graphic can be used only when no product display is possible. These larger graphics should always appear on their own without any display accompaniment.
- Holder will be metal finished in Fine White Texture Tiger Drylac Powdercoat.

Graphic Templates

- The 5.5”W x11”H graphic should showcase the brand and should provide storytelling for the adjacent products.
- Larger 8.5”W x 11H graphic can be used only when no product display is possible. These larger graphics should always appear on their own without any display accompaniment.
- 3mm Sintra should be used as the print substrate.

5.5" x 11" Template

White vendor logo, max size: 4.5" x .75"

Vendor headline
4-lines,
50-character
maximum

- Product/Brand benefit #1, 1-sentence, 100-character maximum
- Product/Brand benefit #2, 1-sentence, 100-character maximum
- Product/Brand benefit #3, 1-sentence, 100-character maximum

Vendor lifestyle image here.

Extends under the white semitransparent type area to left edge of card.

important content should fall within this magenta area.

Vendor provides one lifestyle photo, adhering to provided size and resolution specifications.

Photo should be simple, not highly stylized or posed.

It should employ natural lighting and color.

Limit the number of people to a maximum of one.

Scan the product price tag to check availability, send to Store Pickup or order for delivery.

8.5"x 11" Template

White vendor logo, max size: 7" x .75"

Vendor headline
4-lines,
50-character
maximum

- Product/Brand benefit #1, 1-sentence, 100-character maximum
- Product/Brand benefit #2, 1-sentence, 100-character maximum
- Product/Brand benefit #3, 1-sentence, 100-character maximum

Vendor lifestyle image here.

Extends under the white semitransparent type area to left edge of card.

important content should fall within this magenta area.

Vendor provides one lifestyle photo, adhering to provided size and resolution specifications.

Photo should be simple, not highly stylized or posed.

It should employ natural lighting and color.

Limit the number of people to a maximum of one.

Scan the product price tag to check availability, send to Store Pickup or order for delivery.

The vendor provides all content, adhering to the Best Buy Vendor Guidelines:

Vendor follows the provided template's exact dimensions, type sizes, type styles and character counts.

Vendor may include up to 3 bullet points.

Please note: Per Best Buy copy standards, **single-sentence bullet points should not include a period at the ends of sentences.**

Copy lays on top of white area. White area has transparency set at 75%.

BEST BUY

Last Updated February 8, 2024 9:47 AM | Best Buy partner and internal use only. Do not copy, publish, or distribute. The material in this document is confidential to Best Buy.

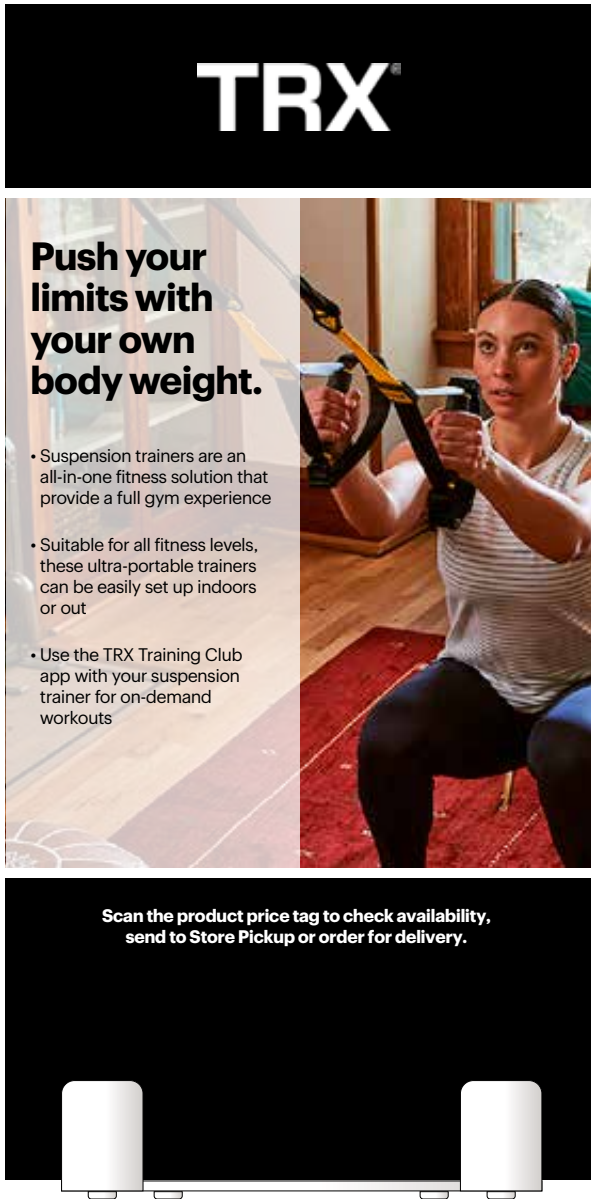
169

HOME

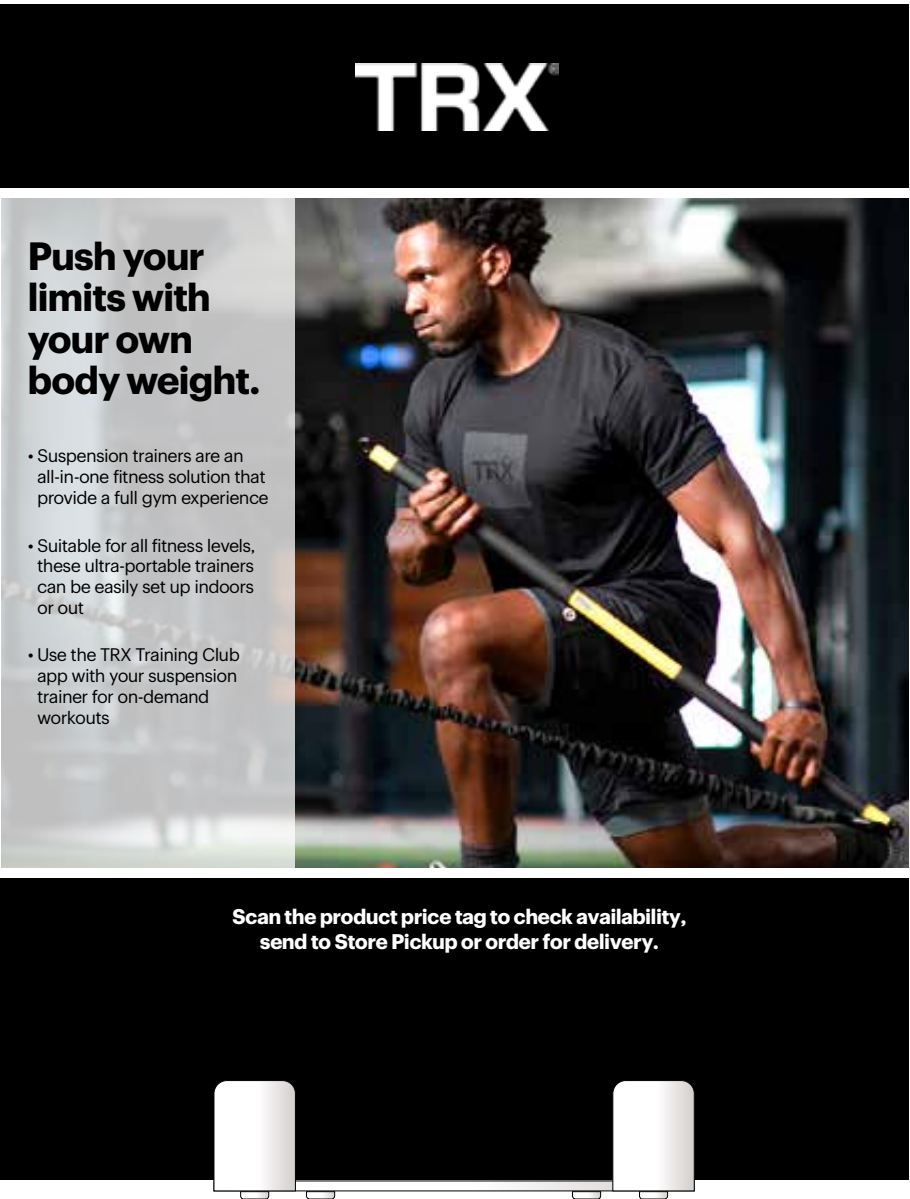
Populated Examples

- The 5.5”W x11”H graphic should showcase the brand and should provide storytelling for the adjacent products.
- Larger 8.5”W x 11H graphic can be used only when no product display is possible. These larger graphics should always appear on their own without any display accompaniment.
- 3mm Sintra should be used as the print substrate.

5.5"x 11" Populated example



8.5"x 11" Populated example



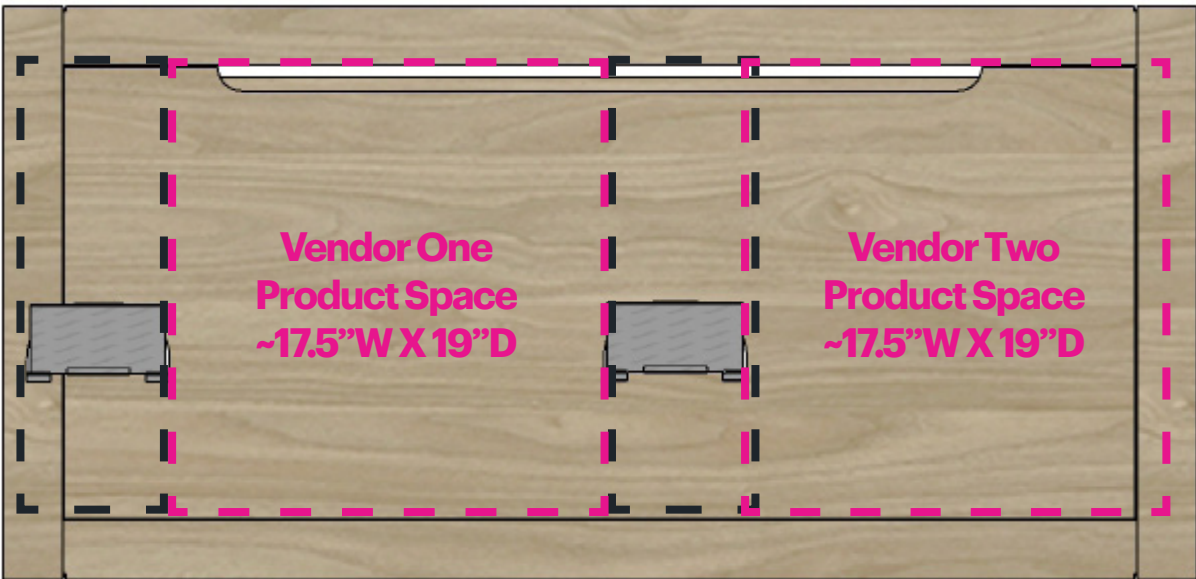
Technical Drawings

Graphic Space
6"W X 19"D



Single Brand Story (One Vendor)

Graphic Space
6"W X 19"D



Split Brand Story (Two Vendors)

See EPDM# 1020121 for fixture details. Fixture drawings and detailed dimensions are available upon request from BBY Engineering team.

Engineering@bestbuy.com

Range Endcap

Program Overview

Design Intent

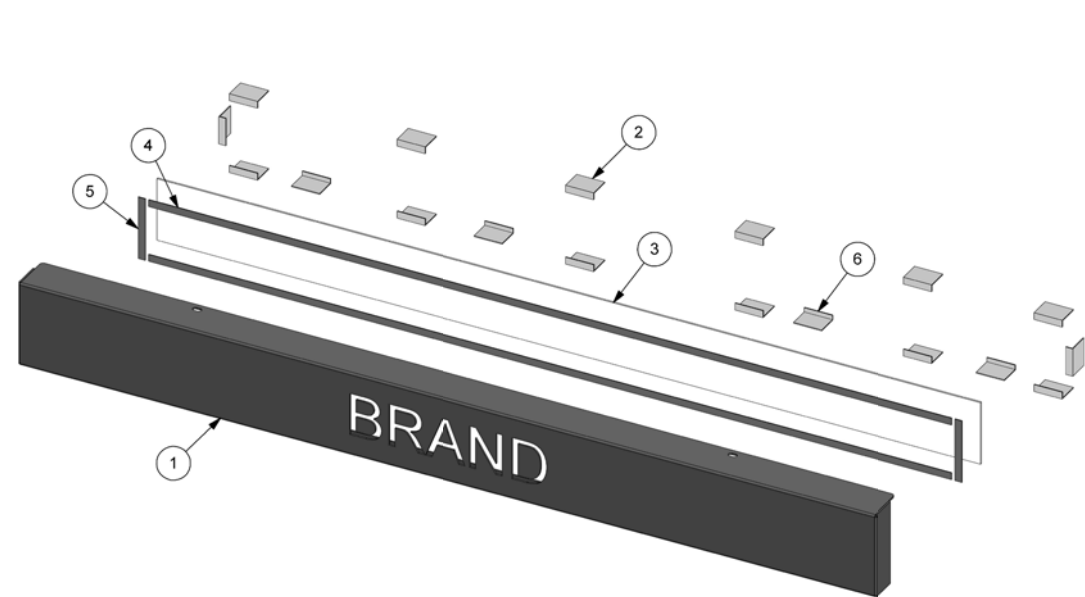
- The Range Endcap is intended to create consistent and cost-effective presentation opportunities for vendors
- Best Buy owns and maintains the core fixture components
- Vendors own the Vendor Logo Header Shell, display product, Top Graphic Panel and Bottom Graphic Panel



Fixture Details: Vendor Logo Header

Vendor Responsibility

- Vendors are required to produce a Logo Header Shell that attaches to the Best Buy-produced header light box
- Brand logo or logotype should be a white light, white optics 009 matte finish
- Header plate should be an Alpolic PE BLX Black finish
- Header Shell dimensions 60.763” W x 6” H, see drawing for width dimensional callouts
- Must follow logo sizing template
- Part number 1023628



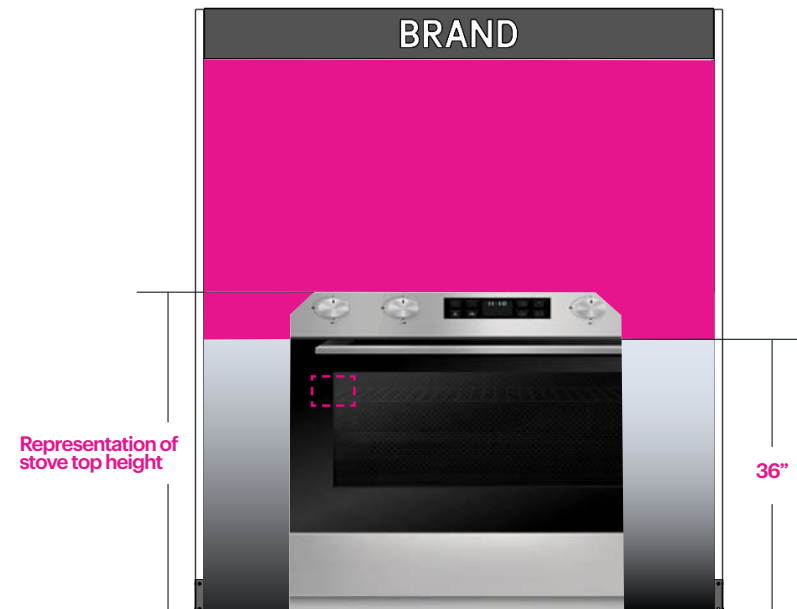
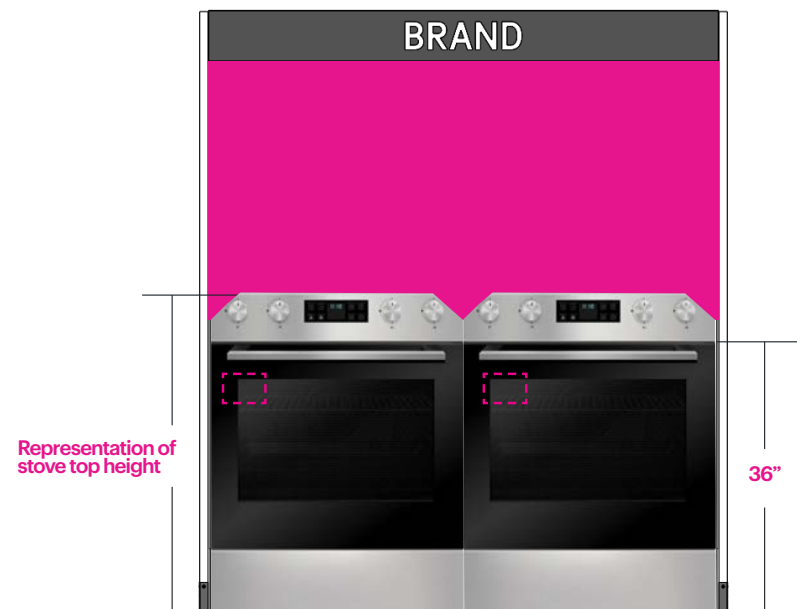
Product Display Options:



Centered Display



Left-Justified Display



Merchandising Expectations: Display Options

Placement of Displays

- Single display products must be centered or left-justified within the fixture
- To minimize protrusion, display units must be seated against the back of the fixture

Placement of Graphics

- Top and Bottom Panel Graphics must be installed behind the display product(s)
- No external fixture POP graphics are allowed
- Up to two POP graphics can appear on the interior of each appliance

Product Pricing

- Fact Tag ESLs must be attached to each display unit
- They should always appear on the top left of the door

Merchandising Expectations: Temporary Bundle Offer Placement

Placement of Graphic Storytelling

- Temporary bundle offer signage must sit on the left side of the top surface of the range
- Design must be approved by Store Experience Team through our standard VPP process
- Standard acrylic 8.5x11 sign holder will be used to house the collateral
- Sign holder should be secured with removable double stick tape, to ensure it stays in place and maintains an organized appearance



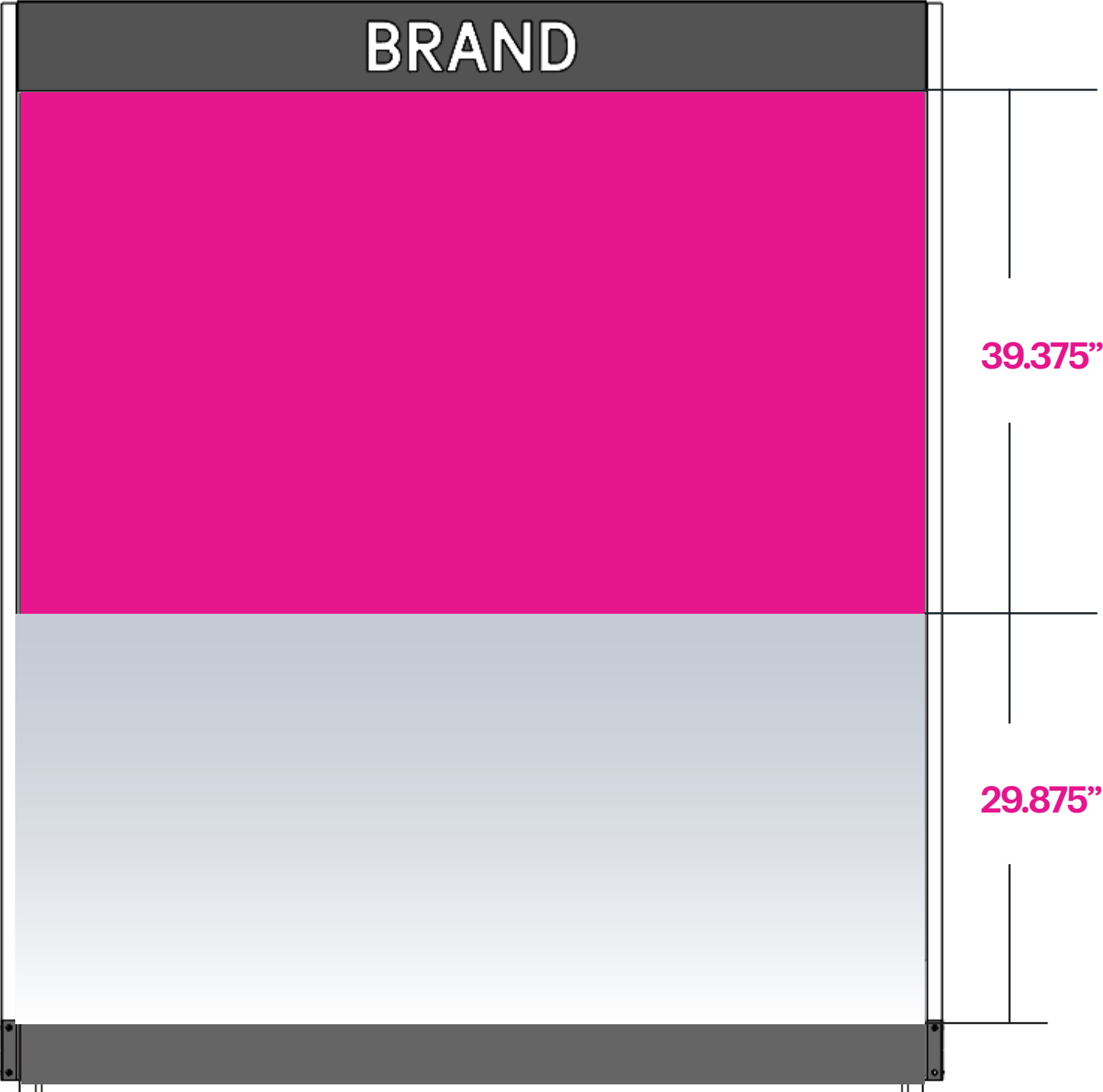
Graphic Expectations: Graphic Panels

Top Graphic Panel

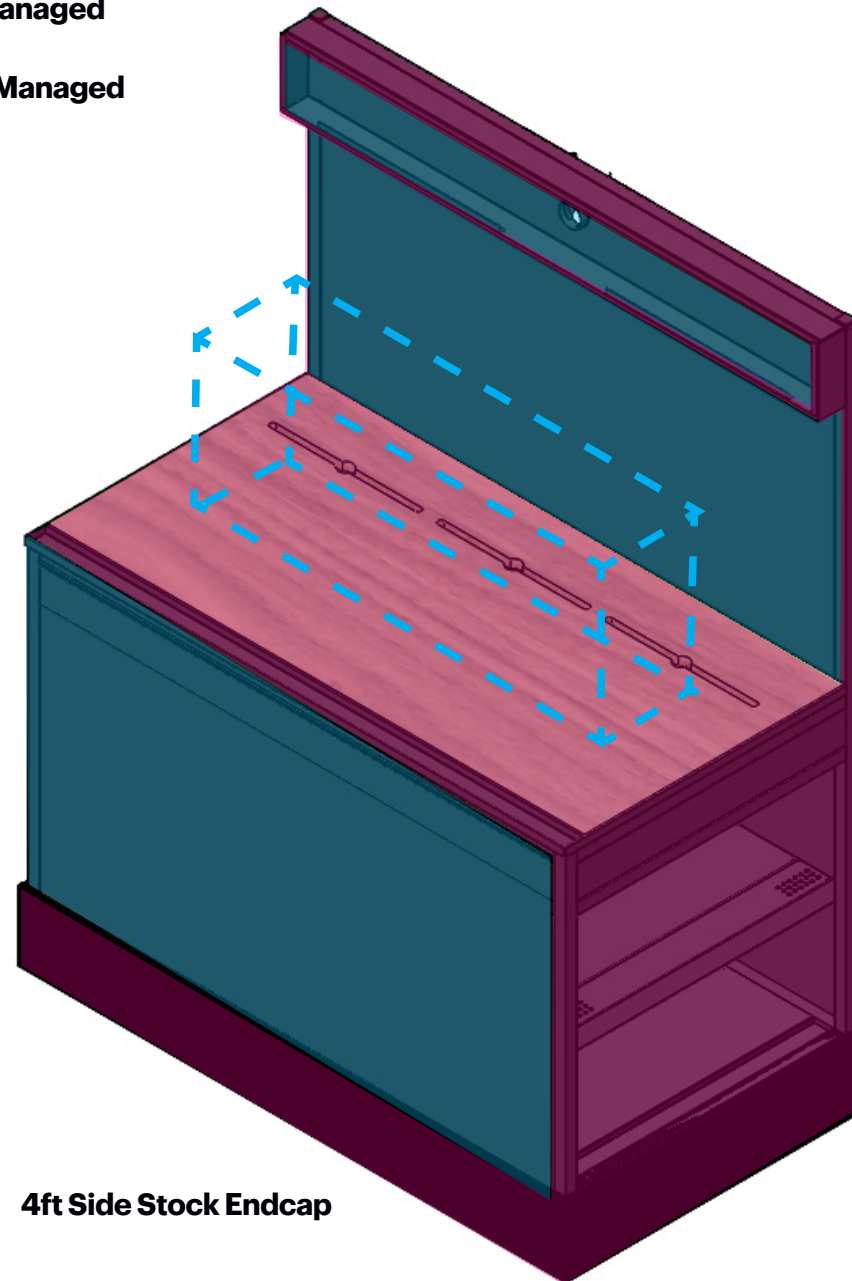
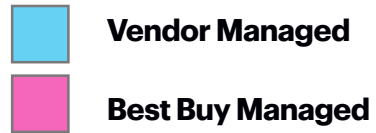
- Dimension: 60.75" x 39.375"
- Substrate: 20mil Magnetic Vinyl, White
- Imagery: vendors' graphic storytelling, lifestyle imagery

Bottom Graphic Panel

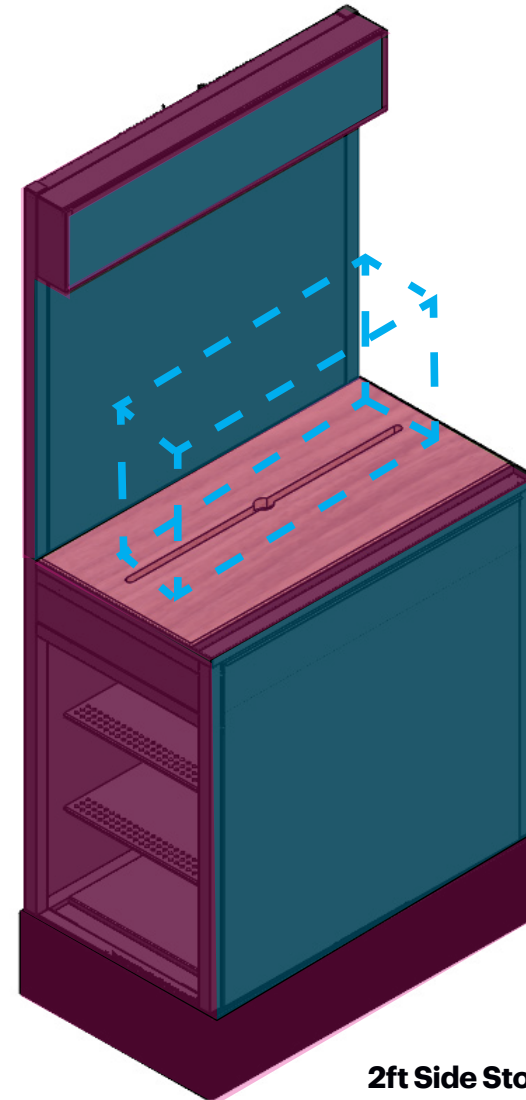
- Dimension: 60.75" x 29.875"
- Substrate: 20mil Magnetic Vinyl, White
- Imagery: Vendors are responsible for creating a gradient using their brand colors
- Gradient must be vertical going from dark to light
- The gradient should compliment the color palette of the Top Graphic Panel



Side Stock Endcap



4ft Side Stock Endcap



2ft Side Stock Endcap

Fixture Overview

The **Side Stock Endcaps** are 2ft and 4ft fixtures that create a consistent, display-centric presentation that visually minimizes salable product stock.

Unlike other Best Buy endcaps, tight guidelines are in place for Side Stock Endcaps. The outcome is a more flexible, transactional fixture that allows cost effective design solutions and easy installation and removal.

Best Buy Managed

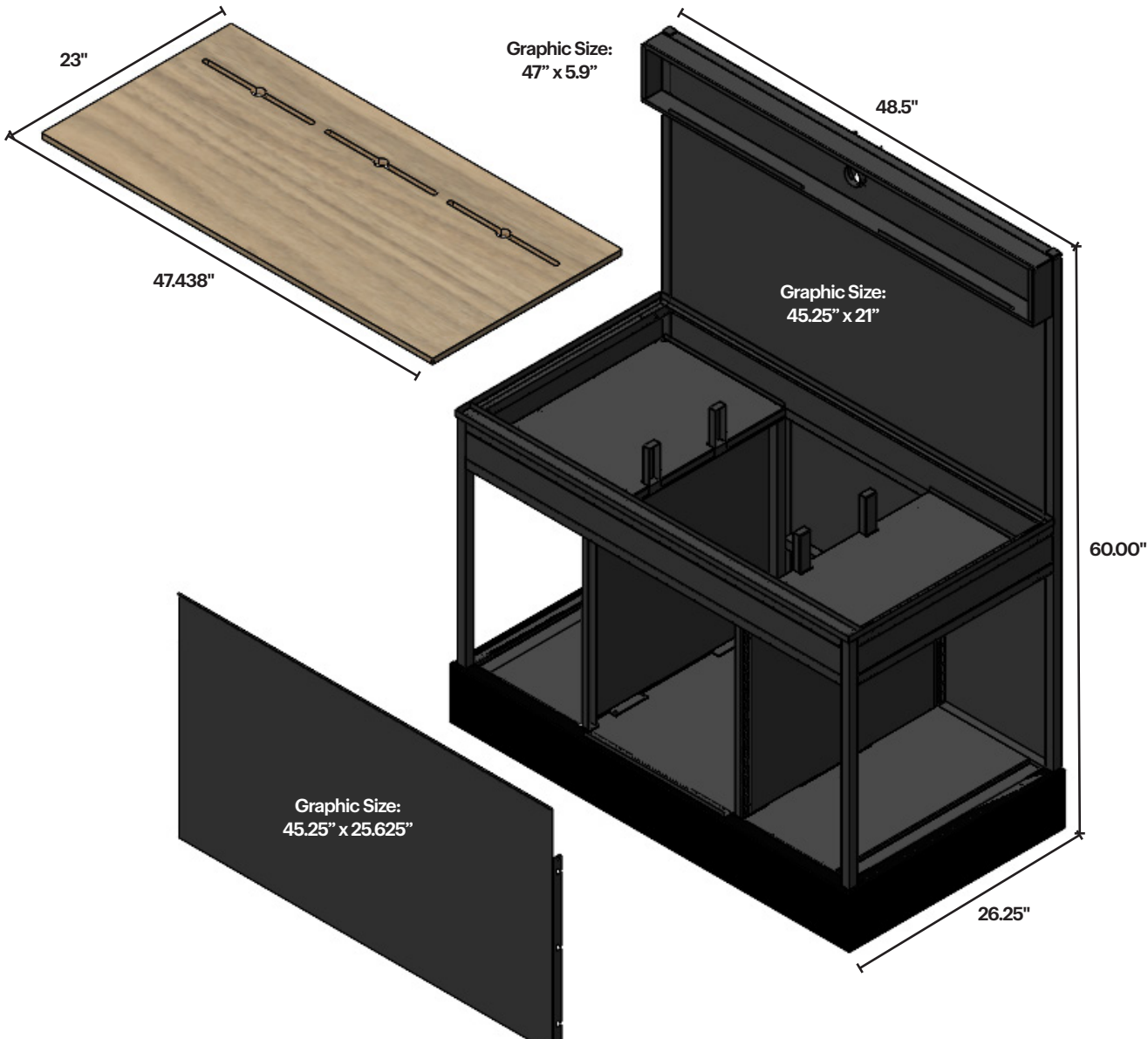
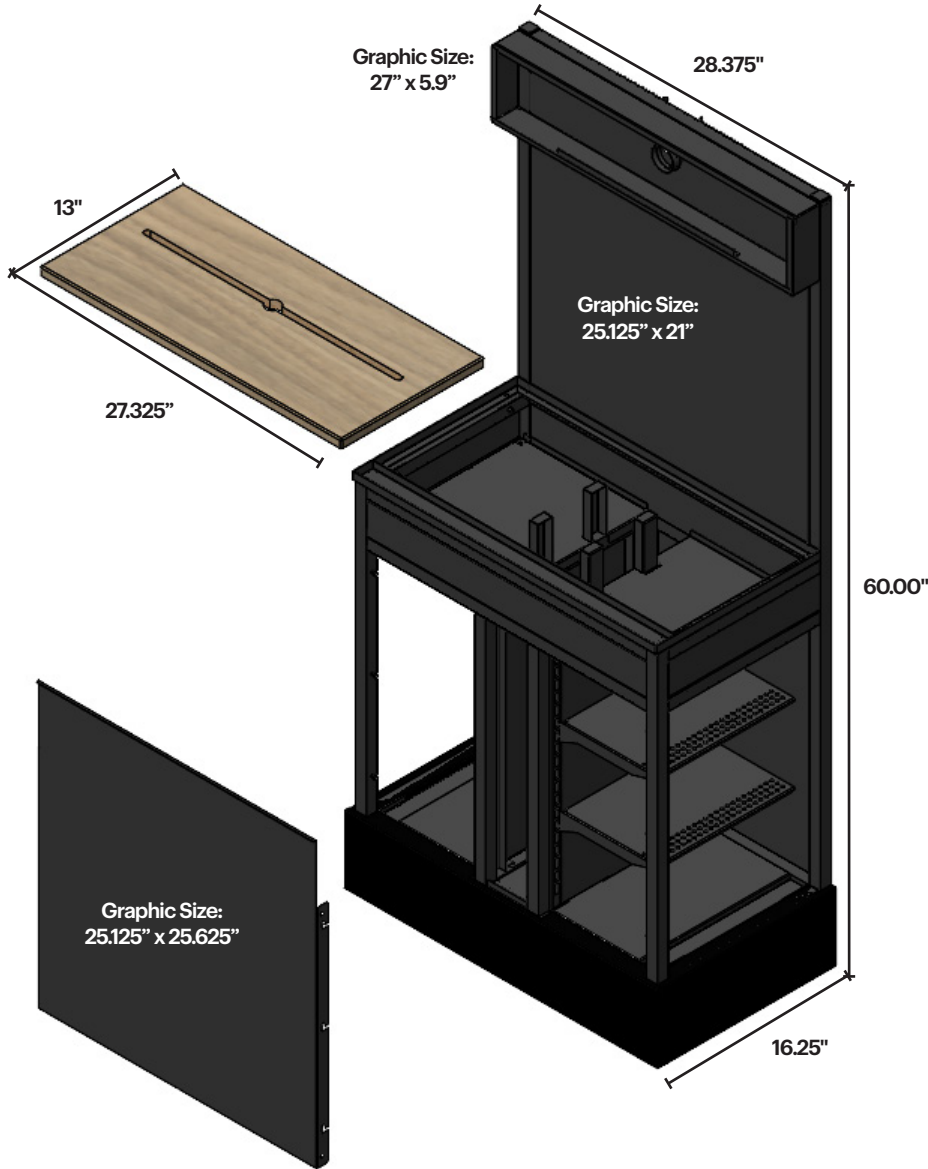
- Core fixture elements
- Pricing ESLs

Vendor Managed

- Any product featured as display or demo on the top wood surface
- Platforms, security, data and power attachments needed for display or demo products on top wood surface
- Magnetic graphics for top and bottom panels
- Printed logo Header

Overall Dimensions

***Dimensions are for reference only.**
Best Buy drawings and models are available upon request.



Vendor Managed Graphics

2ft Side Stock Endcap:

Dieline name: “Dieline_2ft_Header_27x5.9”

Size: 27 (w) x 5.9 (h)

Substrate: .1875 Ultraboard, Black/Black/Black

Dieline name: “Dieline_2ft_TopBacker_25.125x21”

Size: 25.125 (w) x 21 (h)

Substrate: 20mil Magnetic Vinyl, White

Dieline name: “Dieline_2ft_BaseFront_25.125x25.625”

Size: 25.125 (w) x 25.625 (h)

Substrate: 20mil Magnetic Vinyl, White

4ft Side Stock Endcap:

Dieline name: “Dieline_4ft_Header_47x5.9”

Size: 47 (w) x 5.9 (h)

Substrate: .1875 Ultraboard, Black/Black/Black

Dieline name: “Dieline_4ft_TopBacker_45.250x21”

Size: 45.250 (w) x 21 (h)

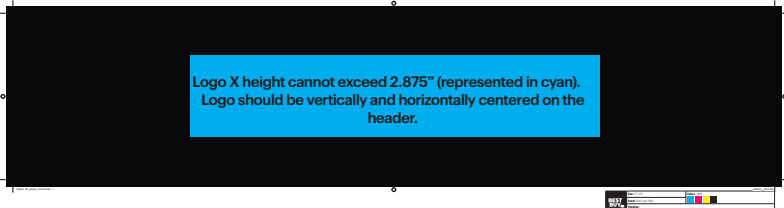
Substrate: 20mil Magnetic Vinyl, White

Dieline name: “Dieline_4ft_BaseFront_45.250x25.625”

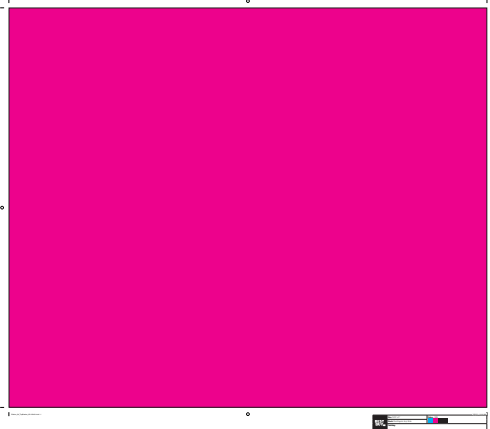
Size: 45.25 (w) x 25.625 (h)

Substrate: 20mil Magnetic Vinyl, White

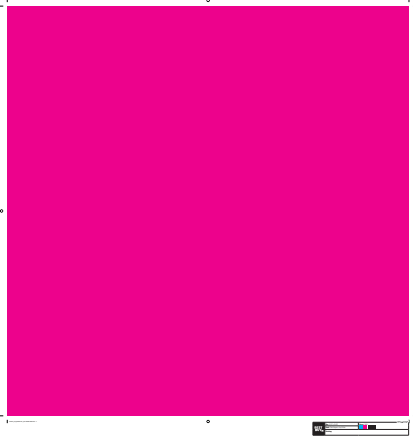
Dieline images are for visual reference only



