BEST BUY

Consolidated Vendor Guidelines

Last updated: November 20, 2024 9:27 AM

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. **Best Buy reserves final rights to approve or request modifications for all displays that enter its retail stores.**

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.


Side Approach
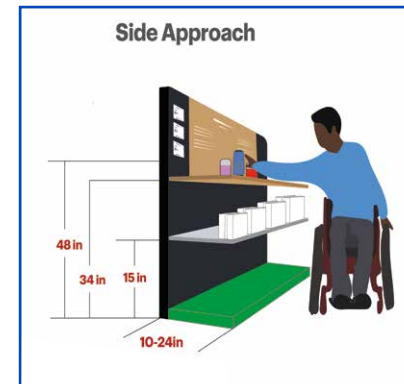
ADA Compliance

- 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

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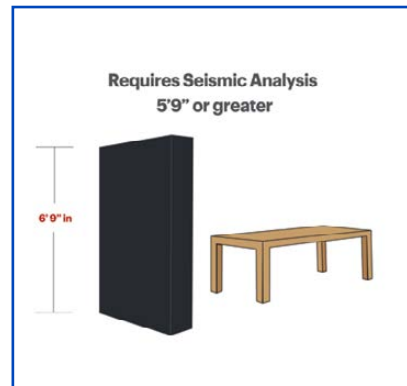

Structural/Seismic Guidelines

- 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. Only Lit logos on 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.
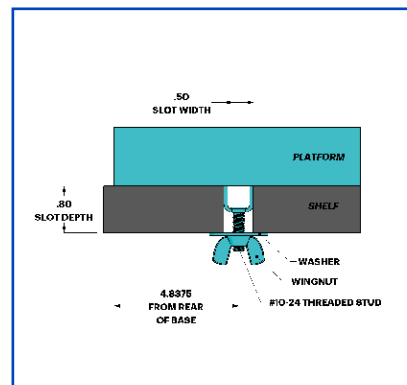
Fixture Integrity and Attachments

- No core fixture component may be removed or discarded to make room for vendor presentations, including basdecks, table tops, side panels, standards, etc.
  - Shelves, peg hooks, merch bars and other movable merchandising components may be detached and stored in the warehouse.
- All vendor presentations and product displays that activate on Best Buy owned fixtures (Lowbay Gondolas, Half Racking, Tables, etc.) require physical security mounts of tethers.
  - This prevents the presentation or product from moving or falling, which risks customer or employee injury.
  - Preferred method: Attach to shelf's perforated pattern using threaded studs with washers and wingnuts.
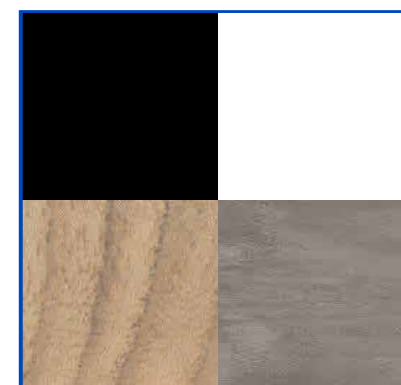
Standard Materials Finishes

- Unified finishes are provided to ensure a seamless integration of displays within Best Buy's retail environments.
- Compliance to each material finish is required where specified. See individual guidelines for details.
- **If no specific finishes are detailed** within individual guidelines, **leverage standard finishes**:
  - Standard wood finish: Omnova Saarinen Driftwood 3D Laminate
  - Standard white finish: Powercoat: Tiger Drylac – White Fine Texture 049-13150
  - Standard black finish: Powdercoat PC938 Matte Black – IFS Coatings, INC PLSM10812CN
  - Standard black header material: Alpolic PE and finish: BLX Black
  - Standard translucent letter/logo finish: White Light, White Optics 009 Matte

Table of Contents

The table of contents contains hyperlinks for easy navigation. Click HOME to return to this page.

Table of Contents

The table of contents contains hyperlinks for easy navigation. Click HOME to return to this page.

1. Inline Focal and Platform

Overview

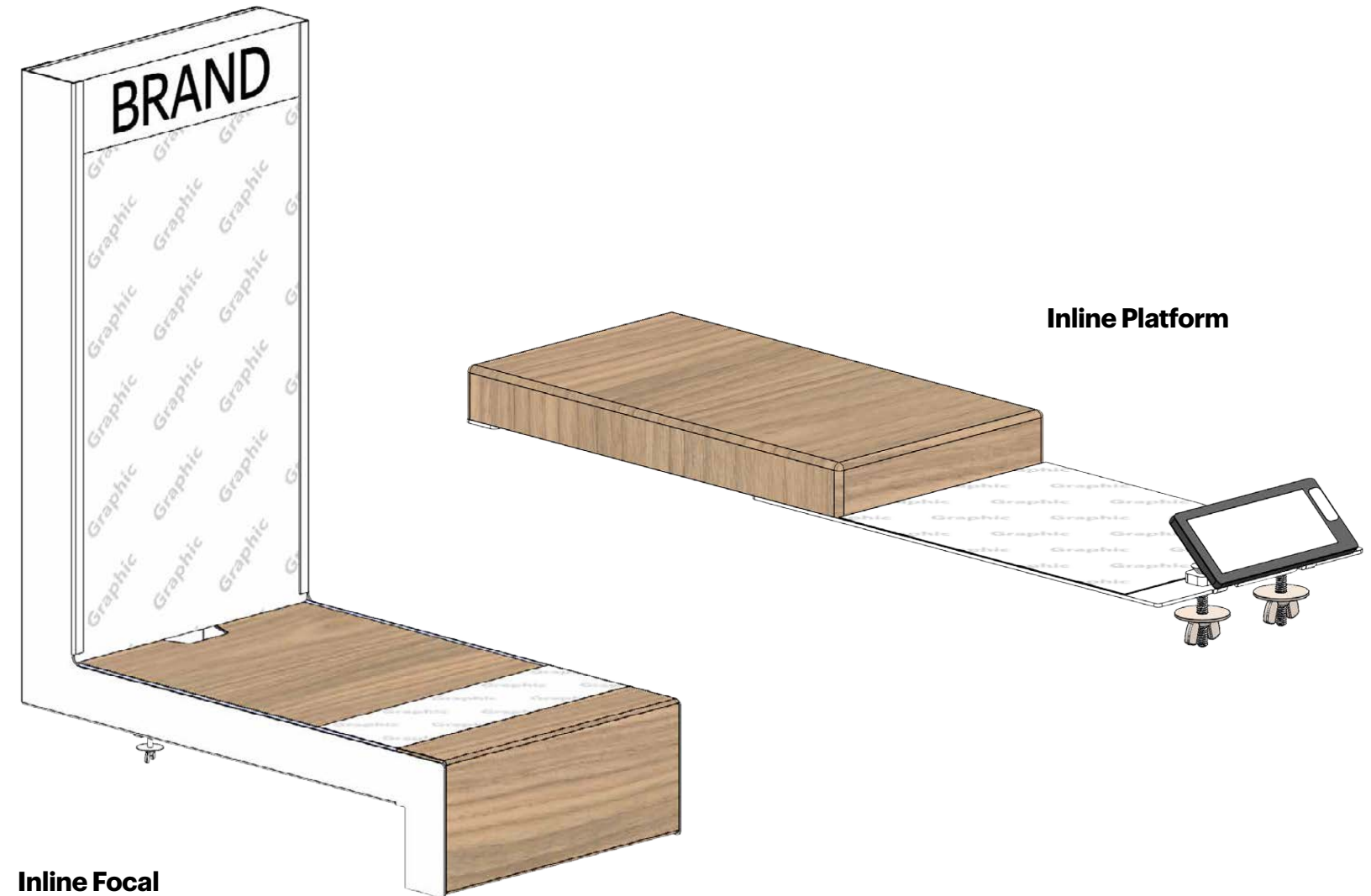Inline focals and platforms complement each other to hold and draw attention to your products.

Best Buy previously offered multiple platforms to fit varying shelves, but a one-size-fits-all design was implemented in 2024 to prevent vendors from needing to manage multiple assemblies.

Drawings and models of all parts available upon request.

Inline Platform

Inline Focal

Inline Focal

Inline Focal 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

Plain Header

Focal Graphic

Frame

REQUIRED FINISH
Powder coat: Tiger Drylac —
White Fine Texture 049-13150

Pedestal

REQUIRED FINISH
Thermofoil film: Omnova —
Saarinen Driftwood 535684

Product Info Card

Shelf Anchoring Hardware

Wood Grain Direction
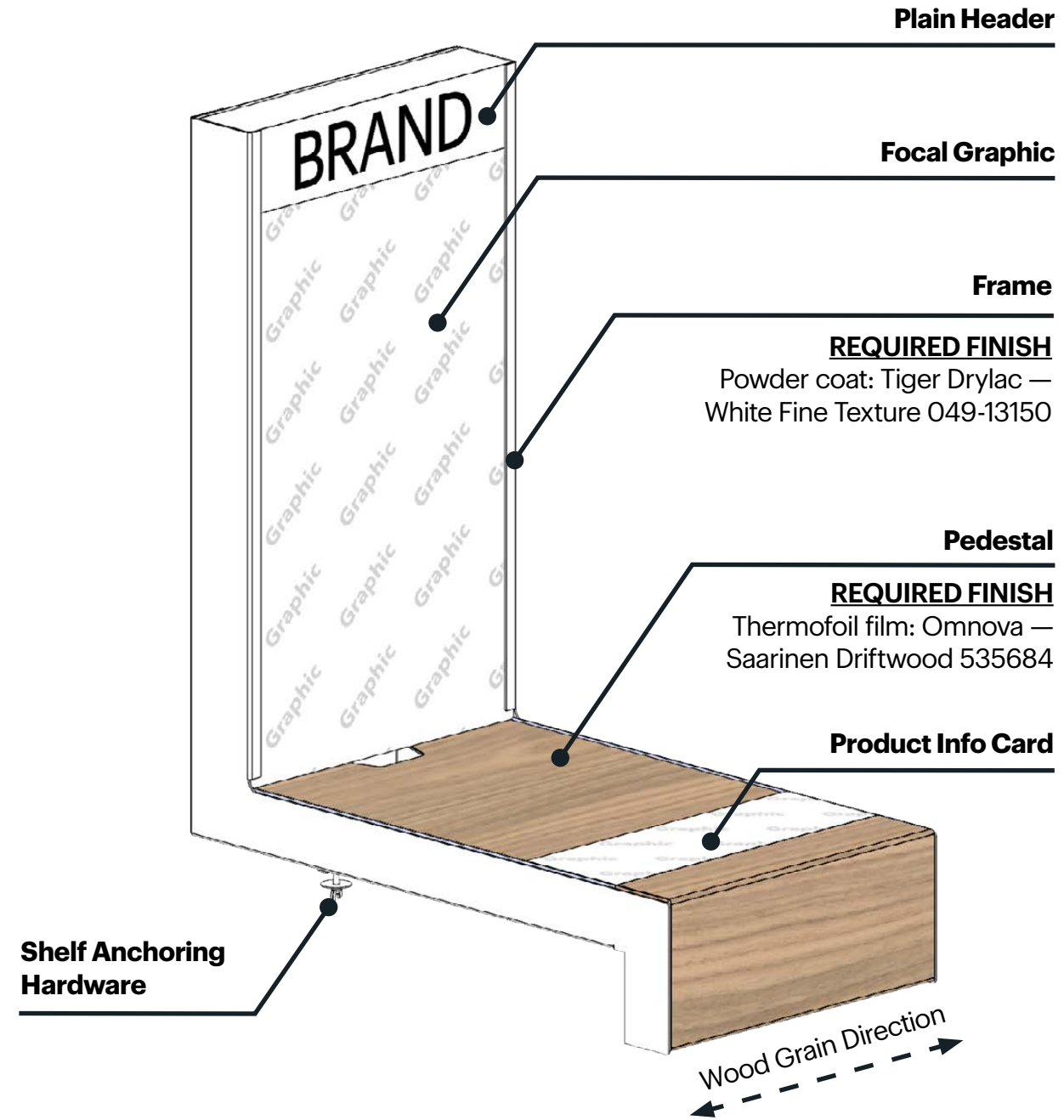
Varieties

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

Inline focals are available in the following sizes:
- 12"W x 12"D
- 12"W x 20"D

20" Universal Shelf
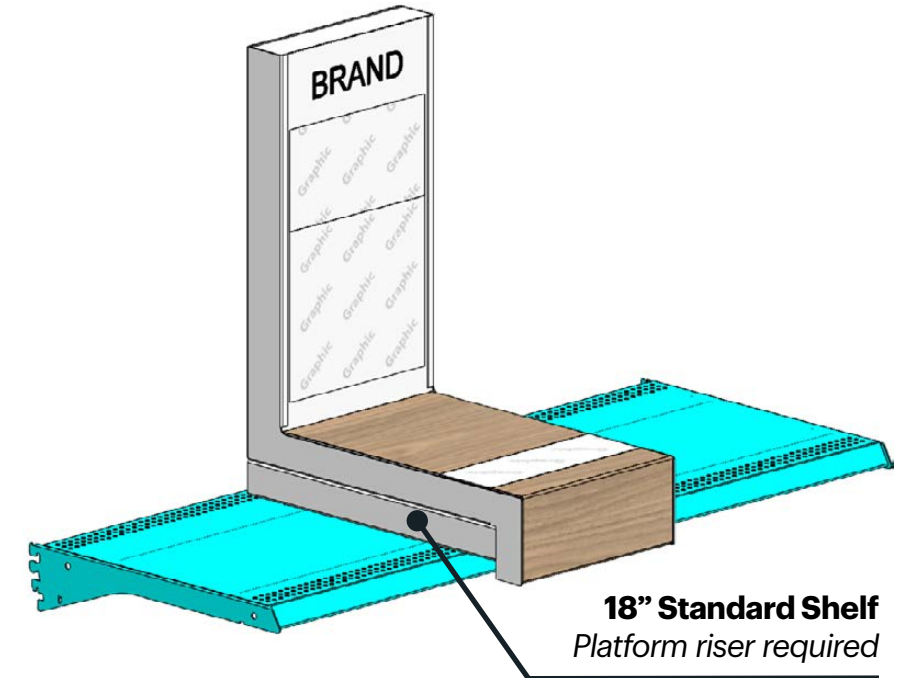
18" Standard Shelf
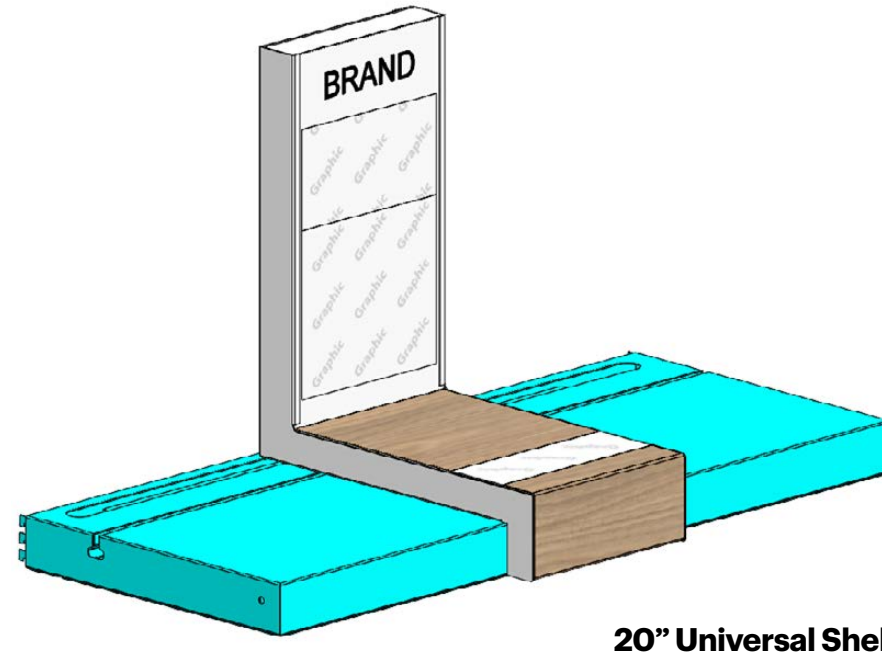*Platform riser required*
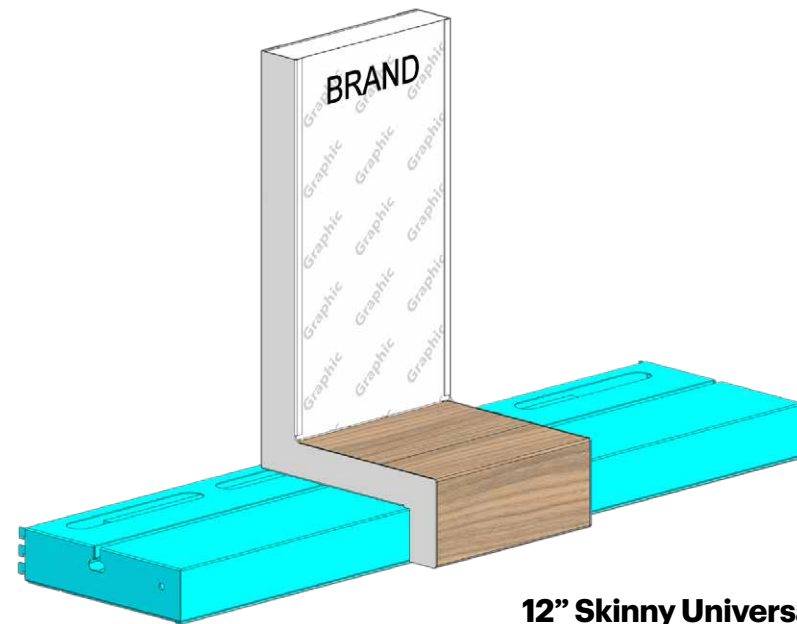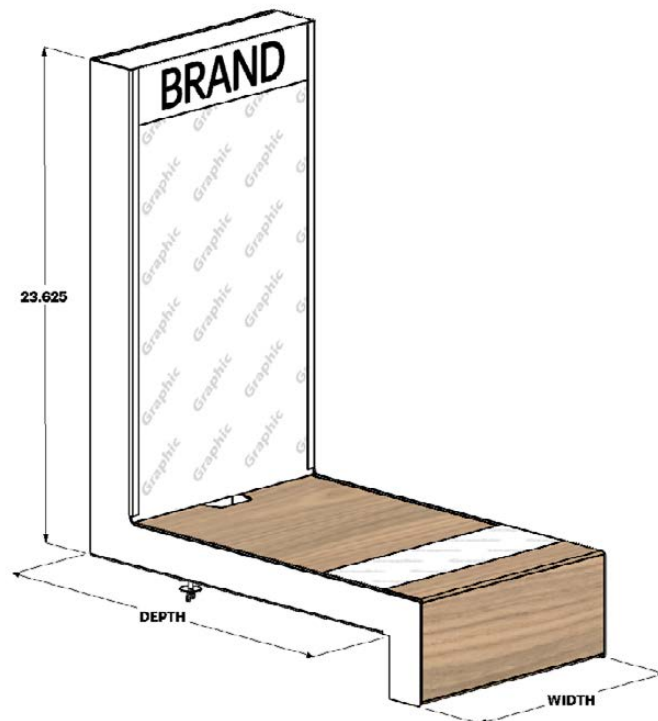
12" Skinny Universal Shelf
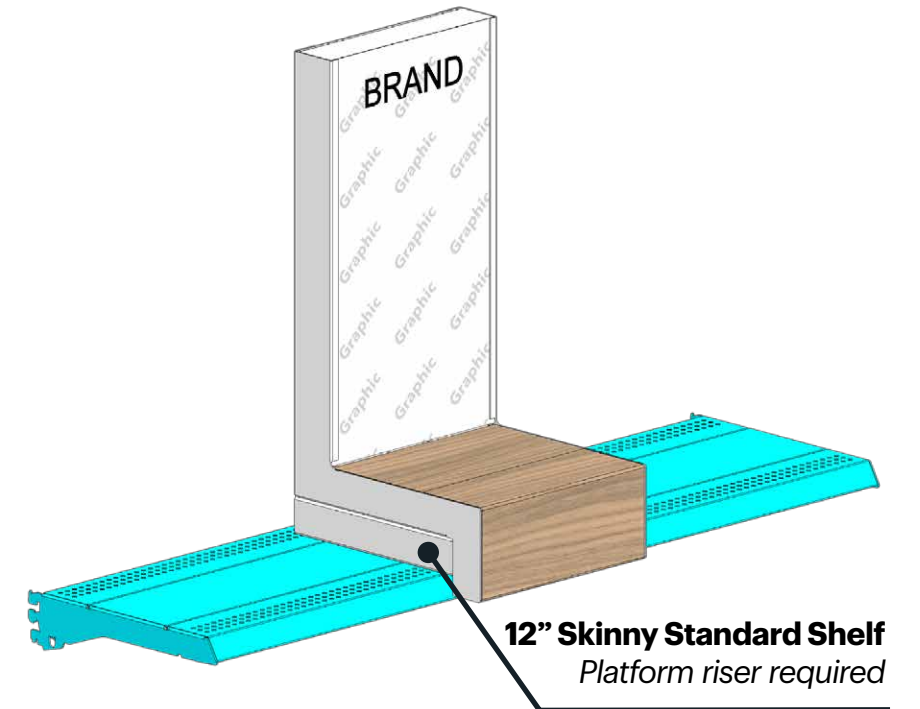
12" Skinny Standard Shelf
Platform riser required

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.*

Backer Insert

Base Assembly

Base Insert

Platform Riser
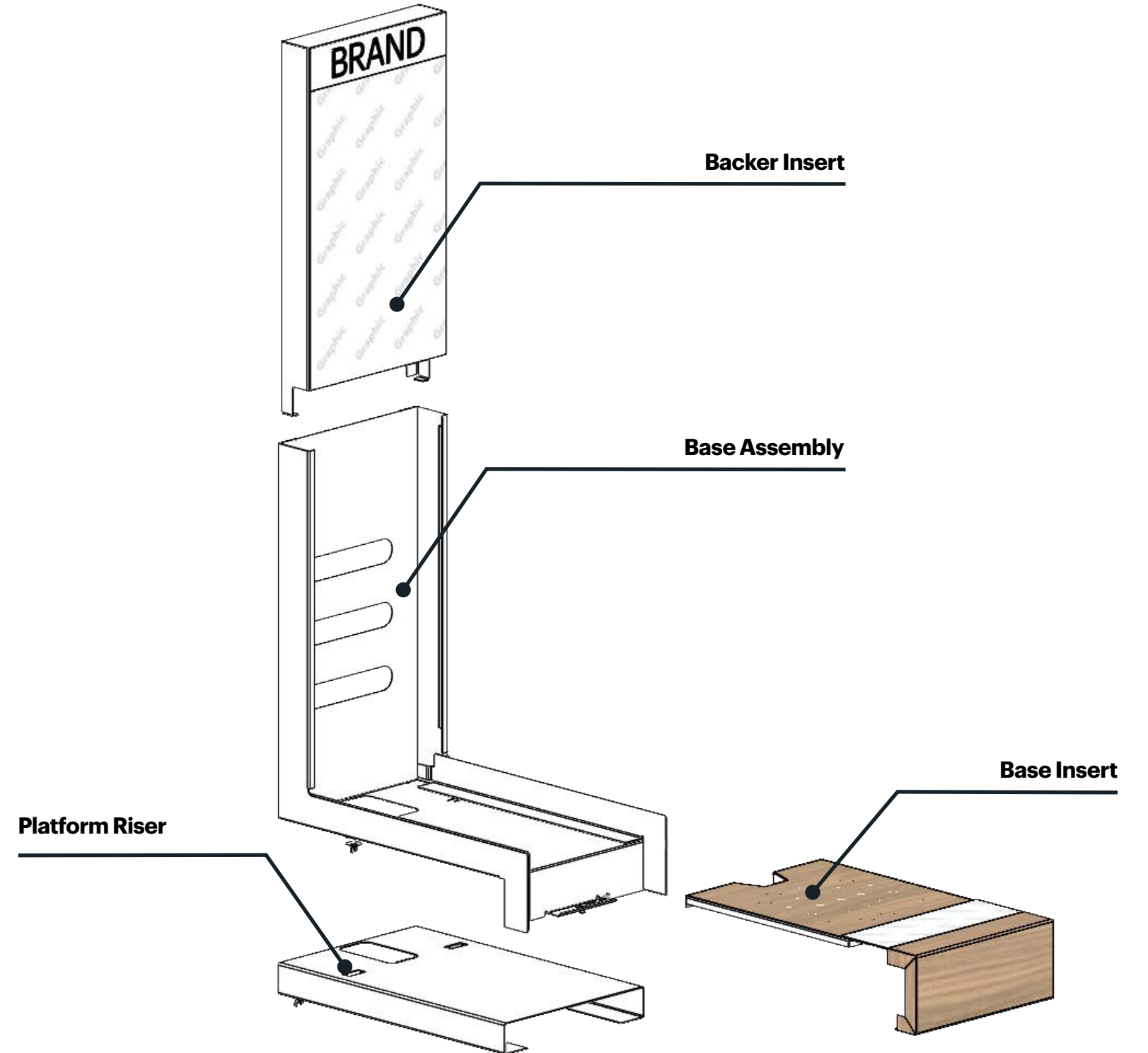
Backer Insert

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.

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 with approved tethers, recoilers, mechanical fasteners or security devices.
- Purchase electronic security devices from an approved vendor in the Technology Design Standards.

Pedestal Graphic

REQUIRED FINISH
Thermofoil film: Omnova — Saarinen Driftwood 535684

Perforated Grid

Product Info Card

Not available on 12" skinny focals

Wood Grain Direction
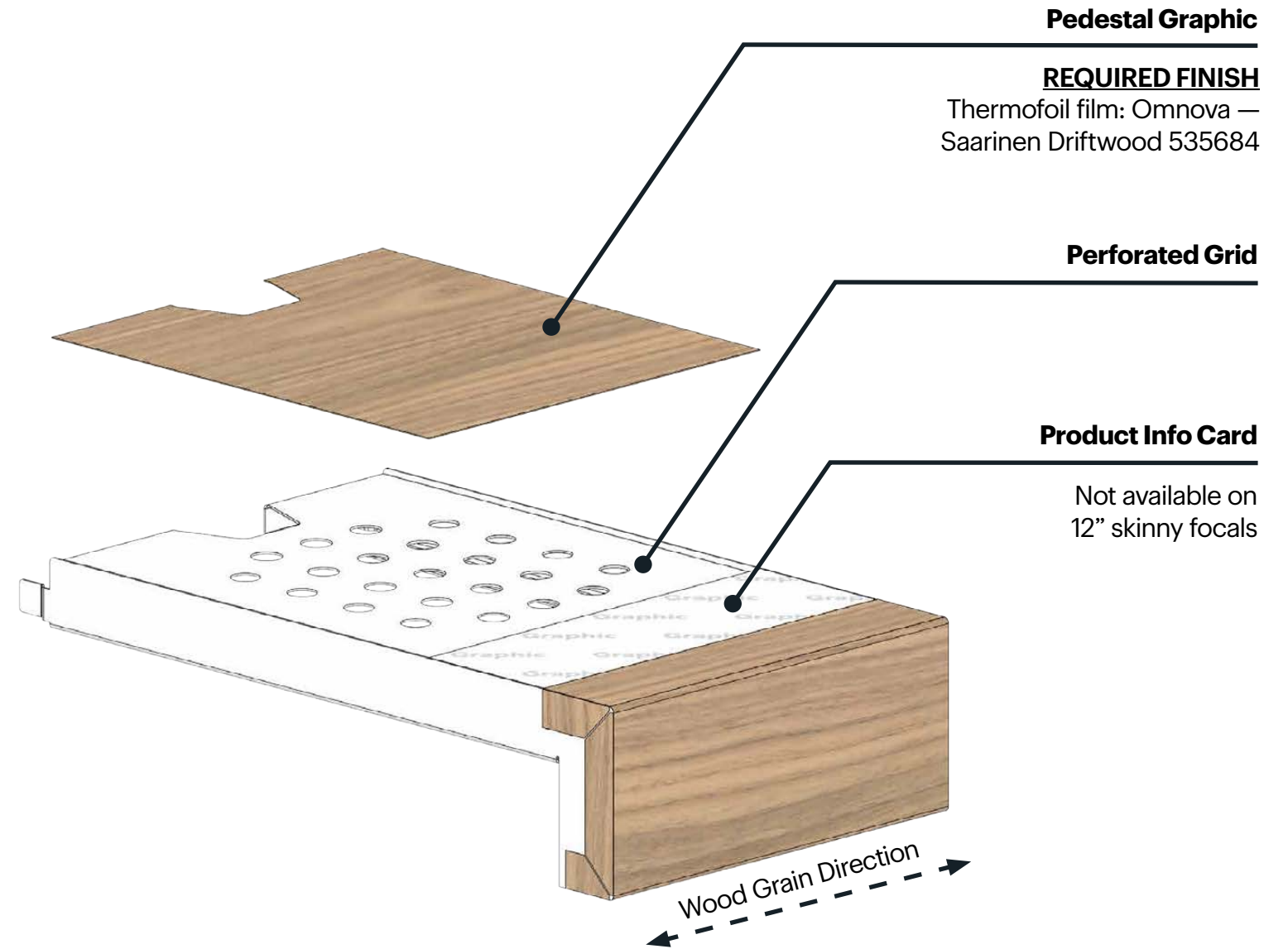
! Find more details and dimensions in this guide on Partner Portal:

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

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

! Find more details and dimensions in these guides on Partner Portal:

Copy & Claims

Vendor Signage

Technology Design Standards

Product Info Card

Size: 11.65"W x 3.9375"H
Note: *Not available on 12" skinny focals*

Graphic Details:
Focal Graphic

- **Logo**
  Use color logo in this space, if desired.

- **Lifestyle Image Area**
  A flat, printed graphic is activated on the plain and illuminated headers without media players.
  Size: 8.535"W x 5.24"H

- **Backer**
  Font: Human BBY Bold
  Size: 50pt, three lines max.
  Color: 45% black

- **Number**
  Font: Human BBY Regular
  Size: 7pt
  Color: 45% black

Plain Header
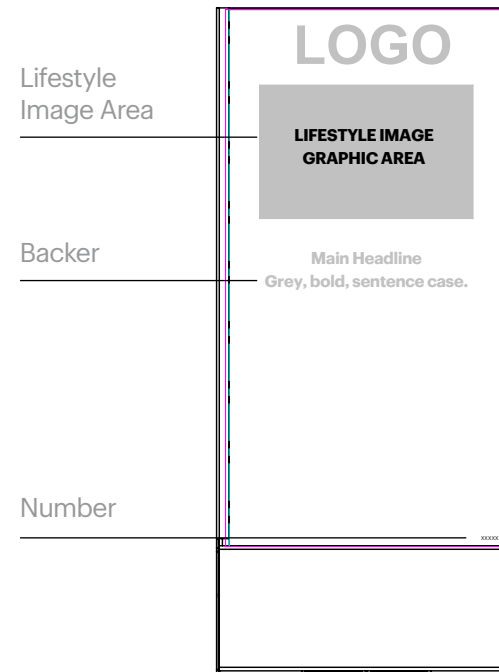
LOGO

Lifestyle Image Area

LIFESTYLE IMAGE GRAPHIC AREA

Backer

Main Headline
Grey, bold, sentence case.

Number

Illuminated Header

LOGO

Lifestyle Image Area

LIFESTYLE IMAGE GRAPHIC AREA

Backer

Main Headline
Grey, bold, sentence case.

Number

**Plain Header
with Media Player**

LOGO

MONITOR

Backer

Main Headline
Grey, bold, sentence case.

Speakers
(optional)

Number

**Illuminated Header
with Media Player**

LOGO

MONITOR

Backer

Main Headline
Grey, bold, sentence case.

Speakers
(optional)

Number

BEST BUY

HOME
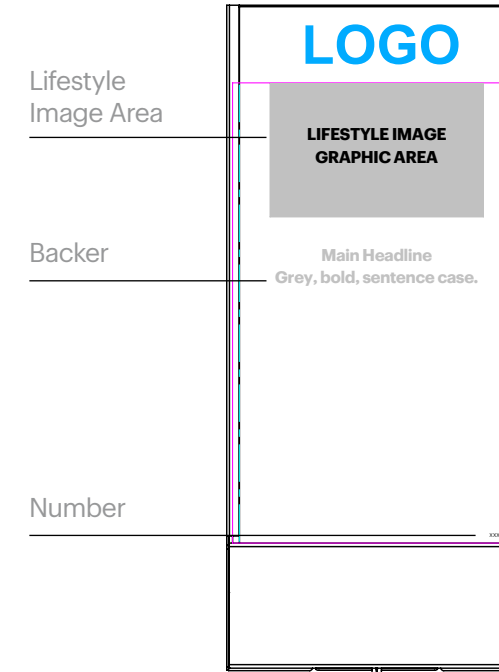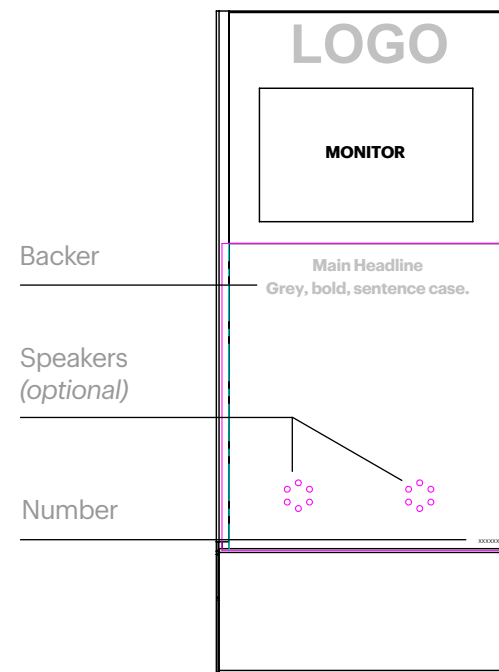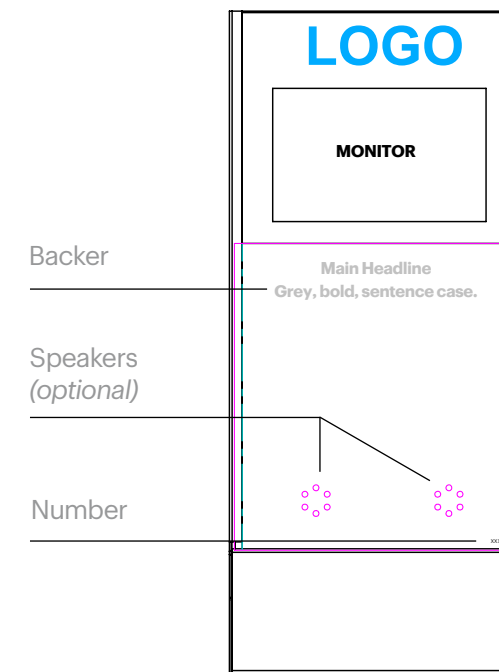
Graphic Details: Product Info Card

Choose one of two template options, adhering to the exact background color, dimensions and details below.

- **Size:** 11.65"W x 3.9375"H
- **Substrate:** 30 mil Magnetic Vinyl, White
- **Font color:** 45% black
- **Font size:** Varies, see sizes and characters at right
- Include a title that features the product name only (no vendor names are permitted).
- Include up to five product-specific features or benefits.

Note: Templates are available upon request.

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 be approved by the Technology Design Lab and meet the luminosity requirements in the Technology Design Standards on Partner Portal.

Media
- Embedded media players are permitted in the focal backer. Media players must be approved by the Technology Design Lab.

Buttons
- Interactive buttons are permitted in the focal backer or base insert. They must be:
  — Duco DTPB-X-32 (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)

! Find more details and dimensions in these guides on Partner Portal:

Technology Design Standards

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 your 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 that is included will be removed by store staff.*
- Support all products with a proximally located peg label-sized Electronic Shelf Label (ESL).
- Include your choice of Demo, Display or Dead Mock Display product(s).
    Demo: An out-of-box product feature allowing for an interactive experience.
    Display: A non-interactive product included to show materiality, form factor, colorways and sizing.
    Dead Mock Display: A non-interactive 3D model of salable product intended to show form factor, colorways and sizing.

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

Fixture Parts

Refer to the part numbers below when ordering any necessary components:

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

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

Inline Platform

Inline Platform Overview

Inline platforms hold and draw attention to products (with or without power). They feature a wooden pedestal attached to a metal base anchored to the shelf.

Best Buy previously offered multiple inline platforms to fit varying shelves, but a one-size-fits-all design was implemented in 2024 to prevent vendors from managing multiple assemblies.

Wood Grain Direction

Pedestal

REQUIRED FINISH
Thermofoil film: Omnova —
Saarinen Driftwood 535684

Product Info Card

Not available on skinny shelves.

Base Plate

REQUIRED FINISH
Powder coat: Tiger Drylac —
White Fine Texture 049-13150

Electronic Shelf Label (ESL)

Best Buy-provided.

Shelf Anchoring Hardware
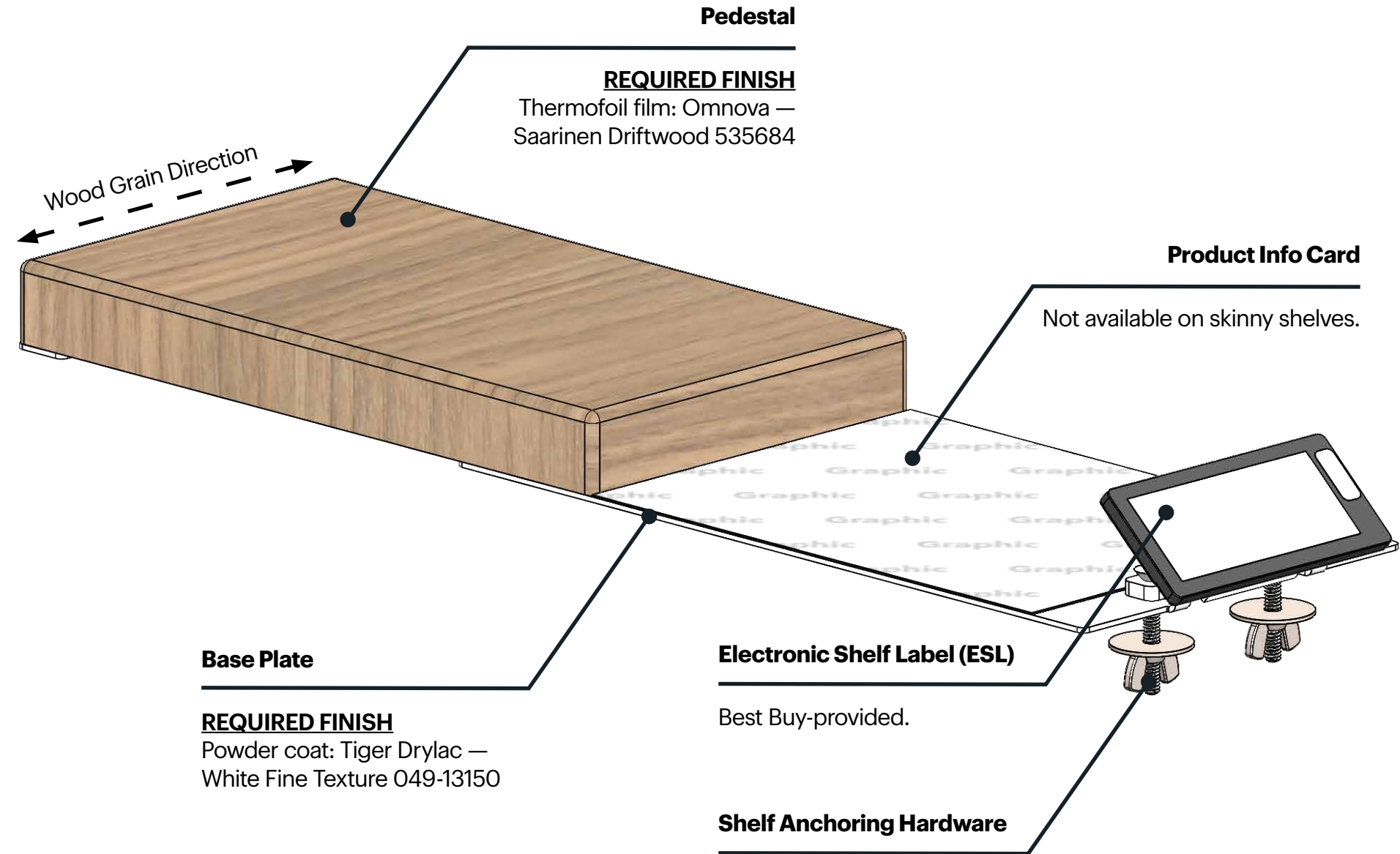
Fixture Varieties

Inline platforms are available in two widths:
- 5.25"W
- 11.5"W

Each is configurable to fit any shelf depth/style, including:
- 20" Universal
- 12" Skinny Universal
- 18" Standard
- 12" Skinny Standard
- Side Stock Endcap (not shown)
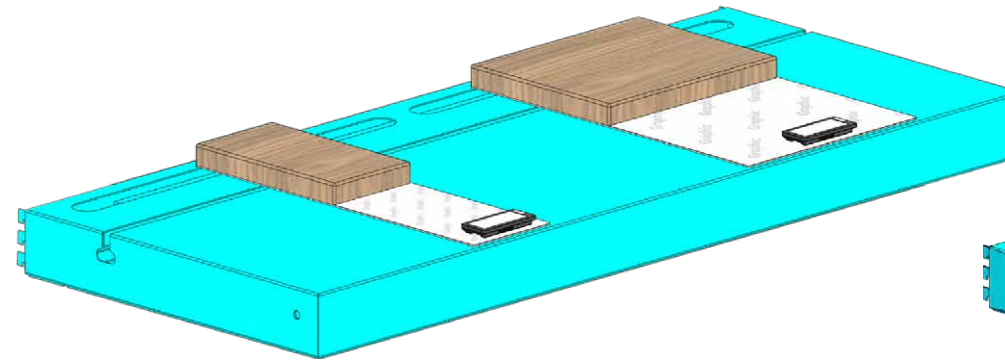
20" Universal
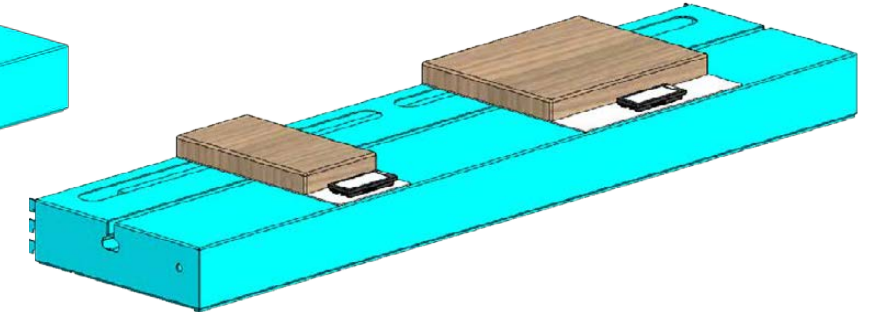
12" Skinny Universal
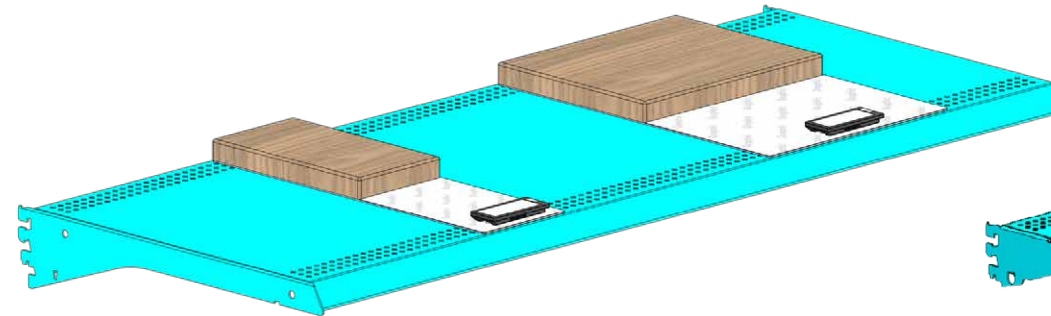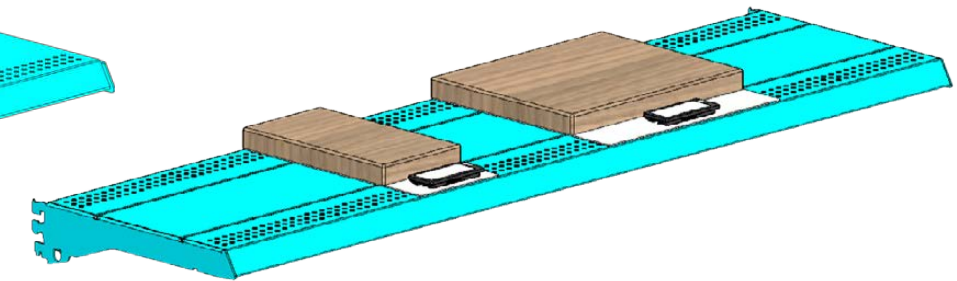
18" Standard

12" Skinny Standard

Platform Depth

The base plate on the inline platform is configurable to accommodate all shelf depths.

Vendor Expectations
- Use short configuration for shelves less than 18"D
- Use long configuration for shelves 18"D or deeper

Note: *Product info cards are not available on short configuration.*
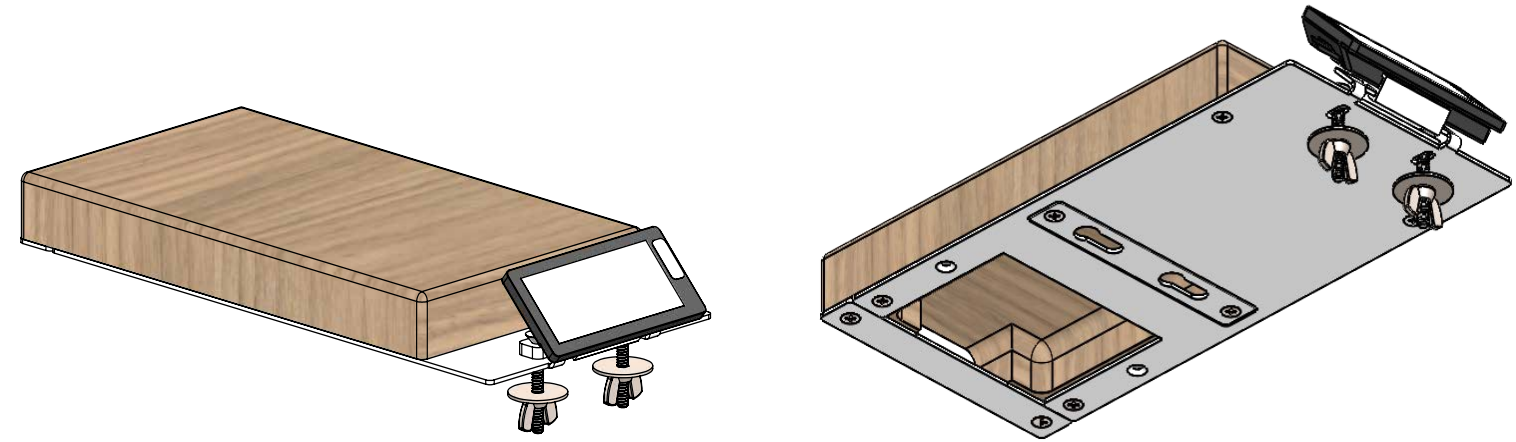
Short Configuration
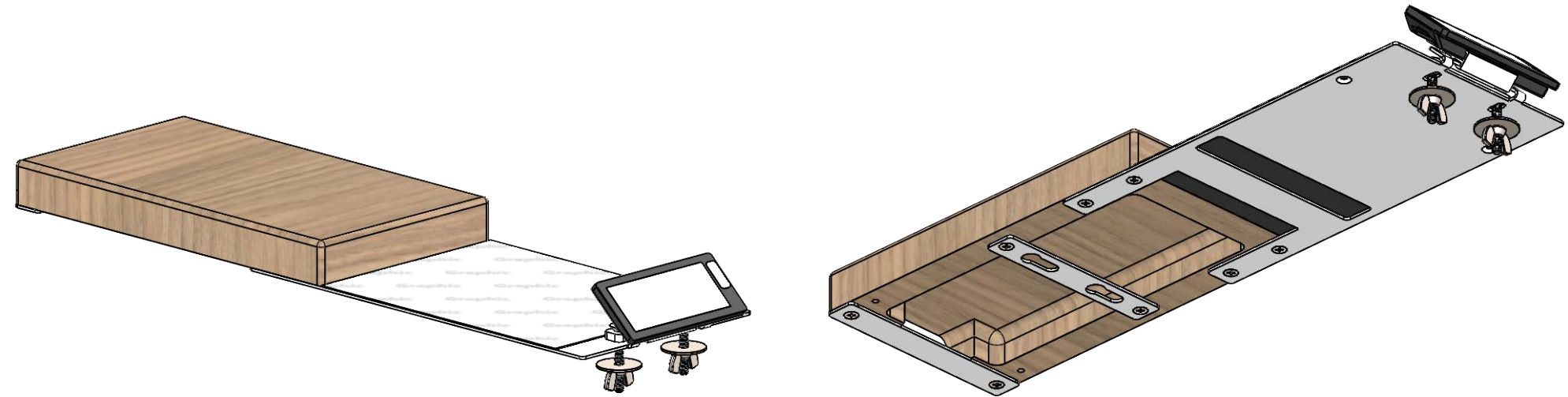
Long Configuration

Shelf Attachment

The inline platform attaches to standard and universal shelves by engaging different areas of the base plate.

For Standard Shelves

Studs engage through base plate slot.
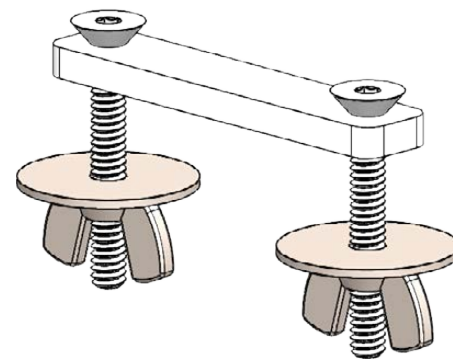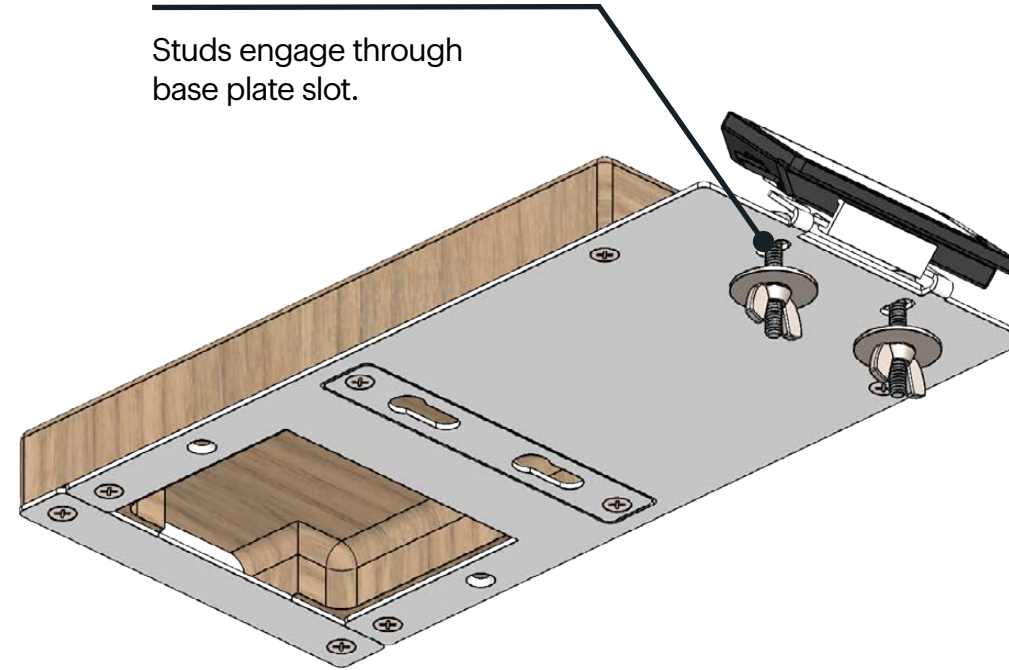
Shelf Anchoring Hardware

For Universal Shelves

Screw heads insert into keyholes and plate.
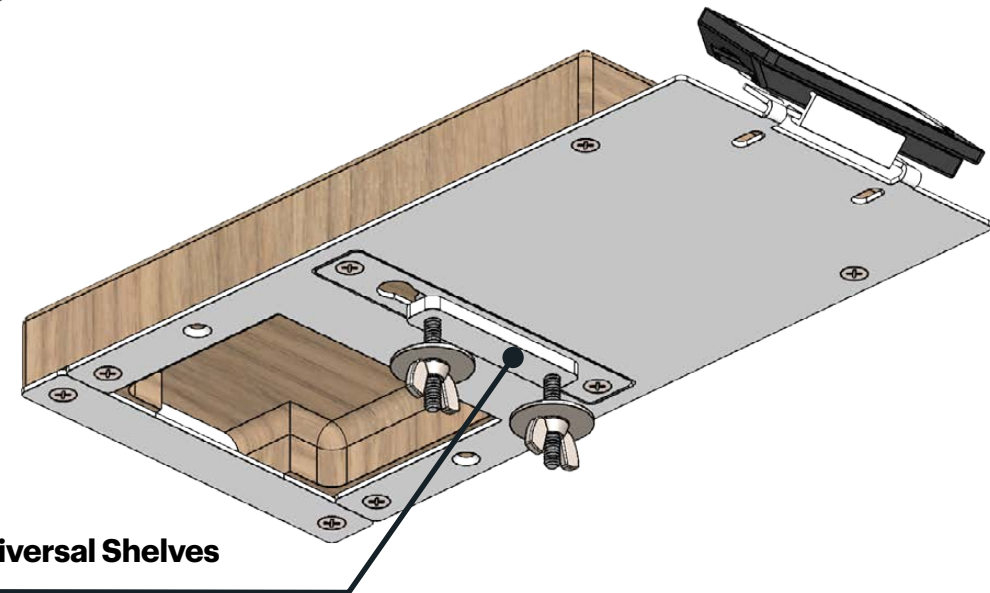
Security, Power and Attachments

Vendor Expectations

- Secure product to the pedestal with approved tethers, recoilers, mechanical fasteners or security devices.
- Purchase, if desired, electronic security devices from an approved vendor in the Technology Design Standards (below).

Note: The pedestal cavity is only necessary for power/ attachment clearance. If it is not needed for your display product, you may omit this feature.
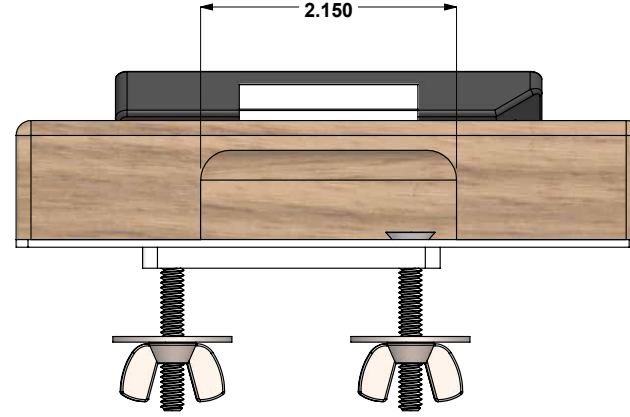
End View
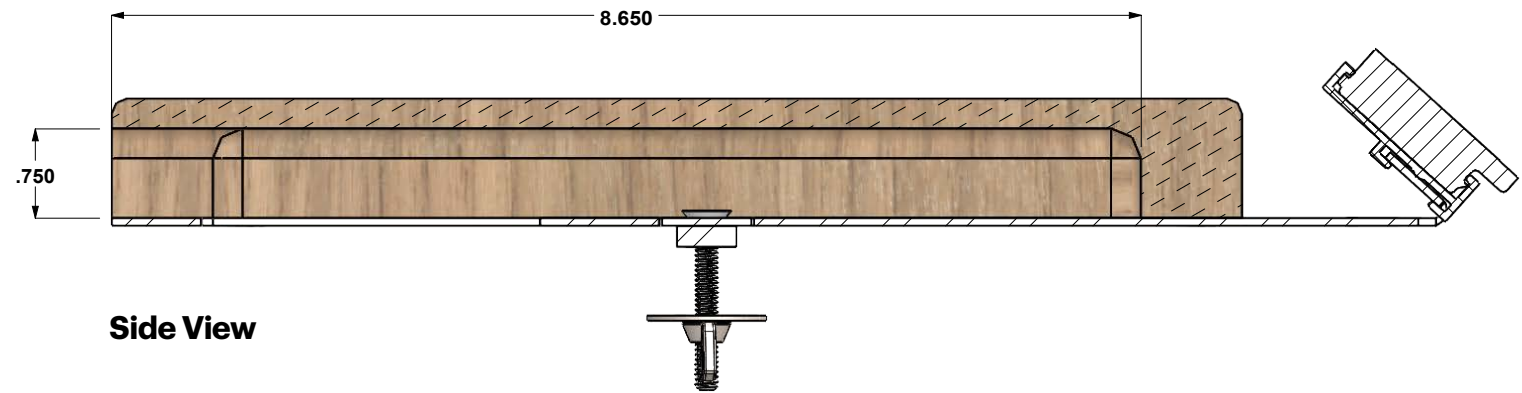
2.150

Side View

8.650

.750

! Find more details and dimensions in this guide on Partner Portal:

Technology Design Standards

Graphics

The product info card on the inline platform invites you to highlight product features. These cards are populated with vendor-provided content and are designed and produced by Best Buy.

Product info cards exist in two sizes, depending on the width of the platform used:
- 5.25"W x 7.25"D; copy only
- 11.5"W x 7.25"D; copy aligning to 5.25"W template

Vendor Expectations
- Provide content in keeping with the Best Buy-provided product info card template.
- Ensure all content follows Best Buy's Copy & Claims Guidelines (below).

Note: *Product info cards are not available on platforms displayed on skinny shelves.*

Product Info Card

Size: 5.25"W x 7.25"H
Substrate: .020 Magnetic Vinyl, White

Product Info Card

Size: 11.5"W x 7.25"H
Substrate: .020 Magnetic Vinyl, White

! Find more details and dimensions in this guide on Partner Portal:

Copy & Claims Guidelines

Merchandising

Vendor Expectations

- Merchandise products as follows:
    — One product on 5.25"W platform
    — Up to two products on 11.5"W platform
- Display your product within the space permitted. 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 that is included will be removed.*
- Include—on the front of the base plate—a peg label-sized electronic shelf label (ESL) for each product on the platform.
- Include your choice of Demo, Display or Dead Mock Display product(s).
    — **Demo:** An out-of-box product feature allowing for an interactive experience.
    — **Display:** A non-interactive product included to show materiality, form factor, colorways and sizing.
    — **Dead Mock Display:** A non-interactive 3D model of salable product intended to show form factor, colorways and sizing.

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

! Find more details and dimensions in this guide on Partner Portal:

[ESL Pricing]

Fixture Parts

Refer to the part numbers below when ordering any necessary components:

Fixture Component	Best Buy Part Number
Inline Platform, 5.25"W	1024912
Inline Platform, 11.5"W	1024925
Skinny Standard Shelf, 12"D	1014797
Standard Shelf, 18"D	1012249
Skinny Universal Shelf, 12"D	1020948
Universal Shelf, 20"D	1003529
Skinny Lowbay Gondola Assembly (14" base deck)	R0019
Standard Lowbay Gondola Assembly (24" base deck)	R0010

Inline
Backer Graphic

Inline Backer Graphic

Vendor Expectations

- Provide a backer graphic, adhering to the applicable template's exact dimensions (see examples at right).
- Select a single image to fill the entire backer (excluding a black header where applicable). ***Note:*** *If a focal is present, the lefthand side (12"W) of your backer will be covered. Select an image carefully to ensure the subject of your photo is appropriately placed.*
- Prioritize the following for your graphic:
  Content: Lifestyle imagery of humans interacting with products.
  Crop: Humans and products largely centered, with products clearly visible.
- Choose from these alternate options only if lifestyle imagery of humans/products isn't available or allowed:
  — Lifestyle imagery of products without humans.
  — Hero product imagery on a neutral color field.
- If no focal is present, include your logo on the backer, adhering to the template's logo placement and sizing.

Note: *Templates are available upon request.*
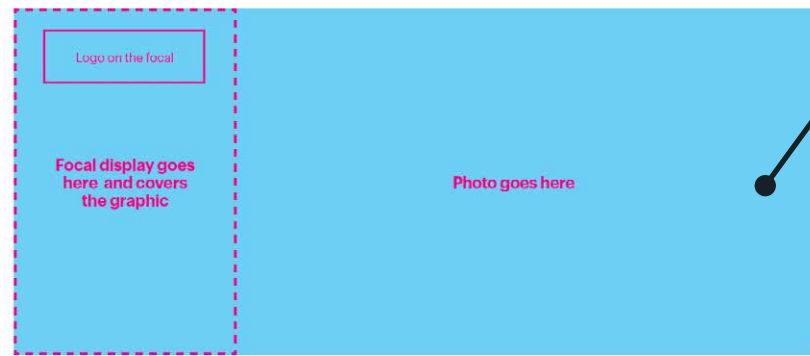
4' Inline Backer Graphic
(4 options)

Size: 47.938"W x 20.313"H
Substrate: Magnetic Receptive (10-12.5mil, 94–97 bright)
Notes:
— Include a tagline, if desired. No educational copy or award callouts are permitted.
— Adhere to template's tagline placement and sizing.
— Ensure copy contrasts with image for legibility.

Logo on the focal

Focal display goes here and covers the graphic

Photo goes here

Logo Placement
Max height 2.75", align left, right or centered

Photo goes here

Logo on the focal

Tagline, 150-pt, 2-line, 35-char. max.

Focal display goes here and covers the graphic

Photo goes here

Logo Placement
Max height 2.75"

Tagline, 150-pt, 1-line, 35-ch. max

Photo goes here

2' Inline Backer Graphic

Size: 23.95"W x 20.313"H
Substrate: Magnetic Receptive (10-12.5mil, 94–97 bright)

Logo Placement
Max height 2.75", align left, right or centered

Photo goes here
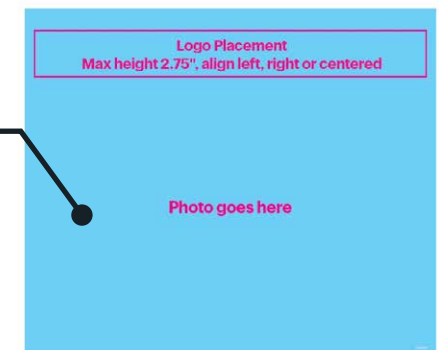
2.L-Shaped Fixture

Fixture Overview

Our versatile L-shaped fixture offers a reliable and secure solution for displaying your products on Standard Lowbay, Skinny Lowbay and Perimeter Half-Rack Gondolas.

Its modular design allows for seamless customization, accommodating depths of 12, 18 and 22 inches. Additionally, it supports displays in widths of 1, 2 and 4 feet and a variety of fixture heights, providing maximum flexibility to suit various needs.
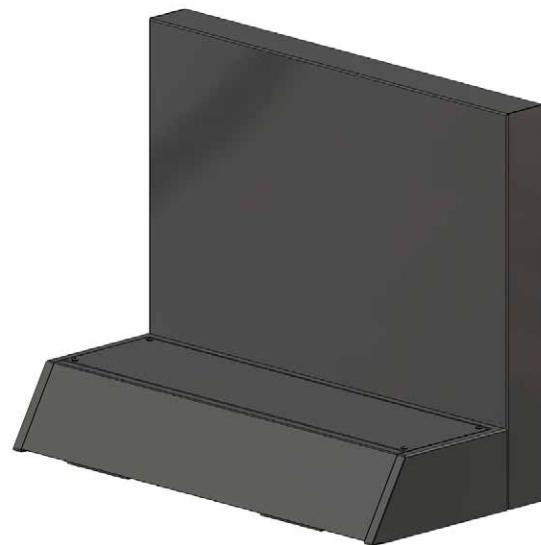
24"W x 12"D

24"W x 18"D
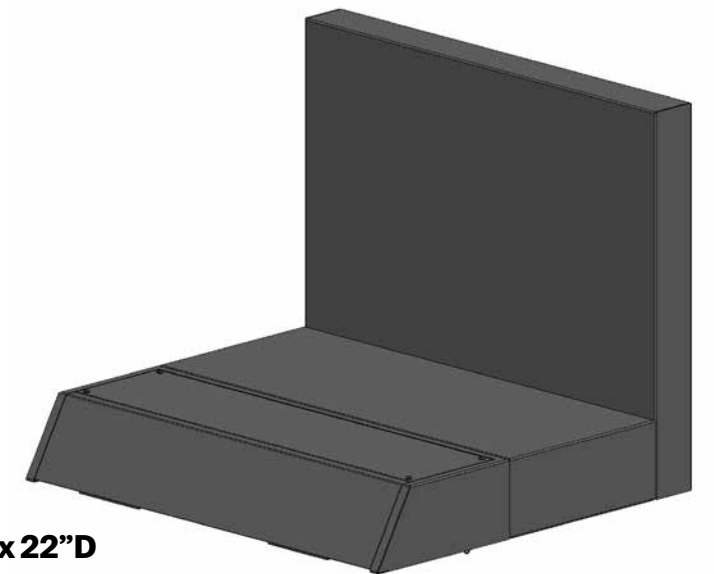
24"W x 22"D

Fixture Overview

Fixture Base

Manage electrical boundaries within a confined space that is fully and easily accessible via a hinged front door.
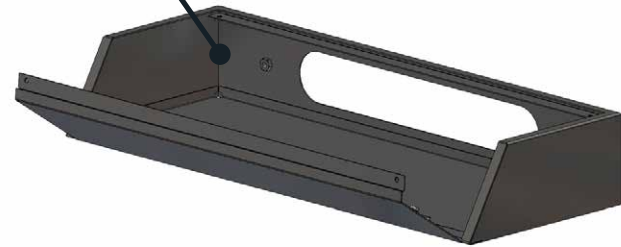
Y = Unknown Variable

The back supporting component measurement should correspond to the planogram height.
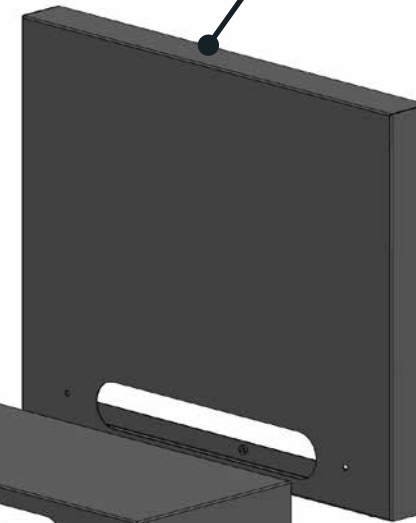
Fixture Component

Achieve your desired fixture depth by combining adjoining components for each fixture configuration.