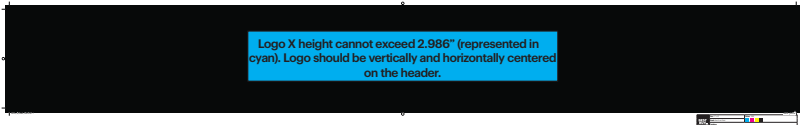
Dieline_2ft_Header_27x5.9



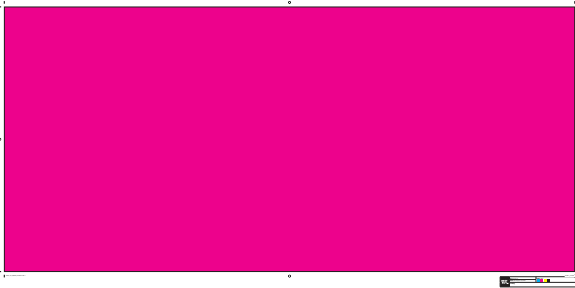
Dieline_2ft_TopBacker_25.125x21



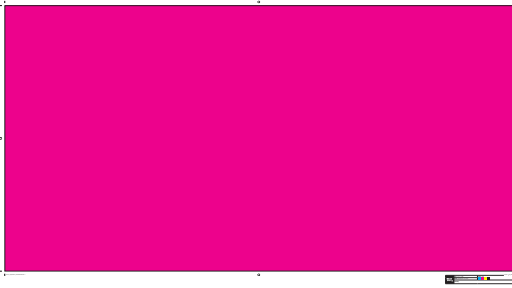
Dieline_2ft_BaseFront_25.125x25.625



Dieline_4ft_Header_47x5.9

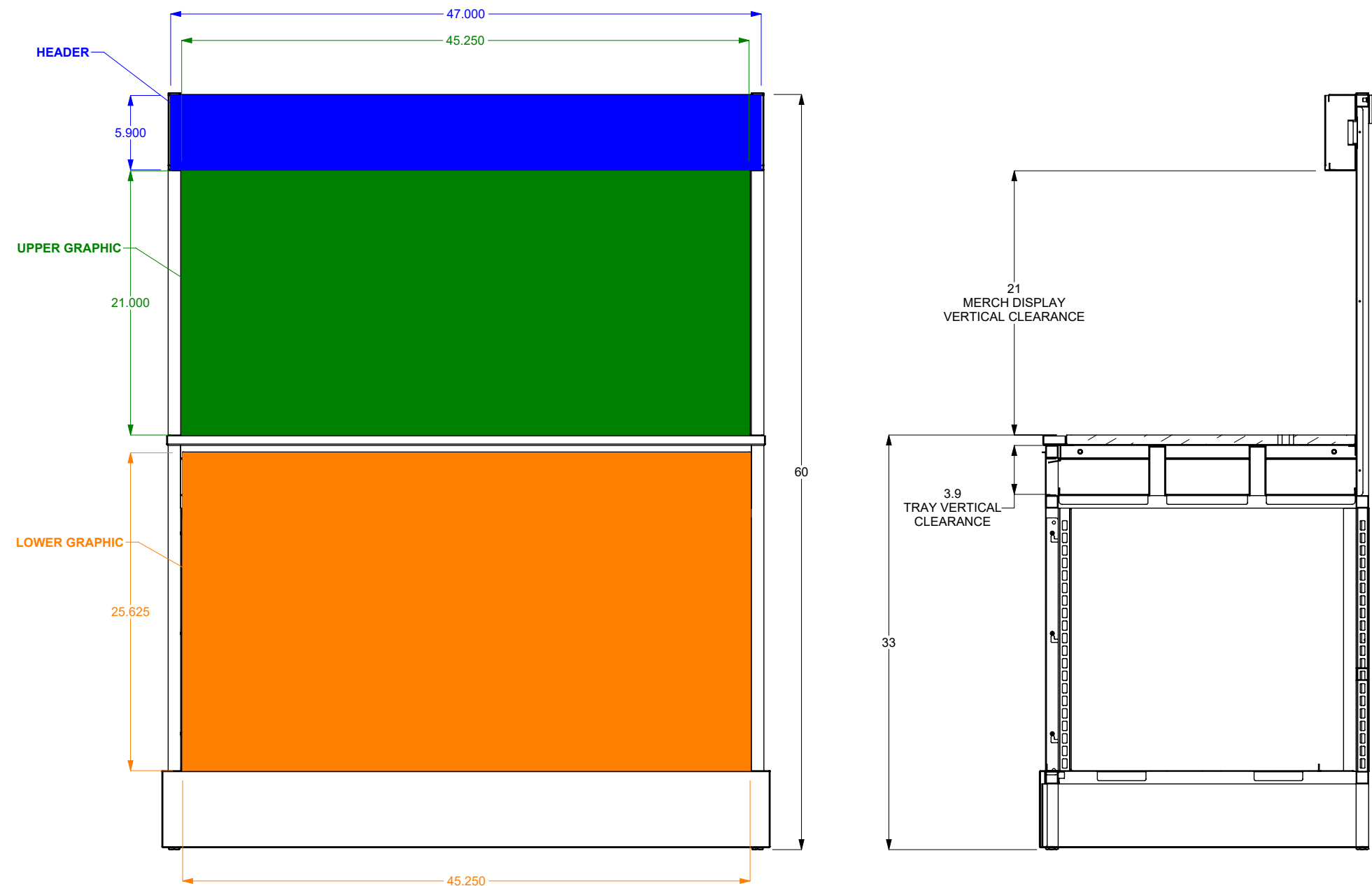


Dieline_4ft_TopBacker_45.250x21

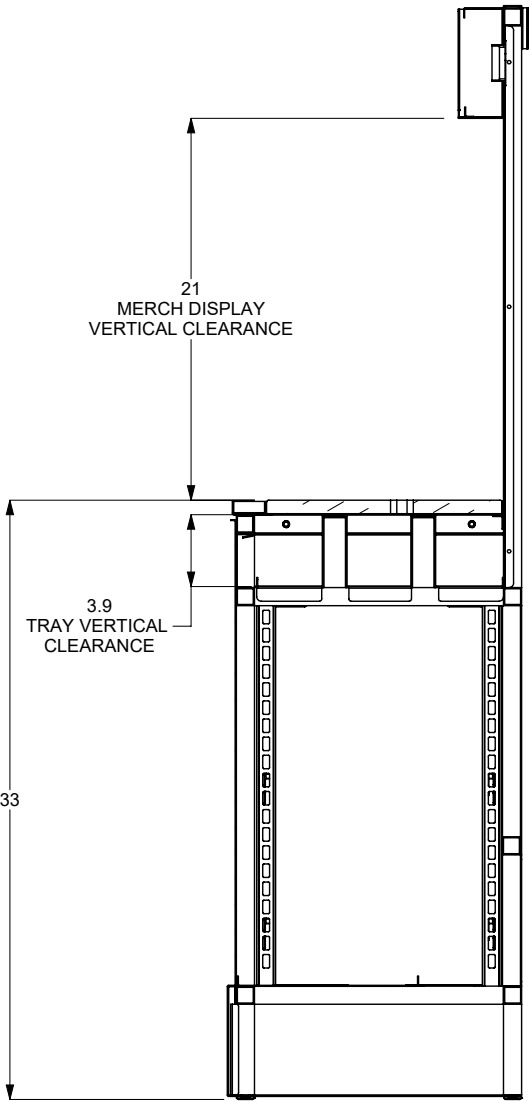
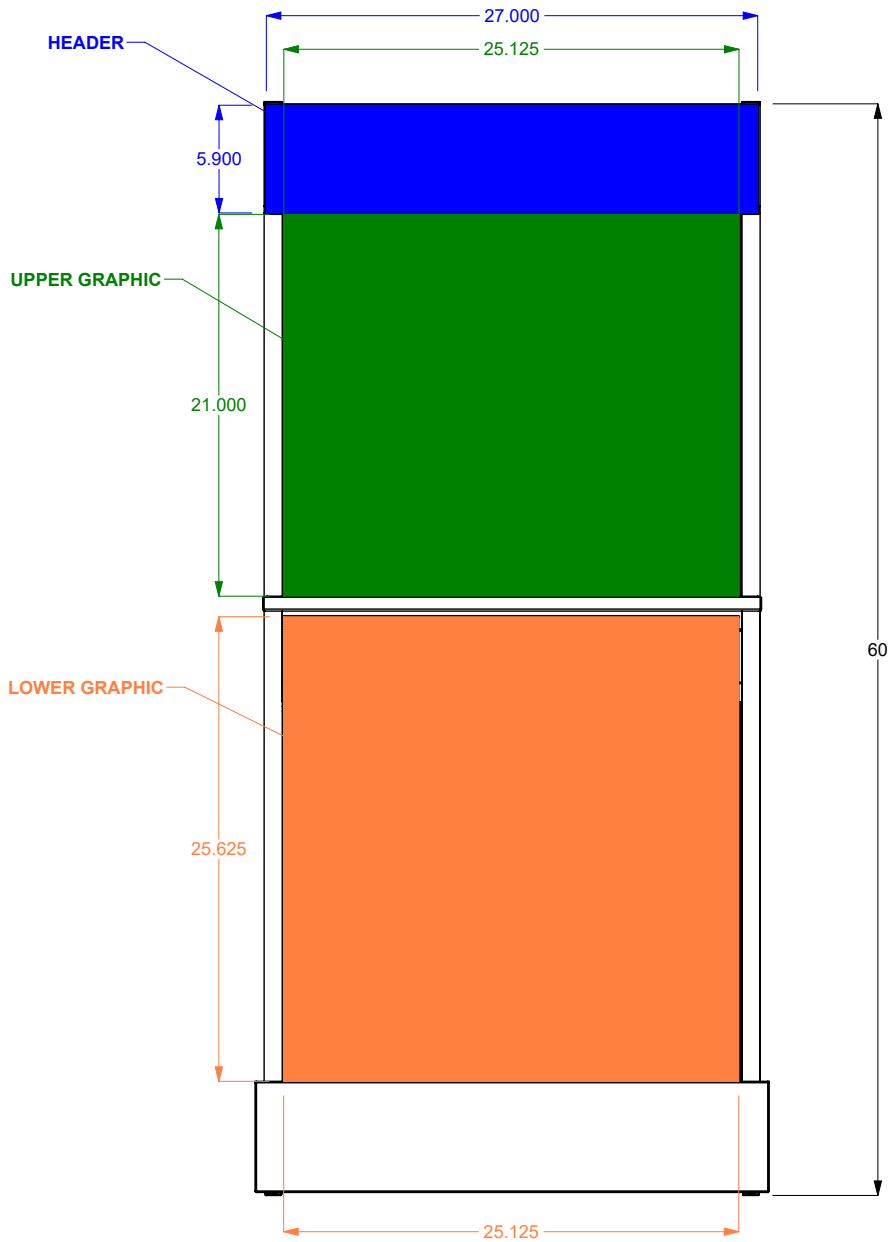


Dieline_4ft_BaseFront_45.250x25.625

4ft Endcap Detailed Dimensions



2ft Endcap Detailed Dimensions



Presentation Expectations

Expectations

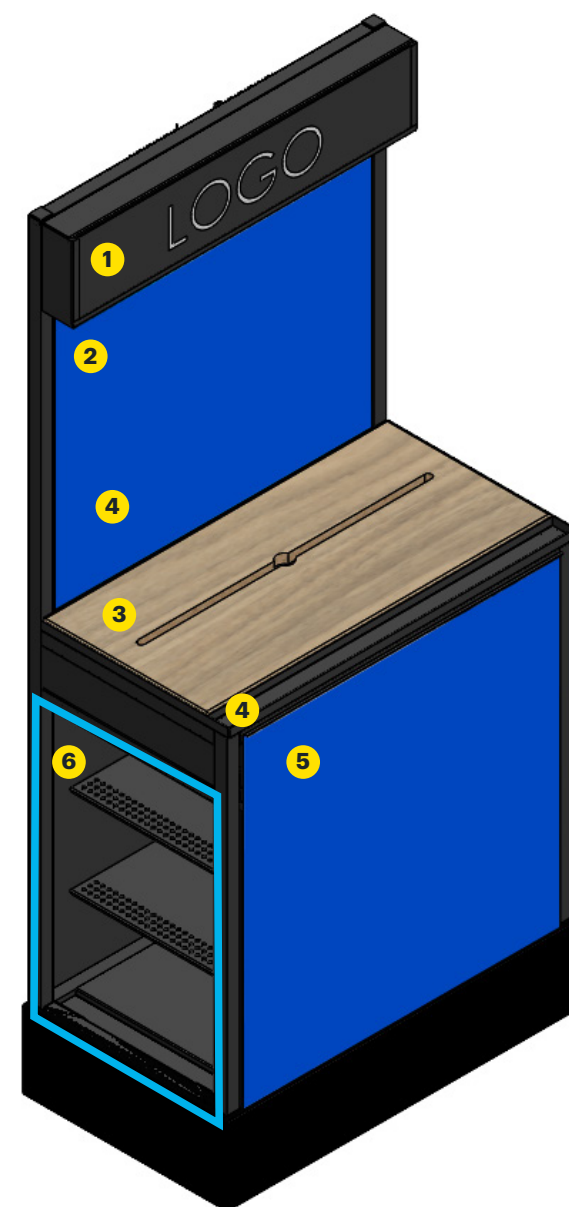
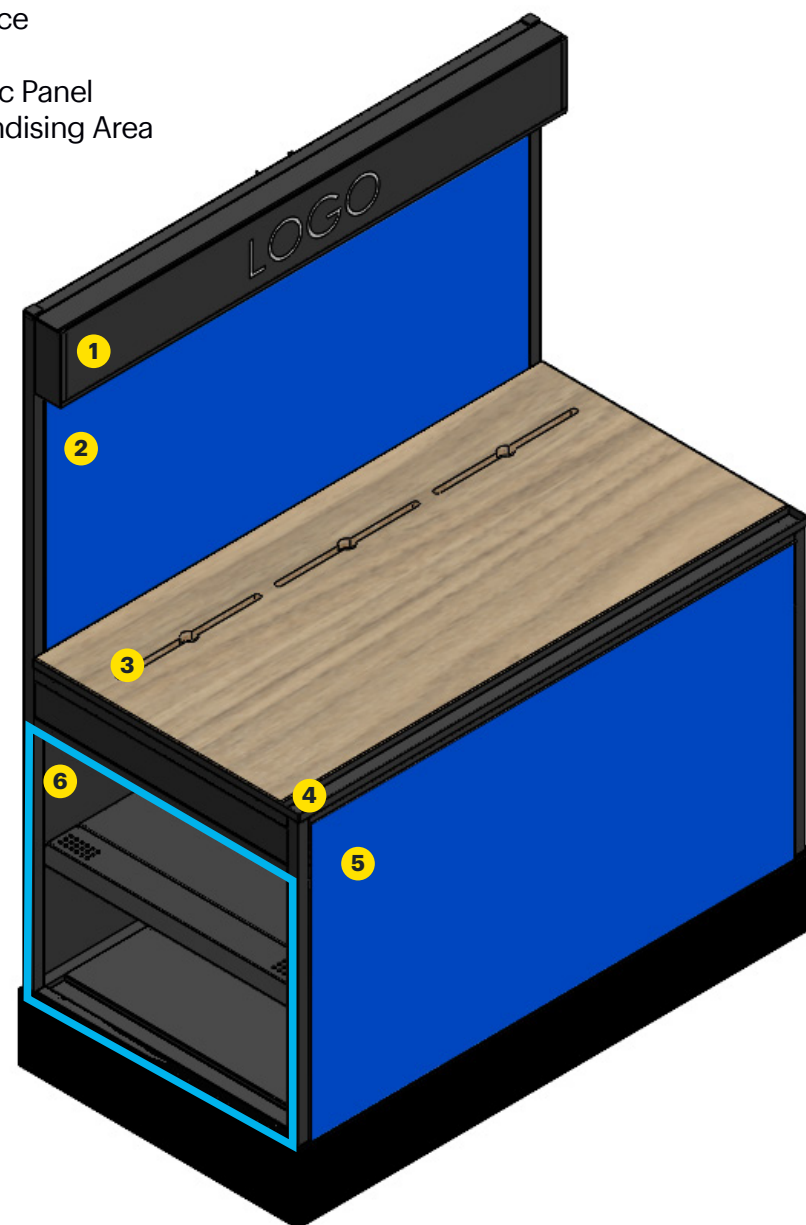
- Display/demo products on top wood surface need to be secured leveraging platforms, cables or mounts. See following pages for details.
- Products may not extend above logo header panel or beyond the sides of the fixture
- Logo on header should not be visually obstructed by products
- Graphics on the magnetic panels should be visually uncluttered and not distract from the products on display. Ex. Simple lifestyle photography, macro product photography or minimal graphic textures or patterns.
- Copy and logos are not permitted on the bottom magnetic panel
- Additional graphics and educational touchpoints can be added, but not cover more than 25% of the top wood surface
- Every display or salable SKU needs a Peg Label or Fact Tag ESL. Plan for their inclusion when merchandising fixture.

Best Practices

- The Side Stock Endcaps are intended for a concise product display providing “at a glance” engagement and understanding
- Curate the total number of displayed SKUs and storytelling touchpoints
- Keep product education simple and brief

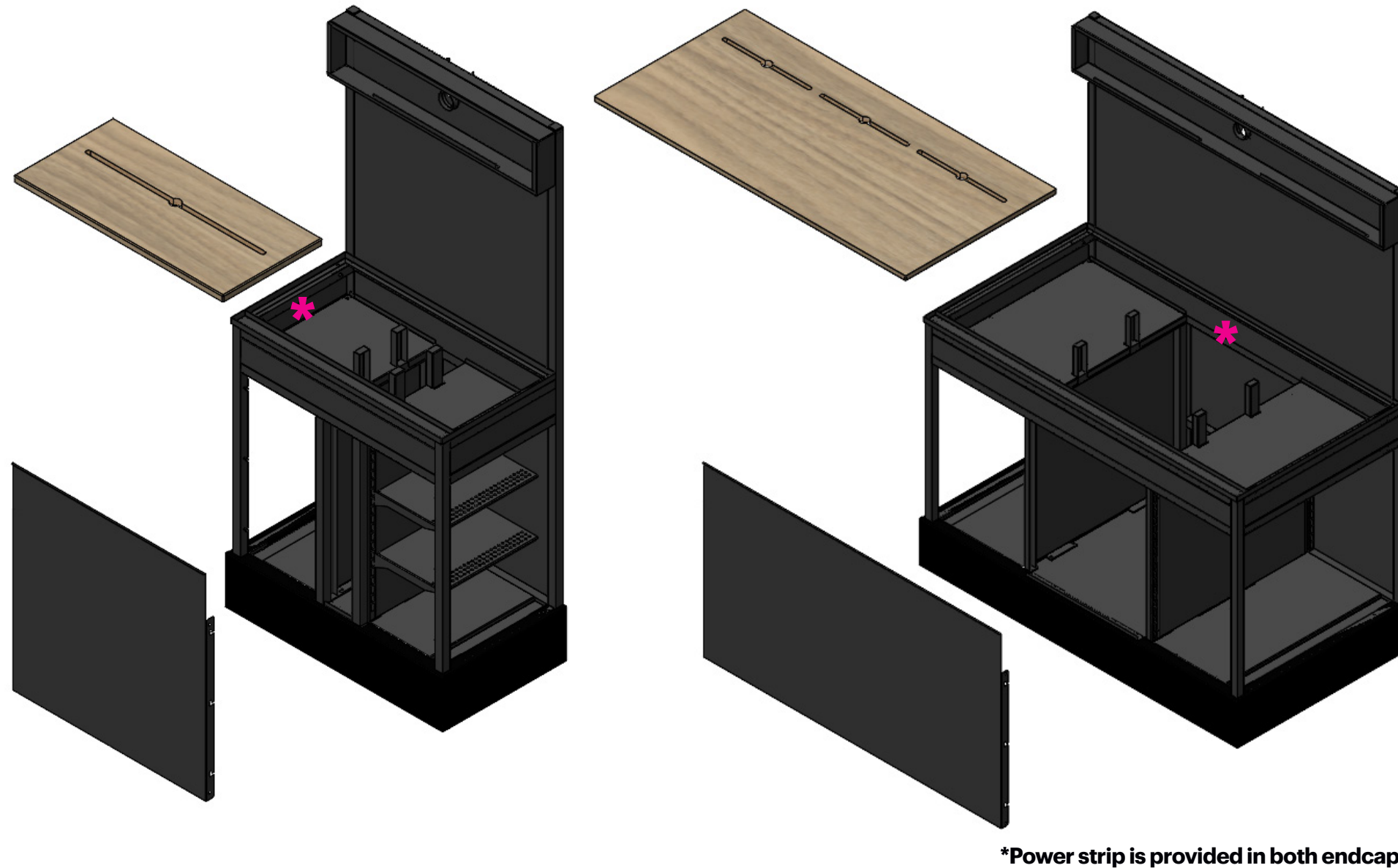
Parts list:

1. Header
2. Top Magnetic Panel
3. Top Wood Surface
4. ESL Channel
5. Bottom Magnetic Panel
6. Salable Merchandising Area



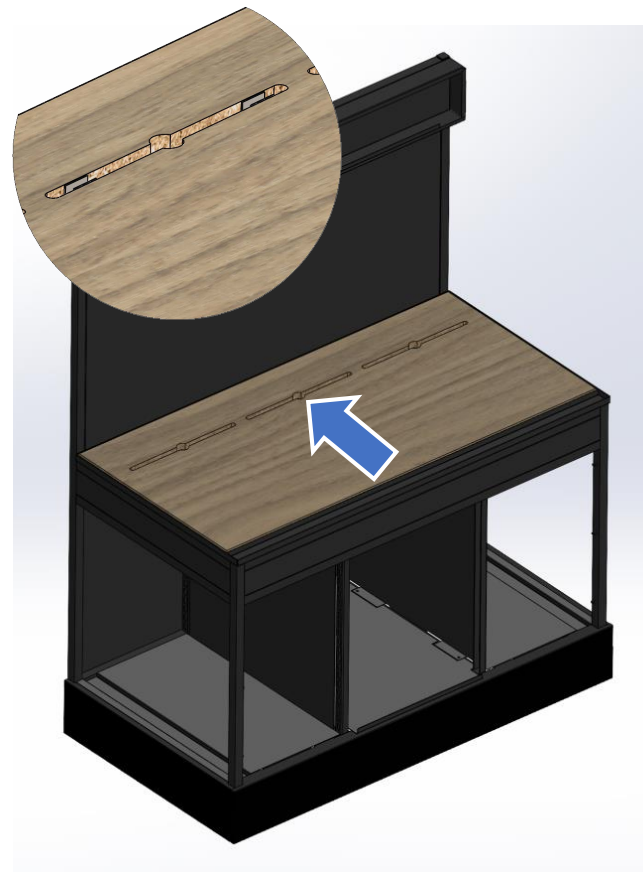
Security, Attachments and Power

- Security cables and product platforms can attach to the fixture and be snaked through cutout on the back of the top wood surface.
- The provided top wood surface should be leveraged as the main display backdrop for product presentations. It can be covered by a vendor-supplied surface as a less-preferred alternative.
- **If top wood surface is damaged or altered in any way, vendors are responsible for replacing it upon vacating space.**
- Front panels are removable to provide easy access to fixture interiors.
- Power can be accessed through mouse holes in the back and bottom of the fixture.



Security, Attachments and Power

- Utilize the center slot for mounting larger/heavier displays to the Top Wood Surface.
- The center slot is fully accessible through the removable Bottom Magnetic Panel for attaching the washers and wing nuts.
- Smaller fixtures can utilize any or all three slots.
- The Top Wood Surface can be lifted off the endcap to allow access for display installation and before resetting back in place.

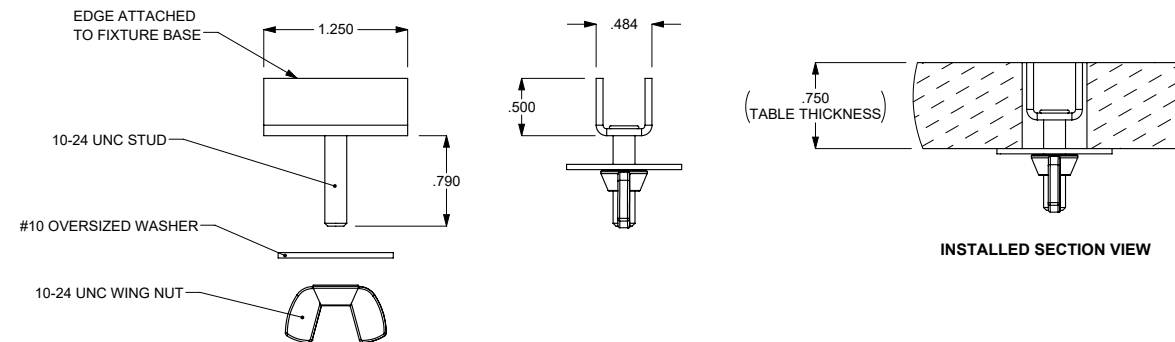


Center slot for mounting larger/heavier displays

Smaller fixtures can utilize any or all three slots

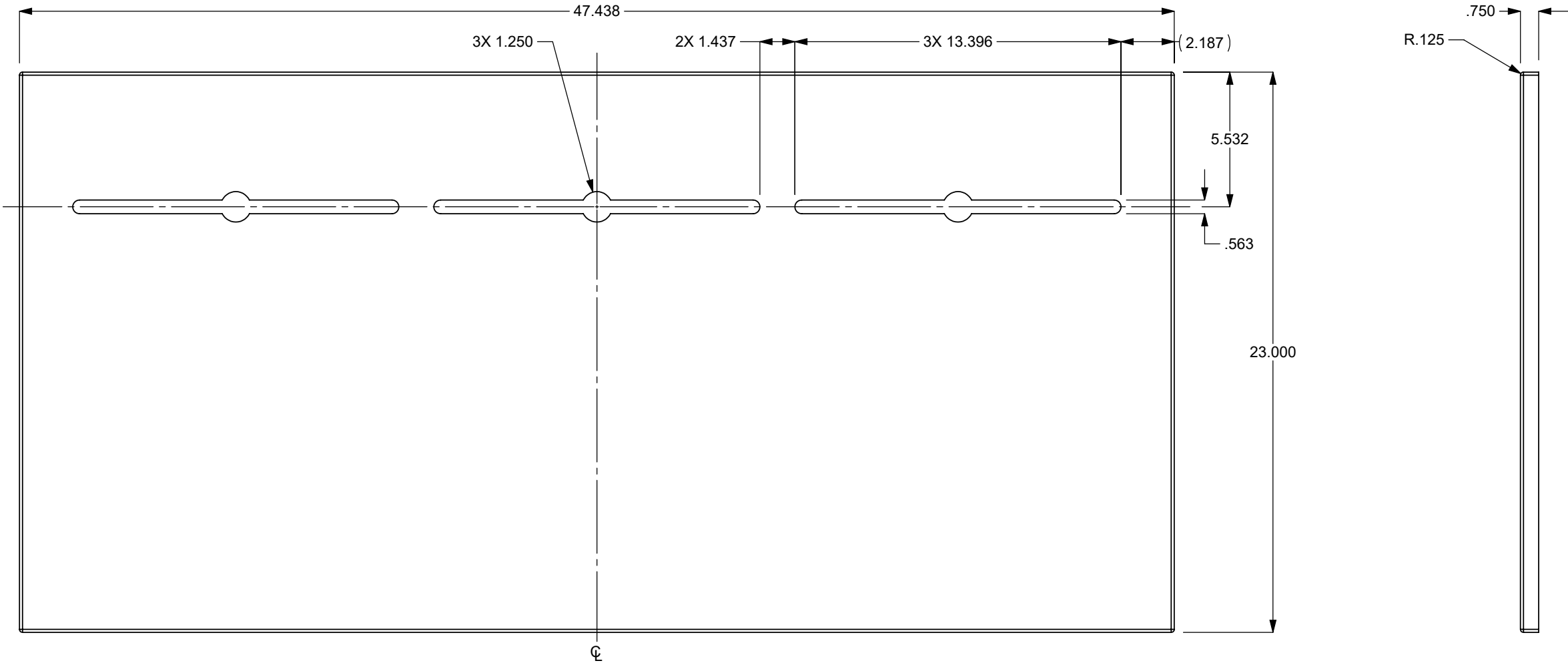
The Top Wood Surface can be lifted off the endcap to allow access for display installation

Preferred attachment hardware

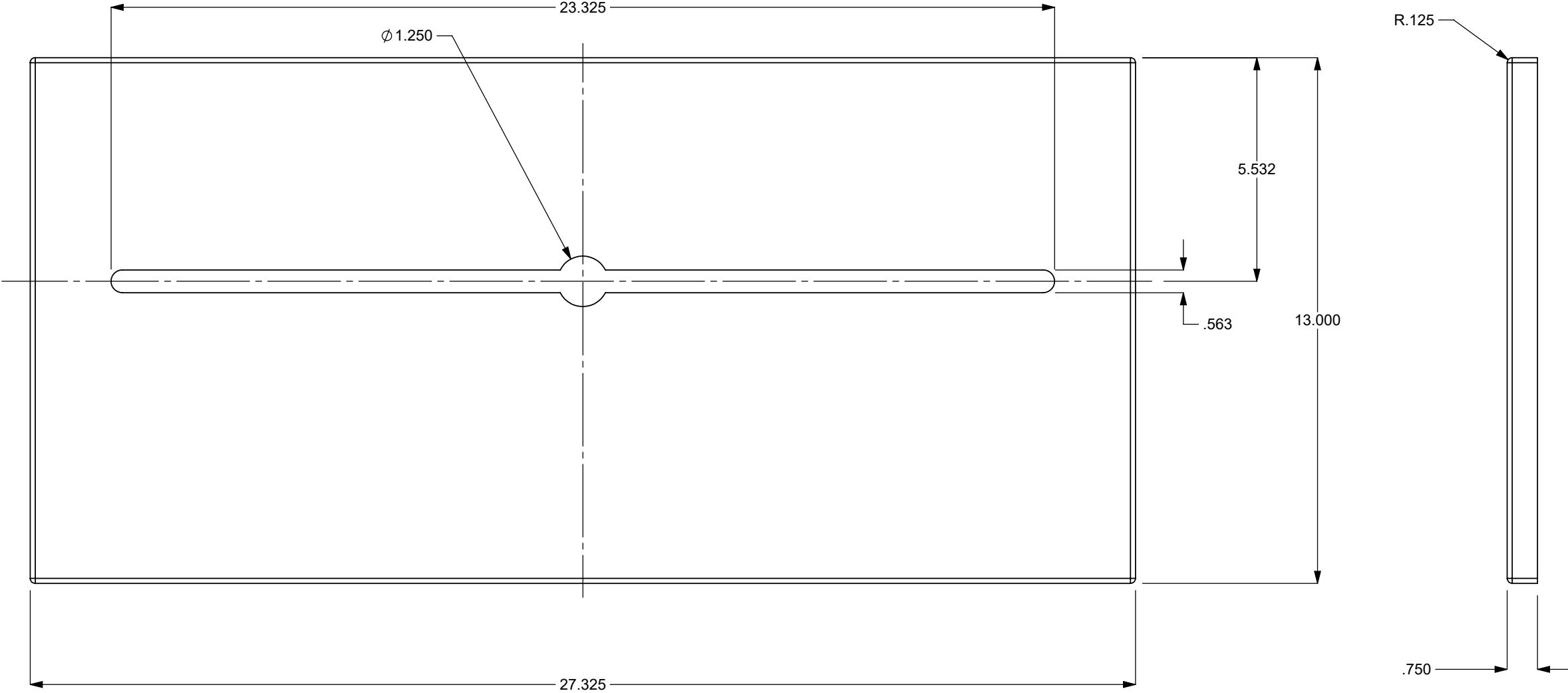


The center slot is fully accessible through the Bottom Magnetic Panel for attaching the washers and wing nuts

4ft Endcap Top Wood Surface Detailed Dimensions



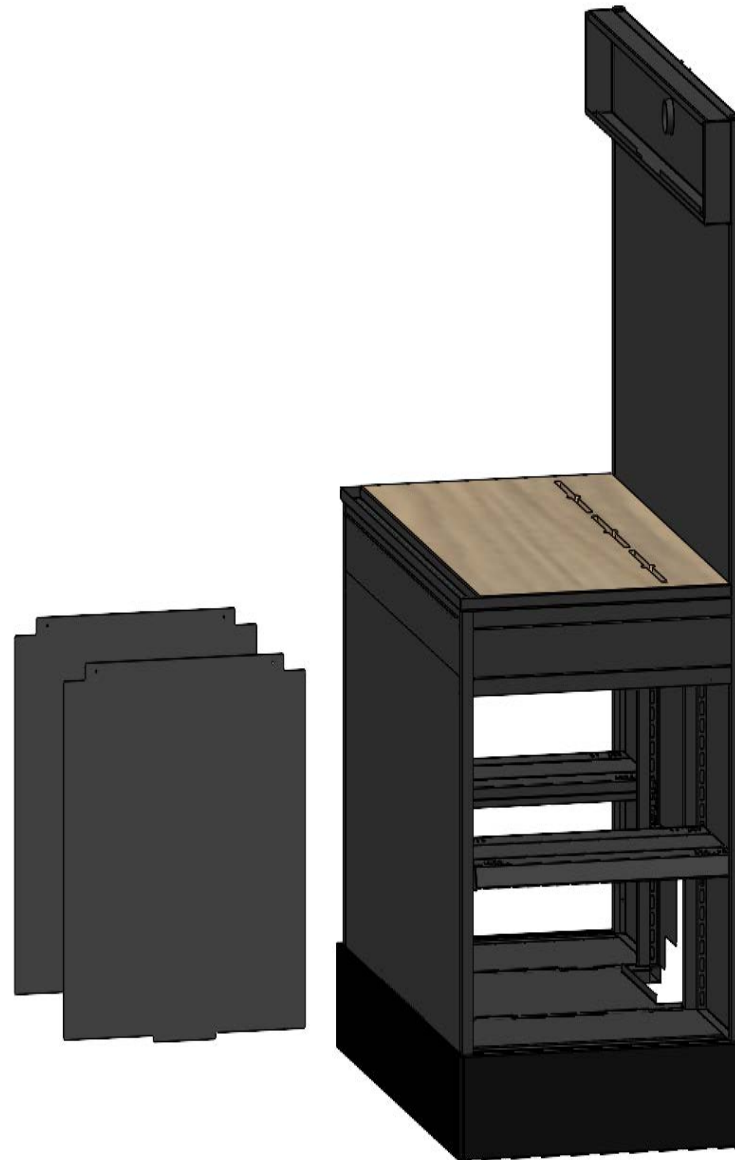
2ft Endcap Top Wood Surface Detailed Dimensions



Fixture Modularity

Expectations

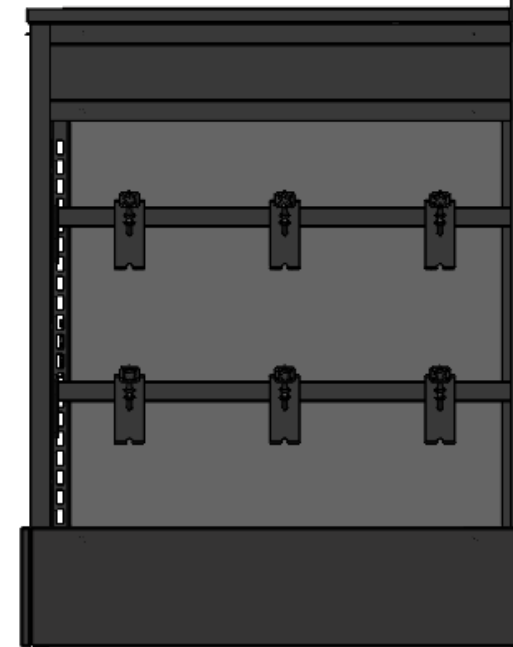
- Larger box stock product can be accommodated by removing the two interior panels. This allows products to extend up to the entire width of the fixture.
- Standards have been built into the sides of the fixtures. Standard Best Buy peghooks, 2ft merch bars and 2ft shelves can be used in these areas.
- Non-standard 12.5" cross bars are orderable for pegged presentations on the 2ft Endcap. 12.5" cross bars are compatible with our standard 4" peghooks.



Interior Panels can be removed to allow for large box stock



Non-standard 12.5" cross bar for use on the 2ft Side Stock Endcap. EPDM# 1023564



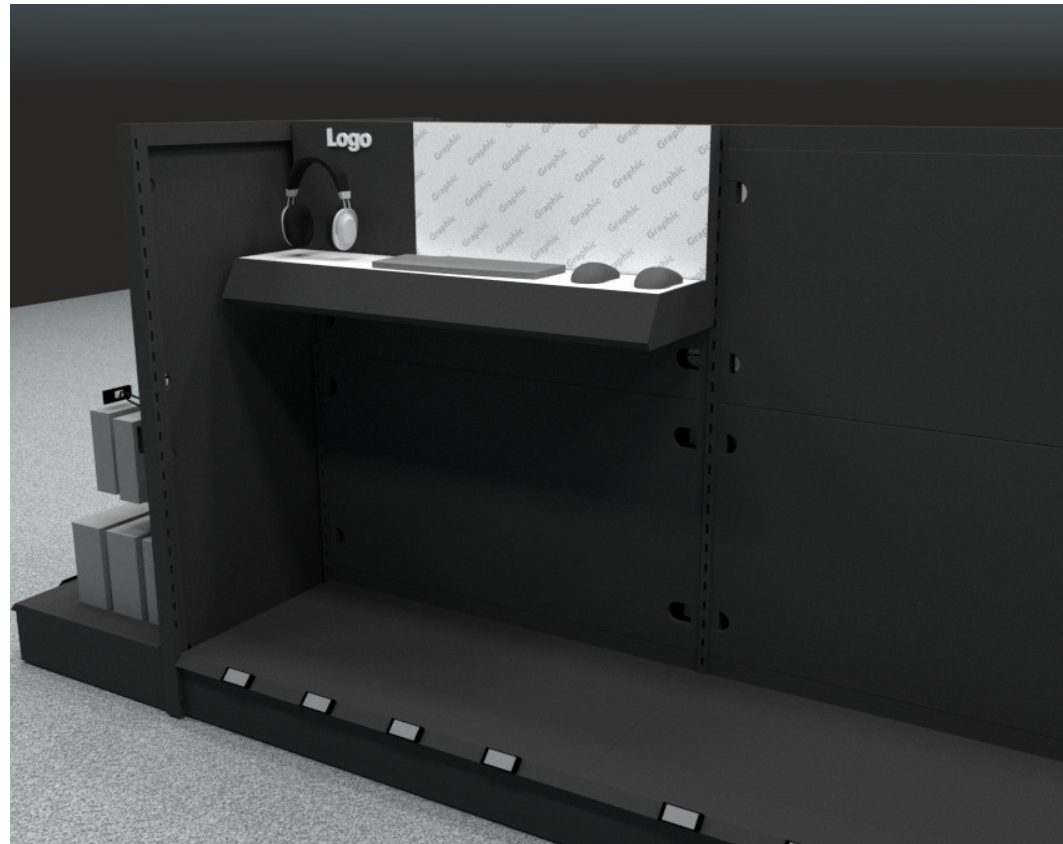
Shelves, peghooks, and merch bars can be leveraged on sides

Computer Gaming
Accessories Wedge

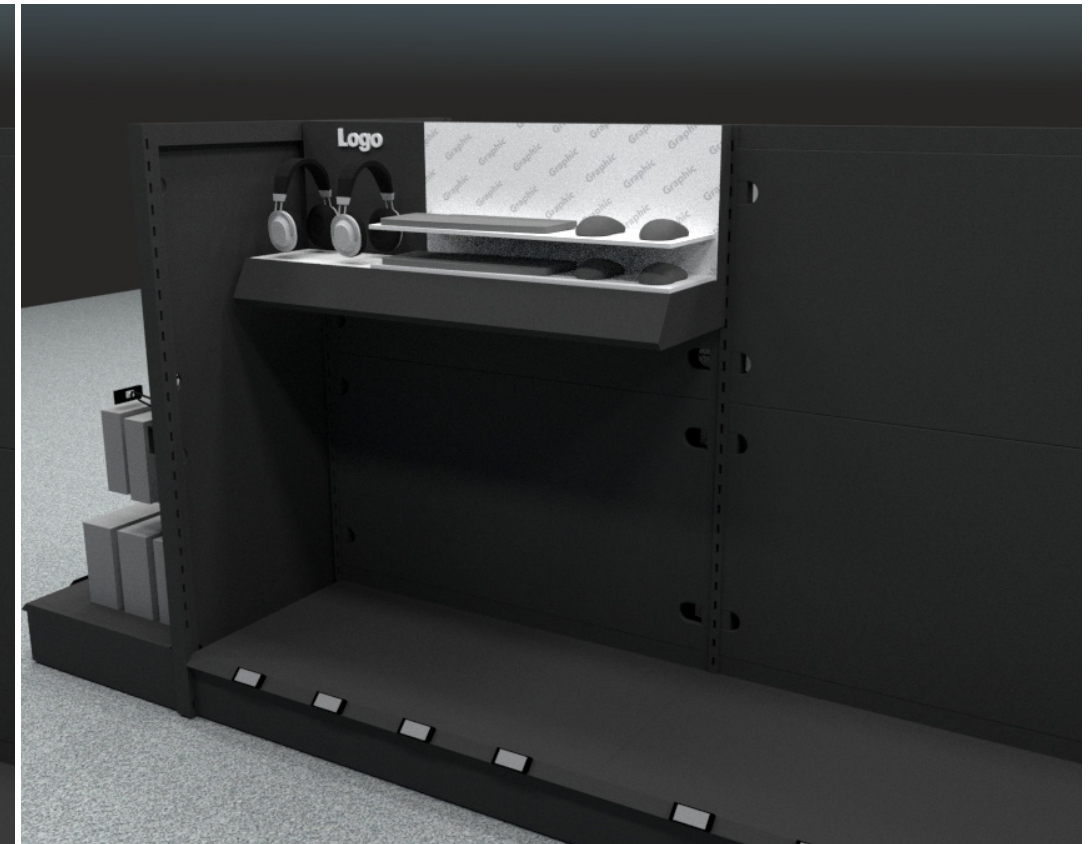
PC Gaming Accessories Guidelines

Notes:

- Creating a standardized display for PC Gaming Accessories
- Finish of the display framing is to be Tiger Drylac Extra Fine Texture Black
- 2 different layout options provided
- Display attaches to a Best Buy 14" standard shelf using a #10-32 threaded stud adhered to the bottom of the display that fits thru the perf on the shelf and mounted using a #10-32 wing nut. The threaded studs should be located on each corner of the display.