Fixture Dimensions — 12"D

23.9688

Y = BASED ON HEIGHT OF PLANOGRAM

4.00

60°

11.54

2.50

24"W x 12"D

1

2

Fixture Dimensions — 18"D

23.97

Y = OVERALL HEIGHT OF PLANOGRAM

4.00

60°

17.51

2.50

24"W x 18"D

① ② ③
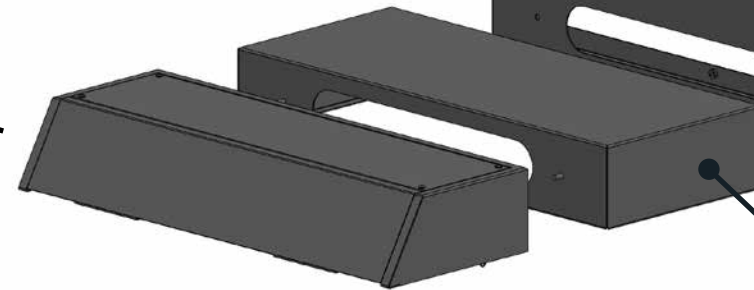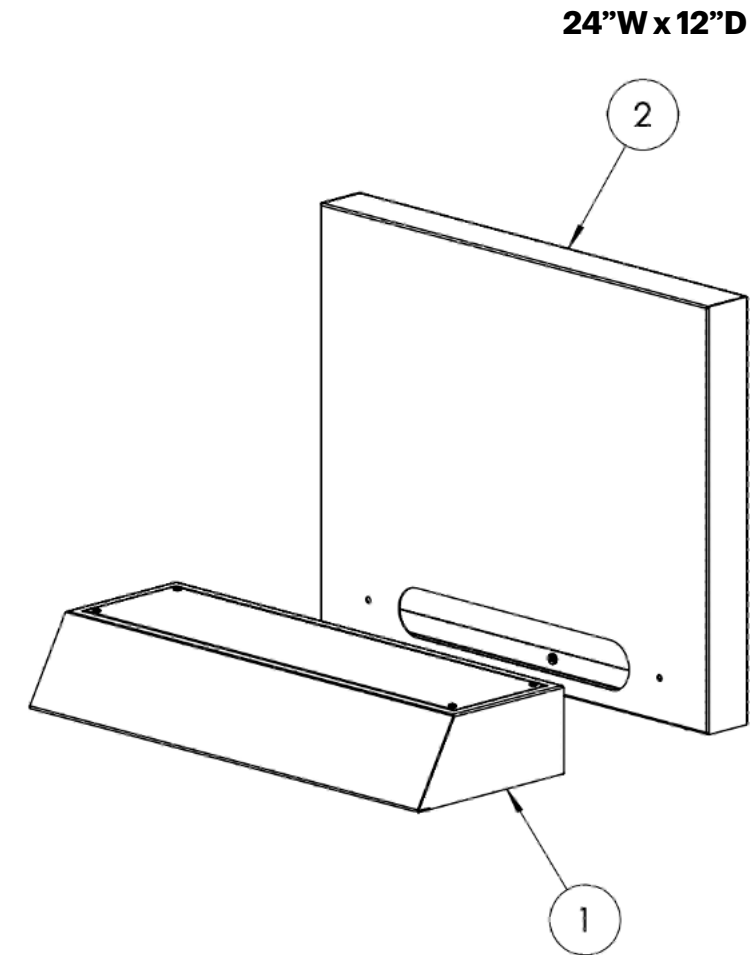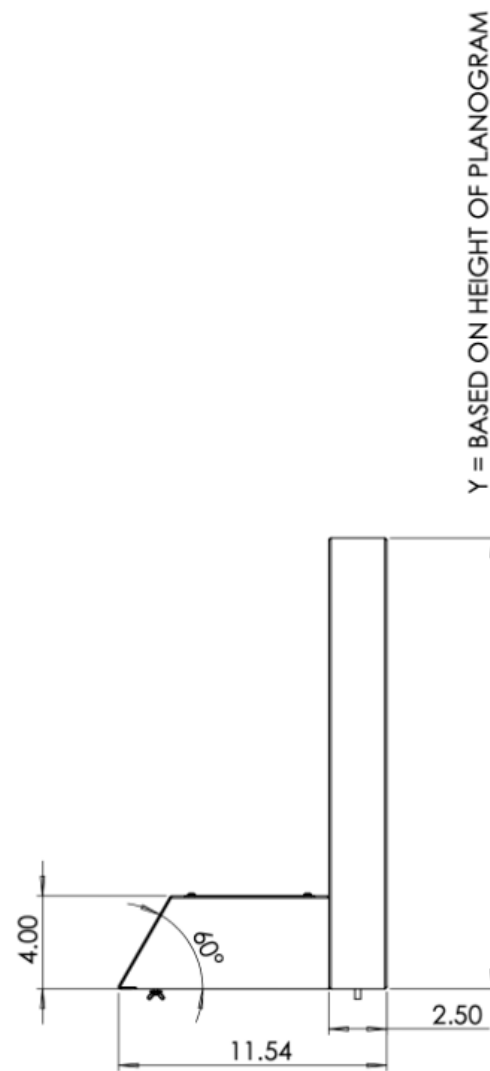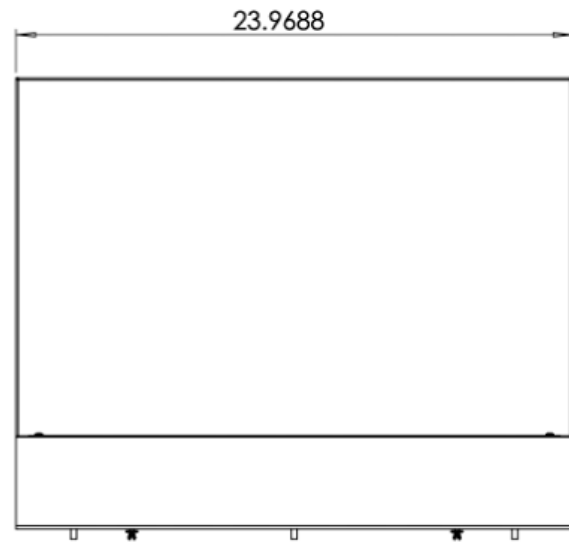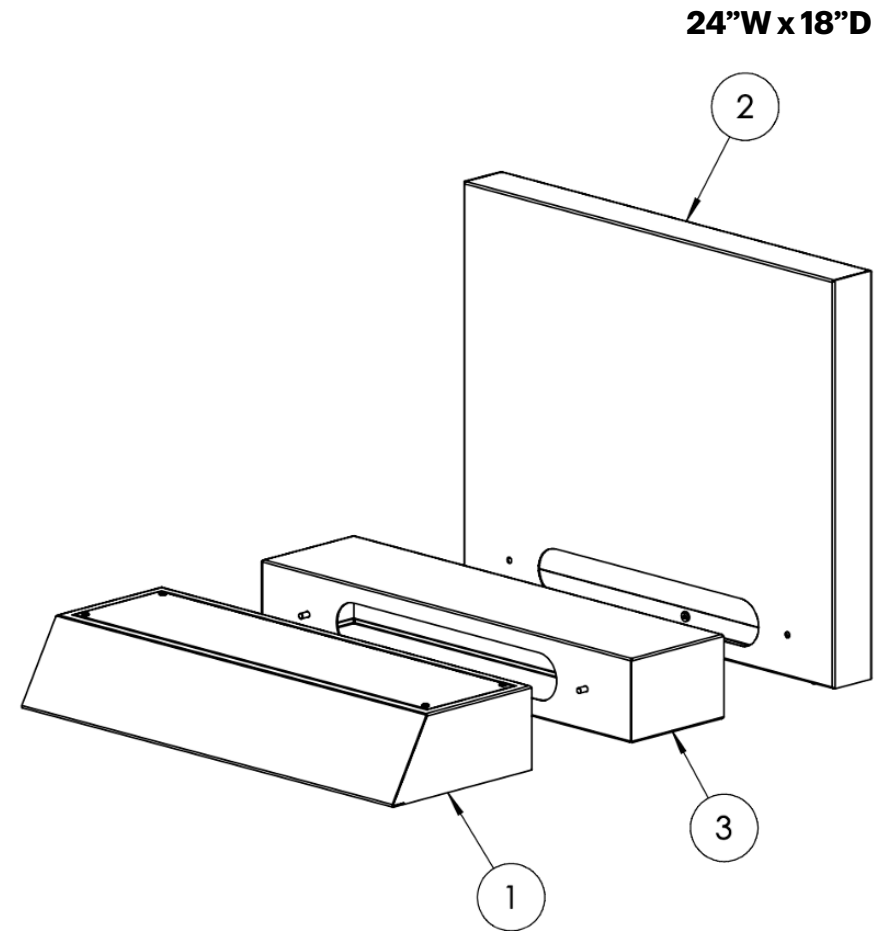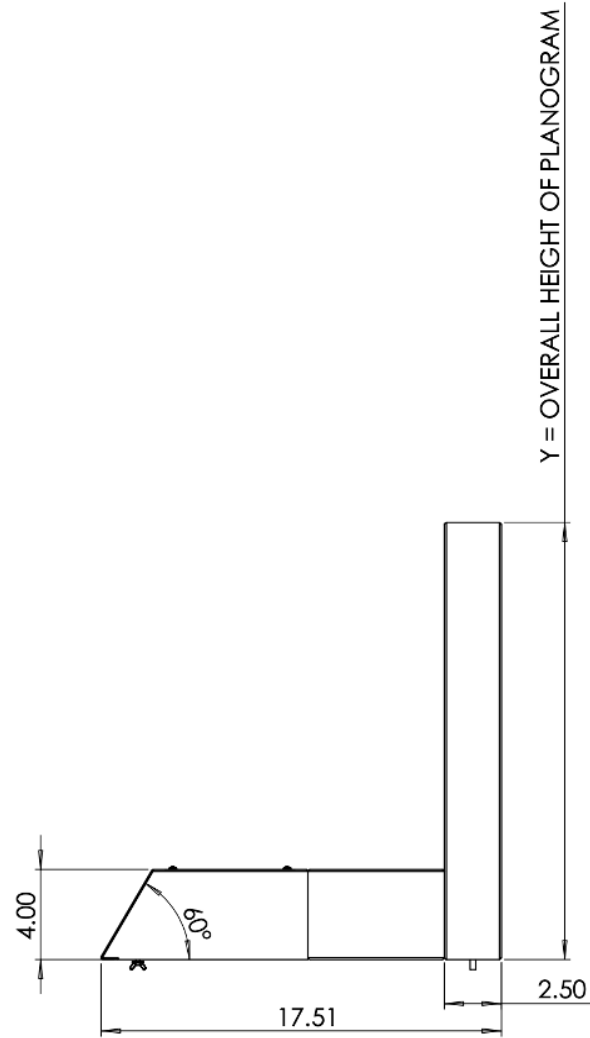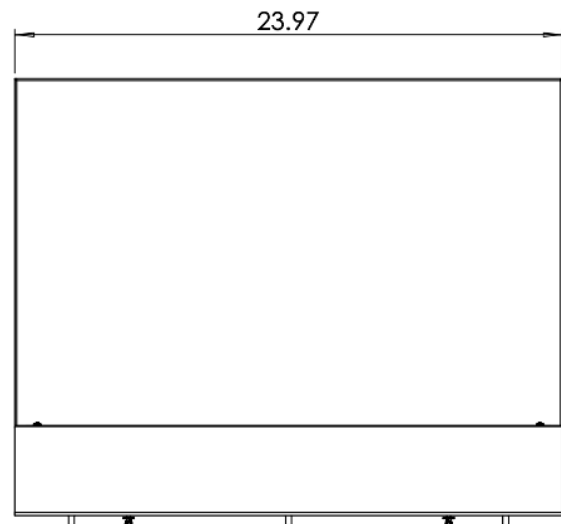
Fixture Dimensions — 22"D

24"W x 22"D

Y - BASED ON PLANOGRAM

4.000

23.969

19.012

21.512
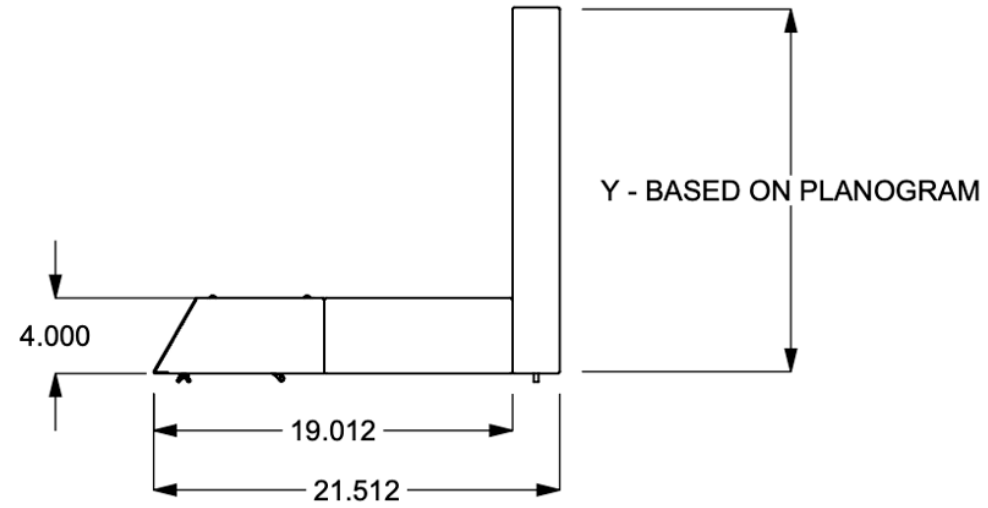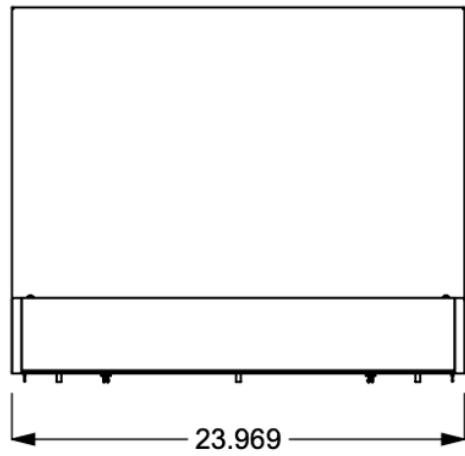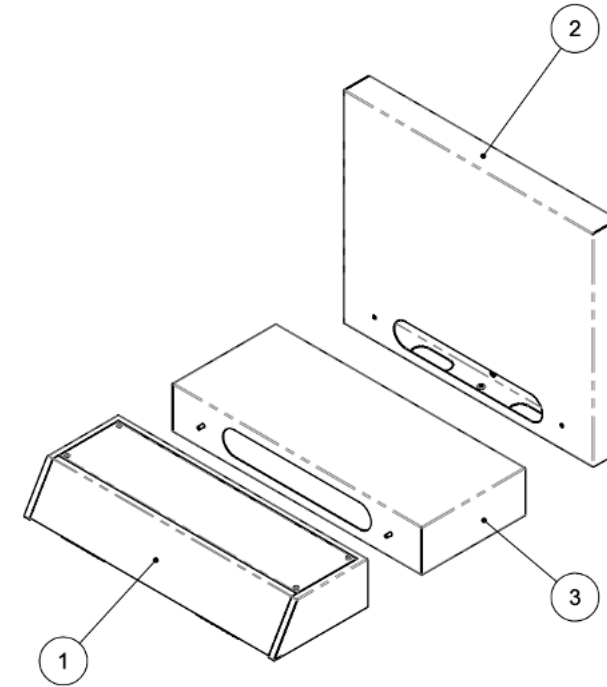
Power and Attachments

Follow these expectations when attaching the L-shaped fixture to the lowbay gondola and endcaps:

Vendor Expectations

- Route power off the rear of the shelf, through the backer and into the base deck, where power access is provided.
  Note: *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 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 tools for easy replacement.
- Physically tether L-shaped fixture displays to the shelf.
  Preferred method: *Attach display to shelf's perforated pattern using threaded studs with washers and wingnuts.*
- See drawings for detailed information on each gondola shelf's dimensions and unique perforated pattern.
  Ask your Best Buy contact for patterns.

Standard Gondola Shelves

SHELF COMMON NAME	EPDM NUMBERS	FINISH	W (INCHES)	D (INCHES)
10.5" X 48"	1016891	BLACK	47.7	10.4
10.5" X 24"	1017727	BLACK	23.7	10.4
12" X 48"	1014797	BLACK	47.7	11.9
	1016889	WHITE		
12" X 24"	1017788	BLACK	23.7	11.9
	1022211	WHITE		
14" X 48"	1012248	BLACK	47.7	13.7
	1021561	WHITE		
	1008678	SILVER		
14" X 24"	1012247	BLACK	23.7	13.7
	1008677	SILVER		
18" X 48"	1012249	BLACK	47.7	17.7
	1021562	WHITE		
	1008683	SILVER		
18" X 24"	1012250	BLACK	23.7	17.7
	1008687	SILVER		
22" X 48"	1012251	BLACK	47.7	21.7
	1008693	SILVER		
22" X 24"	1012252	BLACK	23.7	21.7
	1008695	SILVER		

(Table header spans: BEST BUY SHELF DETAILS covers SHELF COMMON NAME, EPDM NUMBERS, FINISH; MERCHANDISING AREA covers W (INCHES), D (INCHES))

3 ROWS OF 46 FOR 24" WIDE
3 ROWS OF 94 FOR 48" WIDE
ALONG FRONT AND REAR OF SHELF

.217 TYP   .500   .500

MERCHANDISING AREA

DIAMOND PERF POSITION RELATIVE TO EDGES OF SHELF

Power and Attachments

Follow these expectations in attaching the VPP display:

Vendor Expectations
- Remove batteries from the product before displaying.
- Connect all power to a power strip that is directly connected to a power receptacle. Power strips cannot be daisy-chained.
- Secure demo product using approved tethers, recoilers, mechanical fasteners or security devices.
- Purchase electronic security devices from the approved vendors noted in the Technology Design Standards.
- Neatly organize or hide additional power cords, plugs, etc. to avoid clutter and cord drape.
- See the Universal Inline Guidelines for more details.

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

Technology Design Standards

Universal Inline Guidelines

Integrated Technology

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

Vendor Expectations

- **Inline fixtures:** No backlighting, downlighting, lit platforms, shelf lighting or under-cabinet lighting is permitted. Lit logos in 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—including illumination emitted from display products and monitors—are allowed.
- **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 and dimensions in this guide on Partner Portal:

Technology Design Standards

Graphics

Vendor Expectations

- Include your logo within the top 6" of your display.
- Ensure all graphics comply with requirements for copy, design, size, etc.
- Include, if desired, only one printed QR code per every four linear feet of vendor presentation. See QR Codes Guidelines for details.

Best Practices

- Ensure the product serves as the hero of the presentation; all signage and collateral should act in support.

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

Copy & Claims Guidelines

QR Codes Guidelines

Merchandising

Vendor Expectations

- Ensure product does not extend wider than fixture edges or higher than fixture height.
- Support all display products with a proximally located peg label-sized Electronic Shelf Label (ESL).
- Use permitted forms of lighting only.
- 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, color-way 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.*
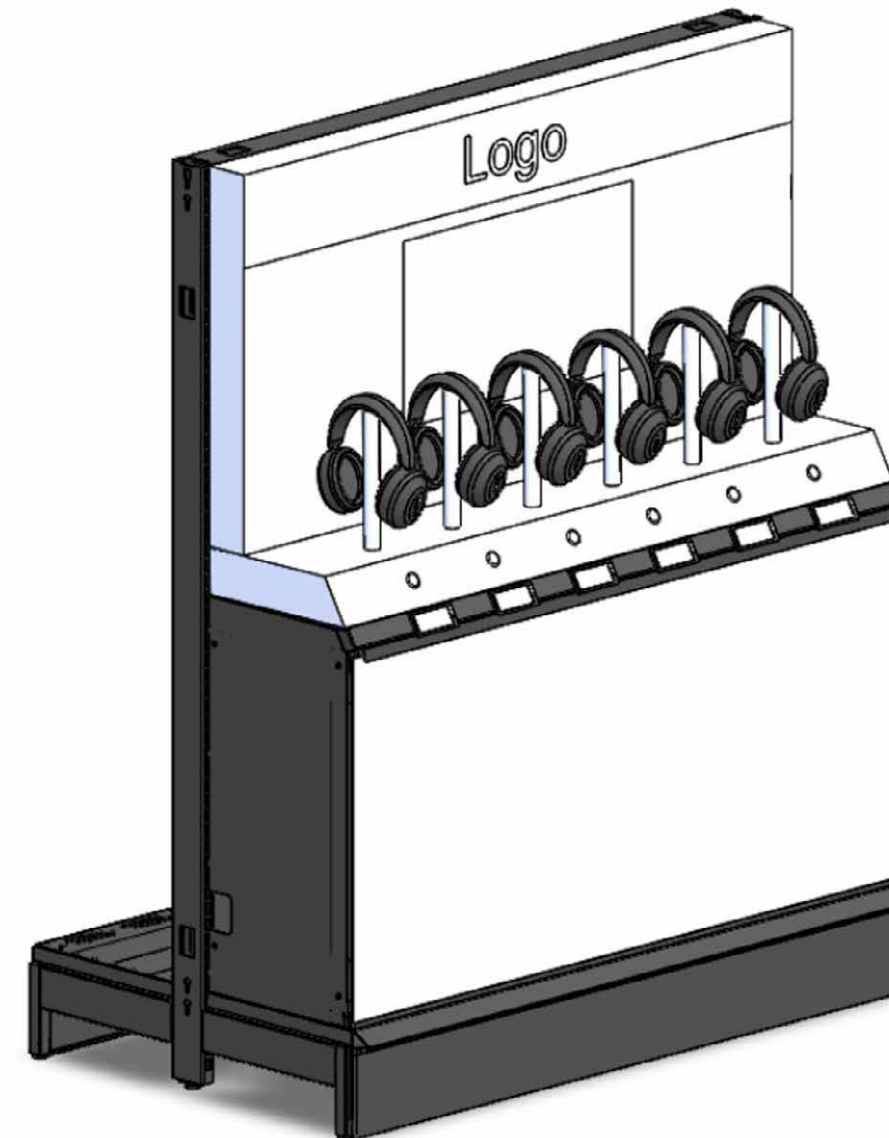
! **You will need** details and dimensions in this guide on Partner Portal:

ESL Pricing

Fixture Parts

Refer to the part numbers below when ordering any necessary components:

Fixture Component	Best Buy Part Number
Assembly, 12" Overall Base — Metal Product L Display, 24"W	1024838
Assembly, Back — Metal Product L Display, 24"W	1024827
Assembly, Spacer Large - Metal Product Display, 24" Wide	1024960
Assembly, Spacer Small — Metal Product L Display, 24"W	1024824

3. Display Platform with Acrylic Case

Universal inline Guidelines

4.719"
4.344"
0.188"
2X ⌀0.194
1.5-2.5mm
5.734"

Acrylic box

2 1/2"

6"

Protech Silver # HM412S191 or equivalent bracket and base plate

4"

5"
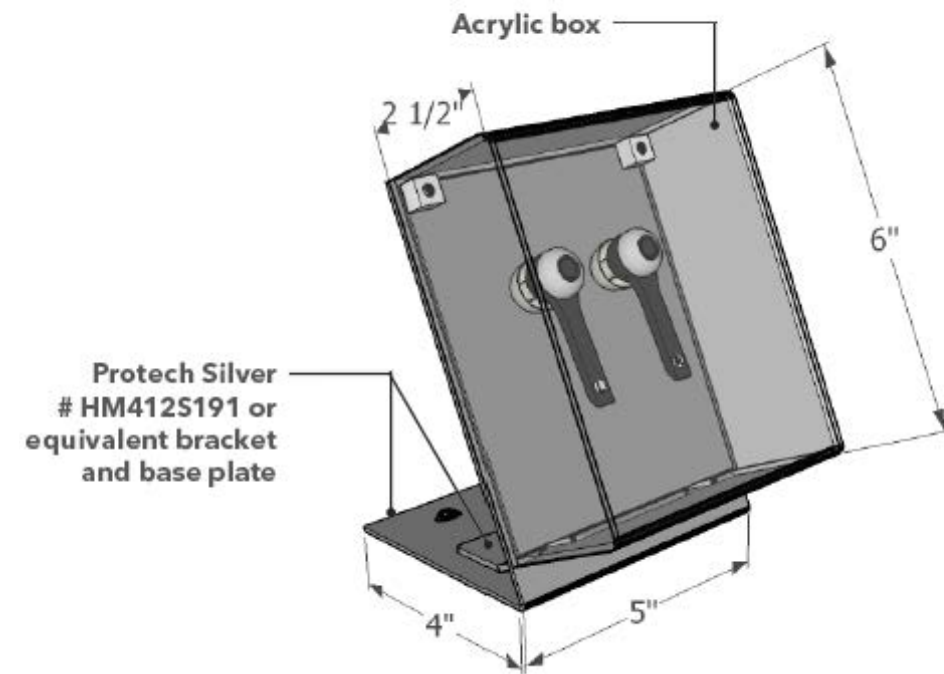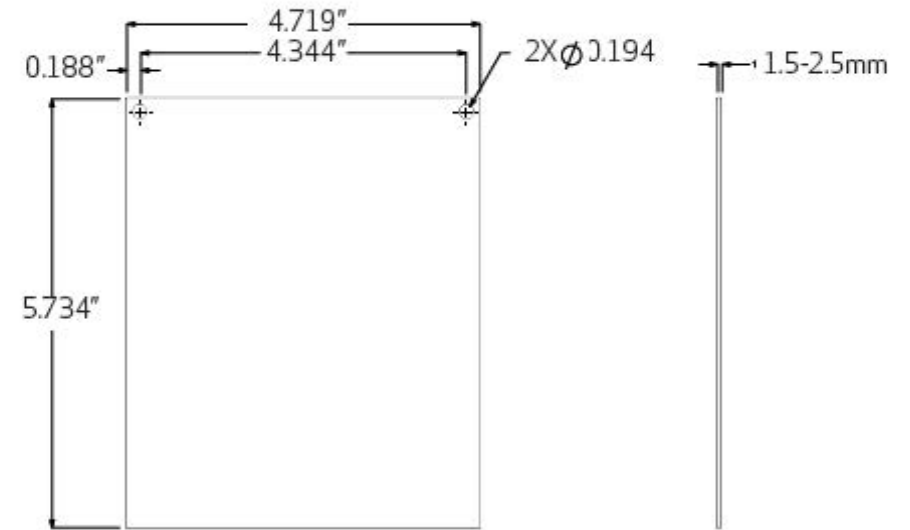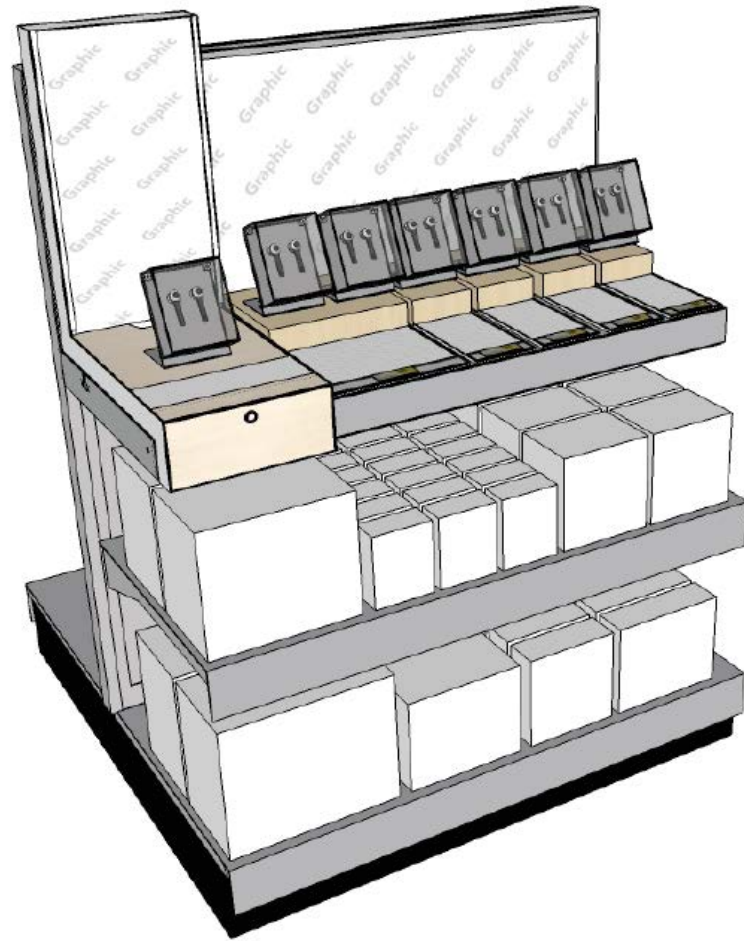
Universal inline Guidelines

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
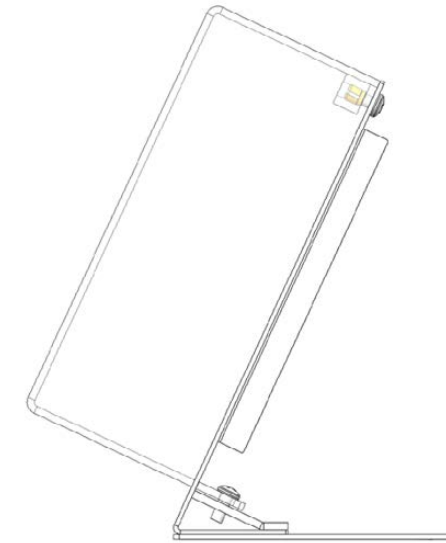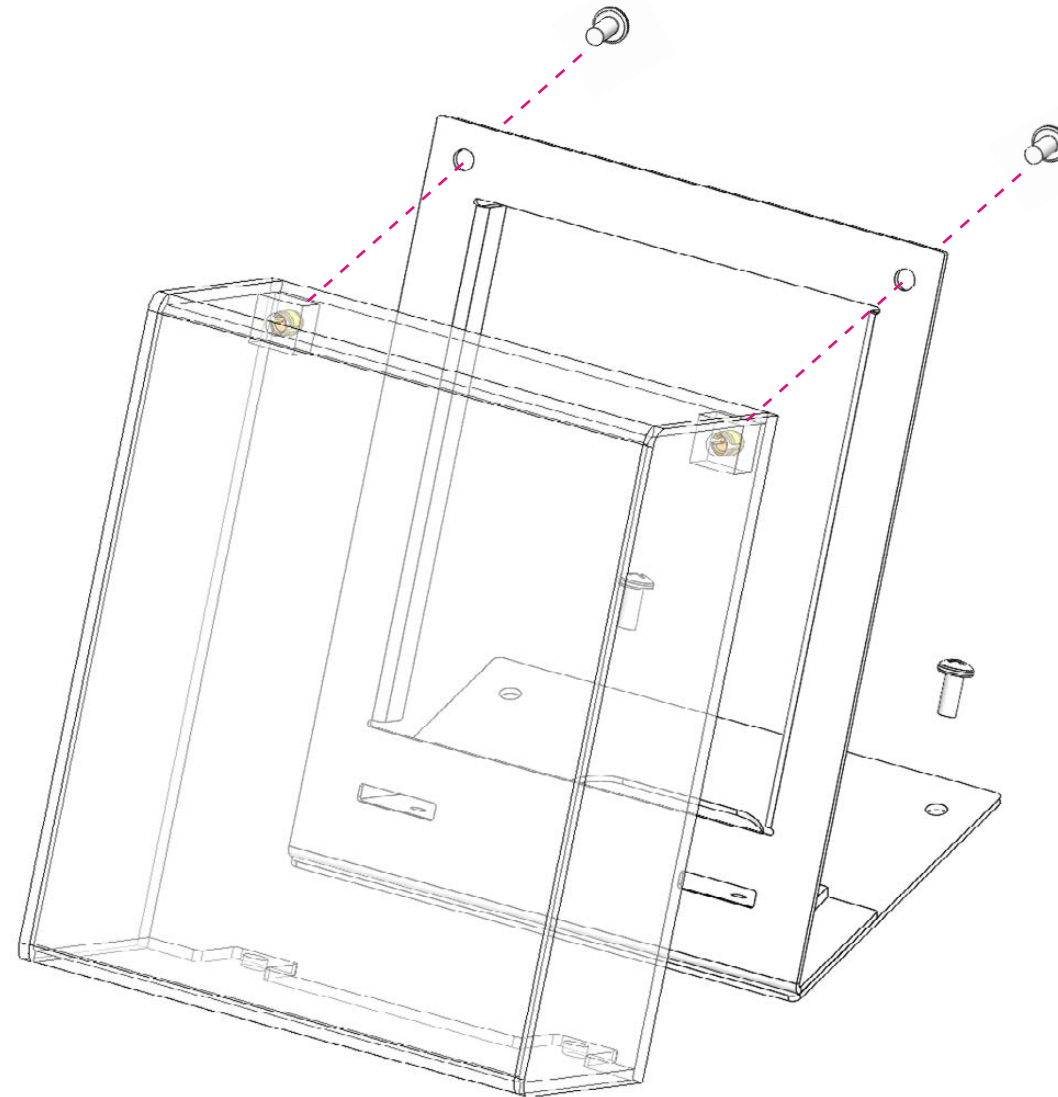
Side View
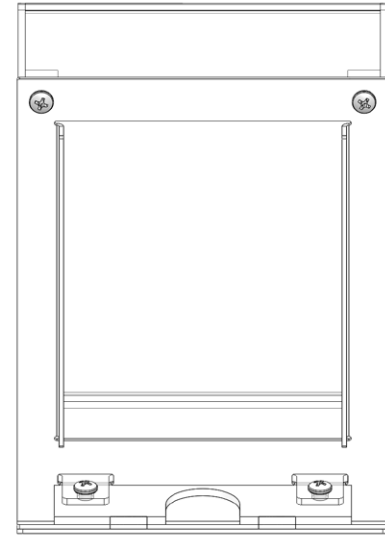
Backview View

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
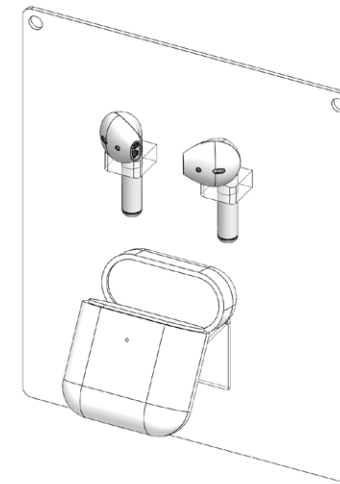
Product Backer
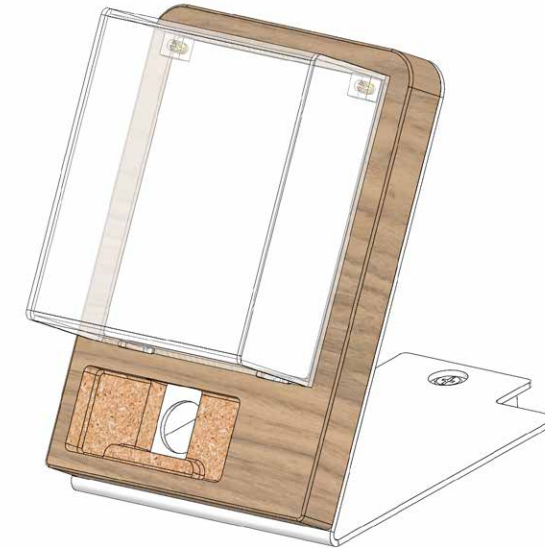
Display Platform w/ Acrylic Case
#1022870
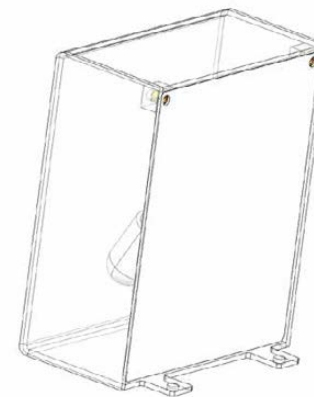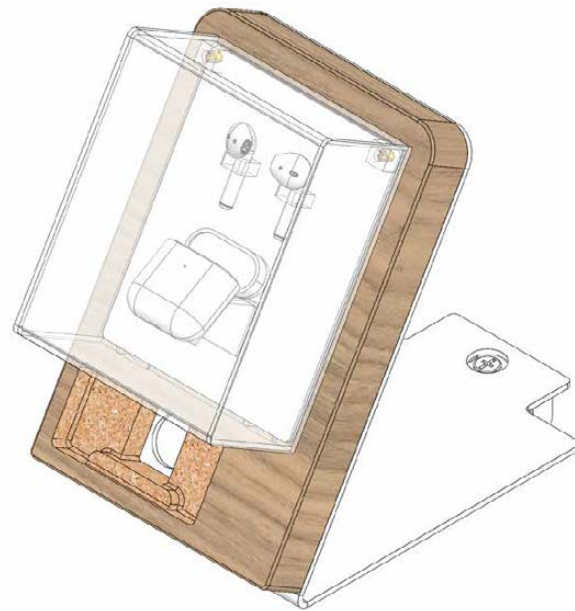
Remove case and insert product backer into acrylic case with holes aligned at top.
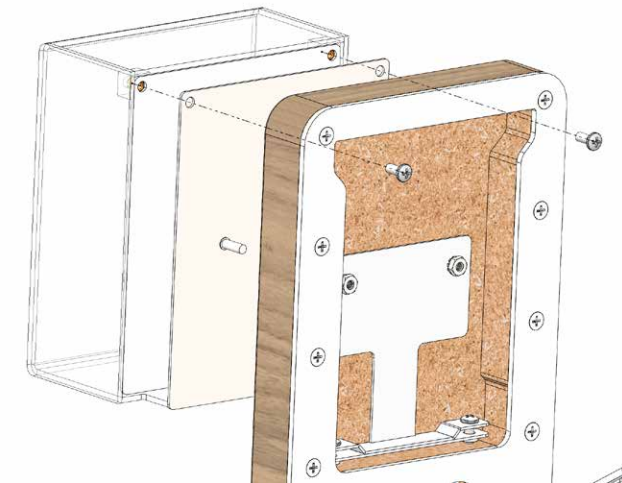
Attach case, backer and mount to platform as shown with Philips head screws.

4. Lowbay Gondola

Overview

The lowbay gondola fixture is comprised of inline and endcap spaces, each of which invites you to tell an enhanced story in the way that best suits your product.

It exists in two depths (measured by their base decks):
- 24" standard lowbay gondola
- 14" skinny lowbay gondola

This document focuses on inline displays only.
For endcap displays, please see the Lowbay Gondola Endcap Vendor Guidelines on Partner Portal.

Standard Lowbay Gondola
24"D base deck
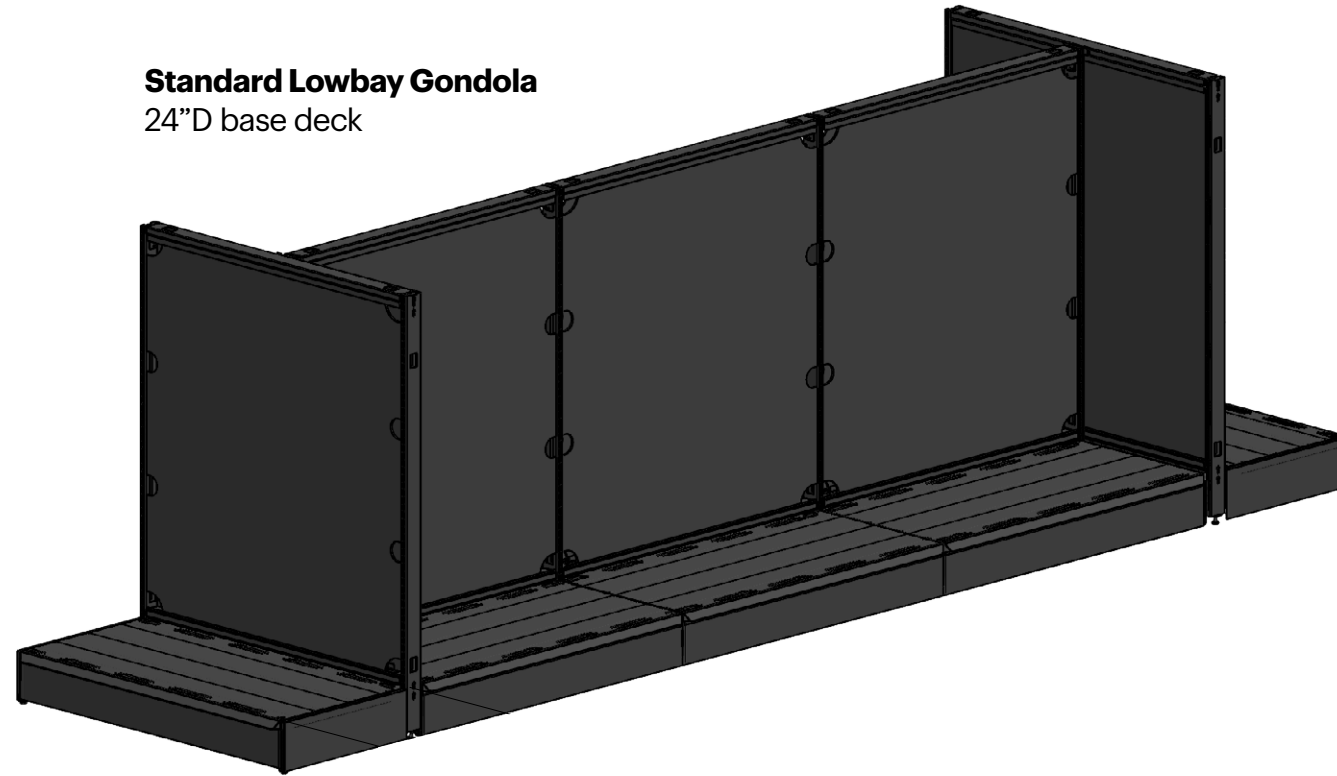
Inline space
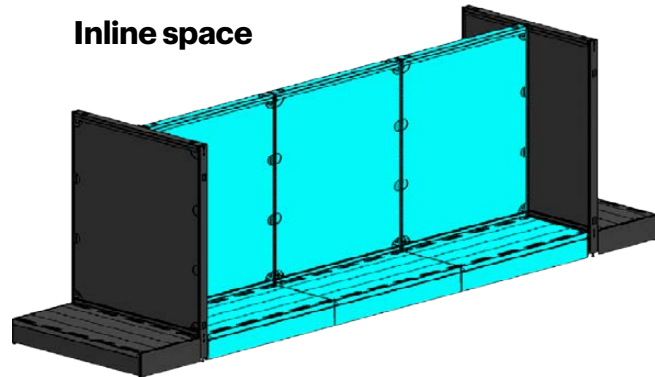
Skinny Lowbay Gondola
14"D base deck
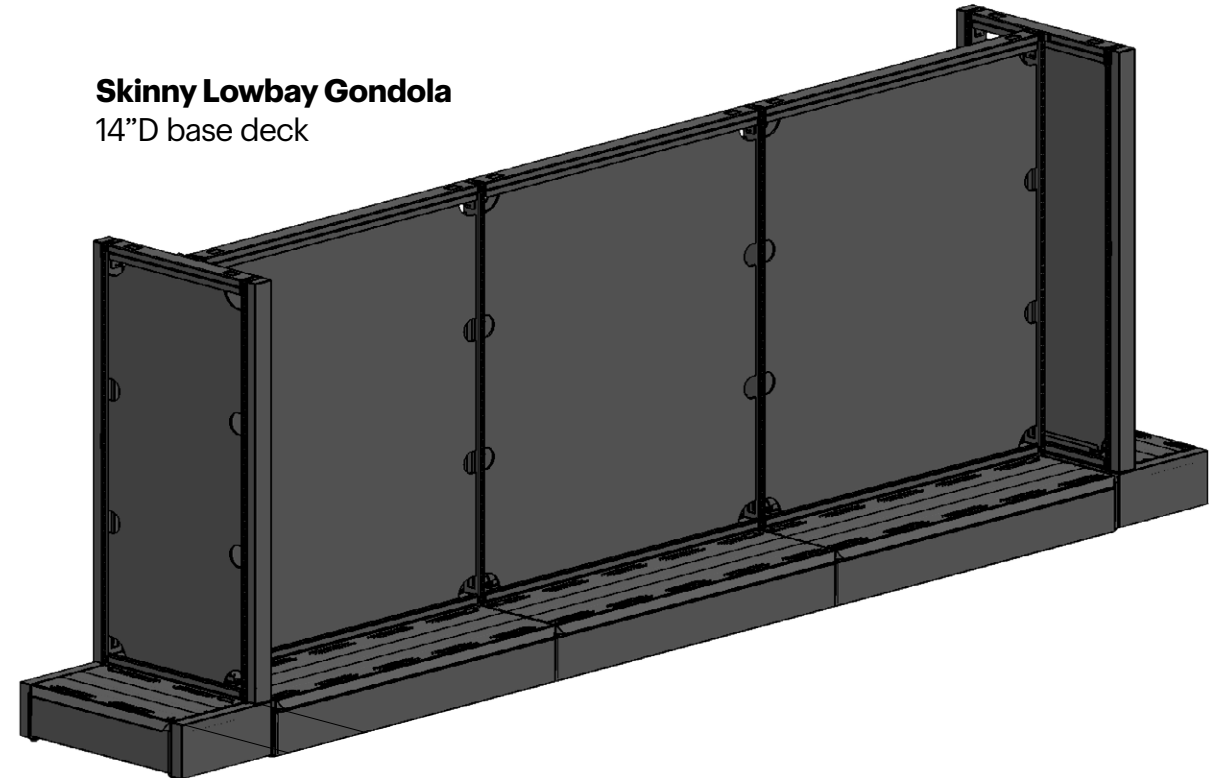
Display Types

Three display types exist on the lowbay gondola fixture. Your Best Buy contact will tell you which of the following to leverage for your display:

- **Inline Focal and Platform.** Inline focals and platforms give your products added height and create a clean and uncluttered presentation. Video, imagery and direct-to-product power attract extra attention.
- **L-Shaped.** Modular parts allow for easy customization while an accessible fixture base houses and hides electrical components.
- **Takeover.** Large products stand tall and proud as the hero of the space, backed by a large and enticing graphic. No shelves or fixture accessories are needed.

See the corresponding guideline document on Partner Portal for further details on the display of your choice.
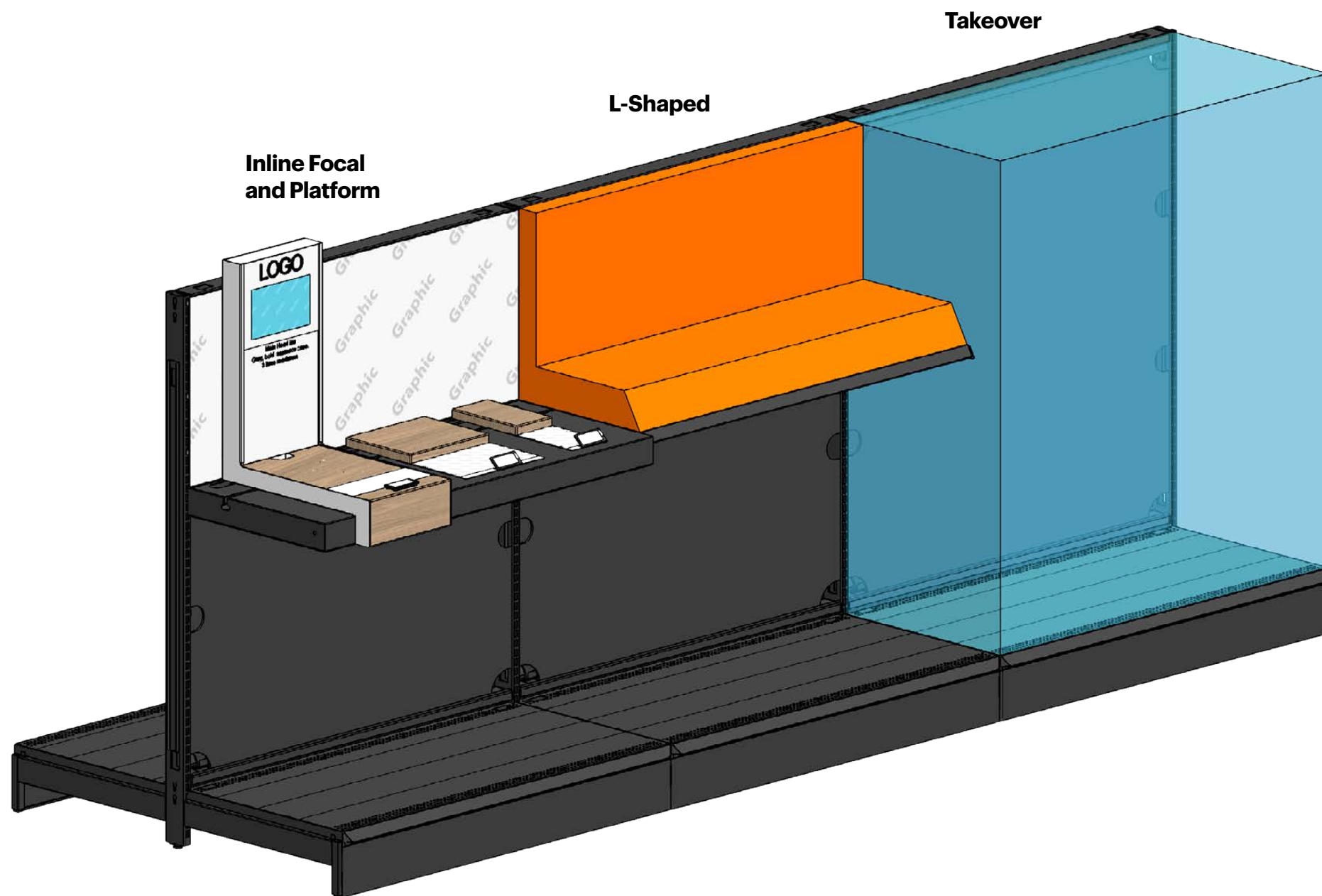
! Find more details and dimensions in these guides on Partner Portal:

Inline Focal and Platform

L-Shaped

Takeover

Shelf Types

Many shelf sizes/types exist on lowbay gondolas:
- 12" Skinny Universal
- 20" Universal
- 12" Skinny Standard
- 18" Standard
- 22" Standard

Different shelf types have different attachment methods, as shown at right.

You may encounter one or more of these shelves in your display. Ask your Best Buy contact for specifics.

Universal Shelf Depths
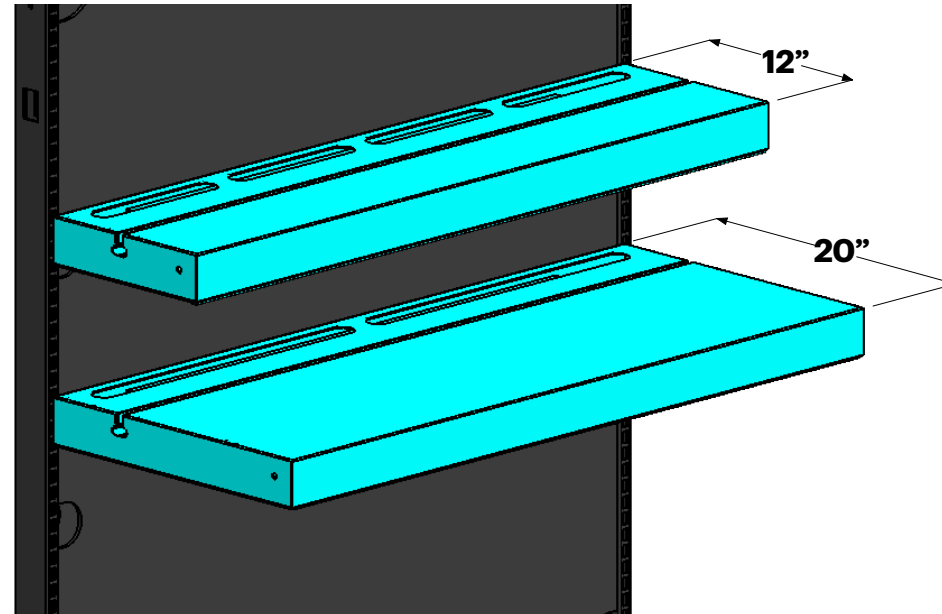
Universal Shelf Attachment

SLOT WIDTH

PLATFORM

SHELF

.80 SLOT DEPTH

WASHER

WINGNUT

#10-24 THREADED STUD

4.8375 FROM REAR OF BASE
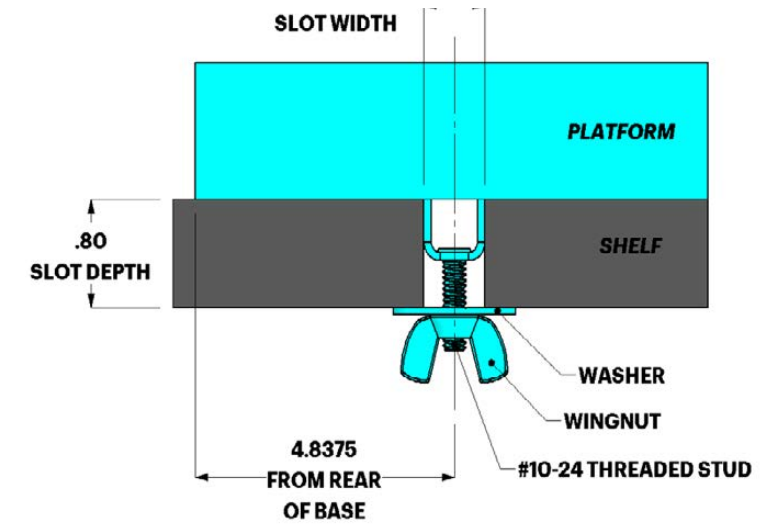
Standard Shelf Depths
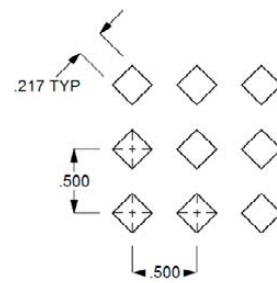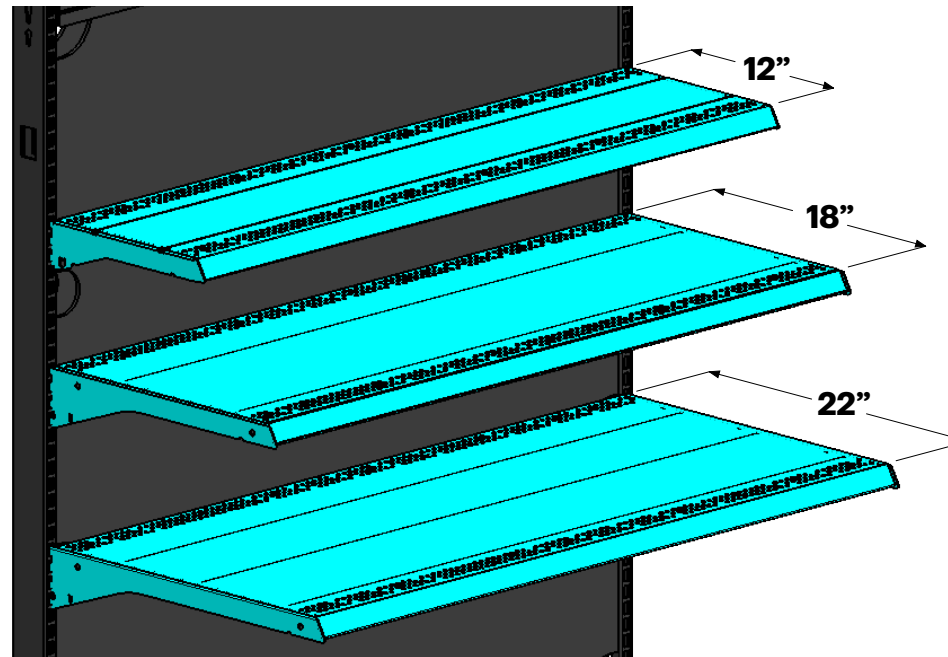
Diamond Perforation Pattern

.217 TYP

.500

.500

Standard Shelf Attachment

SIDE VIEW

FRONT VIEW

PLATFORM

SHELF

WASHER

WINGNUT

#10-24 THREADED STUD

1.150 REAR PERF ANCHOR STUD LOCATION FROM REAR EDGE OF PLATFORM BASE

1.150 FRONT PERF ANCHOR STUD LOCATION FROM FRONT EDGE OF PLATFORM BASE

2.5 STUD SPACING 0.5" INCREMENTS PER DIAMOND PERF PATTERN
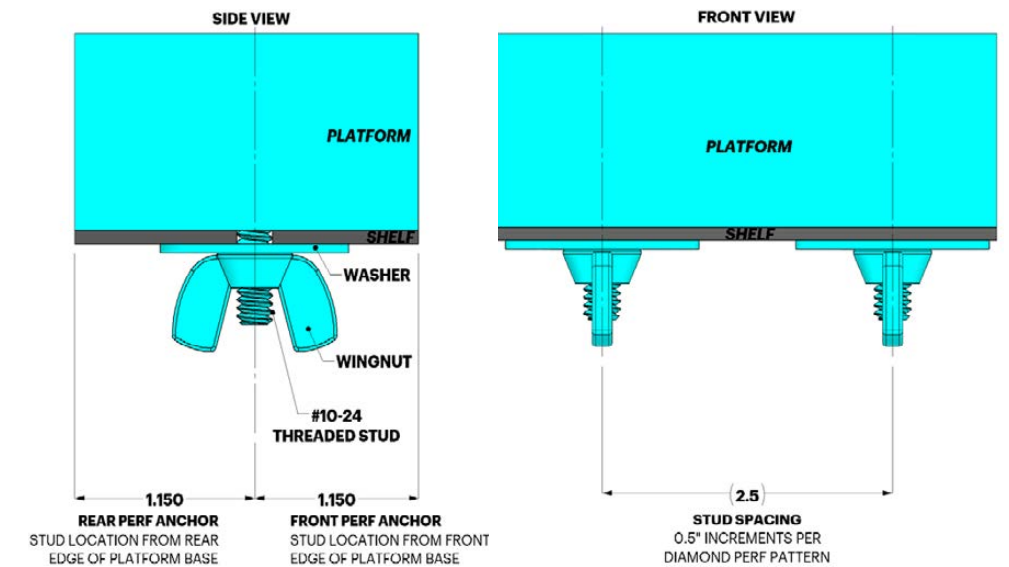
Power

Power access varies depending on the applicable shelf type, as shown at right. For either type, ensure your electronics are labeled and color-coded and can be accessed without tools for easy replacement.

Universal Shelves
- Power access is contained within the shelf.
- 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, which cannot be moved.
    - Additional power strips must plug into a power outlet. Power strips cannot be daisy-chained.

Standard Shelves and Takeover Displays
- Power access is located in one of the lowbay inline base decks within 12'.
- Route power cords (12'L minimum) off the rear of the shelf, through the mouse holes in the backer panels and into the base deck.

Power Pass-Through on Shelf

Power Pass-Through on Backer
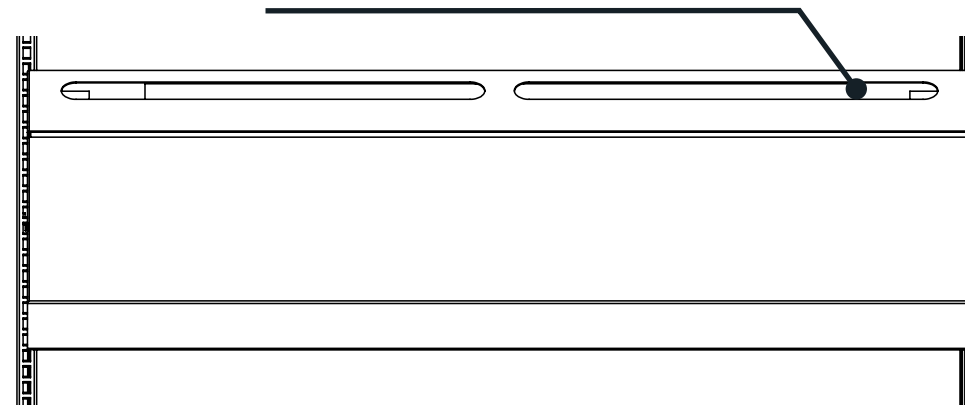
Power Strip Access through Trap Door

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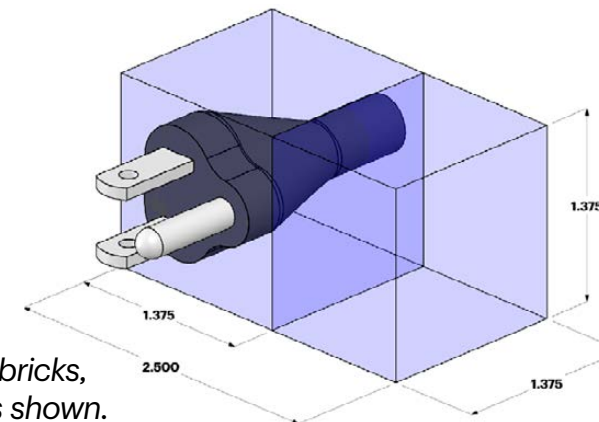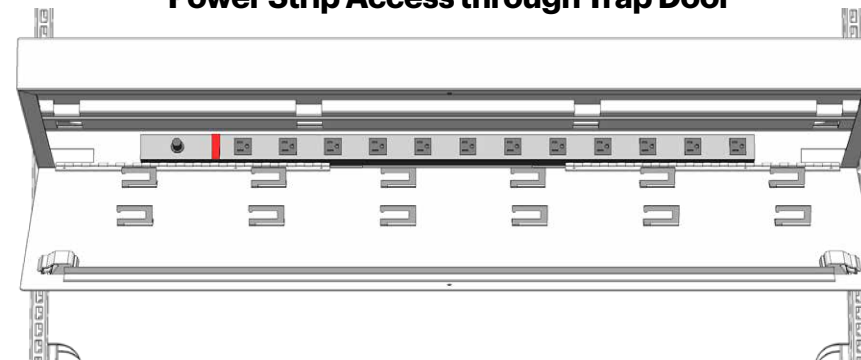
Maximum Dimensions for Universal Shelf Plug
Note: *In the case of power bricks, prongs must be oriented as shown.*

1.375

1.375

2.500

1.375

Integrated Technology

Integrated technology must align with the Technology Design Standards on Partner Portal. Best Buy's Technology Design Lab must approve any working electrical components, including illuminated logos, media players, etc.

Lighting
- Backlighting, downlighting, lit platforms, shelf lighting and under-cabinet lighting is not permitted.
- Lit logos in headers and illumination emitted from display products and monitors are permitted.

Buttons
- Interactive buttons are permitted as follows:
    — Duco DTPB-X-32 (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)

Merchandising

- Ensure product does not extend wider than fixture edges or higher than fixture height.
- Support all products with a proximally located peg label-sized Electronic Shelf Label (ESL).
- Design modular display components 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 show materiality, form factor, colorways and sizing.
    — **Dead Mock Display:** A non-interactive 3D model of salable product intended to show form factor, colorways and sizing.

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

Graphics

- Provide required graphics for your chosen display type, complying with all copy, design, size, substrate, etc. requirements outlined in the related guide on Partner Portal (see below).

! Find more details and dimensions in these guides on Partner Portal:

Technology Design Standards

Inline Focal and Platform

L-Shaped

Takeover

Fixture Parts

Refer to the part numbers below when ordering any necessary components:

Fixture Accessory	Best Buy Part Number
Standard Shelf — Black, 10.5"D	1016891
Standard Shelf — Black, 12"D	1014797
Standard Shelf — Black, 14"D	1012248
Standard Shelf — Black, 18"D	1012249
Standard Shelf — Black, 22"D	1012251
Skinny Universal Shelf, 12"D	1020948
Universal Shelf, 20"D	1003529
Merchandise Bar — Black, 1.5"D (standard depth)	1010753
Merchandise Bar — Black, Heavy Duty, 1.5"D (standard depth)	1010634
Merchandise Bar — Black, Extended 6"	1010744
Merchandise Bar — Black, Extended 8"	1010750
Merchandise Bar — Black, Extended 10"	1010625
Peg Hook — Heavy Duty, 8"L	1010659
Peg Hook — Heavy Duty, 12"L	1010643
Peg Hook — Heavy Duty, 16"L	1010642
Peg Hook, 4"L	1010717
Peg Hook, 8"L	1010754
Peg Hook, 16"L	1010621

Fixture Assembly	Best Buy Part Number
Backer Graphic Assembly	1003485
Skinny Lowbay Gondola Assembly (14" base deck)	R0019
Standard Lowbay Gondola Assembly (24" base deck)	R0010

5. Lowbay Gondola Endcap

Overview

Lowbay gondola endcaps are a standout space for you to tell a compelling brand story in your own voice.

This document focuses on endcap displays only.
For inline displays, please see the Lowbay Gondola Vendor Guidelines on Partner Portal.

Vendor Expectations
- Excite customers with an easy, intuitive experience.
- Ensure space and fixtures are ADA-compliant.
- Use simple messaging that does one of three things:
  1) **Inspires.** Strikes an emotional chord.
  2) **Engages.** Connects a key benefit to the customer.
  3) **Educates.** Gives product features and relevant information needed to make a decision.

Drawings and models of all parts available upon request.

Standard Lowbay Gondola
24"D base deck
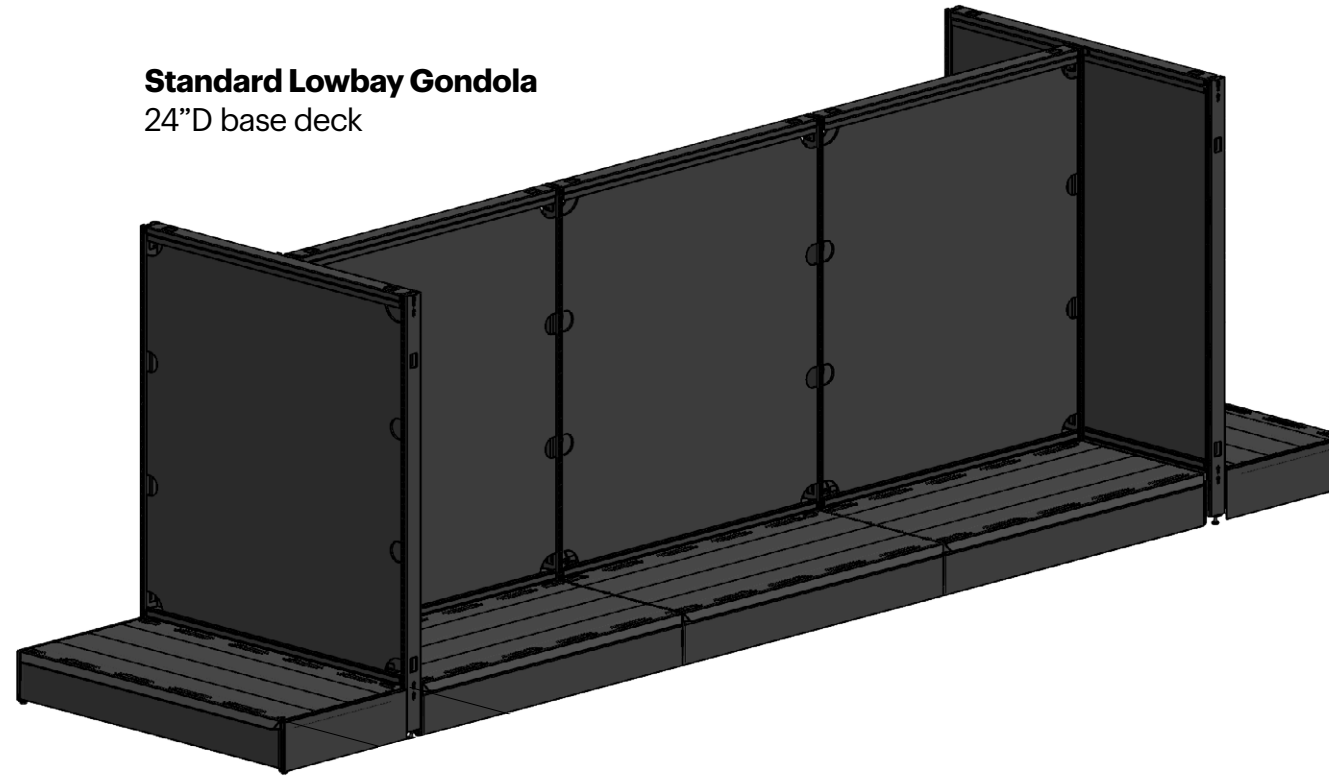
Skinny Lowbay Gondola
14"D base deck
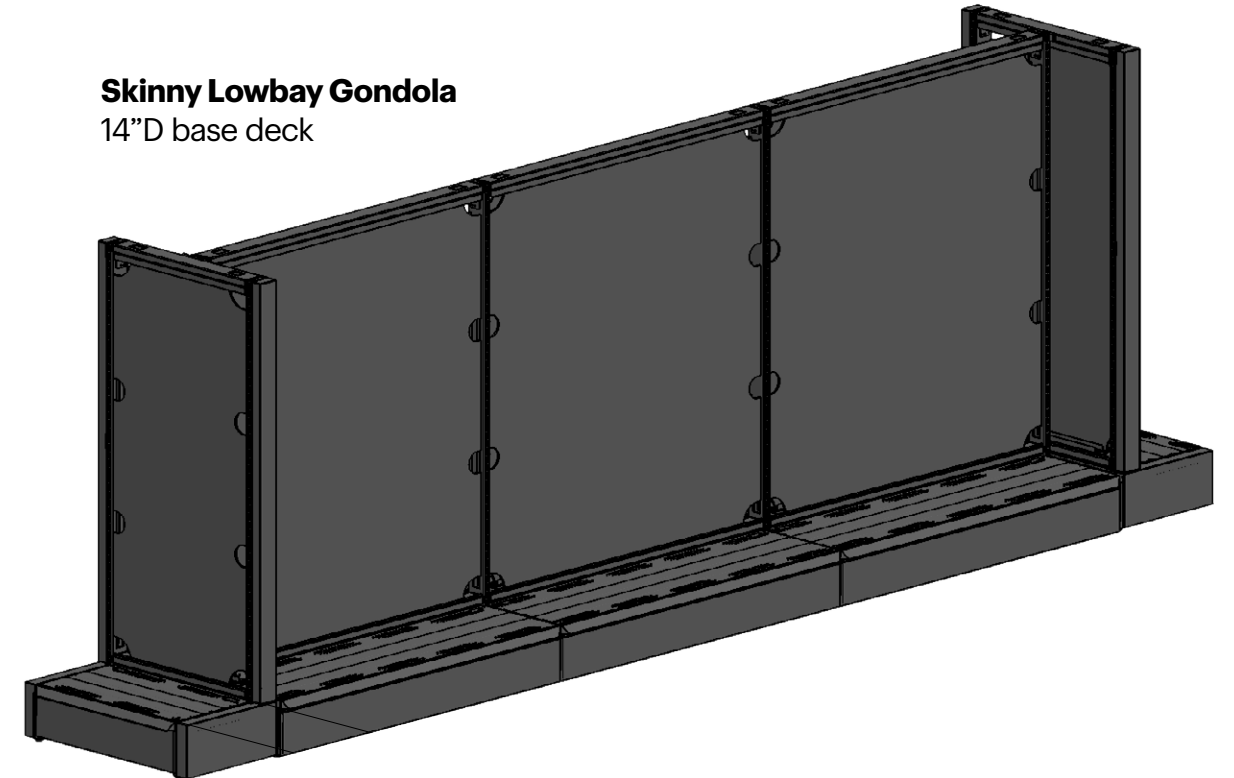
Endcap space
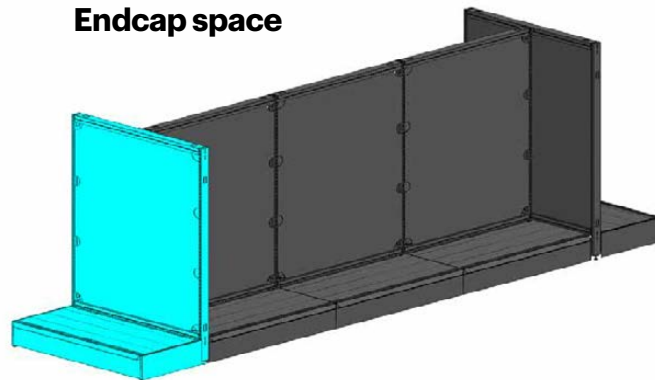
Fixture Varieties

Lowbay gondola endcaps exist in two widths: 2' and 4'. Each store has one or both of these widths. Ask your Best Buy contact which scenarios apply to your display.