1

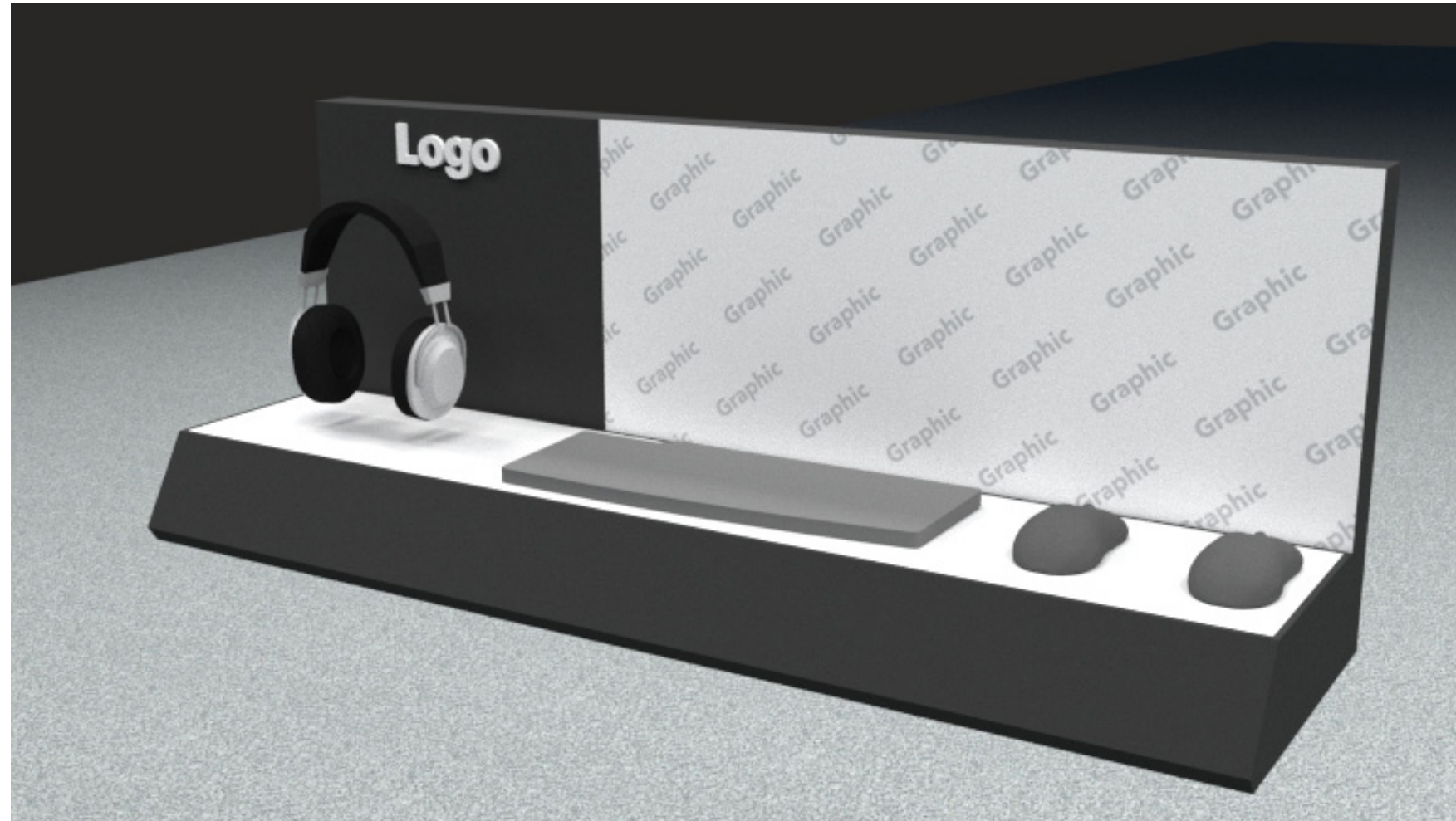


2

PC Gaming Accessories Guidelines

Notes:

- Inset panel can be the vendors color of choice
- Inset panel includes the headphone holder, keyboard and mouse
- Graphic supplied by vendor
- 3D lit logo, only the logo can be lit
- Product itself can have lights if it is part of the product that is sold
- No under shelf lighting
- Must accomodate for pricing
- Product information can be shown on the front angle as long as it accomodates for pricing

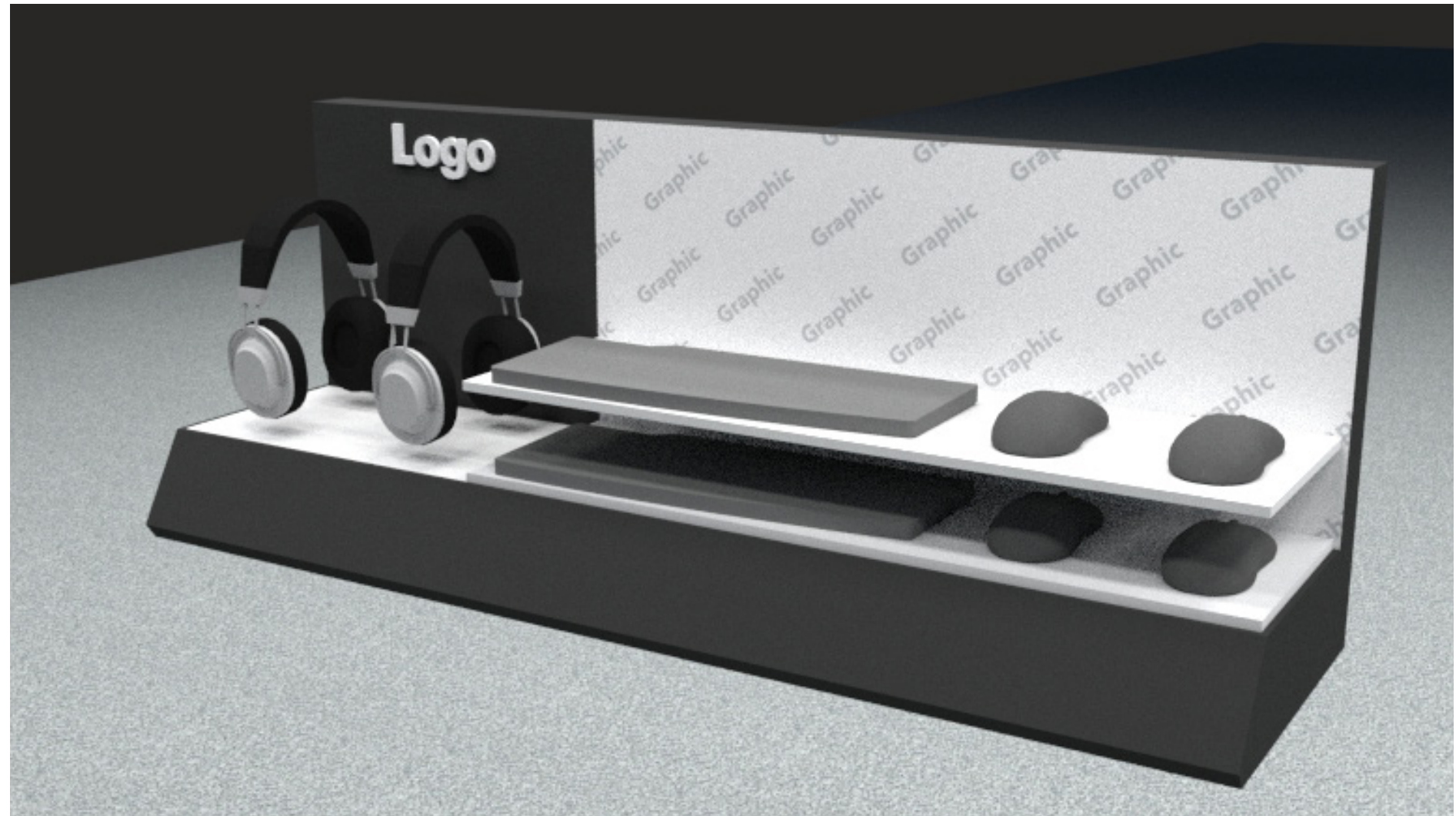


1

PC Gaming Accessories Guidelines

Notes:

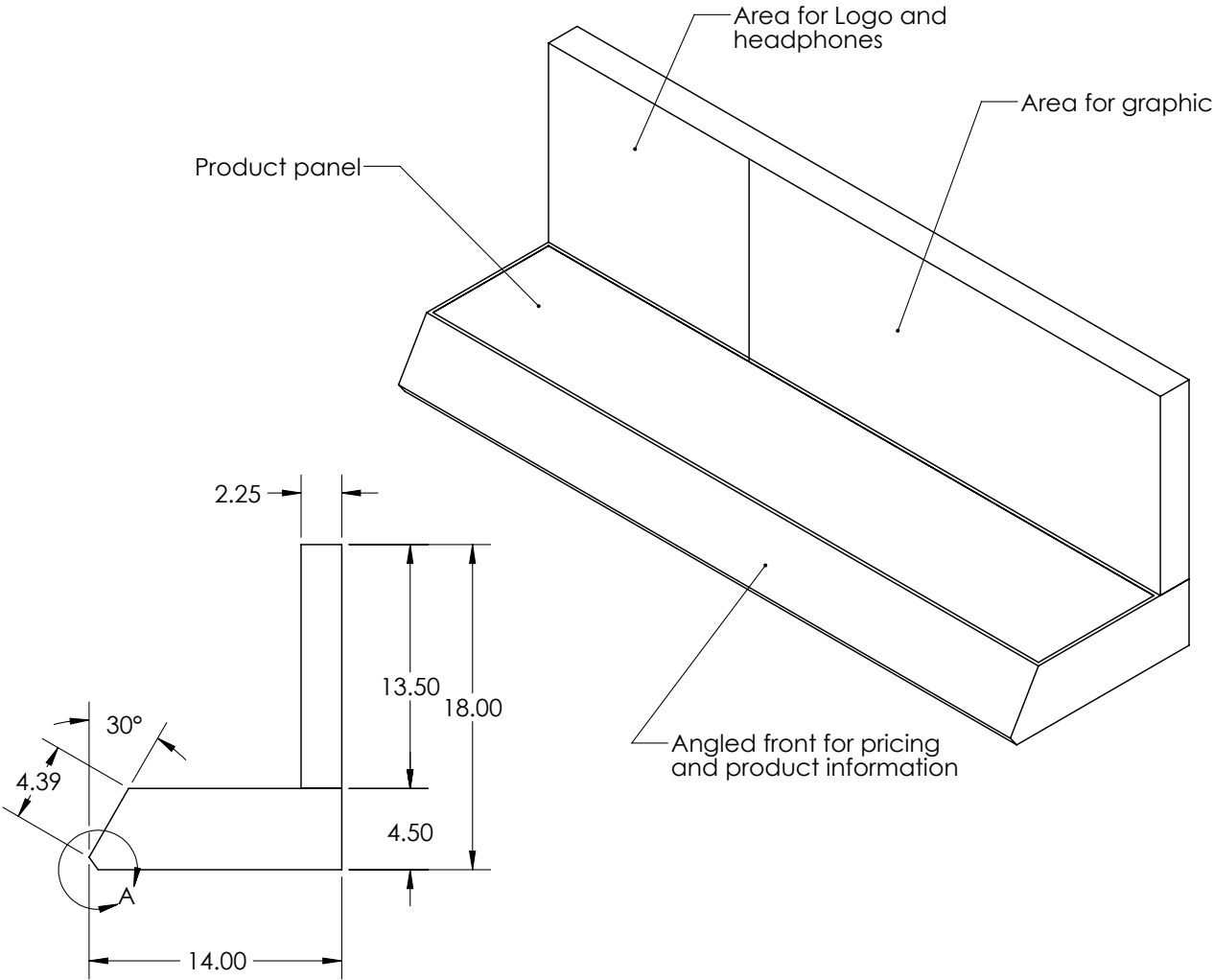
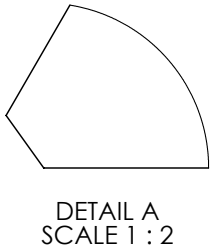
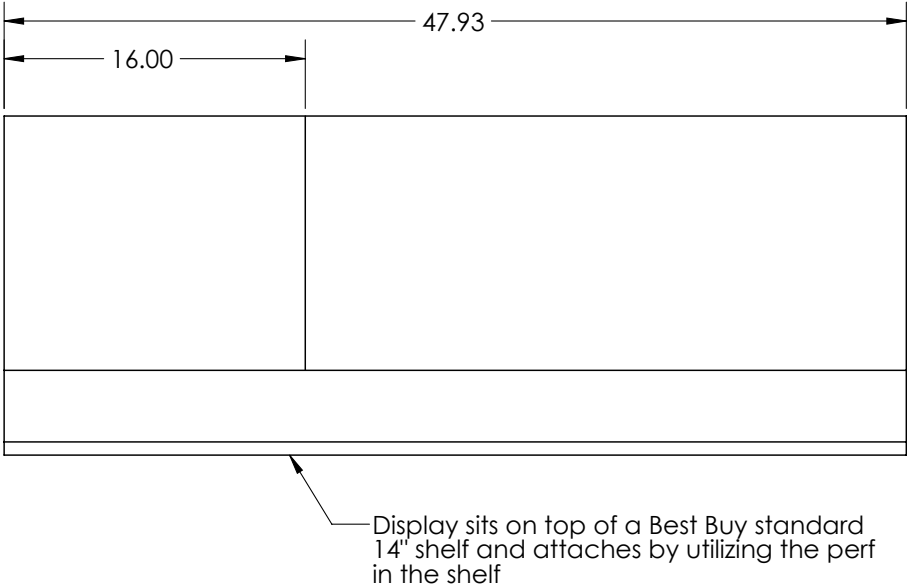
- Inset panel can be the vendors color of choice
- Inset panel includes the headphone holder, keyboard and mouse
- Graphic supplied by vendor
- 3D lit logo, only the logo can be lit
- Product itself can have lights if it is part of the product that is sold
- No under shelf lighting
- Must accomodate for pricing
- Product information can be shown on the front angle as long as it accomodates for pricing
- Can have a raised panel on the inset panel and can be the vendors color of choice, thickness to not exceed 3/8" thick
- Can have a shelf to hold more product, must be able to price the products displayed on the shelf. Shelf to not exceed 3/8" and if it needs to be thicker for structural reasons it must be approved by Best Buy Design



PC Gaming Accessories Guidelines

Notes:

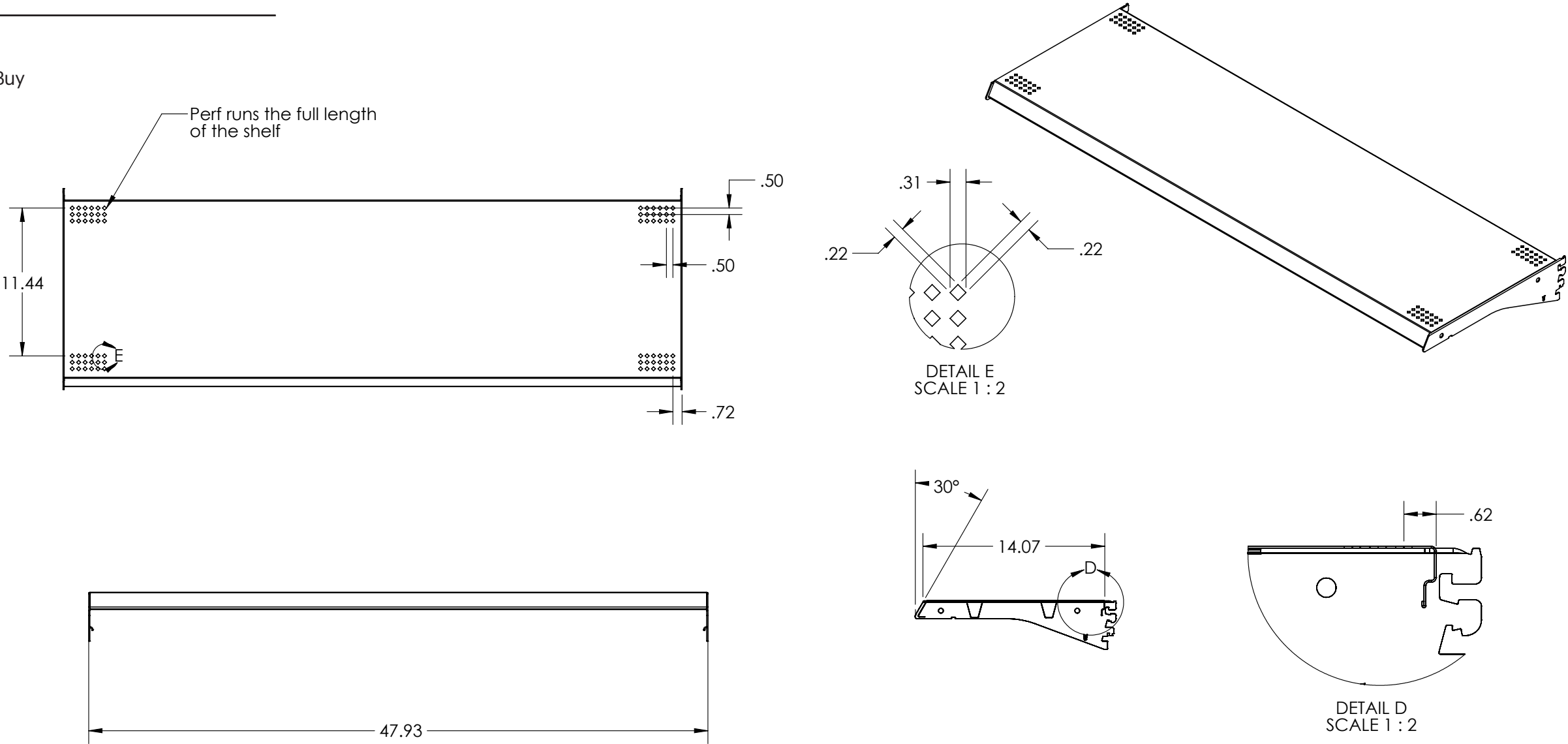
- Full display is provided by the vendor
- Overall form and size must be manufactured as shown
- Display attaches to a Best Buy 14" standard shelf using a #10-32 threaded stud adhered to the bottom of the display that fits thru the perf on the shelf and mounted using a #10-32 wing nut. The threaded studs should be located on each corner of the display



PC Gaming Accessories - 14” Best Buy shelf

Guidelines

- Notes:
- Shelf provided by Best Buy



TV Dream State Endcap

Home Theater Dreamstate Endcap - Black

EPDM #R0005-A

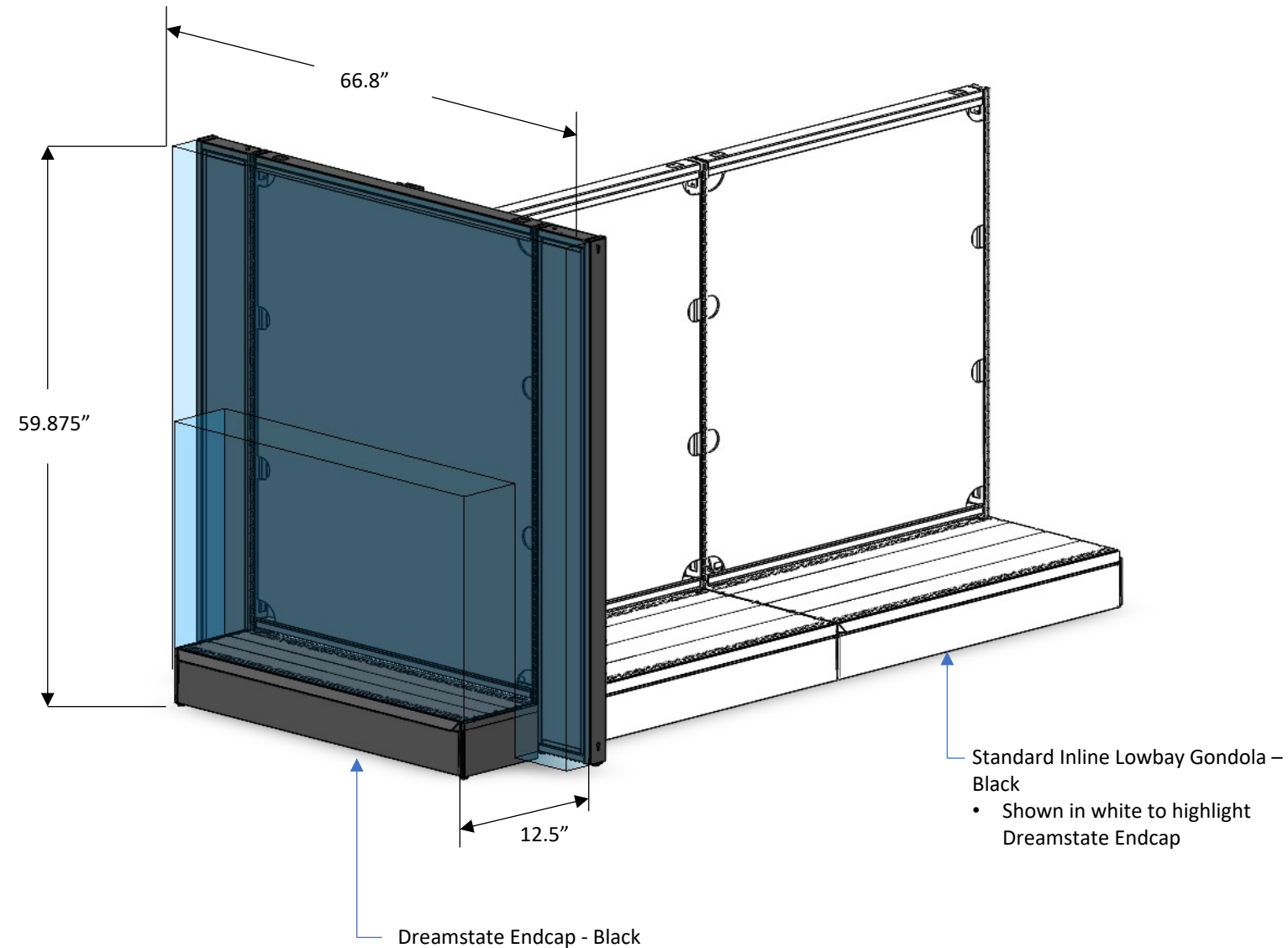
Planograms:

Areas used: Home Theater

- Blue box designated the area for the VPD display
- A consistent branded logo header is required
 - Needs to follow Best Buy's standard black horizontal band with reversed out logo standard
 - Brand logo should be illuminated, and follow C7 Lab guidance on brightness



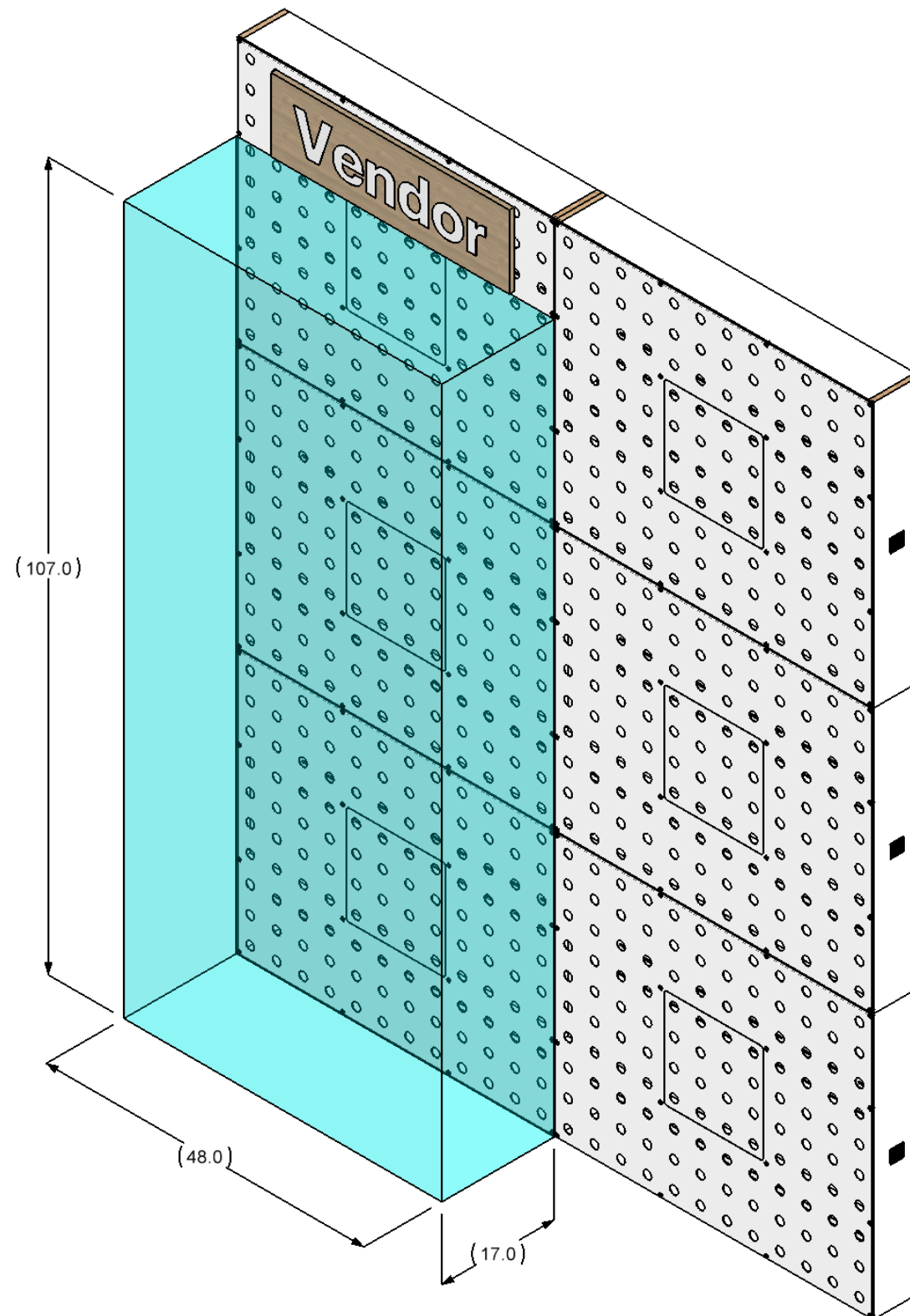
- Example - partner with Store Design for detailed drawings and material specs.



Premium Audio Wall

VPD Guidelines

- Vendor provided display must fit within 48" W x 17" D x 107" H space (shown in teal).
- Vendor header panel is used to display logo at the top of the wall as shown – **must follow Best Buy provided design** (reference page 7)
- Vendor can use BBY standard parts & accessories or provide a fully built display that attaches to the wall.
- Wall can support up to **450lb hanging weight per 4' section** – displays should use leveling feet or similar for heavier cabinets or other features
- Any cables used must be neat and properly managed. Center access panels in each section must remain accessible and removable.
- Vendors can use graphics, monitors, lit signage, and interactive elements at their discretion.
- All merchandising/display fixtures and placement selected by vendor **must meet ADA requirements**.
- All product displayed must have pricing. Reference the Best Buy ESL guideline document.



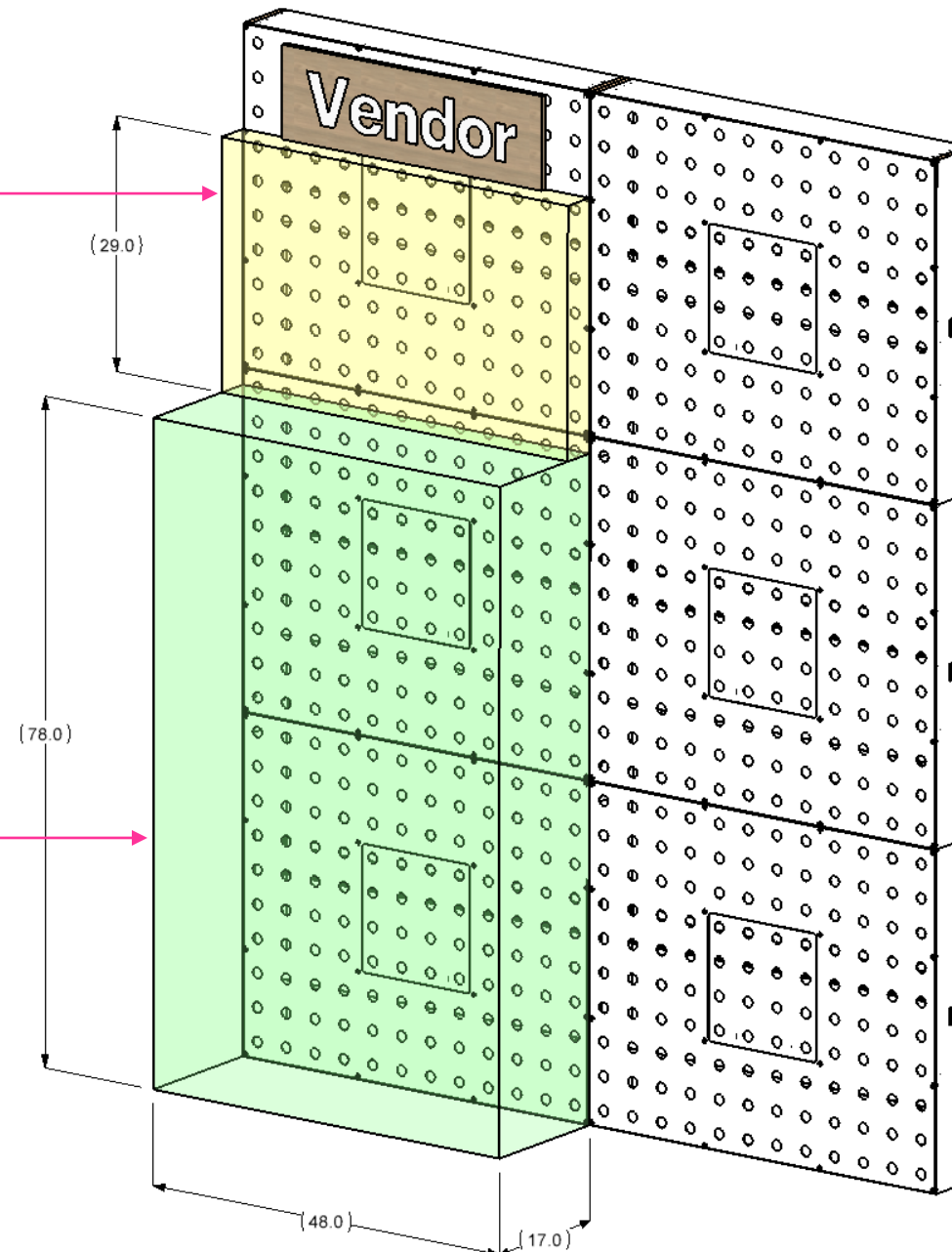
VPD Guidelines (continued)

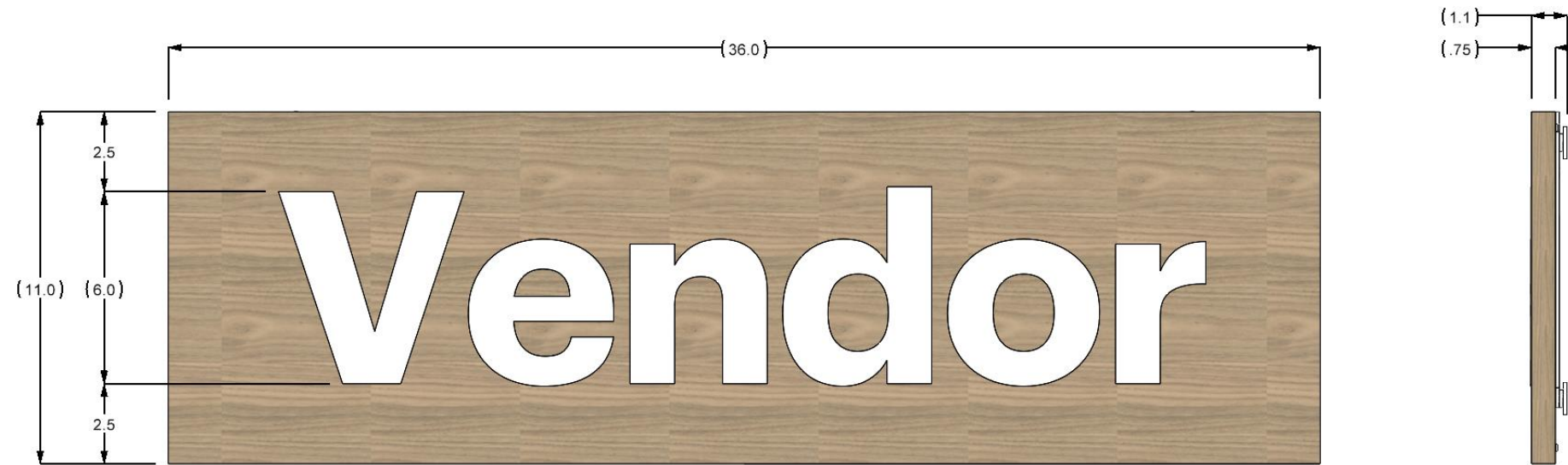
Graphic options

- 29" H x 48" W minimum space allotted for graphics
- Lightbox(es)
- Static graphic(s) (styrene, fabric, etc.)
- Monitors (BBY can provide a spec if desired)
- Graphic thickness should be as minimal as possible, thickness should be determined on material substrate/functional pieces (light panel thickness, monitor thickness, etc.) not on aesthetics.

Product display area

- Displayed product must fall within this 78" H x 17" x 48" W space
- Any interactive product experiences, buttons, touchscreens or activators **must fall within ADA guidelines.**
- ESL pricing tags need to be incorporated into all display, box and stock product



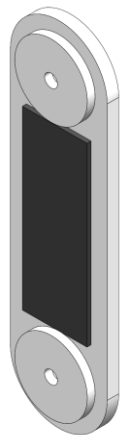


Vendor Header Requirements

- Vendor header **must follow specific form factor** as prescribed by Best Buy – detailed engineering drawings will be provided by Store Design team
 - $\frac{3}{4}$ " MDF panel membrane pressed in Saarinen Driftwood finish
 - Non-lit logo/letters
 - White vinyl logo/letters at 6" height, centered on panel
 - Metal brackets must be used as designed to hang header panel on wall

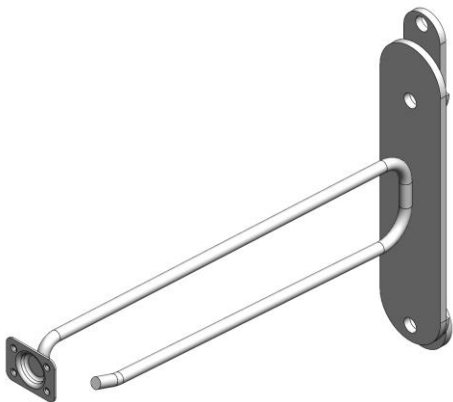
Standard Parts & Accessories

Below are a handful of standard parts & accessories used in the Premium Audio Wall fixture package today. Vendors should use these designs in development/fabrication of their own displays – different concepts will be reviewed by the Store Design team on a case-by-case basis. Additional information/part documentation is available upon request.

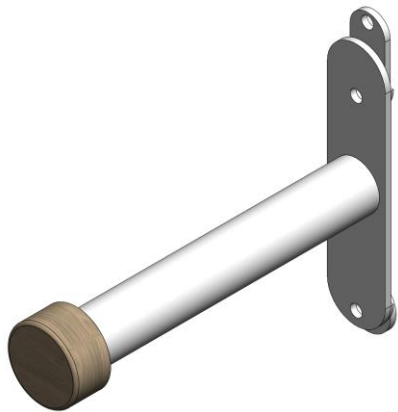


Mount plate

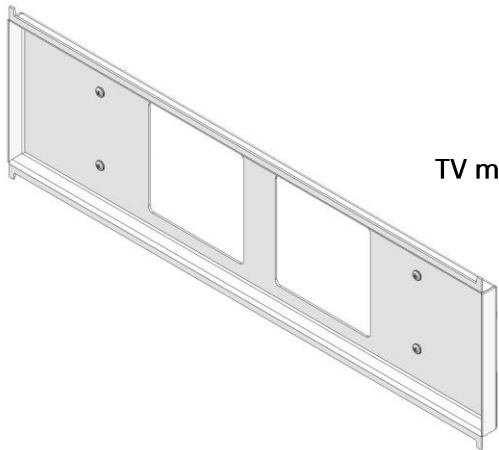
- Allows parts to attach to wall via machine screws



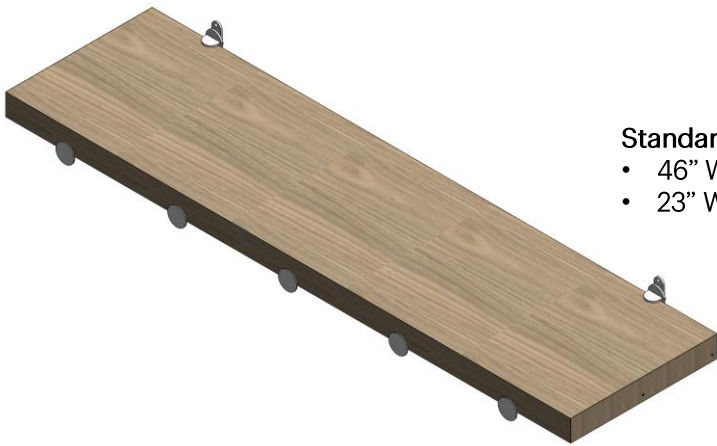
6" peghook



Headphone peg

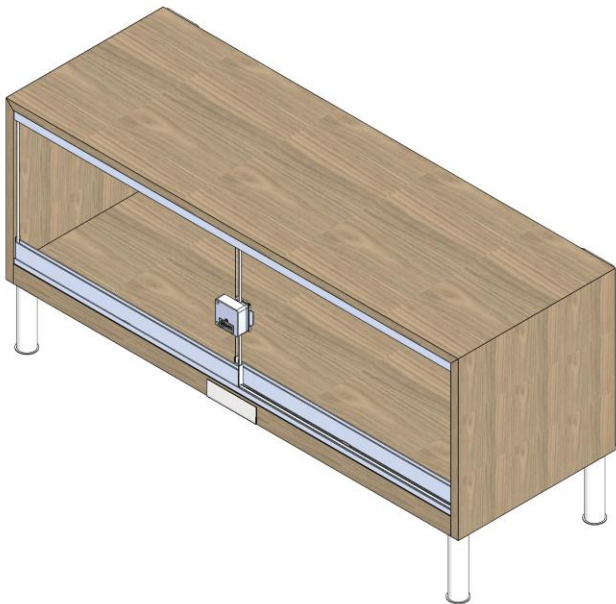


TV mount



Standard shelf

- 46" W x 12" D (shown)
- 23" W x 12" D



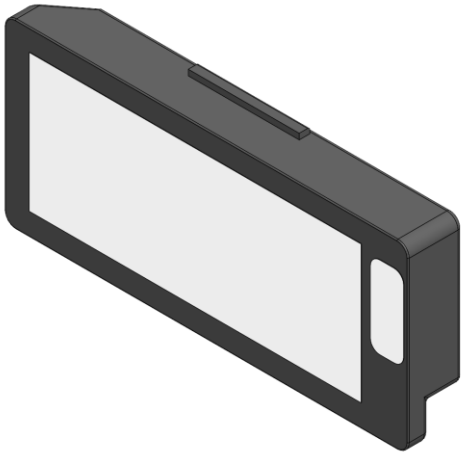
Base cabinet

- 46" W x 16" D (shown)
- 23" W x 16" D
- Locking doors optional

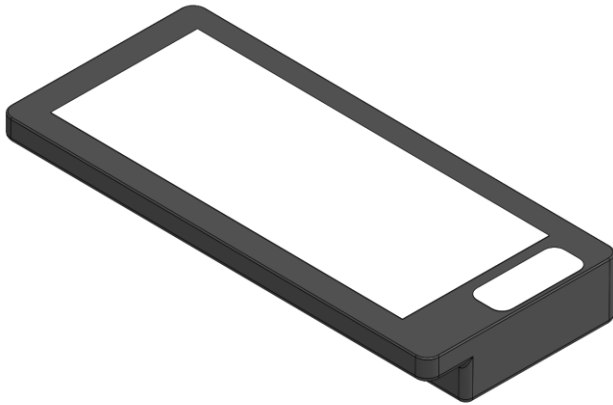
Merchandising Guidelines

Expectations

- Any interactive product experiences, buttons, touchscreens or activators must fall within ADA guidelines.
- No product/display or shelf may extend beyond 17” from the peg board wall
- The pegboard wall should be visually preserved, no backer panel or wallpaper should be used. Center access panels must remain accessible and removable.
- Separate **outward** facing Peglabel ESLs are needed for every product on display **above** 32” AFF (shown below)
- Separate **upward** facing Peglabel ESLs are needed for every product on display **below** 32” AFF (shown below)



Above 32” AFF



Below 32” AFF

Best Practices

- Make product the hero/focal of the presentation
- Video content and printed graphics should only be used as secondary support
- All non-interactive display product should fall beneath 78” AFF



Recommended Finishes

Listed below are Best Buy’s standard finishes for wood/metal fixture components. Vendors should use these finishes (or similar) to integrate their displays more seamlessly into the Best Buy ecosystem.

Wood	Metal
Designer White – Wilsonart D354-60	Powder Coat – Black Extra Fine Texture – Tiger Drylac 049-81241
Laminate – Matte Black – Formica 909-58	Powder Coat – White Fine Texture – Tiger Drylac 049-13150
Omnova Thermofoil Film – Saarinen Driftwood	Powder Coat – Gloss Black – Protech Black HS-412N11 Or Equivalent
Omnova Thermofoil Film – Surf(x) – Matte Luxe White	
Omnova Thermofoil Film – Surf(x) - Concrete Urban Grey	

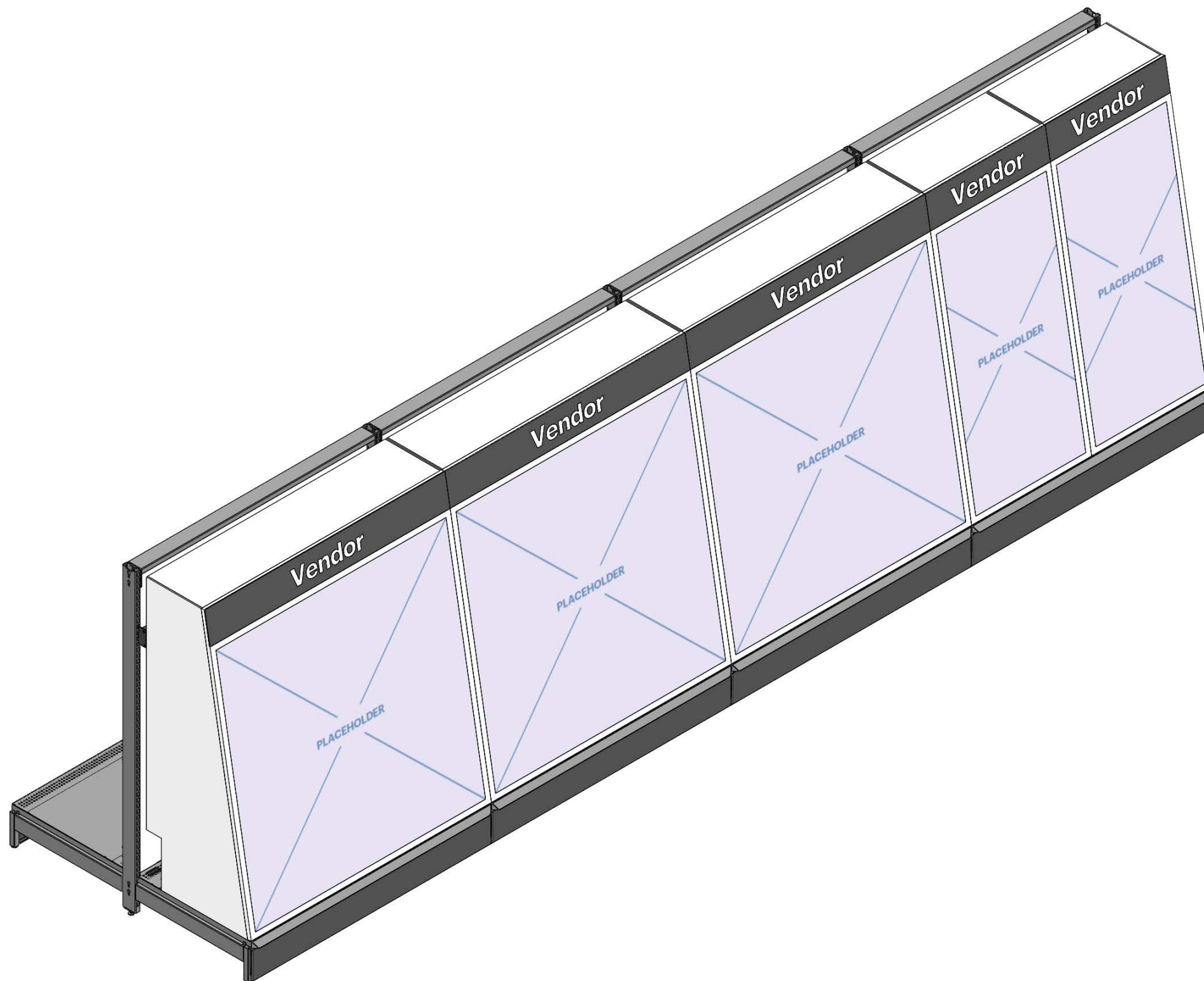
Car Audio

Form Factor

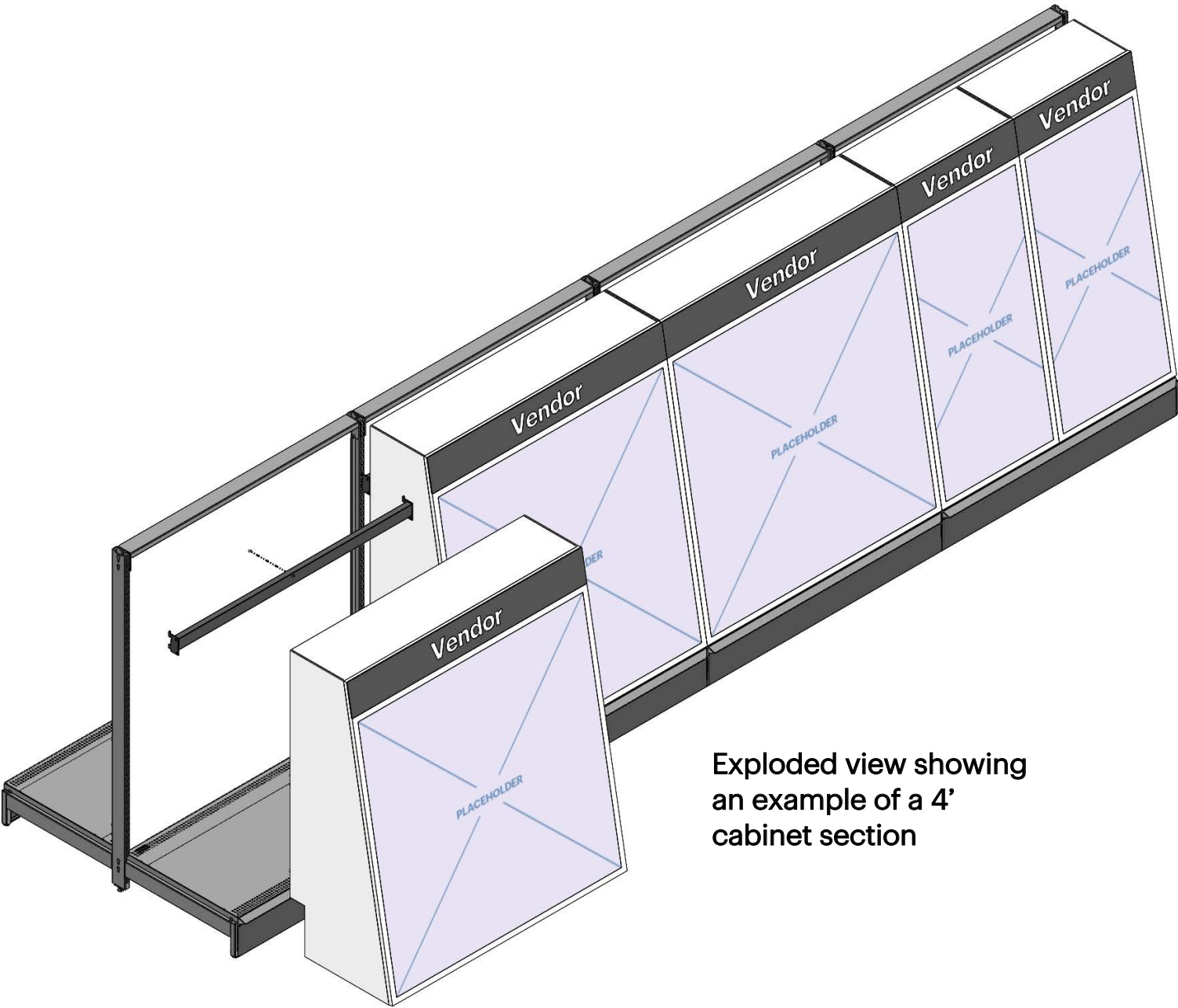
Transition to a **vendor-provided display format** in which vendor partners design and maintain cabinet sections.

- Vendors can build cabinets in 2' wide increments depending on desired assortment
- Vendors can use the front panel as a blank canvas to creatively showcase product, functionality, and brand messaging
- Encourage external collaboration between vendors that don't offer a full suite of car audio products

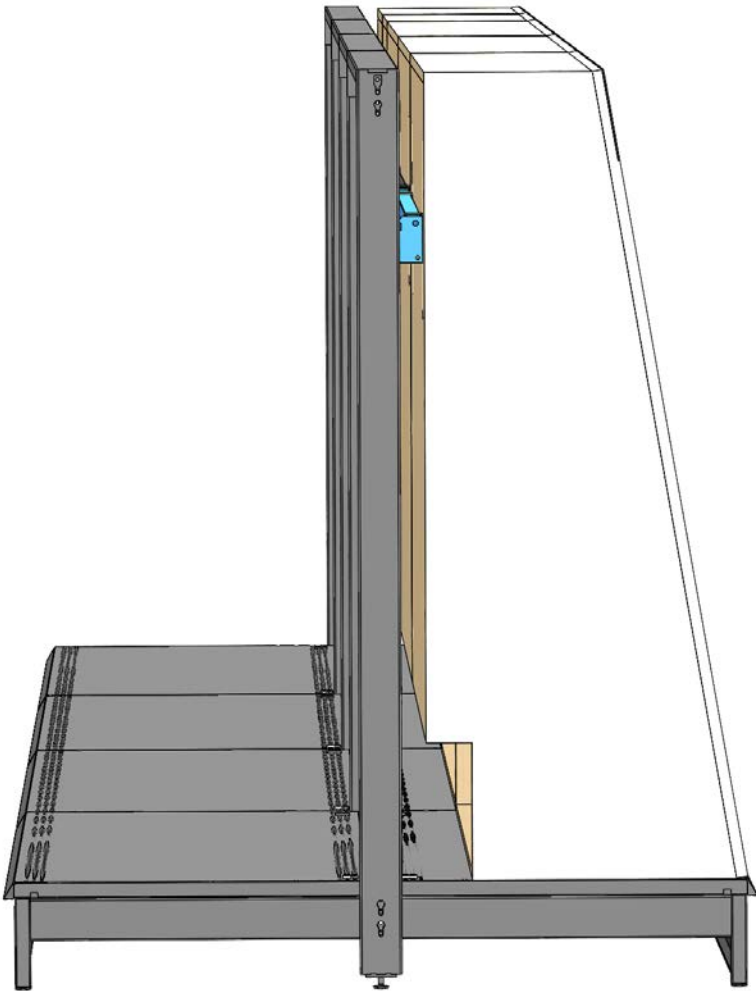
NOTE: Cabinet merchandising/product assortment shown is for **reference only**. Final design to be determined by vendor.



Form Factor (continued)



Exploded view showing an example of a 4' cabinet section



Cabinets attach to standard depth gondola via tie bar (provided by Best Buy)

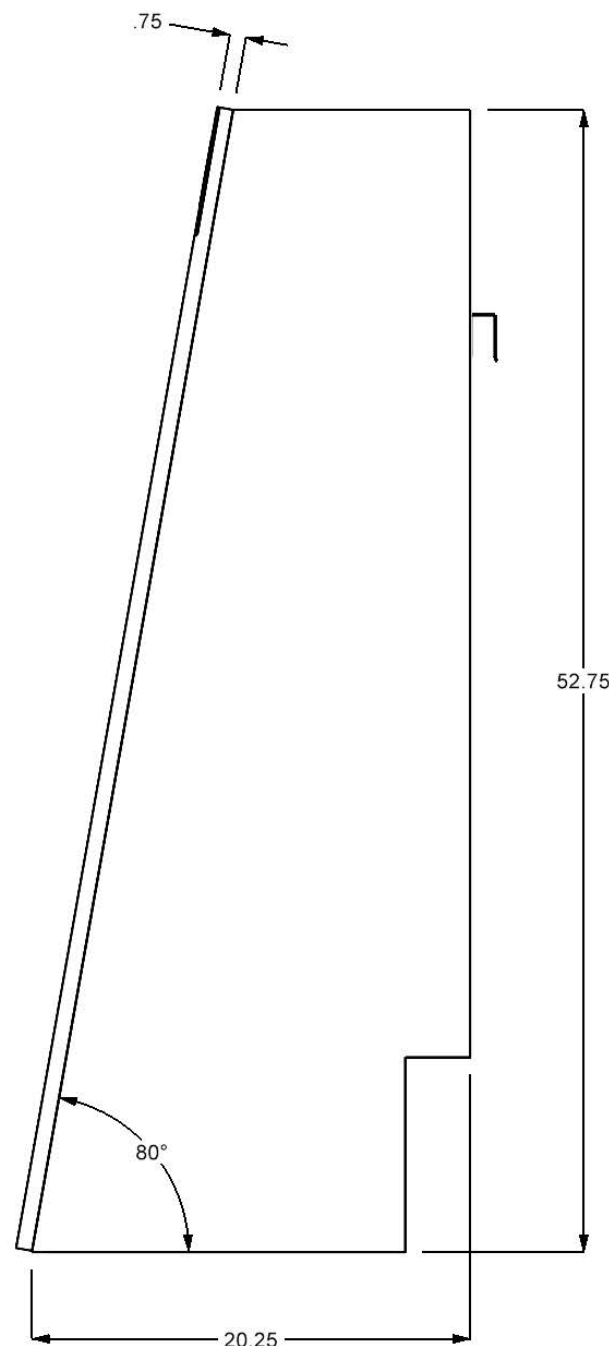
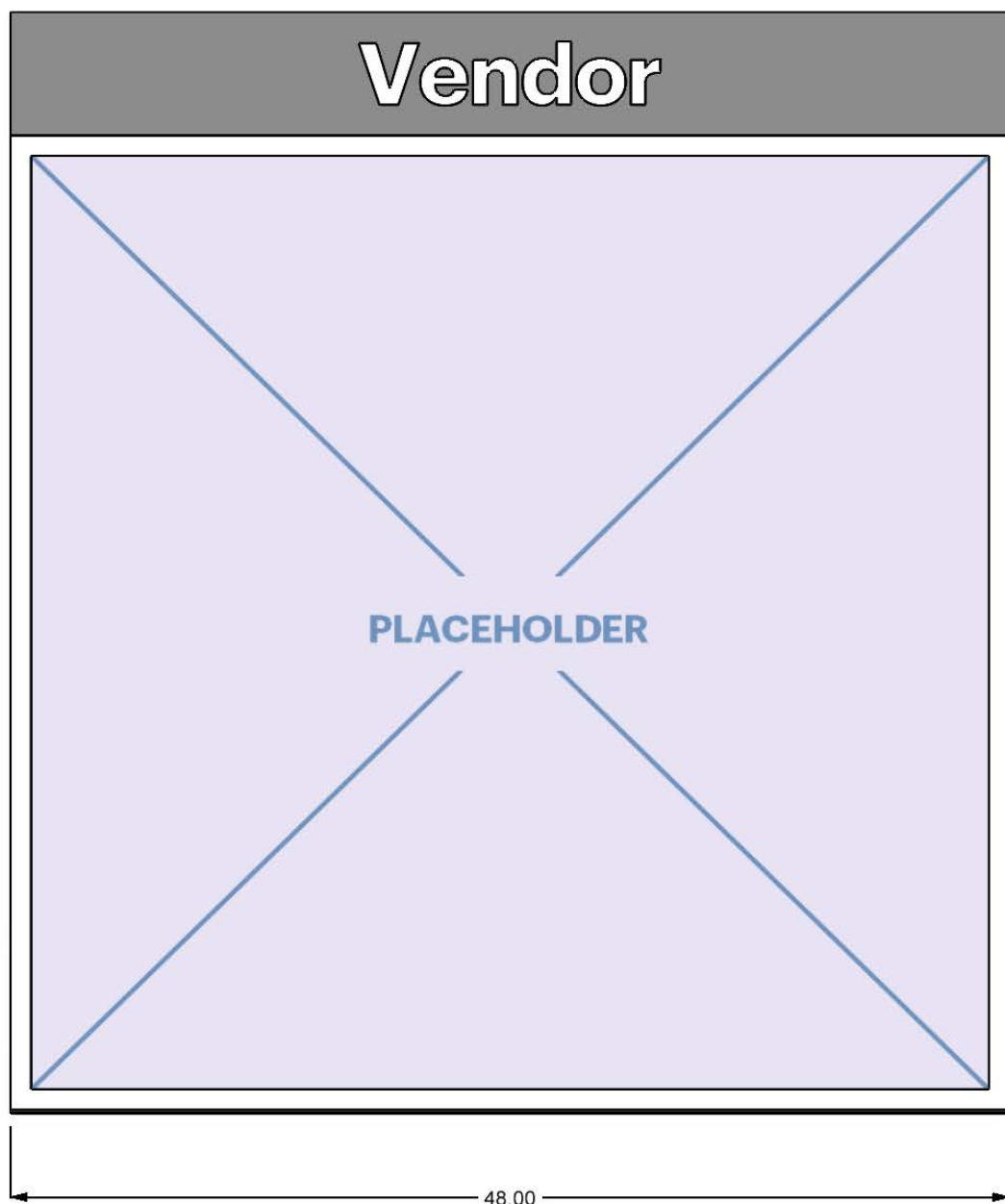
NOTE: Cabinet merchandising/product assortment shown is for *reference only*. Final design to be determined by vendor.

Cabinet Build Details

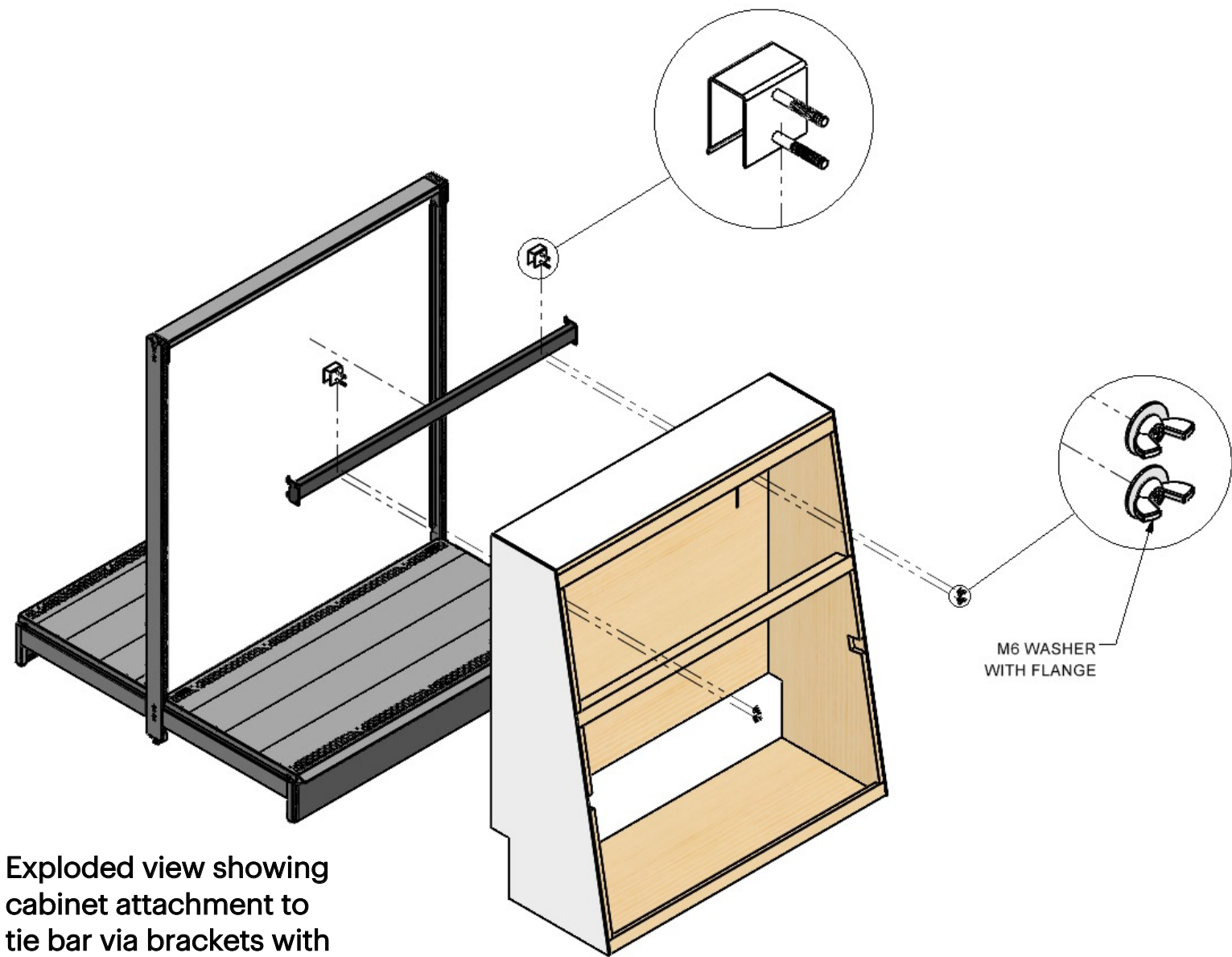
Vendor-provided cabinets must follow a prescribed form factor and finish schedule to establish consistency across the gondola section.

- Overall and critical dimensions shown on drawing views (4' wide example shown)
- Cabinet frame must be built from MDF and finished in Designer White laminate
- Brackets on cabinet backside must be included – these will be used to attach cabinet to tie bars pre-installed on gondola run
- Electronics package must be UL or ETL listed and contained within cabinet, and able to plug into a single 120v outlet on a power strip tucked behind cabinet
- Cabinet must be provisioned for airflow to prevent overheating

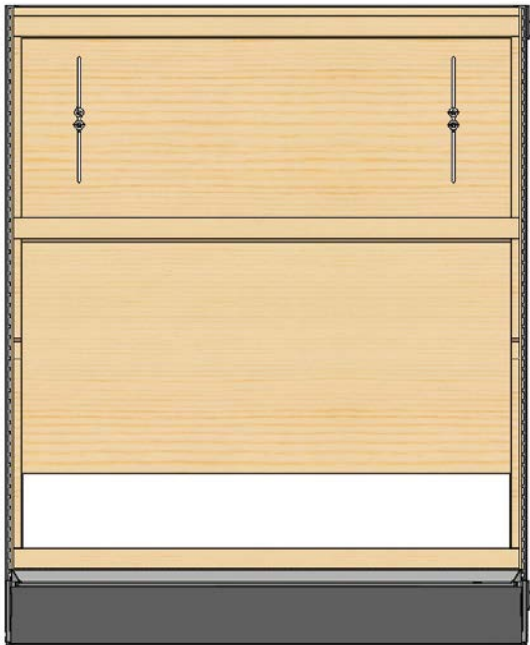
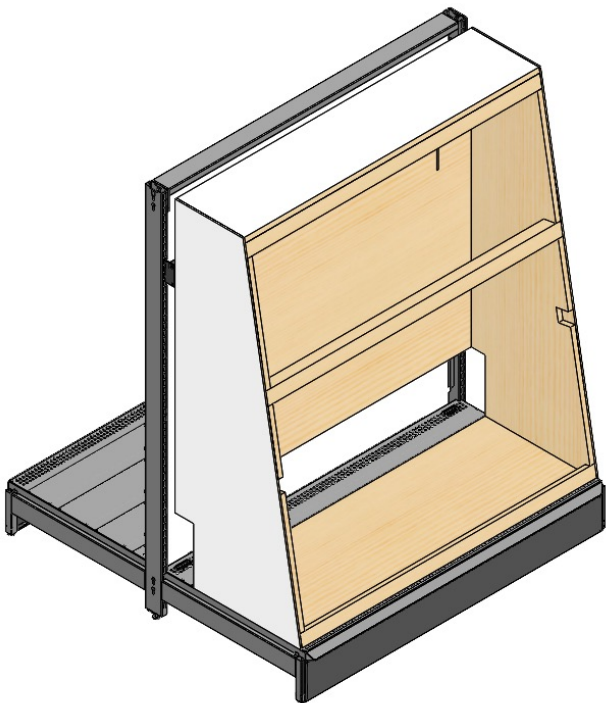
NOTE: All dimensions shown on this page are in *inches*. CAD files are available upon request for these parts.



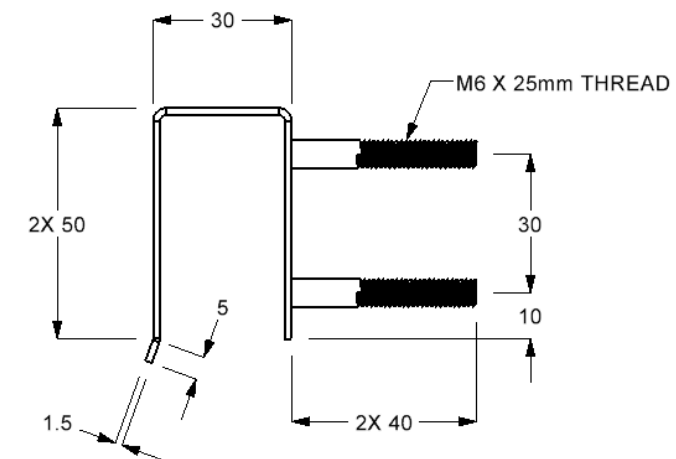
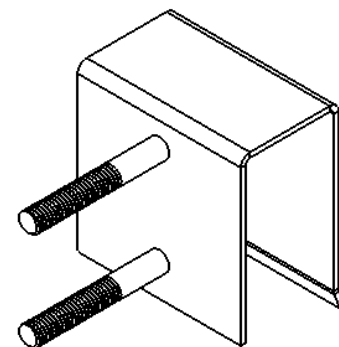
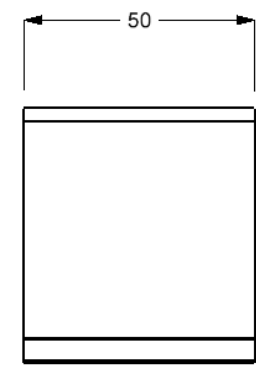
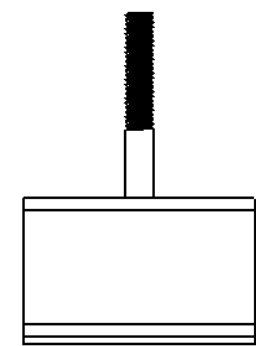
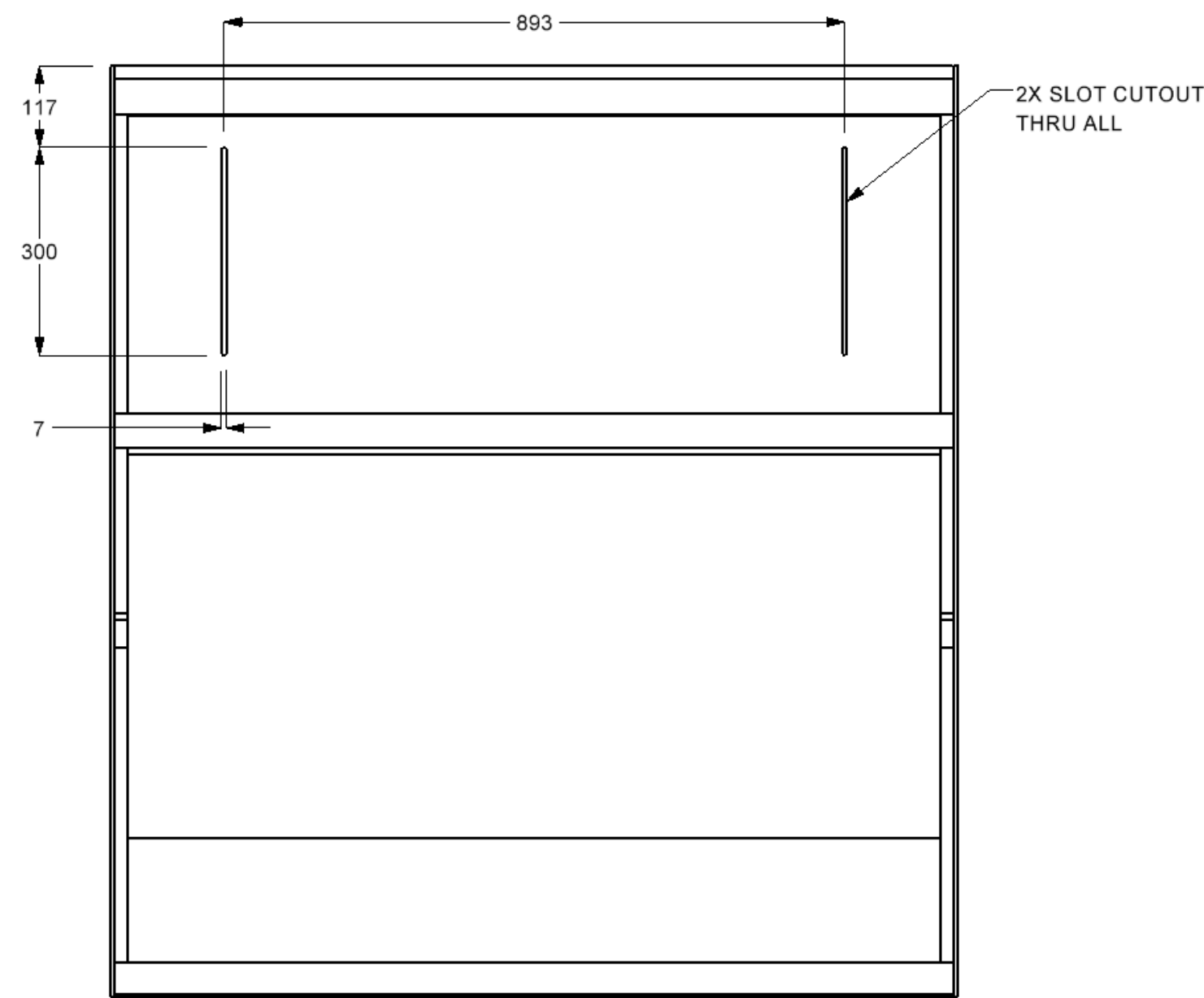
Cabinet Build Details (continued)



Exploded view showing cabinet attachment to tie bar via brackets with threaded studs



Cabinet Build Details (continued)



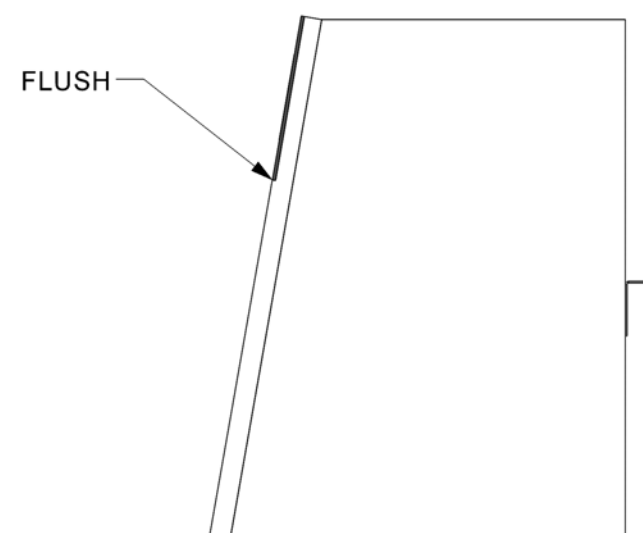
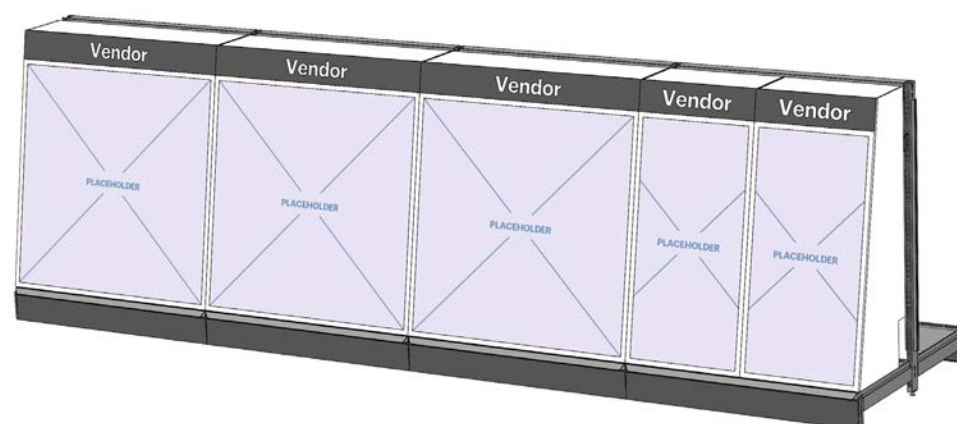
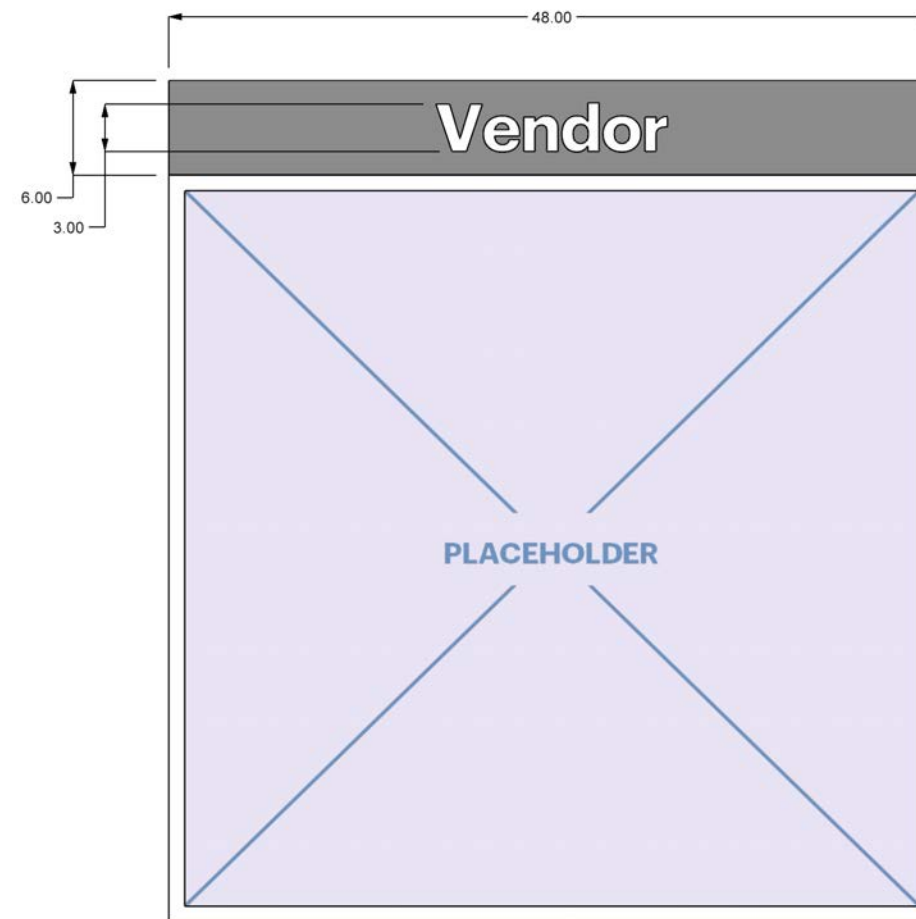
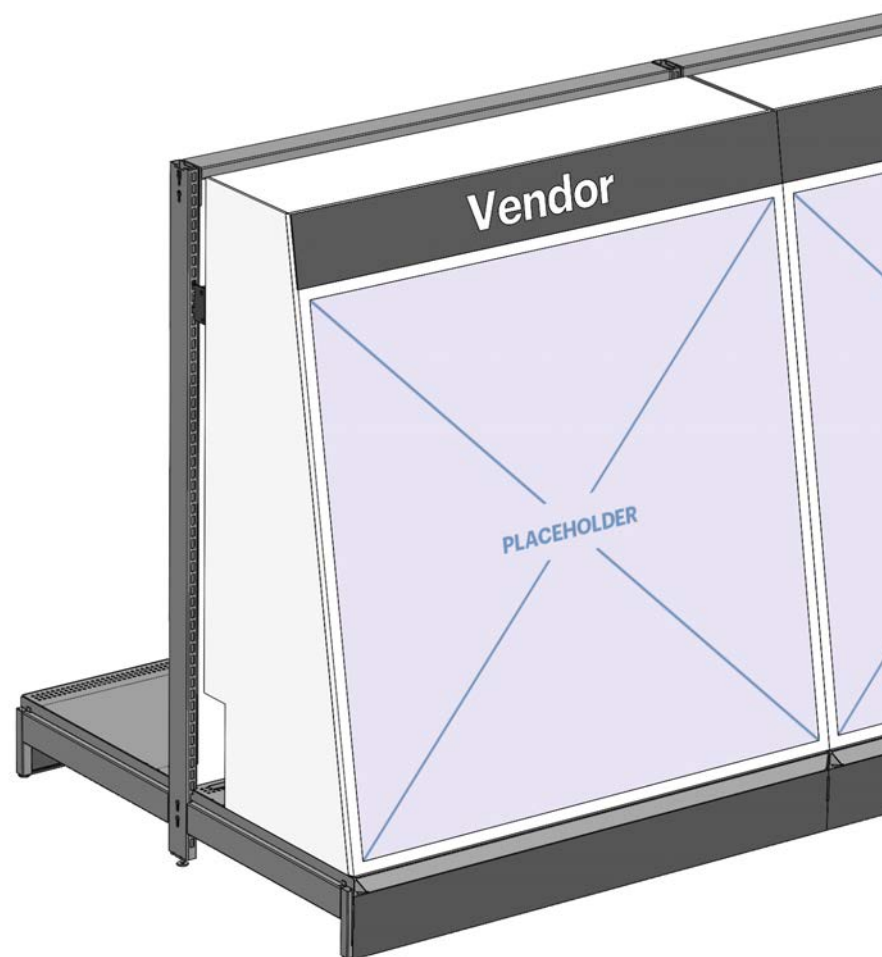
NOTE: All dimensions shown on this page are in *millimeters*. CAD files are available upon request for these parts.