Note: *Endcap base deck depths may be referred to as 14" and 24" respectively. Dimensions shown on the right pertain to the merchandisable areas.*

2' Endcap

24

60

7

*12.5

4' Endcap

48

60

7

*22.5
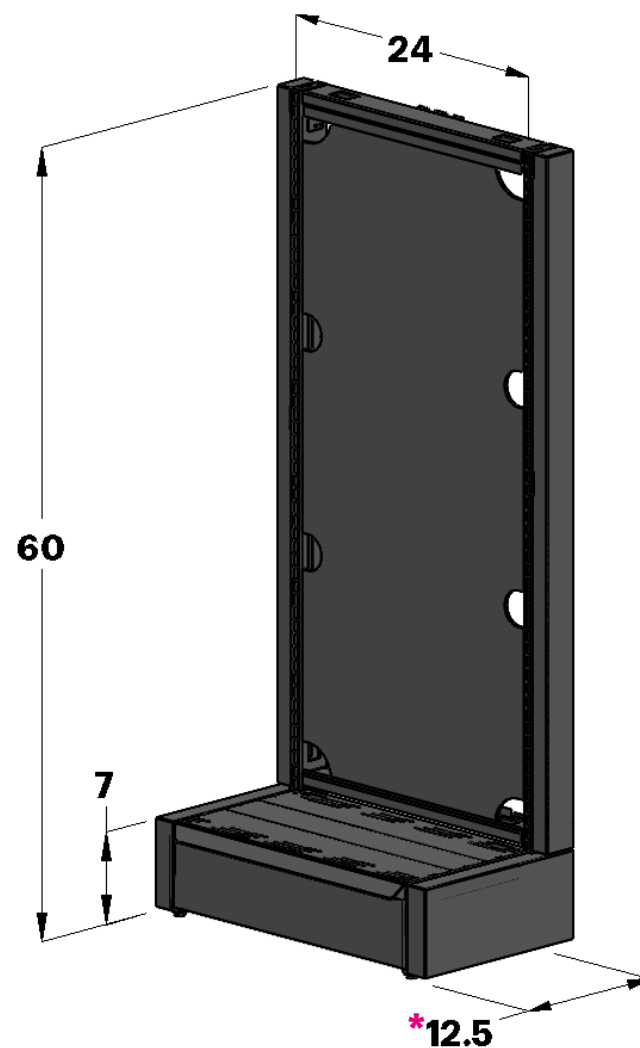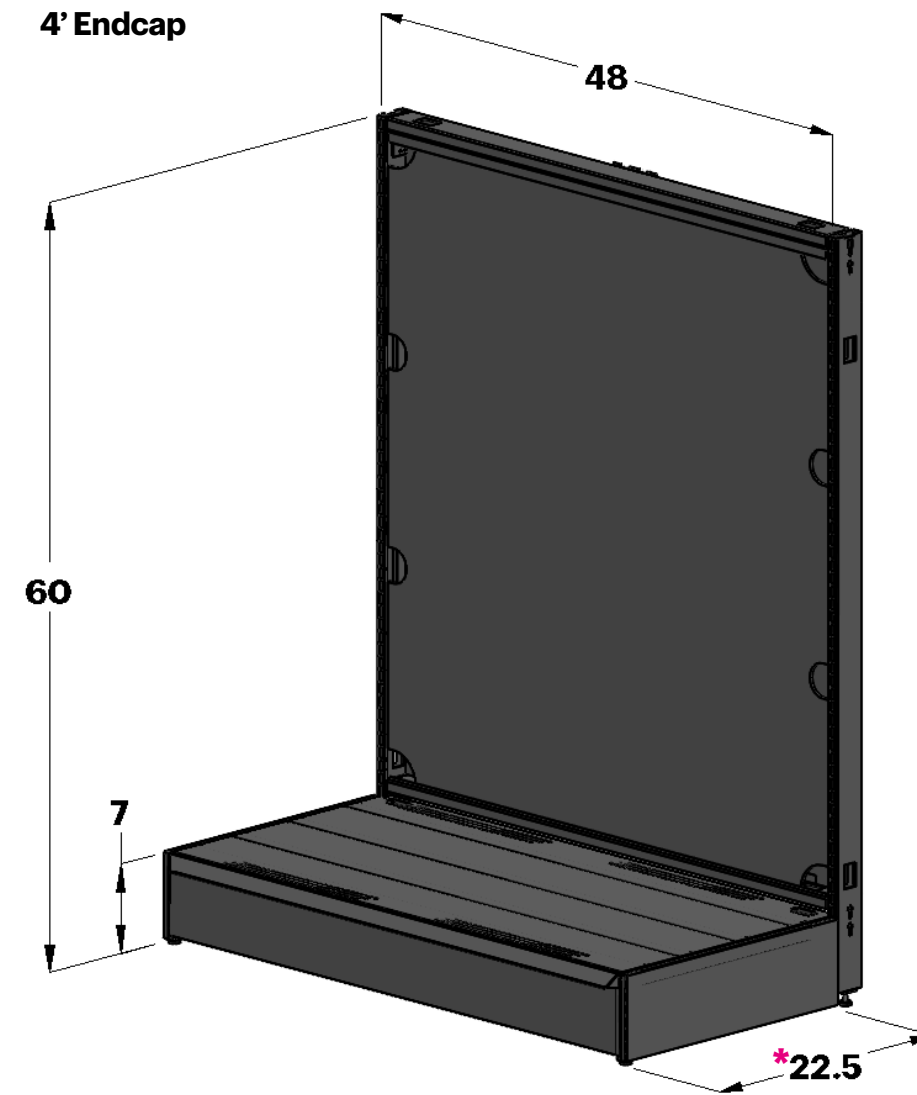
Note: *Base deck depths may vary. Ask your Best Buy contact for details.*

Fixture Accessories (2')

The accessories shown are available in a variety of sizes, each designed specifically for use on 2' lowbay gondola endcaps.

Please ask your Best Buy contact for any part numbers of accessories you'd like to use.

Magnetic Backer Graphic Receptor

Standard Shelf

Universal Shelf

Merchandise Bar

Peg Hook
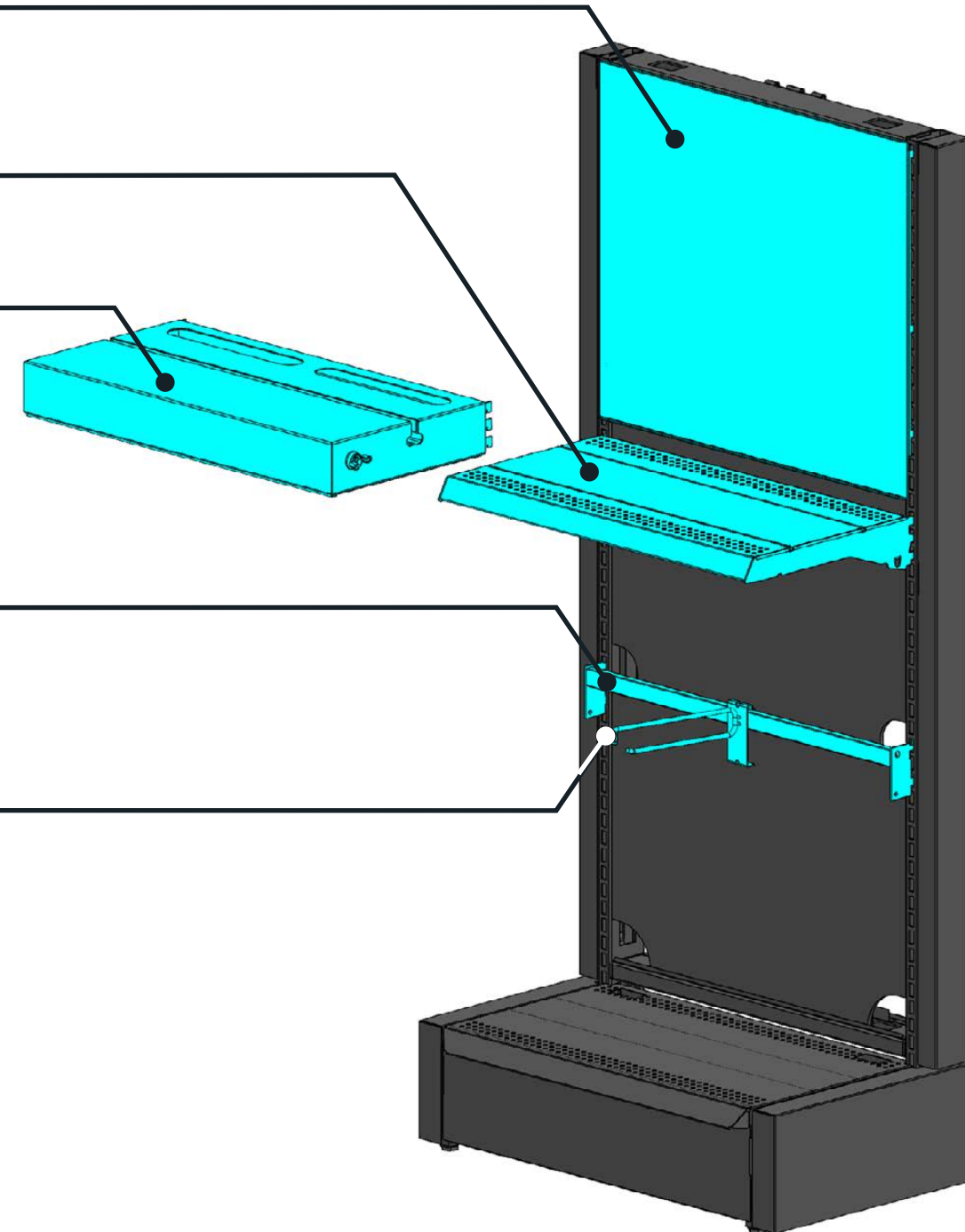
Fixture Accessories (4')

The accessories shown are available in a variety of sizes, each designed specifically for use on 4' lowbay gondola endcaps.

Please ask your Best Buy contact for any part numbers of accessories you'd like to use.

Magnetic Backer Graphic Receptor

Standard Shelf
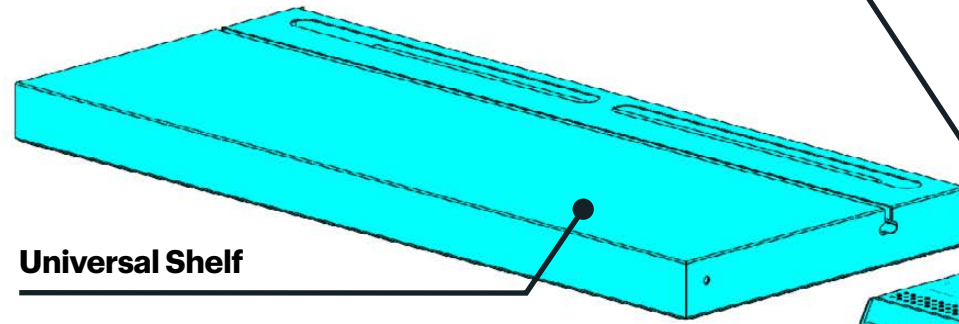
Universal Shelf

Merchandise Bar

Peg Hook
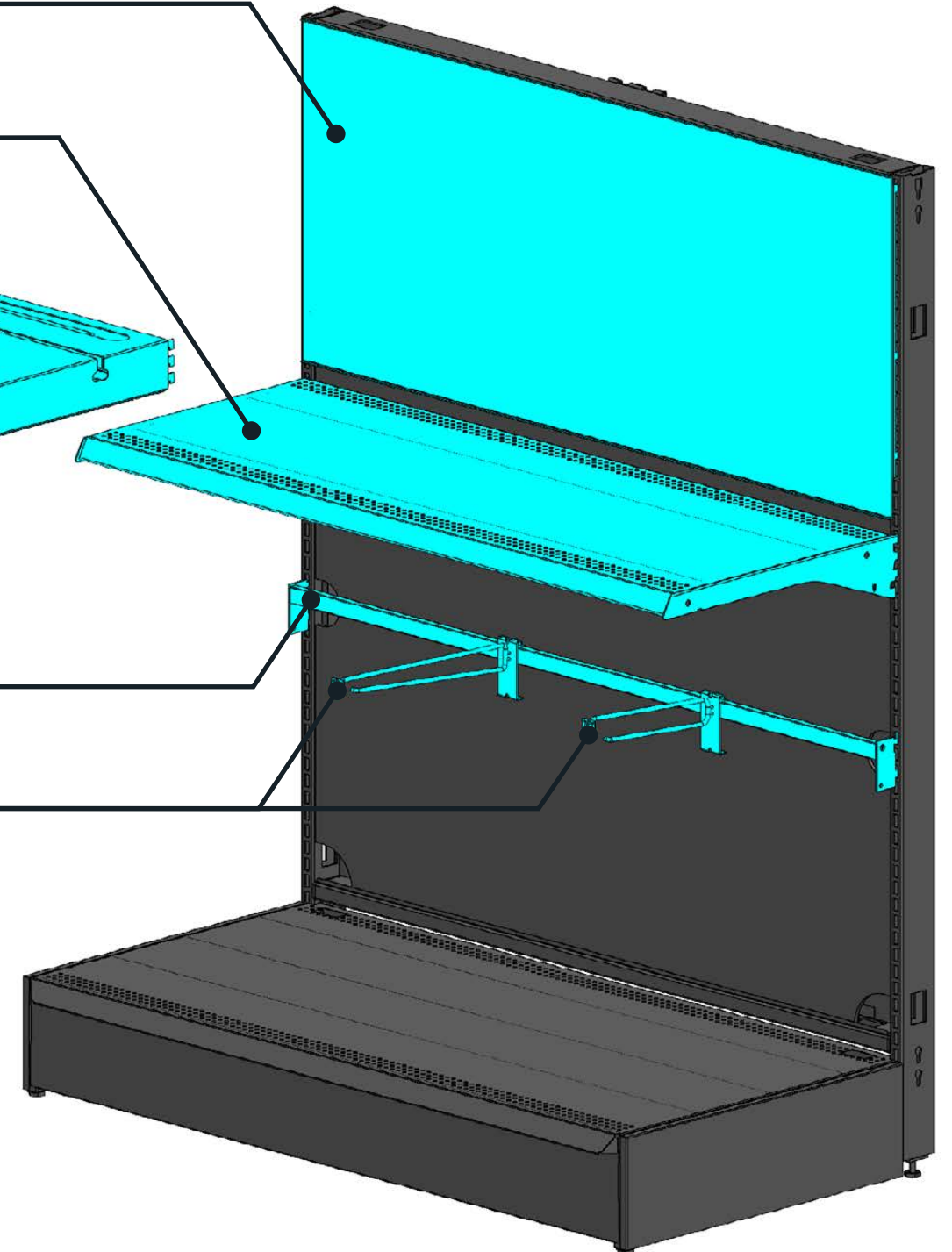
Power and Attachments

Vendor Expectations

- Securely anchor the display to either the shelf or slotted uprights. (See Best Buy's perforated shelves at right).
- Remove any batteries from the product before displaying.
- Connect all power to a power strip that is directly connected to a power receptacle. Power strips cannot be daisy-chained.
- Secure demo product using approved tethers, recoilers, mechanical fasteners or security devices.
- Purchase electronic security devices from an approved vendor noted in the Technology Design Standards.
- Neatly organize or hide additional power cords, plugs, etc. to avoid clutter and cord drape.
- Use permitted forms of lighting only. No backlighting, downlighting or under-cabinet lighting is permitted. Other forms of lighting—including illumination emitted from display products and monitors—are allowed.

! Find more details and dimensions in this guide on Partner Portal:

Technology Design Standards

Power Pass-Through on Backer

Shelf Anchoring

Base Deck

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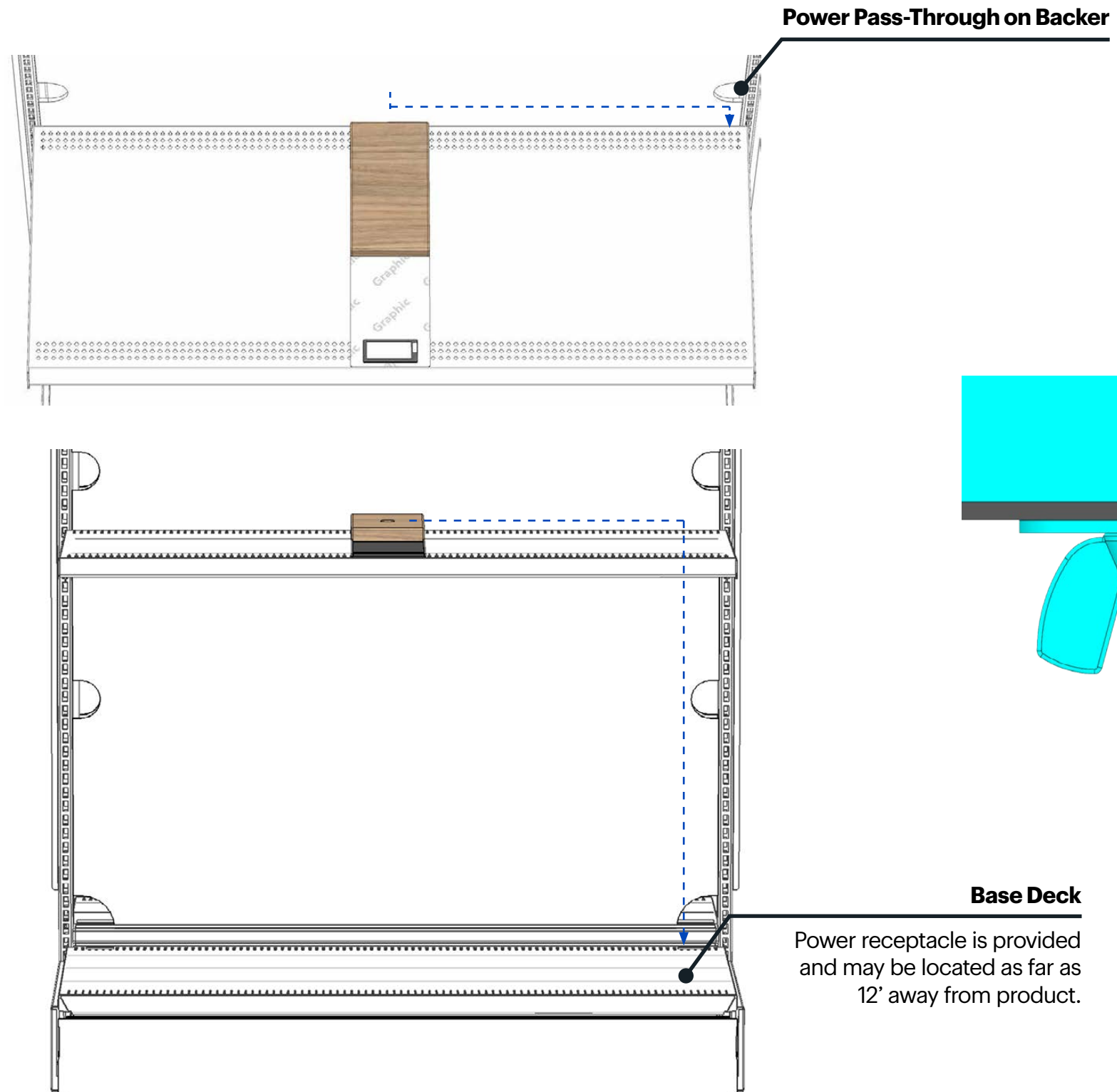
Graphics

The size of your graphics will vary based on your choice of merchandising options (see next page). Ask your Best Buy contact for any dimensions needed.

Vendor Expectations
- Display your signage within the width, depth and height (max. 60") of the endcap fixture.
- Include your logo in the top 6" of your display. Logo may be illuminated, if desired.
- Keep copy a minimum of 20" above the ground.

Best Practices
- Ensure the product is the hero of the presentation; all signage and collateral should act in support.
- Feature each signage element at its most impactful moment of the customer's journey. (i.e. Copy-heavy signage should fall after a customer's engagement with the product.)

! Find more details and dimensions in these guides on Partner Portal:

Copy & Claims

Vendor Signage

2' Endcap

4' Endcap

Merchandising

Vendor Expectations

- Choose Demo, Display, Dead Mock Display or Velocity merchandising.

  Demo: An out-of-box product feature that allows for an interactive experience.

  Display: A non-interactive product intended to show materiality, form factor, colorways and sizing.

  Dead Mock Display: A non-interactive 3D model of salable product intended to show form factor, colorways and sizing.

  Velocity: A collection of packaged products neatly displayed on pegs or shelves.

- Display your products and signage within the width, depth and height (max. 60") of the endcap fixture.
- Include an electronic shelf label (ESL) for each product.
- Get approval from Best Buy's Technology Design Lab for working technology components (audio, video, etc).

Note: *Printed representations of products are not permitted.*

! Find more details and dimensions in these guides on Partner Portal:

ESL Pricing

Technology Design Standards

Demo

Display

Dead Mock Display

Velocity

Fixture Parts

Refer to the part numbers below when ordering any necessary components:

Fixture Assembly	Best Buy Part Number
Dreamstate Endcap with Lowbay	R0005
2' Lowbay Gondola Endcap with 14" Base Deck	R0017
2' Lowbay Gondola Endcap with no Base Deck	R0018
4' Lowbay Gondola Endcap with 12" Base Deck	R0006
4' Lowbay Gondola Endcap with 24" Base Deck	R0007
4' Lowbay Gondola Endcap with no Base Deck	R0008

6. Perimeter Racking

C19 and 15K Vendor Guidelines
Black perimeter racking – Parts list
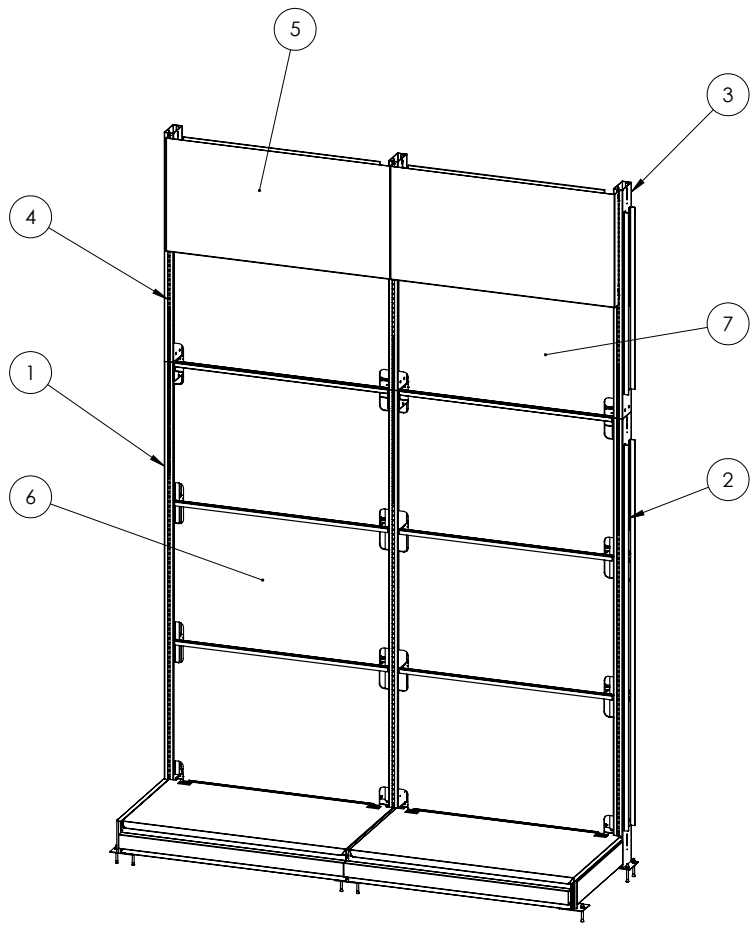
ITEM NO.	PART NUMBER	DESCRIPTION	QTY.
1	1012965	ASSY, PERIMETER RACKING, 4' X 8' - STARTER	1
2	1012966	ASSY, PERIMETER RACKING, 4' X 8' - ADD-ON	1
3	1012971	ASSY, ADD-ON, 4' PERIMETER RACKING EXTENSION	1
4	1012972	ASSY, STARTER, 4' PERIMETER RACKING EXTENSION	1
5	1013768	PERIMETER WALL HEADER - BLANK	2
6	1012975	PANEL, PERIMETER RACKING BACKER - 45.875" X 28.875"	6
7	1012978	PANEL, PERIMETER BACKER, 4' EXTENSION	2

DATE: 12/17/20	PROJECT:	REV.:	
SHEET: 1 of 4	BLACK PERIMETER RACKING		BEST BUY

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	PROJECT:	REV.:
SHEET: 2 of 4	BLACK PERIMETER RACKING	BEST BUY

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
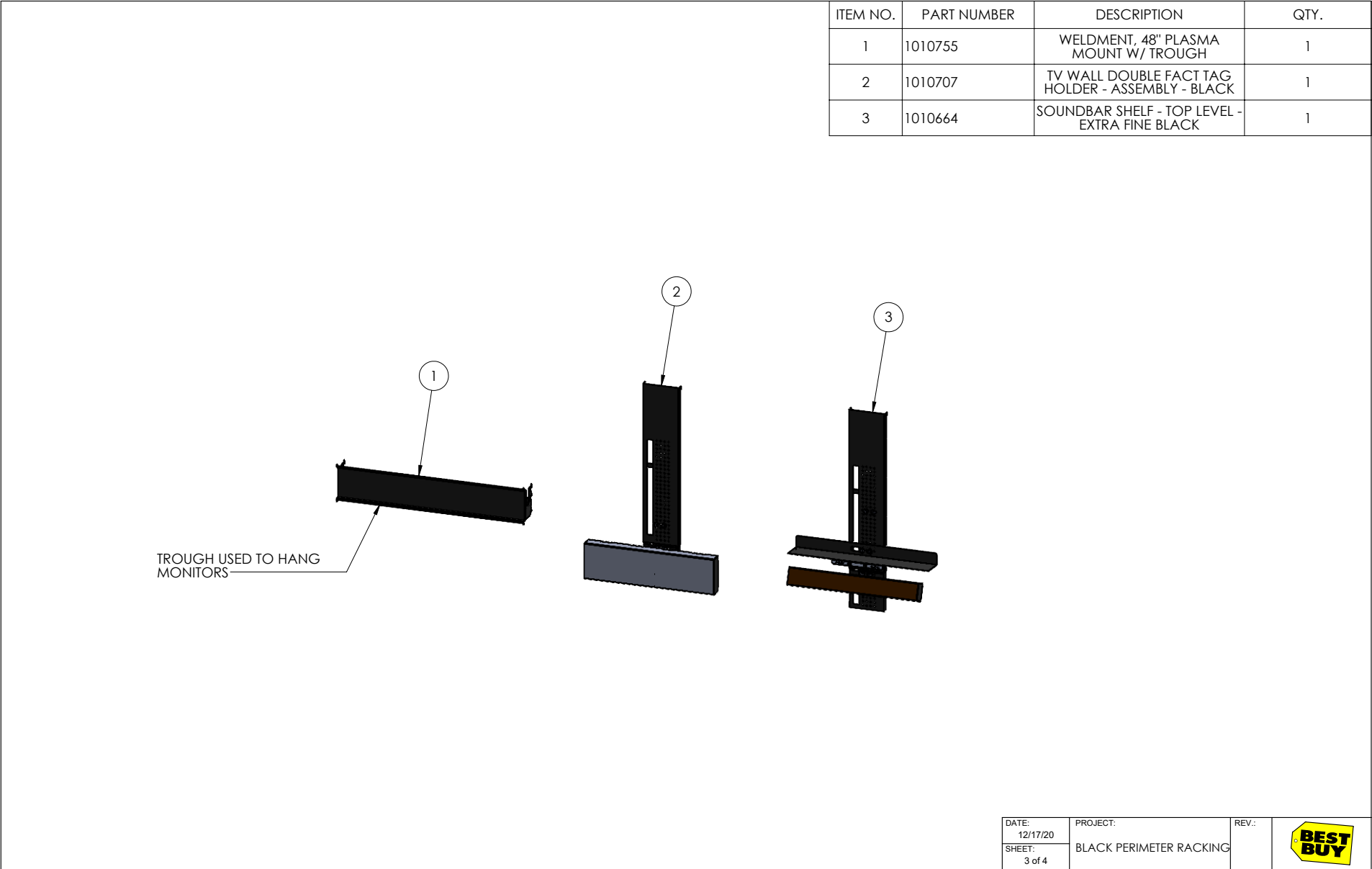
TROUGH USED TO HANG MONITORS

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

C19 and 15K Vendor Guidelines
Black perimeter racking

26.50
VENDOR SPACE

24.00

143.88

112.00
VENDOR SPACE

48.00
VENDOR SPACE PER SECTION

DATE:	PROJECT:	REV.:	
12/17/20	BLACK PERIMETER RACKING		BEST BUY
SHEET:			
4 of 4			
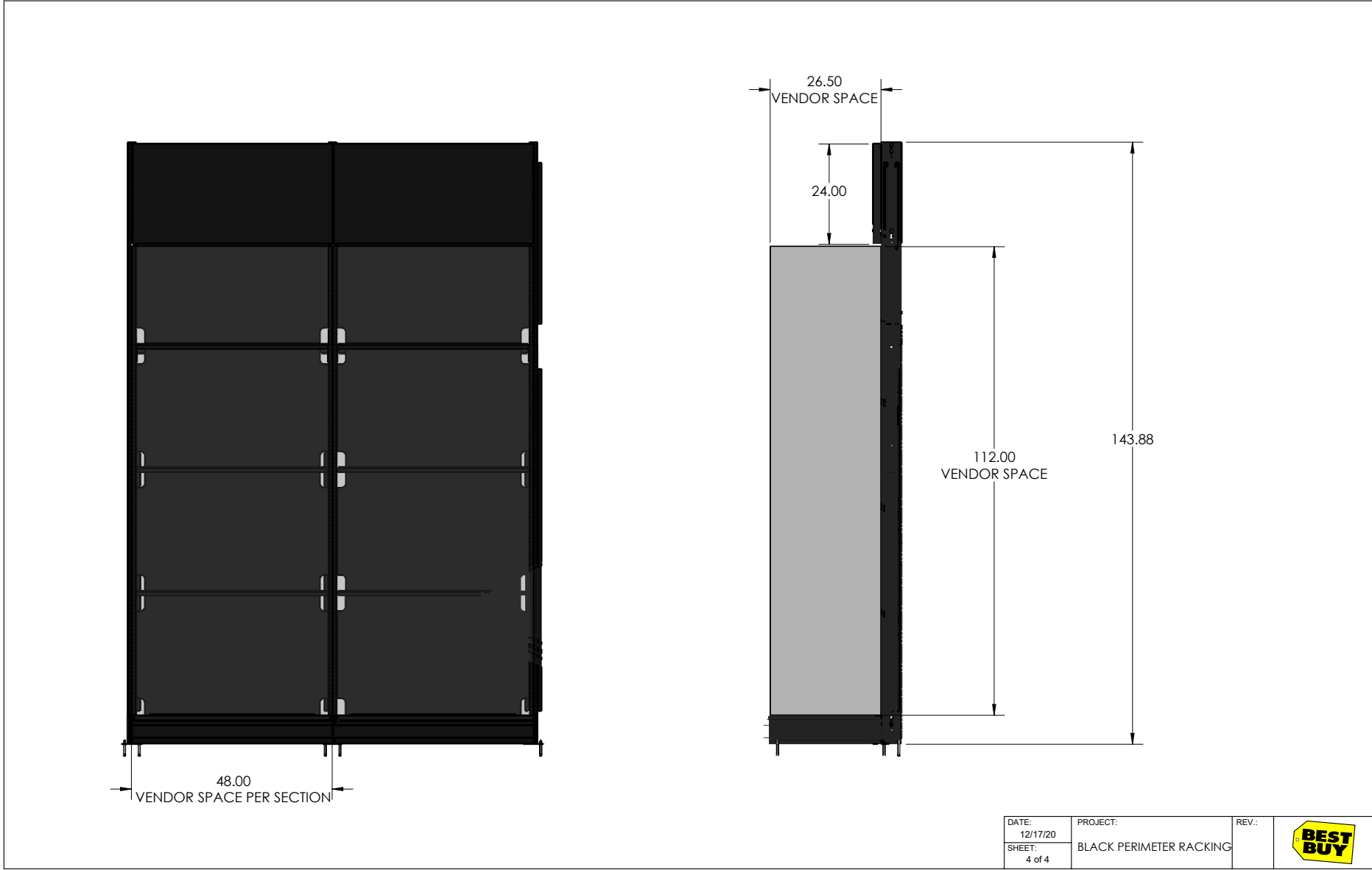
C19 and 15K Vendor Guidelines
Black perimeter racking

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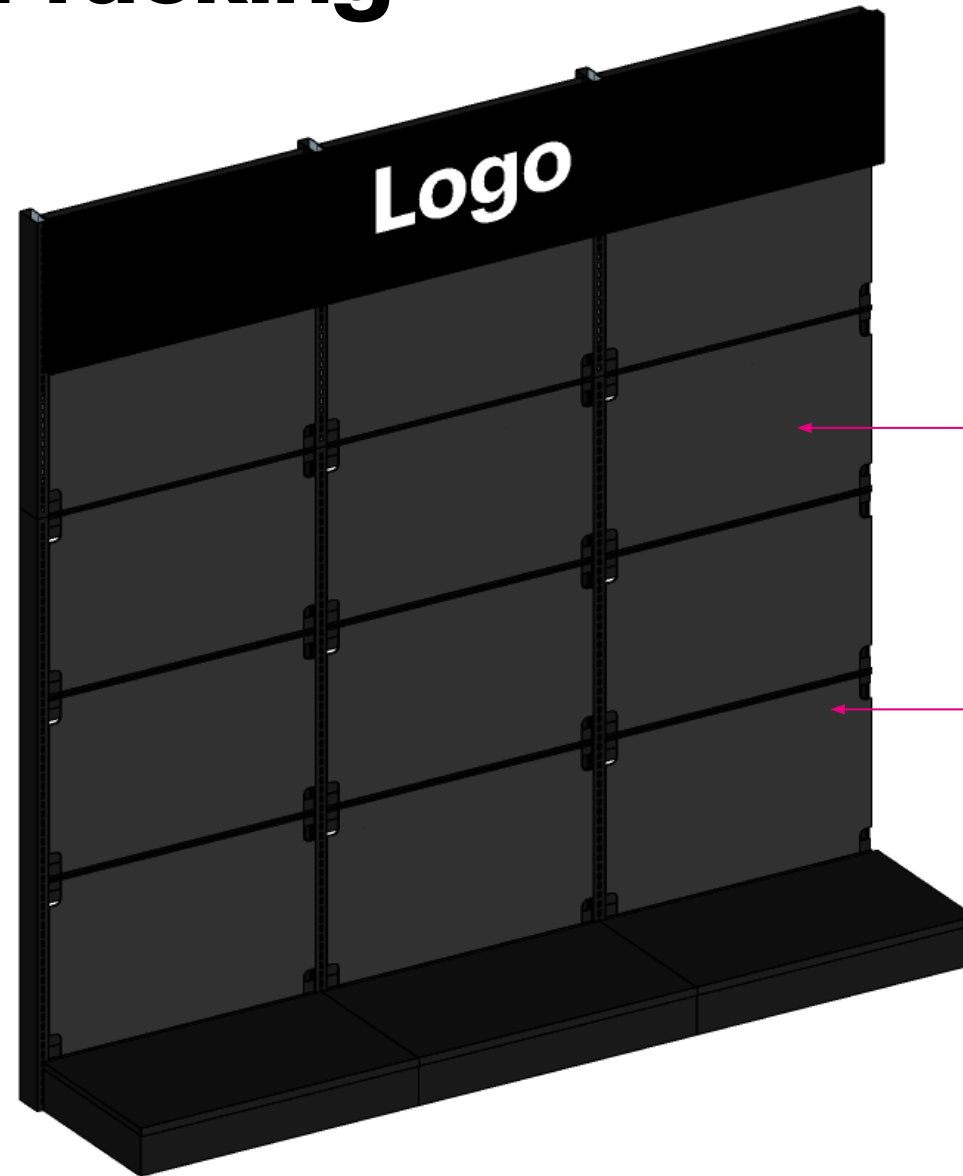
Graphic Options
- Lightbox(es)
- Static graphic(s) (styrene, fabric, etc.)
- Monitor(s), BBY has a monitor

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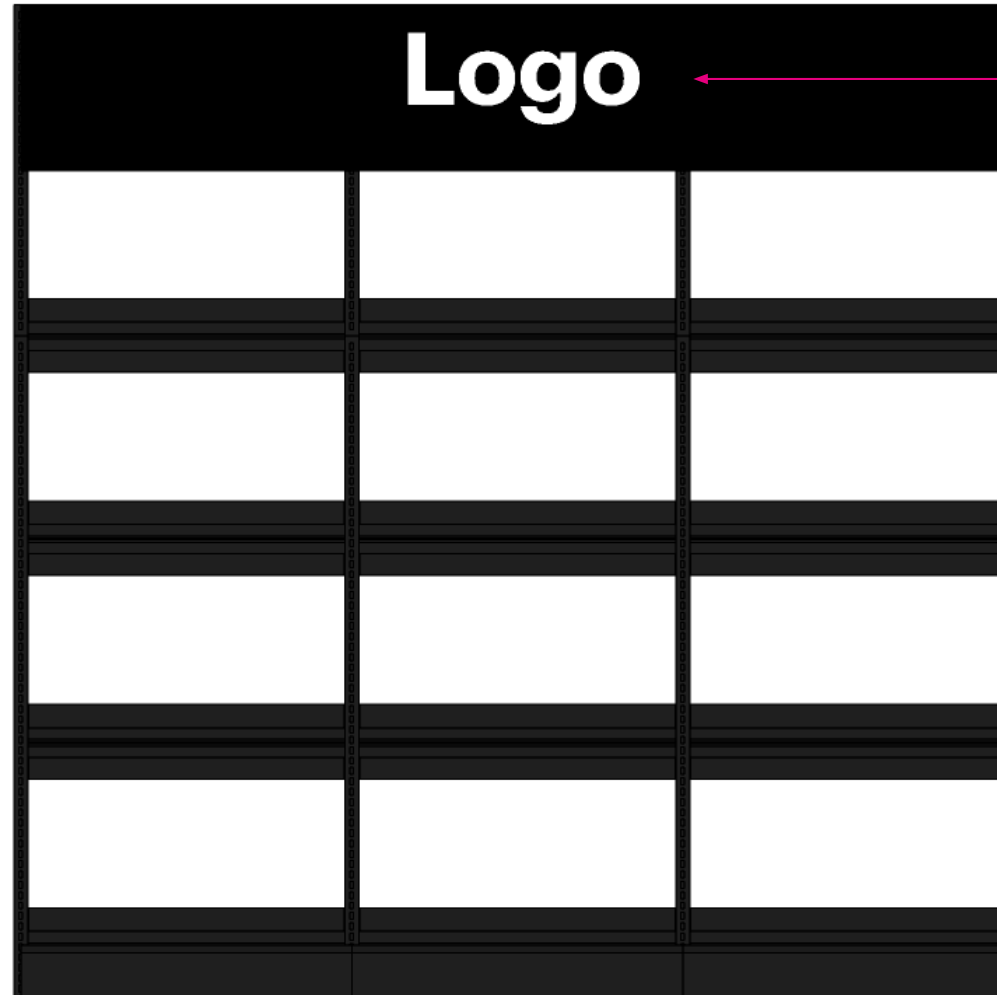
Black band lit logos (BBY provided, vendor-approved artwork)

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

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

Monitor mounting system with soundbar shelf and platform for pricing

Monitor mounting system with double platform for pricing between 2 TVs

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

Graphics and product display all VPP

1
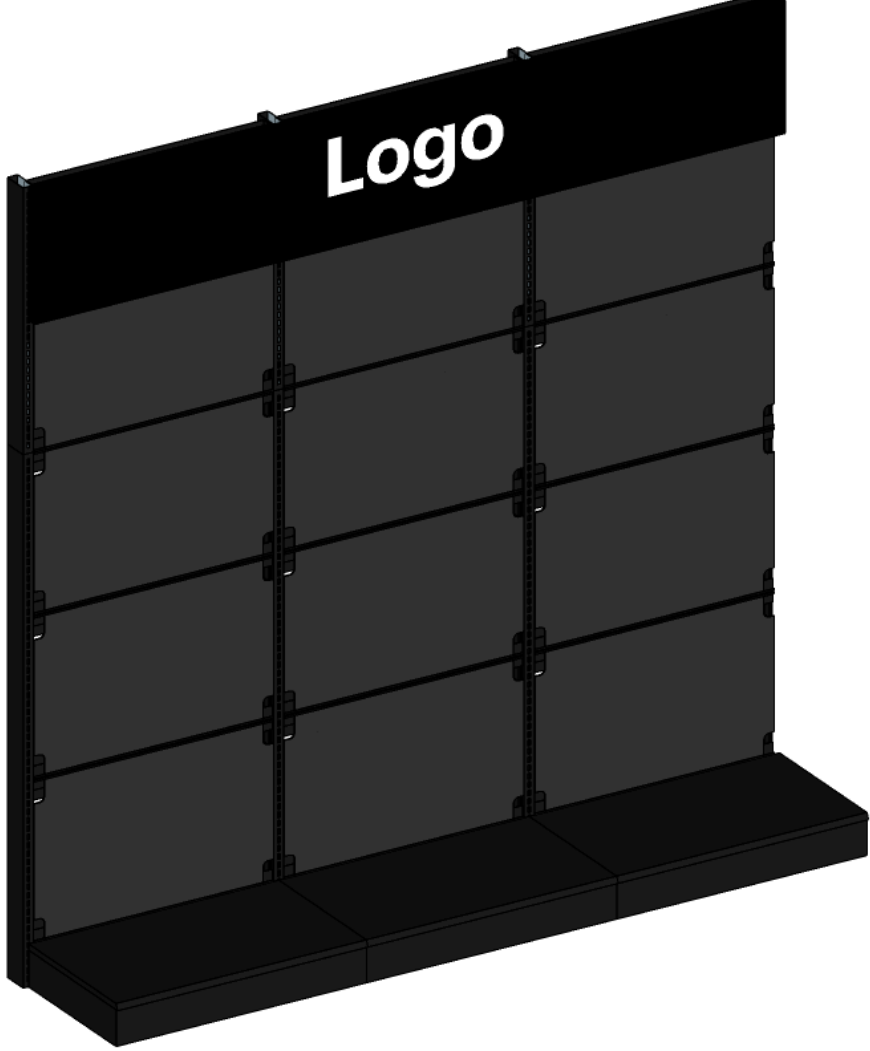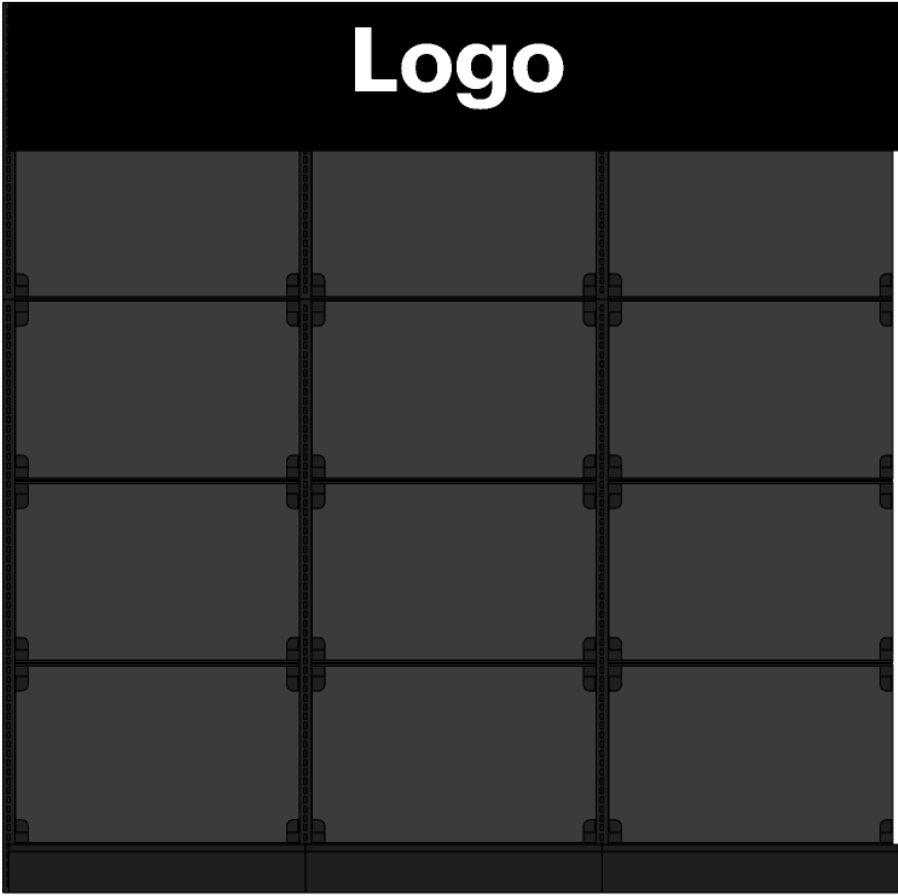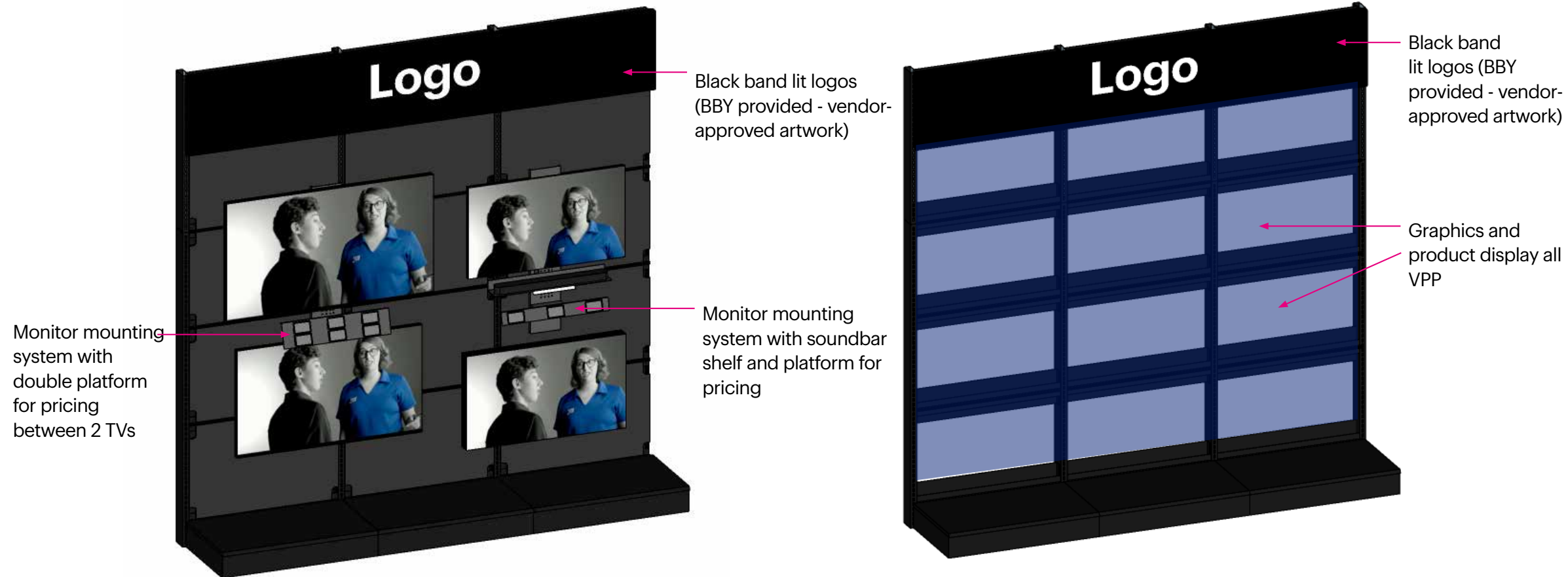
Utilizing BBY black 4-foot-on-center perimeter racking and BBY merchandising kit of parts (visual is for inspiration only, vendor can mix and match merchandising fixtures as desired)

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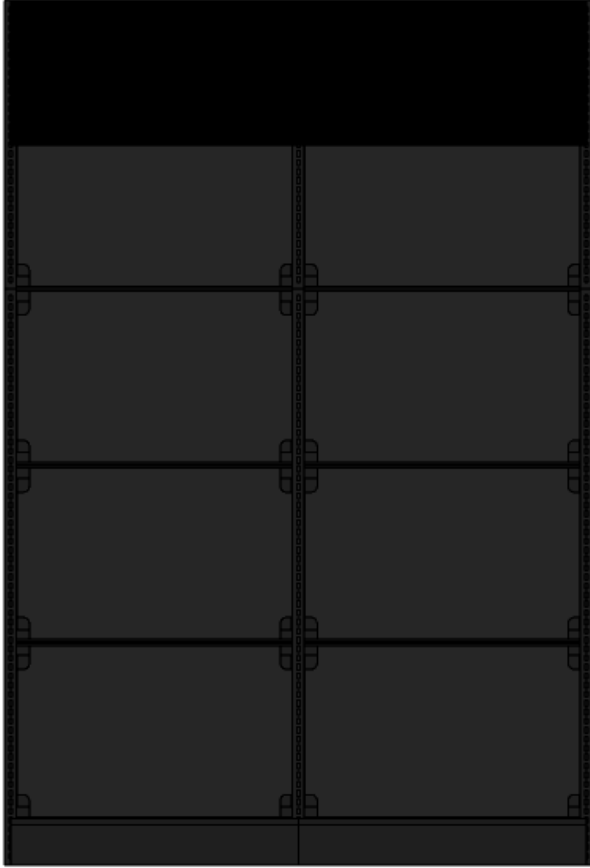
Black 4-foot-on-center perimeter racking with BBY specified finish for backers (Gem-Lite Stone Grey)

2
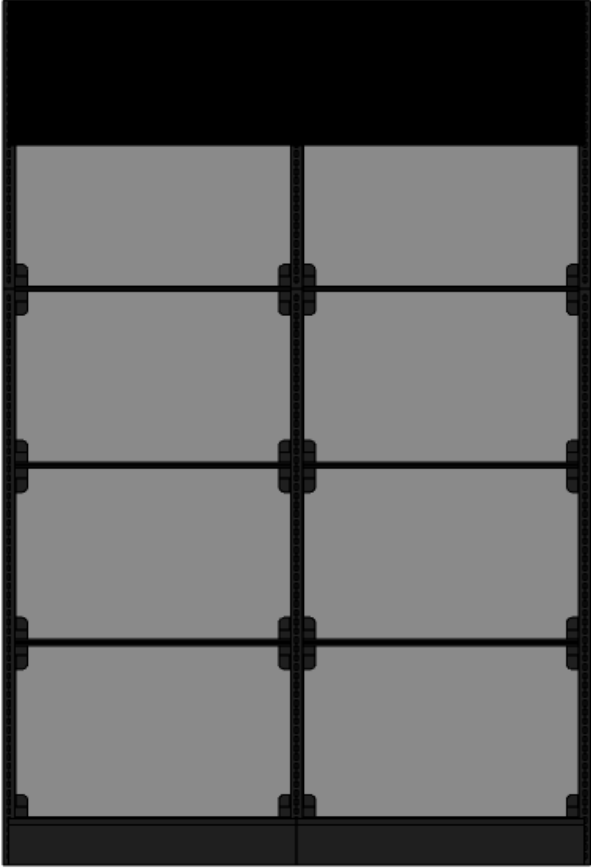
Black 4-foot-on-center perimeter racking with vendor spec finish for backers

3
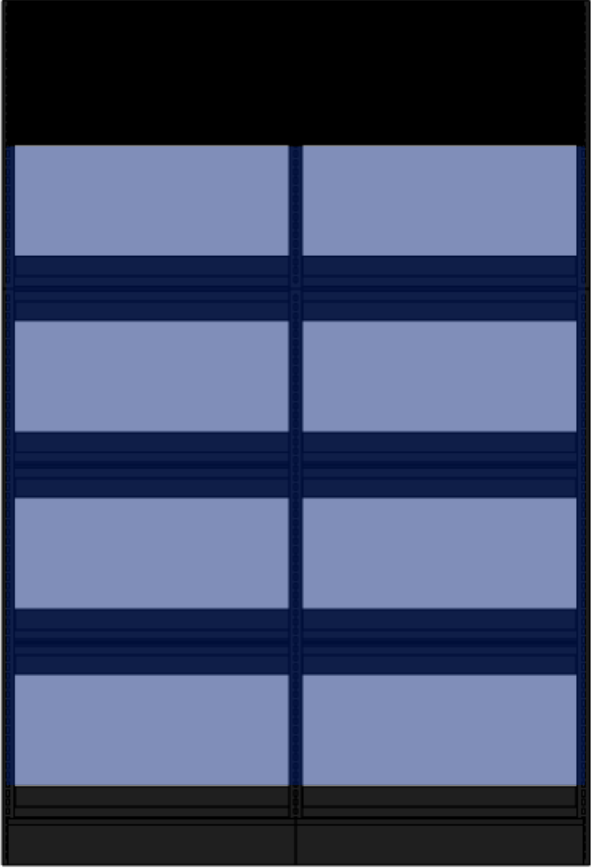
Black 4-foot-on-center perimeter racking with unique-to-vendor VPP backdrop

C19 and 15K Vendor Guidelines
Black perimeter racking
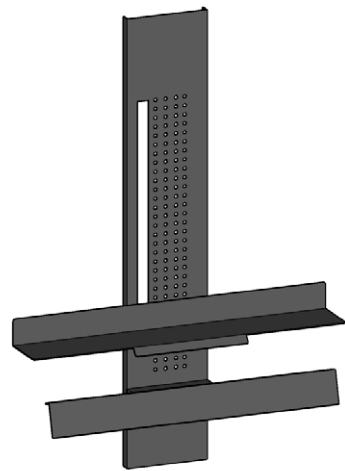
1

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

Note:
See ESL guidelines, provided by Best Buy, for ESL placement and what is used to attach the ESL price tags.
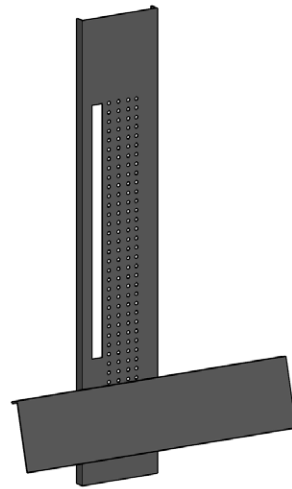
2

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

7. 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

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

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

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

SCALE: 1:64	DRAWING NO.:	REV.:
SHEET: 2 of 3		

C19 and 15K Vendor Guidelines
Black wall standards

COPYRIGHT © - SEE SHEET 1

18.00 VENDOR SPACE

24.00

119.00
VENDOR SPACE

144.25

34.00
VENDOR TABLE

24.00 VENDOR TABLE

NOTE:
CAN ONLY COME OUT TO 24" IF USING A
TABLE THAT GOES TO THE FLOOR AND HAS SIDES FOR
ADA COMPLIANCE

ITEM NO.	PART NUMBER	DESCRIPTION	QTY.
1	1013990	BLACK WALL STANDARDS DISPLAY - STARTER	1
2	1013989	BLACK WALL STANDARDS DISPLAY - ADD-ON	2
3	1016243	4FT. WALL STANDARDS DISPLAY - STARTER	1
4	1016242	4FT. WALL STANDARDS DISPLAY - ADD ON	2
5	1013768	PERIMETER WALL HEADER - BLANK	3
6	1012975	PANEL, PERIMETER RACKING BACKER - 45.875" X 28.875"	6
7	1012978	PANEL, PERIMETER BACKER, 4' EXTENSION	3
8	1017053	TUBE, ADD-ON UPRIGHTS - BLACK WALL STANDARDS DISPLAY	6
9	1017054	PANEL, PEGBOARD, HOOK IN - BLACK WALL STANDARDS DISPLAY	3

SCALE: 1:32	DRAWING NO.:	REV.:	BEST BUY
SHEET: 3 of 3			

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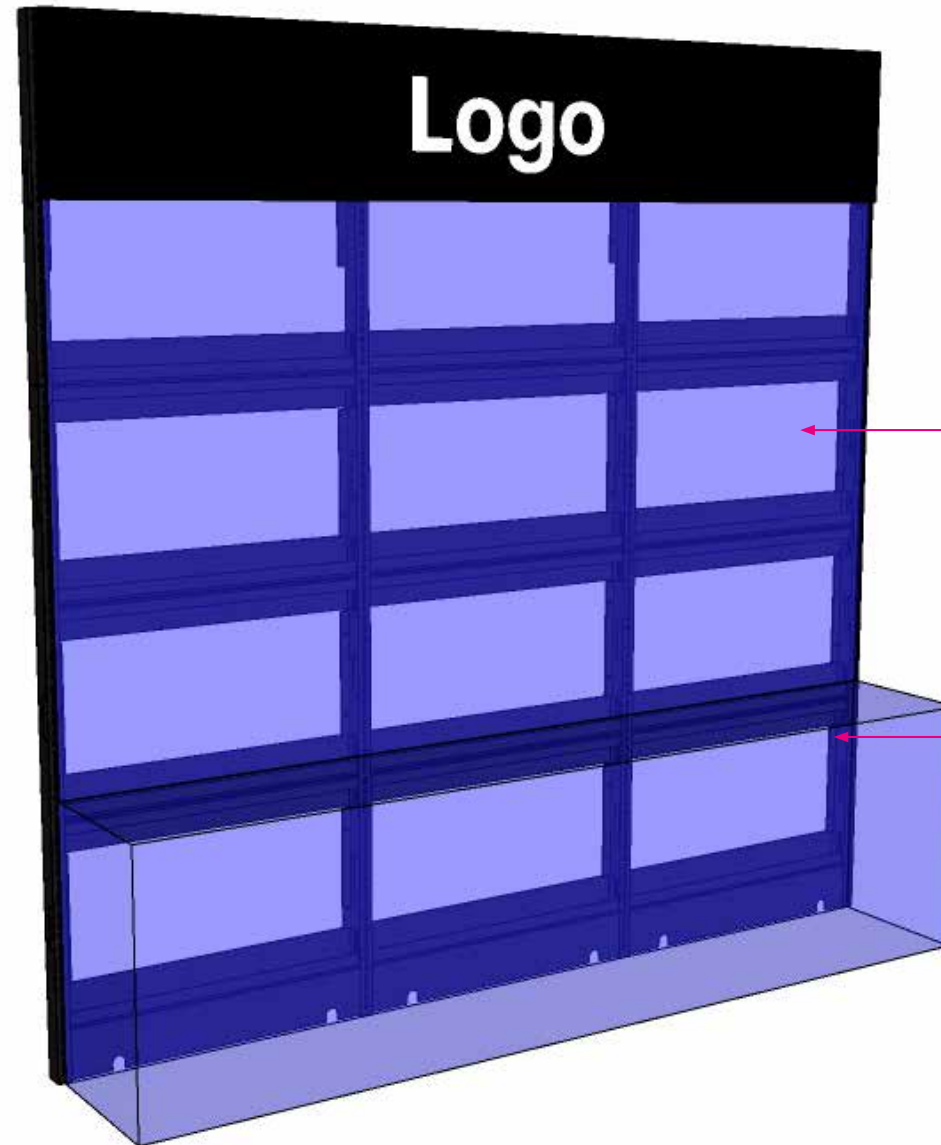
Graphic options
- lightbox(es)
- static graphic(s) (styrene, fabric, etc.)
- monitor(s), BBY has a monitor

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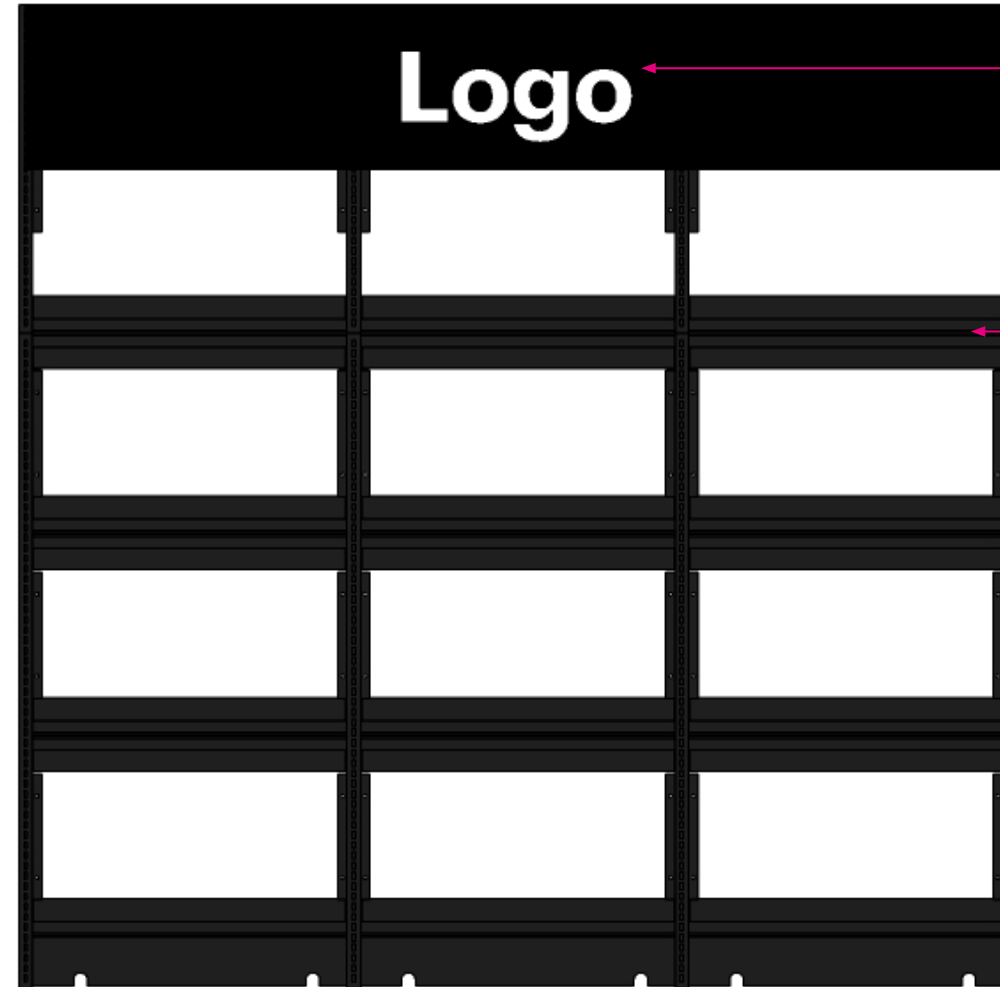
Black band lit logos (BBY provided, vendor-approved artwork)

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

Logo

black band lit logos
(BBY provided -
vendor-approved
artwork)

black wall standards

peg board panel

graphic opportunity
areas (VPP)

black shelf (depth
options: 10.5", 12",
14", 18")

48" on center
merchandising
bar with peg
hooks

merchandising bar and
peg hooks

flat panel (BBY spec
finish)

1
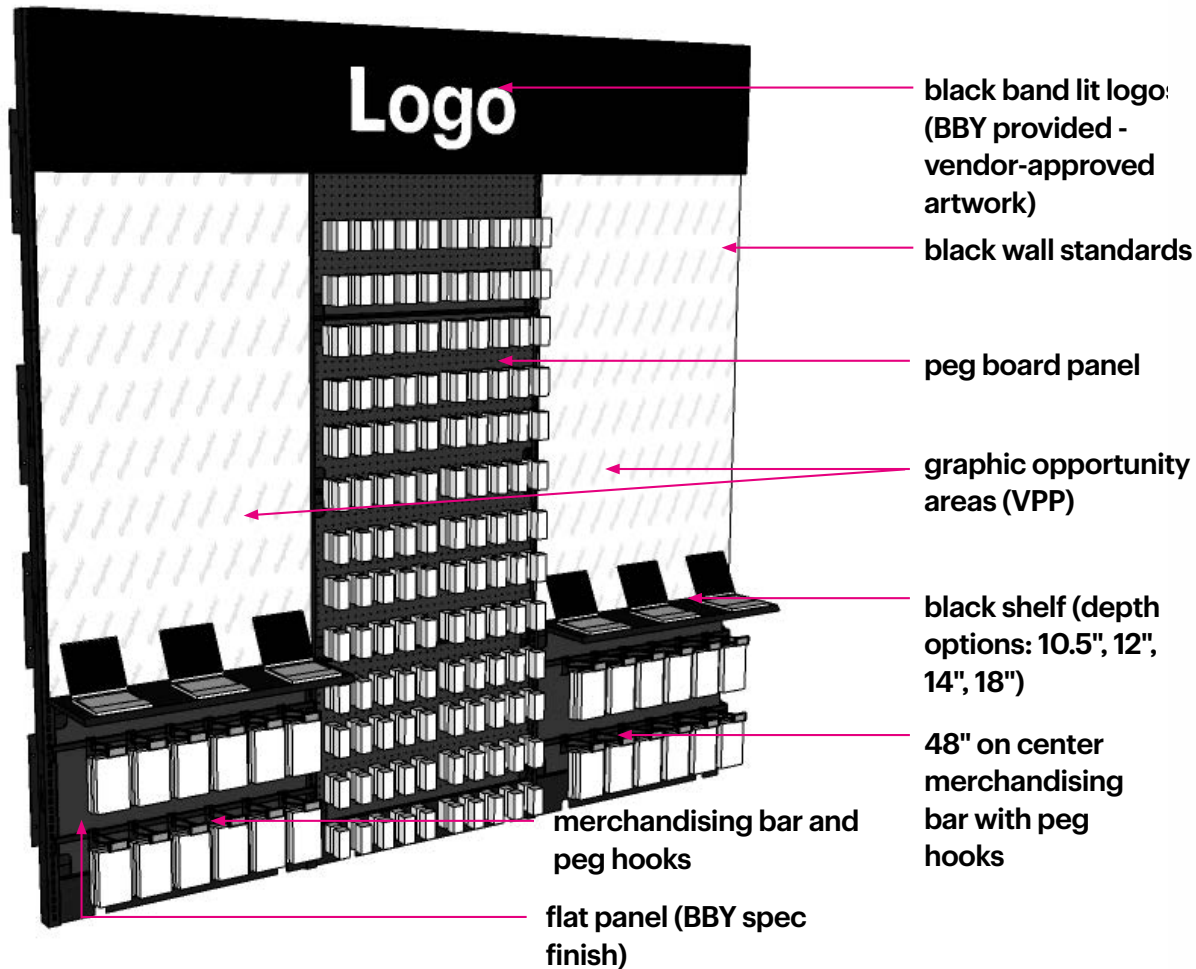
Utilizing BBY black 4-foot-on-center wall
standards and BBY merchandising kit of parts
(visual is for inspiration only, vendor can mix and
match merchandising fixtures as desired)

Logo

black band
lit logos (BBY
provided - vendor
approved artwork)

black wall standards

graphics and
product display all
VPP

2
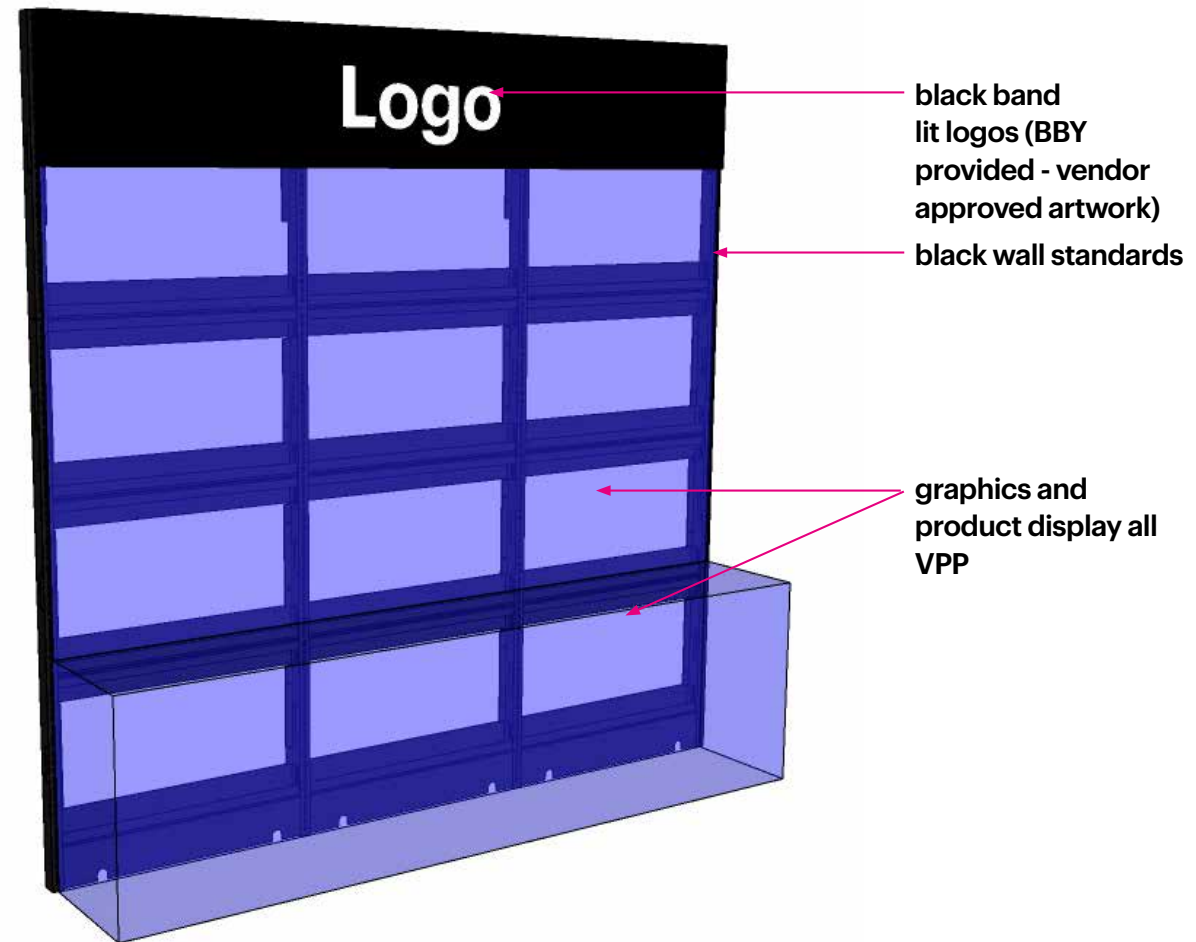
Utilizing BBY black 4-foot-on-center
wall standards and creating a VPP
to outfit the rest of the space

C19 and 15K Vendor Guidelines
Black wall standards

1
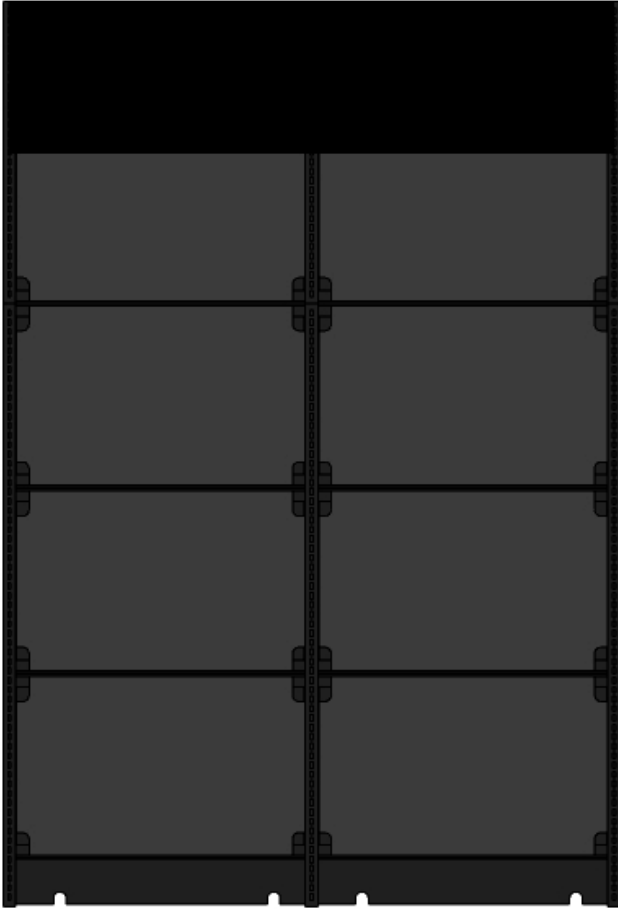
Black 4-foot-on-center wall
standards with BBY-specified finish
for backers (Gem-Lite Stone Grey)

2
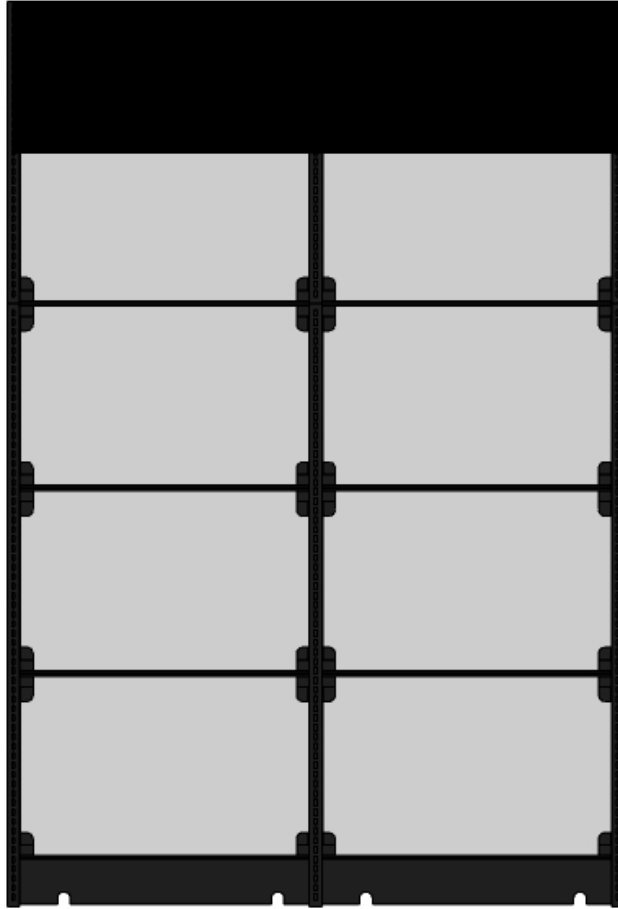
Black 4-foot-on-center wall
standards with vendor spec finish
for backers

3
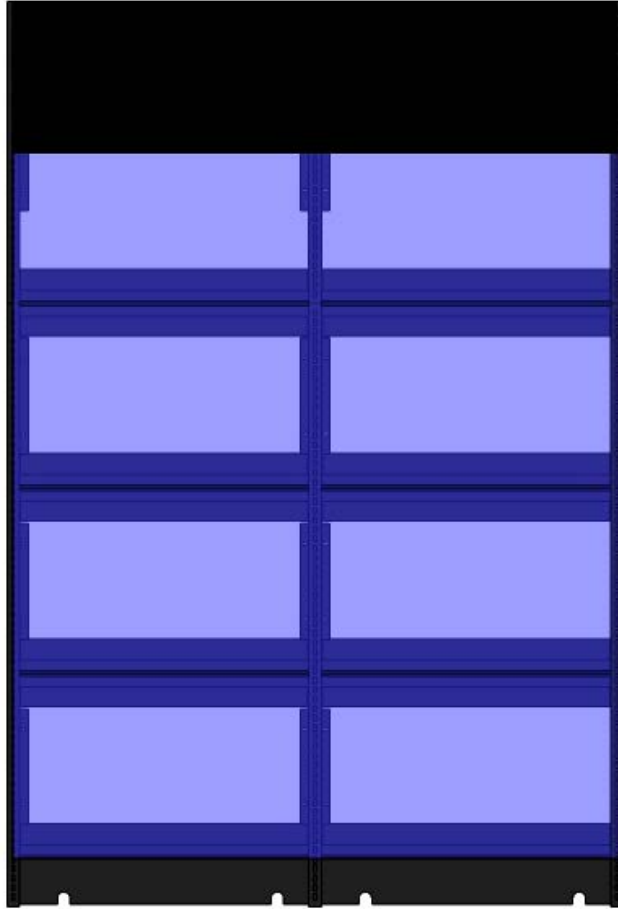
Black 4-foot-on-center wall
standards with unique-to-vendor
VPP backdrop

C19 and 15K Vendor Guidelines
Black wall standards
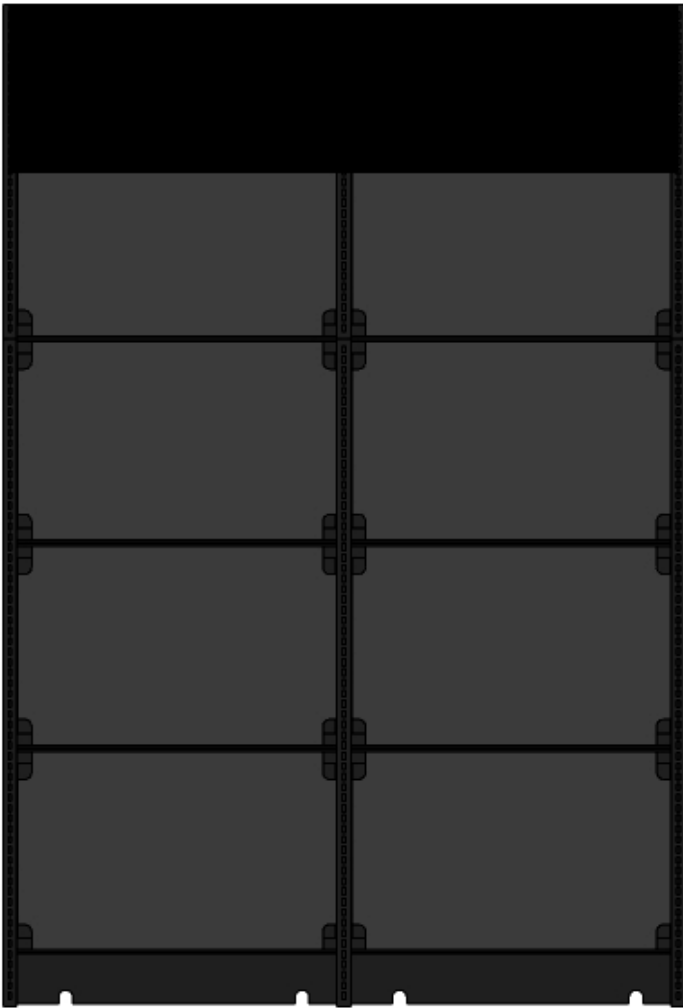
Backer options
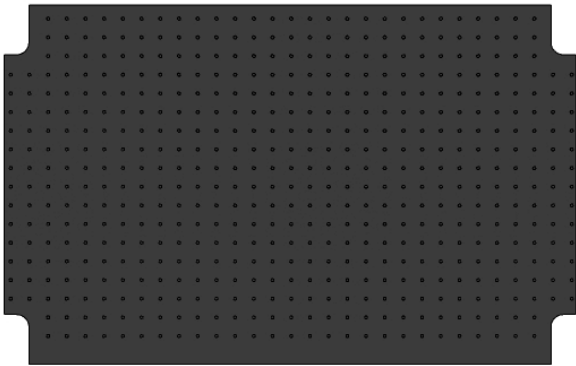
1

pegboard panel

2

flat panel

C19 and 15K Vendor Guidelines
Black wall standards

1

48" on center merchandising bar + peg hooks

3
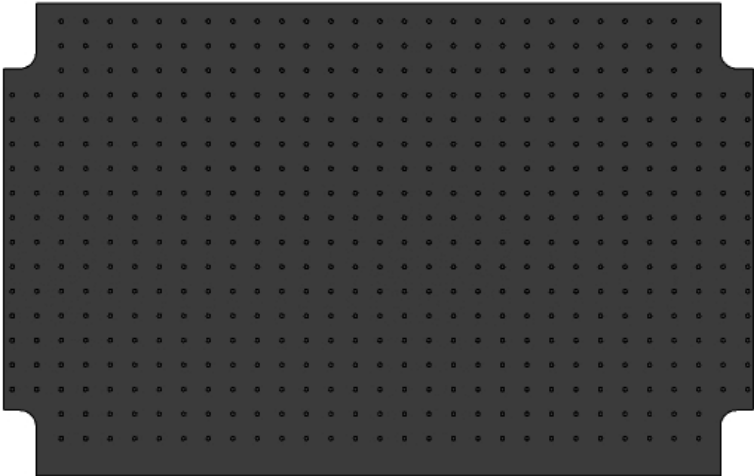
pegboard backer + peg hooks

5

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

2

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

4
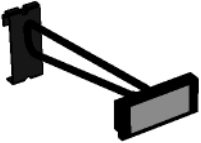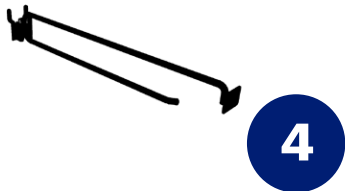
peg hooks for pegboard panel
- 4" black
- 8" black
- 12" black
- 16" black

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)

metal door option

glass door option

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

8. Shelf Dimensions & Perf Patterns

BEST BUY SHELF DETAILS			MERCHANDISING AREA	
SHELF COMMON NAME	EPDM NUMBERS	FINISH	W (INCHES)	D (INCHES)
10.5" X 48"	1016891	BLACK	47.7	10.4
10.5" X 24"	1017727	BLACK	23.7	10.4
12" X 48"	1014797	BLACK	47.7	11.9
	1016889	WHITE		
12" X 24"	1017788	BLACK	23.7	11.9
	1022211	WHITE		
14" X 48"	1012248	BLACK	47.7	13.7
	1021561	WHITE		
	1008678	SILVER		
14" X 24"	1012247	BLACK	23.7	13.7
	1008677	SILVER		
18" X 48"	1012249	BLACK	47.7	17.7
	1021562	WHITE		
	1008683	SILVER		
18" X 24"	1012250	BLACK	23.7	17.7
	1008687	SILVER		
22" X 48"	1012251	BLACK	47.7	21.7
	1008693	SILVER		
22" X 24"	1012252	BLACK	23.7	21.7
	1008695	SILVER		

W

MERCHANDISING AREA

DIMENSIONS IN INCHES

3 ROWS OF 46 FOR 24" WIDE
3 ROWS OF 94 FOR 48" WIDE
ALONG FRONT AND REAR OF SHELF

.217 TYP

.500

.500

SHELF DIAMOND PERF PATTERN
SCALE 1:1

.67

.65

1.38

.72

DIAMOND PERF POSITION
RELATIVE TO EDGES OF SHELF

22" METAL SECURITY CABINET / SHELF

ALL REAR PERFS ARE
AVAILABLE TO USE

PERF WITH THE RECTANGLES AROUND THEM (3RD ROW)
ARE THE ONES TO USE FOR ATTACHING DISPLAYS

47.23

25.23

22.73

2.77

19.44

19.44

0.56

3.54

18.51

19.01

19.51

21.66

14.54

8.33

1.60

A

2.23

15.73

17.73

30.23

32.23

45.73

0.22

0.22

0.50 TYP

0.50 TYP

DETAIL A
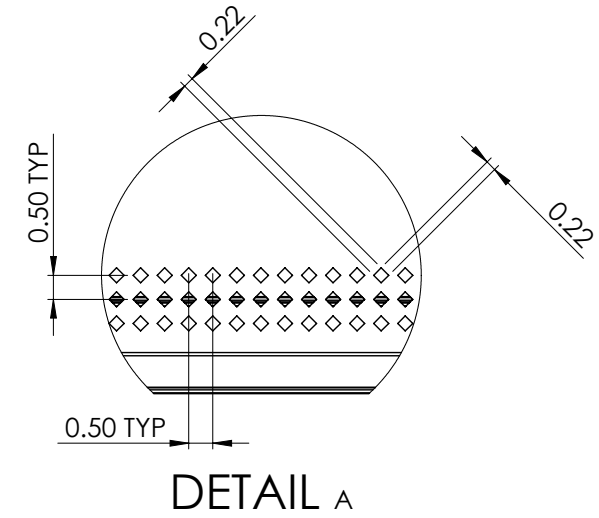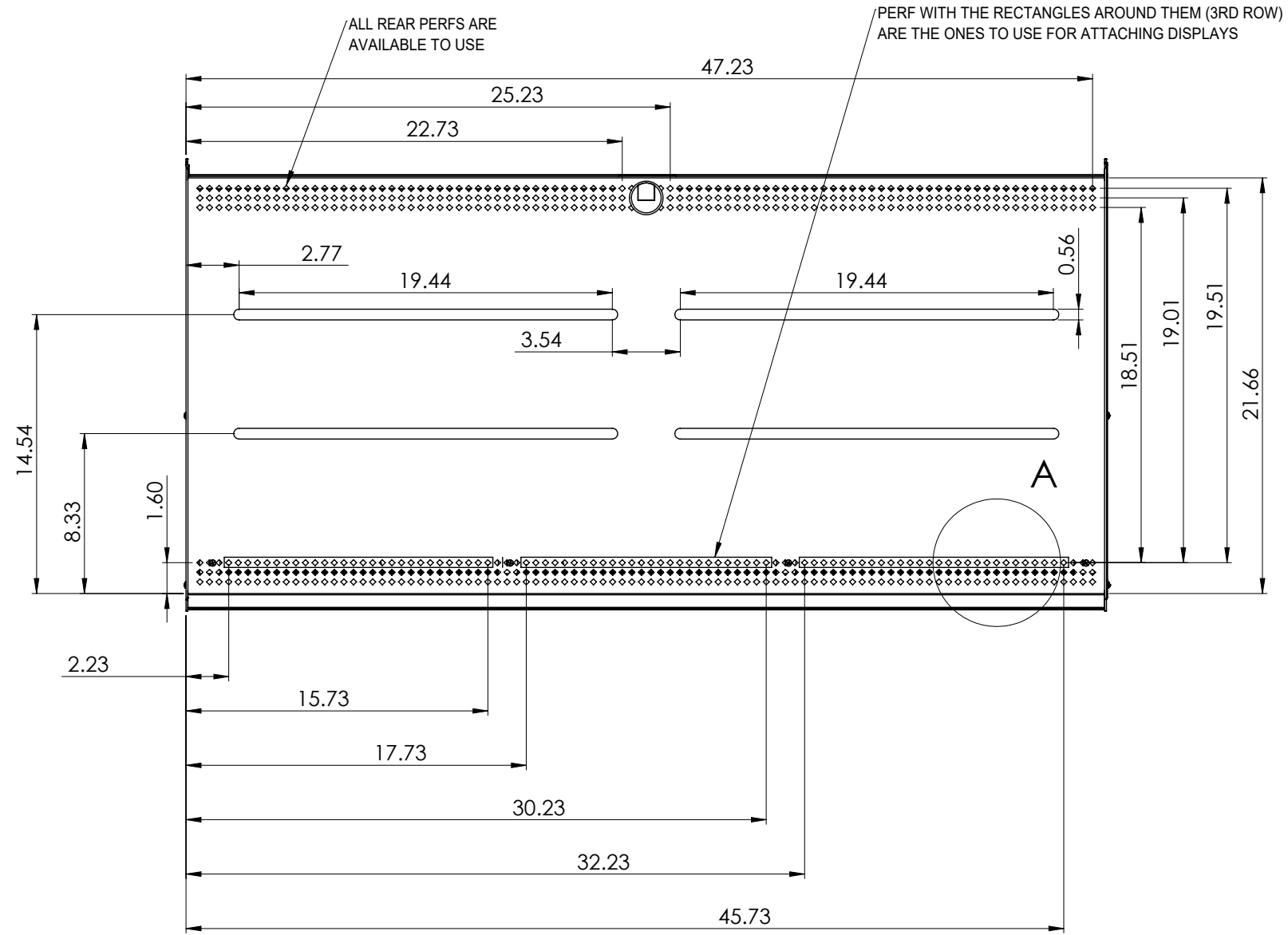
SKINNY SECURITY CABINET / 12" SHELF

ALL REAR PERFS ARE
AVAILABLE TO USE

PERF WITH THE RECTANGLES AROUND THEM (3RD ROW)
ARE THE ONES TO USE FOR ATTACHING DISPLAYS

25.22

22.72

2.75 19.44 3.54 19.44

0.56

8.51 9.01 9.51 11.66

8.28

1.60

2.22

15.72

17.72

30.22

32.22

45.72

0.50 TYP

0.22 0.22

0.50 TYP

DETAIL D

14" BLACK SHELF W/ SLOTS

SECTION G-G

G

0.76

2.76   19.44   3.54   19.44

G

13.62

12.44

11.44

10.44

8.53

0.56

1.66

1.16

0.66

0.50 TYP

0.22

0.22

0.72

0.72
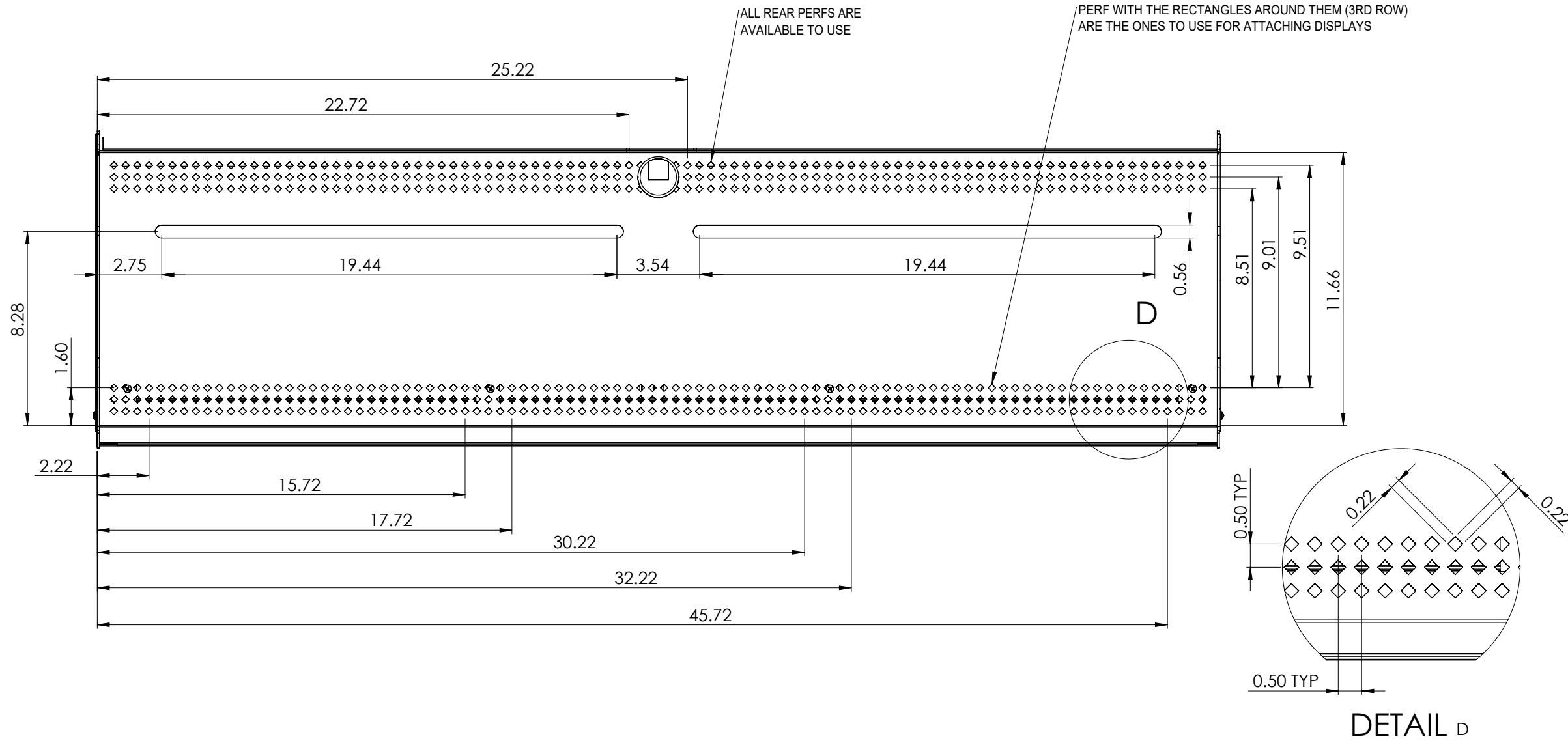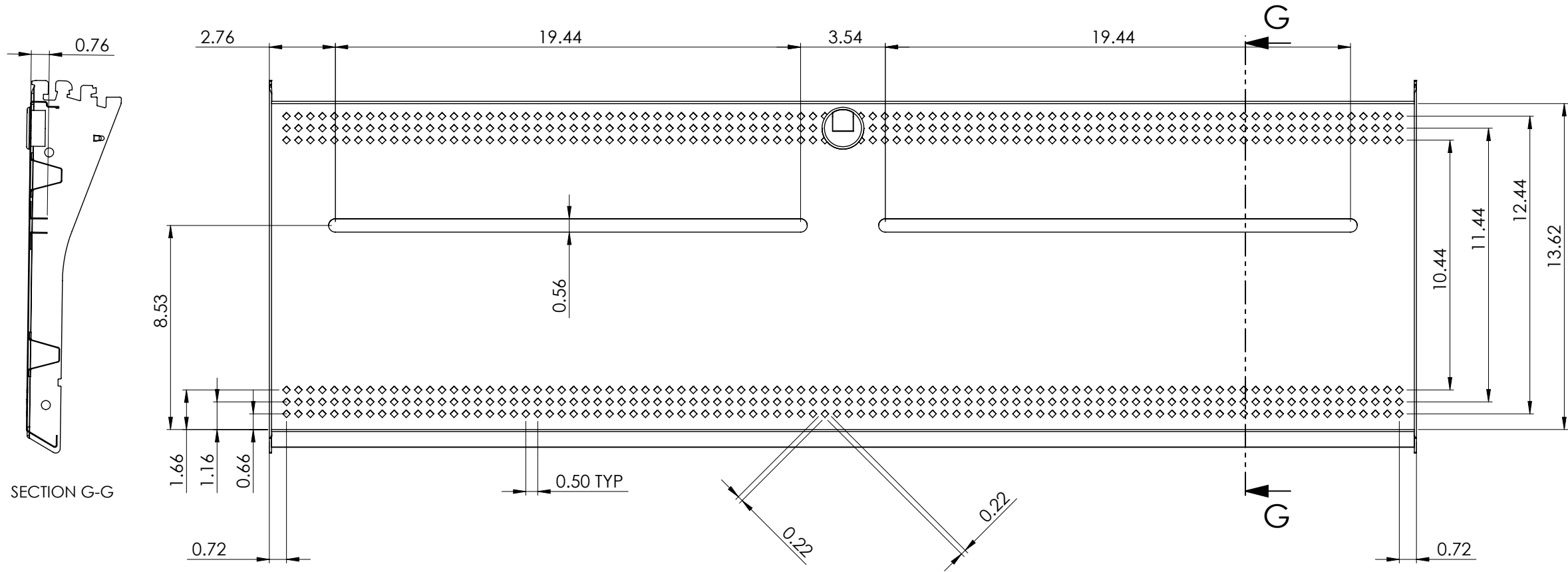
18" BLACK SHELF W/ SLOTS

SECTION F-F
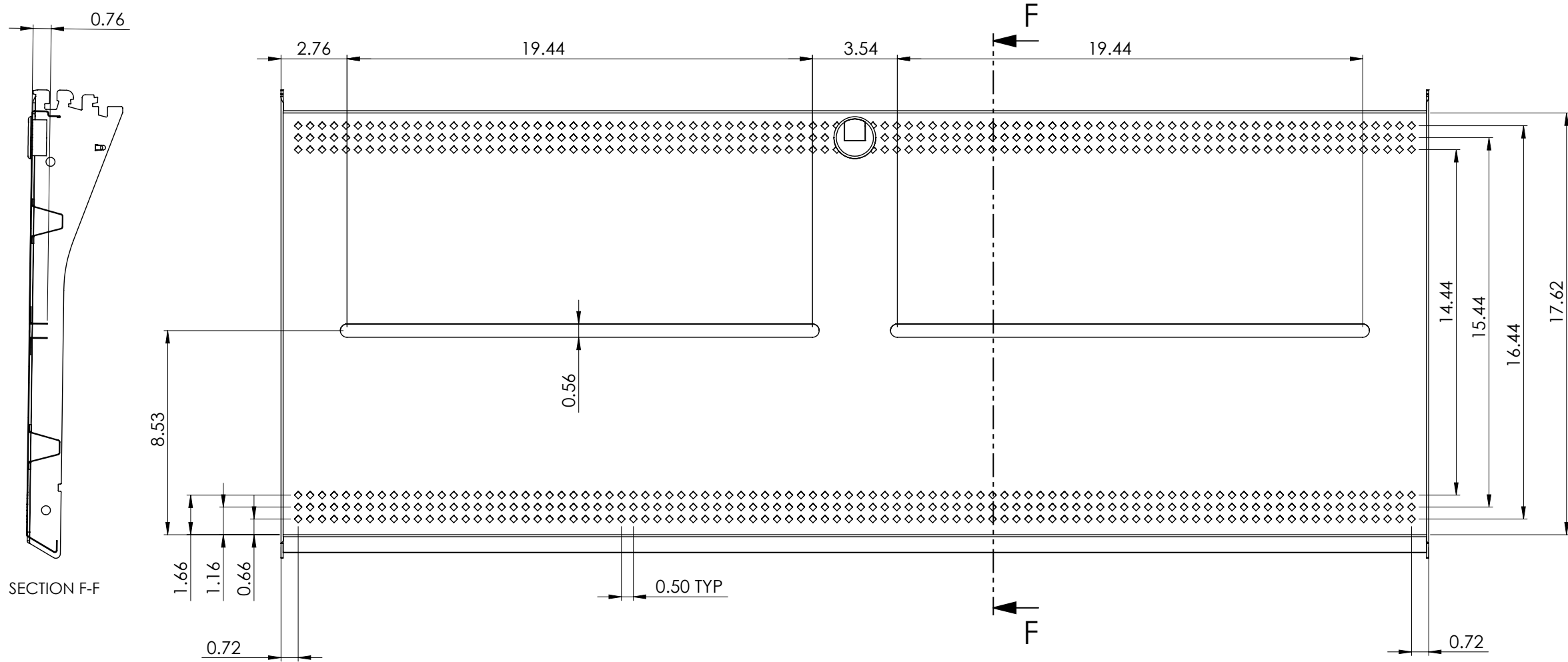
9. Slotted Vertical Uprights

Overview

Slotted vertical uprights are the primary form of attachment for shelves, graphics, and displays on Best Buy racking fixtures, including lowbay, high bay, and perimeter racking.

Drawings and models of all parts available upon request.
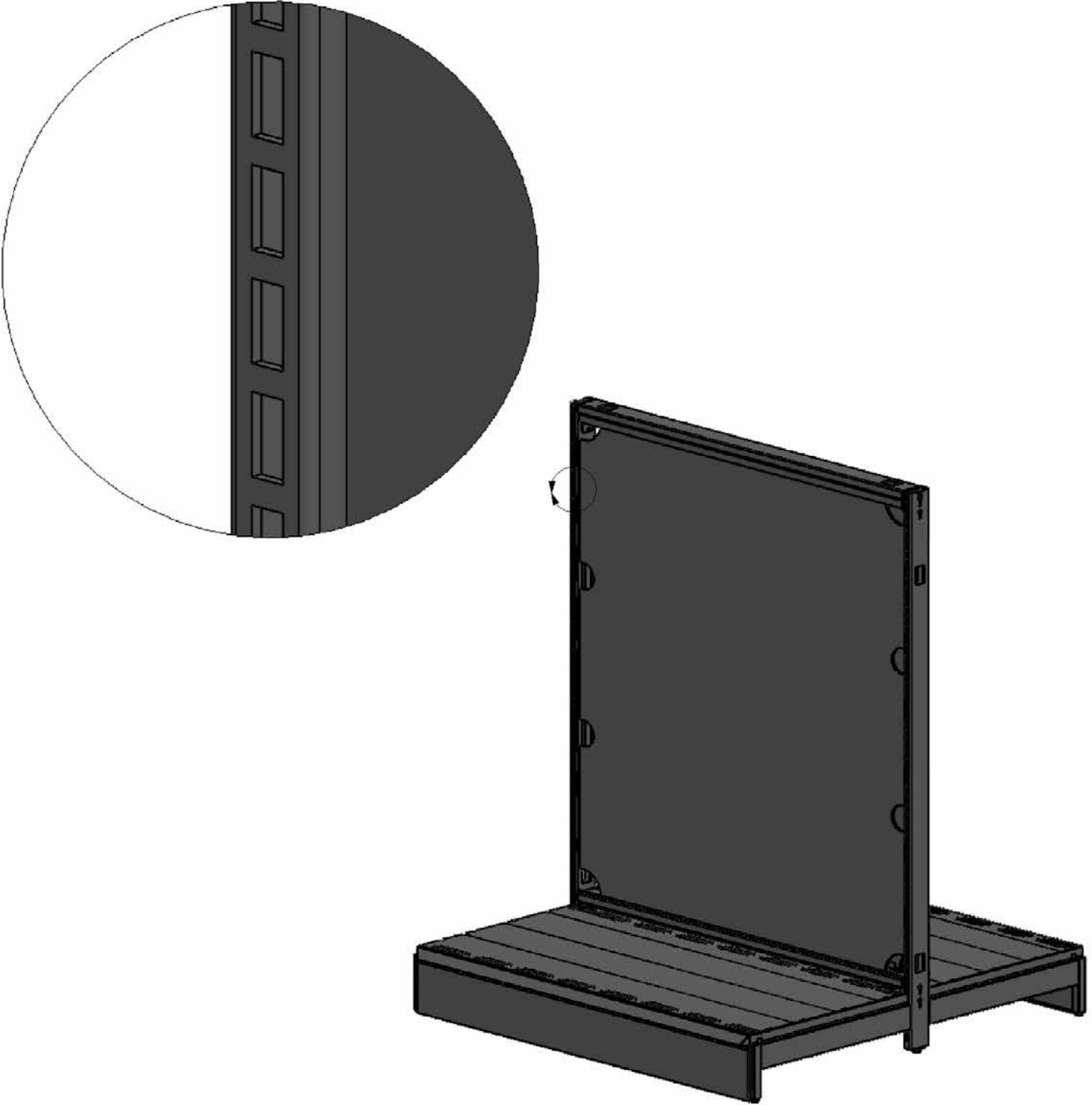
Spacing

Slotted vertical uprights are spaced in increments of either 24" or 48"—center-to-center—on most lowbay and perimeter fixtures.

Shelves, graphics and displays that attach to the uprights must be 0.125" less than the uprights to ensure a proper fit.

> *— A 48" span holds a display that is 47.875" wide.*

Although single-increment attachments are preferred, your presentation may span multiple uprights if needed. If this is the case, the same 0.125" rule applies.

> *— A 96" span holds a display that is 95.875" wide.*
>
> *— A 144" span holds a display that is 143.875" wide.*

95.875"
Attachment width

47.875"
Attachment width

48.0"
Centerline spacing

96.0"
Centerline spacing
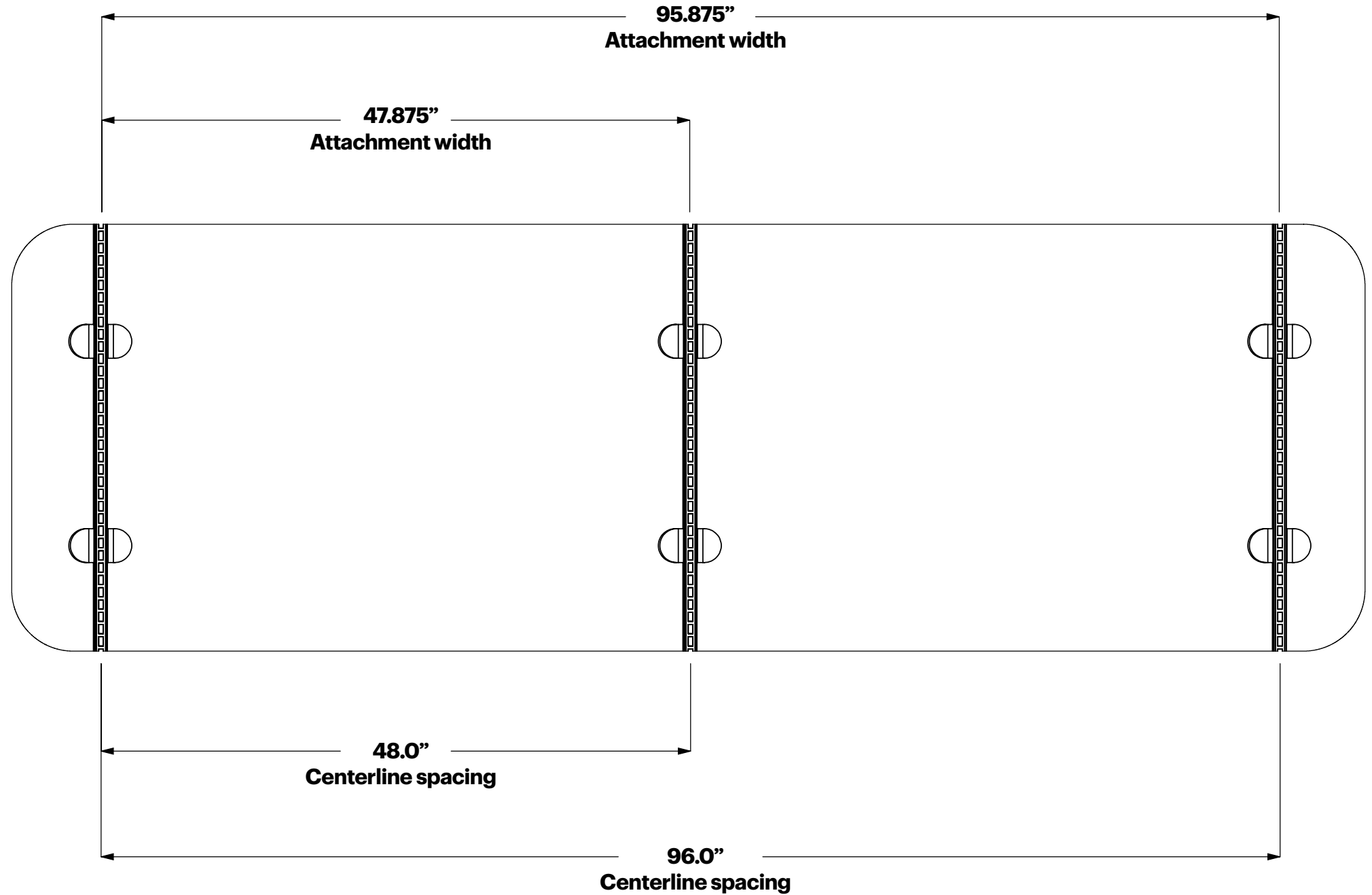
Slot Dimensions

Upright slots are 0.75"H x 0.375"W. They are spaced 0.25" apart in a repeating pattern. The upright thickness is 9-gauge (0.115").

.115

1.000

.250

.750

.375
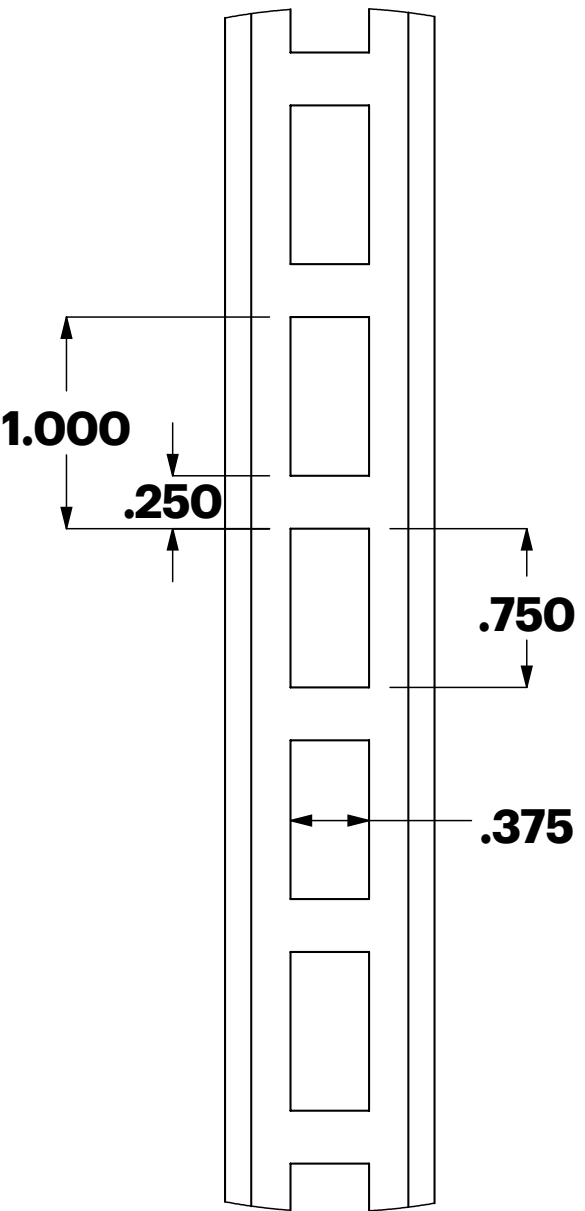
Front View
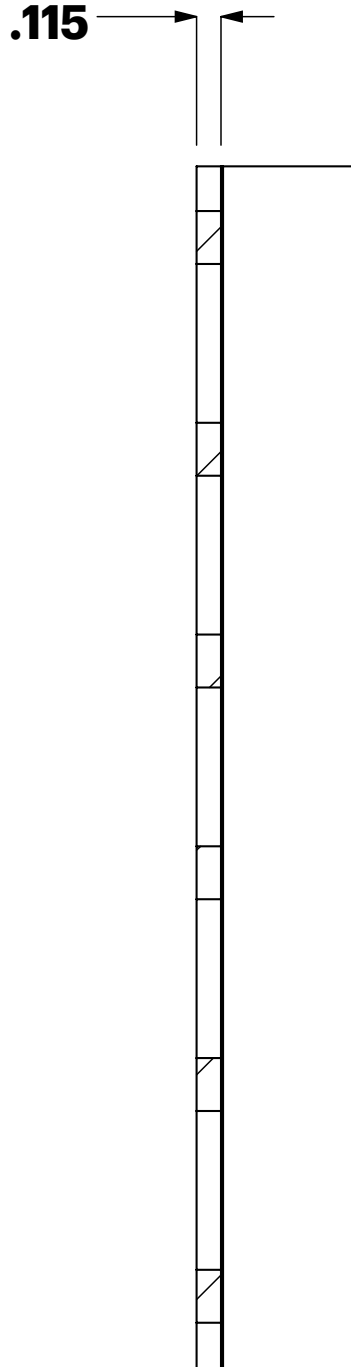
Side Section View

Recommended Attachments

Fixtures are attached to uprights with teeth (also referred to as tabs or hooks). The following are Best Buy's recommended attachment styles to utilize for your display:

- Light Duty Tooth
- Tip-in Tooth
- Heavy Duty Tooth
- Locking Tooth

Drawings and models of all parts available upon request.
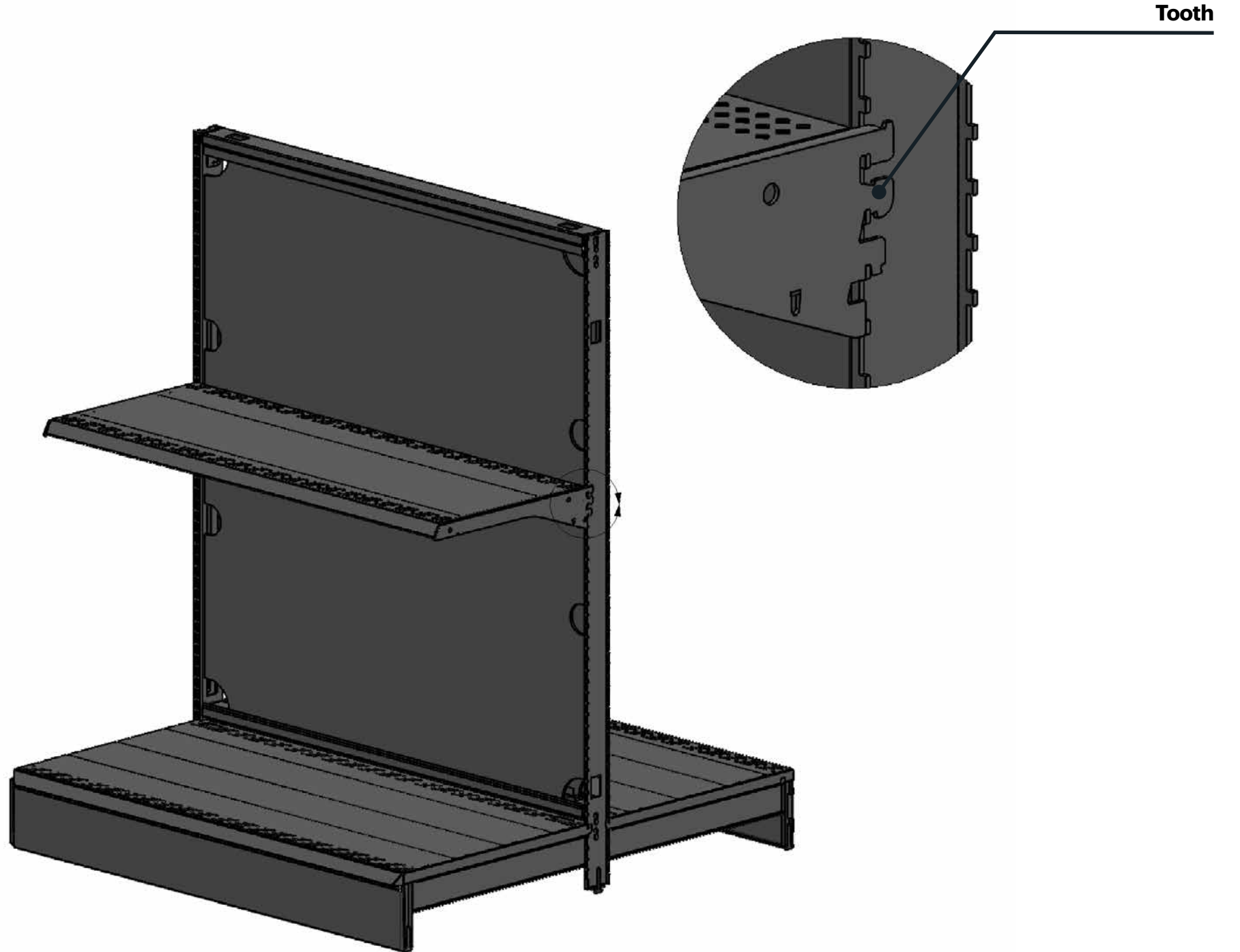
Tooth

Light Duty Tooth

This basic tooth pattern is primarily used for lightweight displays. It is non-load bearing and cannot be used for demo products.

R.05

2.000 Minimum

Increase in 1-inch increments

.625

.200

.160

.500
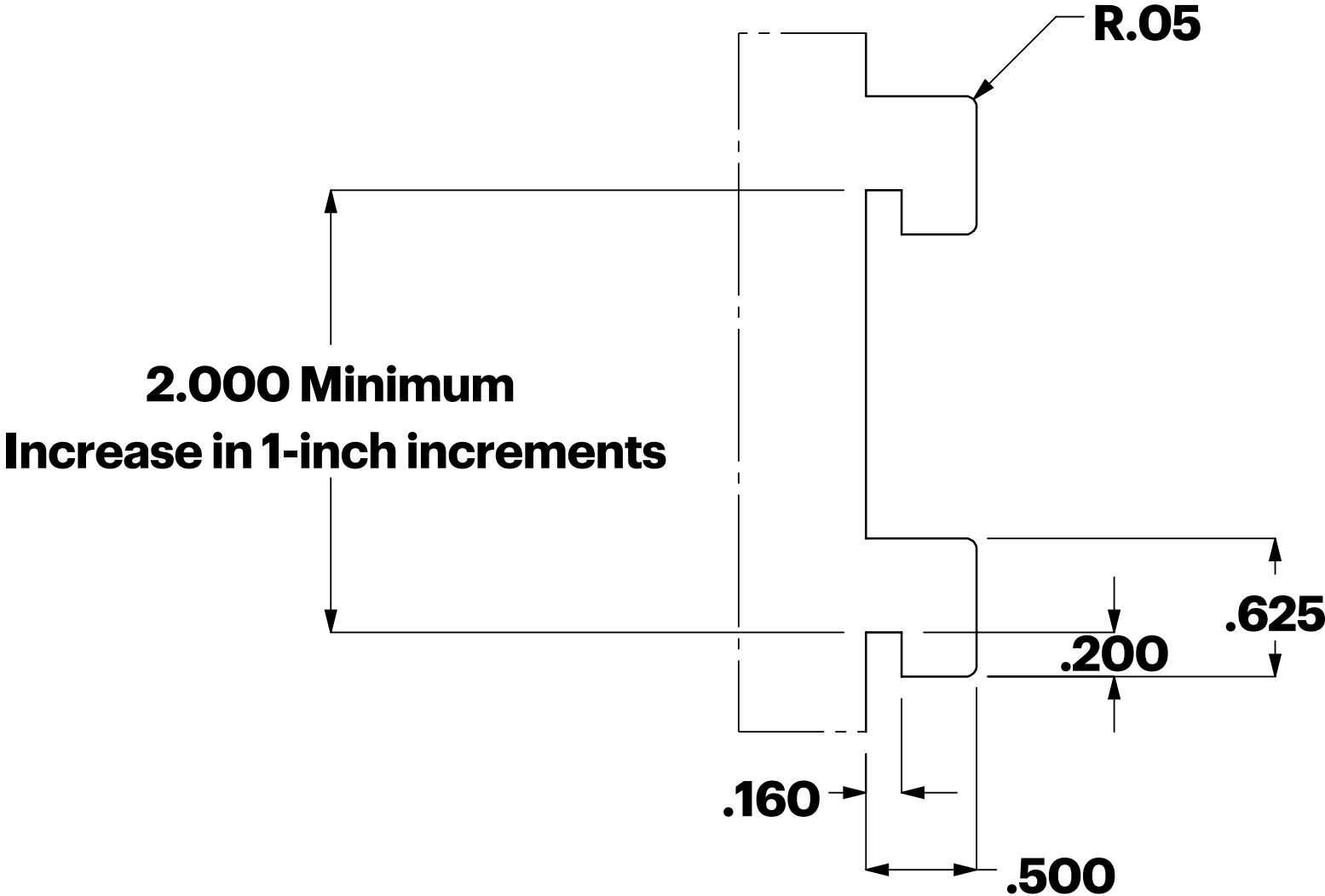
Tip-in Tooth

This secure tooth prevents the attached fixture from sliding out when upward force is applied. It is primarily used on merchandise bars or for demo products and peggable products.

The Tip-in Tooth is not recommended for larger/heavier fixtures where tip installation would be prohibitive.

.340

.275

R.31

.125

.425

1.050

.200

.500

R.06

2.000 Minimum
Increase in 1-inch increments

.115

Refer to
light duty tooth
for dimensions
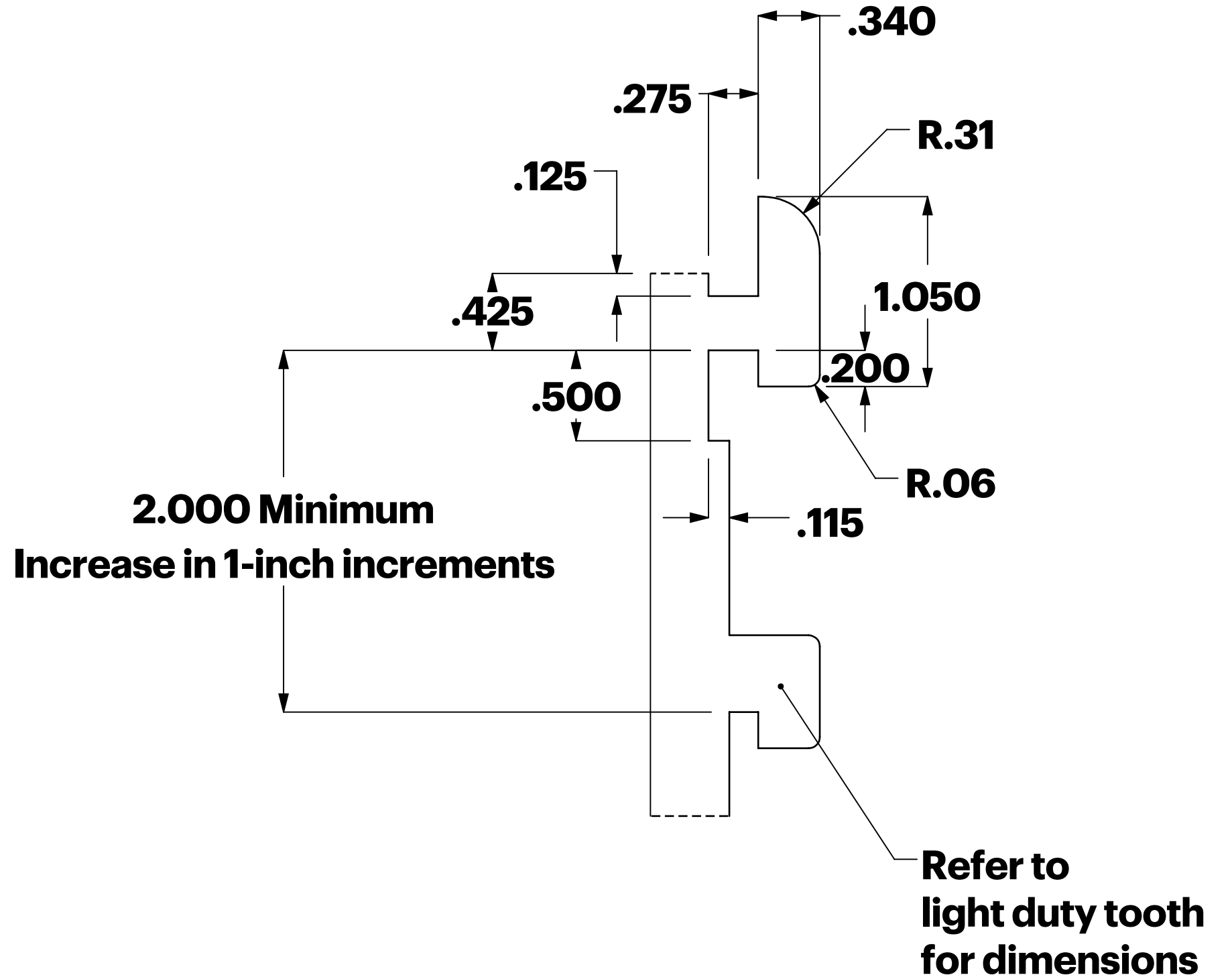
Heavy Duty Tooth

This tooth pattern is primarily used for shelves and heavier loads. It features 3+ teeth for stability, a 0.5-degree "lift" on the shelf to account for sag from loading, and a lower extension that rests on the front of the upright.

.50°

.500

R.06

.625

.200

.135

1.000

1.000

.160

.200

101.50°

.160

1.052

Lower extension "braces" against front of upright to prevent sag

.50° Lift

Horizontal
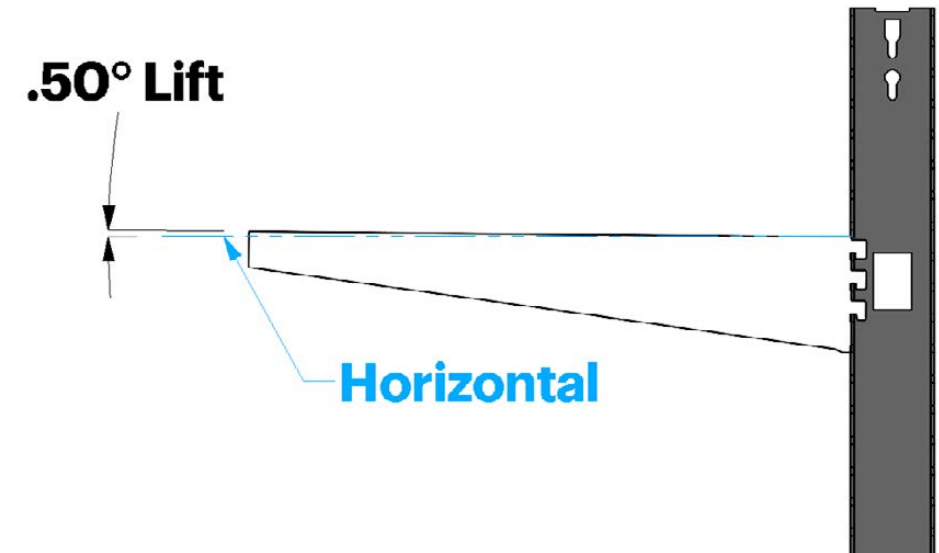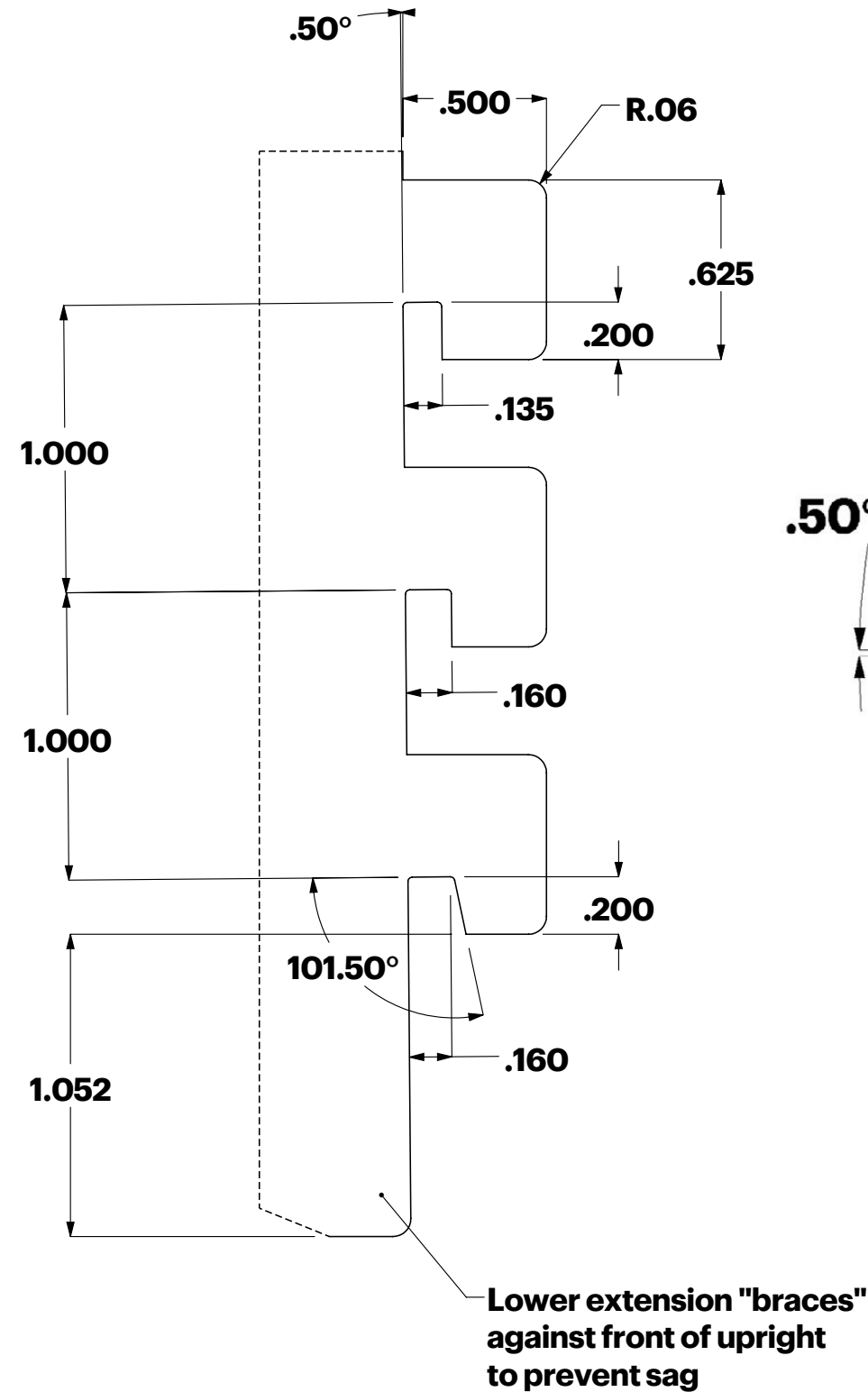
Locking Tooth

This secure tooth prevents the attached fixture from lifting or sliding out when upward force is applied. It features a slider tooth that is locked into the upright slot after the shelf is installed.

This tooth is primarily used when upward force is expected (demo products) and when the attached load must be secured because of seismic or weight concerns.

.315

.500
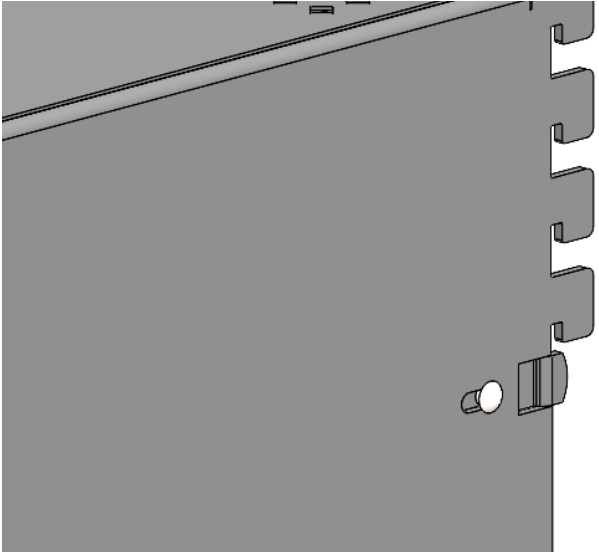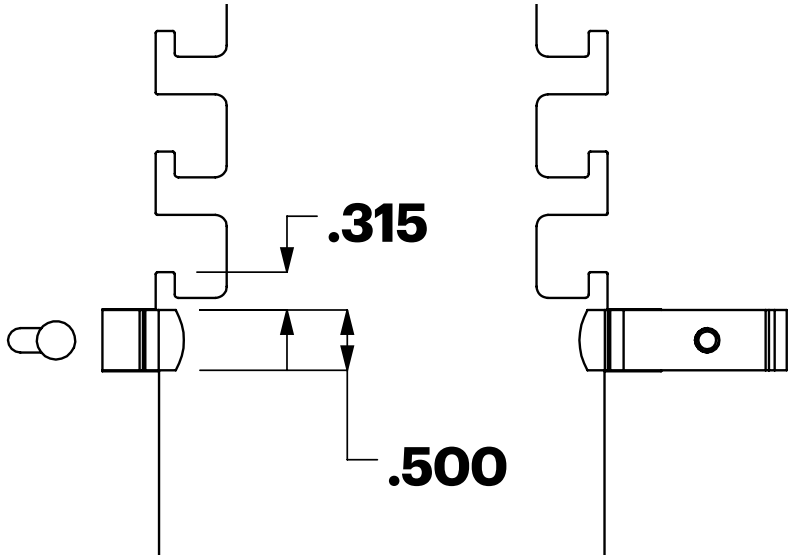
**Locking tooth on
heavy duty shelf with four teeth**
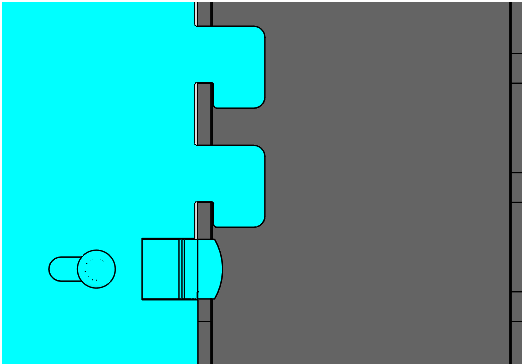
Locking tooth engaged

10. 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
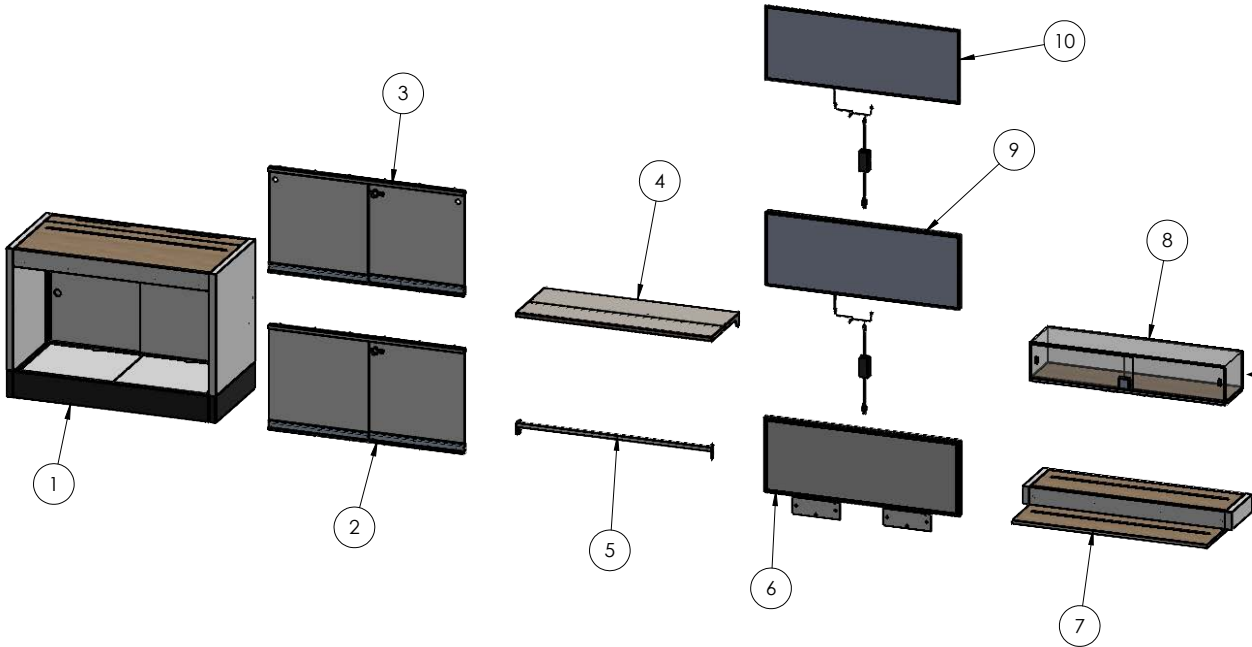
This part is currently being prototyped. When files are complete, this will get a part # and solidworks files will be uploaded at that time.

DATE 12/17/20	PROJECT.:	REV.:	BEST BUY
SHEET:			

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	PROJECT.:	REV.:
12/17/20		
SHEET:	PRODUCT TABLES	
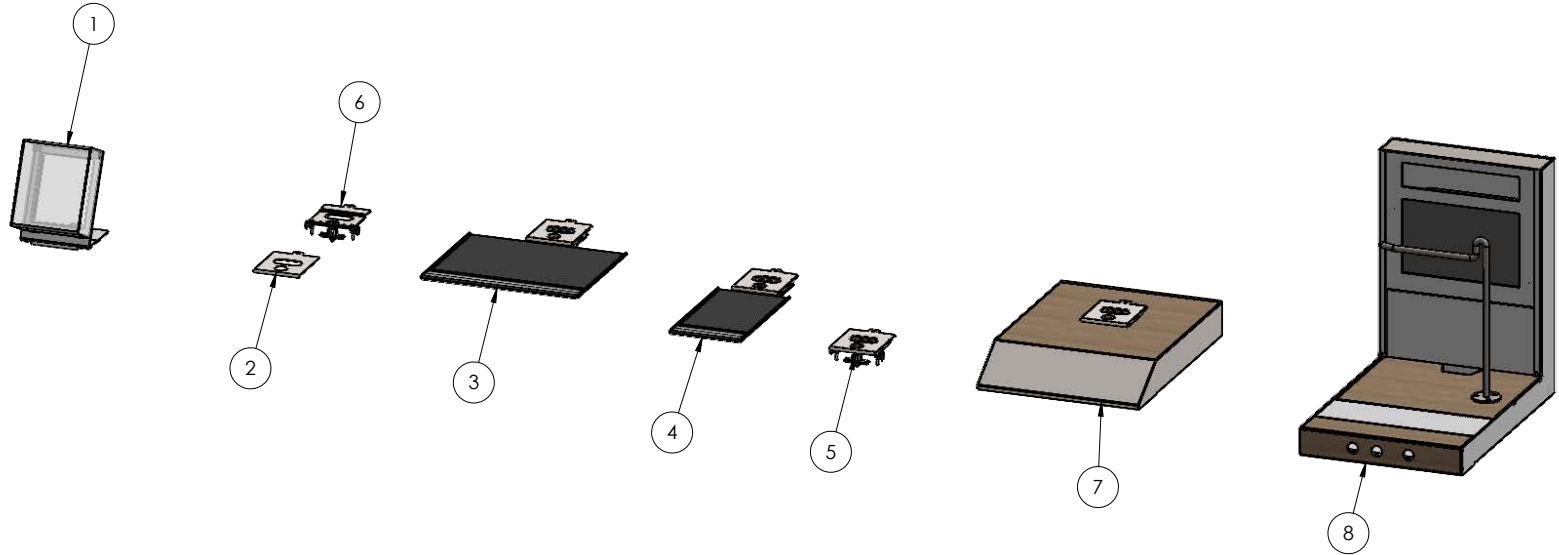
C19 VPD Product table
Guidelines – Overall dimensions

TOP ASSEMBLY #1016944
• FINISH IS OMNOVA SAARINEN DRIFTWOOD

22.25
VENDOR SPACE

INSET TOP #1016943
• FINISH IS OMNOVA SAARINEN DRIFTWOOD

44.875
VENDOR SPACE

FRAME FINISH IS TIGER DRYLAC
WHITE FINE TEXTURE

1.07

1.76

4.39

DETAIL B
SCALE 1 : 6

BEST BUY SUPPLIED
PLUG STRIP
• PLUG MUST FIT THIS
SPACE

A

22.37 ID

17.00
VENDOR SPACE

B

12 POSITION PLUG STRIP

51.12

34.06

23.78

22.12

.75

TOP REMOVED

18.03

SECTION A-A
SCALE 1 : 12

2.83

VOID IS TO RUN
ELECTRONICS AND POWER

DATE
12/17/20

PROJECT:

REV:

SHEET:
3 of 5

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

TOP IS HELD IN PLACE USING MAGNETS. TO ADD GRAPHIC OR LIGHT PANELS YOU REMOVE THE TOP AND SLIDE THE GRAPHIC AND/OR PANELS INTO THE CHANNELS IN THE GRAPHIC FRAME

44.625
OVERALL GRAPHIC SIZE

43.625

15.750

16.625
OVERALL GRAPHIC SIZE

43.625
GRAPHIC VIEWABLE SPACE

15.750
GRAPHIC VIEWABLE SPACE
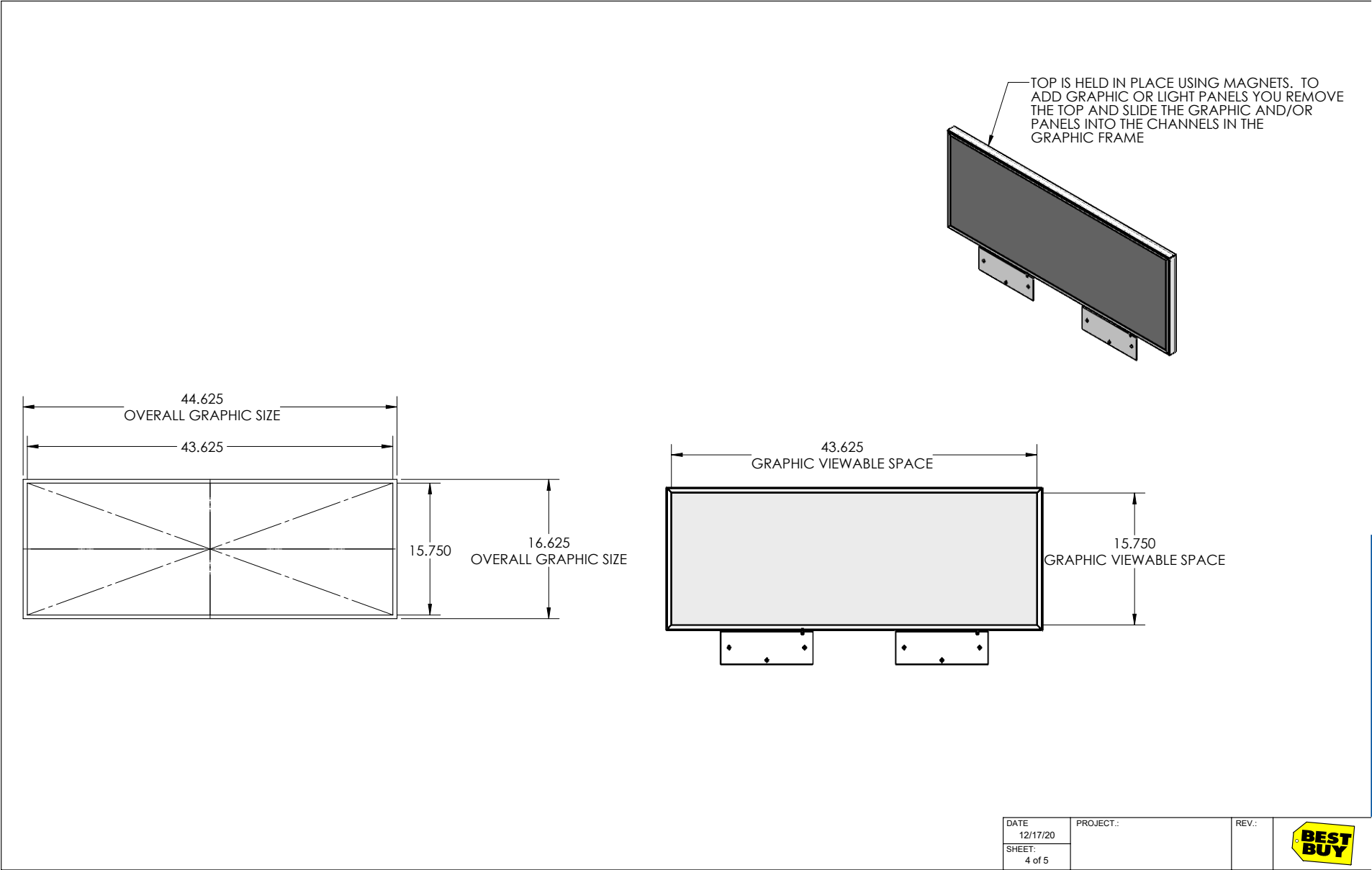
DATE 12/17/20	PROJECT.:	REV.:	
SHEET: 4 of 5			BEST BUY

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.