Cabinet Presentation and Branding Guidelines

Vendor-provided front panels must also follow a prescribed form factor and finish schedule to establish consistency across the gondola section.

- 6” black band on top of panel for logo placement
 - 3mm Alpolic polymetal material – BLX Black finish
- 3” allowable logo height – white vinyl
 - Logo centered vertically and horizontally in band
- Black band should sit flush with front panel as shown in detail view and in Solidworks model
- Vendors are encouraged to utilize touch screens, switch buttons, and other interactive components at their discretion to select and demo products

NOTE: Cabinet merchandising/product assortment shown is for **reference only**. Final design to be determined by vendor.



Technology Callouts

All displays are required to follow existing BBY Technology Standards as well as the following specific to this space.

IMPORTANT - The display and its parts should be able to pass UL certification and testing as required.

Power & Components –

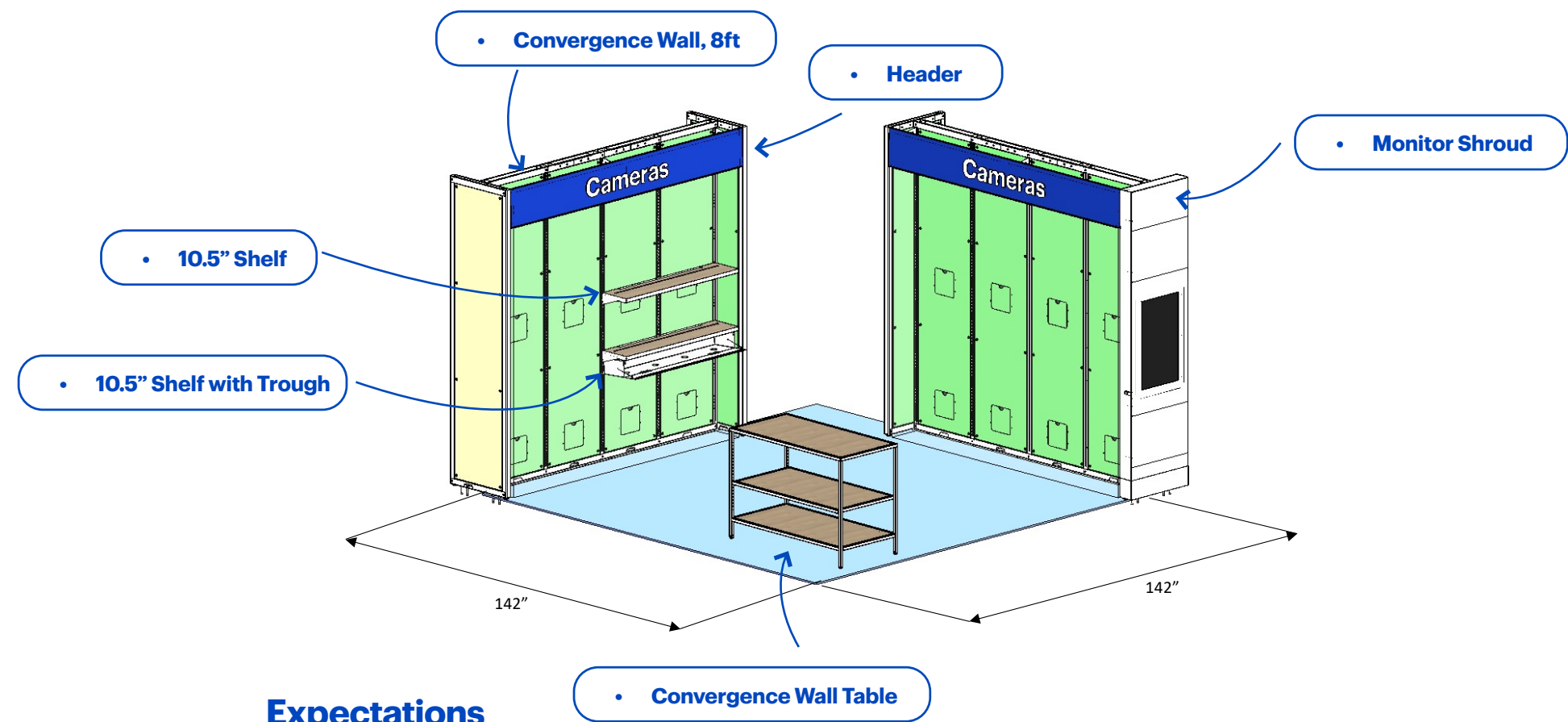
- All power supplies and components must be UL listed.
- No bare power wires, terminals, fuses, screw terminals, or distribution.
- Power connections for SKU's must be terminated in a quick connector.
 - No butt splicing, screw terminals, etc.
- No daisy chained power supplies or power strips.
- No power whips or extensions.
- Power for the display can and may be shared with other displays in the space.

Functionality & Access –

- All displays shall be designed with quick and easy SKU in/out by minimally trained associates.
- All SKU in/out should be able to be completed with minimal number of tools and with no specialty tools.
- All electronics to support the display need to be easily accessed.
- All products with lighting built in must not flash or change colors quickly when not actively being interacted with by a customer.

Convergence Zones

Multi-Department | Convergence Wall, 8ft - Full Space



Expectations

Vendor Provided Fixture Elements:

- Blue square is the overall floor space the vendor can occupy
- Clear box is the space within the convergence wall that the vendor can occupy

Best Buy Provided Fixture Elements:

- Best Buy supplied panels on the convergence walls are XMR
- Shelves and Table shown are Best Buy parts and can be used by the vendor if they are interested in using. If these items are currently not part of the planogram than it would be the vendors responsibility to pay for them. (Not required to use these parts)
- 10.5" Shelf
- 10.5" Shelf with Trough

- Convergence Wall, 8ft
- Header
- Monitor Shroud
- Content created and controlled by Best Buy
- Convergence wall table

Graphic & Signing Elements:

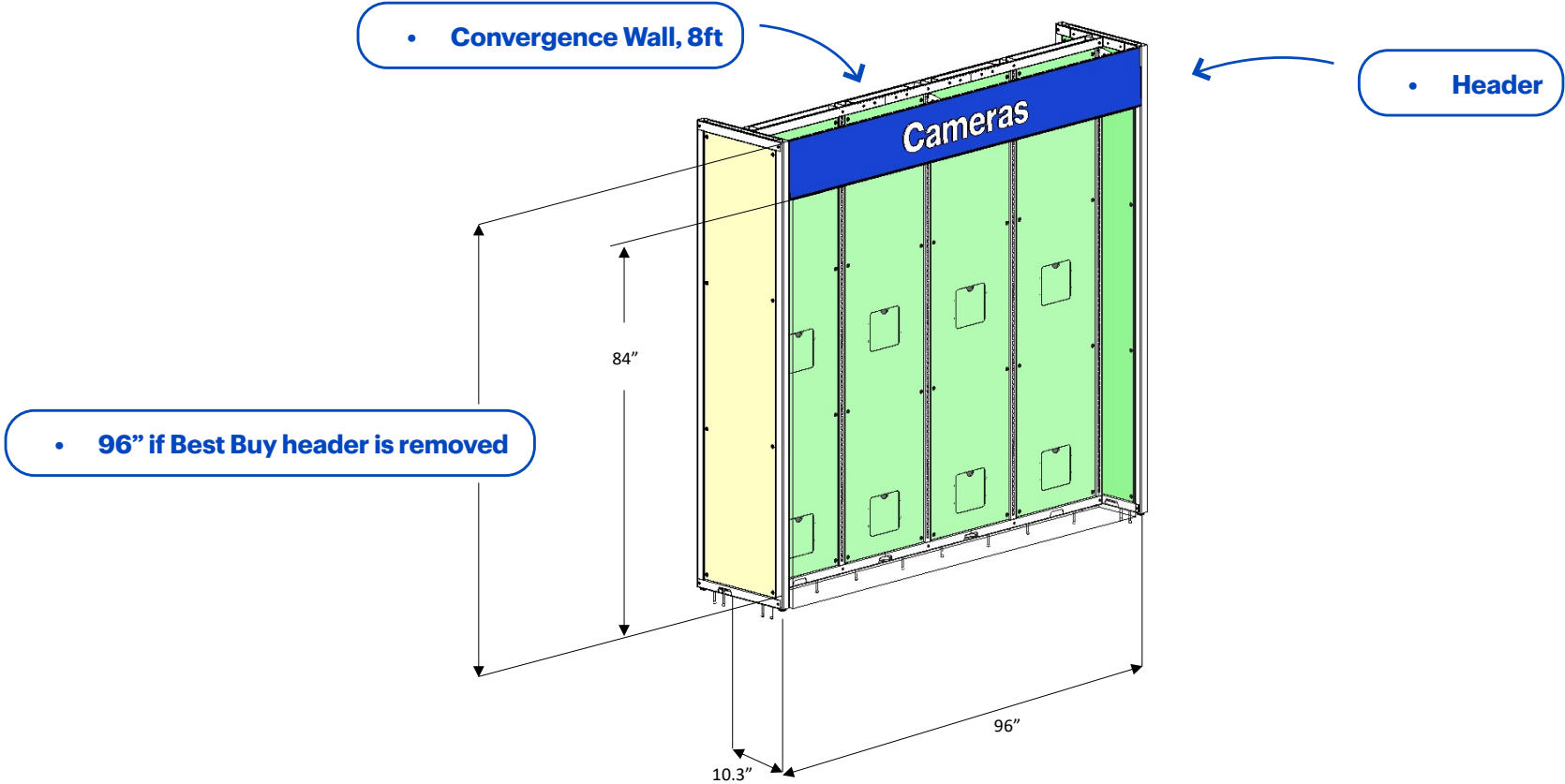
- Yellow designates where a Best Buy owned graphic goes
- Green designates where vendor graphics can go
- Cameras text on the header is just shown for reference Best Buy header stays in place as is

EPDM

#R0036

Use this number to request consolidated detailed drawings and dimensions

Multi-Department | Convergence Zone Walls (8')



Expectations

Vendor Provided Fixture Elements:

- Clear box is the space within the convergence wall that the vendor can occupy

Best Buy Provided Fixture Elements:

- Best Buy supplied panels on the convergence walls are XMR
- 3 options on how the convergence wall can be used
- Vendor can utilize the header parts and pieces and add their own header
- Convergence Wall, 8ft
- Header

Graphic & Signing Elements:

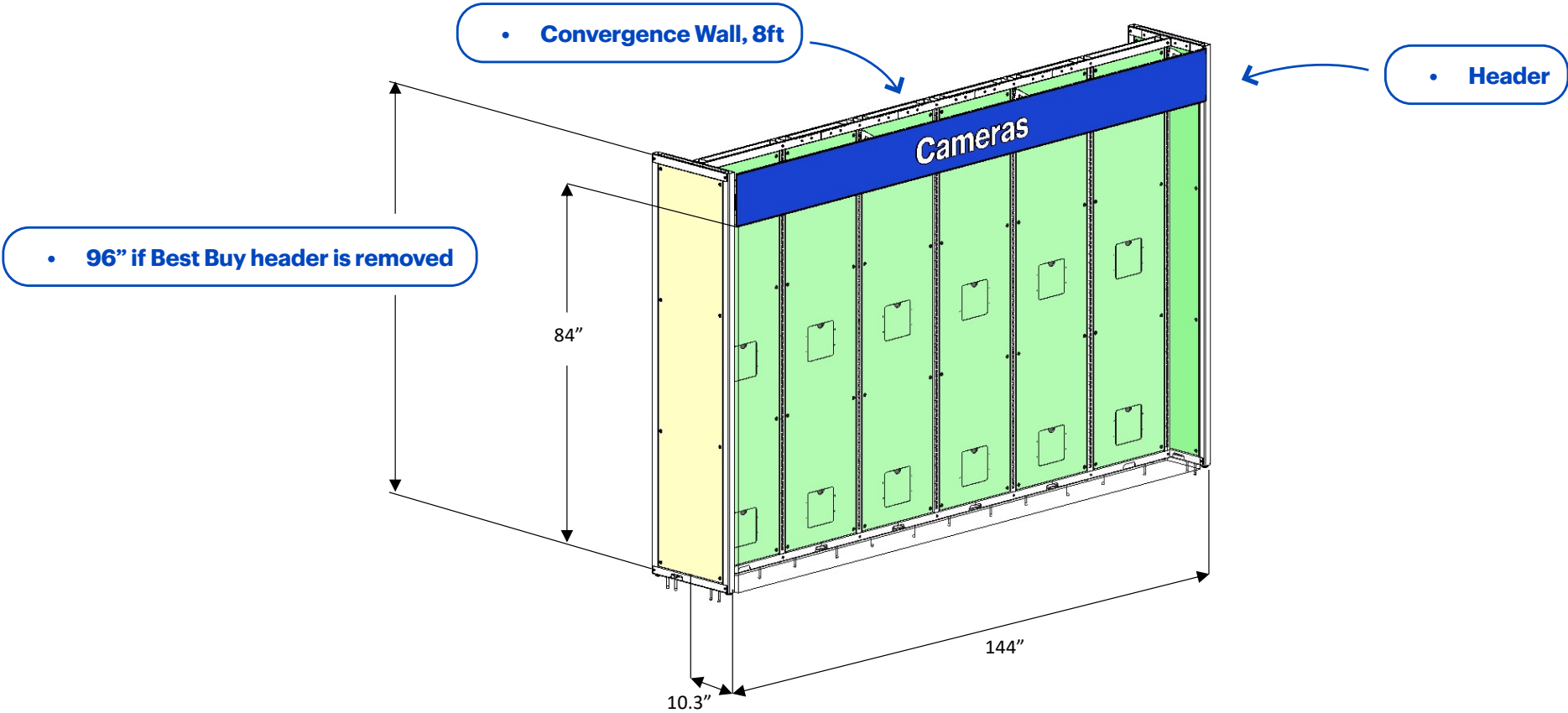
- Yellow designates where a Best Buy owned graphic goes
- Green designates where vendor graphics can go
- Cameras text on the header is just shown for reference
- Best Buy header stays in place as is
- Vendor can remove the Best Buy header and use the full 96" height of the convergence wall

EPDM

#R0036

Use this number to request consolidated detailed drawings and dimensions

Multi-Department | Convergence Zone Walls (12’)



Expectations

Vendor Provided Fixture Elements:

- Clear box is the space within the convergence wall that the vendor can occupy

Best Buy Provided Fixture Elements:

- Best Buy supplied panels on the convergence walls are XMR
- 3 options on how the convergence wall can be used
- Vendor can utilize the header parts and pieces and add their own header
- [Convergence Wall, 8ft](#)
- [Header](#)

Graphic & Signing Elements:

- Yellow designates where a Best Buy owned graphic goes
- Green designates where vendor graphics can go
- Cameras text on the header is just shown for reference
- Best Buy header stays in place as is
- Vendor can remove the Best Buy header and use the full 96” height of the convergence wall

EPDM

#R0036

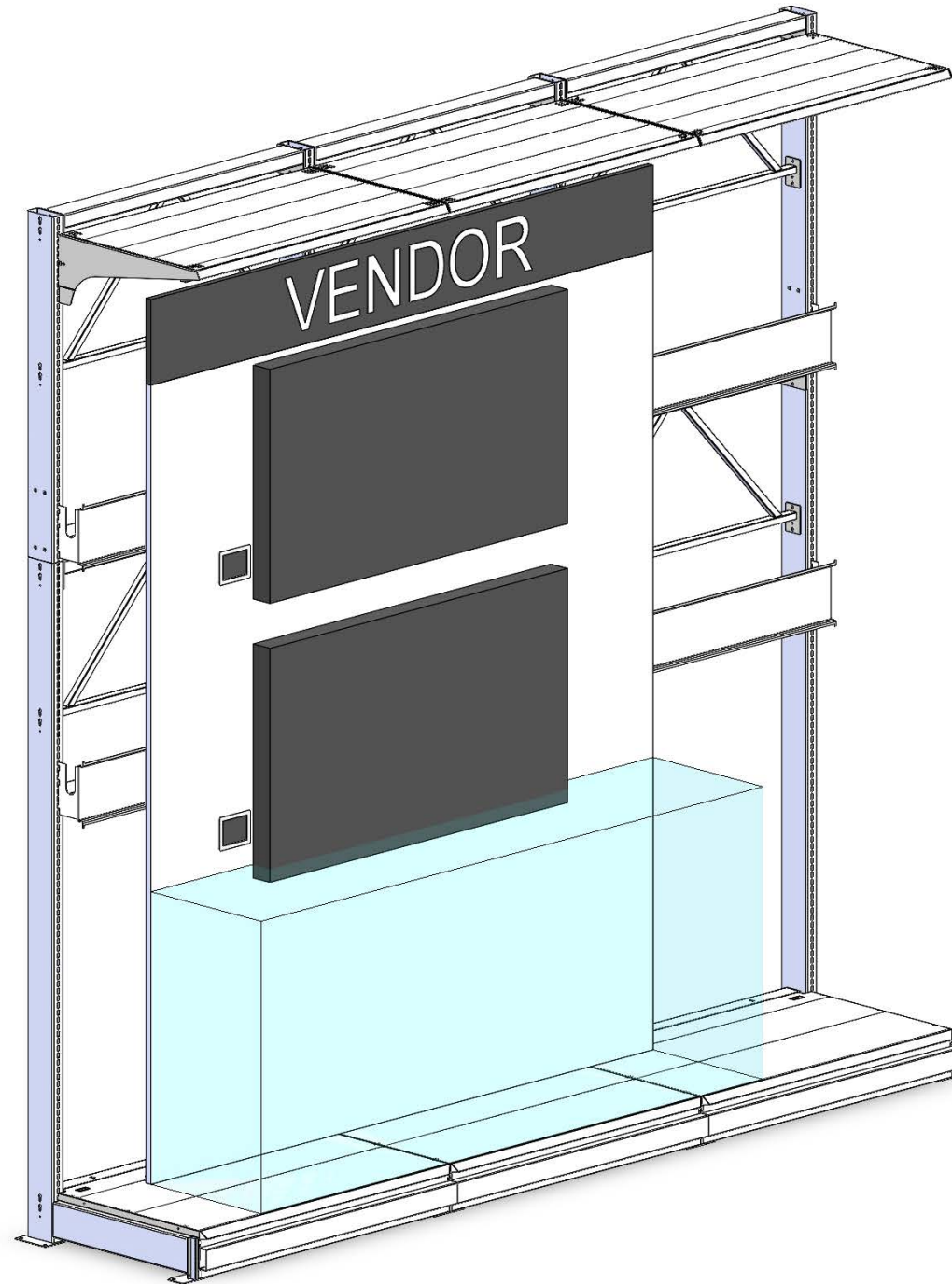
Use this number to request consolidated detailed drawings and dimensions

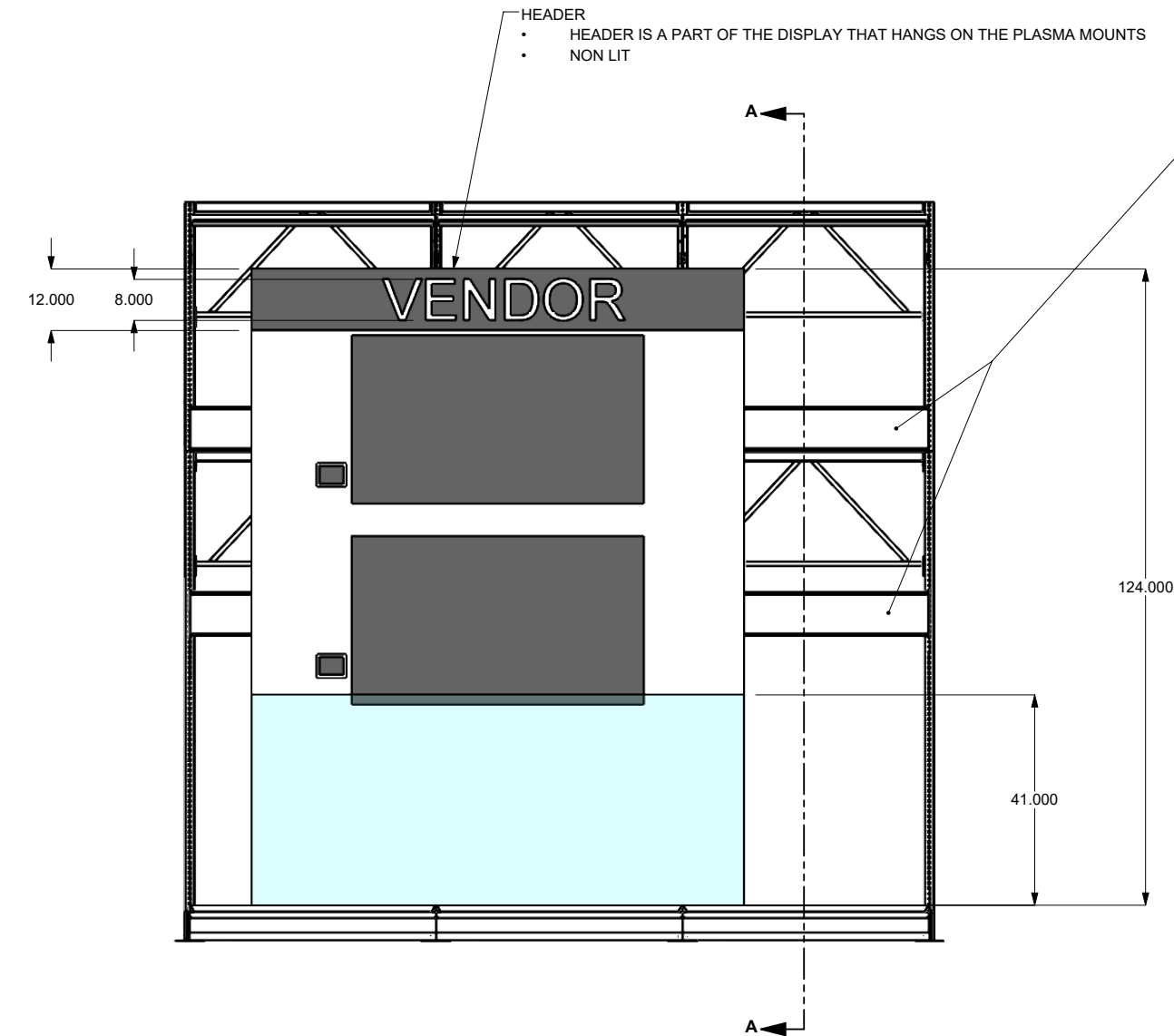
8' TV

Overview of VPD Space

Notes:

- VPDs cannot exceed fixture dimensions, height, width or depth
- TV(s) and soundbar(s) should be displayed in this area - mounts are provided by vendor
- All merchandising/display fixtures and placement selected by vendor must meet ADA requirements
- All electronics must be reviewed by the C7 lab
- Any buttons or touch interactives must follow ADA guidelines
- Headers are allowed in this area, but must follow Best Buy fixture requirements
- No vertical signage allowed
- No additional lighting in the space (i.e. back lit TVs)
- Any additional fixture pieces will have to set on the base deck
- No basedeck covers are allowed
- All product displays must have pricing, reference the ESL guideline document



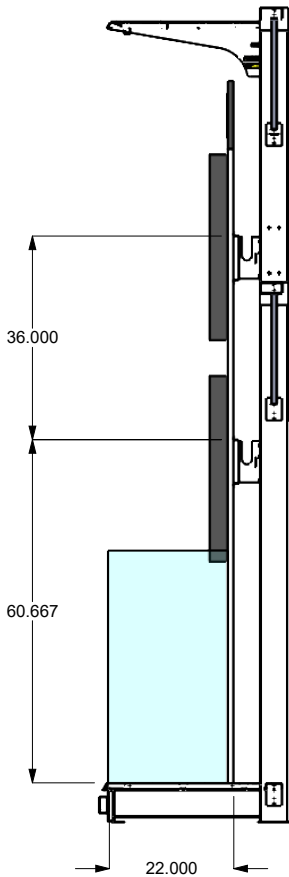


HEADER

- HEADER IS A PART OF THE DISPLAY THAT HANGS ON THE PLASMA MOUNTS
- NON LIT

- NOTES:
- PLASMA BARS ARE CURRENTLY SET IN STORE AND WILL NOT GET MOVED
 - DO TO THE CURRENT STORES LAYOUT THERE WILL NOT BE ANY ACCESS TO THE UPRIGHT SLOTS IN THE RACKING
 - ADDITIONAL PLASMA BARS WILL NOT BE ADDED SO MUST UTILIZE THE 2 CURRENTLY IN PLACE TO HANG THE DISPLAY
 - ADD ADJUSTABILITY TO THE HANGING BRACKETS FOR THE PLASMA MOUNTS

REVISIONS				
ZONE	REV.	DESCRIPTION	DATE	APPROVED
	A	INITIAL RELEASE	00-00-00	



SECTION A-A
SCALE 1 : 24

Technical Specs

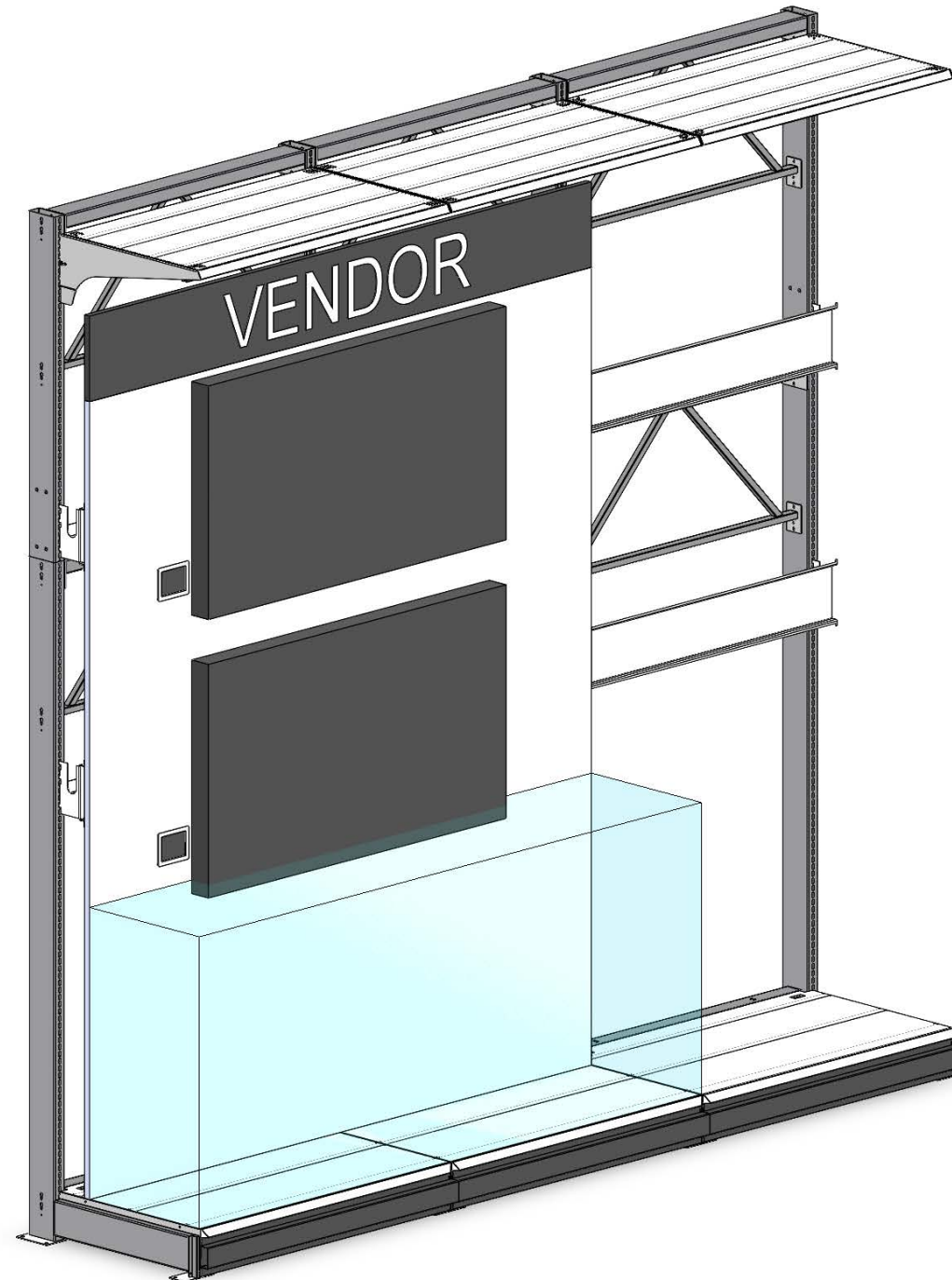
Notes:

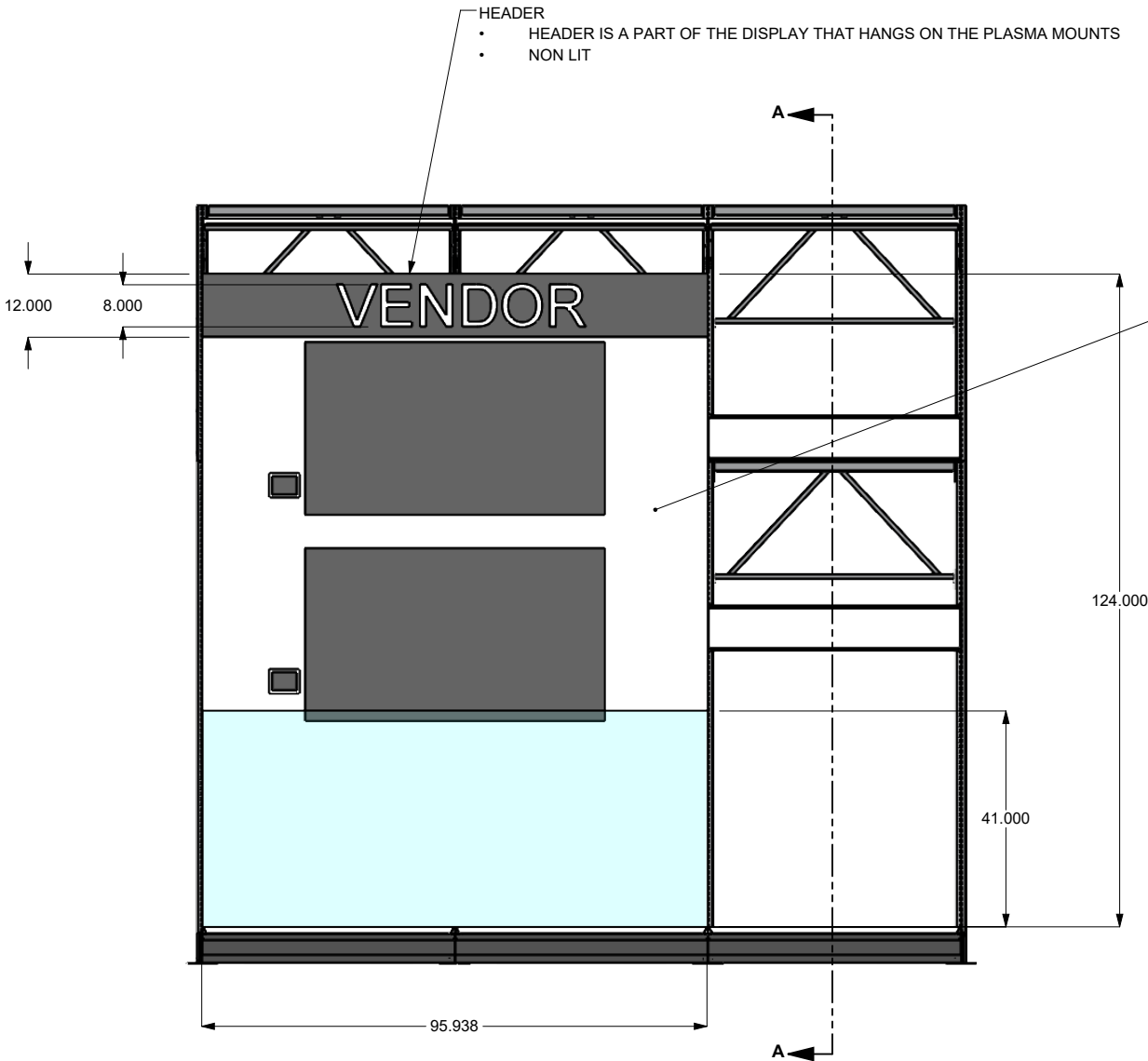
- EPDM# 0005274 (Starter) 0005275 (Addon)
- BBY can provide fixture drawings to ensure VPD fit
- VPDs will have 8ft linear space of this fixture to utilize
- Vendor provided backer panels should be neutral color and texture, need to be approved by Best Buy
- Any additional fixture pieces will have to set on the base deck
- Header plate finish: Alpolic PE BLX Black
- Letters should be a 7508 white acrylic P95 (non-lit)

Overview of VPD Space

Notes:

- VPDs cannot exceed fixture dimensions, height, width or depth
- TV(s) and soundbar(s) should be displayed in this area - mounts are provided by vendor
- All merchandising/display fixtures and placement selected by vendor must meet ADA requirements
- All electronics must be reviewed by the C7 lab
- Any buttons or touch interactives must follow ADA guidelines
- Headers are allowed in this area, but must follow Best Buy fixture requirements
- No vertical signage allowed
- No additional lighting in the space (i.e. back lit TVs)
- Any additional fixture pieces will have to set on the base deck
- No basedeck covers are allowed
- All product displays must have pricing, reference the ESL guideline document





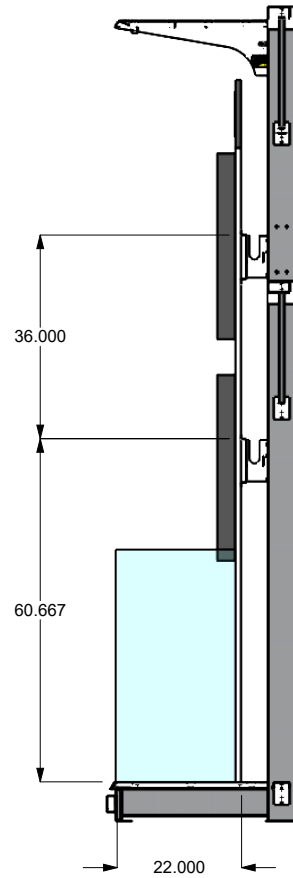
HEADER

- HEADER IS A PART OF THE DISPLAY THAT HANGS ON THE PLASMA MOUNTS
- NON LIT

NOTES:

- DISPLAY HANGS ONTO THE PLASMA MOUNTS

REVISIONS				
ZONE	REV.	DESCRIPTION	DATE	APPROVED
	A	INITIAL RELEASE	00-00-00	



SECTION A-A
SCALE 1 : 24

HEET Wall with Upper Shelf TV VPD Guidelines

Technical Specs

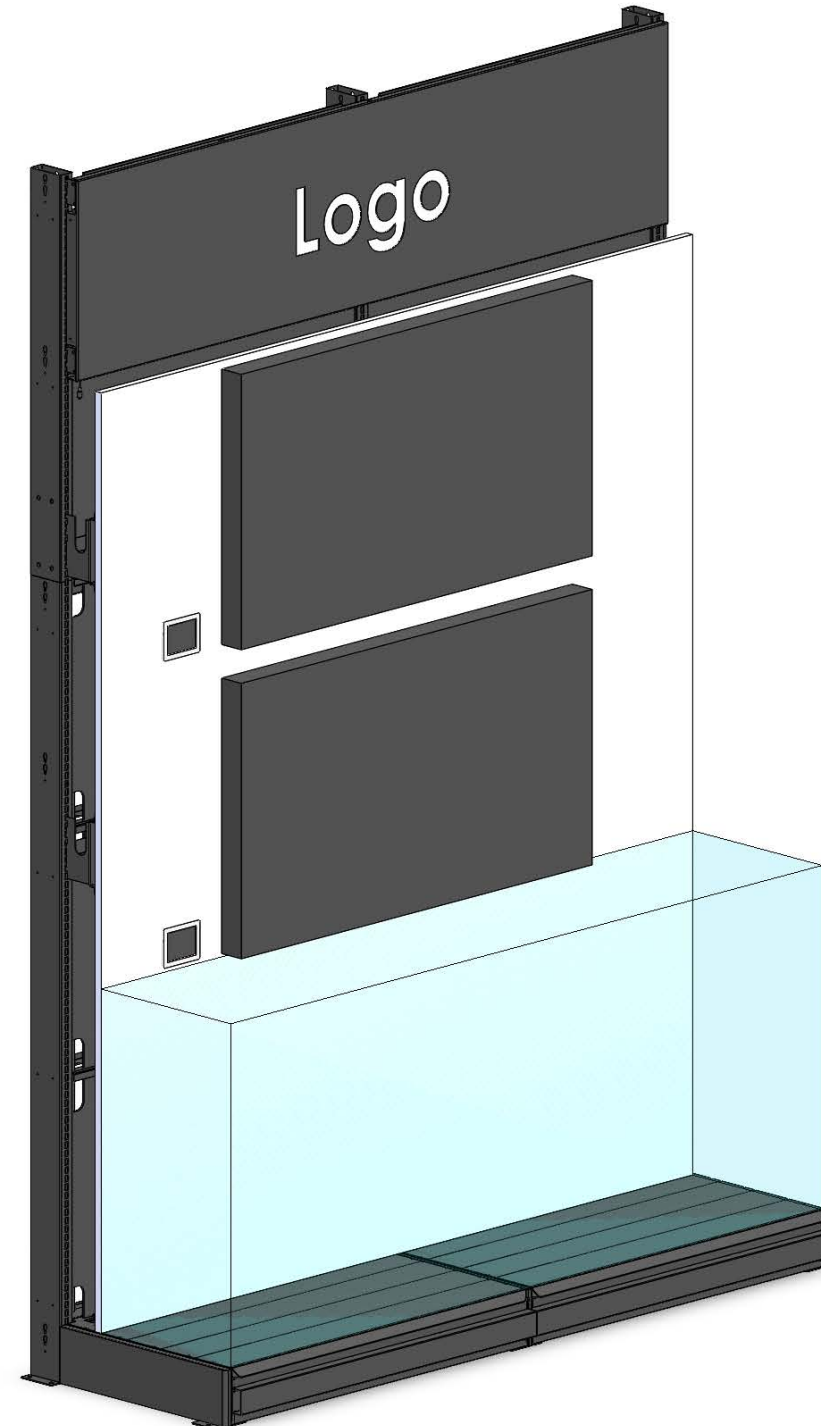
Notes:

- EPDM# 0005274 (Starter) 0005275 (Addon)
- BBY can provide fixture drawings to ensure VPD fit
- VPDs will have 8ft linear space of this fixture to utilize
- Vendor provided backer panels should be neutral color and texture, need to be approved by Best Buy
- Any additional fixture pieces will have to set on the base deck
- Header plate finish: Alpolic PE BLX Black
- Letters should be a 7508 white acrylic P95 (non-lit)

Overview of VPD Space

Notes:

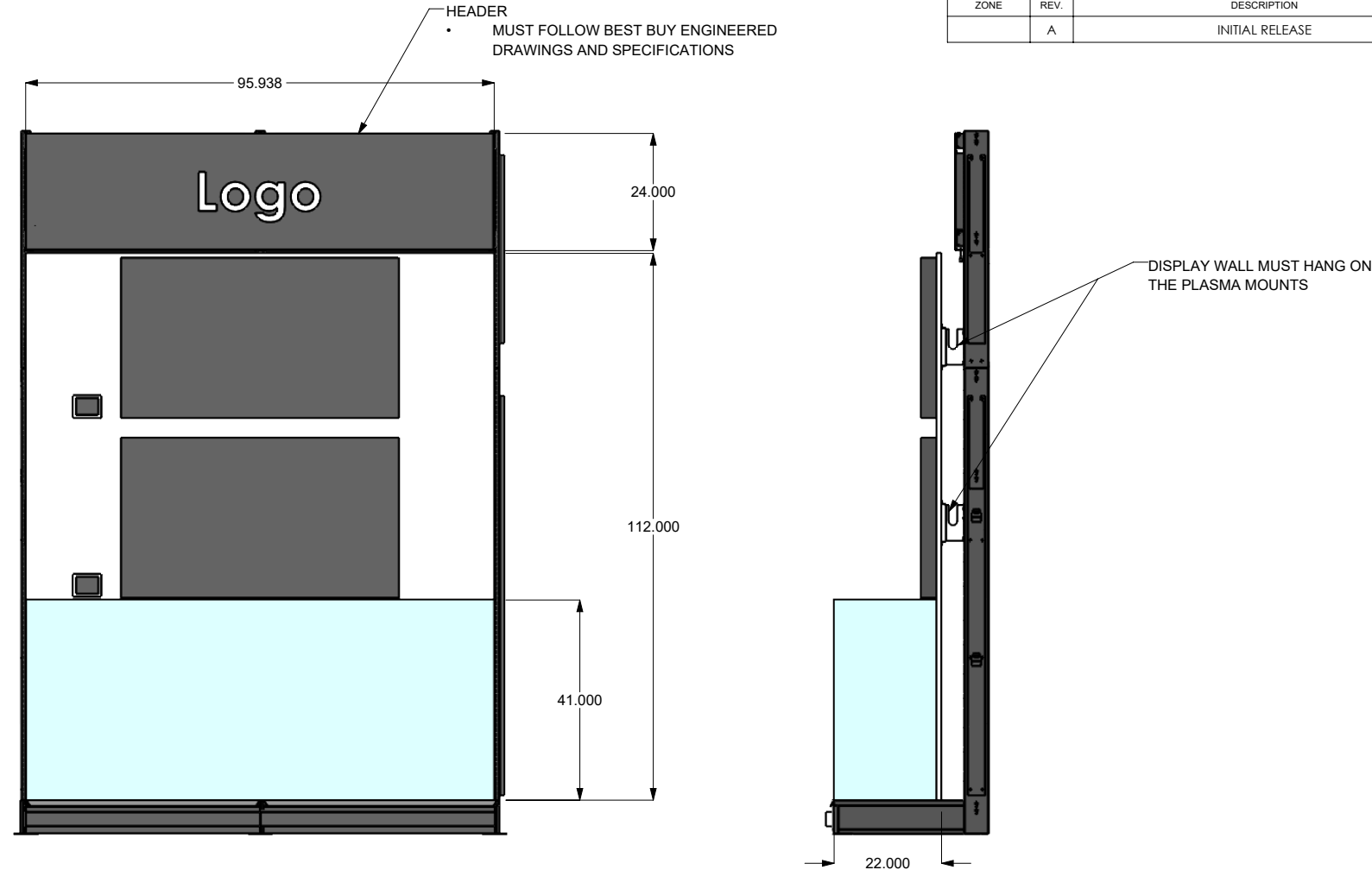
- VPDs cannot exceed fixture dimensions, height, width or depth
- TV(s) and soundbar(s) should be displayed in this area - mounts are provided by vendor
- All merchandising/display fixtures and placement selected by vendor must meet ADA requirements
- All electronics must be reviewed by the C7 lab
- Any buttons or touch interactives must follow ADA guidelines
- Headers are allowed in this area, but must follow Best Buy fixture requirements
- No vertical signage allowed
- No additional lighting in the space (i.e. back lit TVs)
- Any additional fixture pieces will have to set on the base deck
- No basedeck covers are allowed
- All product displays must have pricing, reference the ESL guideline document



Technical Specs

- EPDM# R0015-B
- BBY can provide fixture drawings to ensure VPD fit
- VPDs will have 8ft linear space of this fixture to utilize
- Vendor provided backer panels should be neutral color and texture, need to be approved by Best Buy
- Any additional fixture pieces will have to set on the base deck

REVISIONS				
ZONE	REV.	DESCRIPTION	DATE	APPROV.
	A	INITIAL RELEASE	00-00-00	



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VPD Fixture Details

Notes:

- 24” vendor header is the standard application
- 12” vendor header can be leveraged on Wing Walls to accommodate two large TVs along with header within the display
- Physical headers are allowed but must match existing Best Buy headers
- Reference EPDM# 1021616 for overall construction and finish specifications
- Header plate finish: Alpolic PE BLX Black
- Letters should be a white light, white optics 009 matte finish
- Headers hang on merchandising bars that are attached to uprights



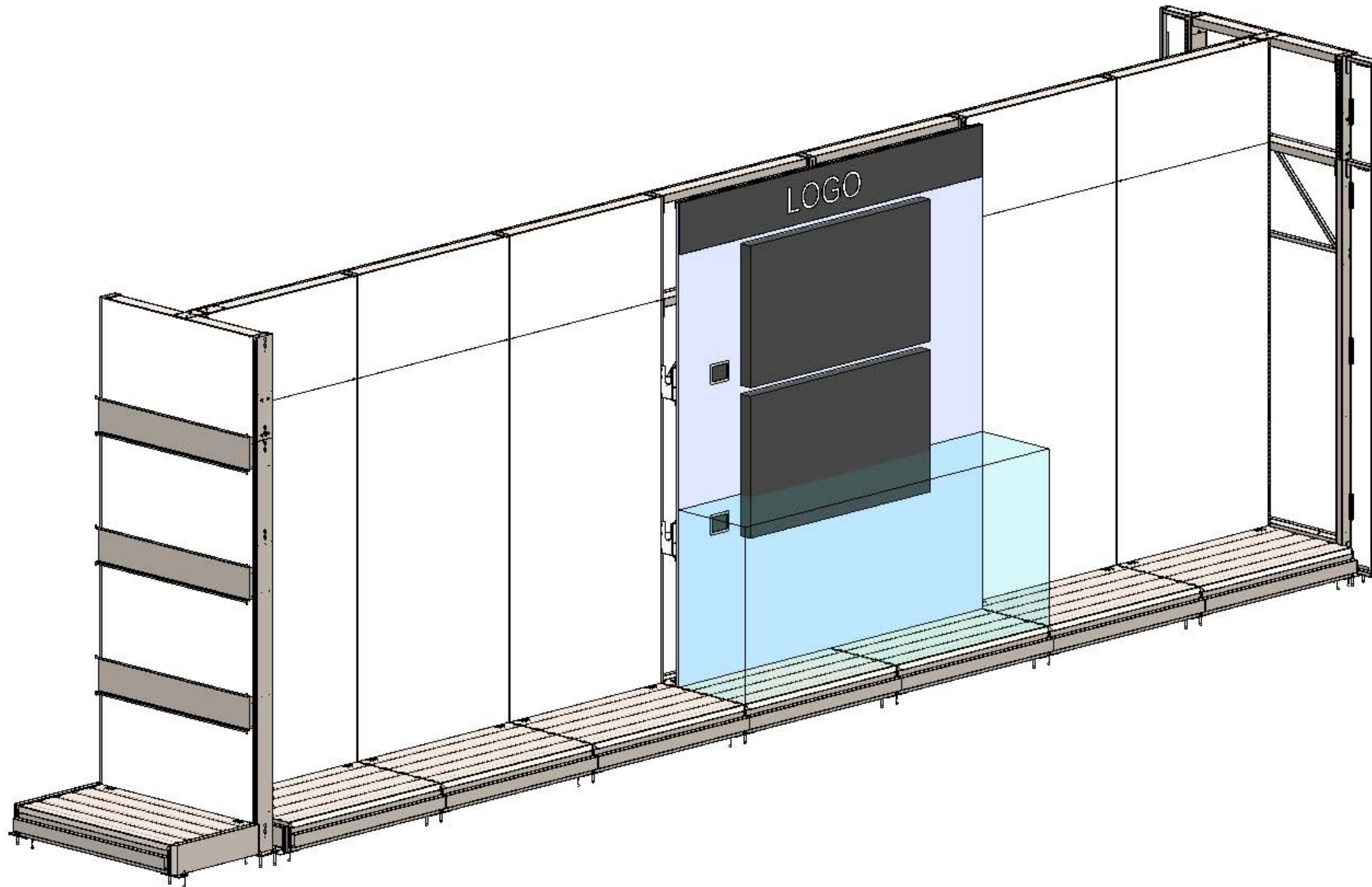
Attachment Area

- Header hangs on two merchandising bars that will clip into the fixture uprights

Overview of VPD Space

Notes:

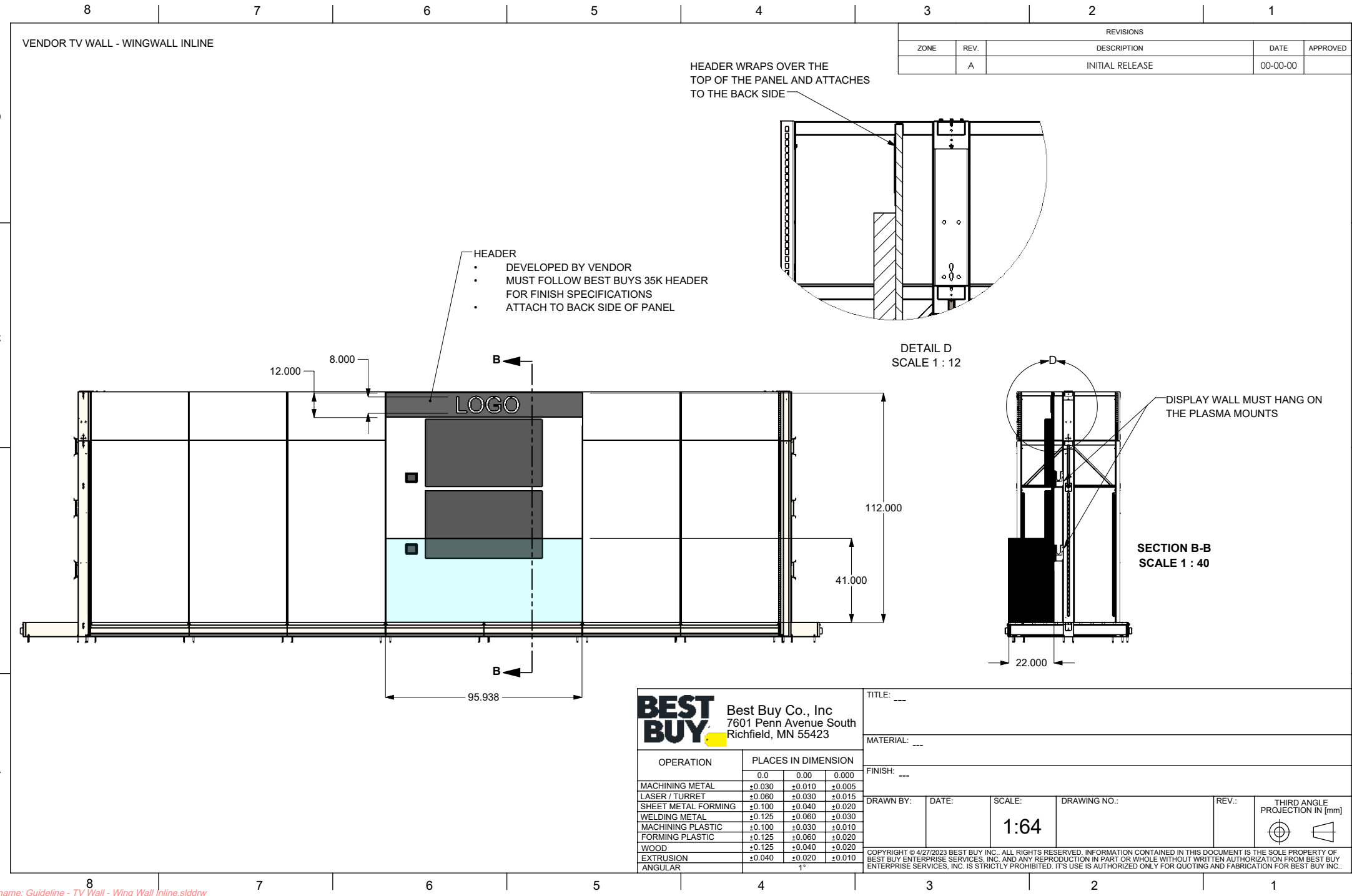
- VPDs cannot exceed fixture dimensions, height, width or depth
- TV(s) and soundbar(s) should be displayed in this area - mounts are provided by vendor
- All merchandising/display fixtures and placement selected by vendor must meet ADA requirements
- All electronics must be reviewed by the C7 lab
- Any buttons or touch interactives must follow ADA guidelines
- Headers are allowed in this area, but must follow Best Buy fixture requirements
- No vertical signage allowed
- No additional lighting in the space (i.e. back lit TVs)
- Any additional fixture pieces will have to set on the base deck
- No basedeck covers are allowed
- All product displays must have pricing, reference the ESL guideline document



Technical Specs

Notes:

- EPDM# 1006813
- BBY can provide fixture drawings to ensure VPD fit
- VPDs will have 8ft linear space of this fixture to utilize
- Vendor provided backer panels should be neutral color and texture, need to be approved by Best Buy
- Any additional fixture pieces will have to set on the base deck
- Header plate finish: Alpolic PE BLX Black
- Letters should be be a 7508 white acrylic P95 (non-lit)



Universal Buttons

Universal Buttons



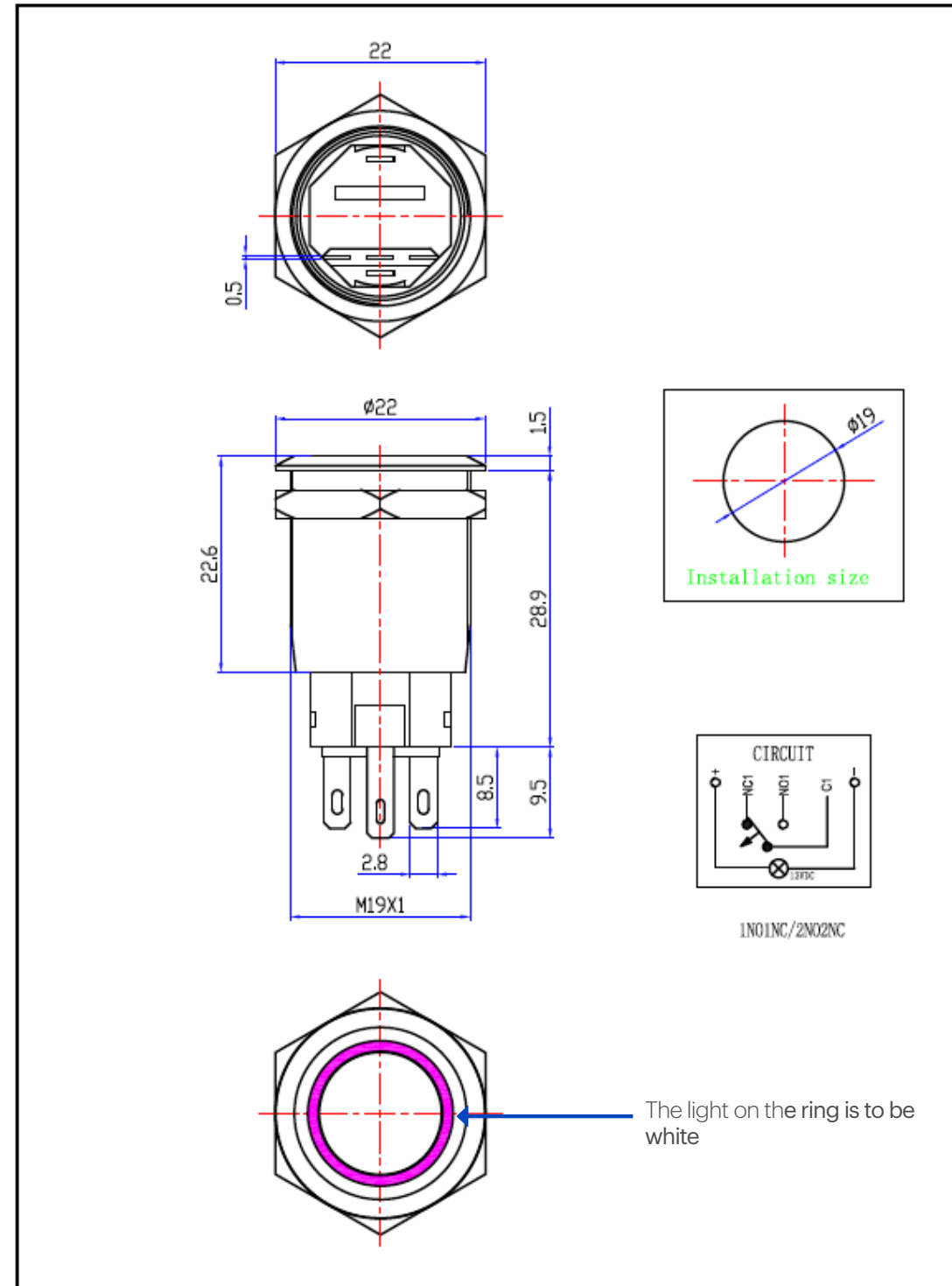
Button

- Text to be located below the buttons
- Text to be printed onto the material, do not use stickers
- This is the case for both the buttons on the focals as well as on the 2" platforms



Universal Buttons

Button Specification:
Duco is the vendor
#DTPB-X-32



Additional C7 guidelines exist for button illumination, user interface and interaction.

Please see entire C7 Lab guidelines in the Technology Design Standards folder of Partner Portal.

Major Appliance POP Graphics

Refrigerators

The following POP solutions will be temporarily permitted until Best Buy finalizes templated POP standards in 2024.

Vendor Expectations

- Display overlay clings, if desired, on any screens and/or buttons to simulate a “powered” experience.
- Include up to one external POP graphic on the product front to highlight product features and differentiators.
- Include POP graphics as desired on the product interior, ensuring graphics are not visible until the product is opened.

 **You will need** details and dimensions in these guides on Partner Portal:

Copy & Claims Guidelines

External POP Graphic

Size: 8.5”W x 11”H or smaller
Placement: Upper right side of appliance front

Overlay Cling

Note: *Clings may cover but not overhang screens or buttons.*



Washers, Dryers & Ovens

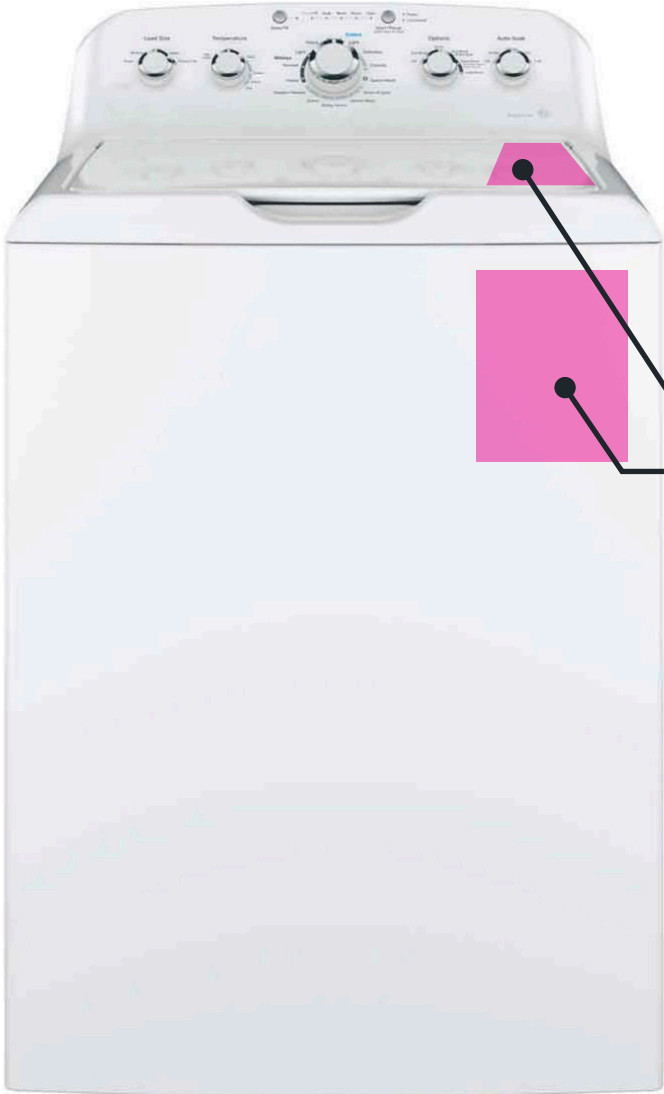
The following POP solutions will be temporarily permitted until Best Buy finalizes templated POP standards in 2024.

Vendor Expectations

- Display overlay clings, if desired, on any screens and/or buttons to simulate a “powered” experience.
- Include up to one external POP graphic on the product top and up to one external POP graphic on the product front to highlight product features and differentiators.
- Include POP graphics as desired on the product interior, ensuring graphics are not visible until the product is opened.

 **You will need** details and dimensions in these guides on Partner Portal:

[Copy & Claims Guidelines](#)

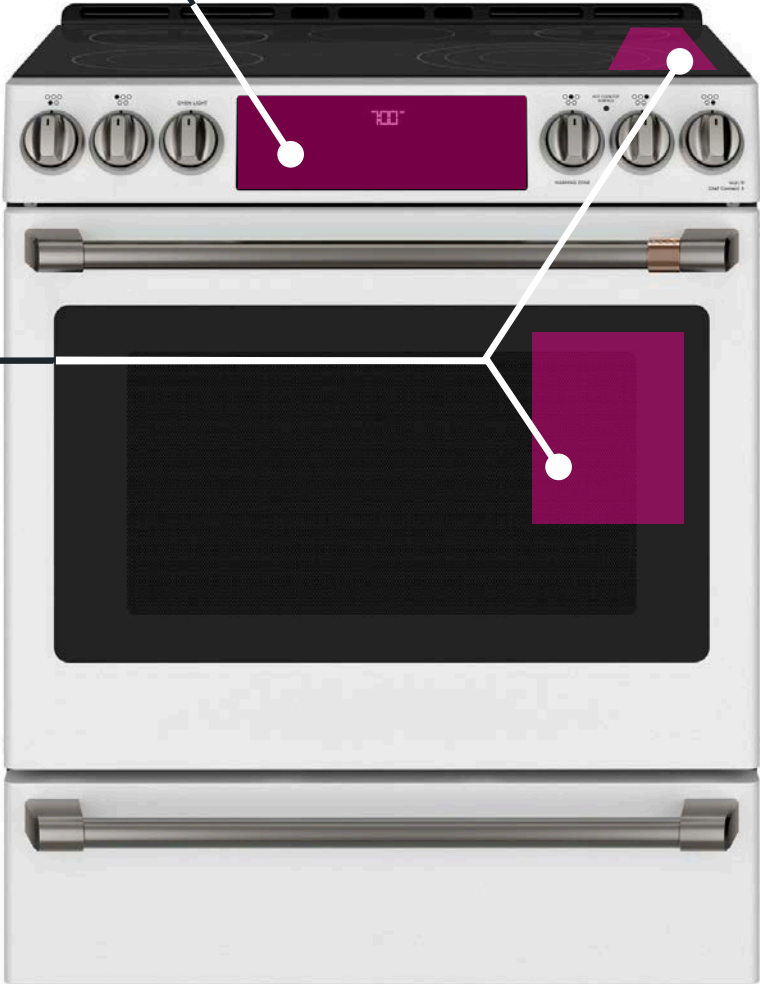


Overlay Cling

Note: Clings may cover but not overhang screens or buttons.

External POP Graphic

Size: 8.5”W x 11”H or smaller
Placement: Lower right side of appliance top and/or upper right side of appliance front



Vendor Signage

The purpose of these vendor guidelines is to create a seamless in-store journey for Best Buy customers no matter where they are in the purchase decision process. We want their experience to feel curated and thoughtful. Vendor materials should help pique their interest, make them curious and encourage exploration. It should not bombard them with too much information.

Vendor template signing

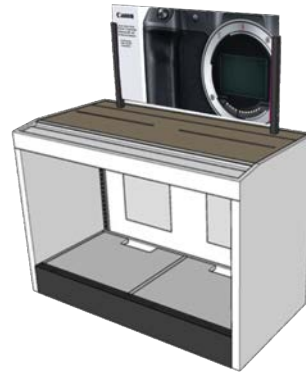
Tables will not have Focal fixtures. Because tables sit separately from one another, they do not need to adhere as strictly to an alternating lifestyle/macro photography rhythm. However, if you have multiple tables near each other, we recommend alternating between lifestyle and macro product photography or limiting your selection to one approach or the other.

Headline messages should be limited to the category name, as they are intended to be directional. It's also possible to use a logo within the template, but not a logo and a category name.

If product detail messaging is needed, it should be short and to the point. You may use a short paragraph of body copy. Please follow our character limit of 125 characters max, including spaces and punctuation.

Old Vendor Product Table Header: 35" X 15.5"

Only for Stores:
167 Woodlands, 1028 Midtown, 1217 American Dream



New Vendor Product Table Header: 44.625" X 16.625"



Vendor In-line Focal/Low Bay Gondola Header: 47.938" X 20.313"

Vendor In-line Header/Low Bay Gondola: 47.938" X 13.8125" (not pictured)

Templates are set up to quickly communicate messaging to consumers without crowding signage with an overload of information. Layouts can be made with or without Focal display fixtures, depending on your needs and what's right for your application.

Photography should alternate between lifestyle photography matching Best Buy standards and tight abstracted macro shots of product. Try keeping signage adjacency in mind while considering your content to help maintain an A/B rhythm within the entire in-line run.

Headline messages should be limited to the category name, as they are intended to be directional. It's also possible to use a logo within the template, but not a logo and a category name.

If product detail messaging is needed, it should be short and to the point. You may use a short paragraph of body copy. Please follow our character limit of 125 characters max, including spaces and punctuation.



Vendor In-line Template Samples



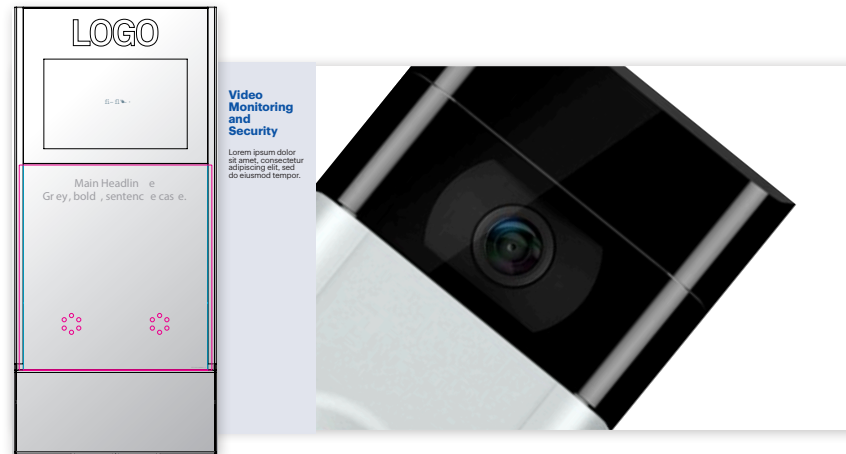
Future Store 2020

In-line Focal/Low Bay Gondola:

Printed on Magnetic Receptive stock (10-12 mil 94-97 bright), White

Template: 47.938x20.313_FS_InlineFocal_LowBayGondola.indt

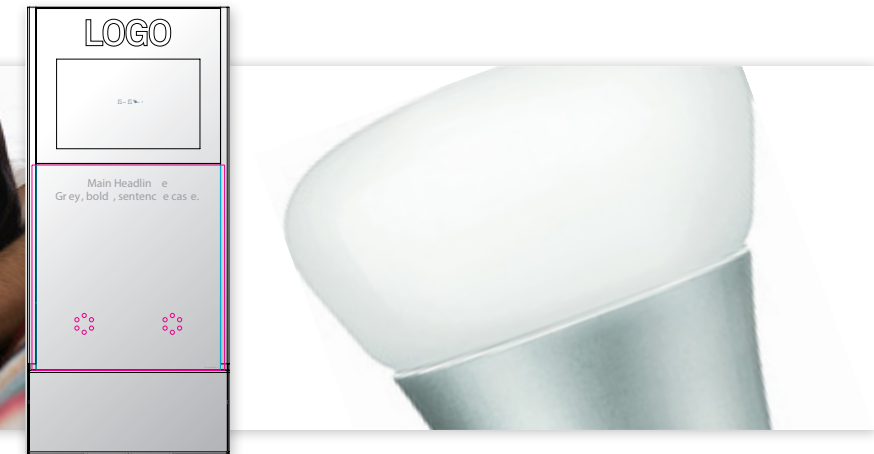
Shown with Focal Logo and **category and body copy** on panel.
(**Logo and category** are on Product Card)



Shown with Focal Logo and **logo with body copy.**
(**Logo and category** are on Product Card)



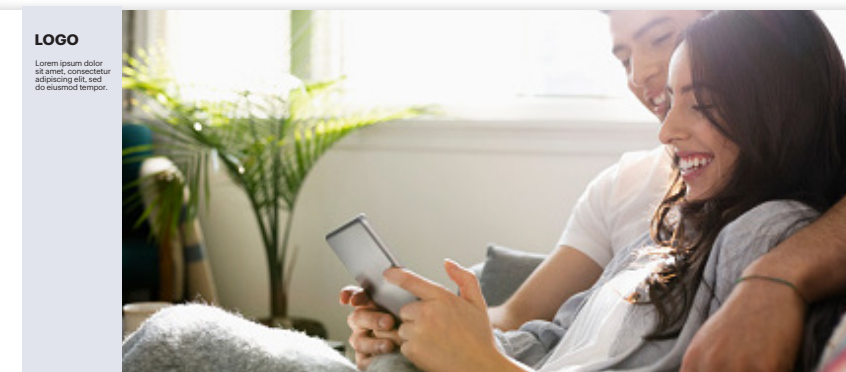
Shown with Focal Logo and **no Logo, category or body copy.**
(**Logo and category** are on Product Card)



Shown without Focal Logo and **category and body copy** on panel.
(**Logo and category** are on Product Card)



Shown without Focal Logo and **logo with body copy.**
(**Logo and category** are on Product Card)



Shown without Focal Logo and **without logo with body copy.**
(**Logo and category** are on Product Card)



Vendor In-line Template Samples



Future Store 2020

Endcap Focal/Low Bay Gondola:
47.938X20.313"

Printed on Magnetic Receptive stock (10-12 mil 94-97 bright), White

Template: 47.938x20.313_FS_InlineFocal_LowBayGondola.indt

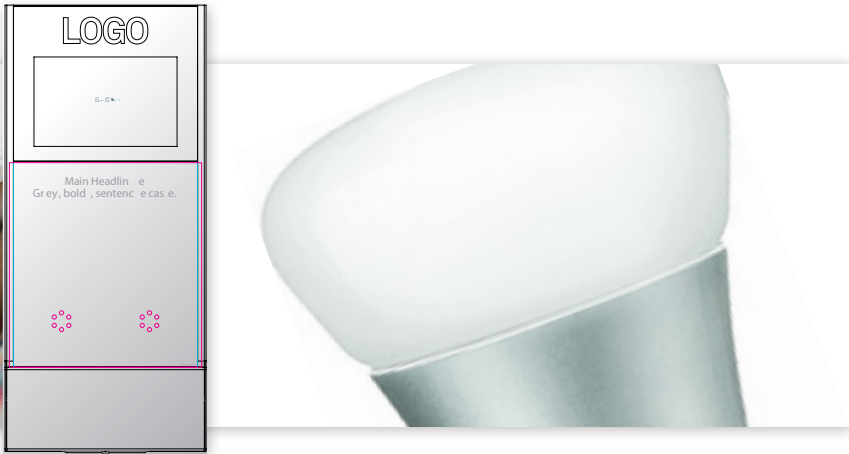
Shown with Focal Logo and **category and body copy** on panel.
(**Logo and category** are on Product Card)



Shown with Focal Logo and **logo with body copy**.
(**Logo and category** are on Product Card)



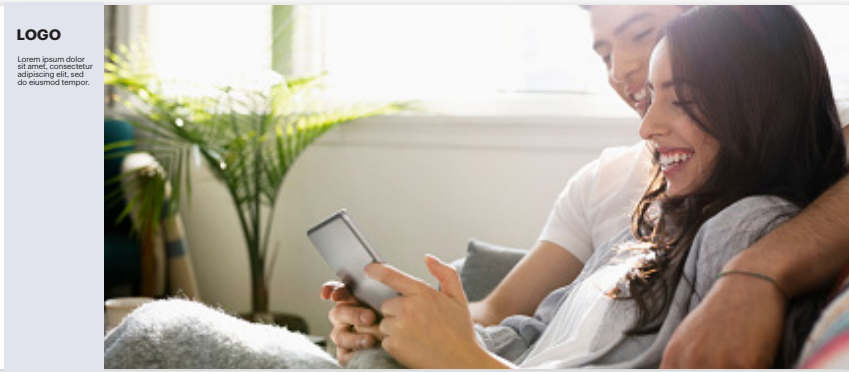
Shown with Focal Logo and **no Logo, category or body copy**.
(**Logo and category** are on Product Card)



Shown without Focal Logo and **category and body copy** on panel.
(**Logo and category** are on Product Card)



Shown without Focal Logo and **logo with body copy**.
(**Logo and category** are on Product Card)



Shown without Focal Logo and **without logo with body copy**.
(**Logo and category** are on Product Card)



Vendor In-line Templates

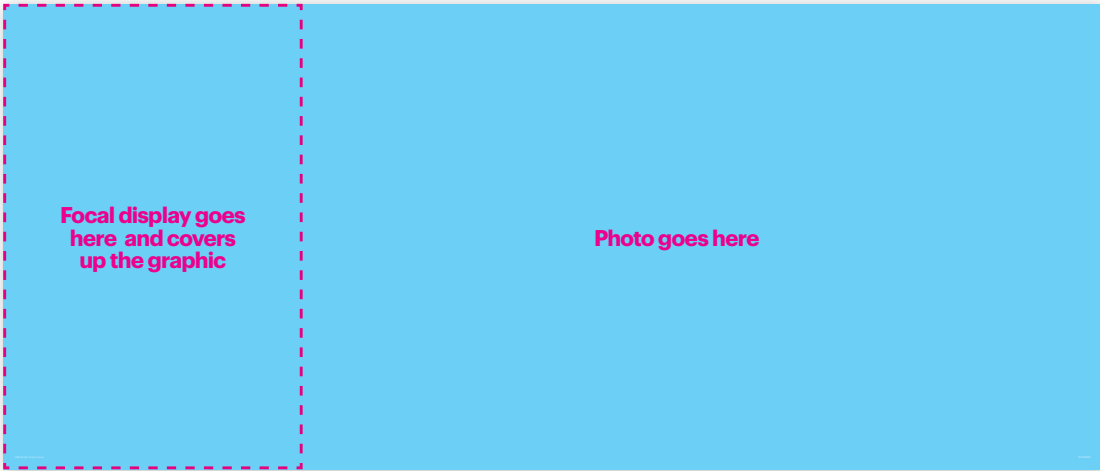
Future Store 2020

In-line Focal/Low Bay Gondola:
47.938X20.313"

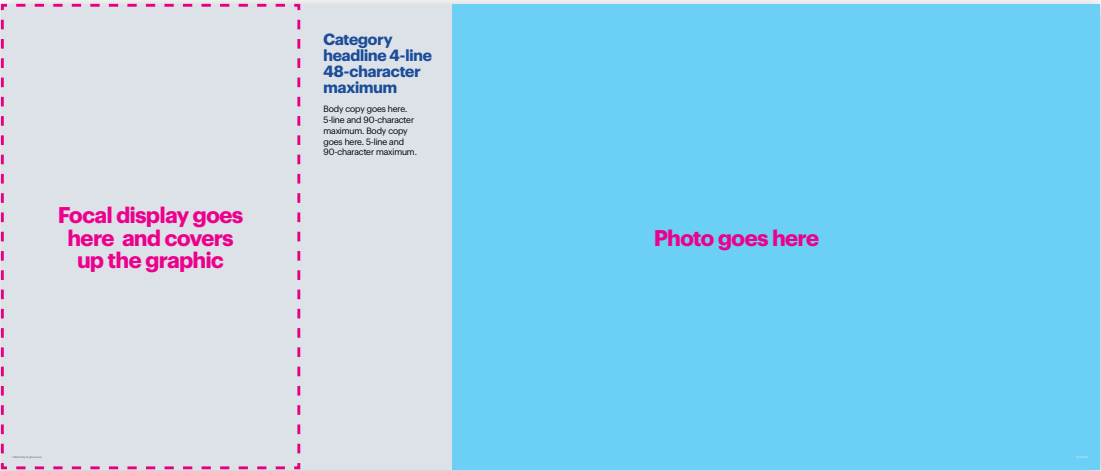
Printed on Magnetic Receptive stock (10-12 mil 94-97 bright), White

Template: 47.938x20.313_FS_InlineFocal_LowBayGondola.indt

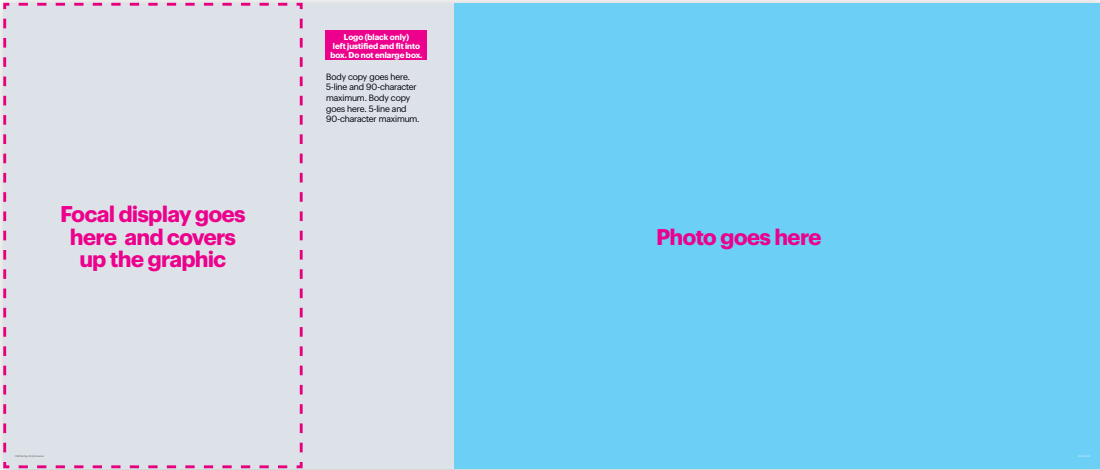
With Focal: Photo only



Photo, category headline and body copy



Photo, logo and body copy



Vendor In-line Templates cont.