Best Buy graphic frame

Countertop removed to show it is removable

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.

Best Buy graphic frame

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

16.25
ITEMS DISPLAYED TO NOT EXCEED THIS DIMENSION

44.875

2.50

17.75

.75
1.5" MAX

22.25
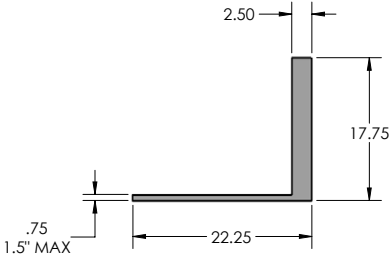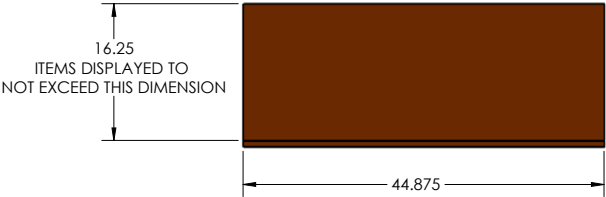
C19 VPD Product table
Guidelines – 8 foot display option

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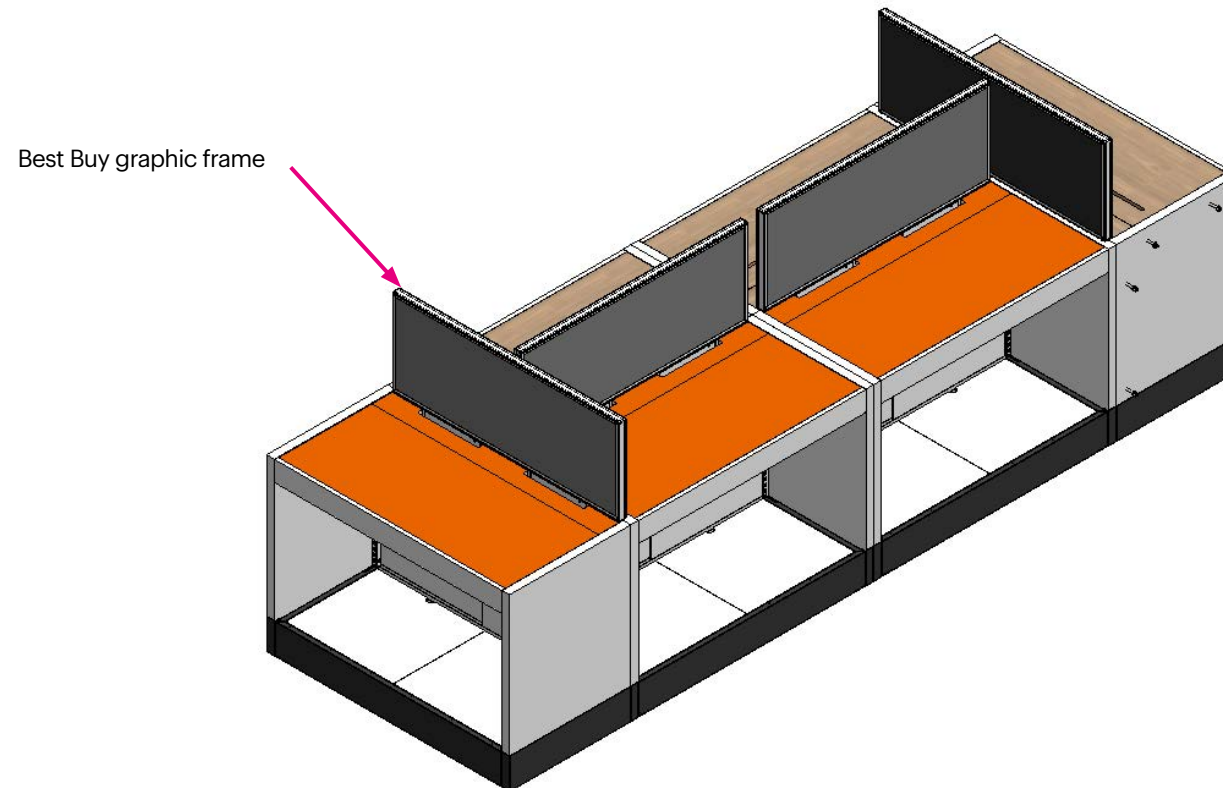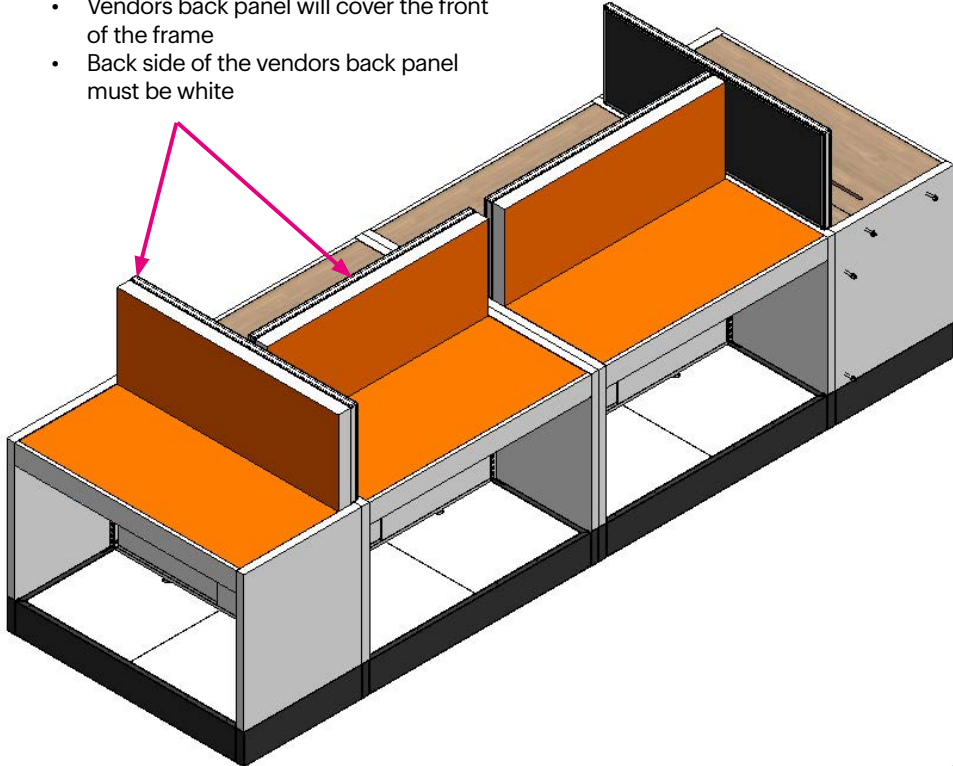
Best Buy graphic frame
- Graphic frames will not get removed
- Vendor's back panel will cover the front of the frame
- Back side of the vendor's back panel must be white

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

92.800

16.25
ITEMS DISPLAYED TO
NOT EXCEED THIS DIMENSION

44.82   3.18   .75

2.50

17.75

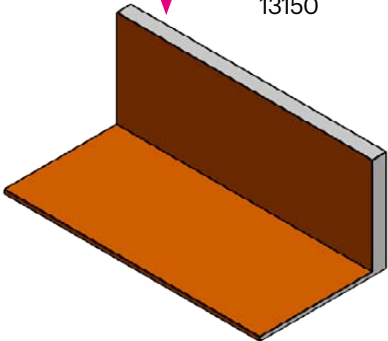1.50   22.25
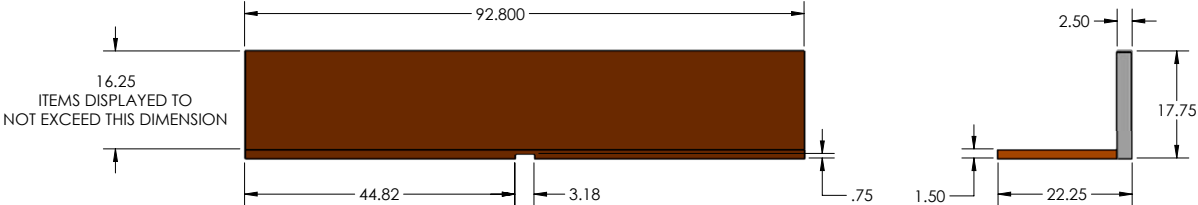
C19 VPD Product table
Guidelines – 2 foot display option

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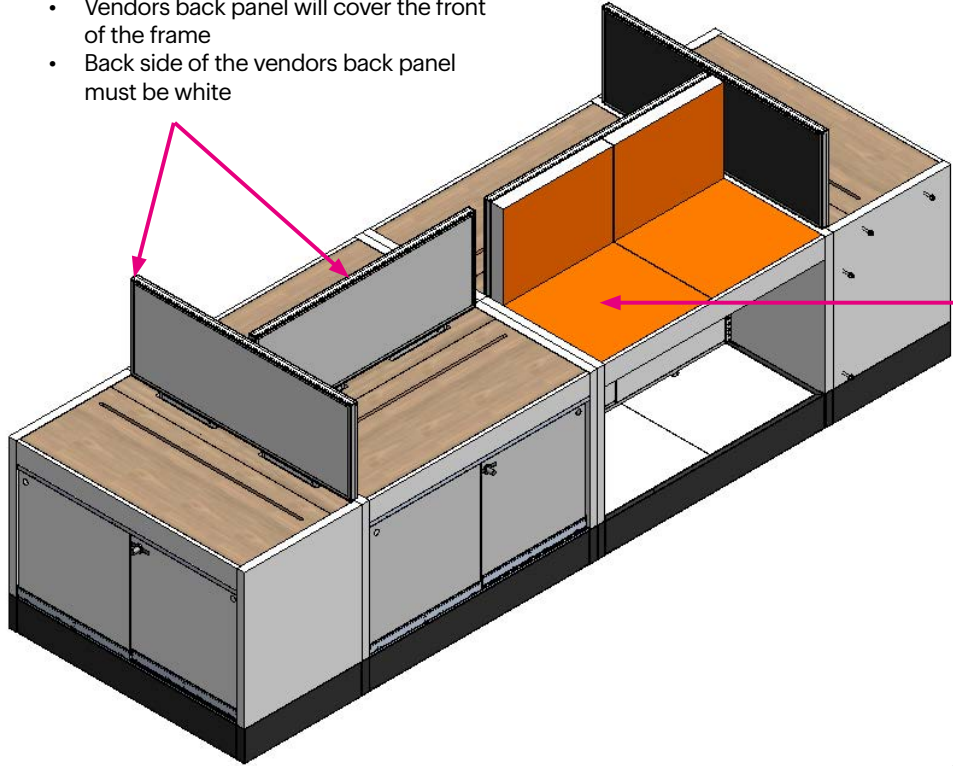
2 foot display is needed when a vendor has half of the table to display their product. This is the only option for a 2 foot display

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

17.00
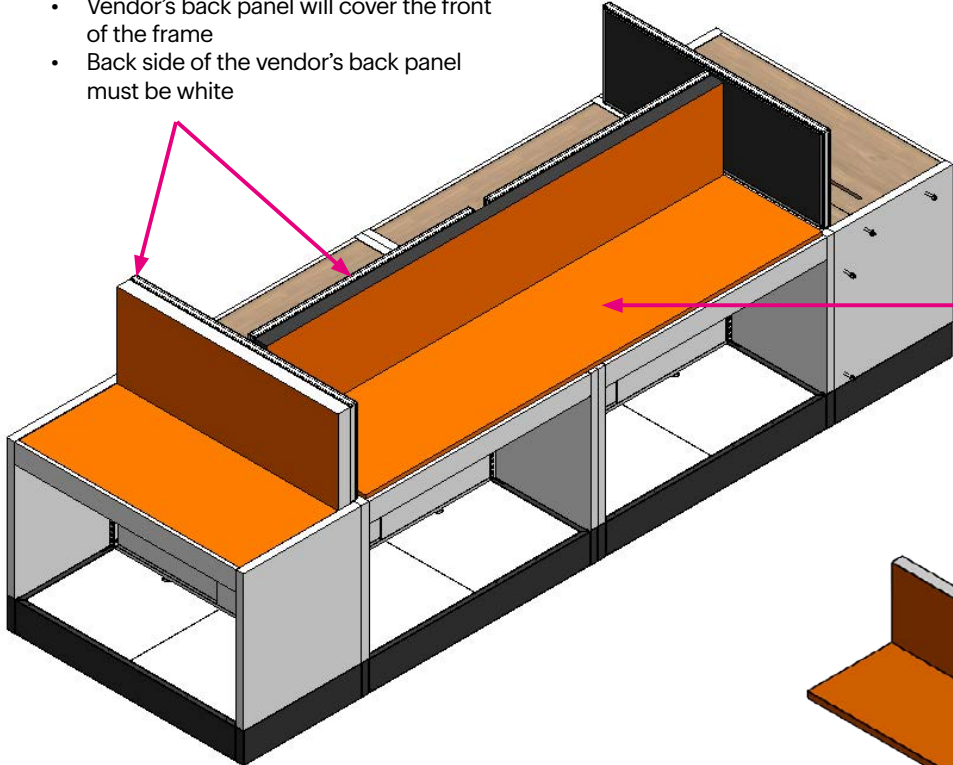ITEMS DISPLAYED TO NOT EXCEED THIS DIMENSION

22.4375

2.50

17.75

.75   22.25
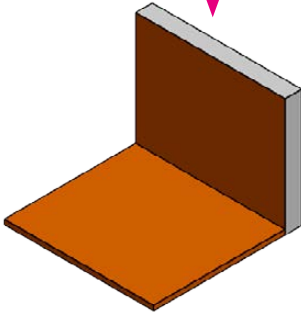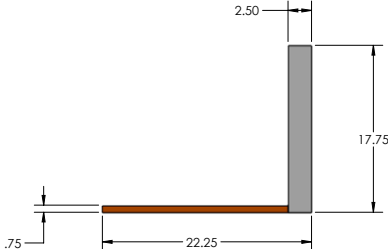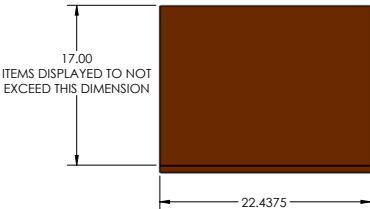
C19 VPD Product table Guidelines – Tables with focal frame

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.

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.

DI lens acrylic case

Product table riser
*   #1017060
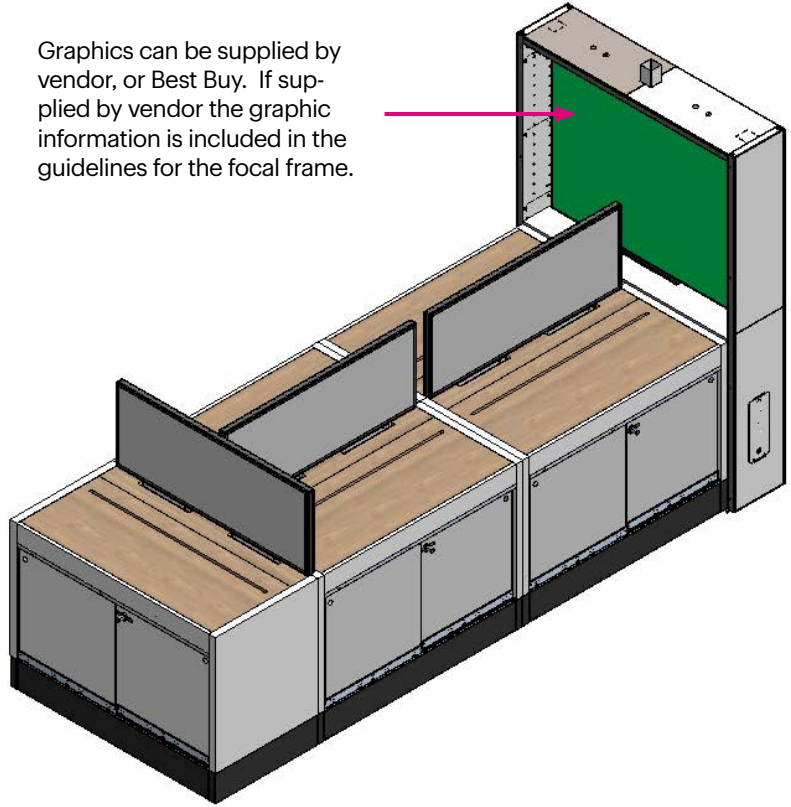
Tables with focal and graphics on all sections
*   Can use vendor options 1, 2 and 3 for the endcap table
*   Can use vendor options 1, 2, 3 and 4 for the inline tables
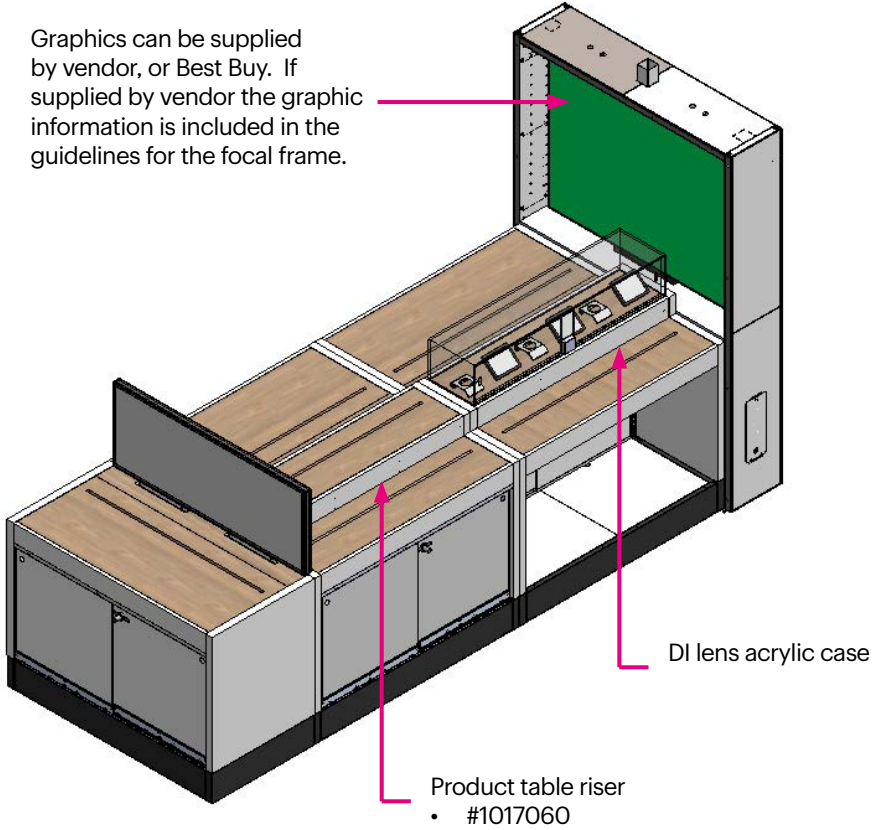
Tables with focal and graphic only on the endcap
*   Can use vendor options 1, 2 and 3 for the endcap table
*   Can use vendor options 1 and 2 for inline tables

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.
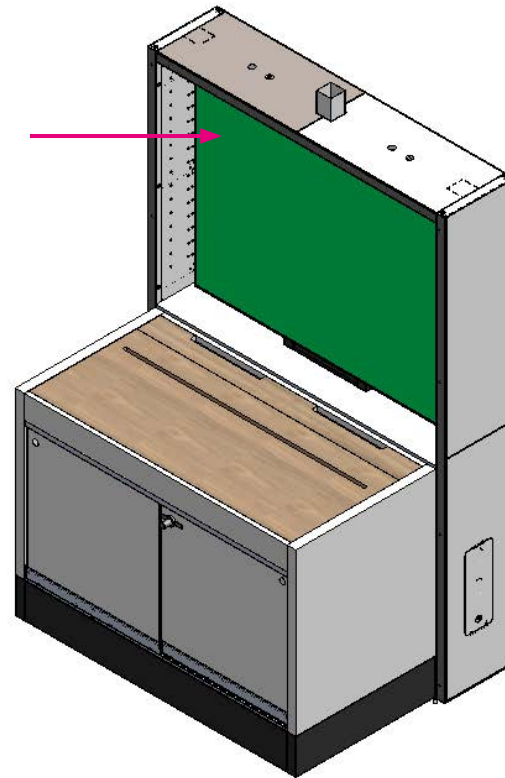
Single table with focal frame
- Can use vendor options 1 and 2 for the table

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.

Top view of the sections

Inline Graphic Header

43.625"w x 12"h

Table Top Liner

48" x 18"

7"
80"
6"
70"
5"
60"
4"
50"
40"
3"
30"
2"
20"
1"
10"

GRAPHIC PANEL

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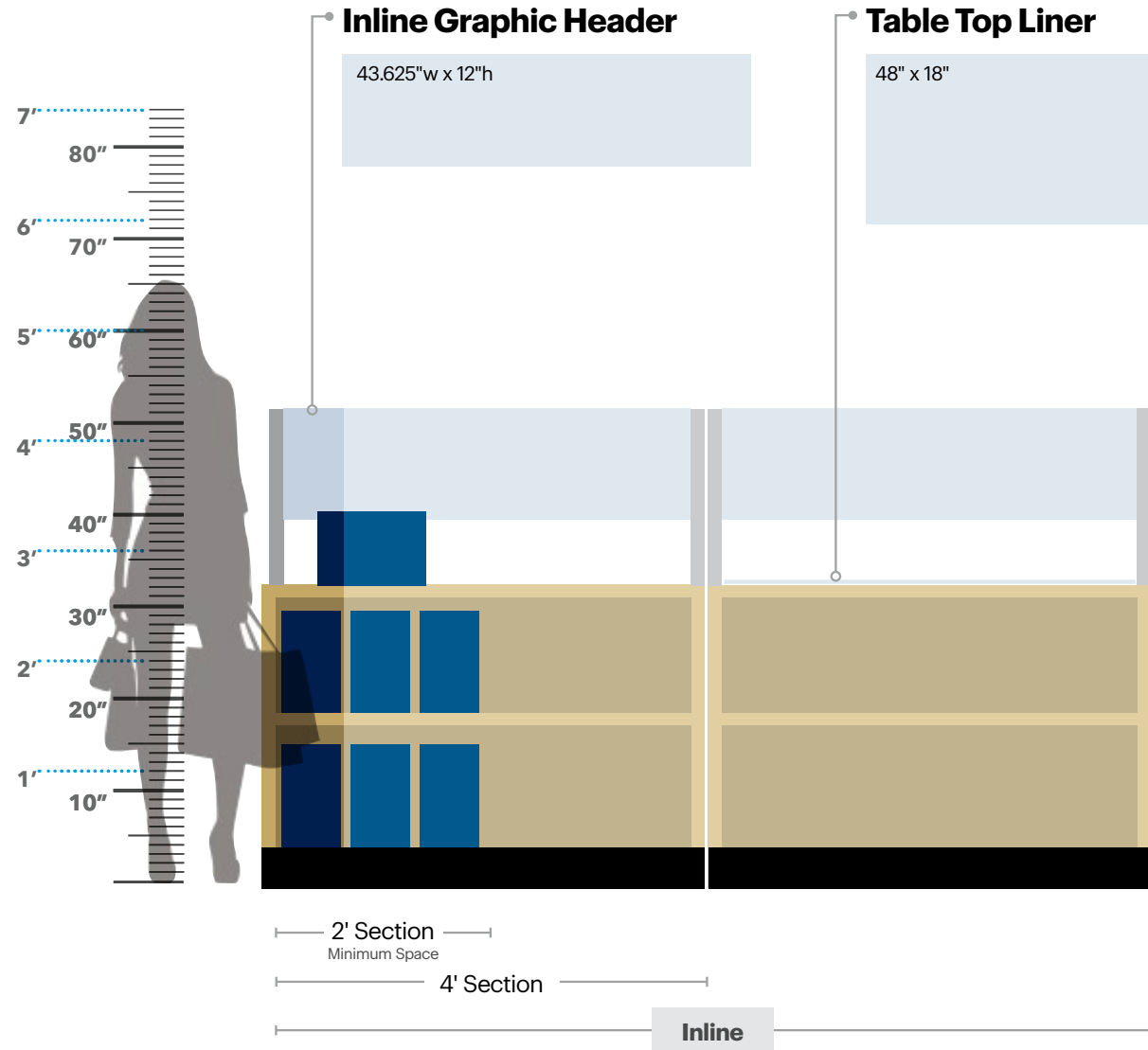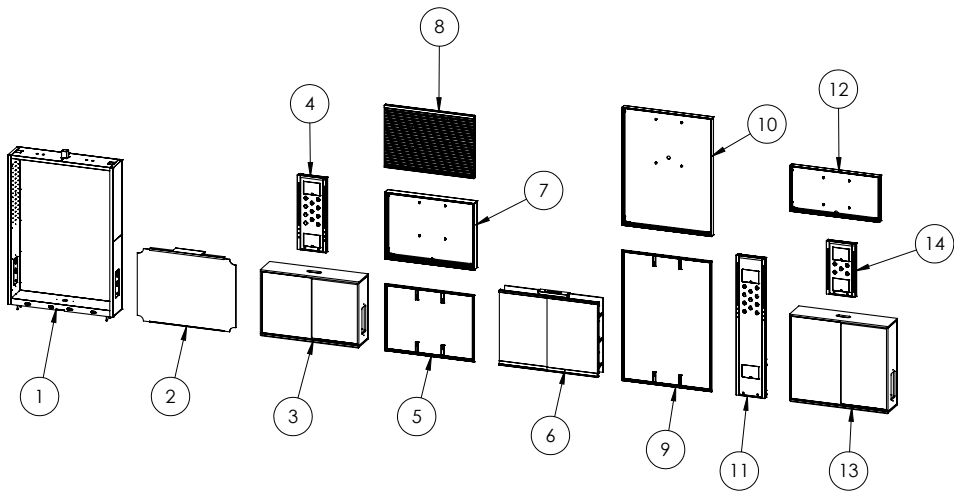
NOTE: Base deck depths may vary.
See store list for details.

2' Section
Minimum Space

4' Section

Inline
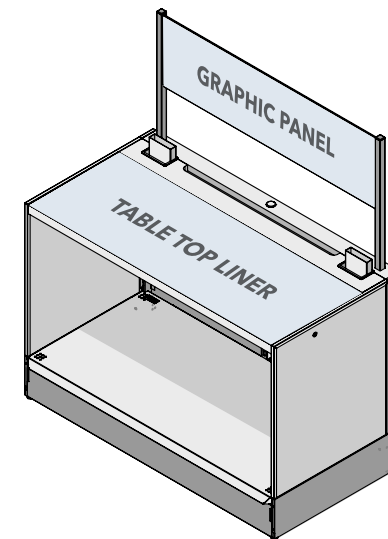
11. Focal Frame

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	DRAWING NO.:	REV.:
SHEET: 1 of 7		

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

A

2.03

NOTE:
GRAPHIC CAN BE SUPPLIED BY BEST BUY OR VENDOR. SEE PAGE REGARDING GRAPHICS WITHIN THIS GUIDELINE DECK

A

51.00

NOTE:
4" PEGS ARE THE LONGEST THAT CAN BE USED

3.72

72.00

12.00

SECTION A-A
SCALE 1 : 16

ITEM NO.	PART NUMBER	DESCRIPTION	QTY.
1	1013493	ASSY, 51" X 72" - FOCAL FRAMES	1
2	1010340	ASSY, CABINET INSERT - FOCAL FRAMES	1
3	1010341	ASSY, HALF HEIGHT CENTER PILLAR KIT - FOCAL FRAME	1
4	1010343	ASSY, FRAME, NON-BACKLIGHT, FABRIC GRAPHIC KIT - FOCAL FRAME	1
5	1010345	ASSY, SLATWALL MODULE, 51" X 72" - FOCAL FRAME	1
7	1016946	PRODUCT TABLE TOP ASSY	1

NOTE:
SLATWALL SHOWN BUT THE BACK SIDE OF THE FOCAL COULD ALSO BE A FABRIC GRAPHIC, LIGHT BOX OR MONITOR

Note:
Product table shown as a reference as there are multiple table layout options. See product table guidelines for additional information.

SCALE: 1:24	DRAWING NO.:	REV.:	
SHEET: 2 of 7			

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

#1010343

43.31
VISIBLE GRAPHIC AREA

K

32.04
VISIBLE GRAPHIC AREA

K

SECTION K-K
SCALE 1 : 12

.53

.19

DETAIL L
SCALE 1 : 1

#1016443

43.31
VISIBLE GRAPHIC AREA

M

62.72
VISIBLE GRAPHIC AREA

N

SECTION M-M
SCALE 1 : 12

M

.53

.19

DETAIL N
SCALE 1 : 1

SCALE: 1:8	DRAWING NO.:	REV.:	
SHEET: 9 of 10			BEST BUY

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

COPYRIGHT © - SEE SHEET 1

NOTE:
4" PEGS ARE THE LONGEST THAT CAN BE USED

2.02

3.72

NOTE:
GRAPHIC CAN BE SUPPLIED BY BEST BUY OR VENDOR. SEE PAGE REGARDING GRAPHICS WITHIN THIS GUIDELINE DECK

72.00

12.00

NOTE:
SLATWALL SHOWN BUT THE BACK SIDE OF THE FOCAL COULD ALSO BE A FABRIC GRAPHIC, LIGHT BOX OR MONITOR

51.00

SECTION C-C
SCALE 1 : 16

ITEM NO.	PART NUMBER	DESCRIPTION	QTY.
1	1013493	ASSY, 51" X 72" - FOCAL FRAMES	1
2	1010340	ASSY, CABINET INSERT - FOCAL FRAMES	1
3	1010345	ASSY, SLATWALL MODULE, 51" X 72" - FOCAL FRAME	1
4	1013107	ASSY, BACKLIGHT FRAME, FABRIC GRAPHIC KIT - FOCAL FRAME	1
5	1016946	PRODUCT TABLE TOP ASSY	1
6	1010341	ASSY, HALF HEIGHT CENTER PILLAR KIT - FOCAL FRAME	1

Note:
Product table shown as a reference as there are multiple table layout options. See product table guidelines for additional information.

SCALE: 1:24	DRAWING NO.:	REV.:
SHEET: 3 of 7		

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

COPYRIGHT © - SEE SHEET 1

#1013107

43.33
VISIBLE GRAPHIC AREA

32.04
VISIBLE GRAPHIC AREA

SECTION P-P
SCALE 1 : 12

#1016425

43.36
VISIBLE GRAPHIC AREA

56.77
VISIBLE GRAPHIC AREA

SECTION U-U
SCALE 1 : 12

#1017369

43.36
VISIBLE GRAPHIC SPACE

21.84
VISIBLE GRAPHIC SPACE

SECTION R-R
SCALE 1 : 12

DETAIL V
SCALE 1 : 2

.12
.36

SCALE:	DRAWING NO.:	REV.:
1:8		
SHEET:		
10 of 10		

BEST BUY

C19 and 15K Vendor Guidelines
Focal frame – Monitor

NOTE:
4" PEGS ARE THE LONGEST
THAT CAN BE USED

2.01

MONITOR FOR DIGITAL
SIGNAGE AND TO RUN
CONTENT

D

D

51.00

3.72

72.00

12.00

SECTION D-D
SCALE 1 : 16

ITEM NO.	PART NUMBER	DESCRIPTION	QTY.
1	1013493	ASSY, 51" X 72" - FOCAL FRAMES	1
2	1010340	ASSY, CABINET INSERT - FOCAL FRAMES	1
3	1010341	ASSY, HALF HEIGHT CENTER PILLAR KIT - FOCAL FRAME	1
4	1010345	ASSY, SLATWALL MODULE, 51" X 72" - FOCAL FRAME	1
5	MOCK MONITOR		1
6	1016946	PRODUCT TABLE TOP ASSY	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

NOTE:
SLATWALL SHOWN BUT THE BACK SIDE OF
THE FOCAL COULD ALSO BE A FABRIC
GRAPHIC, LIGHT BOX OR MONITOR

Note:
Product table shown as a reference as there
are multiple table layout options. See product
table guidelines for additional information.

SCALE: 1:24	DRAWING NO.:	REV.:
SHEET: 4 of 7		

C19 and 15K Vendor Guidelines
Focal frame – Monitor
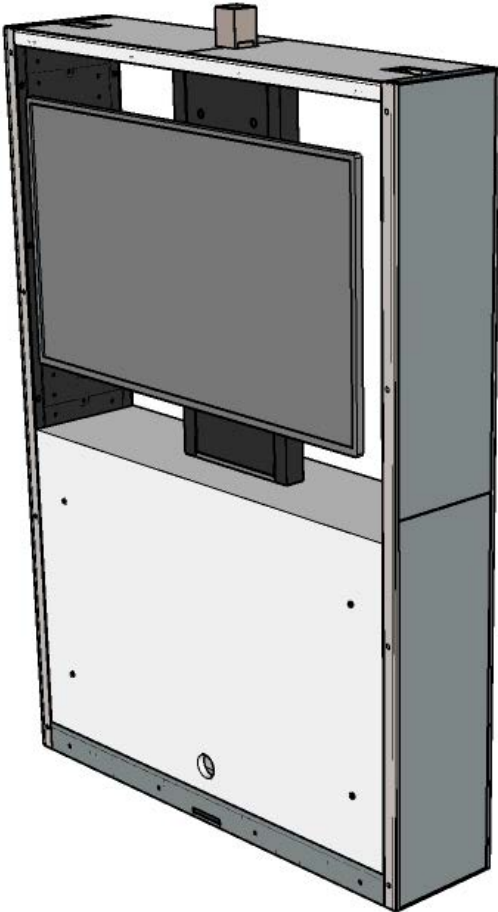
TV mount
- Vendor's responsibility
- Sanus mount VMPL3
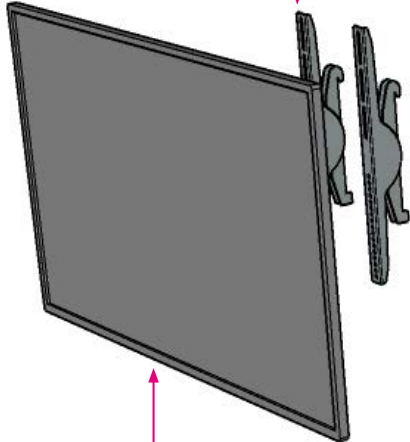
TV
- Vendor's responsibility
- Drawing and specification of TV are shown in this document. Contact Best Buy C7 Lab with any questions
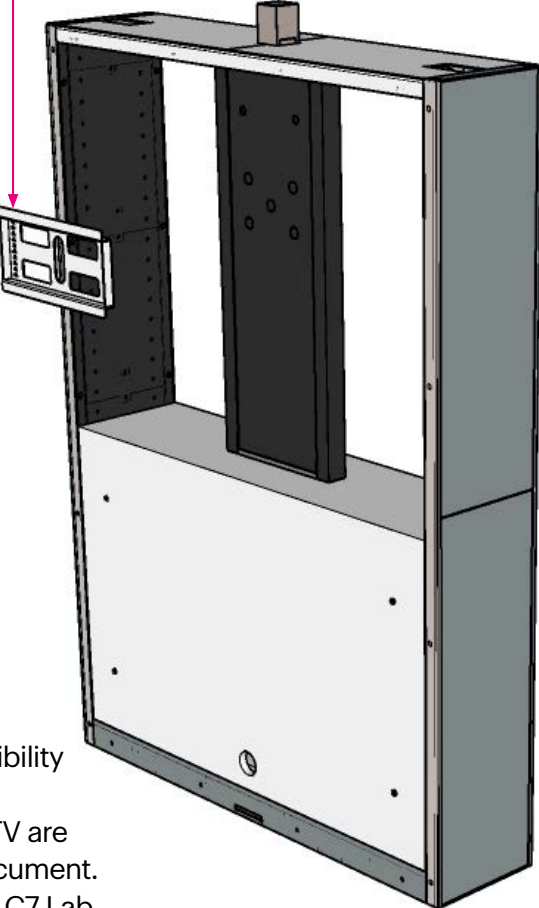
C19 and 15K Vendor Guidelines
Focal frame – Monitor

50QMR/QBR SET DIMENSION_200317
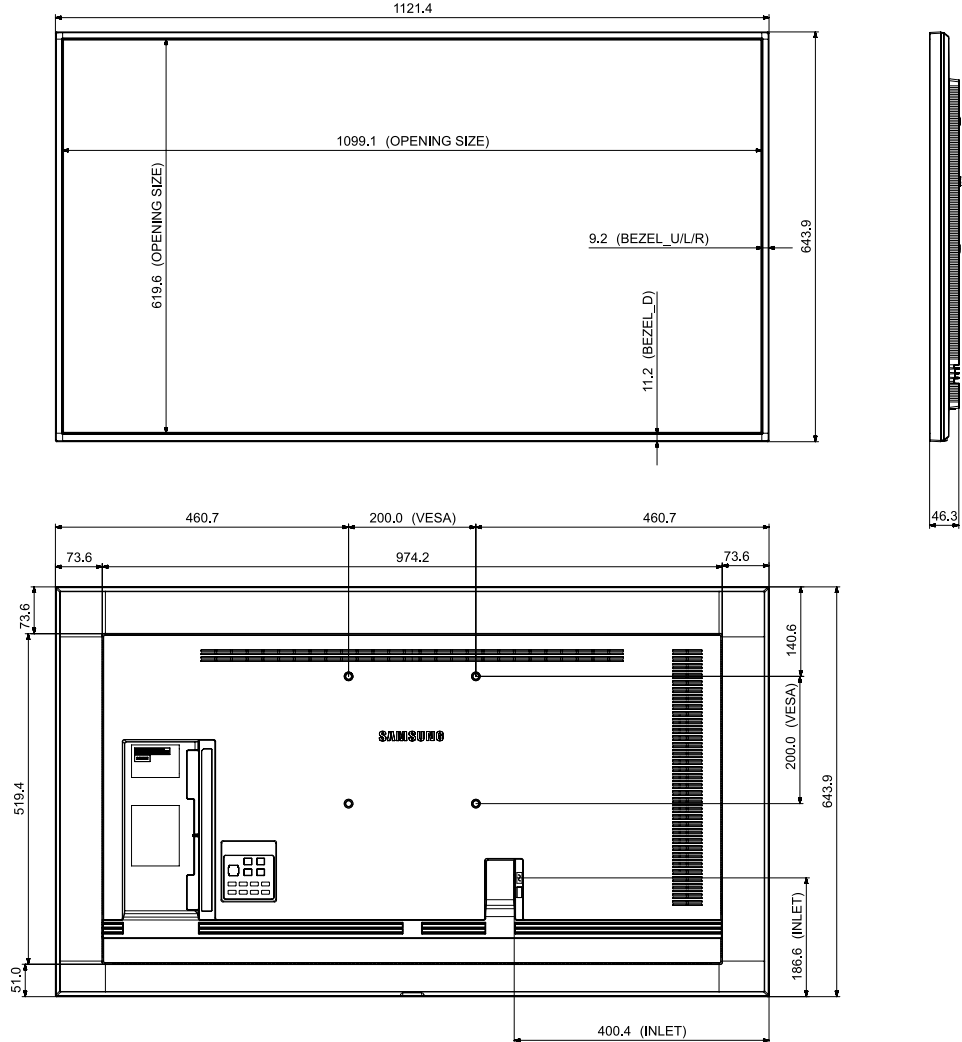
C19 and 15K Vendor Guidelines
Focal frame – DI / Camera lens case

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.

COPYRIGHT © - SEE SHEET 1
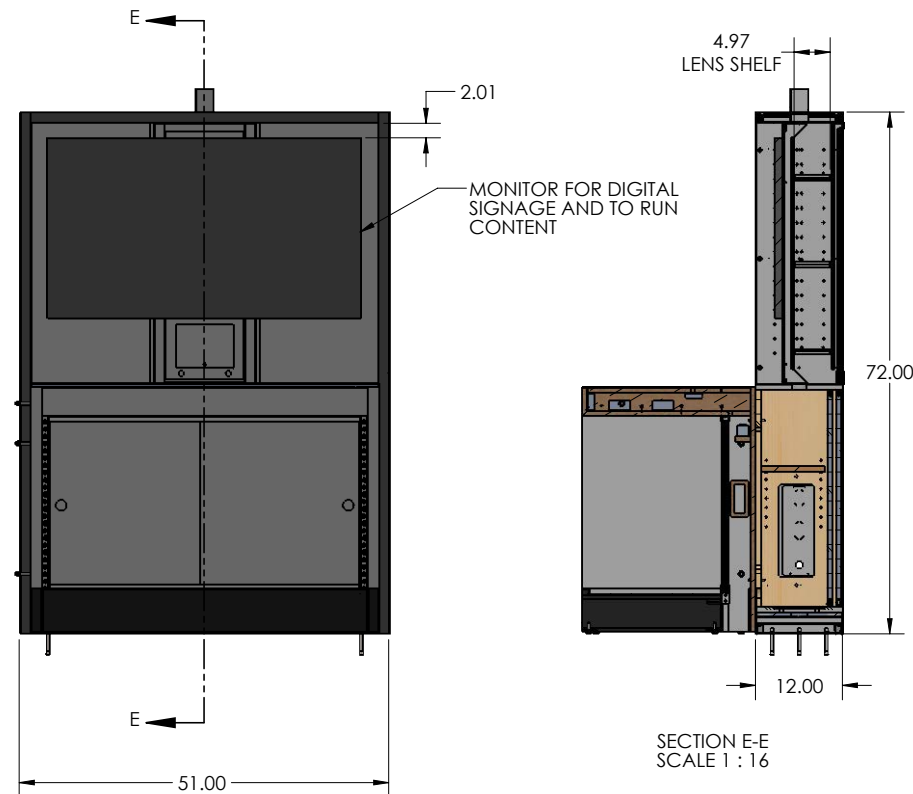
ITEM NO.	PART NUMBER	DESCRIPTION	QTY.
1	1013493	ASSY, 51" X 72" - FOCAL FRAMES	1
2	1010340	ASSY, CABINET INSERT - FOCAL FRAMES	1
3	MOCK MONITOR		1
4	1016946	PRODUCT TABLE TOP ASSY	1
5	1010344	ASSY, SLIDING DOOR KIT, 51" X 72" - FOCAL FRAME	1

E

2.01

MONITOR FOR DIGITAL SIGNAGE AND TO RUN CONTENT

4.97
LENS SHELF

72.00

12.00

E

51.00

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

NOTE:
MONITOR SHOWN BUT COULD ALSO USE THE LIGHT BOX OR GRAPHIC FRAME
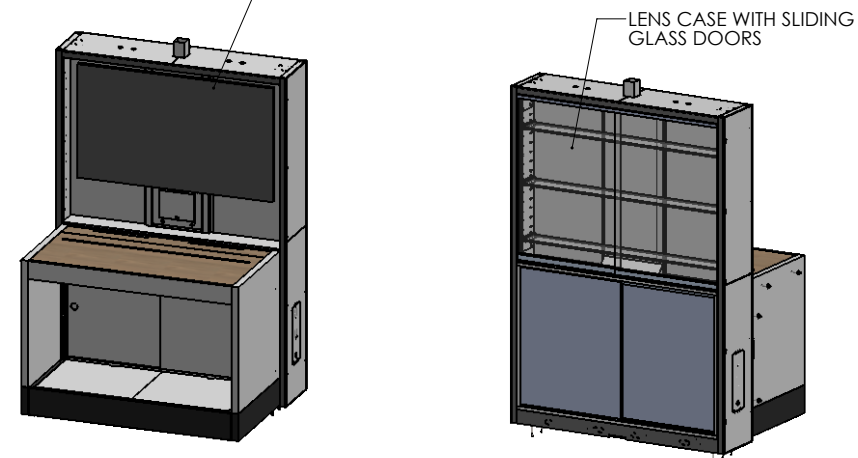
LENS CASE WITH SLIDING GLASS DOORS

SECTION E-E
SCALE 1 : 16

Note:
Product table shown as a reference as there are multiple table layout options. See product table guidelines for additional information.

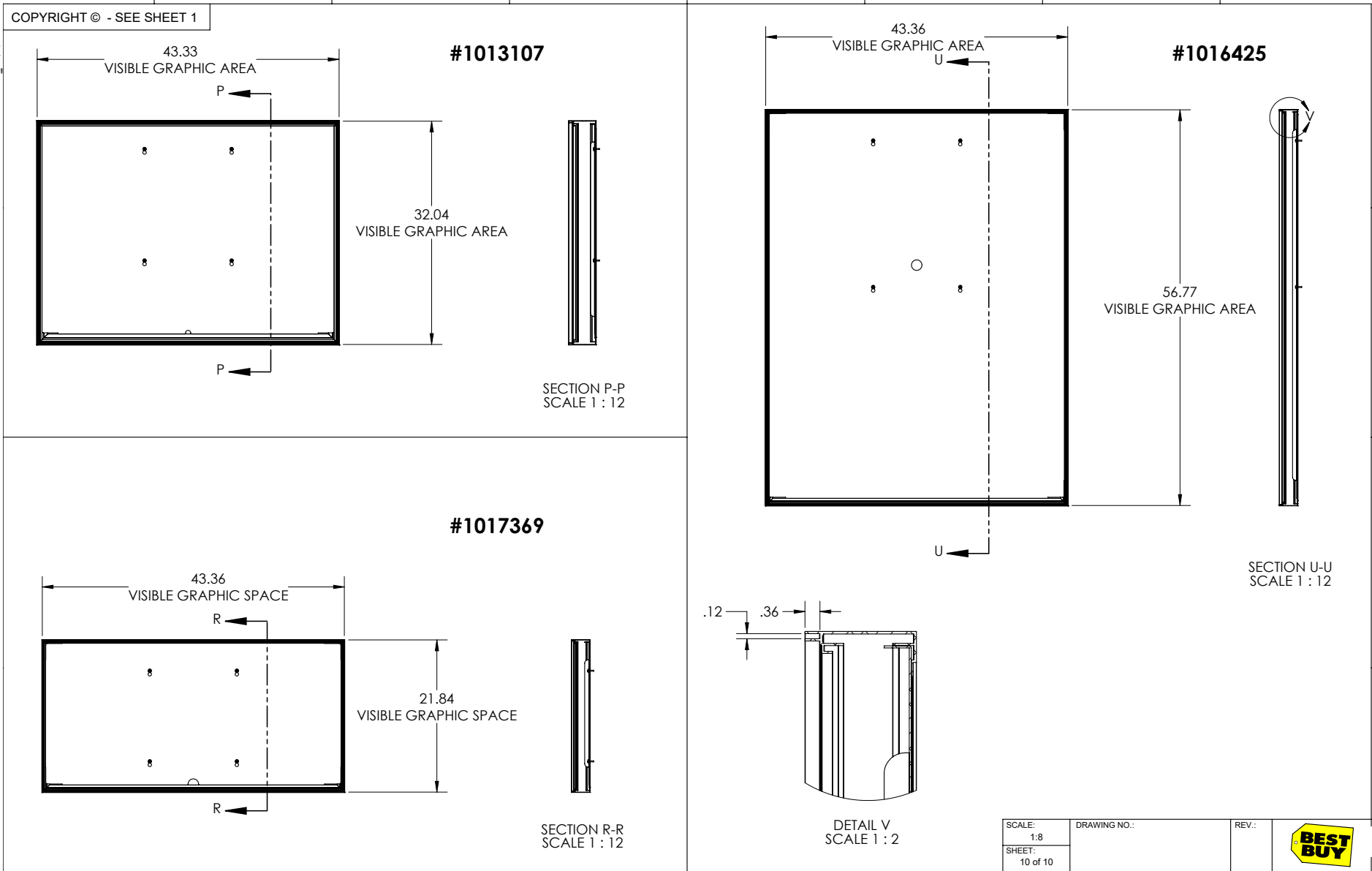| SCALE: 1:24	DRAWING NO.:	REV.:	
SHEET: 5 of 7			

HOME

C19 and 15K Vendor Guidelines
Focal frame – DI / Camera lens case
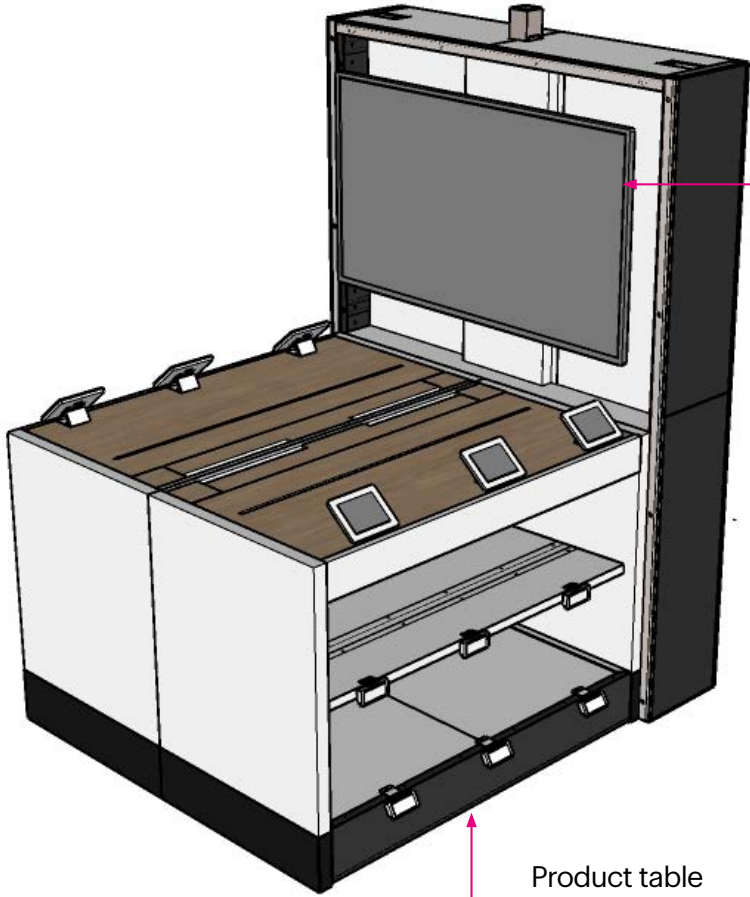
Monitor, lit graphic or unlit graphic can be used. See pages 3, 5 and 7.

Lens case
- Best Buy will have drawings for this full insert
- Will utilize the Best Buy lens holder

Product table
- See product table vendor guidelines deck
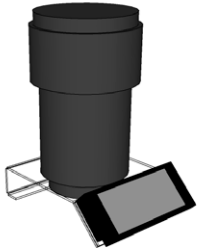
Lens holder with ESL, if solidworks files are needed Best Buy can provide
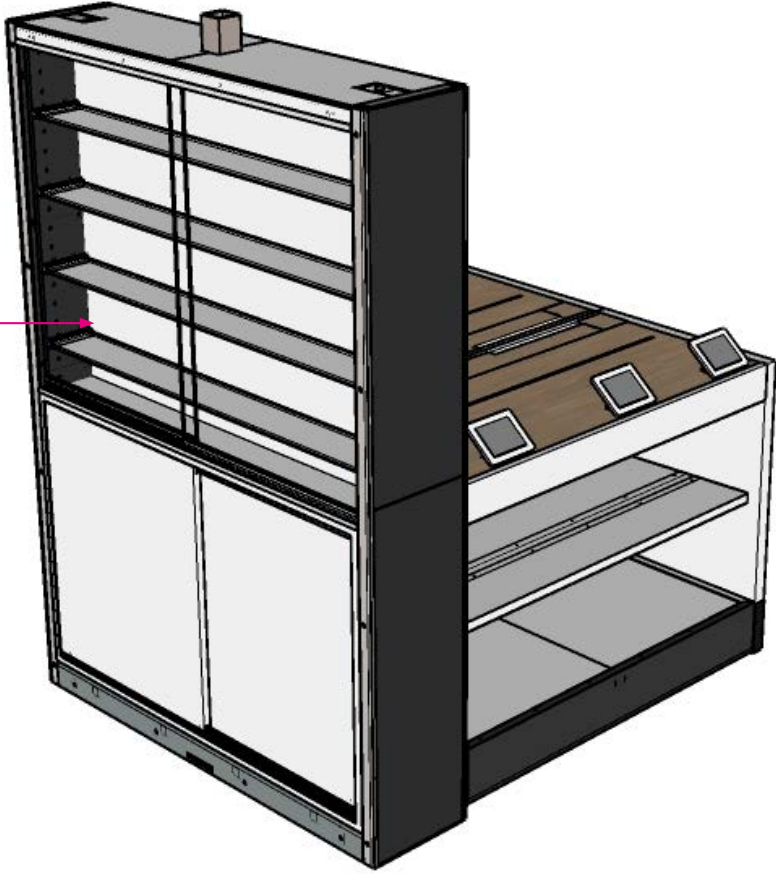
C19 and 15K Vendor Guidelines
Focal frame – Lowbay gondola endcap

Guidelines:

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

ITEM NO.	PART NUMBER	DESCRIPTION	QTY.
1	1013493	ASSY, 51" X 72" - FOCAL FRAMES	1
2	1010340	ASSY, CABINET INSERT - FOCAL FRAMES	1
3	1010341	ASSY, HALF HEIGHT CENTER PILLAR KIT - FOCAL FRAME	1
4	1013107	ASSY, BACKLIGHT FRAME, FABRIC GRAPHIC KIT - FOCAL FRAME	1
5	1016946	PRODUCT TABLE TOP ASSY	1
6	1014137	ASSY, FOCAL FRAME FILLER PANEL KIT	1

NOTE:
PRODUCT TABLE SHOWN AS A REFERENCE AND THEIR ARE MULTIPLE LAYOUTS USED. SEE PRODUCT TABLE GUIDELINES

NOTE:
LIGHT BOX SHOWN BUT COULD ALSO USE THE GRAPHIC FRAME OR MONITOR

72.00

60.09
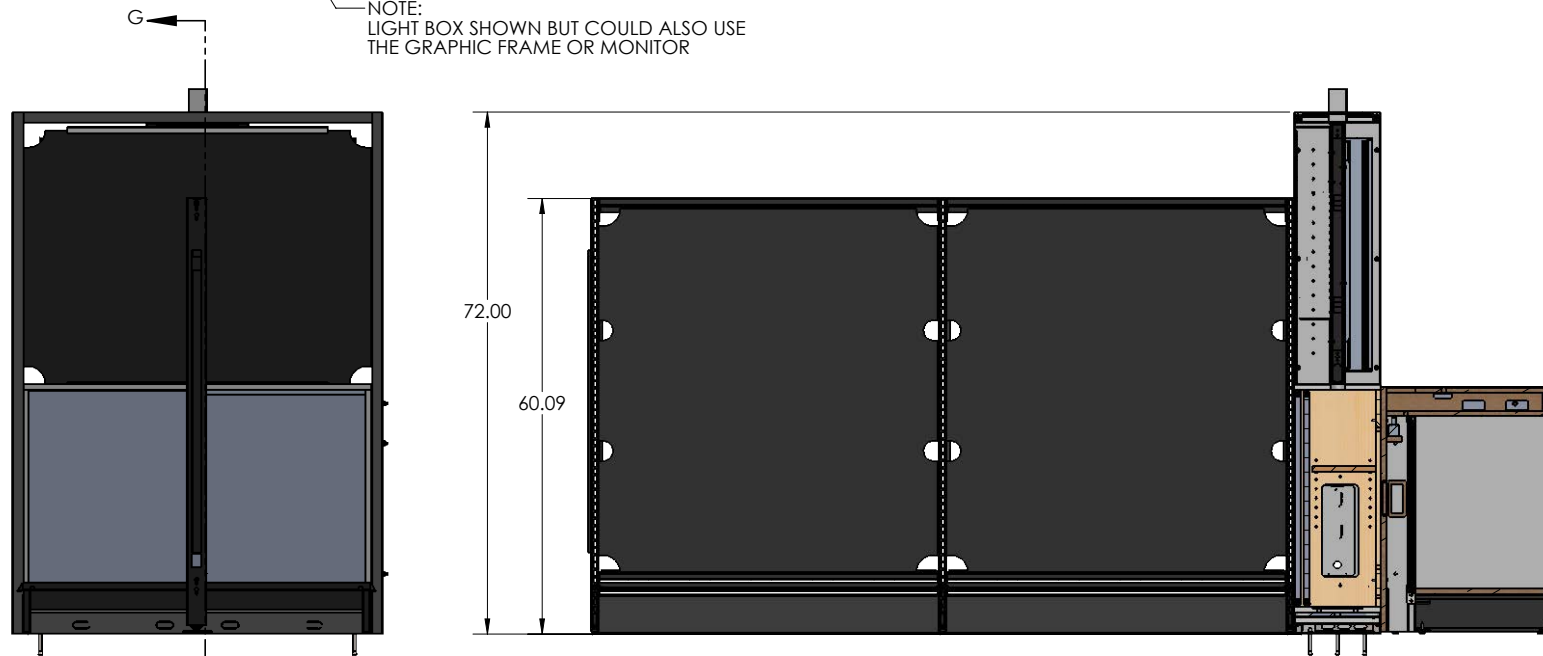
SECTION G-G
SCALE 1 : 16

SCALE: 1:48	DRAWING NO.:	REV.:	
SHEET: 6 of 7			BEST BUY

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.

ITEM NO.	PART NUMBER	DESCRIPTION	QTY.
1	1013493	ASSY, 51" X 72" - FOCAL FRAMES	1
2	1011443	ASSEMBLY, PILLAR TV MOUNT, 67.375" - FOCAL FRAMES	1
3	1016425	ASSY, FULL LIGHT BOX, 43.46" X 62.87" - FOCAL FRAMES	1
4	1016946	PRODUCT TABLE TOP ASSY	1
5	1013107	ASSY, BACKLIGHT FRAME, FABRIC GRAPHIC KIT - FOCAL FRAME	1

1.70

1.29

72.00

51.00

12.00

SECTION J-J

J
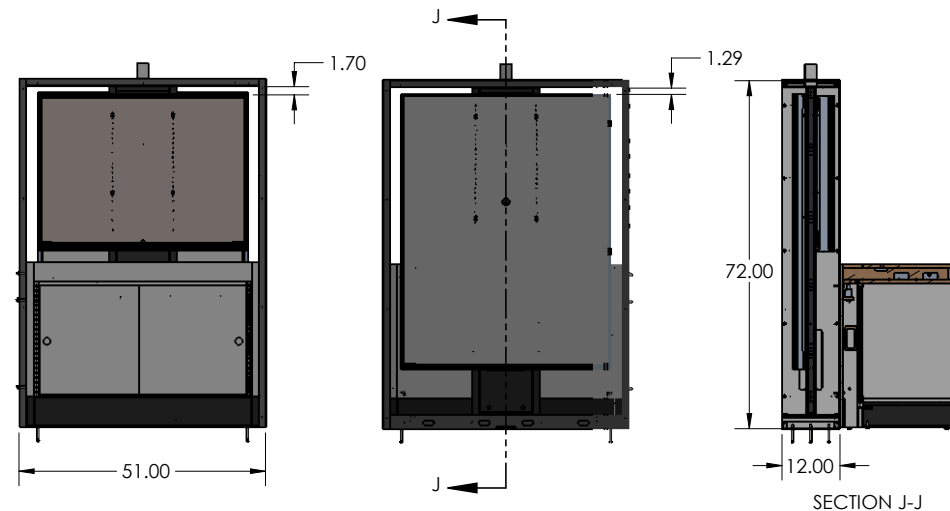
NOTE:
LIGHT BOX IS SHOWN, CAN ALSO USE THE GRAPHIC PANEL OR MONITOR

NOTE:
FULL SIZE LIGHT BOX IS SHOWN, CAN ALSO USE THE FULL SIZE GRAPHIC PANEL
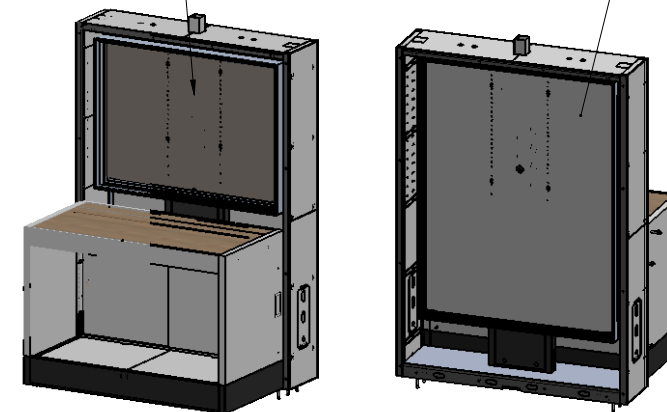
Note:
Product table shown as a reference as there are multiple table layout options. See product table guidelines for additional information.

| SCALE: 1:24	DRAWING NO.:	REV.:
SHEET: 8 of 8		

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
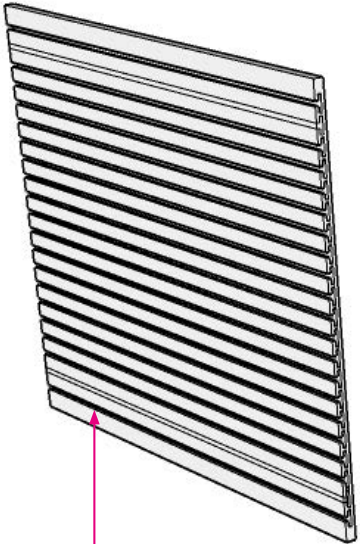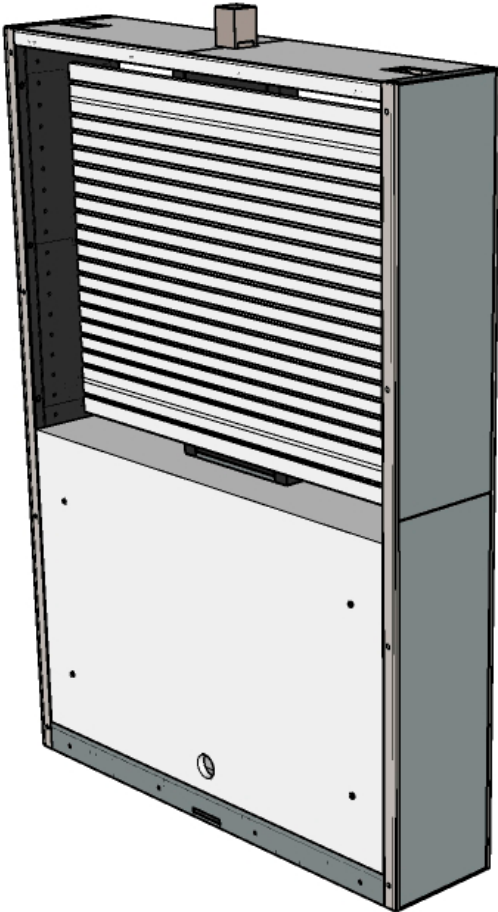
Slatwall
- Vendor's responsibility
- BBY will have drawings for the slatwall
- Slatwall to be white
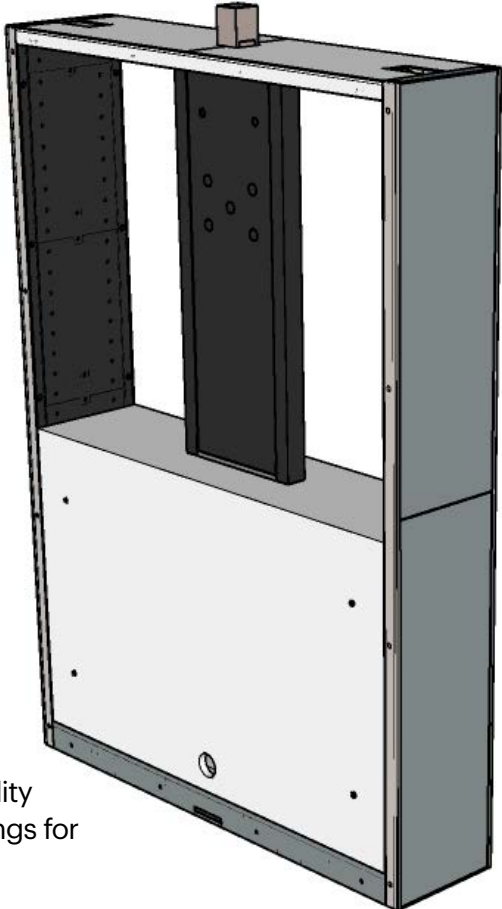
C19 and 15K Vendor Guidelines
Focal frame

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.

Pillar itself is a BBY part. Vendor is not responsible for this part.

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

Side graphic itself is a Best Buy part. Vendor is not responsible for this part.

Focal frame itself is a BBY part. Vendor is not responsible for this part.

Lower cabinet is a BBY part. Vendor is not responsible for this part.
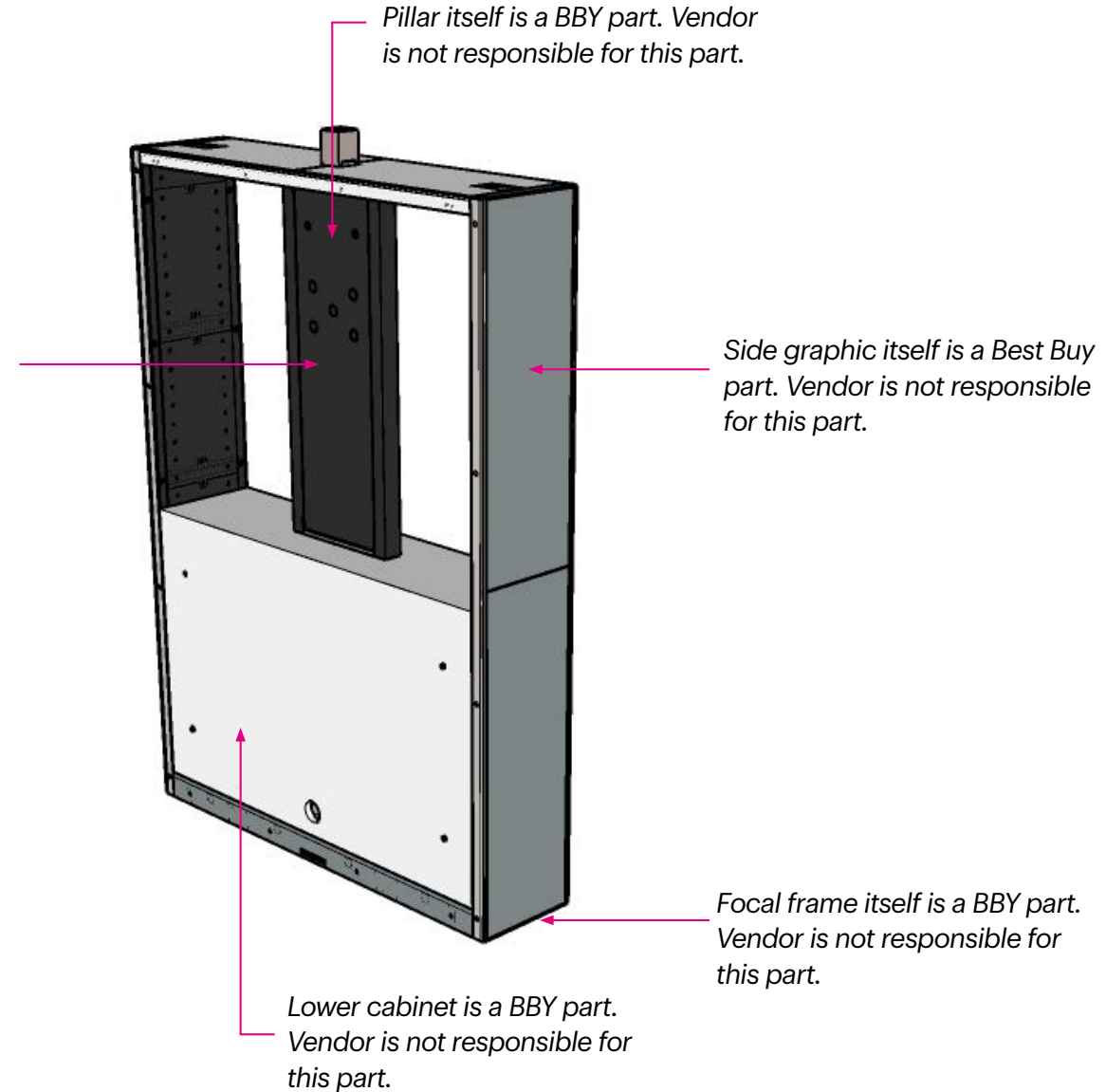
C19 and 15K Vendor Guidelines
Focal frame – Table layout

Guidelines:

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

BEST BUY

HOME
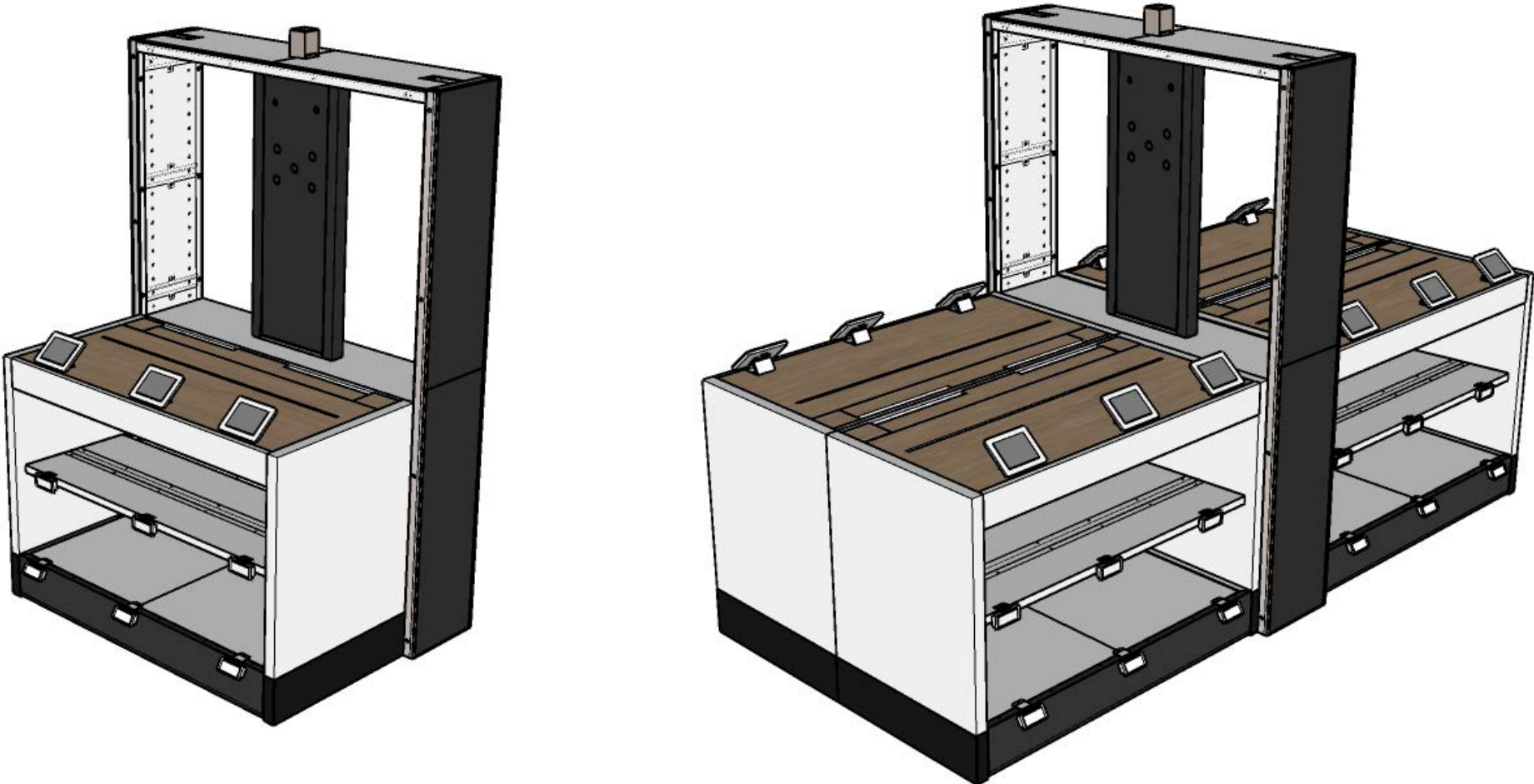
C19 and 15K Vendor Guidelines
Focal frame – Table layout
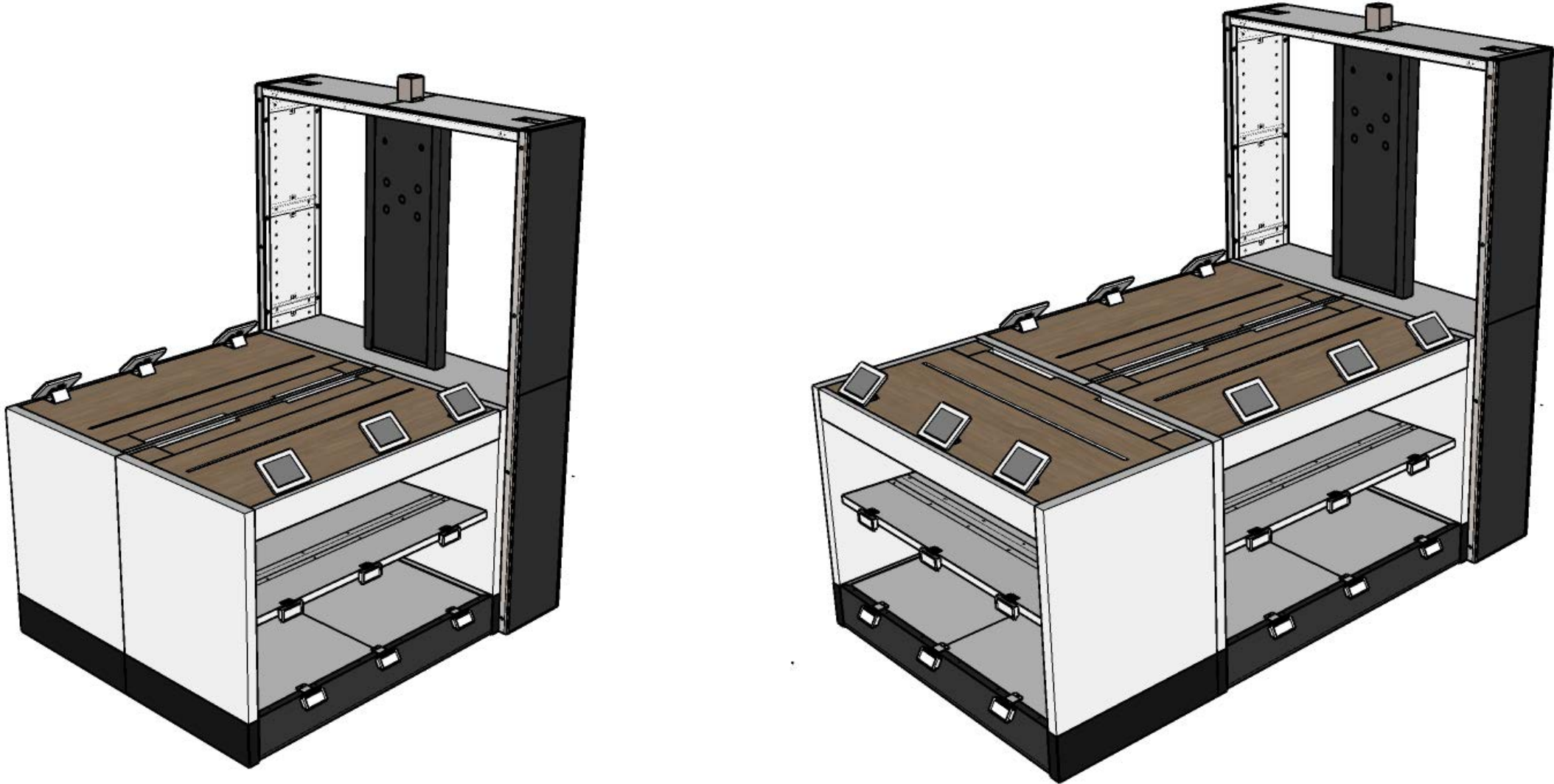
12. Small Appliance Endcaps

Fixture Overview

Small Appliance Endcaps are activated on various fixtures, each of which provides a consistent and visually appealing presentation of salable product.

- **Gondola-based**
  - — 2' Endcap
  - — 4' Endcap (14" base deck)
  - — 4' Endcap (24" base deck)
  - — Half Rack

- **Table-based**
  - — Small Appliance
  - — Product
  - — Smash

If you encounter unique presentations not listed above, ask your Best Buy contact for details.

2' Endcap Gondola
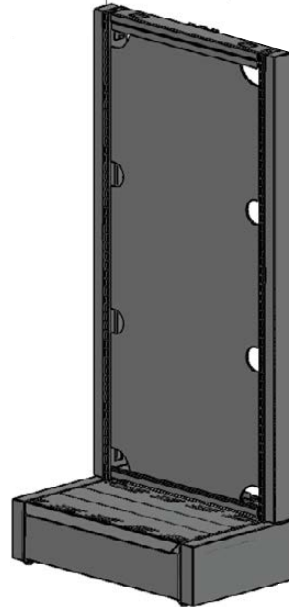
4' Endcap Gondola (14" base deck)
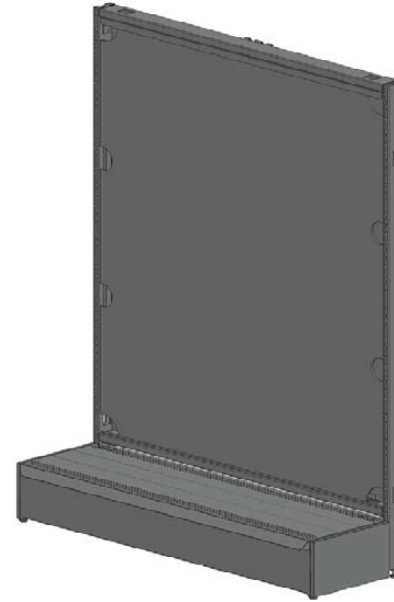
4' Endcap Gondola (24" base deck)
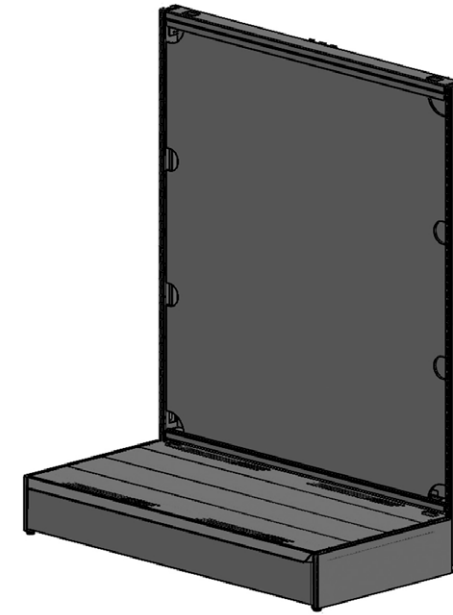
Half Rack Gondola
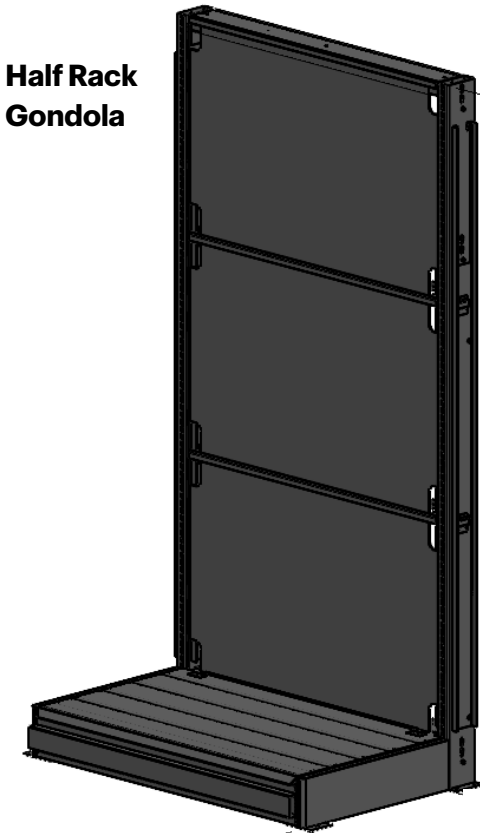
Small Appliance Table
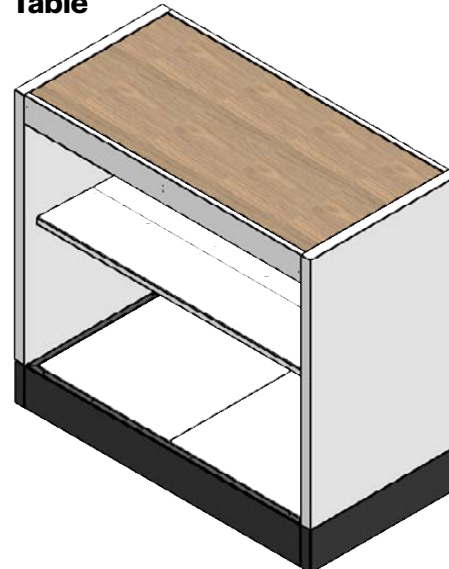
Product Table
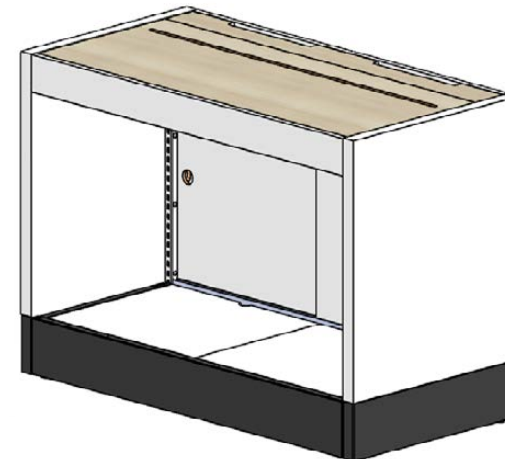
Smash Table
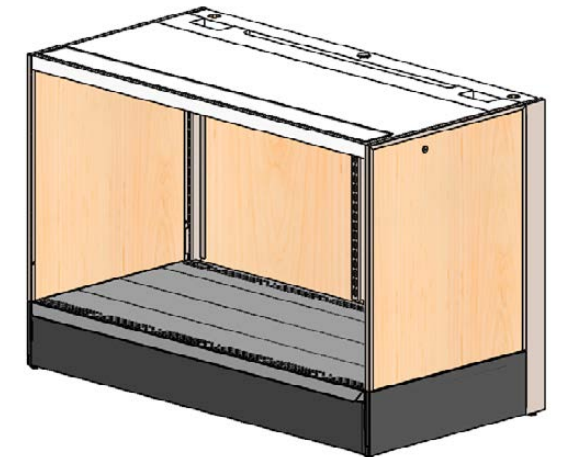
Gondola-based Fixtures

Gondola-based:
Power & Attachments

Vendor Expectations

- Securely anchor the display to either the shelf or slotted uprights. *(See Best Buy's perforated shelves at right)*. See the Lowbay Gondola Endcap guidelines for information on Best Buy kit components.

- Remove any batteries from the product before displaying.

- Connect all power to a power strip that is directly connected to a power receptacle. Power strips cannot be daisy-chained.

- Secure demo product using approved tethers, recoilers, mechanical fasteners or security devices.

- Purchase electronic security devices from the approved vendors noted in the Technology Design Standards.

- Neatly organize or hide additional power cords, plugs, etc. to avoid clutter and cord drape.

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

Lowbay Gondola Endcap

Technology Design Standards

Power Pass-Through on Backer

Shelf Anchoring

Base Deck

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

Gondola-based:
Merchandising

Vendor Expectations

- 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 stand-ins of products are not permitted.*

- Display all products and VPP components within the volumetric space permitted (shown at right). ***Note:*** *Base decks in CAD titles are named 14" and 24" rather than their precise measurements shown.*

2' Endcap Gondola

23.875 · 52.875 · 12.500

4' Endcap Gondola
(14" base deck)

47.875 · 52.875 · 22.500

4' Endcap Gondola
(24" base deck)

47.875 · 52.875 · 12.500

Half Rack Gondola

47.875 · 26.500
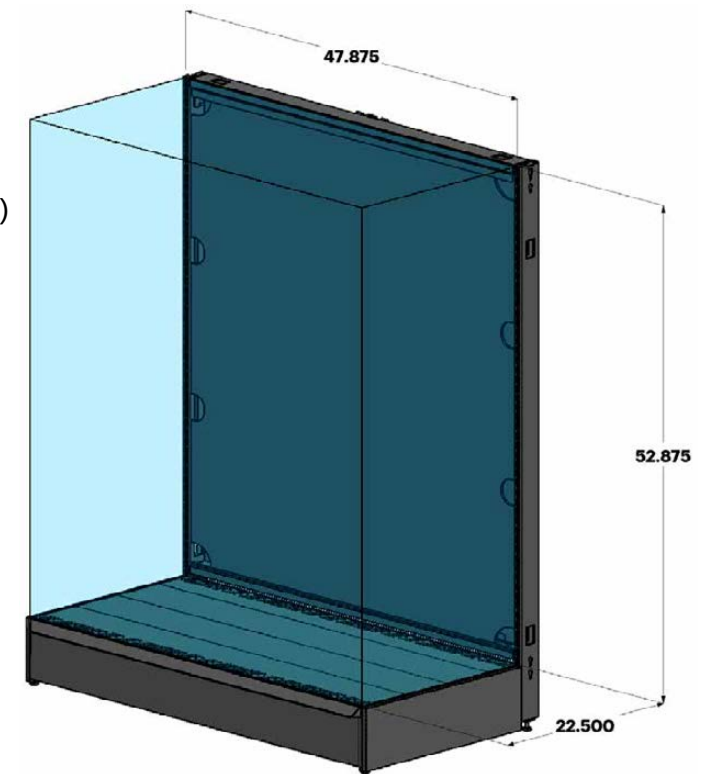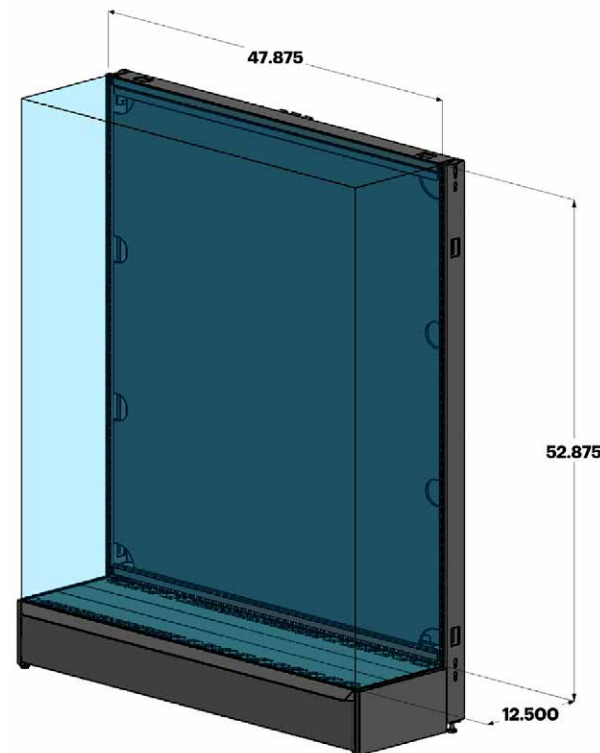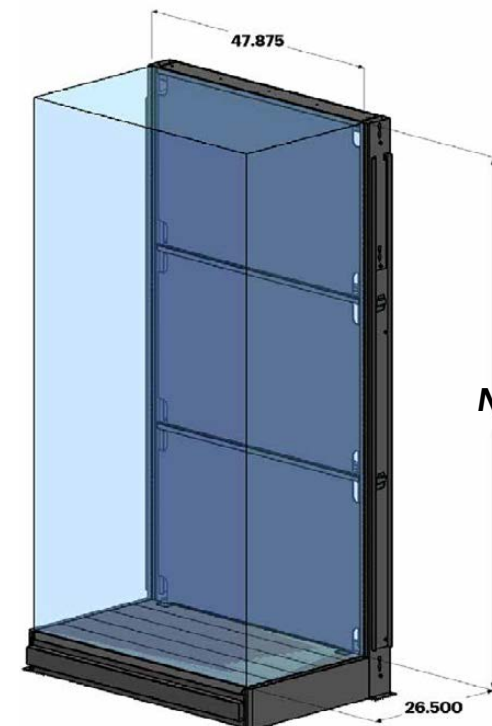
Note: *Half Rack heights vary. Ask your Best Buy contact for details.*

Gondola-based:
Merchandising

Vendor Expectations

- Follow an A/B merchandising strategy with demo/display units on top and salable units below.

- Support all products—display or salable—with a proximally located electronic shelf label (ESL).

- Follow the Technology Design Standards for all buttons, interactive elements, and audio and video components.

- Ensure interactive elements and product demos follow ADA reach guidelines.

- Use permitted lighting only. Illumination from products or monitors is allowed. Backlighting, downlighting and under-cabinet lighting are not allowed.

Note: *Consider creating your endcap with Small Appliance platform systems to allow for an easy transition to an inline presentation if needed. Ask your Best Buy contact for details.*

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

Architecture Standards

ESL Guidelines

Technology Design Standards

Gondola-based:
Graphics

Vendor Expectations

- Create a graphics presentation that complies with all copy, design, size, substrate, etc. requirements.

- Display signage within the width, depth and height of the endcap fixture.

- Include your logo in the top 6" of your display.

- Keep copy a minimum of 20" above the ground.

- Include up to two external POP graphics on a single product VPP, ensuring POP graphics cover no more than 15% of the presentation.

- No stand-alone printed or mock food is permitted (i.e. filled coffee cups, sandwiches, etc).

Best Practices

- Prioritize the following graphics for your presentation:

    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.

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

Copy & Claims Guidelines

Small Appliance POP

Table-based Fixtures

Table-based:
Power & Attachments

Vendor Expectations

- Securely anchor the display to the table through the surface slot. *(The full panel lifts out for easier access)*. See the Lowbay Gondola Endcap guidelines for information on Best Buy kit components.

- Remove any batteries from the product before displaying.

- Connect all power to a power strip that is directly connected to a power receptacle. Power strips cannot be daisy-chained.

- Secure demo product using approved tethers, recoilers, mechanical fasteners or security devices.

- Purchase electronic security devices from the approved vendors noted in the Technology Design Standards.

- Neatly organize or hide additional power cords, plugs, etc. to avoid clutter and cord drape.

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

Lowbay Gondola Endcap

Technology Design Standards

BEST BUY

Table-based:
Merchandising

Vendor Expectations

- The maximum available merchandisable space measures 44" W x. 22.4" D.
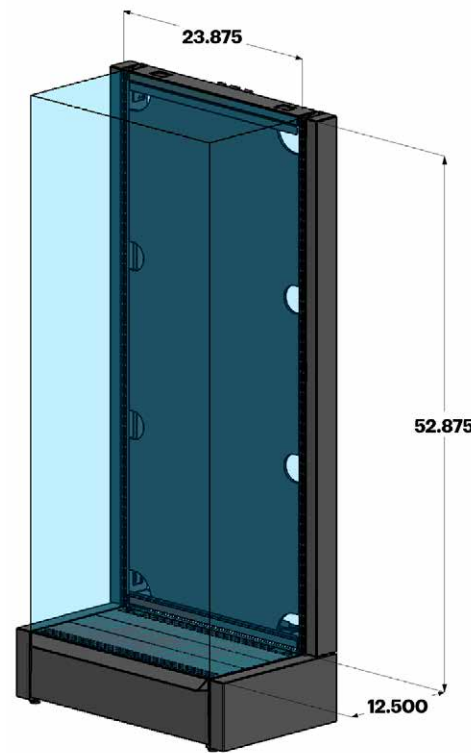
- Include your choice of Demo, Display or Dead Mock Display product(s).

  — **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 stand-ins of products are not permitted.*

- Display all products and VPP components within the volumetric space permitted (shown at right).

  — Vendor presentation must be flush with the top of the table, not overhanging the white border.

  — Removal of fixture counter top is not allowed.

  — Product cannot obstruct the view of logo header.

  — Framing is not permitted on the fixture exterior.
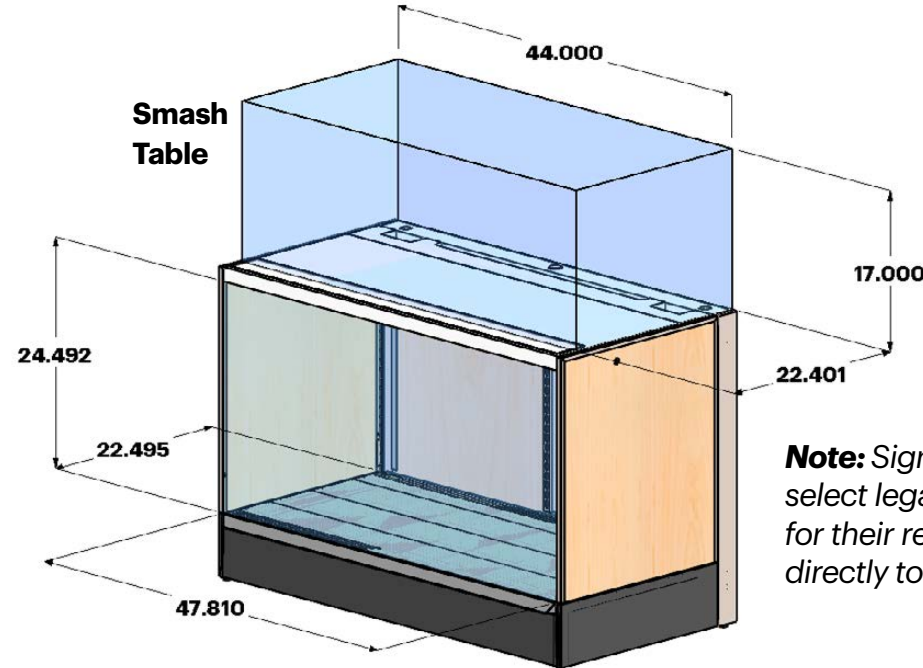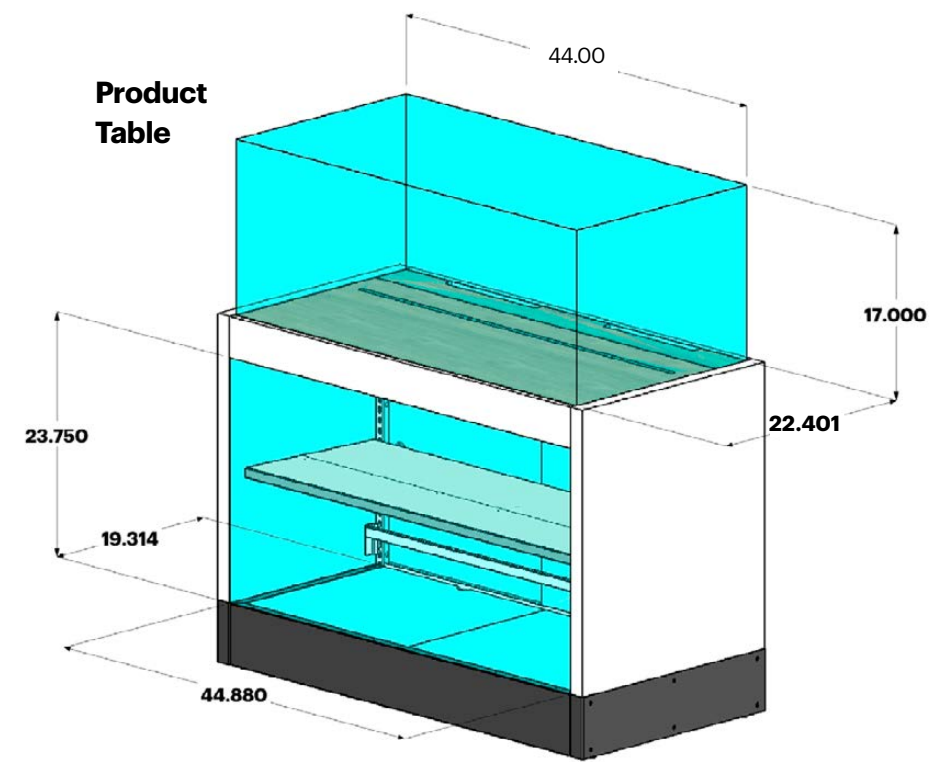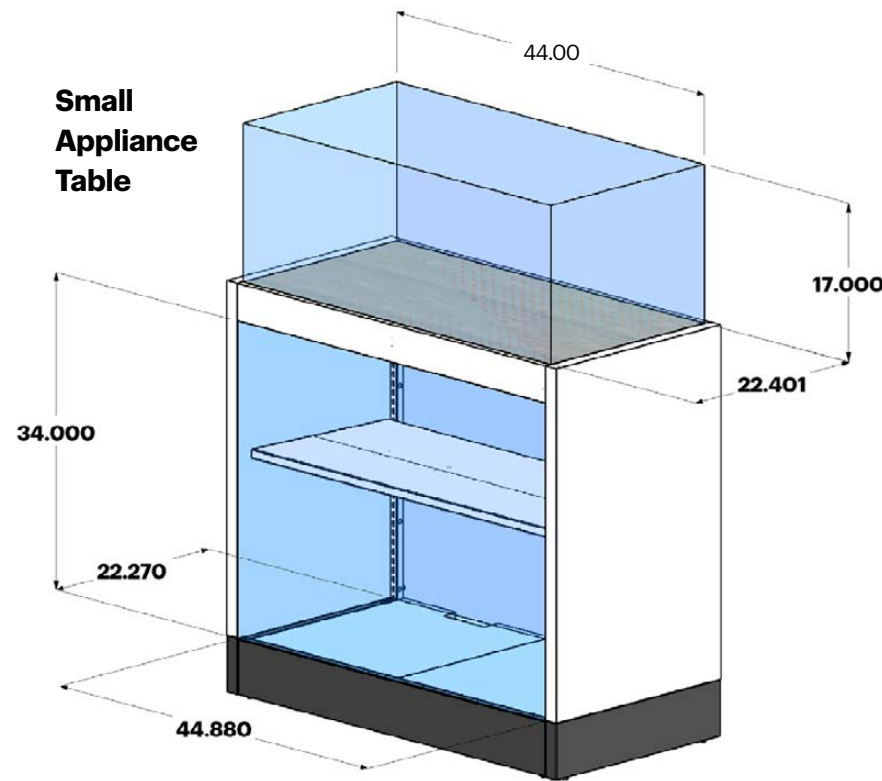
Small Appliance Table

44.00
17.000
22.401
34.000
22.270
44.880

Product Table

44.00
17.000
22.401
23.750
19.314
44.880

Smash Table

44.000
44.00
17.000
22.401
24.492
22.495
47.810

Note: *Sign holder frames might be available on select legacy Smash Tables, but vendors should plan for their removal. All graphic backers should attached directly to product presentations.*

Table-based:
Merchandising

Vendor Expectations

- Ensure interactive elements and product demos follow ADA reach guidelines.

- Use permitted lighting only. Illumination from products or monitors is allowed. Backlighting, downlighting and under-cabinet lighting are not allowed.

- Support all products—display or salable—with a proximally located electronic shelf label (ESL).

- Receive design approval prior to prototyping your presentation. Ask your Best Buy contact for details.

Note: Consider creating your endcap with Small Appliance platform systems to allow for an easy transition to an inline presentation if needed. Ask your Best Buy contact for details.

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

Architecture Standards

ESL Guidelines

Technology Design Standards
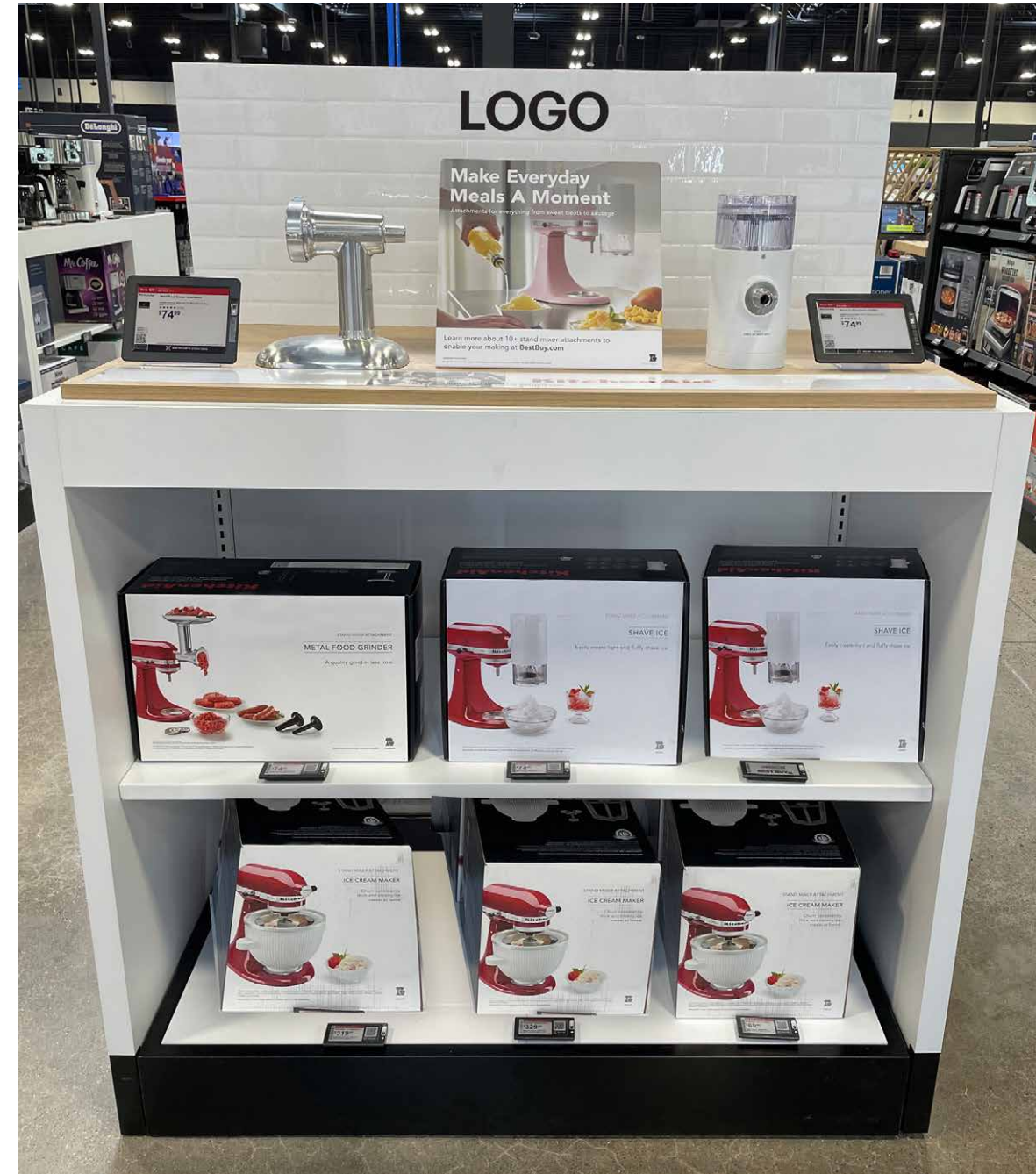
Table-based:
Small Appliance & Product Table Graphics

Vendor Expectations

- Create a graphics presentation that complies with all copy, design, size, substrate, etc. requirements.

    Note: *Backer graphics are permitted but must be physically secured to your presentation. They cannot be secured to the table fixture.*

- Include your logo in the top 6" of your display.

- Keep copy a minimum of 20" above the ground.

- Include up to two external POP graphics on a single product VPP, covering no more than 15% of the product.

- No stand-alone printed or mock food is permitted (i.e. filled coffee cups, sandwiches, etc).

Best Practices

- Prioritize the following graphics for your presentation:

    Content: Lifestyle imagery of humans interacting with products.

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

- Choose from these alternate options *only* if lifestyle imagery of humans/products isn't available or allowed:

    — Lifestyle imagery of products *without* humans.

    — Hero product imagery on a neutral color field.

Note: *Sign holder frames might be available on select legacy Smash Tables, but vendors should plan for their removal. All graphic backers should attached directly to product presentations.*

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

Copy & Claims Guidelines

Technology Design Standards

Next Steps

1 READ

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

Small Appliance POP   **Technology Design Standards**

Lowbay Gondola Endcap   **Architecture Standards**

Additional useful guides:

ESL Guidelines   **Copy & Claims Guidelines**

2 REQUEST

from your Best Buy contact:

- Drawings and models of parts you want to order. Provide the CAD reference number for your fixture and specify Solidworks or STEP file type.

CAD Title	CAD Reference #
2' Endcap with 14" Base Deck	R0017
4' Endcap with 14" Base Deck	R0006
4' Endcap with 24" Base Deck	R0007
Half Rack	1012965
Product Table	1016946
Smash Table	1010154
Small Appliance Table	1016400

13. 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**

White Peg Label - 19620-01-ESL
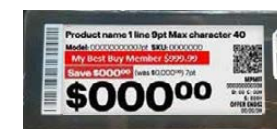
Black Peg Label - 19620-31-ESL-B

White Fact Tag - 19760-31-ESL

Black Fact Tag - 19761-31-ESL-B

White Mass Display Tag - 19821-01-ESL

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

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.
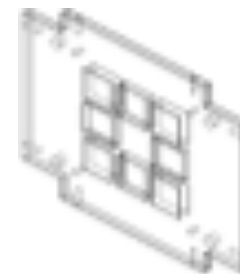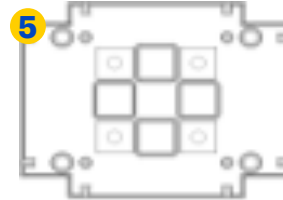
Fact Tag

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.

1   **2**   **3**

BEST BUY
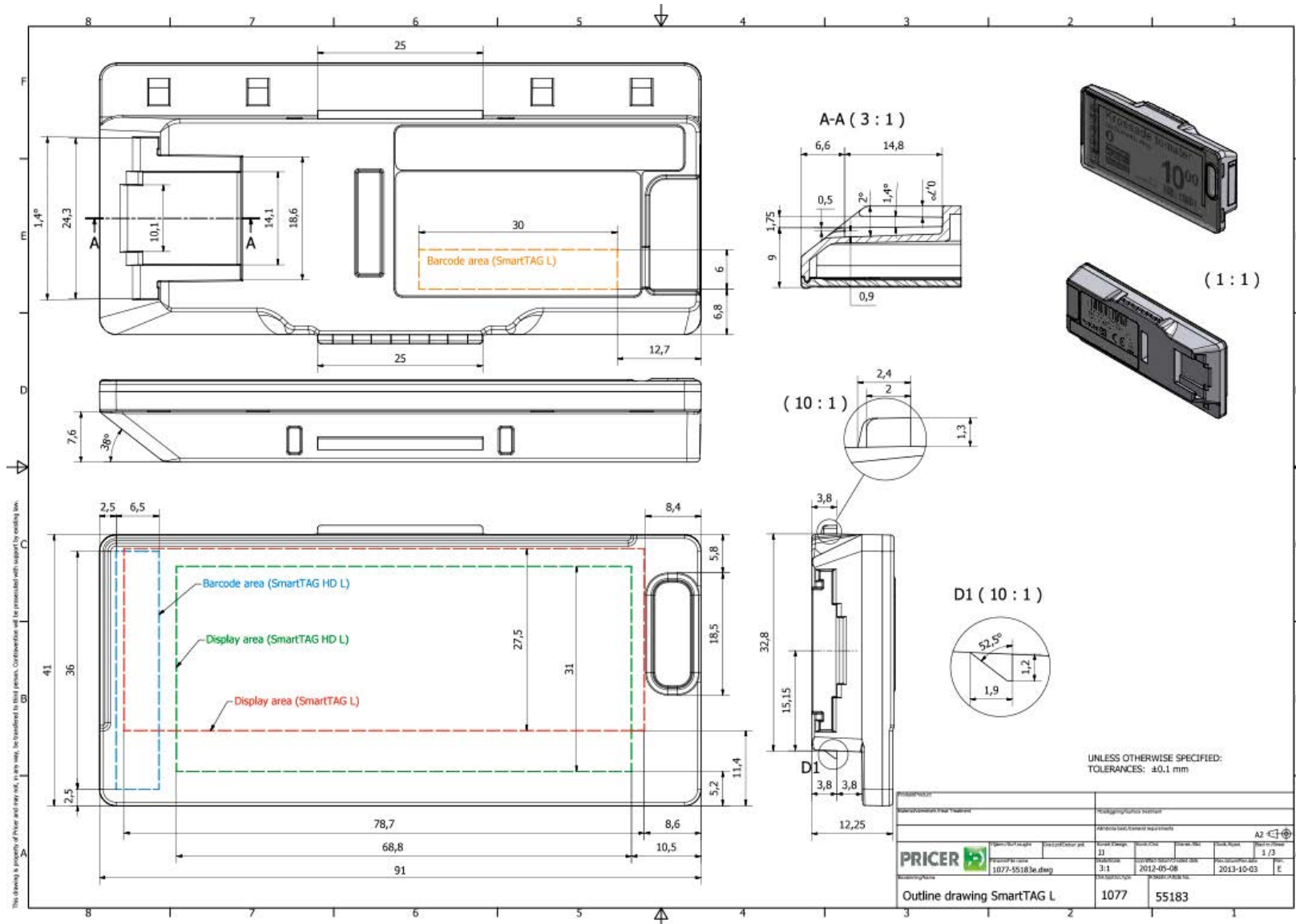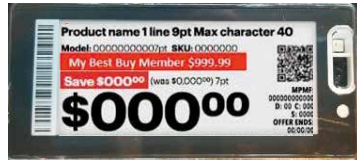
Peg Label ESL Overview

Notes:

- 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

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

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BEST BUY

149   HOME

14. Connected Home

Universal inline Guidelines

CONNECTED HOME GUIDELINES

- USE THE 1" THICK PLATFORMS

Partner with your Store Experience Project Manager for detailed drawings, dimensions and models
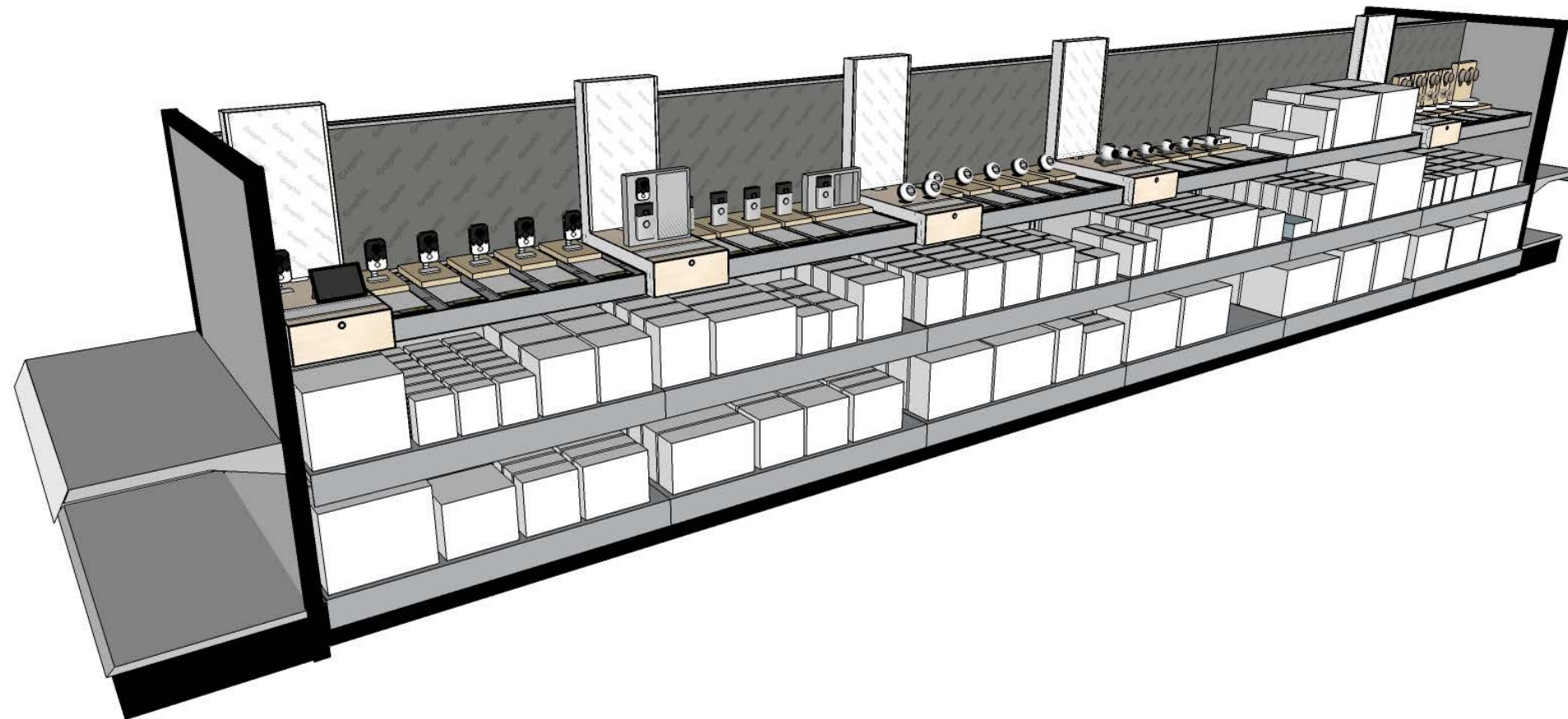
Universal inline Guidelines

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 wll 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

4 3/4" | 1 3/4"

9" Max
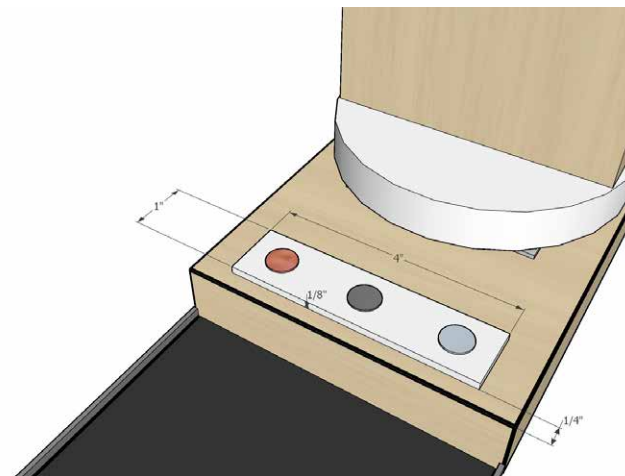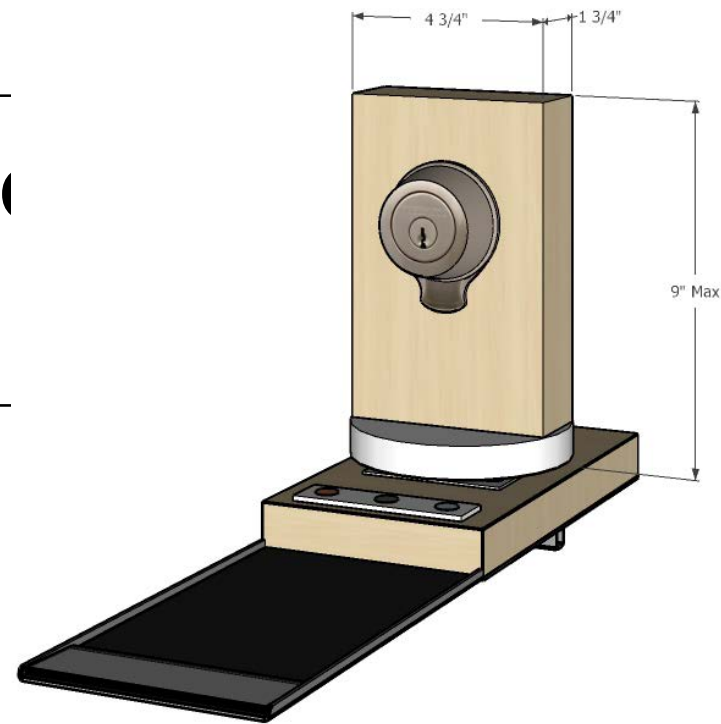
Note:
Wood finish will be Omnova Saarinen Driftwood unless specified otherwise
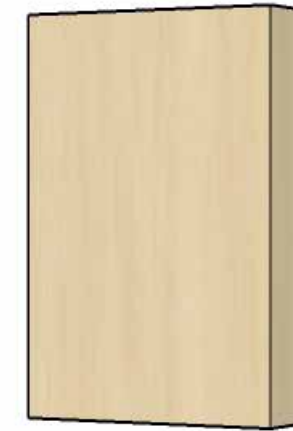
Lock Block

- Finish is Omnova Saarinen Driftwood

Turntable platform

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

Color swatch

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

Turntable

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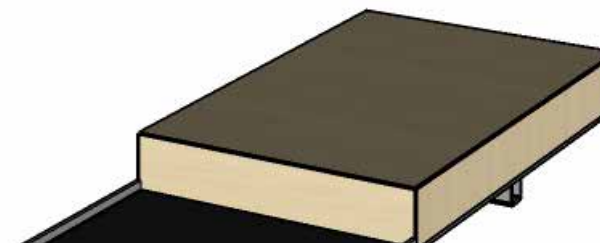
Universal inline Guidelines

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 than 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
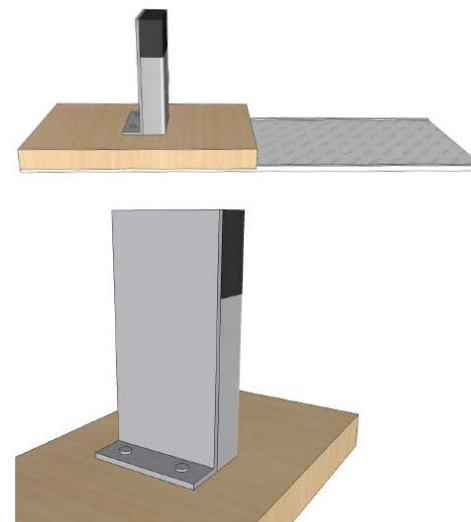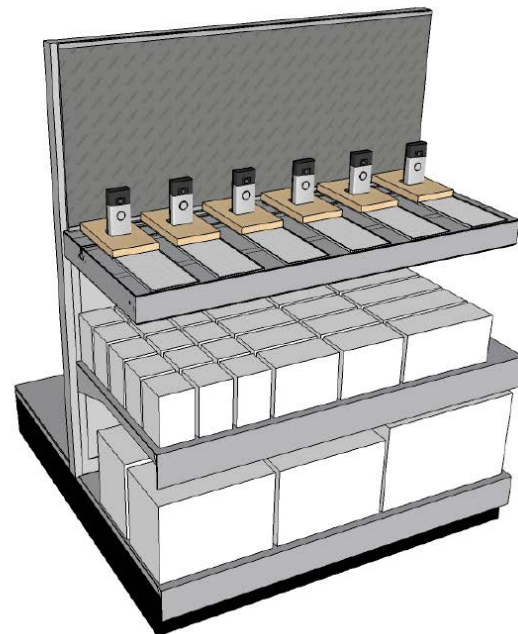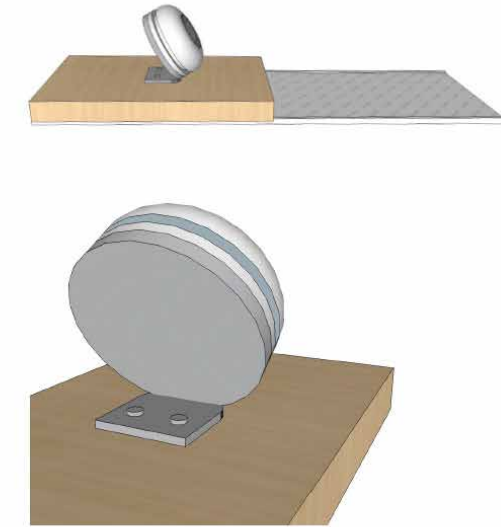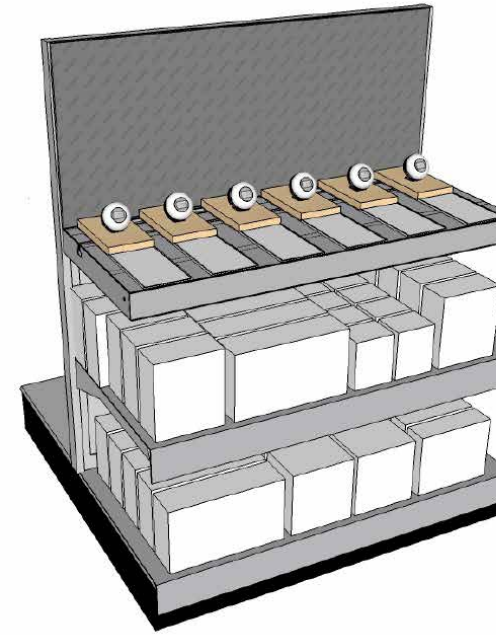
Vertical Product Mount Guidelines:

- Product mounts using a bolt or screw to a 90 degree bent metal piece that is than 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 Singnal 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
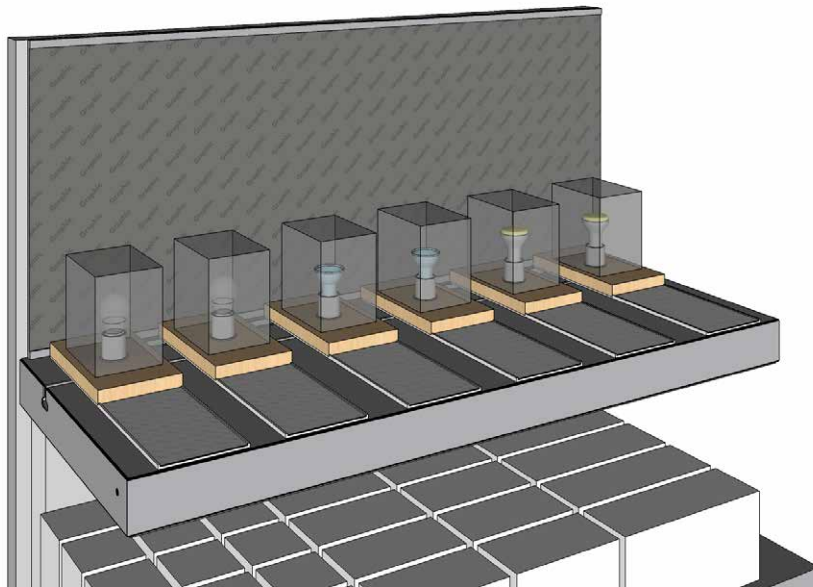
Camera Direct Mount Guidelines:

- 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
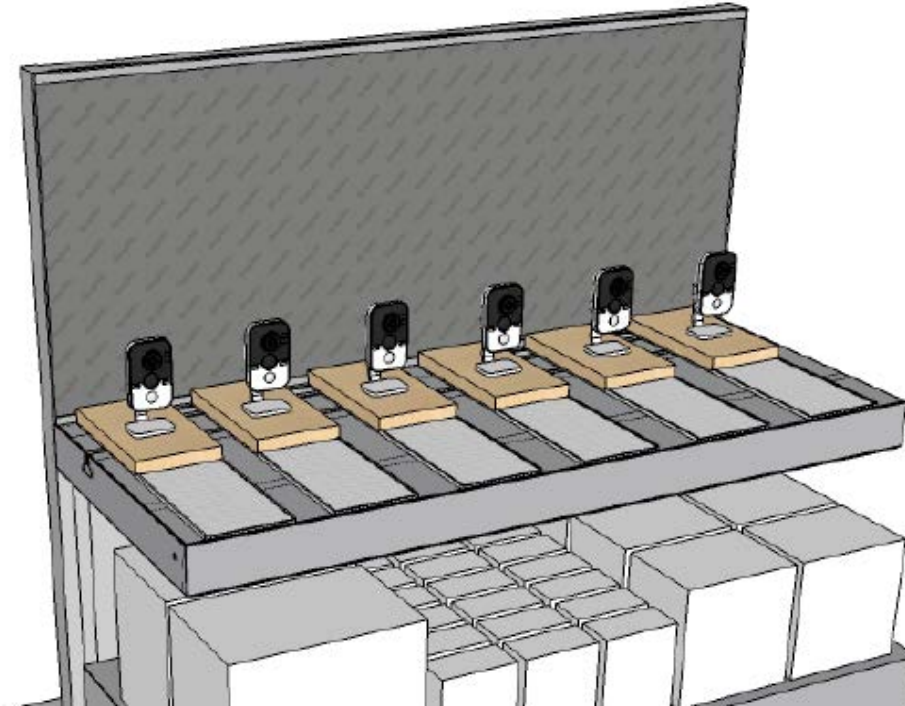
Lightbulb Mounting Guidelines:

- 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

15. 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
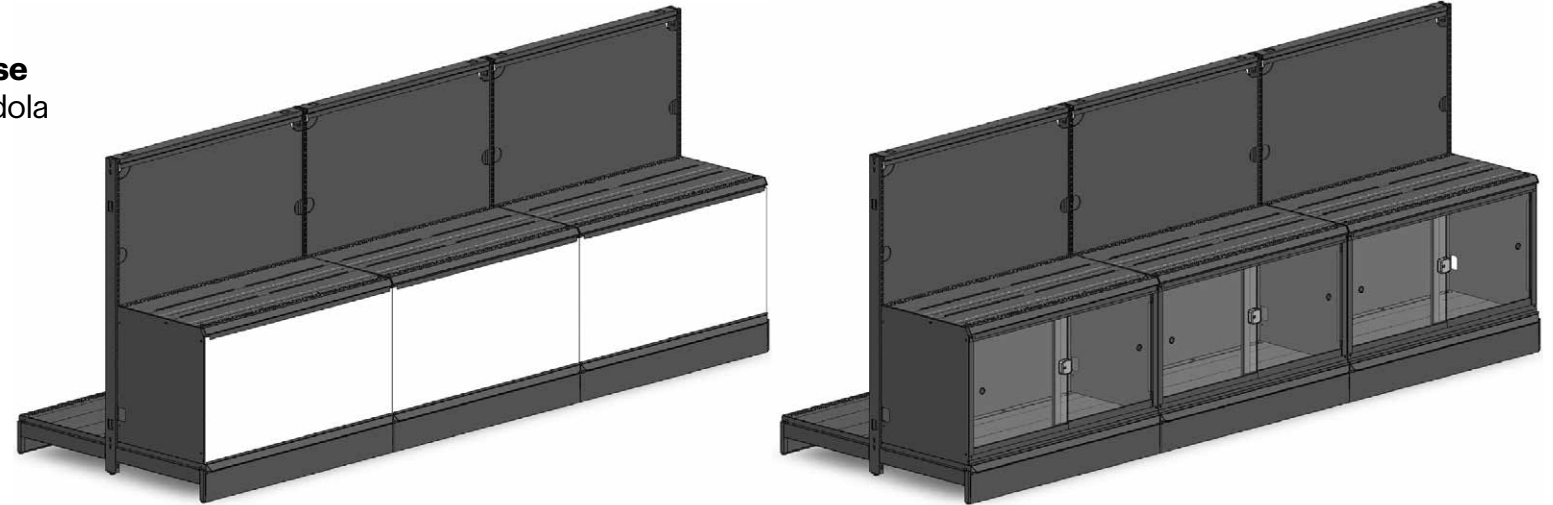
Display-Centric Base Case
on Skinny Lowbay Gondola
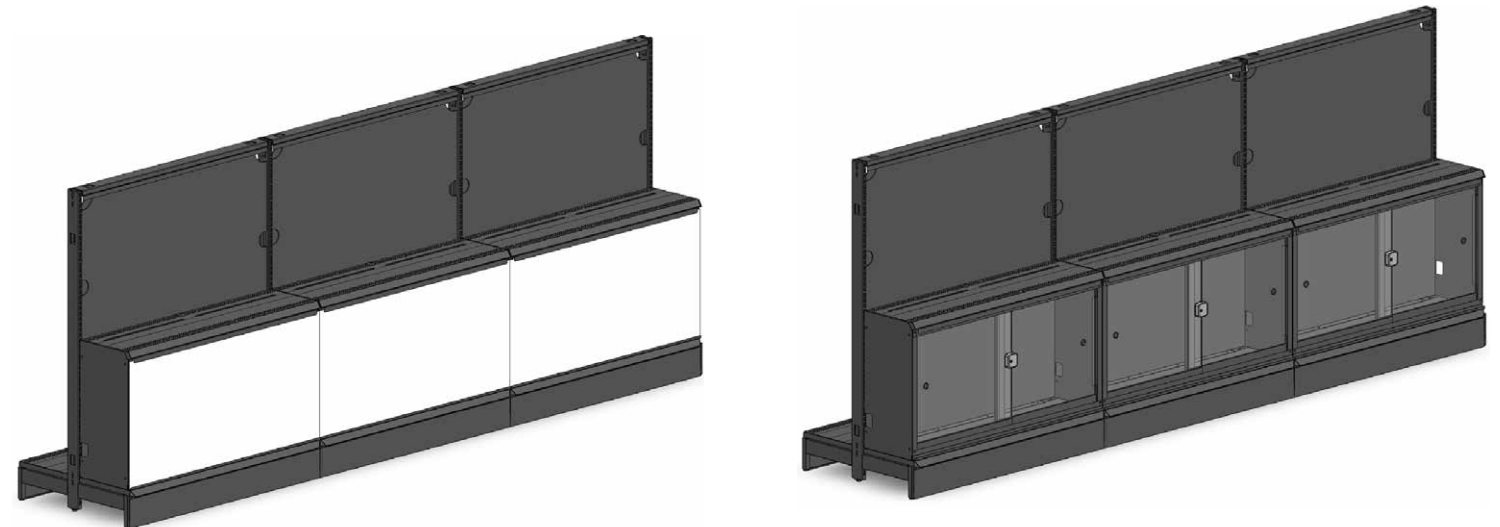
Note: *Each gondola type is shown with and without graphic inserts activated.*

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.
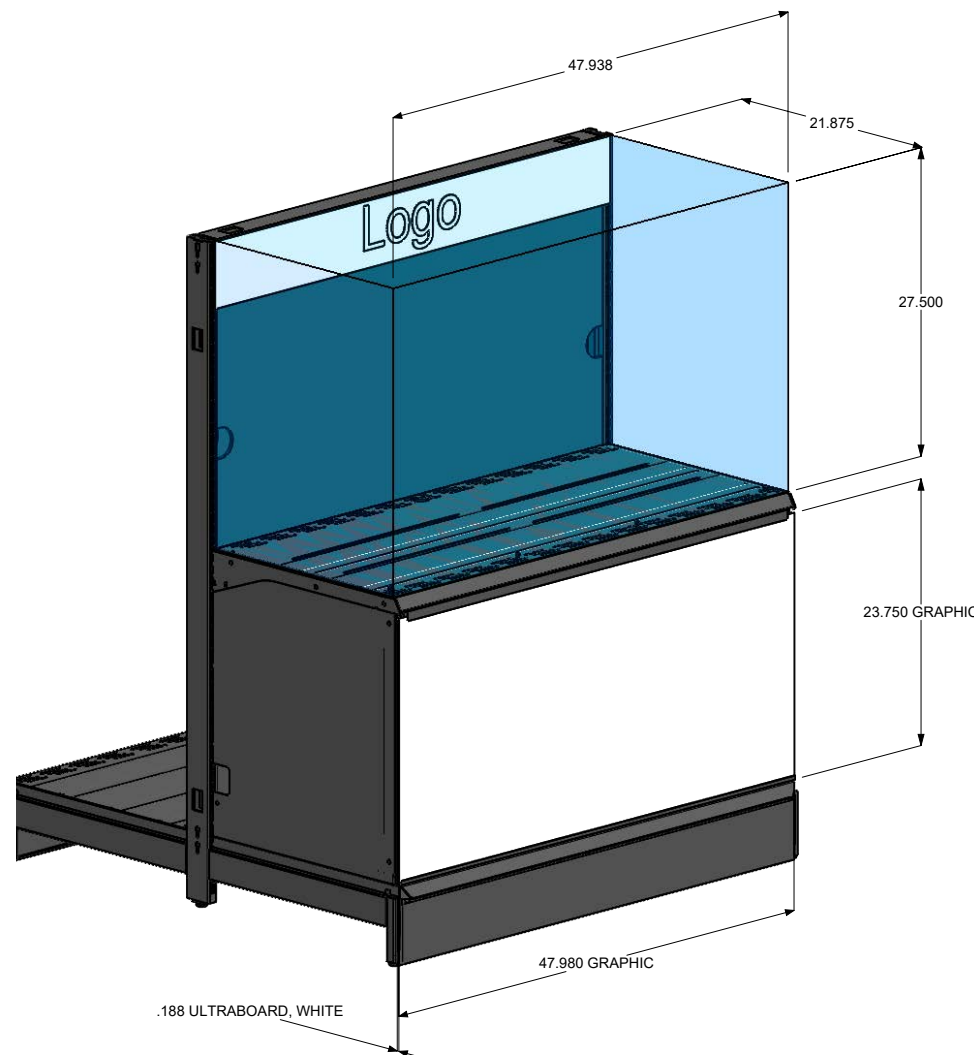
Standard Lowbay Gondola Dimensions
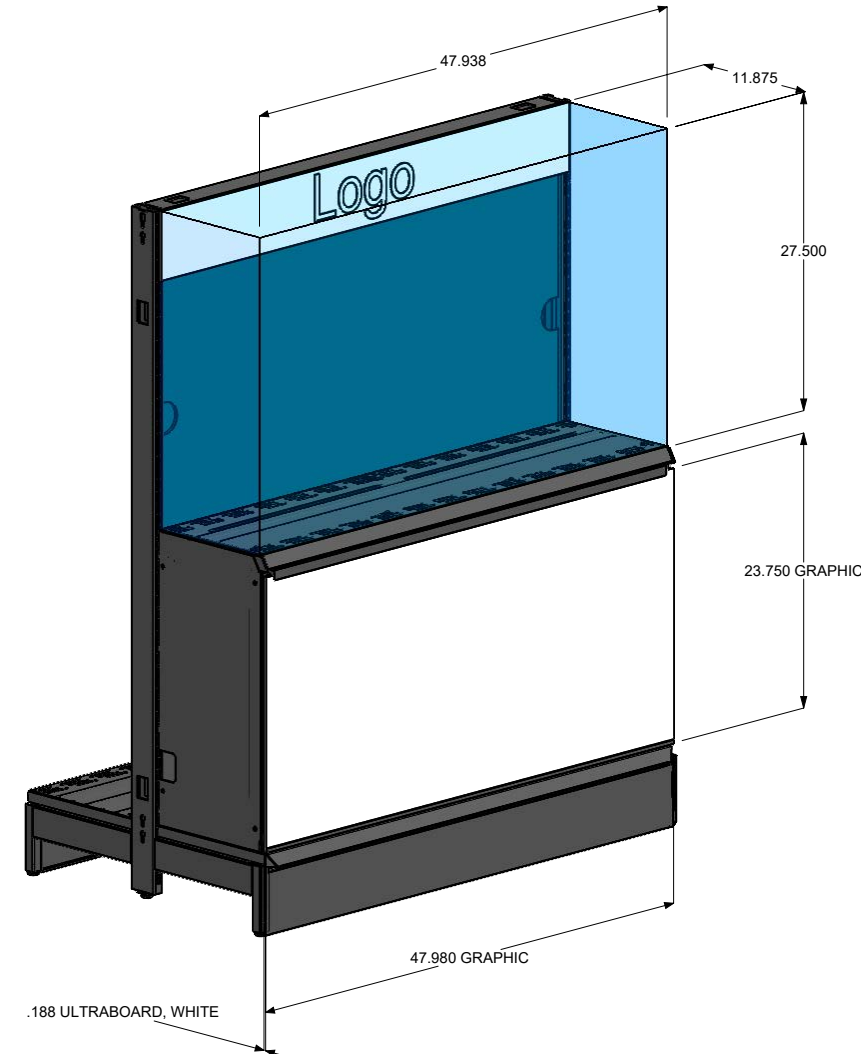
Skinny Lowbay Gondola Dimensions

Power and Attachments

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.

- Displays must be physically tethered to the shelf. **Preferred method:** Attach display to shelf's perforated pattern using threaded studs with washers and wingnuts.

- See drawings for detailed information on each gondola shelf's dimensions and unique perforated pattern.