Future Store 2020

In-line Focal/Low Bay Gondola:
47.938X20.313"

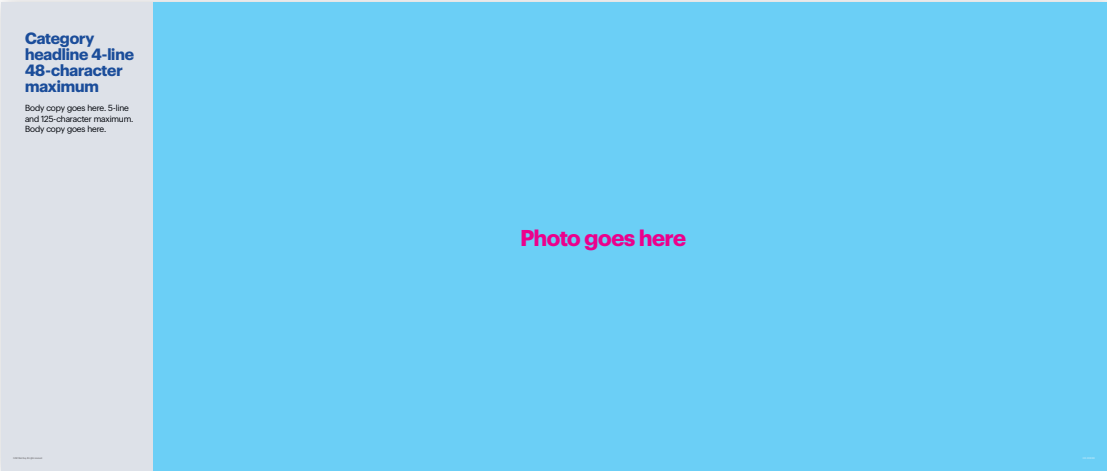
Printed on Magnetic Receptive stock (10-12 mil 94-97 bright), White

Template: 47.938x20.313_FS_InlineFocal_LowBayGondola.indt

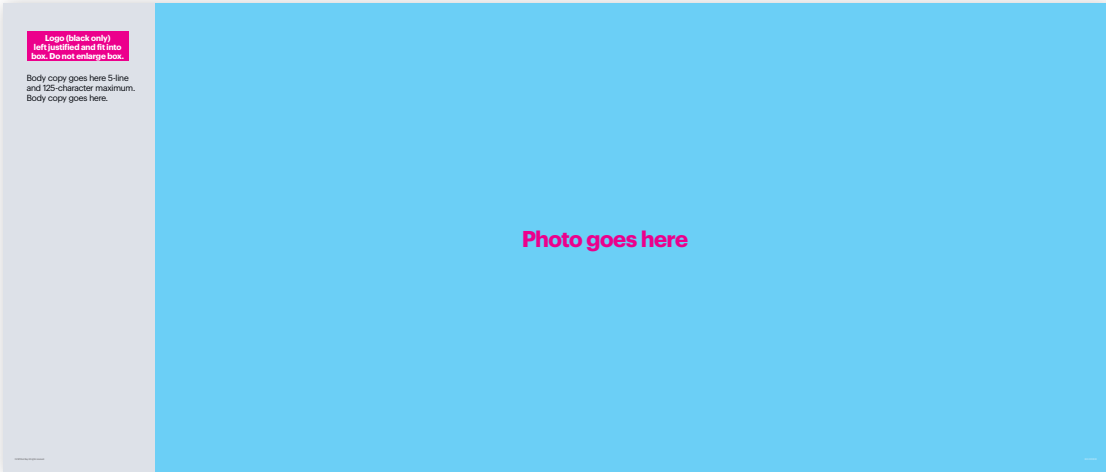
Without Focal: Photo only



Photo, category headline and body copy



Photo, logo and body copy



Vendor In-line Template Samples cont.

Future Store 2020

In-line Header/Low Bay Gondola:
47.938X13.8125"

Printed on Magnetic Receptive stock (10-12 mil 94-97 bright), White

Template:
47.938x13.8125_FS_InlineHeader_LowBayGondola_Template.indt



Shown with **category and body copy** on panel.
(**Logo and category** are on Product Card)



Shown with **logo and body copy**.
(**Logo and category** are on Product Card)



Shown without **logo, category or body copy**.
(**Logo and category** are on Product Card)

Vendor In-line Templates cont.

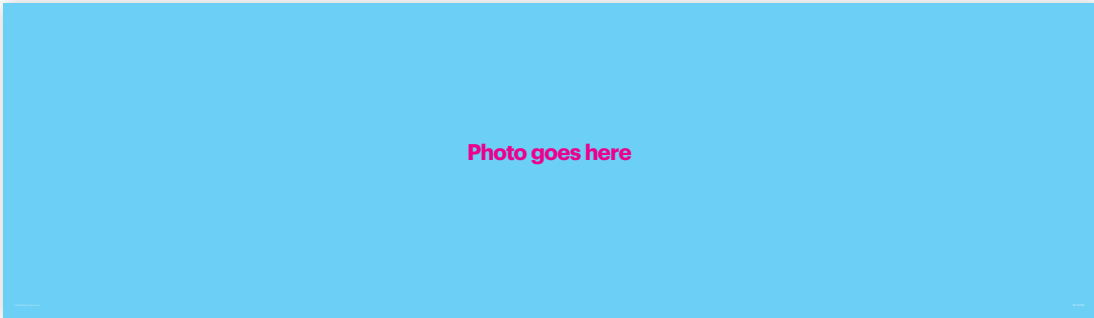
Future Store 2020

In-line Header/Low Bay Gondola:
47.938X13.8125"

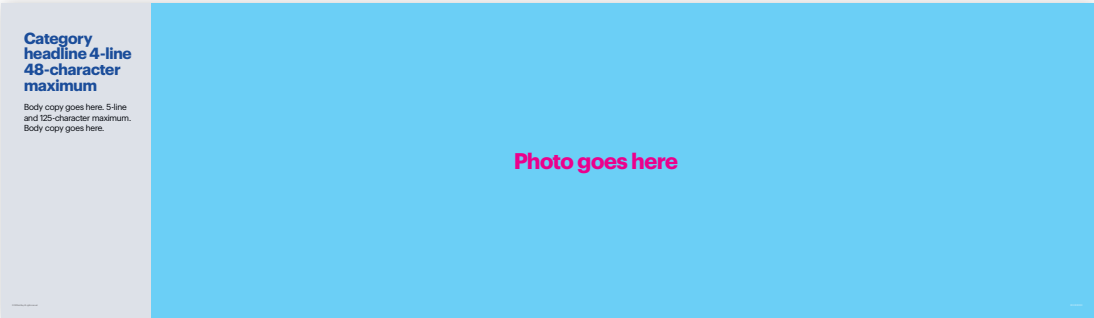
Printed on Magnetic Receptive stock (10-12 mil 94-97 bright), White

Template:
47.938x13.8125_FS_InlineHeader_LowBayGondola_Template.indt

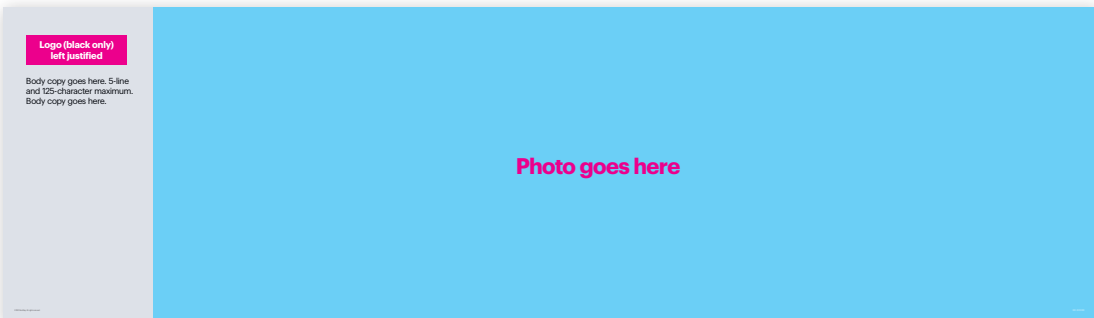
Without Focal (these signs don't get focals): Photo only



Photo, category headline and body copy



Photo, logo and body copy



Vendor In-line Templates—Requirements

Follow these template specifications when building your artwork. Do not alter the templates.

Category headline

Font: Human BBY 75 Bold
Size: 50 point
Leading: 50 point
Kerning: 0 point
Color: BBY Human Blue (spot)

Body copy

Font: Human BBY 55 Regular
Size: 28 point
Leading: 33.6 point
Kerning: 0 point
Color: BBY Tech Black 4C

Paragraph spacing

Spacing is set to automatically apply with a hard return keystroke after the headline.

Photo area

Color profile: CMYK
Resolution: 300dpi at full bleed size

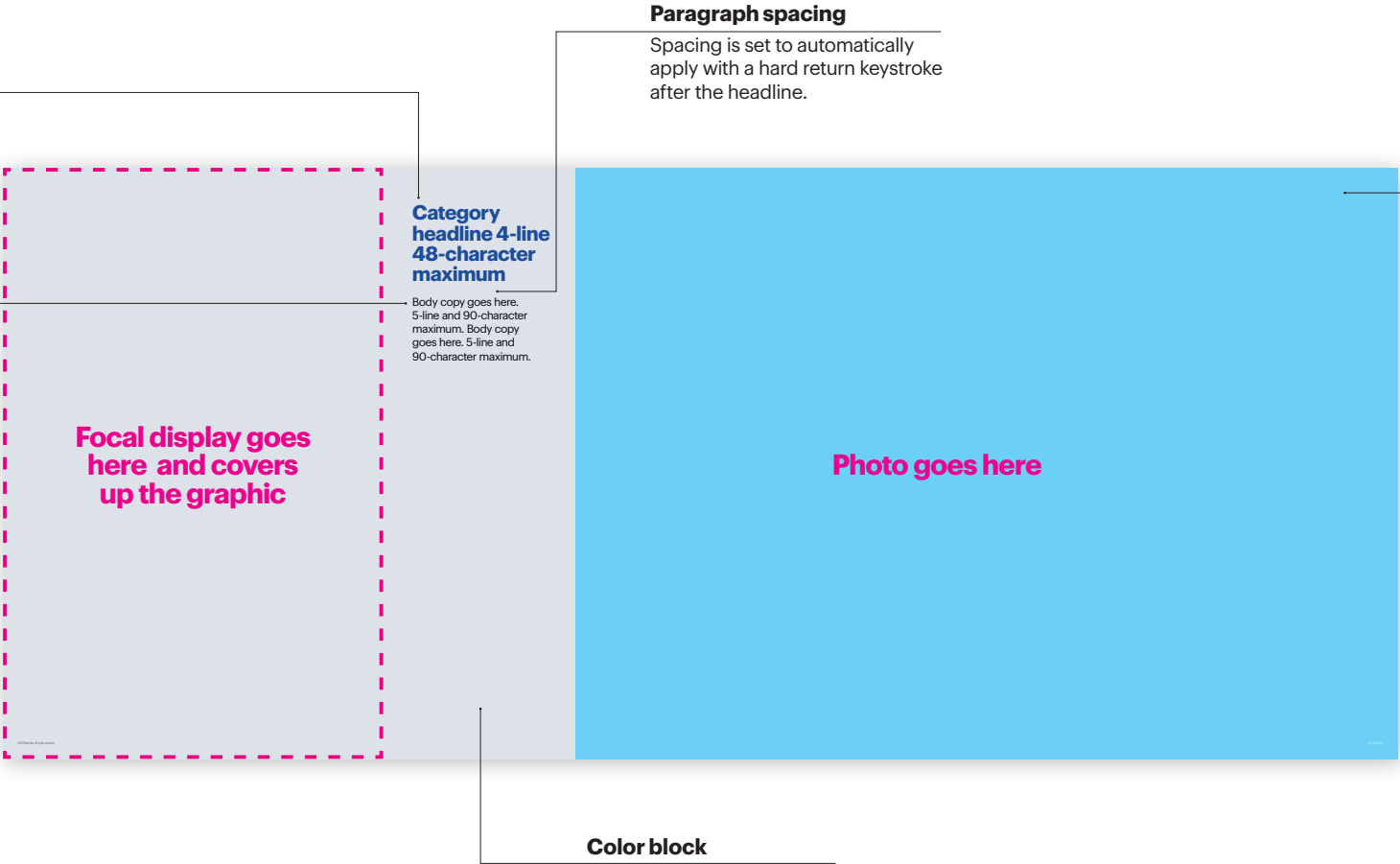
Color block

Color: BBY Tech White (spot)

Future Store 2020

In-line Focal/Low Bay Gondola:
47.938X20.313" (pictured)

In-line Header/Low Bay Gondola:
47.938X13.8125" (not pictured—specs shown are identical)



Vendor Endcap Template Samples



Future Store 2020

Endcap Focal/Low Bay Gondola:
23.938X20.313"

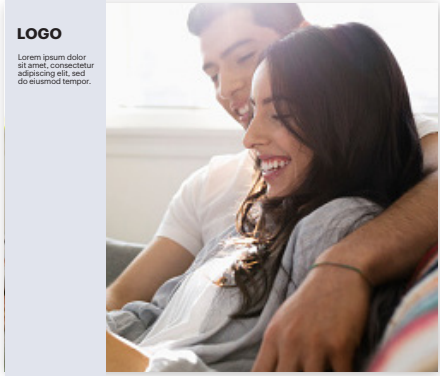
Printed on Magnetic Receptive stock (10-12 mil 94-97 bright), White

Template: 23.938x20.313_FS_SkinnyEndcap.indd

Shown without Focal Logo and **category and body copy** on panel.
(**Logo and category** are on Product Card)



Shown without Focal Logo and **logo with body copy**.
(**Logo and category** are on Product Card)



Shown without Focal Logo and **without logo with body copy**.
(**Logo and category** are on Product Card)



Vendor Endcap Templates

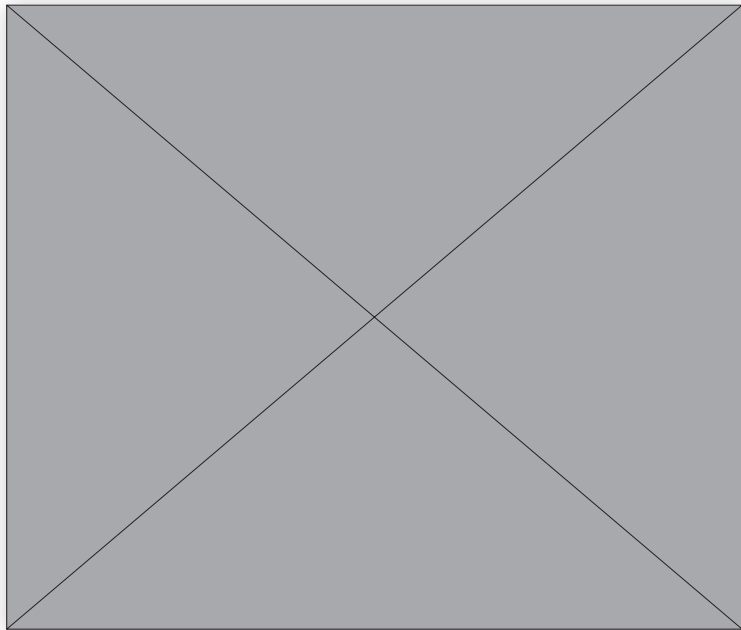
Future Store 2020

Endcap Focal/Low Bay Gondola:
23.938X20.313"

Printed on Magnetic Receptive stock (10-12 mil 94-97 bright), White

Template: 23.938x20.313_FS_SkinnyEndcap.indd

Photo, category headline and body copy



Photo, logo and body copy

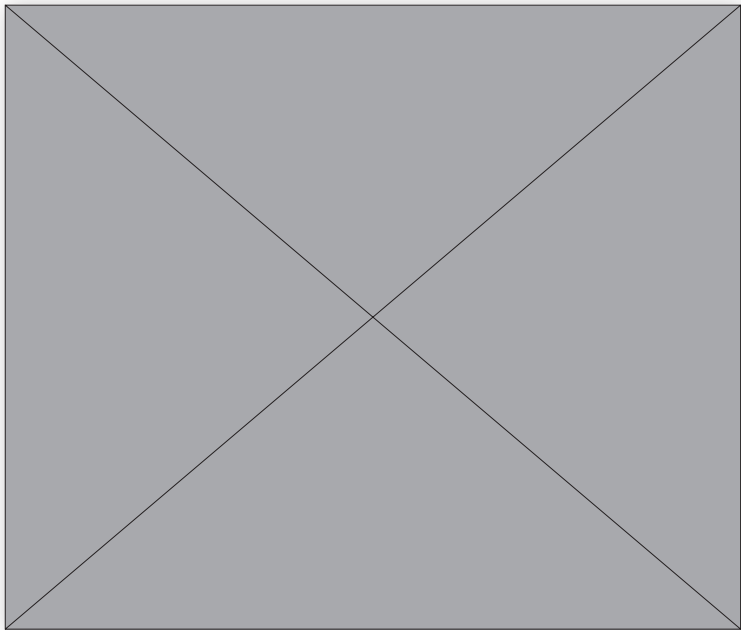
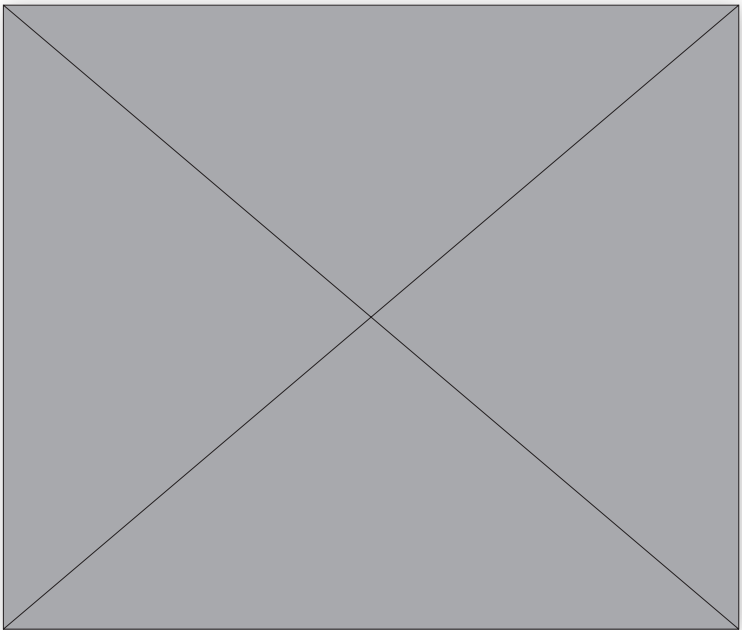


Photo only



Vendor Product Table Template Samples

Shown with **category and body copy** on panel.



Shown with **category and body copy** on panel.



Shown with **vendor logo and body copy** on panel.



Shown with **photo only** on panel.



New Product Table Header: 44.625X16.625"

Lit backer: .015 Translucent Styrene
Non-Lit Backer: 12pt C1S, White

Template: 44.625x16.625_FS_ProductTable_Header_Template.indt



Vendor Table Templates

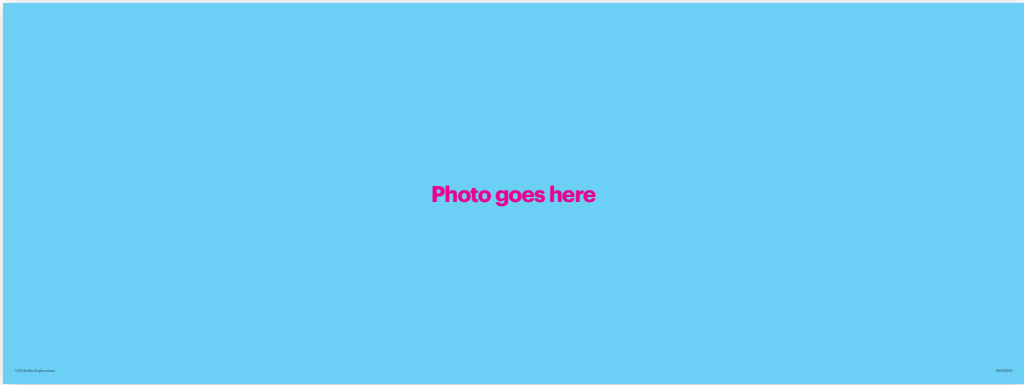
Future Store 2020

New Product Table Header:
44.625X16.625"

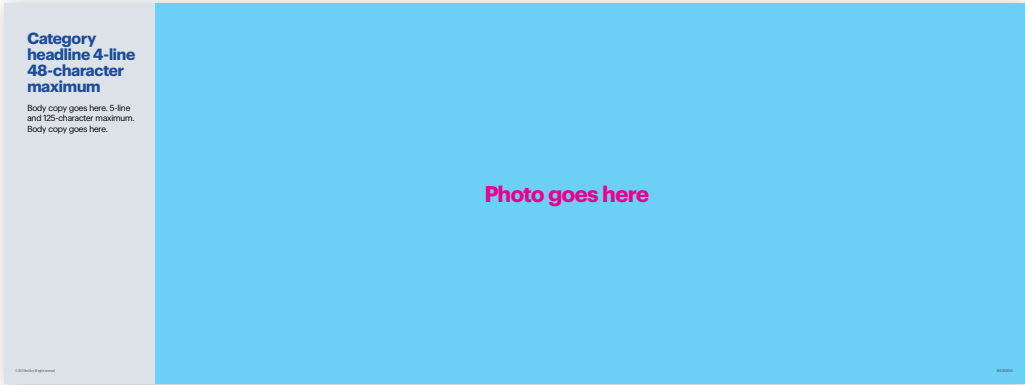
Lit backer: .015 Translucent Styrene
Non-Lit Backer: 12pt C1S, White

Template: 44.625x16.625_FS_ProductTable_Header_Template.indt

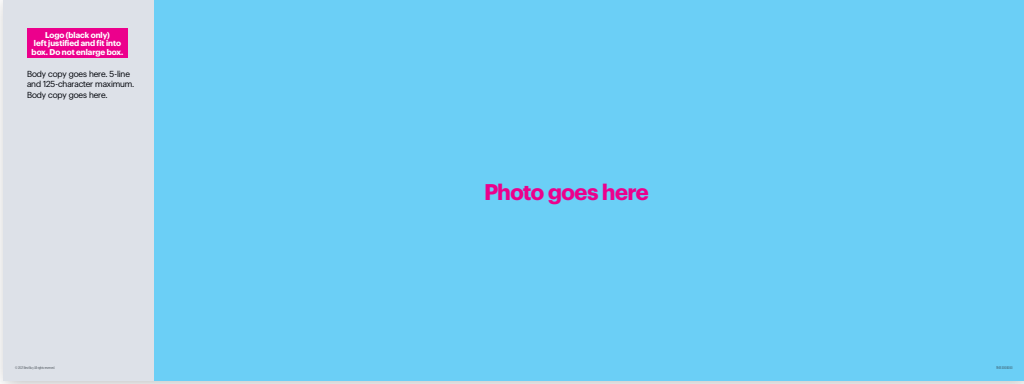
Without Focal (Tables don't get focals): Photo only



Photo, category headline and body copy

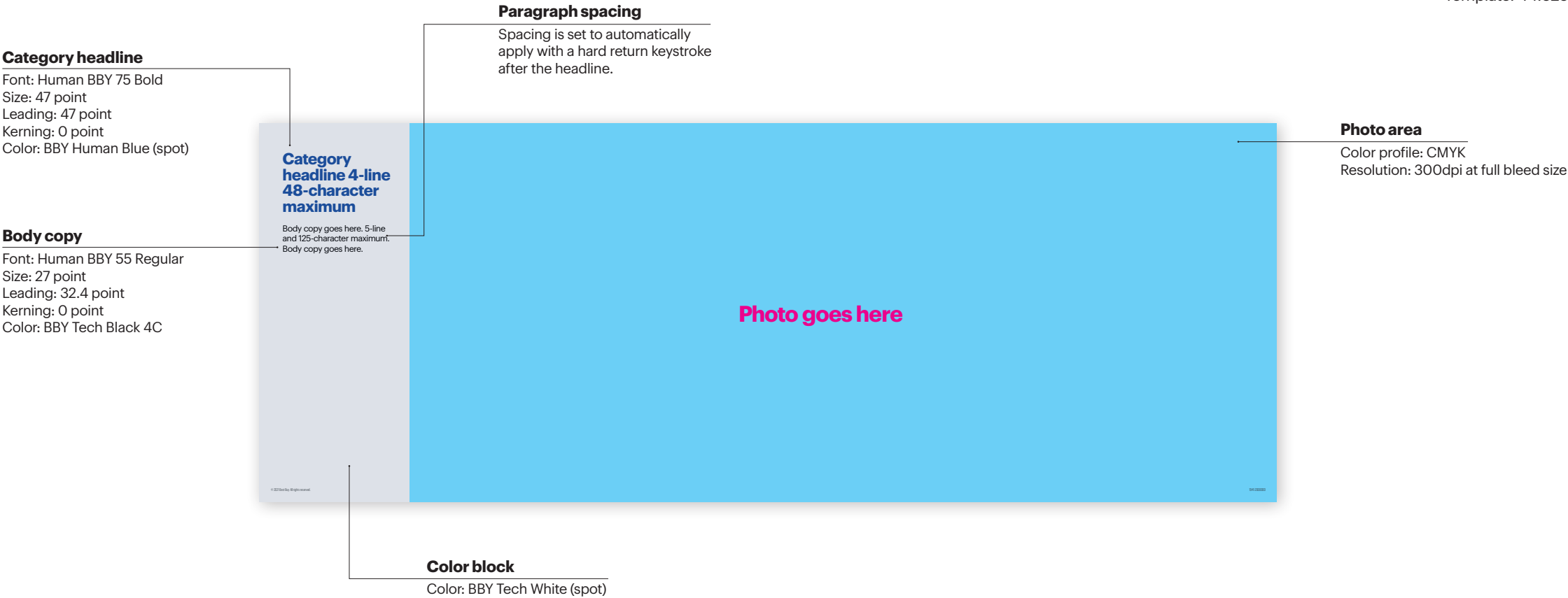


Photo, logo and body copy



Vendor Table Templates—Requirements

Follow these template specifications when building your artwork. Do not alter the templates.



Future Store 2020

New Product Table Header: 44.625X16.625"

Lit backer: .015 Translucent Styrene
Non-Lit Backer: 12pt C1S, White

Template: 44.625x16.625_FS_ProductTable_Header_Template.indt

Vendor Product Table Template Samples

Shown with **category and body copy** on panel.



Shown with **category and body copy** on panel.



Shown with **vendor logo and body copy** on panel.



Shown with **photo only** on panel.



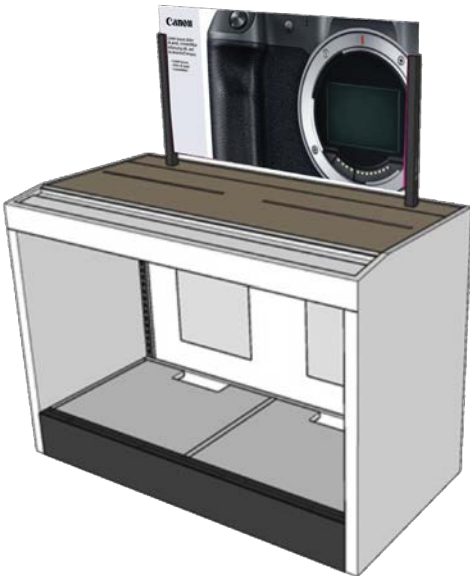
Future Store 2020

Old Product Table Header: 35X15.5"

Printed on 12pt C1S, White

Template: 35x15.5_FS_ProductTable_Header_Template.indt

Only for Stores:
167 Woodlands
1028 Midtown
1217 American Dream

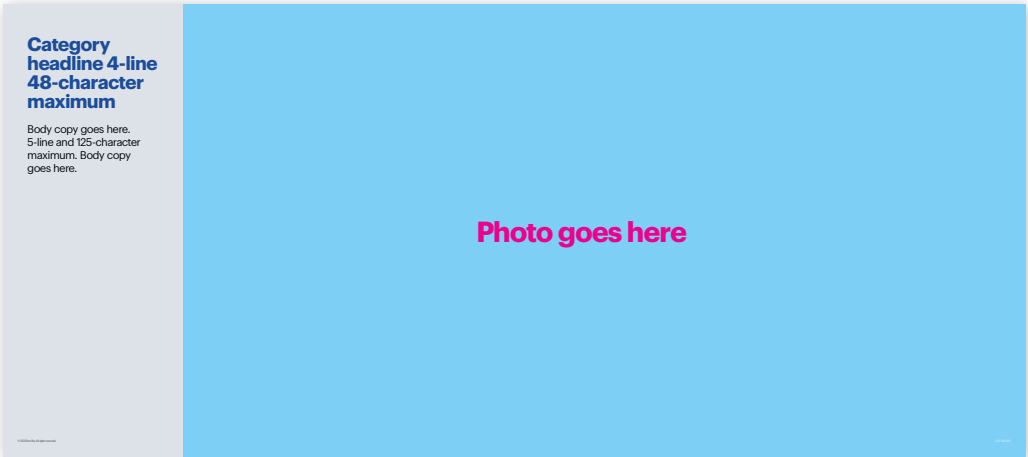


Vendor Table Templates

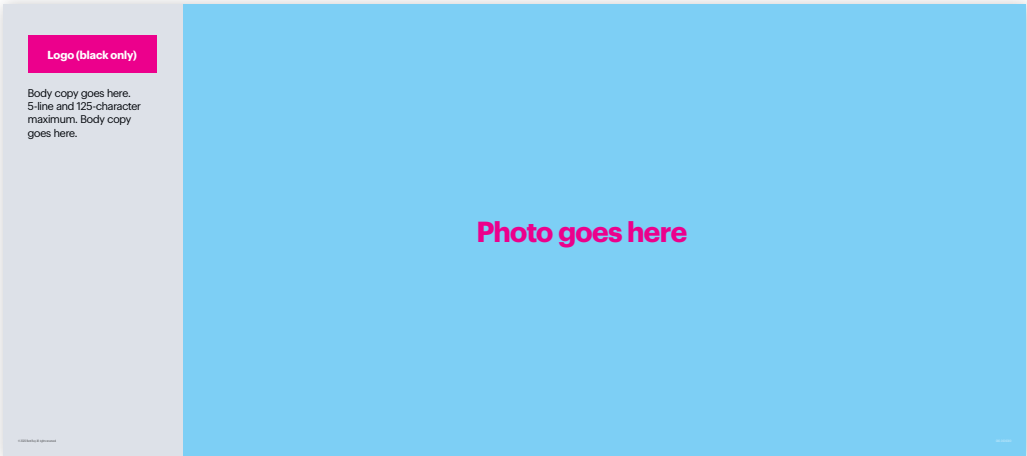
Without Focal (Tables don't get focals): Photo only



Photo, category headline and body copy



Photo, logo and body copy



Vendor Table Templates—Requirements

Follow these template specifications when building your artwork. Do not alter the templates.

Future Store 2020

Old Product Table Header: 35X15.5"

Printed on 12pt C1S, White

Template: 35x15.5_FS_ProductTable_Header_Template.indt

Category headline

Font: Human BBY 75 Bold
Size: 47 point
Leading: 47 point
Kerning: 0 point
Color: BBY Human Blue (spot)

Paragraph spacing

Spacing is set to automatically
apply with a hard return keystroke
after the headline.

Photo area

Color profile: CMYK
Resolution: 300dpi at full bleed size

Body copy

Font: Human BBY 55 Regular
Size: 27 point
Leading: 32.4 point
Kerning: 0 point
Color: BBY Tech Black 4C

Category
headline 4-line
48-character
maximum

Body copy goes here.
5-line and 125-character
maximum. Body copy
goes here.

Photo goes here

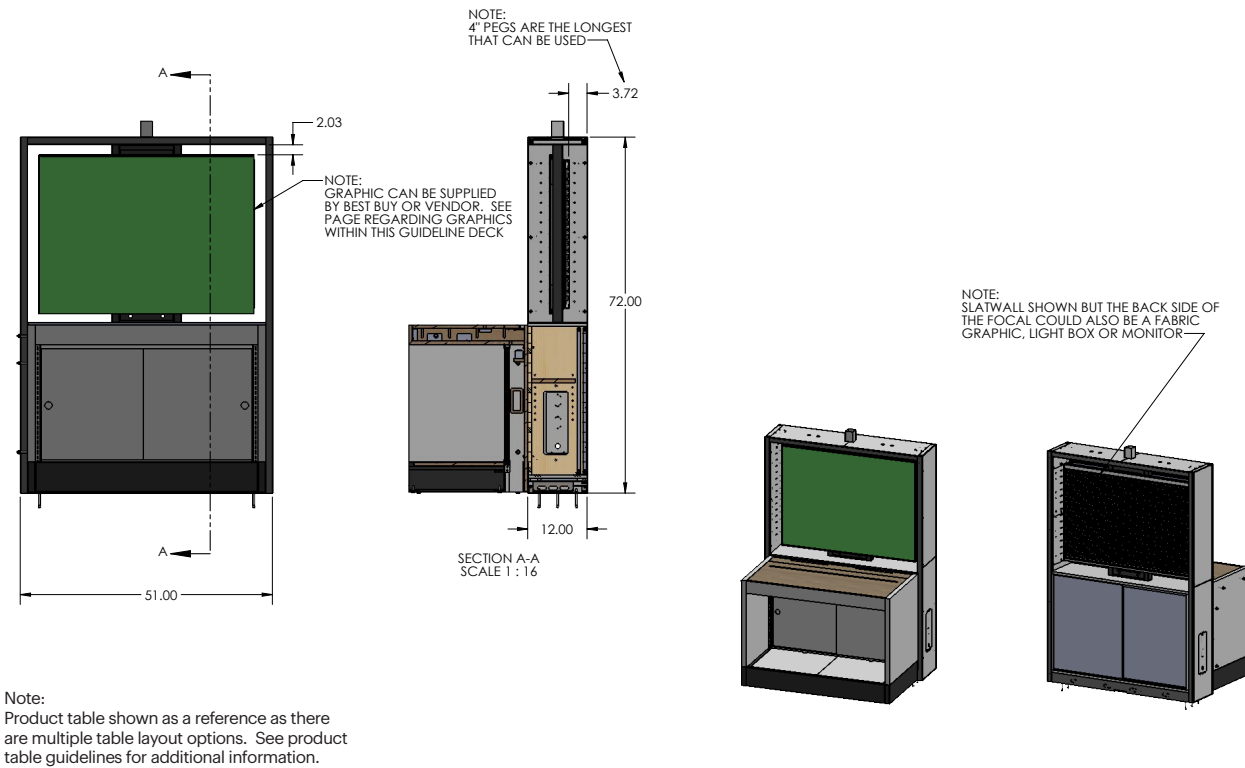
Color block

Color: BBY Tech White (spot)

Vendor Table Templates—Requirements

Guidelines:

- Graphic is supplied by vendor if it has vendor messaging. Supplied by Best Buy if it has Best Buy messaging.
- This graphic is non-lit and stretch fabric.
- If slatwall is used on the back side, the pegs must not exceed 4" in length.
- Specified fabric is PPI Samba backlit fabric with a sew or heat weld 5/16" Keder around the entire graphic.
- Best Buy is open to alternative fabrics.



Future Store 2020

Focal frame (non-lit):

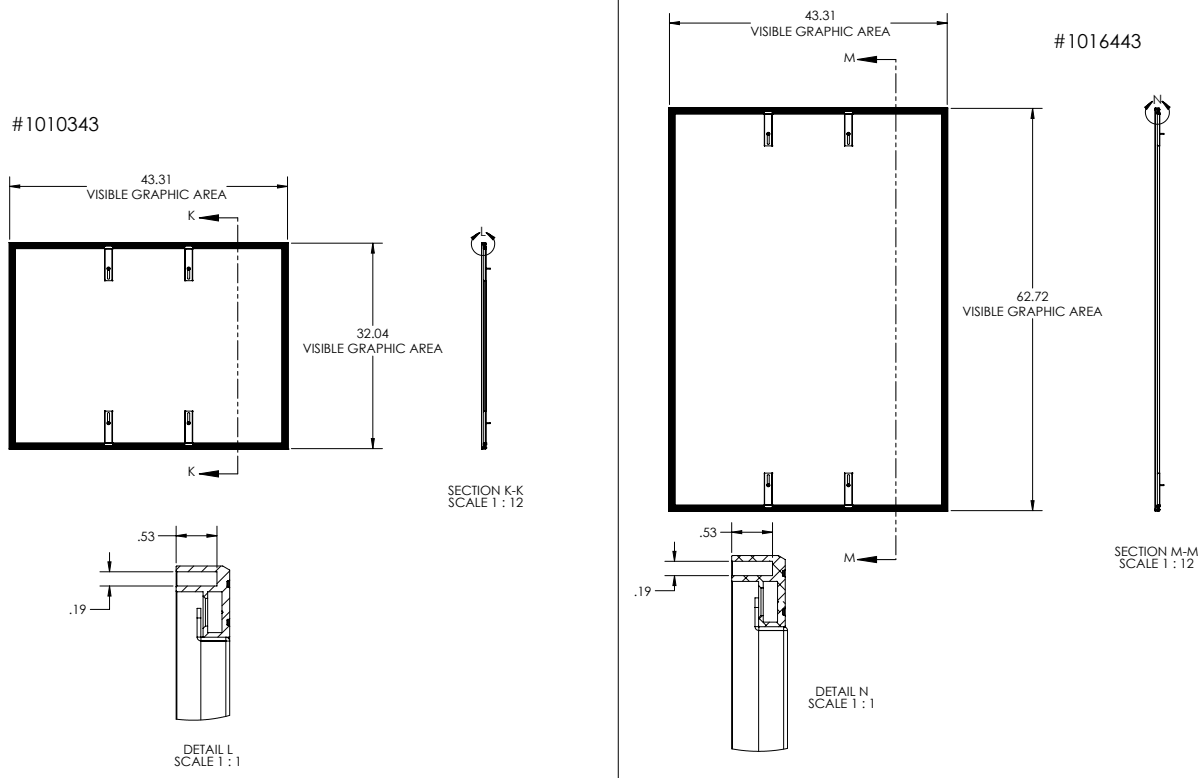
Substrate: PPI Sambo Backlit Fabric

Finishing Notes: Sew or heat weld 3mm width Keder around the entire graphic.

Template:

43.31x32.04_FS_InlineHeader_NonLit_Focal_Template.indt

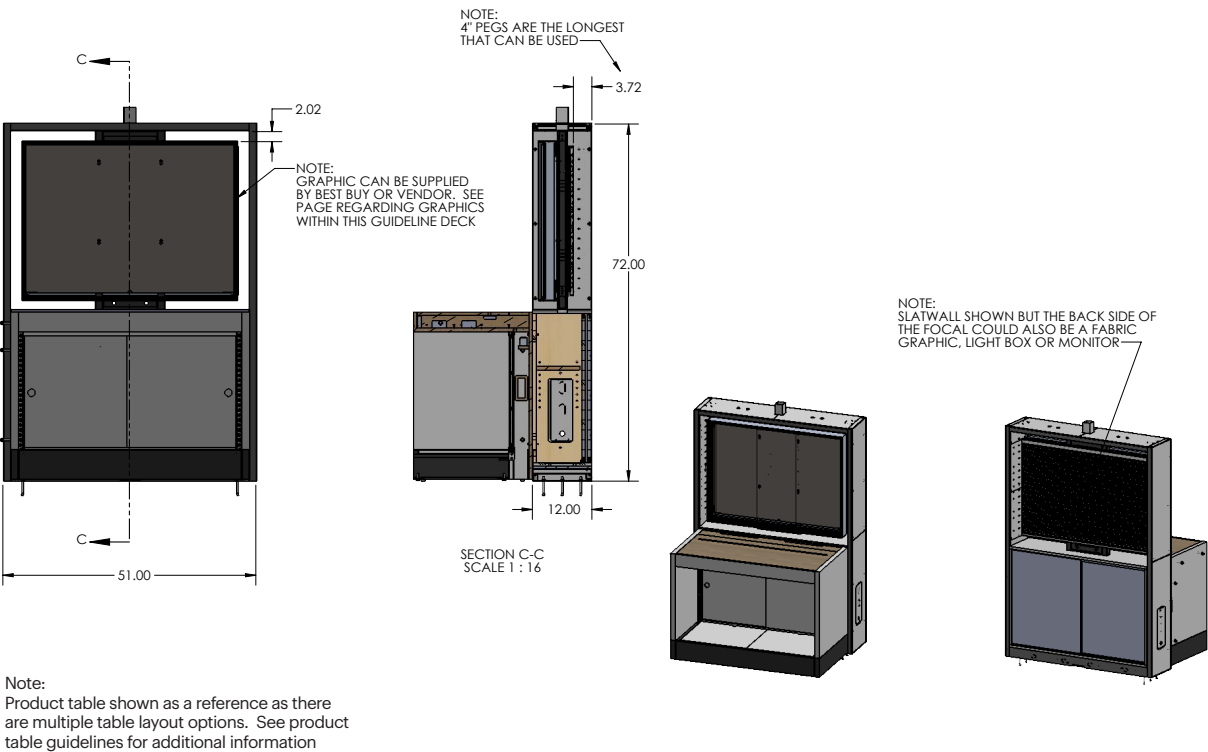
43.31x62.72_FS_InlineHeader_NonLit_Focal_Template.indt



Vendor Table Templates—Requirements

Guidelines:

- Graphic is supplied by vendor if it has vendor messaging. Supplied by Best Buy if it has Best Buy messaging.
- This graphic is lit and stretch fabric.
- If slatwall is used on the back side, the pegs must not exceed 4" in length.
- Specified fabric is PPI Samba backlit fabric with a sew or heat weld 5/16" Keder around the entire graphic.
- Best Buy is open to alternative fabrics.

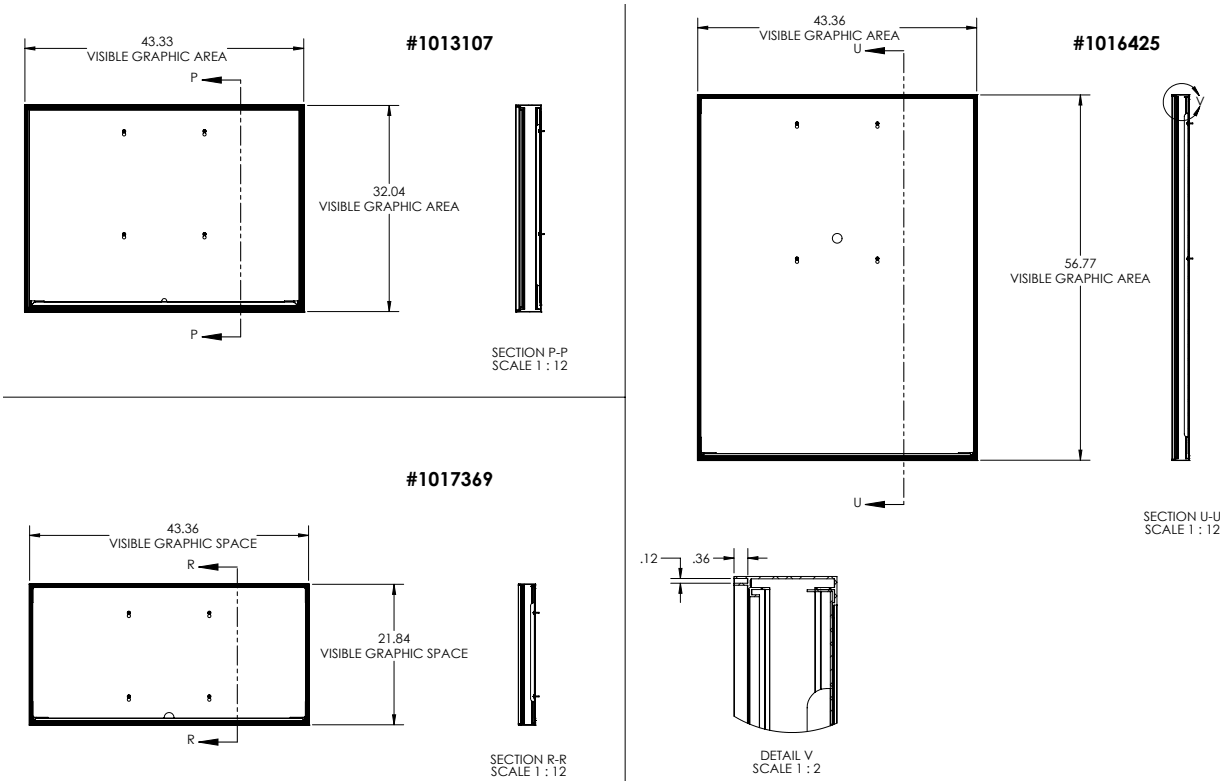


Future Store 2020

Focal frame (lit):

Substrate: PPI Sambo Backlit Fabric
Finishing Notes: Sew or heat weld 3mm width Keder around the entire graphic.

Template:
43.33x32.04_FS_InlineHeader_Lit_Focal_Template.indt
43.36x21.84_FS_InlineHeader_Lit_Focal_Template.indt
43.36x56.77_FS_InlineHeader_Lit_Focal_Template.indt

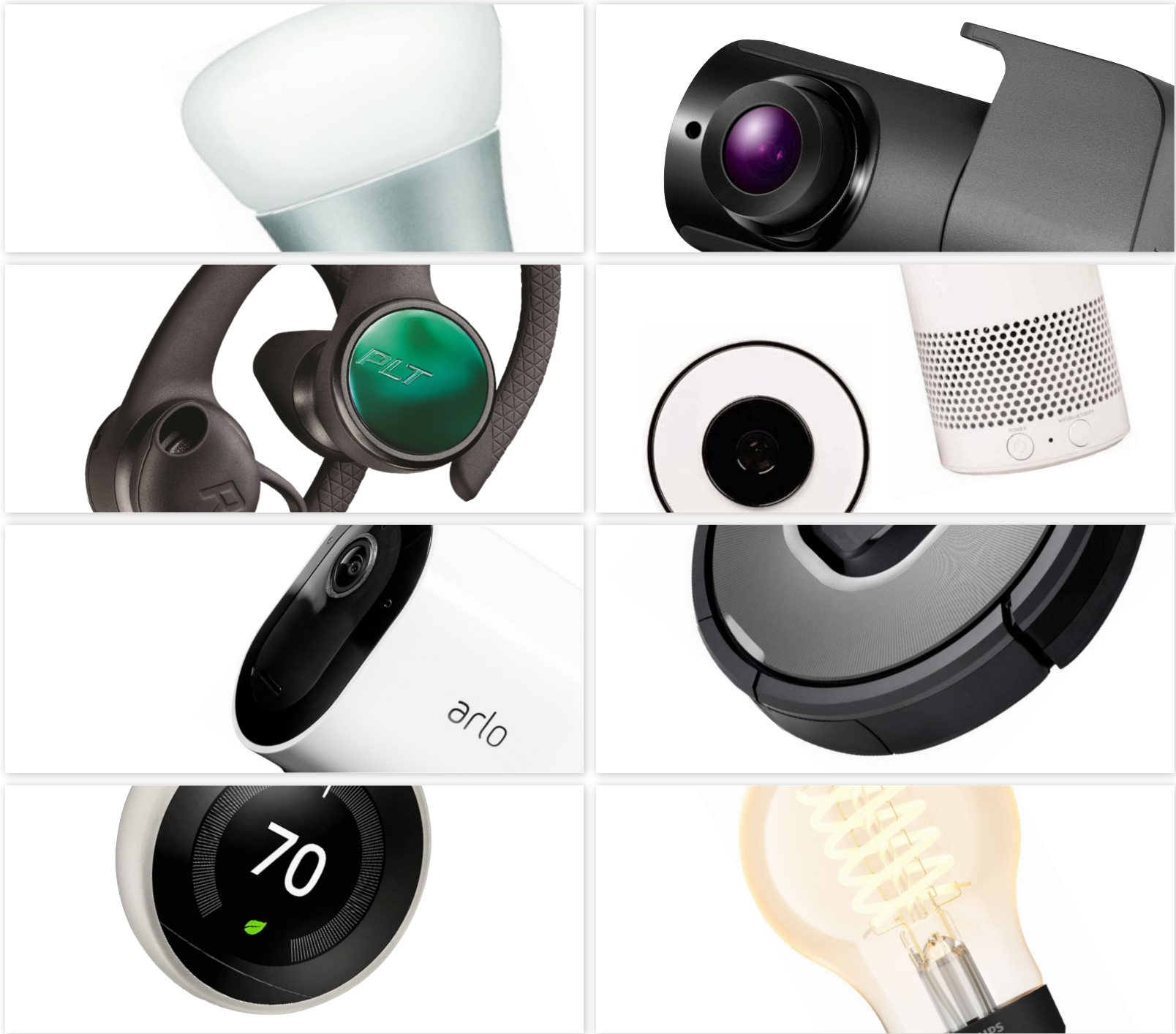




Future Store 2020

Best Buy Lifestyle Photography Guidelines

Lifestyle photos should be simple and elegant. Never use photography that appears to be highly stylized or posed. We encourage you to explore natural lighting and airy feels. Try to limit intense coloration and the number of people in each shot.



Best Buy Product Photography Guidelines

Shots should include cropped macro imagery of tech and products. We want dramatic composition with strong angles and contours. Feature products on clean white backgrounds and allow room for negative space. Try to focus on interesting textures and product details, and limit color to be an accent.

Don't use cliched, overused situations.



Don't use color-filtered images.



Don't blur or exaggerate areas of the image.



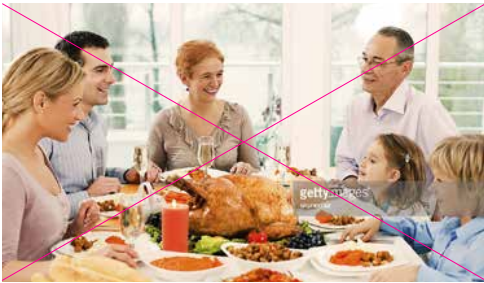
Don't include images that are excessively dark or excessively bright.



Don't use contrived, overly staged images.



Don't use images that are overly smiley or unnaturally perfect situations.



Don't modify lighting or add filters and effects.



Don't include images with brightly colored backgrounds and/or props.



Don't use images with overly theatrical or dramatic expressions.



Don't use overly conceptual images.



Don't pose or stage unnatural environments.



Don't include overly posed or busy environments.

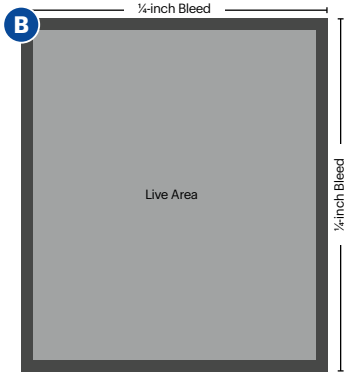
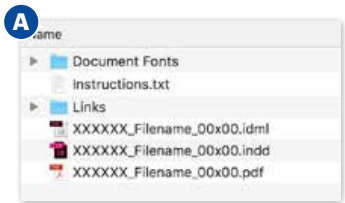


Photography Dont's

Images shown on this page show what NOT to do with lifestyle or product photography.

Vendor-supplied files:

- InDesign CC 2020 [Do not send final files built as a PDF, Illustrator (.AI or EPS) or Photoshop (.PSD, .EPS, or .TIF)]. Photoshop and Illustrator formats are accepted for Links only. **Zip files not uploaded as properly packaged InDesign Files (example A) will automatically be rejected.**
- A separate file should be built for each sign with the trim size indicated with a minimum **1/4-inch .25"** bleed required beyond the trim (example B).
- All files should be built using the most current Best Buy Brand templates. **Templates must be requested on an on-going basis to ensure the most up-to-date template is being utilized.**
- Build the file in Process colors unless PMS colors are used.
- Identify any PMS, special mix or spot colors. Keep your color names consistent throughout the project.
- Delete all unused colors.
- Label white ink with a SPOT 100% cyan color.
- Part Number and Disclaimer Format (Human BBY Condensed font):
 - Small Formats (below 12" x 12"): 8 pt Condensed type, Tracking value 50, Leading 100% (8 pt); optical kerning.
 - Medium Formats (above 12" x 12"): 12 pt Condensed type, Tracking value 50, Leading 100% (12 pt); optical kerning.
 - Special Formats (Sidewalk, above 48" x 48"): 18 pt Condensed type, Tracking value 50, Leading 100% (18 pt); optical kerning.
- Slug Format:
 - 10 pt Condensed type (except for Bold Category titles i.e., Size, Stock, Colors, etc.), Tracking value 50.
- Part Number and Valid Dates location: 0.25" from right and bottom edges.
- Copyright location: 0.25" from left and bottom edges. (Can be stacked with part number and valid dates if needed.)
- Use second page of InDesign file to show back side mounting (magnets, REMO tape, etc.) locations.
- Package Zip File includes: InDesign file, .IDML file, PDF and respective folders containing all Links and Fonts (example A).



In-store signage vendor-supplied images:

- Acceptable Formats: .PSD, .EPS, .TIF.
- Color Space: CMYK or RGB color.
- Minimum: all hi-res images 7200 pixels on the longest side. Ideal: 9000 pixels on the longest side (Future Store).
- Include all hi-res images 300dpi or higher.
- Include clipping path around product.

Logo requirements:

- Adobe Illustrator vector files (.ai or .eps)
- Fonts need to be outlined and/or packaged before sending files
- Include all versions of the logo:
 - 4-Color (CMYK) or RGB
 - Reversed out (all white)
 - Black (K)
 - Horizontal and vertical



File extensions & Terminology:

.PSD – Photoshop File
.AI – Illustrator File
.INDD – InDesign File
.INDT – InDesign Template File
.IDML – InDesign File that allows users of different versions of InDesign to open up the file
.PDF – A file format that provides an electronic image of text or text and graphics that look like a printed document and can be viewed, printed and electronically transmitted.
.JPEG – JPEGs might be the most common file type you run across on the web or for projects that require printing at a high resolution.
.TIFF – A TIFF is a large raster file that doesn't lose quality. TIFF files are also commonly used when saving photographs for print. Not recommended for Web.
.PNG – PNGs are amazing for interactive documents such as web pages, but are not suitable for print.
.EPS – EPS is a file in vector format that has been designed to produce high-resolution graphics for print.

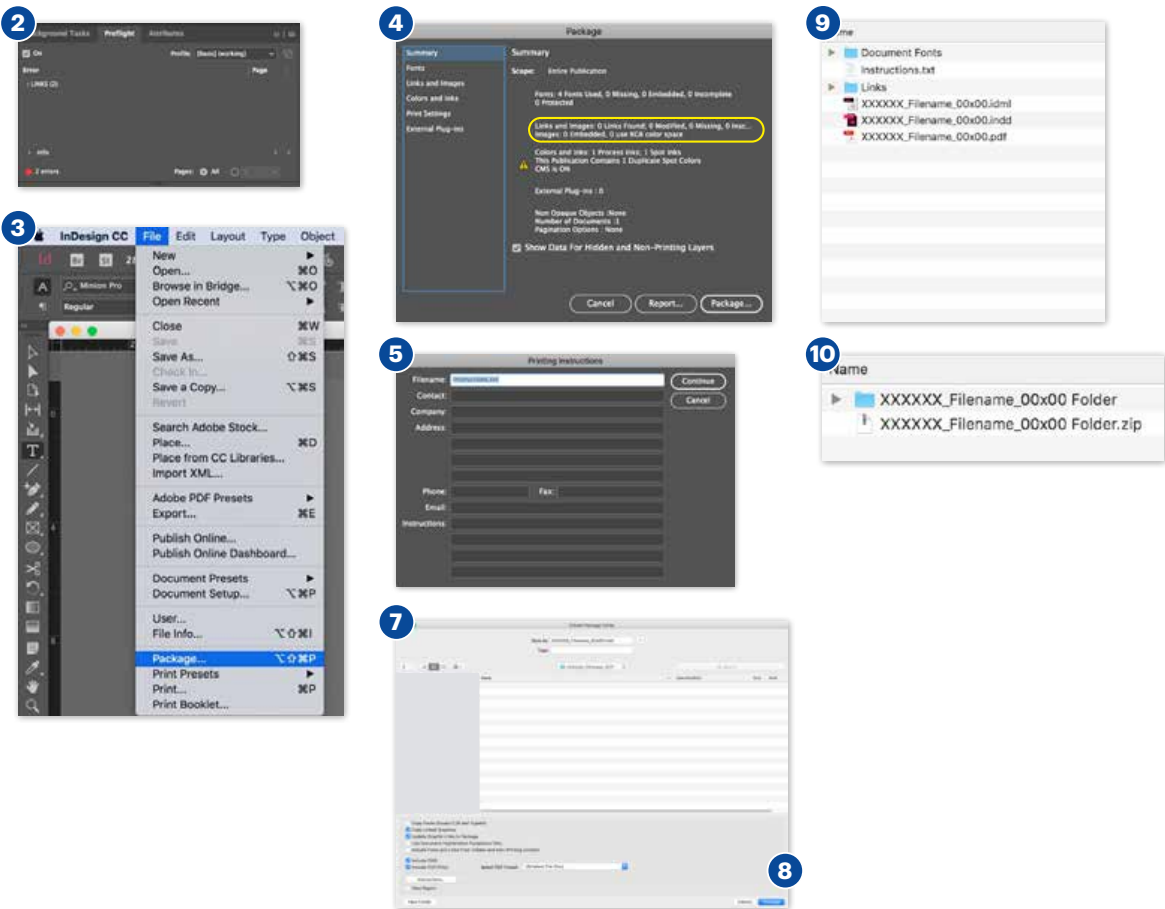
.PSD – PSDs are files that are created and saved in Adobe Photoshop. This type of file contains "layers" that make modifying the image much easier to handle.
Packaged File – A packaged file ensures that all fonts and linked graphics are included with the InDesign file.
Link – A file that is linked to, but not embedded, resulting in a smaller document. If a link is modified, it will automatically update in the working file.
Slug – Information outside of the printing and bleed area that contains all necessary information for the printer/producer like size, colors, stock, finishing instructions, etc.
Lorem Ipsum – Also known as 'dummy copy' or 'filler copy,' lorem ipsum is a generic filler text used when the real text is not available.
Raster Image – Raster images are constructed by a series of pixels, or individual blocks, to form an image.
File Types: JPEG, GIF and PNG.
Vector Image – Vector images are far more flexible and perfect for creating graphics that require frequent resizing.
File Types: EPS, AI and PDF.

Resolution – The amount of detail an image has. The higher your resolution, the better your images appear, and the more detail is rendered. Lower resolution images or graphics tend to appear blurry, pixelated or muddy. Ideal print resolution is 250–300dpi.
Bleed – Printing that goes beyond the edge of where the sheet will be trimmed. The bleed gives the printer a small amount of space to account for movement of the paper. Its sole purpose is to make sure the design or image reaches the very edge without leaving any unsightly white edges.
Live Area/Safety Area – The live area is the area in which your printer deems a safe zone for important text or images. This is an area of your printed piece that they can deem safe from cropping.
Page Size/Trim Size – The final size of a printed page after excess edges have been cut off s the trim size.
Flat Size: The dimensions of a document after it has been printed and received any necessary trimming, but before any additional finishing, such as folding.

How to package an InDesign file:

- 1. Open your INDD file in InDesign.
- 2. Resolve any errors concerning missing links or fonts.
- 3. Go to File > Package.
- 4. Click the Package button at the bottom of the Summary window. Verify there are no missing links or fonts.
- 5. Click Continue on the "Printing Instructions" window.
- 6. Browse to where you'd like to create the package folder and enter the name of the folder.
- 7. Make sure the "Copy Fonts," "Copy Linked Graphics," "Update Graphic Links in Package," "Include IDML" and "Include PDF (Print)" are all checked. Other boxes should be unchecked.
- 8. Click the Package button.
- 9. Find the new folder InDesign created and verify that it contains copies of all required files.
- 10. Right-click the folder and choose "Compress" (Mac) or "Send to ZIP" (Windows: might be something different but similar depending on what software you have installed). This will zip it up.
- 11. **Box uploads:** Upload uncompressed folders to https://bestbuy.ent.box.com. If you do not have access to Box, work with your Internal Best Buy contact to access your BoxBBYTransfer vendor folder. Once uploaded to your vendor folder, send via email your business partner a screenshot of the Box path and the file name.

Zip files not uploaded as properly packaged InDesign Files (see #9) will automatically be rejected.







Packaging an InDesign file





Vendor Copy & Claims Guidelines

Vendor Copy & Claims Guidelines

The following are NOT permitted:

-  **Superlative claims.** Statements like “fastest,” “best” and “#1” have legal implications in store, become outdated quickly and add unnecessary noise.
-  **“New” callouts.** Indicating that something is new can be deceptive to the customer and legally inaccurate when left on display beyond a standard period of time.
-  **“Coming soon” notices.** These are limited in store because they require immediate updates following a product launch. They are reserved exclusively for time-sensitive categories.
-  **Award mentions.** Award iconography and copy callouts create visual noise and lose their intended positive impact once they become outdated.

Instead:

-  Wow the customer by calling out the product attributes that will excite them. Make your statements strong but generic to avoid a claim feeling dated too quickly.
-  Describe the most unique qualities of your product to help it stand out among the competition rather than relying on the newness of those qualities to set you apart.
-  In lieu of trying to promote a product that customers can’t yet buy, focus on providing them with the best presentation possible for the product already available to them.
-  Let the hero characteristics of the product shine. Don’t focus on the awards it has won. Instead, speak to the impressive features that prompted those awards.

Quick tips for a better presentation.

- Use clear and concise language
- Avoid technical terms and industry jargon
- Write in brief bullets instead of long paragraphs
- Feature the benefits that matter most to customers

Shipper

Shipper anatomy / Technical specs

Overall height

- 60" maximum height

Footprint

- 24" wide x 24" deep (or 24" x 48" if approved during bid process)
- Must be freestanding and self supporting

Materials

- Shipper materials must be selected based on the overall strength required to properly and safely hold product without failure
- Overall weight of shipper must not be in excess of allowing movement with a minimum 5lbs of push force to adhere to American Building Standard Code and local municipal fire code

How to style universal price point in header panel

- Pricing may be included in the header for shippers that house one SKU at one price point. Style the price as shown in the example below:



Merchandised side

- Can be flooded with a single image or flat color
- All logos/branding marks and copy must be on front panel header
- Promotional offers (with accompanying legal) must be on front panel header
- Pricing may be included if shipper houses one SKU at one price point

Non-merchandised side

- Can be flooded with a single image or flat color
- Primary logo/branding/copy is allowed on sides but must be 36" from floor

Merchandising /pricing

- Product and pricing must be at least 7" off of the ground.
- Use shelves, peg hooks or a combination of both.
*If shelves are used, an adhered acrylic shelf strip can be used to extend the length of the shelf and must be at least 1.6" in height to accomodate ESL peg labels. (Example shown here)
- Only 2 sides can be merchandised with product. If 2 sides are merchandised, they must be opposite of each other.
- Shipper must accommodate space for Best Buy security based on category-specific Product Protection Standards.
- Every individual product requires space for standard Best Buy ESL pricing:
 - ESL Peg Label: 3.6w x 1.6h
 - ESL Fact Tag: 6.0w x 4.9h



To request font, please e-mail DigitalAssetSpecialist@BestBuy.com

Best practices

Design

- Shipper should be shipped fully assembled and preloaded.
- Do not use box art on shipper since it is already in display.
- “Star Power” images (musicians, celebrities, movie scenes, gaming characters, etc.) are encouraged. Be sure to reference Subject Matter Guidelines when selecting images.
- Sharp corners, silhouettes and protruding shapes are not allowed to protrude outside of the shipper footprint.
- Curved and overly complicated form factors are not recommended, can result in damage through shipping and would be removed immediately from the sales floor.
- Shipper, pegs and/or shelves need to support the weight of the merchandised product.

Copy

- Headline should clearly and concisely communicate product’s main benefit
- Limit copy and bullet points so they can be quickly understood by consumers
- No copy allowed under 36" from floor

Subject matter guidelines

M-rated games policy

- ESRB rating must be clearly visible
- Titles not yet rated, but anticipating a Mature rating fall under these guidelines
- Adult Only rated titles are NEVER acceptable and are not allowed

Unacceptable imagery

Below is a list of unacceptable imagery. It is not exhaustive. Best Buy can review questionable imagery on a case-by-case basis.

No guns / weapons pointed directly at viewer

- No knives, swords or daggers shown in use or after use (e.g. dripping with blood)
- No other real or “fantasy” weapons if they appear menacing
- No children carrying guns/weapons

No implied gratuitous violence, blood or gore

- No dead bodies or implied death
- No implied actions of violence such as the shadows of bodies being hung, actions of immediate danger or harm to self or others, etc.

No extremely evil, scary or gruesome visuals

- No particular evil or scary-looking animals, humans or creatures (e.g. zombies, ghouls, etc.)

No portrayals of cruelty to animals

No exploitative, sexually suggestive or sexually provocative imagery

No racially or culturally stereotypical imagery

Note: Imagery should be family friendly and acceptable to all audiences.

Art approval process timeline

Strategy

17 - 15 WEEKS from Merch Kit Date

- 17 weeks from Merch Kit Date, Merchants request a location by submitting bids
- 16 - 15 weeks from Merch Kit Date, Committee reviews and approves request for locations

NOTE: Timeline represents standard drive times. Does not apply to Holiday.

Art submission

9 WEEKS from Merch Kit Date

- Vendor Partner submits PDF/JPEG of shipper design (including dimensions) for Best Buy® approval to Business Partner (Merchant, Merchant Analyst or Merchandising Project Manager)
- Best Buy approves, or approves with edits, based on criteria
- If art is not approved, it will need to be resubmitted with changes by Vendor Partner
- Shippers are reviewed each Tuesday, with feedback given by end of day Thursday

NOTE: A minimum of 2 weeks is required for shipper art review. Submit by noon Wednesday for weekly Thursday review. Feedback is provided by Friday.

Feedback / revision

8 WEEKS from Merch Kit Date

- Final location and shipper design approvals communicated to Merchants and Vendor Partners.
- Shipper production begins (*preferred vendor recommended*).
- Final shipper review (if changes were needed). Feedback provided EOD Friday.

Distribution

7 WEEKS from Merch Kit Date

- Printing, kitting and shipping of shippers
- Perm shippers (shippers living longer than three weeks) VPP Supplier Handoff due to Project Manager

Final Document Submission

5 WEEKS from Merch Kit Date

- 5 weeks from Merch Kit Date, all final renders need to be submitted to Project Manager
- Final completed VPP Handoff Form due by Wednesday at Noon CST to the Project Manager for perm shippers (shippers living longer than three weeks)

*Failure to make this timeline could result in the project being pushed to a later date, which may require funding toward the unplanned labor.

Design approvals

Once a display is approved from a design perspective, shipping labels and part numbers will be assigned.

Process

- Store Experience Project Manager (SEPM) informs vendor partner that they have been awarded shipper placement and attaches the Shipper Design Guidelines.
- SEPM submits WRF with PDF/JPEG art.
- SEPM routes art to be reviewed during Weekly Vendor Art Review meeting.
- Vendor revises art (if needed) and sends final PDF/JPEG to SEPM. SEPM submits revised art for review during Weekly Vendor Art Review meeting.
- SEPM sends final approval with shipping label to vendor partner.

Product protection standards (PPS)

What is it?

Product Protection Standards (PPS) are practices intended to help stores understand product security measures by category and price point. These standards are developed based on customer needs, shrink risk, sales and marketing goals as well as agreements with vendors.

The PPS include two different approaches to product protection:

One approach defines **required** protection methods and the second approach recommends **optional** protection methods. Stores are responsible for considering the customer experience and business needs when applying these approaches to product security.

NOTE: Product Protection Standards requiring product lock-up or security devices must be adhered to in all areas of the store including Store Pickup and Warehouse.

Required security devices

Because security devices and price thresholds are subject to change, please work directly with your Merchandising Project Manager (SEPM) on which devices and price thresholds apply to your specific product.

Shipper design

To ensure products that require security devices fit more than one SKU on the shipper, create dimensions that can fit the largest security case measurements.

Partner with your Visual Merchandiser and Store Experience Project Manager (SEPM) to determine the security part(s) that work best with the shipper product when preparing for prototype review and approvals.

Shipping to retail locations

Distribution (7 TO 0 WEEKS FROM MERCH KIT DATE)

The Distribution phase ensures that all shippers are packaged to arrive at the right stores at the right time with the right merchandised product.

This phase provides the foundation for Retail to execute the Racetrack plan for their store.

Pre-shipping checklist for vendors / suppliers

- ☐ **Best Buy®-approved shipping label** attached to exterior of shipping carton
- ☐ **Displays shrink wrapped** on 40"x 48" pallets (for shipping purposes only)
- ☐ **Single SKU vs. Multi-SKU** distribution requirements followed
- ☐ **Direct to Store (DTS) vs. Distribution Center (DC)** requirements followed
- ☐ Multi-SKU displays shipped DTS
- ☐ **If display is without product**, ensure that a SKU is set up in the system containing accurate weight and dimensions
- ☐ **SKU master pack and SKU inner pack have not been modified**
- ☐ **NOTE:** Allocations of shippers from the Distribution Center are created manually and sent directly to Distribution Operations Support
- ☐ **NOTE:** Allocations for loose product created following the normal process
- ☐ **NOTE:** The Domain team is responsible for communicating all pallet and shipper arrival dates to Retail
- ☐ **Display should not arrive in stores more than 3 days prior to approved Merch Kit Date**

Final checklist / summary

☐ **Submit PDF/JPEG images of display to SEPM. Attach art in WRF.**

Mandatory requirements for all art submissions include:

- Rendered views of each side of shipper (with actual merchandised product represented)
- Flat views of all shipper panels (with expanded detail views of any small print and disclaimer detail)
- Complete dimensions and printing specifications for all panels

☐ **No retail brands besides Best Buy can be on the shipper**

☐ **No websites besides those owned by BestBuy.com® can be on the shipper**

☐ **No QR codes or links can send customers to any other retail brand besides Best Buy can be on the shipper**

LEGAL

☐ **Overt claims must be legally indemnified** (i.e., “The best selling artist of all time.”)

☐ **No superlative claims** about prices (i.e., “The best price ever.”)

☐ **Disclaimers** (if any) should be indicated with superscripted annotations

☐ **Temporary offers must state the start and end dates of the offer**

☐ **“New” language is not allowed**

☐ **VMM Shipper Image Requirements:**

- JPEG format. File name needs to be the assigned part number.
- Front-facing 2D images required for all sides of a shipper.
- Images cropped with backgrounds removed.
- Obstructions/SKUs removed.

Accepted:



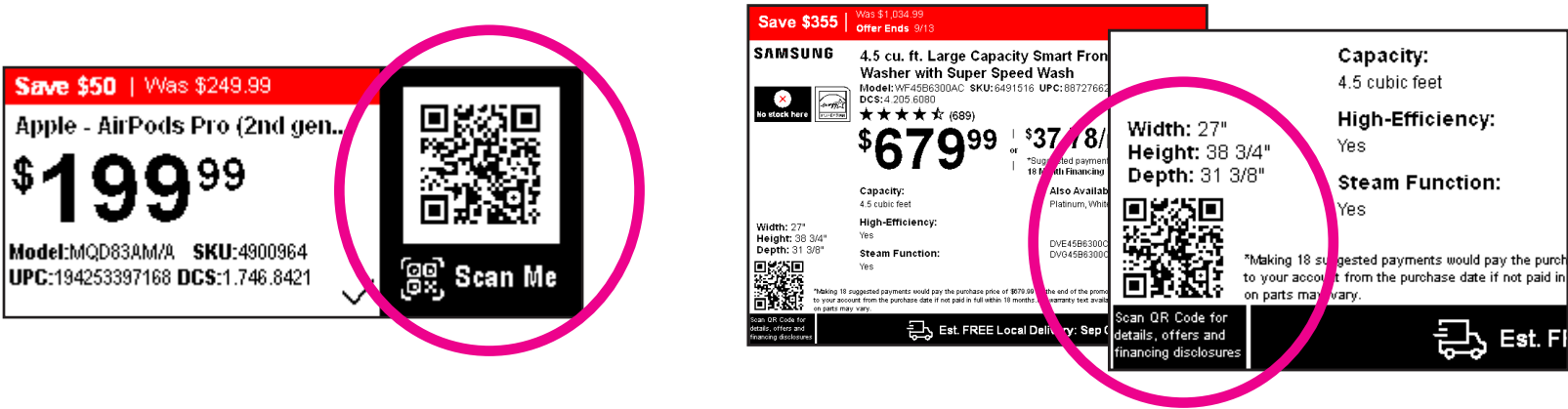
Not accepted:



QR Codes

Standard guidelines

The only QR codes permitted on vendor presentations are those located on product ESLs. These direct to product details, inventory and fulfillment options.



Exceptions may be possible with pre-approval from Best Buy's Store Experience team.

An exception would permit one printed QR code per every four linear feet of vendor presentation. This code must link to specialized content (i.e. videos, product specs, bundle opportunities, etc.) on BestBuy.com or a closed microsite created only for Best Buy.

Printed QR codes must be:

- Shown in 100% black and white; no colors or shades permitted
- Comprised of only rectilinear/square forms; no words, shapes or art permitted
- Placed on a white square 20% larger than the code if background is not already white
- Accompanied by a call to action that is legible (8pt or larger) and tells the customer what they'll experience by scanning (see examples at right)

Examples:



Thank you.