Standard Gondola Shelves

BEST BUY SHELF DETAILS			MERCHANDISING AREA	
SHELF COMMON NAME	EPDM NUMBERS	FINISH	W (INCHES)	D (INCHES)
10.5" X 48"	1016891	BLACK	47.7	10.4
10.5" X 24"	1017727	BLACK	23.7	10.4
12" X 48"	1014797	BLACK	47.7	11.9
	1016889	WHITE		
12" X 24"	1017788	BLACK	23.7	11.9
	1022211	WHITE		
14" X 48"	1012248	BLACK	47.7	13.7
	1021561	WHITE		
	1008678	SILVER		
14" X 24"	1012247	BLACK	23.7	13.7
	1008677	SILVER		
18" X 48"	1012249	BLACK	47.7	17.7
	1021562	WHITE		
	1008683	SILVER		
18" X 24"	1012250	BLACK	23.7	17.7
	1008687	SILVER		
22" X 48"	1012251	BLACK	47.7	21.7
	1008693	SILVER		
22" X 24"	1012252	BLACK	23.7	21.7
	1008695	SILVER		

3 ROWS OF 46 FOR 24" WIDE
3 ROWS OF 94 FOR 48" WIDE
ALONG FRONT AND REAR OF SHELF

.217 TYP

.500

.500

MERCHANDISING AREA

W

D

.67

.65

1.38

.72

DIAMOND PERF POSITION RELATIVE TO EDGES OF SHELF

Power and Attachments

22" Deep Display-Centric Basecase Shelf
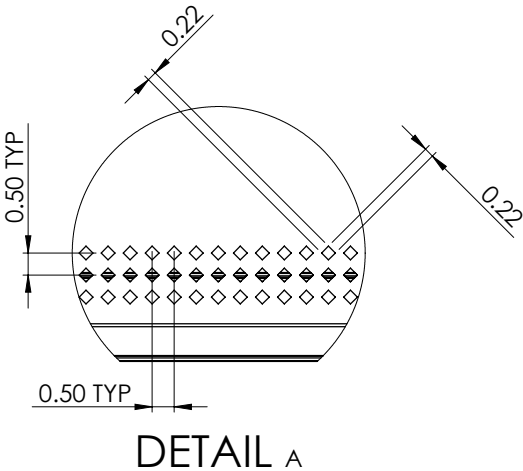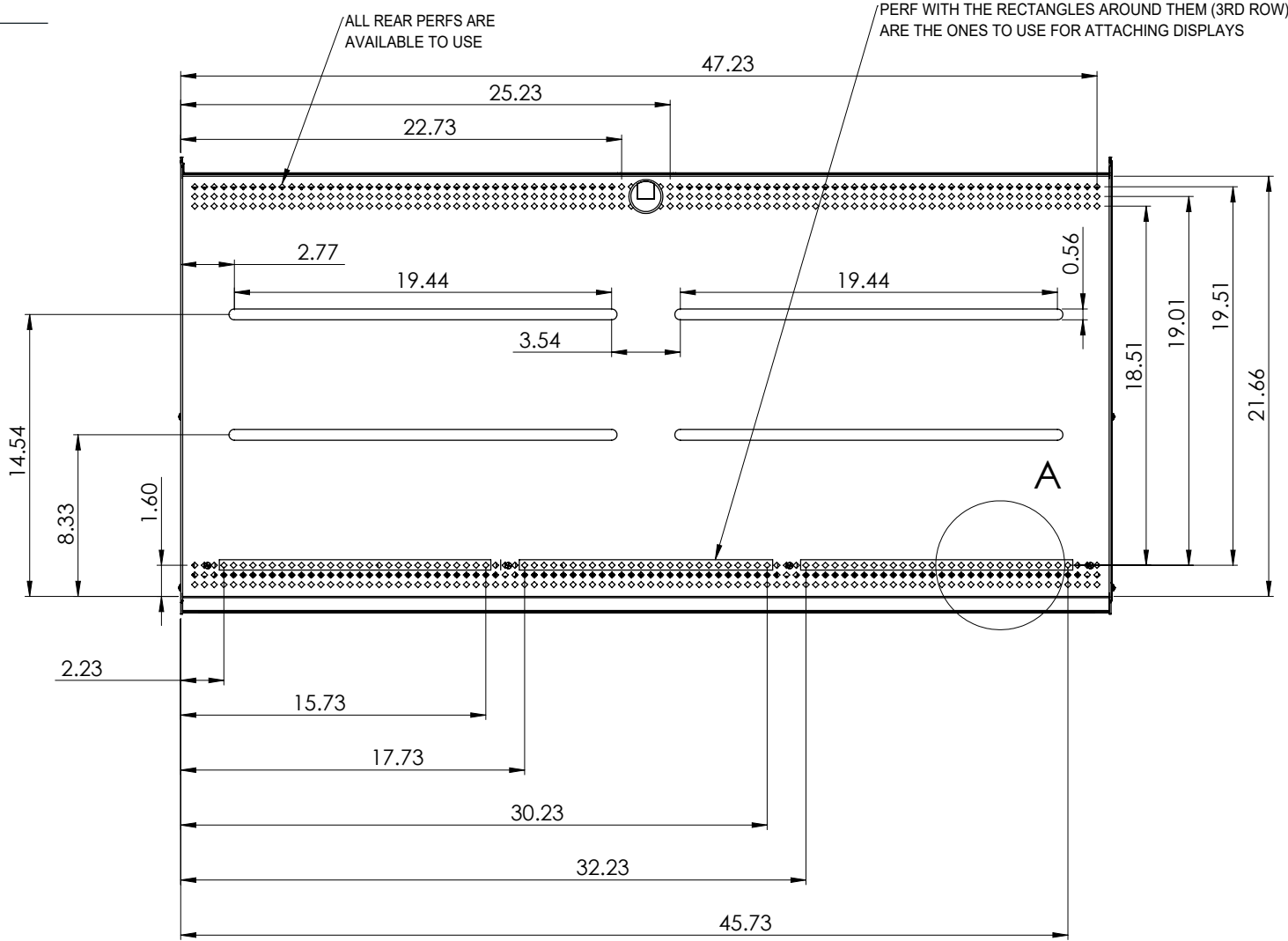
ALL REAR PERFS ARE AVAILABLE TO USE

PERF WITH THE RECTANGLES AROUND THEM (3RD ROW) ARE THE ONES TO USE FOR ATTACHING DISPLAYS

47.23
25.23
22.73
2.77
19.44
19.44
3.54
0.56
18.51
19.01
19.51
21.66
14.54
8.33
1.60
A
2.23
15.73
17.73
30.23
32.23
45.73

DETAIL A
0.22
0.22
0.50 TYP
0.50 TYP

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
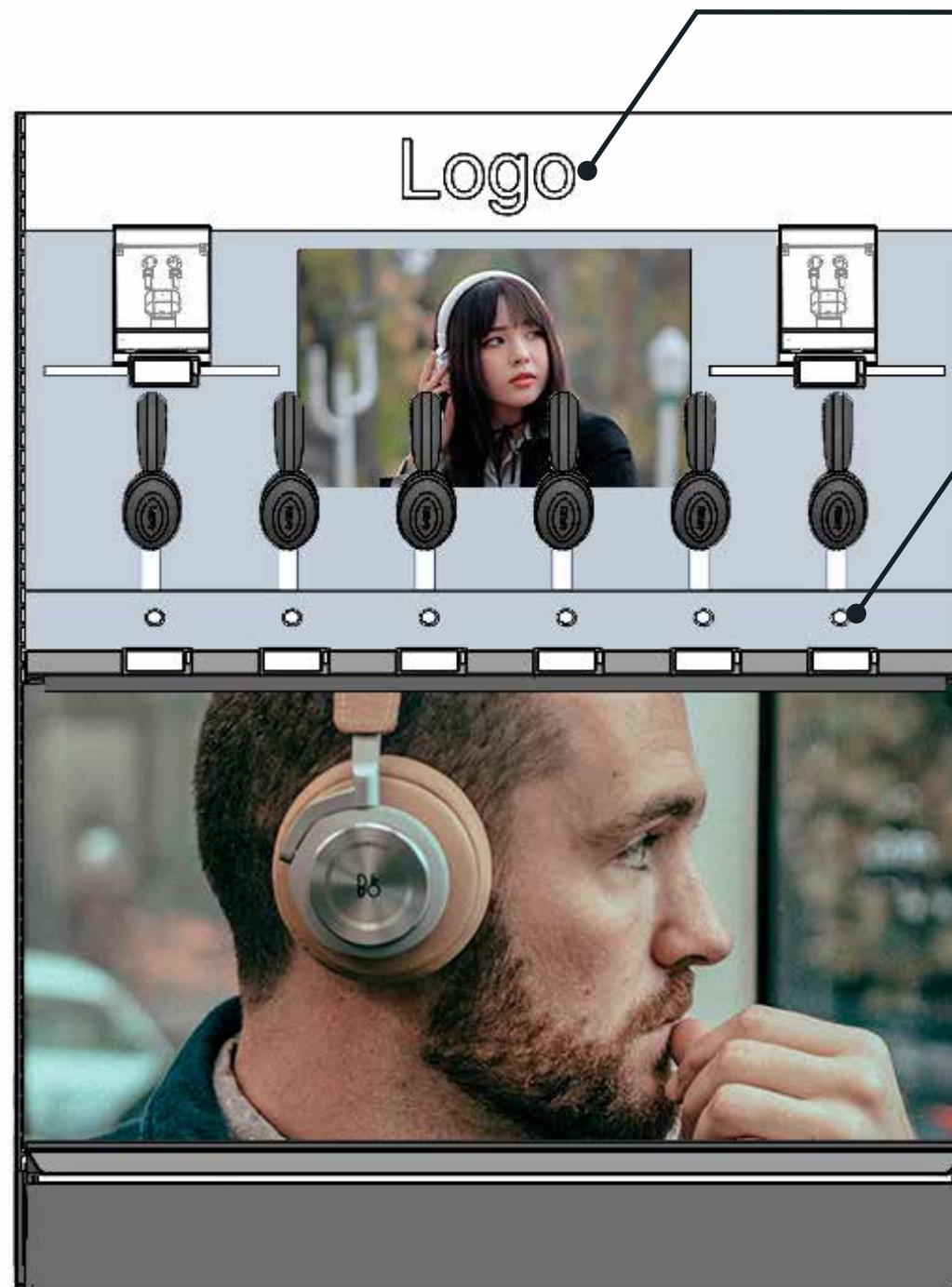
Graphics

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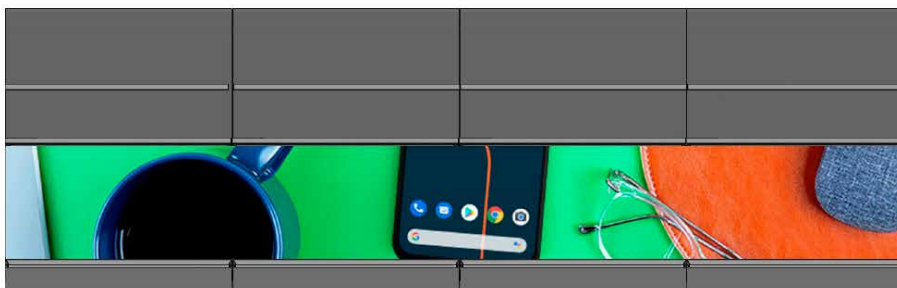
Alternate 2:
Hero product imagery on a neutral color field.

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.
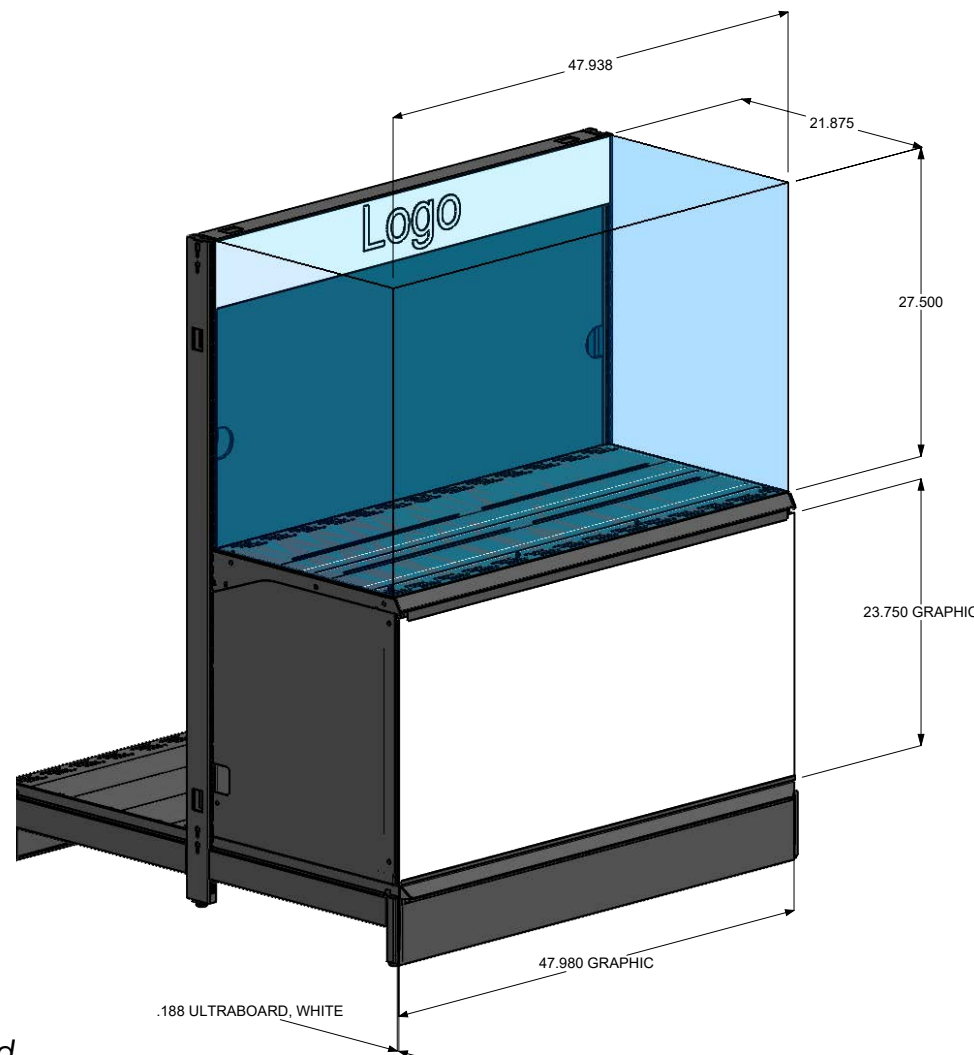
Standard Lowbay Gondola Dimensions
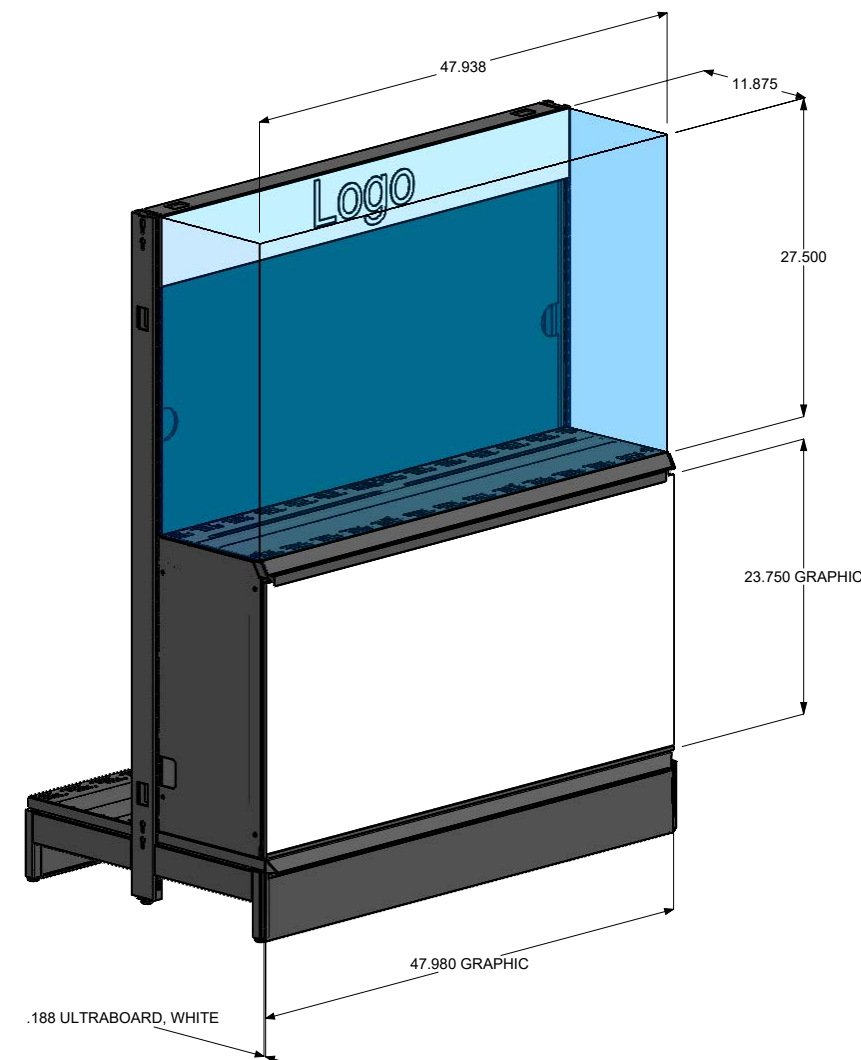
Skinny Lowbay Gondola Dimensions

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.
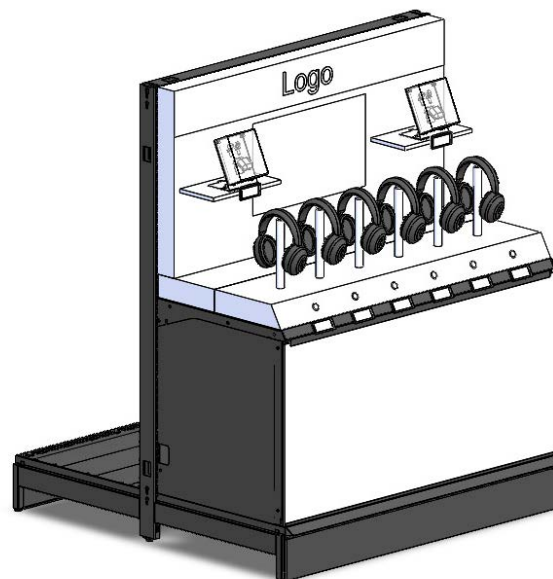
Standard Lowbay Gondola Application
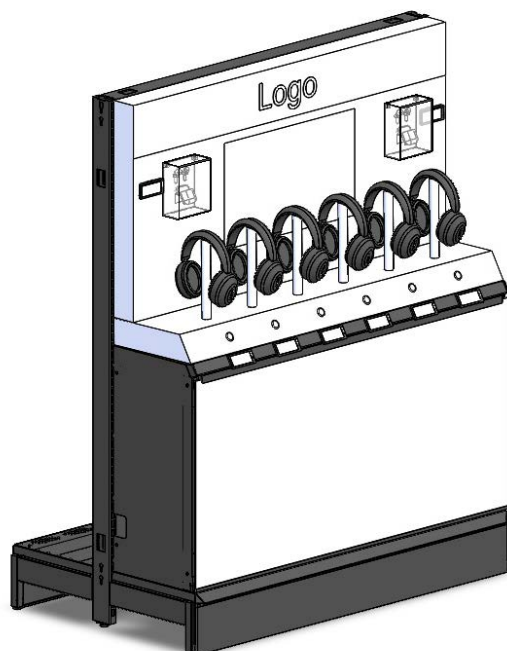
Skinny Lowbay Gondola Application
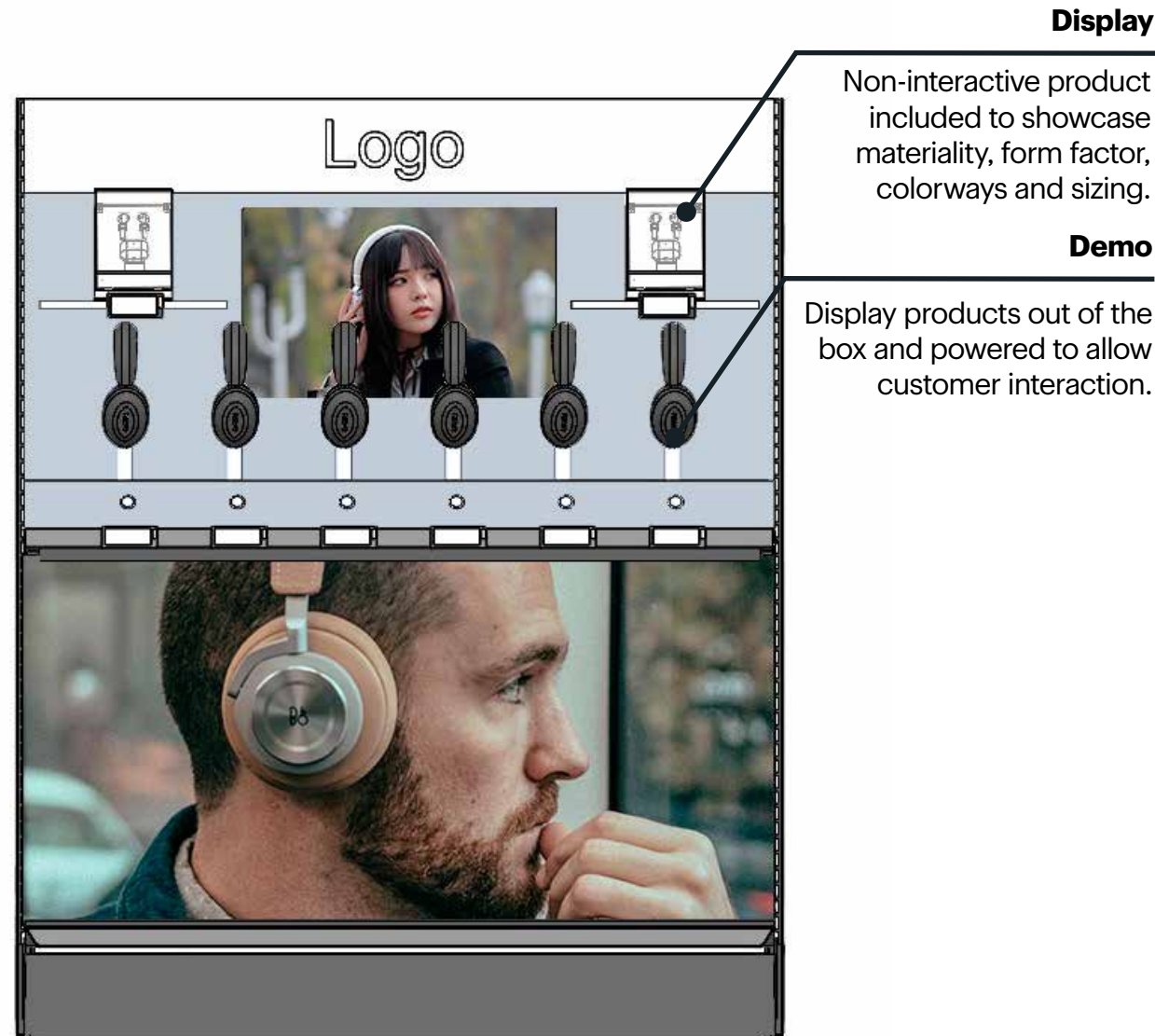
Display

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.

16. Home Theater Vendor Pads

Overview

The Home Theater Vendor Pad invites vendors to create an immersive viewing experience within an allotted floor pad and on the flanking perimeter wall.

The prototypical activation area consists of a 20' x 20' floor pad and 24' wall space.

> **Note:** *Ask your Best Buy contact to see your available space based on the specific prototype.*

Vendor Expectations

- Keep all fixtures at least 6" from the edge of the floor pad to accommodate navigation.
- If your vendor pad is new (not replacing an existing pad), ask your Best Buy contact for additional conversions and details about available space.
- Ensure floor pad fixtures are no taller than 72"H (including graphics and fixture add-ons).
- Ensure space and fixtures are ADA-compliant.
    - — GCA & IBC Code require aisles serving elements ("architectural components") to be at least 48"W.
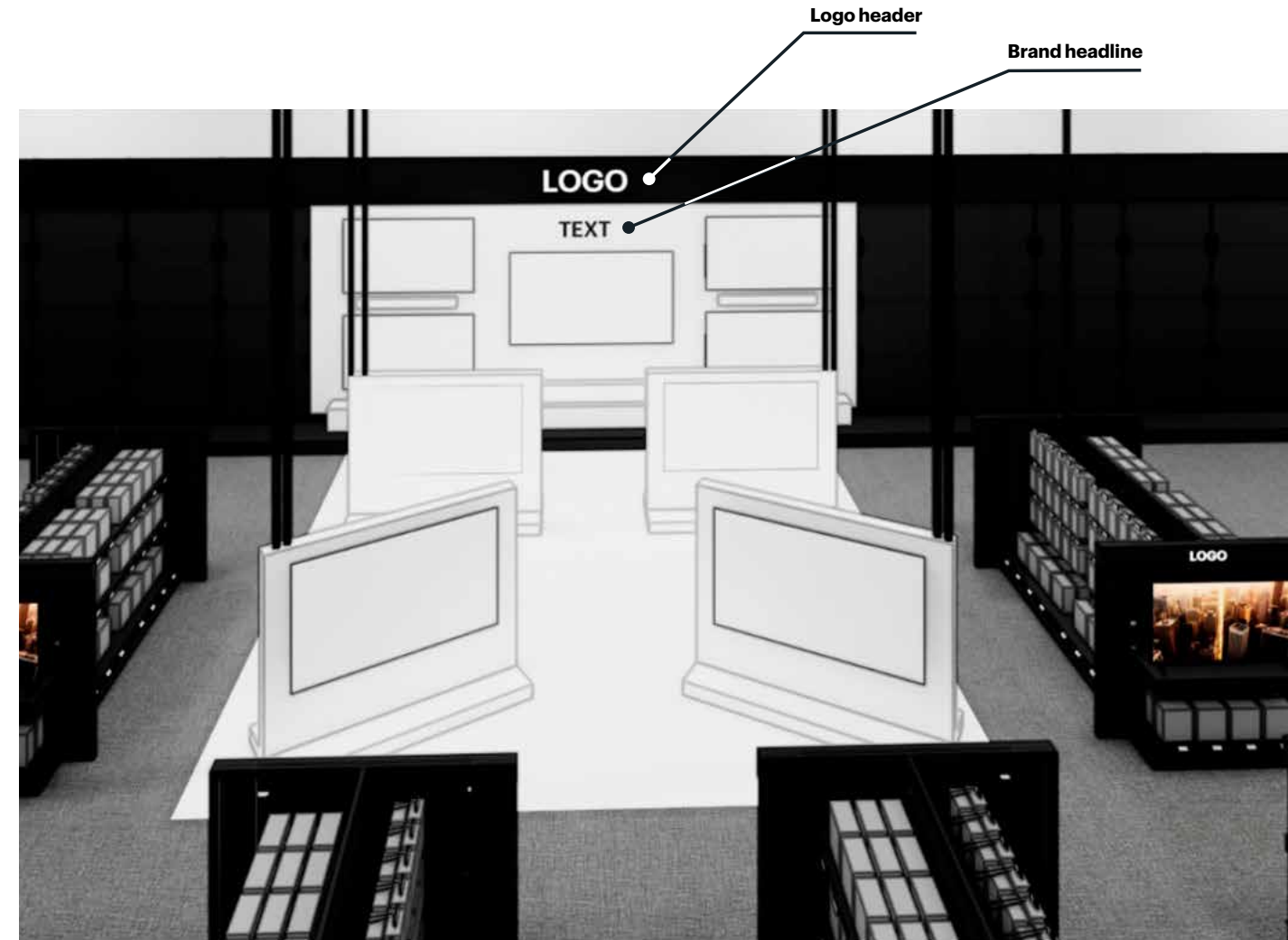
Note: *A flooring transition is not required, but if desired, carpeting is preferred.*

Fixture Overview

Vendor Expectations
- Contain all fixtures and signage within the 20' x 20' floor pad and flanking perimeter wall, creating a cohesive program across both spaces.
- Ensure floor pad fixtures are no taller than 72"H (including graphics and fixture add-ons).
- Keep all fixtures at least 6" from the edge of the floor pad to accommodate navigation.
- Ensure fixtures don't distract from or diminish the visual impact of the product.
    — If using backer panels in your display, leverage neutral colors and textures.
- Ensure all fixture components are ADA-compliant with at least 4' of clearance to accommodate navigation.
- Make your fixtures configurable to allow for impedances such as support columns, etc.

Best Practices
- Consider incorporating an optional durable toe kick.

BACK WALL FIXTURES

RECOMMENDED VIEWING SPACE

ALL FIXTURES MUST BE SET BACK 6" FROM EDGE OF FLOORING/PAD SPACE

7'-0"

20'-0"

6"

6"

6"

20'-0"
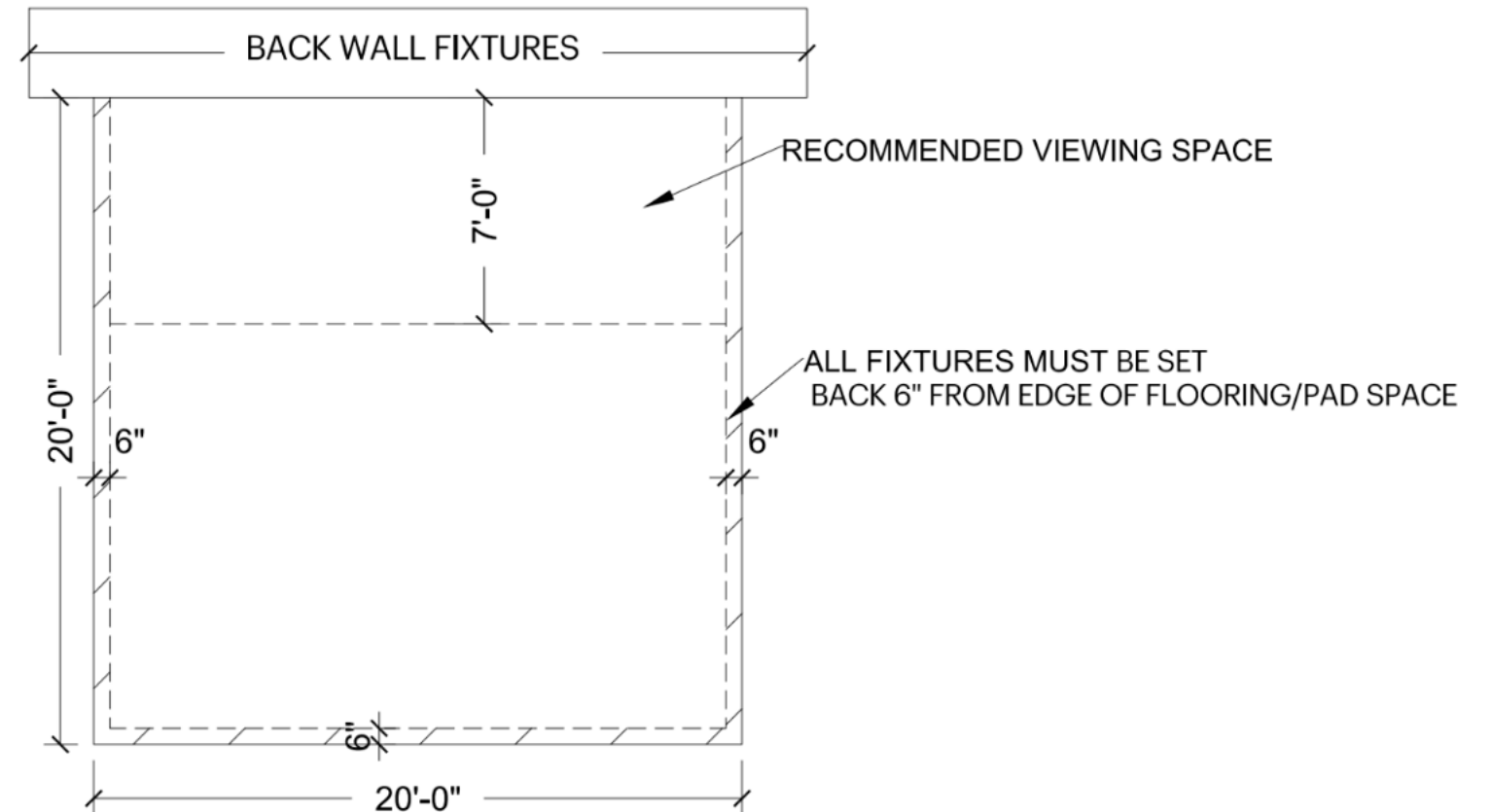
Layout Considerations

Home Theater Pad

Note: *Pad size varies due to building constraints. Ask your Best Buy contact for your exact available space.*
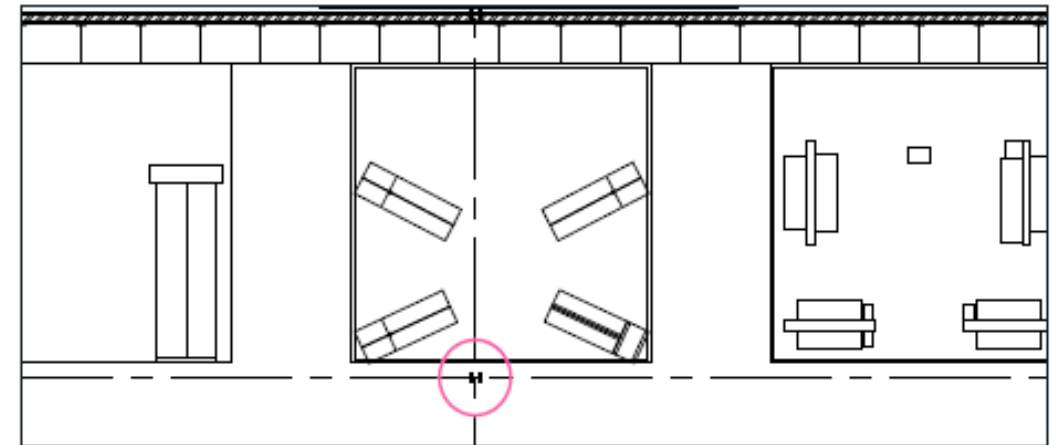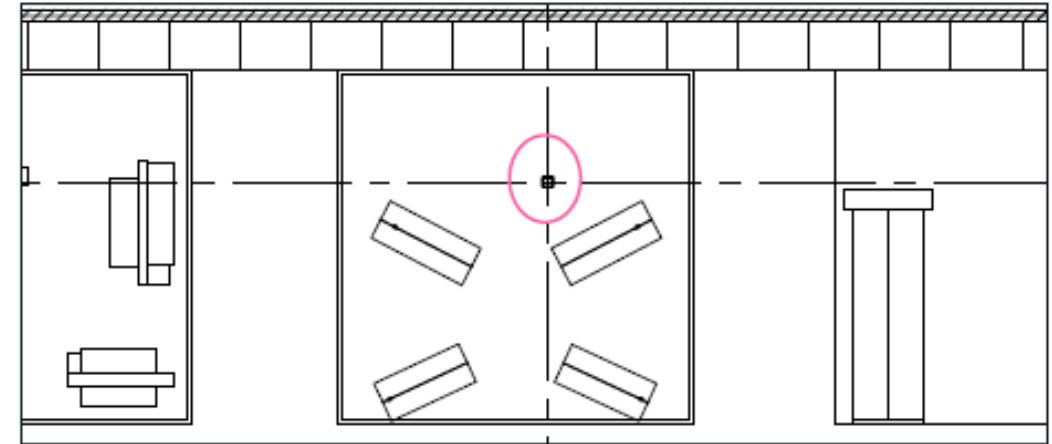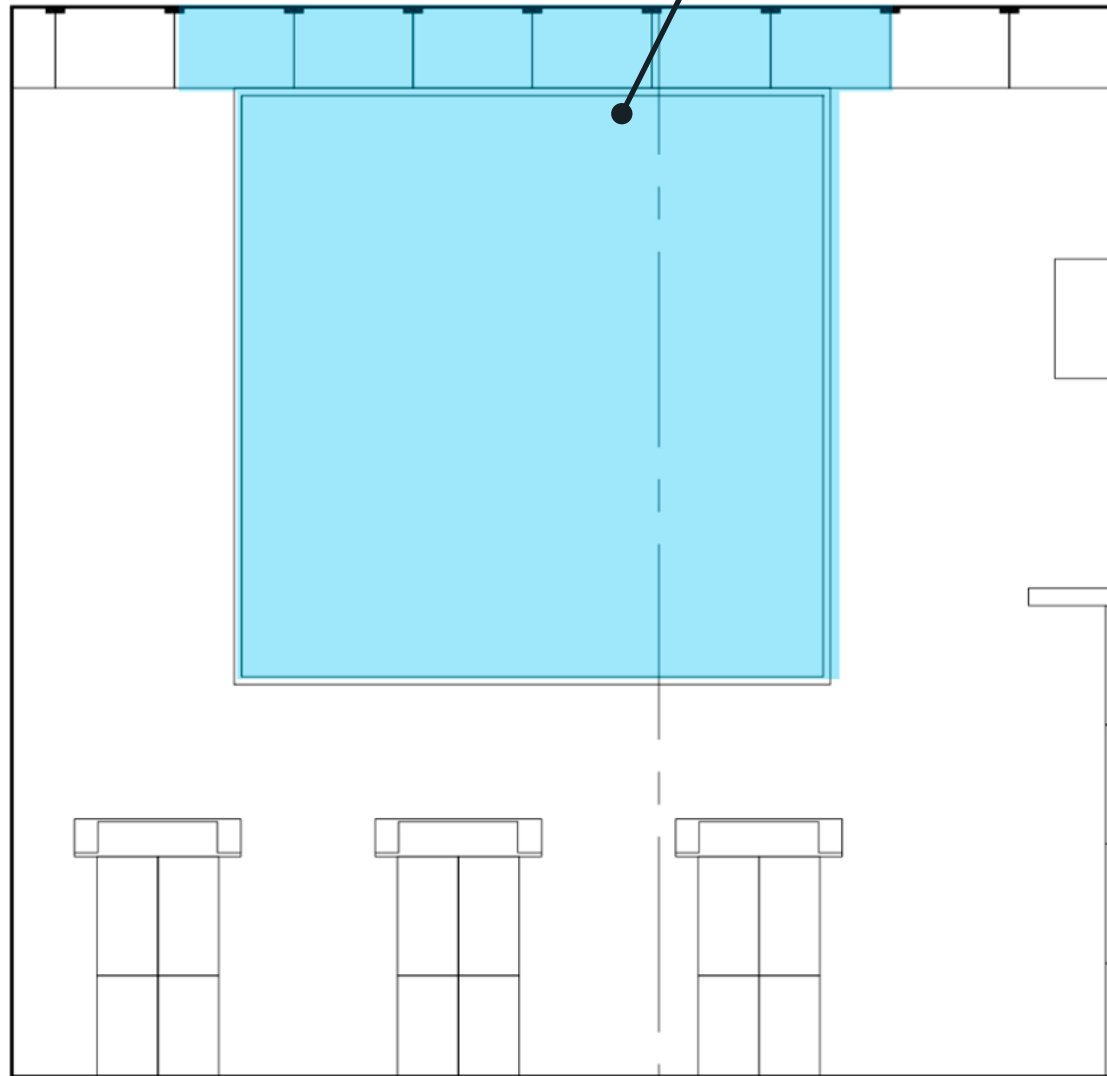
Note: *Consider configurable alternate layouts to allow for impedances such as support columns, etc.*

Power and Attachments

Vendor Expectations

- Powered perimeter wall fixtures, components and products must be powered through the wall.
- Powered floor pad fixtures must be compatible with Best Buy's 2" x 2" fixture drops and Connectrac.
  - **Note:** *Depending on power and data requirements, multiple fixture drops may be needed. Connectrac may be used as an alternate power routing method from walls to floor pad fixtures, however, provisions must remain to route power from the ceiling via fixture drops.*
- Vendors must use Best Buy's logo header system.
  - — Logo lettering must be 12"H and centered within the 24"H header.
- Fixtures and products on the perimeter wall must attach via the vertical uprights. (See Slotted Vertical Upright Vendor Guidelines for details.)

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

Technology Design Standards

Slotted Vertical Uprights Vendor Guidelines

Logo Header

SUBSTRATE FINISH
PREFERRED: Alpolic PE BLX Black
ALTERNATE: 3MM BLACK / X ALSIGN
ALUMINUM 0.20MM

2.000

96.000

24.000

Logo

Logo Letters

REQUIRED FINISH
White Light,
White Optics 009 Matte

LOGO

24"

144" (12 ft)
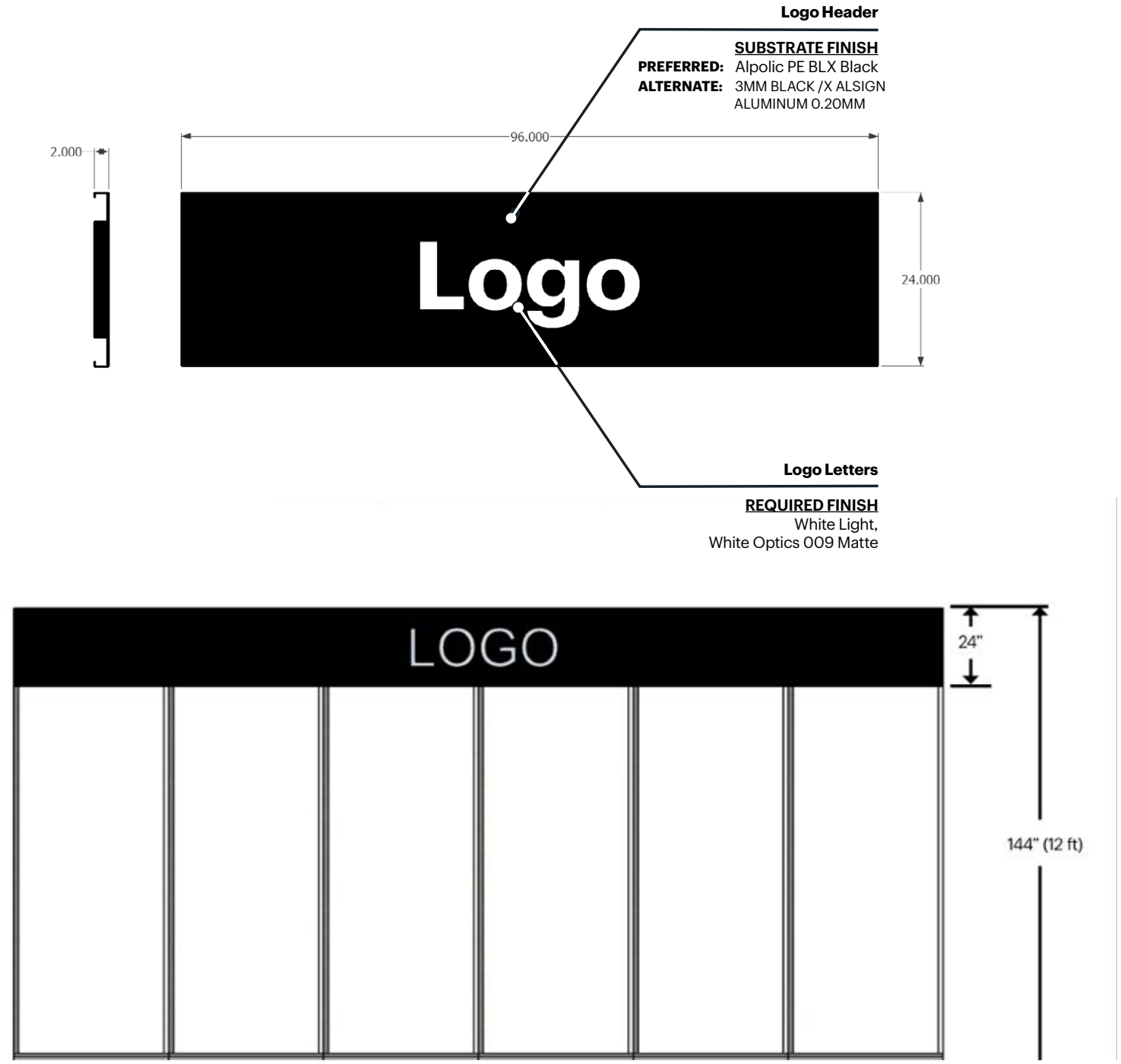
Note: *Previous header modules may exist but must be designed as a white logo reversed out of a black background. Ask your Best Buy contact for store-specific header needs and part numbers..*

Illumination

Vendor Expectations

- Ensure brightness and color temperature of all lit elements follow Best Buy's Technology Design Standards.

Perimeter Wall Expectations

- Use permitted forms of lighting only, as outlined below. The only additional form of permitted perimeter lighting is natural illumination from display products and monitors.
- Ensure logo in primary header is lit and follows template, material and illumination specifications
- Illuminate, if desired, your brand headline and additional wayfinding callouts.
- Power any illuminated perimeter wayfinding via the product or the wall. Ensure lettering is no larger than 2.5"H.

Floor Pad Expectations

- Use permitted forms of lighting only. Illumination from display products and monitors is permitted, as well as lit platforms and shelf lighting. Illuminated wayfinding that extends 60" or more above the floor is **not** permitted.

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

Technology Design Standards

Graphics

Vendor Expectations

- Ensure the product serves as the hero of the presentation; all signage and collateral should act in support.
- Ensure fixtures don't distract from or diminish the visual impact of the product.
    — If using backer panels in your display, leverage neutral colors and textures.
- Aside from the logo header, use vendor logo sparingly.
- Include, if desired, only one printed QR code per every four linear feet of vendor presentation.
- Include, if desired, wayfinding copy above products or floor pad fixtures. Copy must identify category or technology and be intuitively understandable.
- Ensure digital content complies with Best Buy's video standards.

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

Copy & Claims Guidelines

QR Codes Guidelines

Merchandising

Vendor Expectations

- Ensure the product serves as the hero of the presentation.
- Prioritize your largest TV(s) on the perimeter wall.
- Display smaller TV(s) on the floor pad (up to 85" permitted; 75" preferred).
- Ensure all interactive elements, including buttons and touch components, meet ADA requirements.
- Ensure all electronics are reviewed by the Technology Design Lab.
- Support all products, display or salable, with a proximally located electronic shelf label (ESL).

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

ESL Pricing

Technology Design Standards

Additional Details

Refer to these documents on **Partner Portal** for important details and dimensions:

Technology Design Standards

Copy & Claims Guidelines

QR Codes Guidelines

ESL Pricing

Slotted Vertical Uprights Vendor Guidelines

17. Floor Care and Robotic Vacuums

Overview

- Shelves must be set at 40" to ensure appropriate space for box stock below.

- Sign rail will be removed to allow customers to access tall box stock.

- Peg label ESLs will be used for pricing.

- Backer will include a black bar with white vendor logo centered within a 4' run.
  The first 1-foot section of the 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.

Example of 16' run:

Attachments

- Floor care presentations are only displayed on 22" shelves. *See details at right.*

- Product must be physically tethered to the shelf. **Preferred method:** Attach product to a vendor-created metal plate (14-gauge). Attach plate to shelf's perforated pattern using threaded studs with washers and wingnuts.

- Product must appear below the top lip of the secured product card fixture *(see pg. 5)* as an additional means of ensuring presentation stability.

BEST BUY SHELF DETAILS			MERCHANDISING AREA	
SHELF COMMON NAME	EPDM NUMBERS	FINISH	W (INCHES)	D (INCHES)
22" X 48"	1012251	BLACK	47.7	21.7
	1008693	SILVER		

Threaded Stud with Washer and Wingnut

3 ROWS OF 46 FOR 24" WIDE
3 ROWS OF 94 FOR 48" WIDE
ALONG FRONT AND REAR OF SHELF

.217 TYP

.500

.500

SHELF DIAMOND PERF PATTERN SCALE 1:1

.67

.65

1.38

.72

DIAMOND PERF POSITION RELATIVE TO EDGES OF SHELF

W

D

MERCHANDISING AREA

DIMENSIONS IN INCHES

ADJUSTABLE SHELF DETAIL DIMENSIONS FOR MERCHANDISING

BEST BUY

Product Card

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

Examples:

Vendor logo
(solid white only)

**VENDOR
LIFESTYLE IMAGE**

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.

Template_FloorCare_Product_Card_7x4.indd
Product card

Product Card Fixture

The 7x4 product card metal holder must be produced by the vendor following the Best Buy-provided drawing. It must be attached to the shelf in front of the product.

CLEAR FOLDOVER

METAL BRACKET

	8	7	6	5	4	3	2	1	

REVISIONS

ZONE	REV.	DESCRIPTION	DATE	APPROVED
	A		00-00-00	

TITLE: FLOOR CARE, 7" X 4" PRODUCT CARD HOLDER

Best Buy Co., Inc
7601 Penn Avenue South
Richfield, MN 55423

MATERIAL: ___

FINISH: ___

OPERATION	PLACES IN DIMENSION		
	0.0	0.00	0.000
MACHINING METAL	±0.030	±0.010	±0.005
LASER / TURRET	±0.060	±0.030	±0.015
SHEET METAL FORMING	±0.100	±0.040	±0.020
WELDING METAL	±0.125	±0.060	±0.030
MACHINING PLASTIC	±0.100	±0.030	±0.010
FORMING PLASTIC	±0.125	±0.060	±0.020
WOOD	±0.125	±0.040	±0.020
EXTRUSION	±0.040	±0.020	±0.010
ANGULAR		1°	

DRAWN BY:	DATE:	SCALE: 1:2	DRAWING NO.:	REV.:	THIRD ANGLE PROJECTION IN [mm]
CHECK BY: XXX	DATE: XX-XX-XX	SHEET: 1 of 3			

filename: Floor Care Product Card Holder.slddrw

Highbay Backer

Format: Print
Size: 47.875"W x 46.5"H
Substrate: 3mm Sintra, White
Finishing: Diecut. Bag PETG Hooks to be shipped with sign and attached in store.
Recommendations: Clips
Clip parts: 2 left hooks (Part #17-04-0017243)
　　　　　　2 right hooks (Part #17-04-0017242)

- First 1 foot is available for vendor branding.

- Do not extend content past the graphic area shown in magenta.

- Do not include photography with people or environments.

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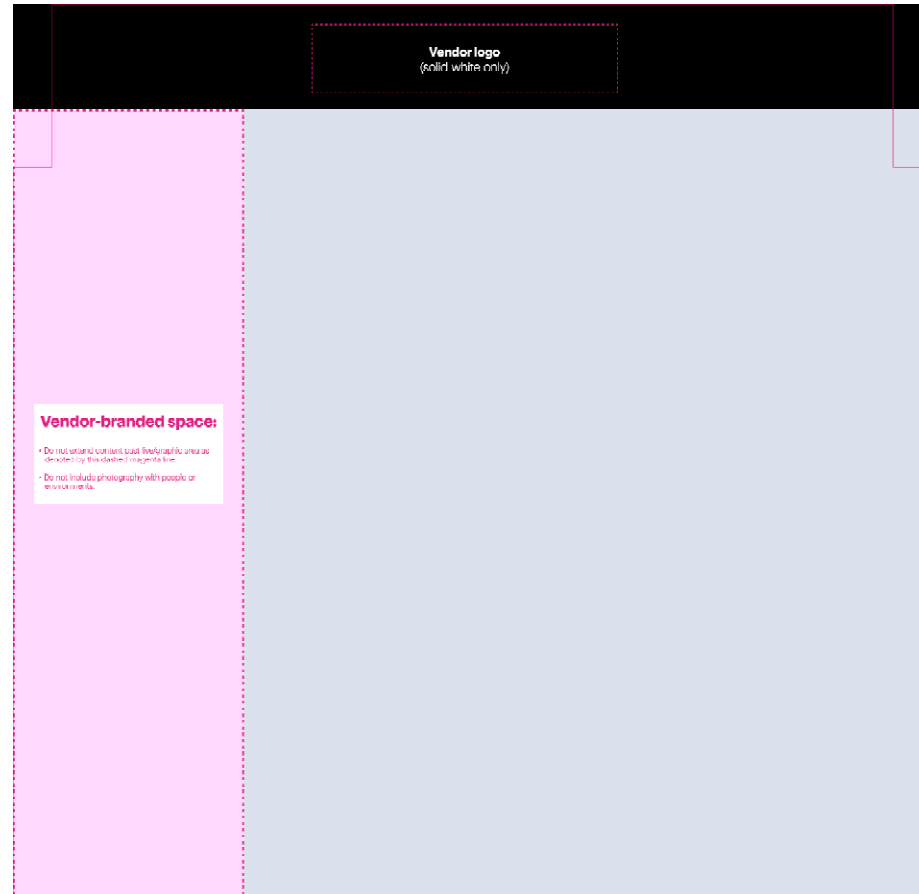
Template_Floorcare_Backer_47.875x46.5.indd
High Bay - Front
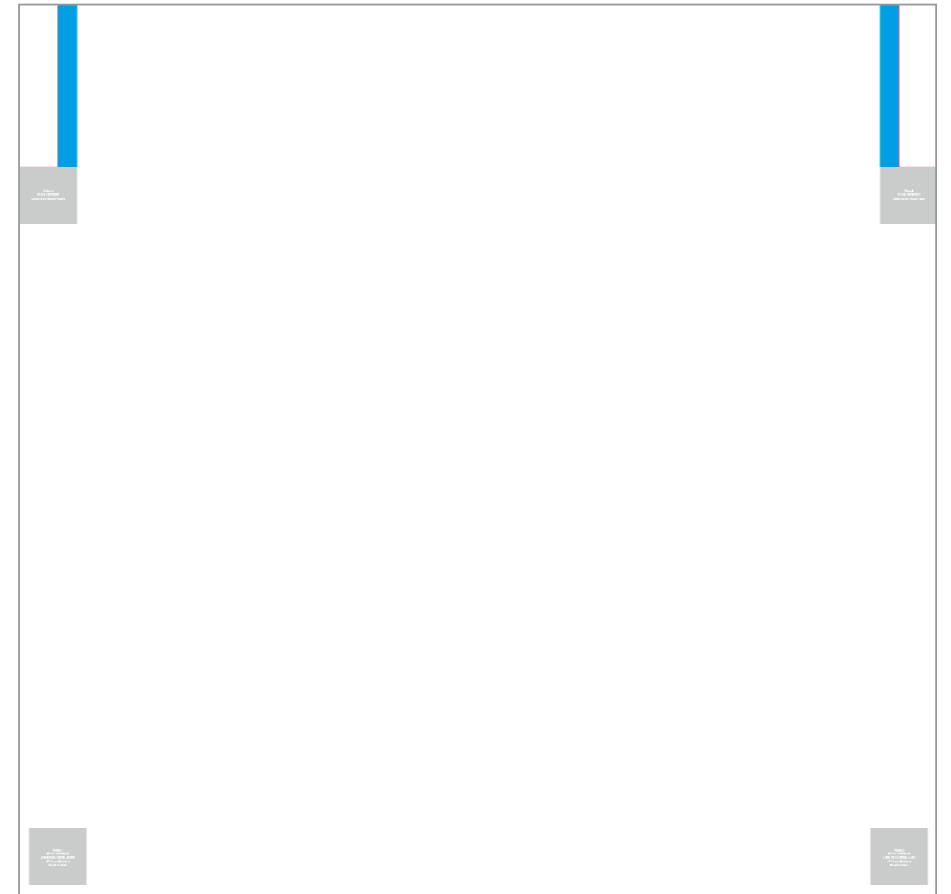
Template_Floorcare_Backer_47.875x46.5.indd:2
High Bay Front - Back

Lowbay Backer

Format: Print
Size: 47.875"W x 26"H
Substrate: 3mm Sintra, White
Finishing: Diecut. Bag PETG Hooks to be shipped with sign and attached in store.
Recommendations: Clips
Clip parts: 2 left hooks (Part #17-04-0017243)
2 right hooks (Part #17-04-0017242)

• First 1 foot is available for vendor branding.

• Do not extend content past the graphic area shown in magenta.

• Do not include photography with people or environments.

Vendor logo
(solid white only)

Vendor-branded space:
• Do not extend content past live/graphic area as denoted by this dashed magenta line.
• Do not include photography with people or environments.

Floorcare_backer_47.875x26.indd
Lowbay — Front
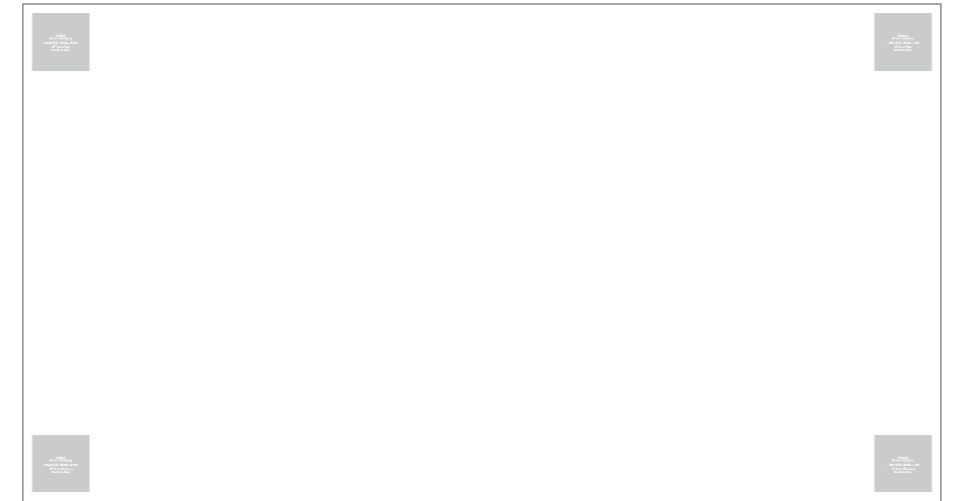
Template_Floorcare_backer_47.875x26.indd:2
Lowbay — Back

Example:

POP Guidelines

Include up to two feature benefit statements per unit, adhering to all copy guidelines. Statement(s) must be applied directly to the product and not exceed the product footprint.

Copy Guidelines

- Copy must be clear, concise and easy 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 in 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.

POP Placement

Up to two POP stickers allowed per product. Traditional fins/blades are not permitted.
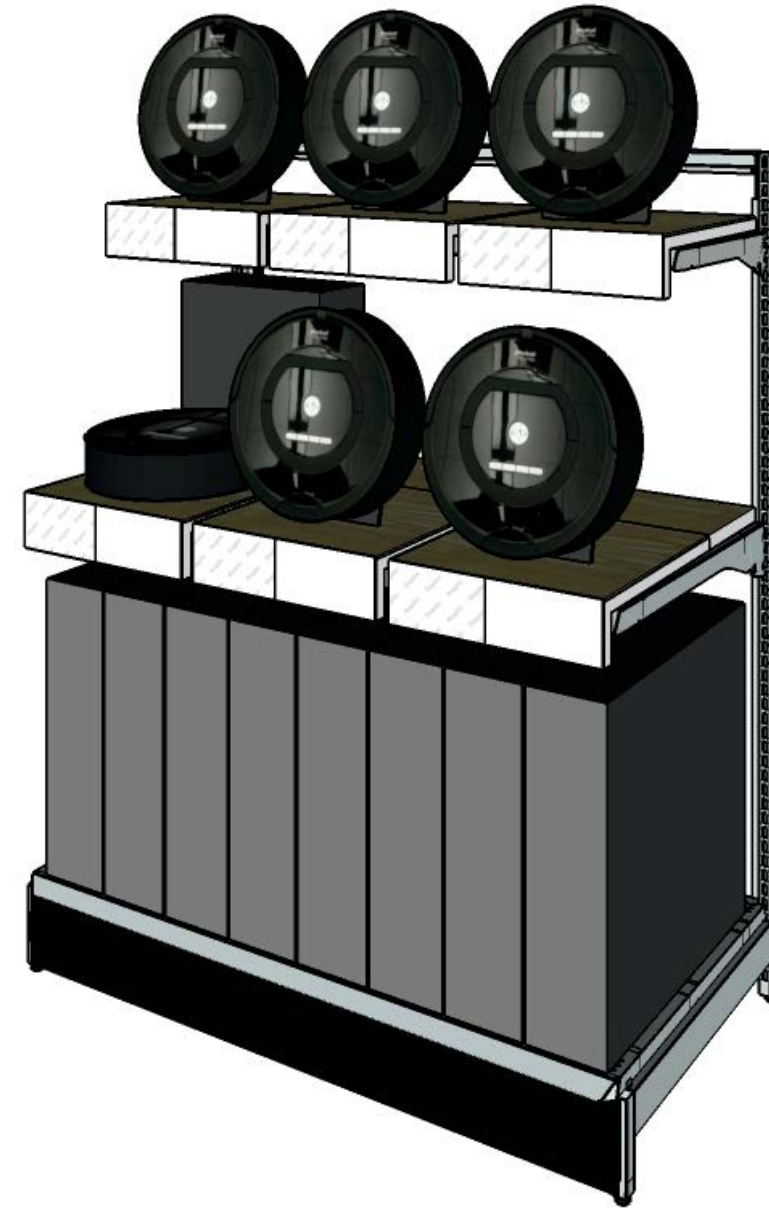
Robotic vacuums
Guidelines

Robotic vacuums Guidelines
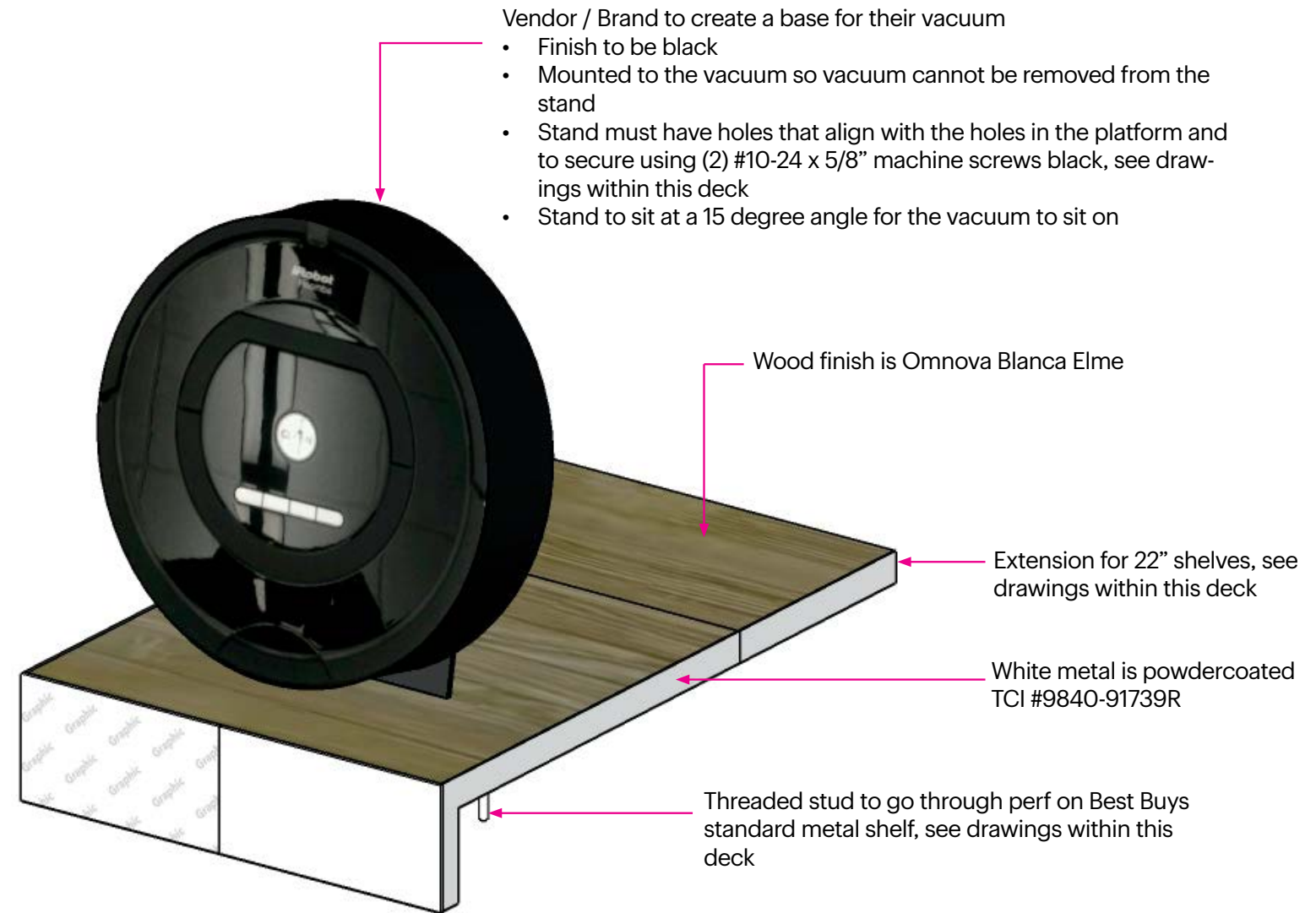
Vendor / Brand to create a base for their vacuum
- Finish to be black
- Mounted to the vacuum so vacuum cannot be removed from the stand
- Stand must have holes that align with the holes in the platform and to secure using (2) #10-24 x 5/8" machine screws black, see drawings within this deck
- Stand to sit at a 15 degree angle for the vacuum to sit on

Wood finish is Omnova Blanca Elme

Extension for 22" shelves, see drawings within this deck

White metal is powdercoated TCI #9840-91739R

Threaded stud to go through perf on Best Buys standard metal shelf, see drawings within this deck

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	Features
Vendor color background	Image — Two lines of copy max 12pt copy / Image — Two lines of copy max 12pt copy
Model Info 18pt copy	Image — Two lines of copy max 12pt copy / Image — Two lines of copy max 12pt copy
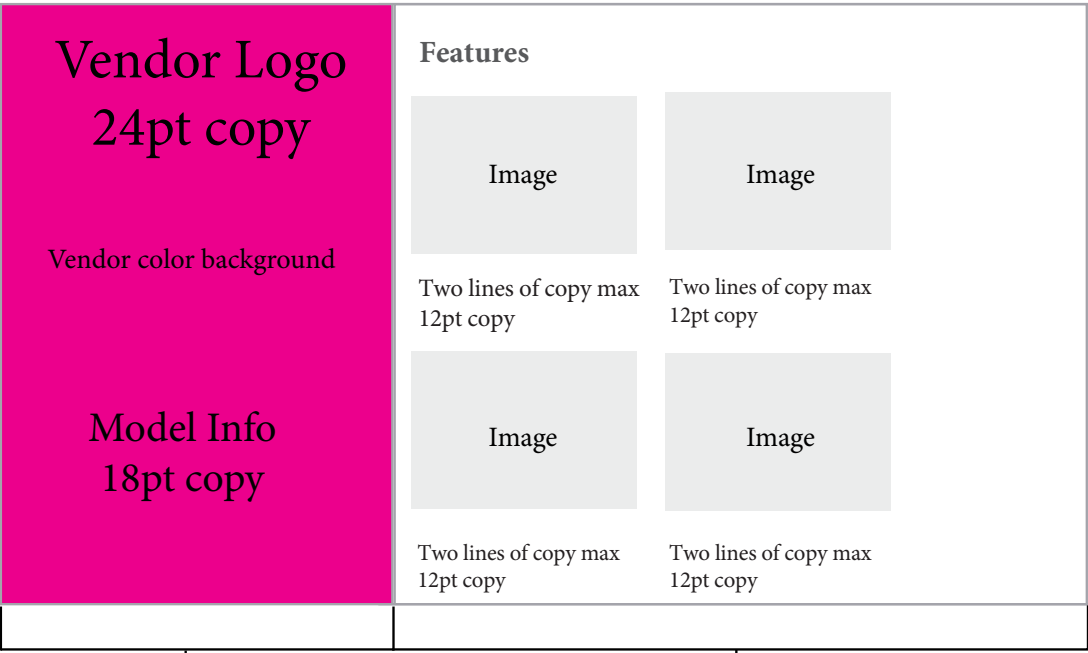
2"vendor/product detail

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

4"

7.75"

7"
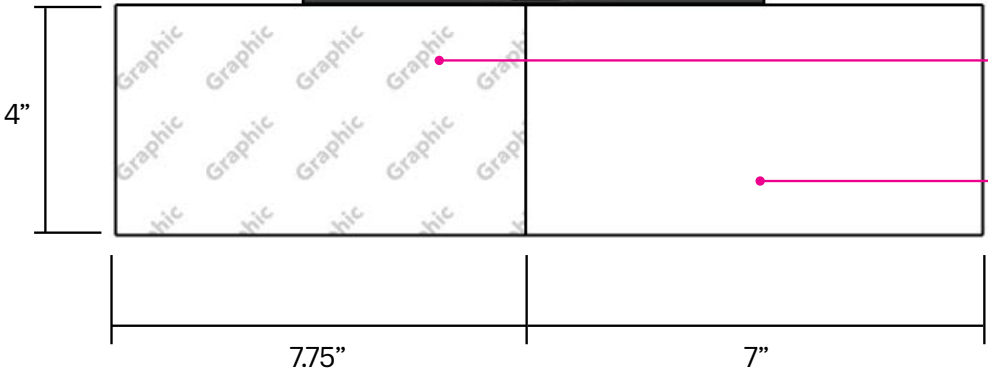
Space for product information, follow graphic guidelines shown

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

Robotic vacuums Guidelines

ITEM	QTY	PART NUMBER	DESCRIPTION
1	1	FRAME, ROBOTIC VACUUM DISPLAY - 0.75 INCH	FRAME, ROBOTIC VACUUM DISPLAY - 0.75 INCH
2	1	INSERT, ROBOTIC VACUUM DISPLAY - 0.75 INCH	INSERT, ROBOTIC VACUUM DISPLAY - 0.75 INCH
3	4	1008497	SCREW, #8 X .75" LG, FLAT HEAD, WOOD
4	1	GRAPHIC HOLDER, 3.75 X 14.75 - ROBOTIC VACUUM DISPLAY	GRAPHIC HOLDER, 3.75" X 14.75" - ROBOTIC VACUUM DISPLAY
5	2	INSERT, #10-24 X 0.516" LG, FOR WOOD	INSERT, #10-24 X 0.516" LG, FOR WOOD

REVISIONS

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

CENTER INSERT BEFORE INSTALLING WOOD SCREWS

INSTALL INSERTS FLUSH WITH LAMINATE SURFACE

ATTACH BOTTOM OF GRAPHIC HOLDER FLUSH WITH BOTTOM OF INSERT

Best Buy Co., Inc
7601 Penn Avenue South
Richfield, MN 55423

TITLE: PLATFORM, ROBOTIC VACUUM DISPLAY - 0.75 INCH

MATERIAL: SEE DETAIL DRAWINGS

FINISH: SEE DETAIL DRAWINGS

OPERATION	PLACES IN DIMENSION		
	0.0	0.00	0.000
MACHINING METAL	±0.030	±0.010	±0.005
LASER / TURRET	±0.060	±0.030	±0.015
SHEET METAL FORMING	±0.100	±0.040	±0.020
WELDING METAL	±0.125	±0.060	±0.030
MACHINING PLASTIC	±0.100	±0.030	±0.010
FORMING PLASTIC	±0.125	±0.060	±0.020
WOOD	±0.125	±0.040	±0.020
EXTRUSION	±0.040	±0.020	±0.010
ANGULAR	1°		

DRAWN BY: | DATE: | SCALE: 1:4 | DRAWING NO.: | REV.: | THIRD ANGLE PROJECTION IN [mm]

CHECK BY: XXX | DATE: XX-XX-XX | SHEET: 1 of 1

filename: PLATFORM, ROBOTIC VACUUM DISPLAY - 0.75 INCH.slddrw

Store Design

Robotic vacuums Guidelines

ITEM	QTY	PART NUMBER	DESCRIPTION
1	1	FRAME, ROBOTIC VACUUM DISPLAY - BASE 0.75 INCH	FRAME, ROBOTIC VACUUM DISPLAY - BASE 0.75 INCH
2	2	FRAME, ROBOTIC VACUUM DISPLAY - SIDE 0.75 INCH	FRAME, ROBOTIC VACUUM DISPLAY - SIDE 0.75 INCH
3	2	1002158	STUD, #10-24 UNC X 0.875" LG, SELF-CLINCHING FLUSH HEAD
4	2	1002021	NUT, #10-24 UNC, WING

REVISIONS

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

NOTES:

1. COVER STUD THREADS BEFORE POWDER COATING.

TYP .19 .75-5.0

(14.625)

(15.000)

TYP .19 .75

(4.000)

Best Buy Co., Inc
7601 Penn Avenue South
Richfield, MN 55423

TITLE: FRAME, ROBOTIC VACUUM DISPLAY - 0.75 INCH

MATERIAL: SEE DETAIL DRAWINGS

FINISH: POWDER COAT – GLOSS WHITE – TCI # 9840-91739R SIGNAL WHITE OR EQUIVALENT

OPERATION	PLACES IN DIMENSION		
	0.0	0.00	0.000
MACHINING METAL	±0.030	±0.010	±0.005
LASER / TURRET	±0.060	±0.030	±0.015
SHEET METAL FORMING	±0.100	±0.040	±0.020
WELDING METAL	±0.125	±0.060	±0.030
MACHINING PLASTIC	±0.100	±0.030	±0.010
FORMING PLASTIC	±0.125	±0.060	±0.020
WOOD	±0.125	±0.040	±0.020
EXTRUSION	±0.040	±0.020	±0.010
ANGULAR	1°		

DRAWN BY: DATE: SCALE: 1:4 DRAWING NO.: REV.:

CHECK BY: XXX DATE: XX-XX-XX SHEET: 1 of 1

THIRD ANGLE PROJECTION IN [mm]

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

Robotic vacuums Guidelines

FRAME, ROBOTIC VACUUM DISPLAY - BASE 0.75 INCH

Robotic vacuums Guidelines

REVISIONS

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

14.625

.875

.875

.075

4.000

2X R.13

Best Buy Co., Inc
7601 Penn Avenue South
Richfield, MN 55423

TITLE: FRAME, ROBOTIC VACUUM DISPLAY - SIDE 0.75 INCH

MATERIAL: 1018 / 1010 CRS OR EQUIVALENT

FINISH: RAW

OPERATION	PLACES IN DIMENSION		
	0.0	0.00	0.000
MACHINING METAL	±0.030	±0.010	±0.005
LASER / TURRET	±0.060	±0.030	±0.015
SHEET METAL FORMING	±0.100	±0.040	±0.020
WELDING METAL	±0.125	±0.060	±0.030
MACHINING PLASTIC	±0.100	±0.030	±0.010
FORMING PLASTIC	±0.125	±0.060	±0.020
WOOD	±0.125	±0.040	±0.020
EXTRUSION	±0.040	±0.020	±0.010
ANGULAR	1°		

DRAWN BY:	DATE:	SCALE: 1:1.5	DRAWING NO.:	REV.:	THIRD ANGLE PROJECTION IN [mm]
CHECK BY: XXX	DATE: XX-XX-XX	SHEET: 1 of 1			

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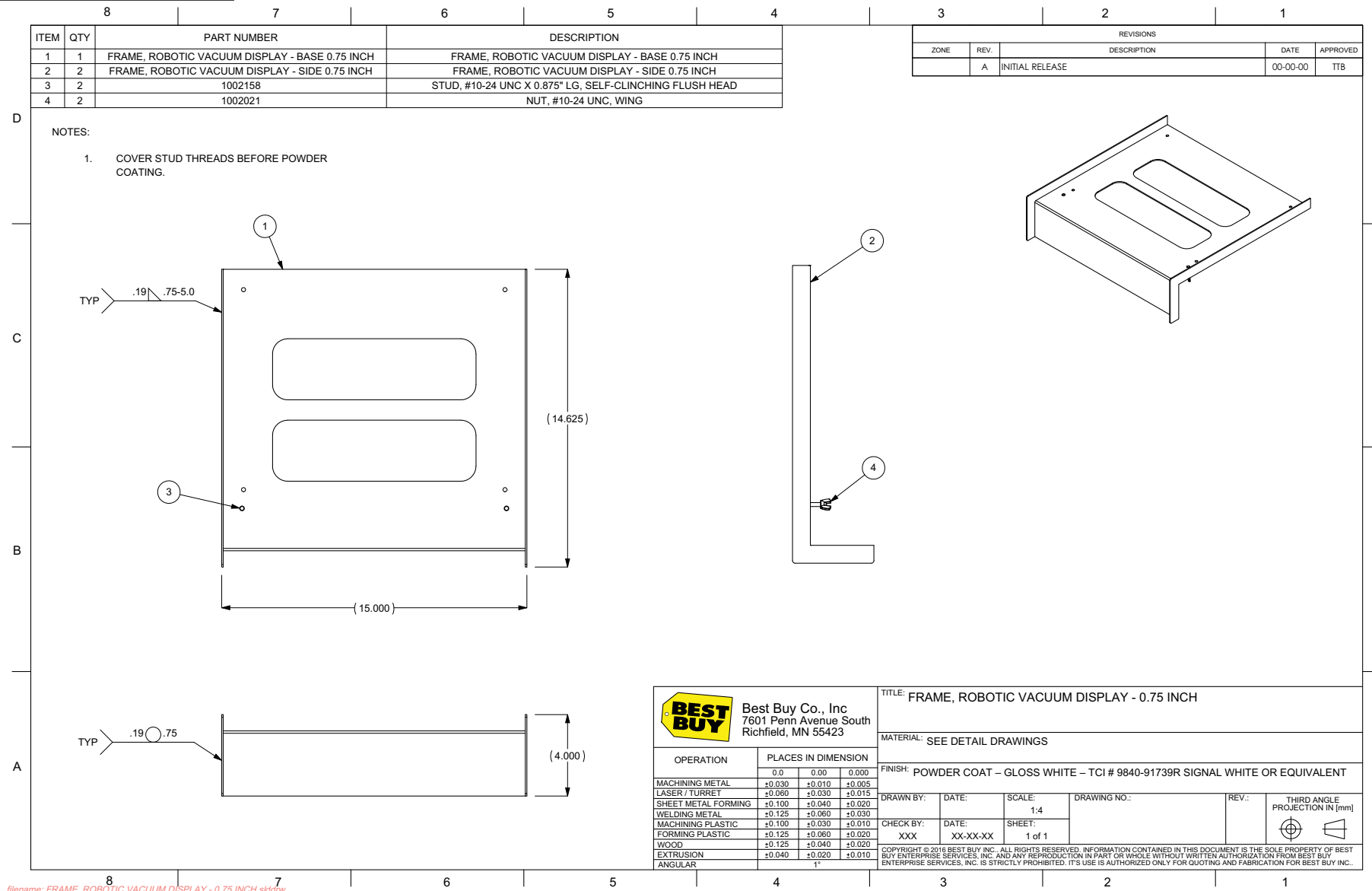
filename: FRAME, ROBOTIC VACUUM DISPLAY - SIDE 0.75 INCH.slddrw
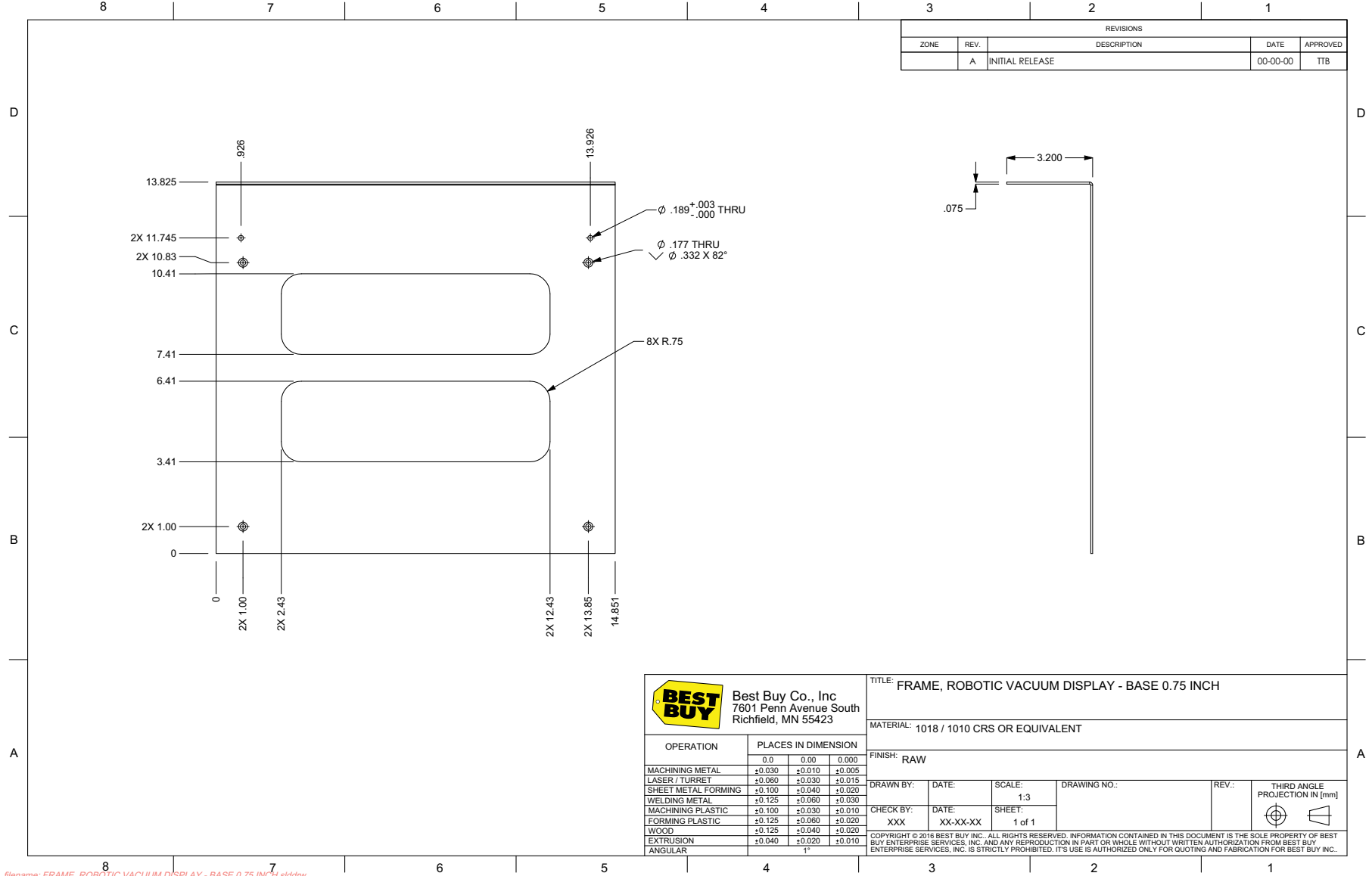
Store Design

Robotic vacuums Guidelines

REVISIONS

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

GRAIN

⌀ .281 THRU ALL

(14.587)   14.575

2X 4.750

4.406

10.406

14.813

B

A   A

Best Buy Co., Inc
7601 Penn Avenue South
Richfield, MN 55423

TITLE: INSERT, ROBOTIC VACUUM DISPLAY - 0.75 INCH

MATERIAL: PARTICLE BOARD

FINISH: OMNOVA THERMOFOIL FILM - BLANCA ELME - (0.012)

OPERATION	PLACES IN DIMENSION		
	0.0	0.00	0.000
MACHINING METAL	±0.030	±0.010	±0.005
LASER / TURRET	±0.060	±0.030	±0.015
SHEET METAL FORMING	±0.100	±0.040	±0.020
WELDING METAL	±0.125	±0.060	±0.030
MACHINING PLASTIC	±0.100	±0.030	±0.010
FORMING PLASTIC	±0.125	±0.060	±0.020
WOOD	±0.125	±0.040	±0.020
EXTRUSION	±0.040	±0.020	±0.010
ANGULAR	1°		

DRAWN BY:	DATE:	SCALE: 1:3	DRAWING NO.:	REV.:	THIRD ANGLE PROJECTION IN [mm]
CHECK BY: XXX	DATE: XX-XX-XX	SHEET: 1 of 2			

filename: INSERT, ROBOTIC VACUUM DISPLAY - 0.75 INCH.slddrw

Store Design

BEST BUY

Robotic vacuums Guidelines

SECTION A-A
SCALE 1 : 1

DETAIL B
SCALE 2 : 1

Robotic vacuums Guidelines

Technical drawing: GRAPHIC HOLDER, 3.75" X 14.75" - ROBOTIC VACUUM DISPLAY

(2X) APPLY 3M 4910 VHB TAPE ALONG ENTIRE LENGTH

FLOOD SURFACE WHITE

.09 / .039 / 3.75 / R.03 / .5° / .25 / (2X .50) / 2.25 / 14.75

Store Design

Robotic vacuums Guidelines

ITEM	QTY	PART NUMBER	DESCRIPTION
1	1	FRAME, EXTENSION, ROBOTIC VACUUM DISPLAY - 0.75 INCH	FRAME, EXTENSION, ROBOTIC VACUUM DISPLAY - 0.75 INCH
2	1	INSERT, EXTENSION, ROBOTIC VACUUM DISPLAY - 0.75 INCH	INSERT, ROBOTIC VACUUM DISPLAY
3	2	1008497	SCREW, #8 X .75" LG, FLAT HEAD, WOOD

REVISIONS

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

CENTER INSERT BEFORE INSTALLING SCREWS

Best Buy Co., Inc
7601 Penn Avenue South
Richfield, MN 55423

TITLE: EXTENSION, ROBOTIC VACUUM DISPLAY - 0.75 INCH

MATERIAL: SEE DETAIL DRAWINGS

FINISH: SEE DETAIL DRAWINGS

OPERATION	PLACES IN DIMENSION		
	0.0	0.00	0.000
MACHINING METAL	±0.030	±0.010	±0.005
LASER / TURRET	±0.060	±0.030	±0.015
SHEET METAL FORMING	±0.100	±0.040	±0.020
WELDING METAL	±0.125	±0.060	±0.030
MACHINING PLASTIC	±0.100	±0.030	±0.010
FORMING PLASTIC	±0.125	±0.060	±0.020
WOOD	±0.125	±0.040	±0.020
EXTRUSION	±0.040	±0.020	±0.010
ANGULAR	1°		

DRAWN BY:	DATE:	SCALE: 1:3.5	DRAWING NO.:	REV.:	THIRD ANGLE PROJECTION IN [mm]
CHECK BY: XXX	DATE: XX-XX-XX	SHEET: 1 of 1			

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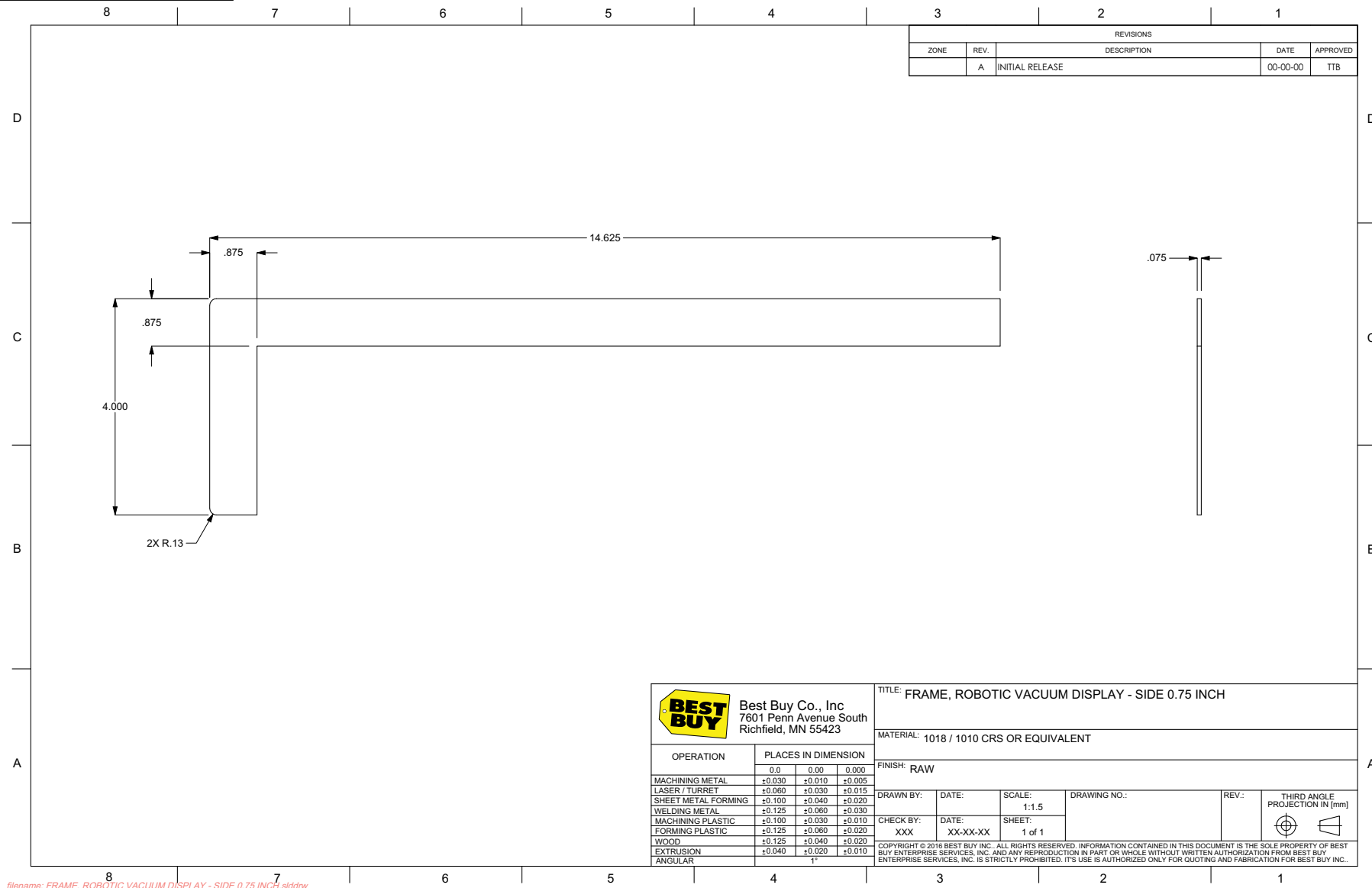
filename: EXTENSION, ROBOTIC VACUUM DISPLAY - 0.75 INCH.slddrw

Store Design

Robotic vacuums Guidelines

Engineering drawing: FRAME, EXTENSION, ROBOTIC VACUUM DISPLAY - 0.75 INCH FORMED

Annotations on drawing:

2X Ø .177 THRU
∨ Ø .332 X 82°
COUNTERSINK OTHER SIDE

2X Ø .163 +.003/-.000 THRU

4X R.75

2X .875

.075

15.000
2X 14.000
12.50
2.50
2X 1.000
0

0
2.63
2X 4.13
5.63
2X 7.693
8.250

Title block:

REVISIONS

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

Best Buy Co., Inc
7601 Penn Avenue South
Richfield, MN 55423

TITLE: FRAME, EXTENSION, ROBOTIC VACUUM DISPLAY - 0.75 INCH FORMED

MATERIAL: 1018 / 1010 CRS OR EQUIVALENT

FINISH: RAW

OPERATION	PLACES IN DIMENSION		
	0.0	0.00	0.000
MACHINING METAL	±0.030	±0.010	±0.005
LASER / TURRET	±0.060	±0.030	±0.015
SHEET METAL FORMING	±0.100	±0.040	±0.020
WELDING METAL	±0.125	±0.060	±0.030
MACHINING PLASTIC	±0.100	±0.030	±0.010
FORMING PLASTIC	±0.125	±0.060	±0.020
WOOD	±0.125	±0.040	±0.020
EXTRUSION	±0.040	±0.020	±0.010
ANGULAR	1°		

DRAWN BY: DATE: SCALE: 1:2.75 DRAWING NO.: REV.: THIRD ANGLE PROJECTION IN [mm]

CHECK BY: XXX DATE: XX-XX-XX SHEET: 1 of 1

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

Store Design

Robotic vacuums Guidelines

ITEM	QTY	PART NUMBER	DESCRIPTION
1	1	FRAME, EXTENSION, ROBOTIC VACUUM DISPLAY - 0.75 INCH FORMED	FRAME, EXTENSION, ROBOTIC VACUUM DISPLAY - 0.75 INCH FORMED
2	2	STUD, #8-32 UNC X 0.875 LG - FLUSH HEAD SELF CLINCHING	STUD, #8-32 UNC X 0.875" LG - FLUSH HEAD SELF CLINCHING
3	2	1000208	NUT, #8-32 UNC, WING

REVISIONS

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

NOTES:

1. COVER STUD THREADS BEFORE POWDER COATING.

(8.250)

(15.000)

(.875)

Best Buy Co., Inc
7601 Penn Avenue South
Richfield, MN 55423

TITLE: FRAME, EXTENSION, ROBOTIC VACUUM DISPLAY - 0.75 INCH

MATERIAL: SEE DETAIL DRAWINGS

FINISH: POWDER COAT – GLOSS WHITE – TCI # 9840-91739R SIGNAL WHITE OR EQUIVALENT

OPERATION	PLACES IN DIMENSION		
	0.0	0.00	0.000
MACHINING METAL	±0.030	±0.010	±0.005
LASER / TURRET	±0.060	±0.030	±0.015
SHEET METAL FORMING	±0.100	±0.040	±0.020
WELDING METAL	±0.125	±0.060	±0.030
MACHINING PLASTIC	±0.100	±0.030	±0.010
FORMING PLASTIC	±0.125	±0.060	±0.020
WOOD	±0.125	±0.040	±0.020
EXTRUSION	±0.040	±0.020	±0.010
ANGULAR		1°	

DRAWN BY: DATE: SCALE: 1:2 DRAWING NO.: REV.:

CHECK BY: XXX DATE: XX-XX-XX SHEET: 1 of 1

THIRD ANGLE PROJECTION IN [mm]

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

Robotic vacuums Guidelines

Engineering drawing — INSERT, ROBOTIC VACUUM DISPLAY

GRAIN

14.813

8.250

DETAIL A
SCALE 2 : 1

(.012)   .750

2X .375

2X .375

OMNOVA FILM TO BE APPLIED
TO OUTSIDE FACE ONLY

ROUT LENGTH
OF BOARD

OPERATION	PLACES IN DIMENSION		
	0.0	0.00	0.000
MACHINING METAL	±0.030	±0.010	±0.005
LASER / TURRET	±0.060	±0.030	±0.015
SHEET METAL FORMING	±0.100	±0.040	±0.020
WELDING METAL	±0.125	±0.060	±0.030
MACHINING PLASTIC	±0.100	±0.030	±0.010
FORMING PLASTIC	±0.125	±0.060	±0.020
WOOD	±0.125	±0.040	±0.020
EXTRUSION	±0.040	±0.020	±0.010
ANGULAR	1°		

DRAWN BY: DATE: SCALE: 1:2.75   DRAWING NO.:   REV.:   THIRD ANGLE PROJECTION IN [mm]

CHECK BY: XXX   DATE: XX-XX-XX   SHEET: 1 of 1

filename: INSERT, EXTENSION, ROBOTIC VACUUM DISPLAY - 0.75 INCH.slddrw

Store Design

18. Fit Cubby

Biophilic Accents

Domestic Cues

Premium Textures

Fit Space Design Intent
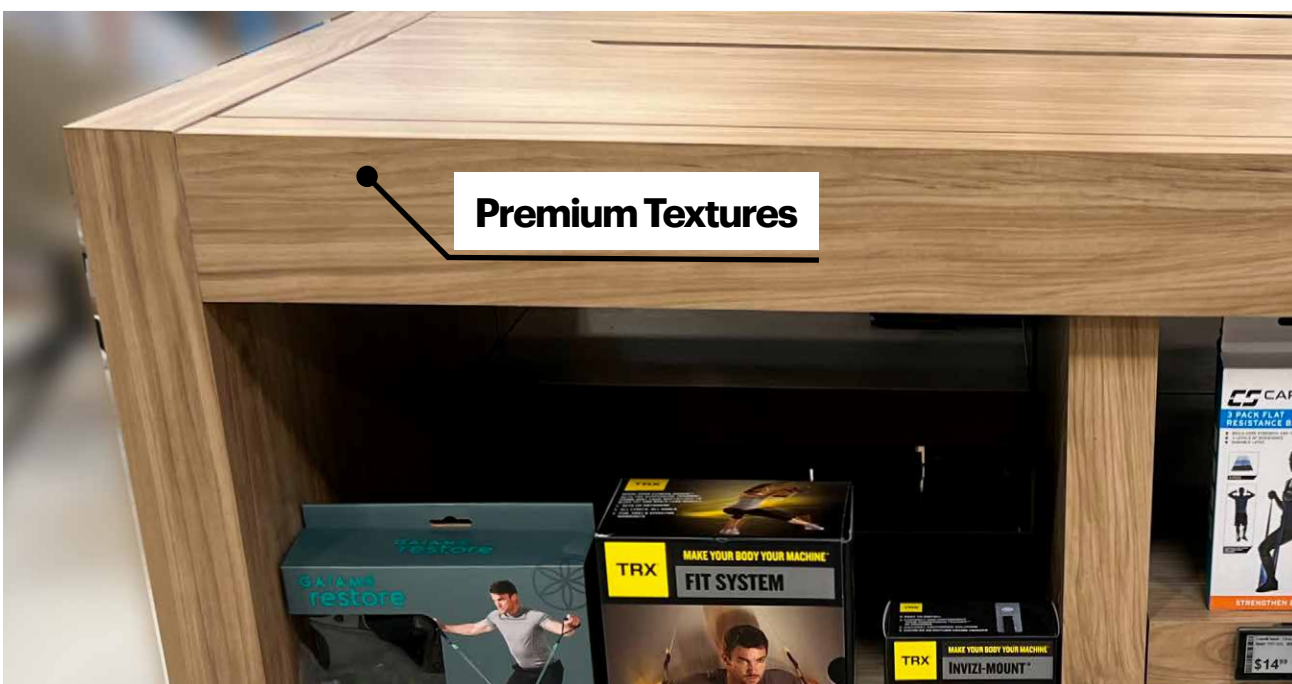
Biophilic Design:

- 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.

Maximized exposure
of wood texture

Contained products

Fitness-based assortment

Cubby Merch Expectations

- Products placed on the cubbies should always directly connect to the fitness/ wellness theme of the space.

- Products should be safety 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.

11" Max height for presentation materials

Function-first platform

Maximized exposure of wood texture

VPP Guidelines
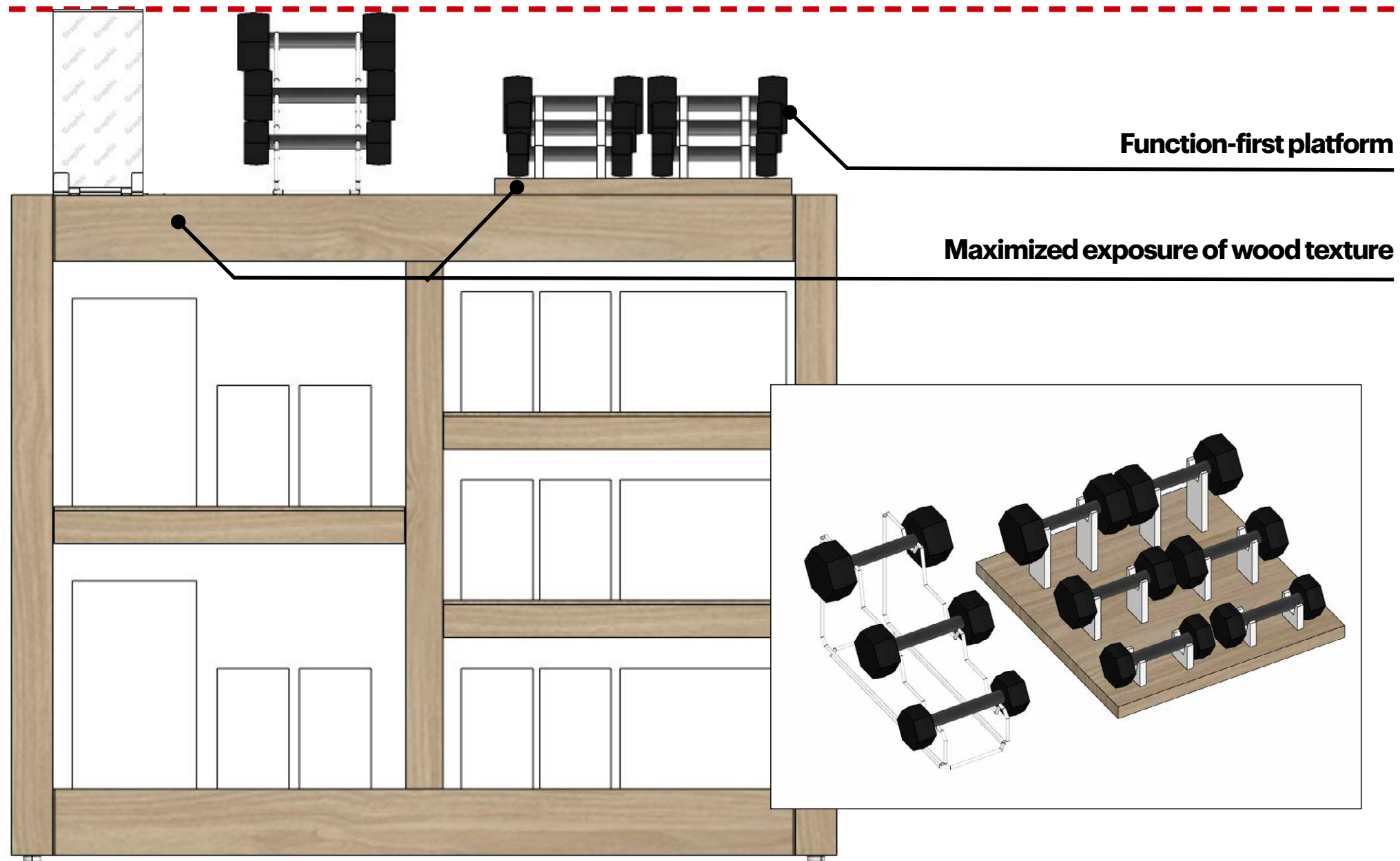
- The top of the cubby fixture can be divided into two 17.5" linear presentations or a single 39" presentation.

- 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
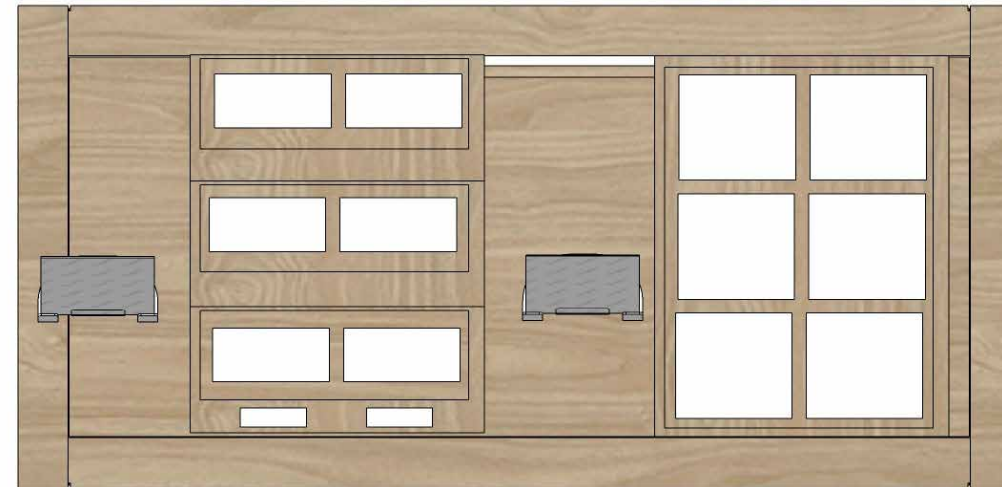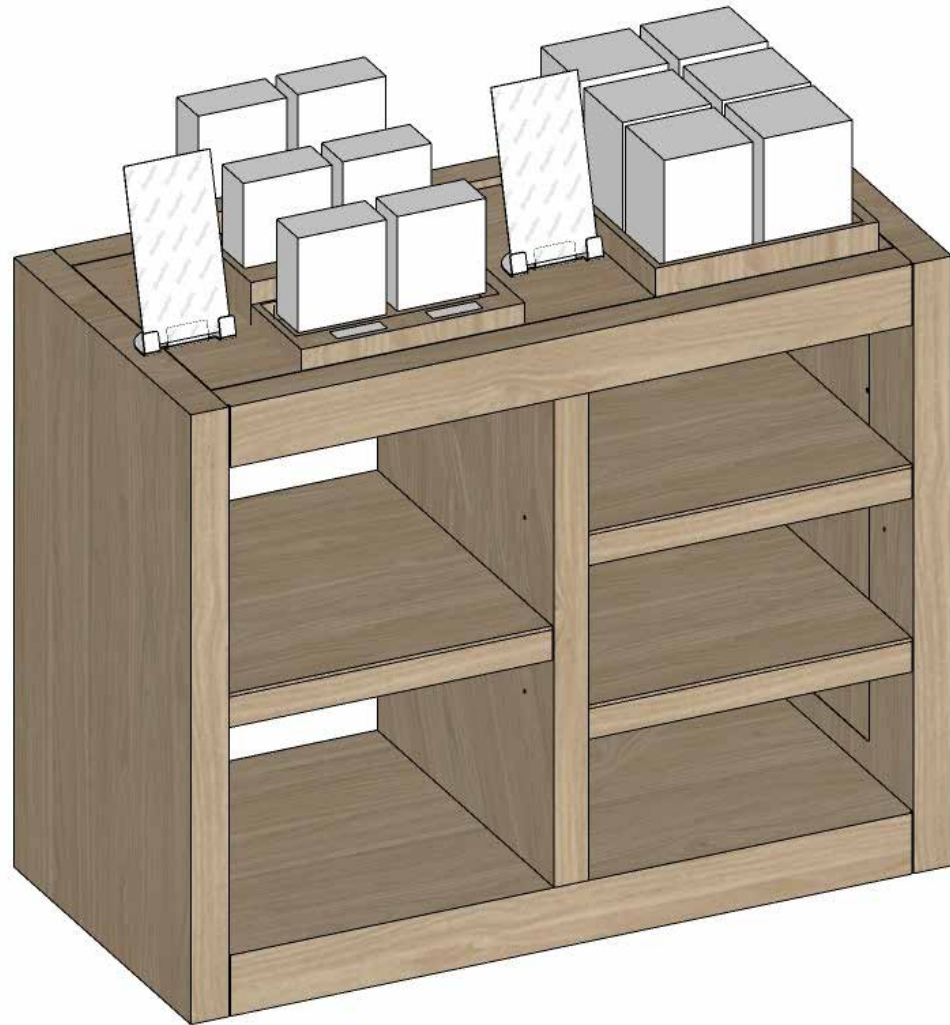
- Boxed display products or salable stock can also be leveraged as a secondary option for the top of the cubbies.

- 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
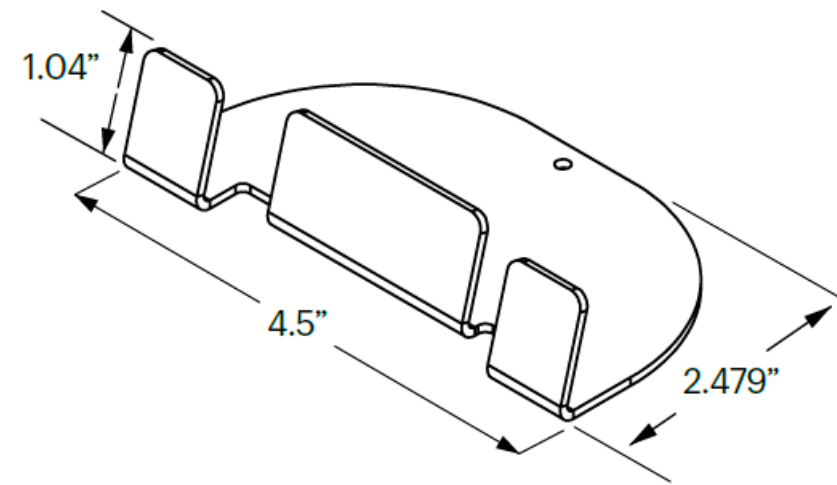
- Reference EPDM# 1021705 for build reference.

- 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.

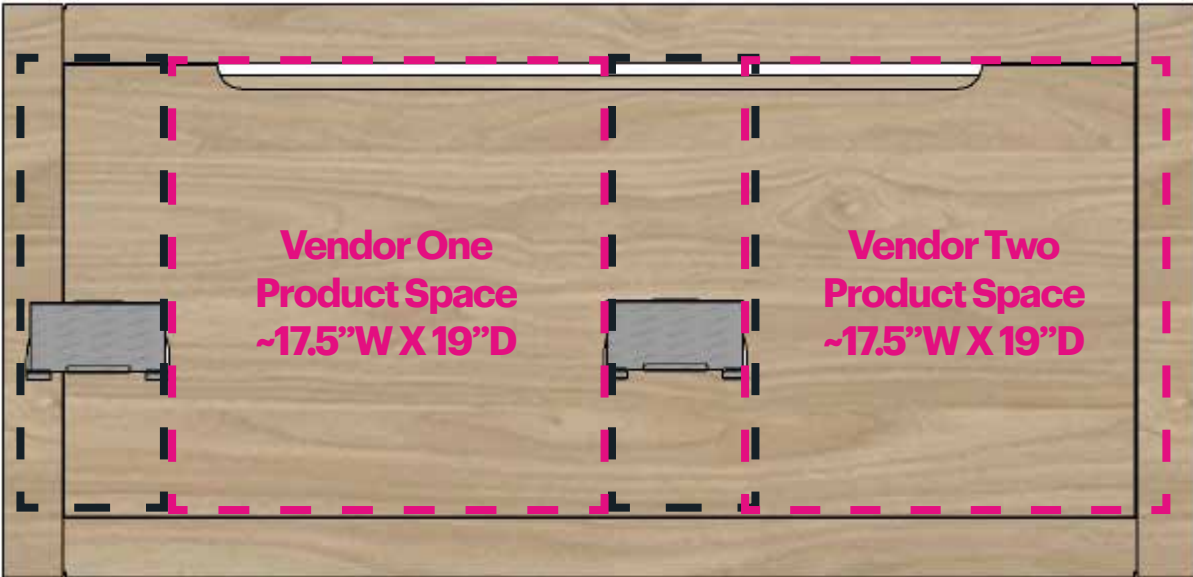- 3mm Sintra should be used as the print substrate.

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.

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 transpanrency set at 75%.

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.

Populated Examples

5.5"x 11" Populated example

8.5"x 11" Populated example

- 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.

Technical Drawings

**Graphic Space
6"W X 19"D**

Vendor Product Space ~39"W X 19"D

Single Brand Story (One Vendor)

**Graphic Space
6"W X 19"D**

**Graphic Space
6"W X 19"D**

**Vendor One
Product Space
~17.5"W X 19"D**

**Vendor Two
Product Space
~17.5"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

19. 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
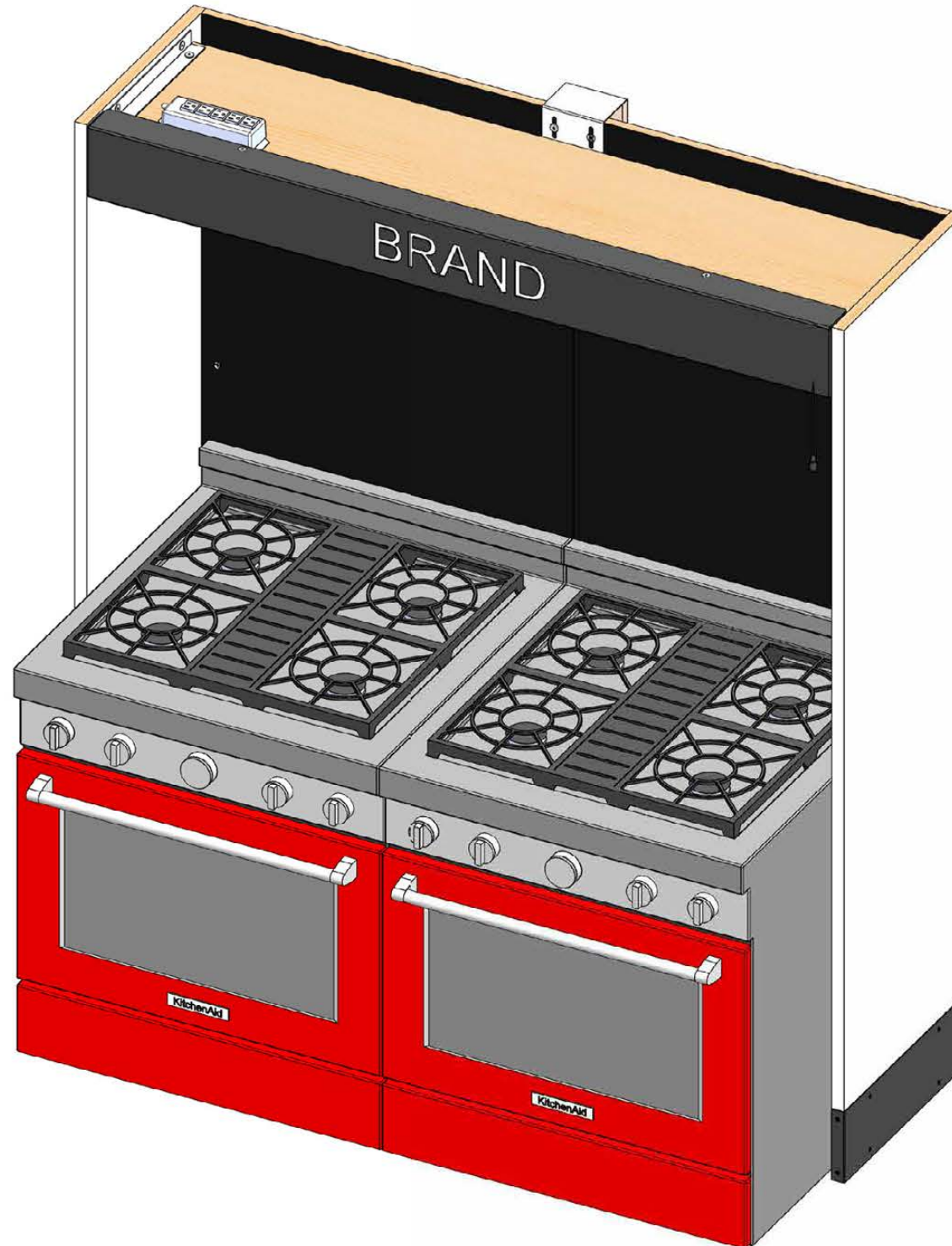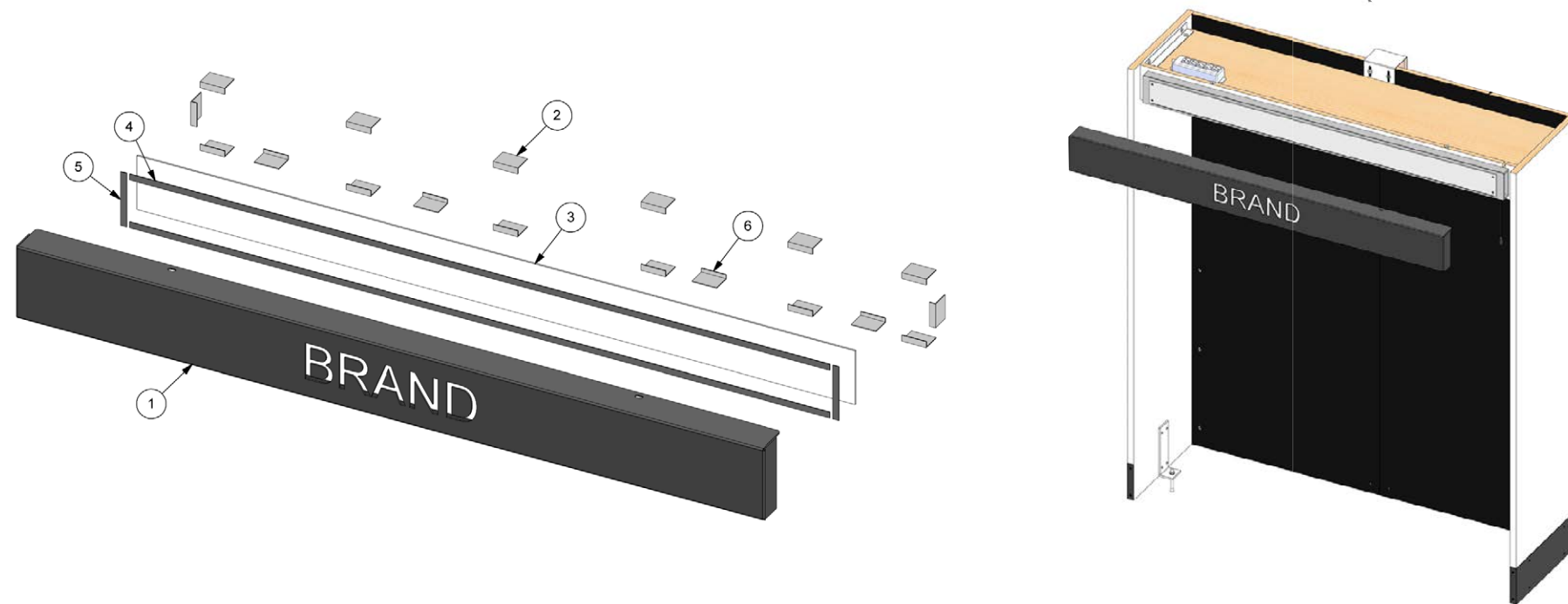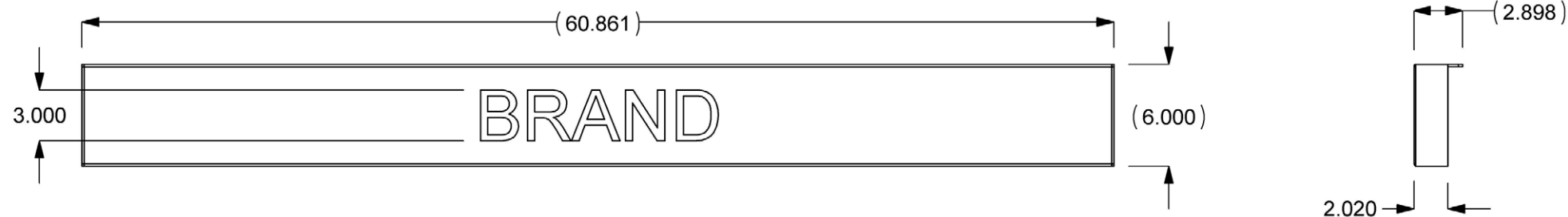
Fixture Details: Vendor Logo Header

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
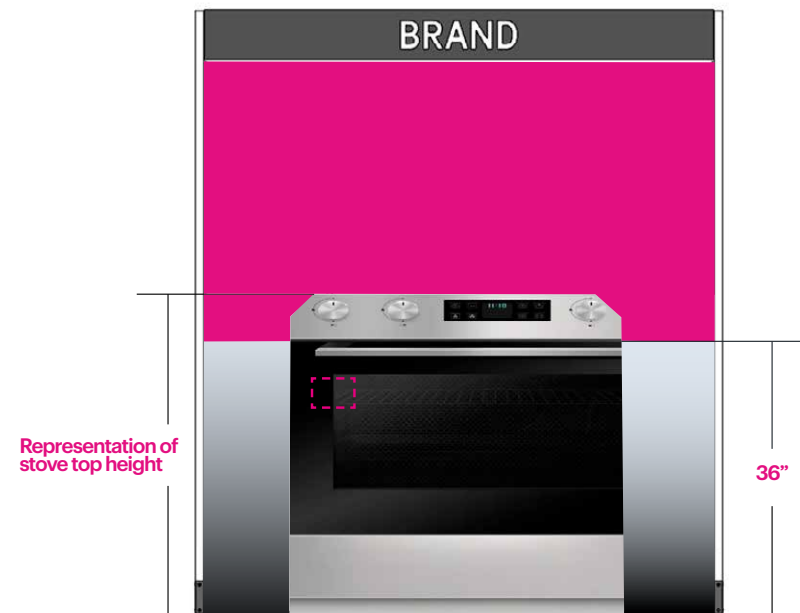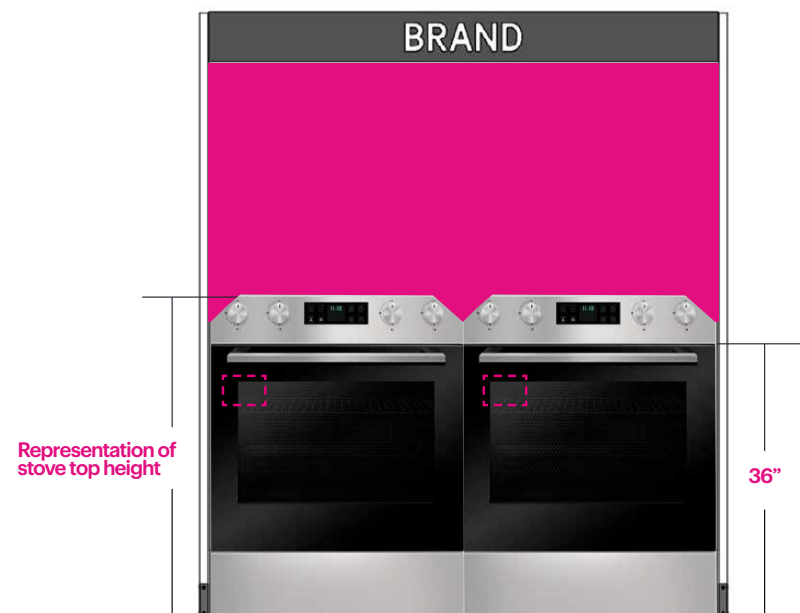
Merchandising Expectations: Display Options

Placement of Displays

- Single display products must be center 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
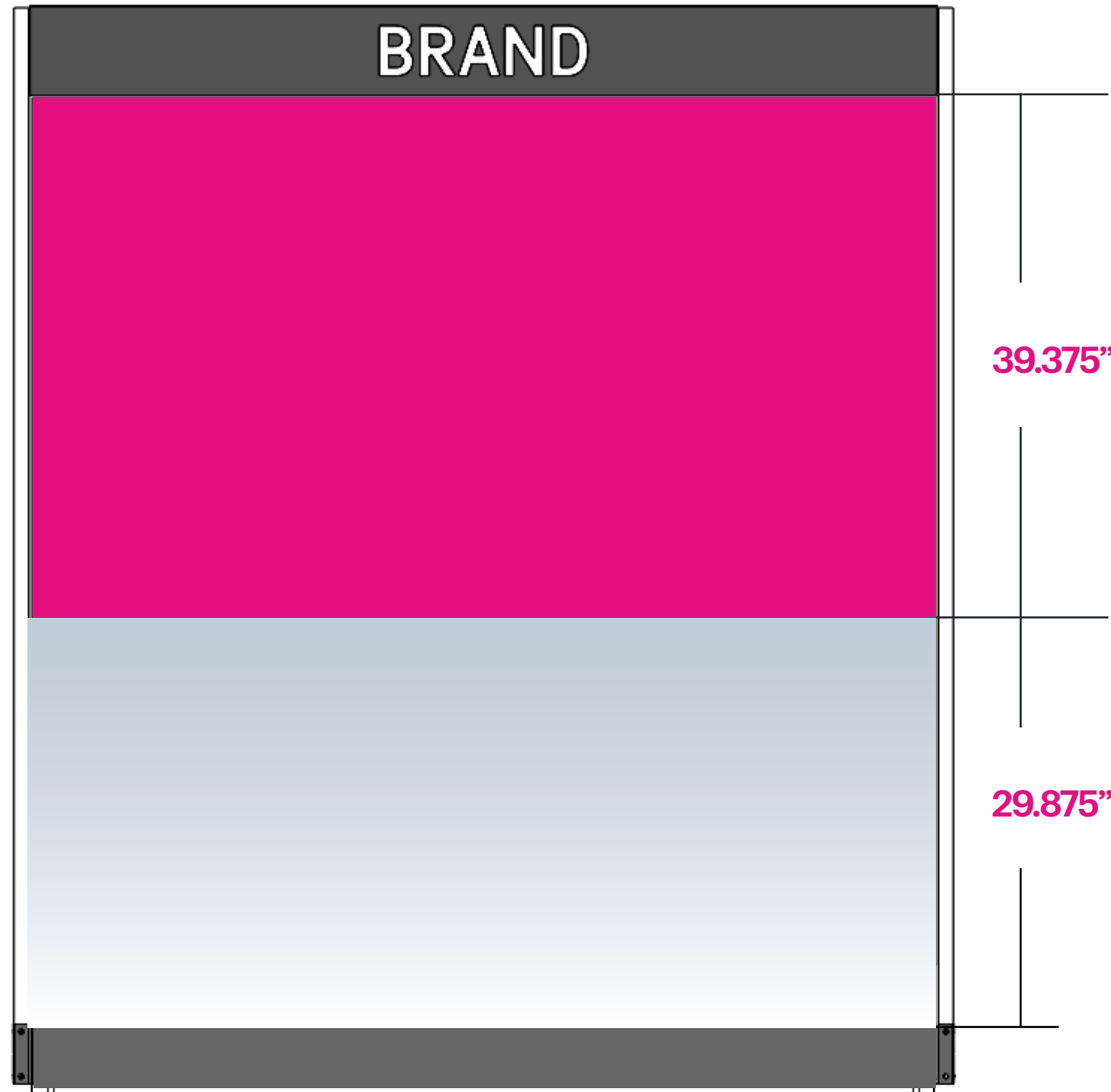
Graphic Expectations: Graphic Panels

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

20. Side Stock Endcap

Vendor Managed

Best Buy Managed

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

BEST BUY

Overall Dimensions

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

Graphic Size:
27" x 5.9"

28.375"

13"

Graphic Size:
25.125" x 21"

27.325"

60.00"

Graphic Size:
25.125" x 25.625"

16.25"

23"

Graphic Size:
47" x 5.9"

48.5"

47.438"

Graphic Size:
45.25" x 21"

60.00"

Graphic Size:
45.25" x 25.625"

26.25"

Vendor Managed Graphics

Dieline_2ft_Header_27x5.9

Dieline_2ft_TopBacker_25.125x21

Dieline_2ft_BaseFront_25.125x25.625
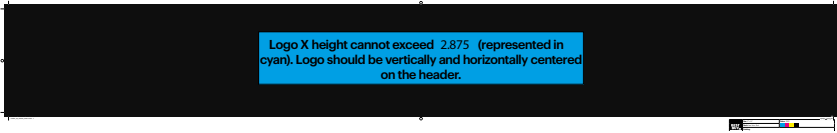
Dieline_4ft_Header_47x5.9

Dieline_4ft_TopBacker_45.250x21

Dieline_4ft_BaseFront_45.250x25.625

Dieline images are for visual reference only

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

BEST BUY

4ft Endcap Detailed Dimensions

HEADER

47.000

45.250

5.900

UPPER GRAPHIC

21.000

60

LOWER GRAPHIC

25.625

45.250

21
MERCH DISPLAY
VERTICAL CLEARANCE

3.9
TRAY VERTICAL
CLEARANCE

33

2ft Endcap Detailed Dimensions

HEADER

27.000

25.125

5.900

UPPER GRAPHIC

21.000

LOWER GRAPHIC

25.625

60

25.125

21
MERCH DISPLAY
VERTICAL CLEARANCE

3.9
TRAY VERTICAL
CLEARANCE

33

Parts list:

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

Presentation Expectations
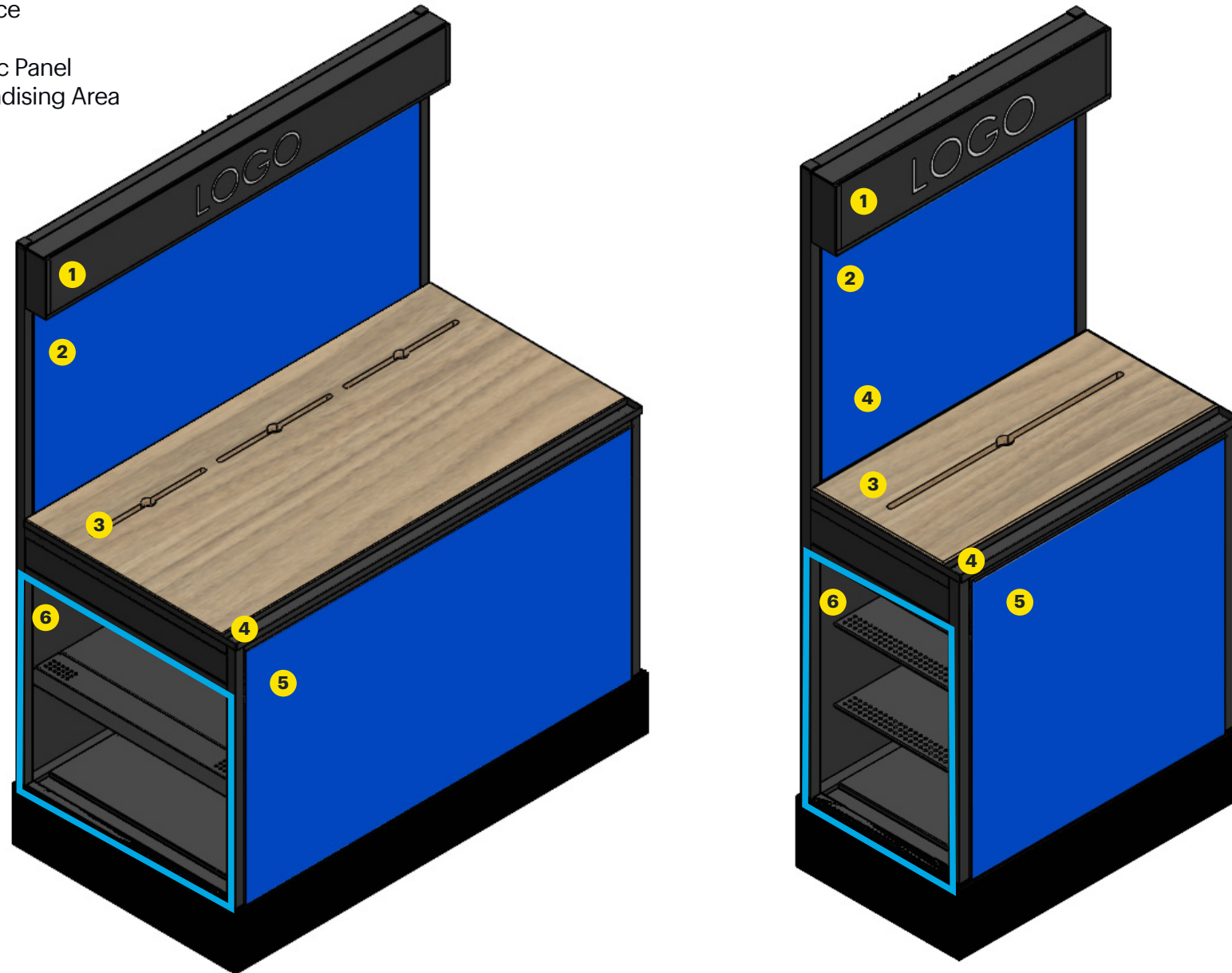
Expectations

- 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

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.

*Power strip is provided in both endcaps

Security, Attachments and Power

Preferred attachment hardware

EDGE ATTACHED TO FIXTURE BASE
1.250
.484
.500
.750 (TABLE THICKNESS)
10-24 UNC STUD
.790
#10 OVERSIZED WASHER
10-24 UNC WING NUT

INSTALLED SECTION VIEW

- 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

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

47.438

3X 1.250

2X 1.437

3X 13.396

(2.187)

5.532

.563

23.000

.750

R.125

C̗L

2ft Endcap Top Wood Surface Detailed Dimensions

Fixture Modularity

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

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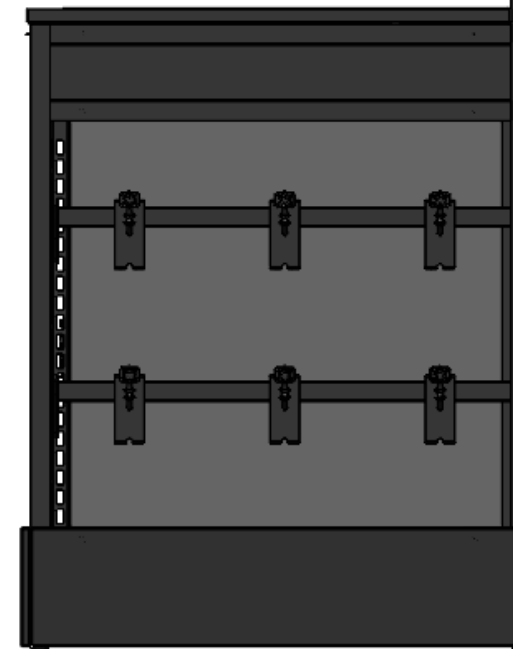
Shelves, peghooks,
and merch bars can
be leveraged on sides

21. Display-Centric Base Graphic Insert

Fixture Variations

The Display-Centric Base Case system is the new approved solution for physically displaying shrink-sensitive salable product beneath demos and displays on Lowbay Gondolas

Fixture Design Intent and Modularity

- The Display-Centric Base Case was designed as a component kit of parts.

  - These parts are intended for use on Standard Lowbay Gondolas and Skinny Lowbay Gondolas.

- Extra attachment channels and A/V pass throughs have been added to the Locking Cases that allow for product presentations and VPPs to be secured directly to the top of the fixture

- Enhanced security and shrink-minimization considerations were factored into the design of the fixture

- Channels are built into the top and bottom of the locking cases that can receive Graphic Inserts

  - These inserts can visually obscure the locking case when no salable stock is present, there is an elevated shrink risk, or if a vendor wants to increase their graphic presence on the fixture

- Demo/Display-Centric Base Cases can be merchandised side-by-side with existing, older locking case designs
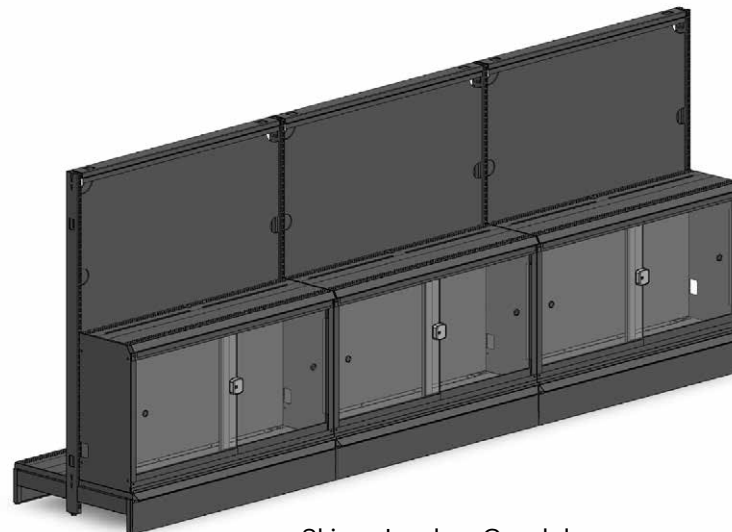
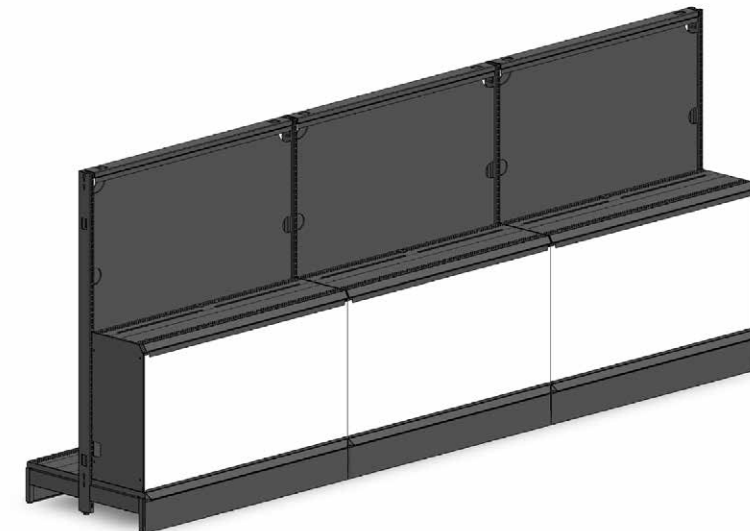**Display-Centric Base Case**

Standard Lowbay Gondola
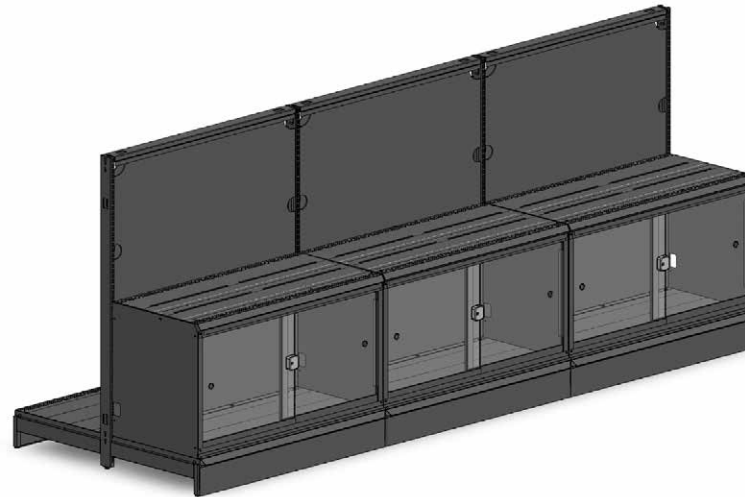
Skinny Lowbay Gondola

Display-Centric Base Case: Graphic Inserts Activated
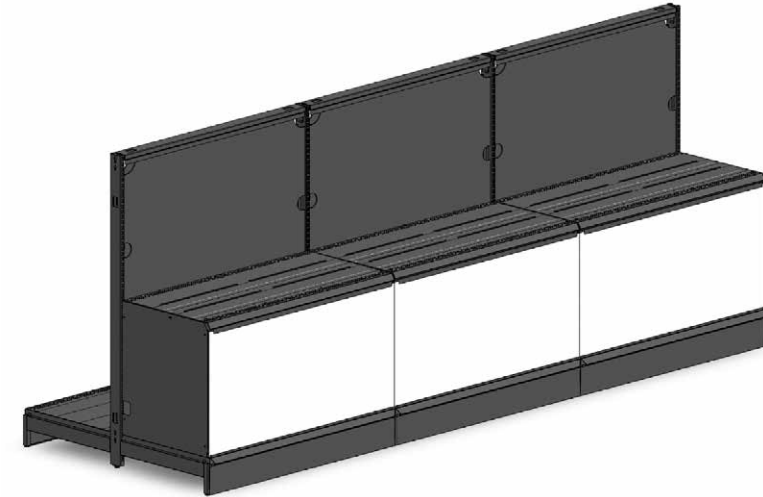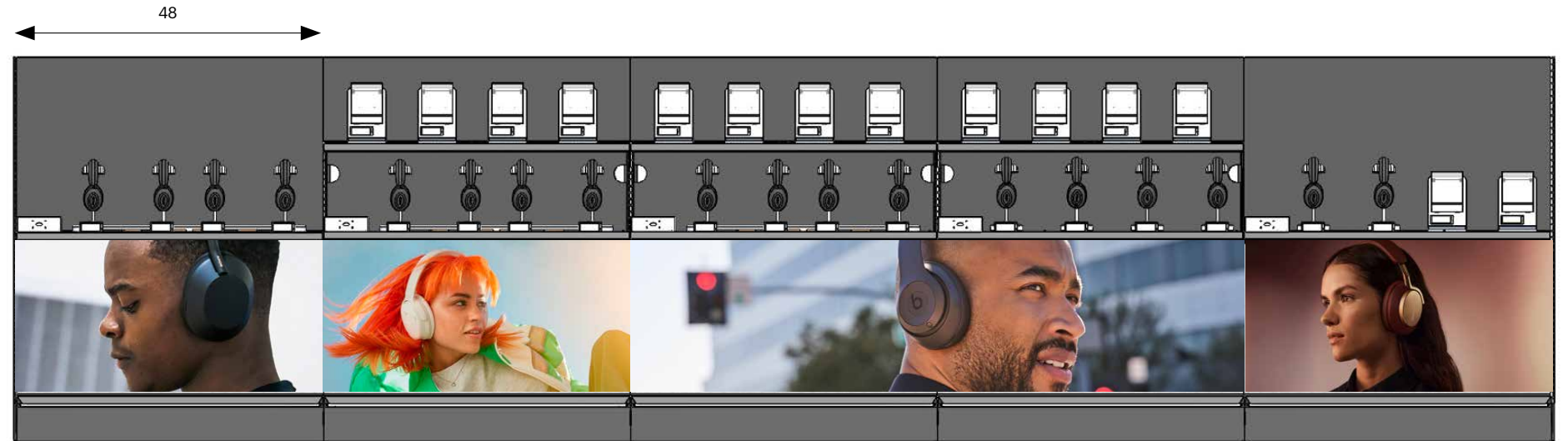

Standard Lowbay Gondola

Skinny Lowbay Gondola

Graphic Insert Considerations

The Display-Centric Base Case system is the new approved solution for physically displaying shrink-sensitive salable product beneath demos and displays on Lowbay Gondolas

Graphic Insert Guardrails

- Vendors can activate their brand on the Graphic Inserts through the use of lifestyle imagery

    - Inserts must feature photography that features humans interacting with products in an lifestyle environment

    - Crop of the image should allow for the products to be clearly visible within the image

    - Figures and product should be largely centered in the crop

- Inserts are produced in 47.98" wide sections

    - Vendors can bleed a single image across multiple Graphic Insert segments if they are all managed/ operated by a single party

- Graphic Insert dimensions are 47.98" W x 23.75" H

    - Material is .1875 Ultraboard, white

Graphic Insert Alternatives

The Display-Centric Base Case system is the new approved solution for physically displaying shrink-sensitive salable product beneath demos and displays on Lowbay Gondolas

Graphic Insert Guardrails

- If lifestyle imagery featuring humans isn't available or allowed, other options include:

  - Featuring images of products in lifestyle environments **without** the inclusion of humans

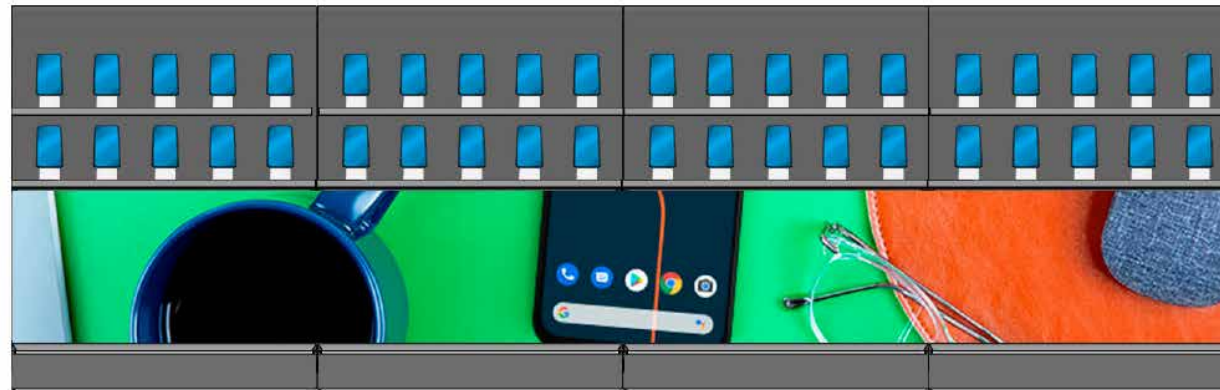 - Priority three features product imagery on a neutral color field

Priority One:
Lifestyle imagery featuring humans and products in environment
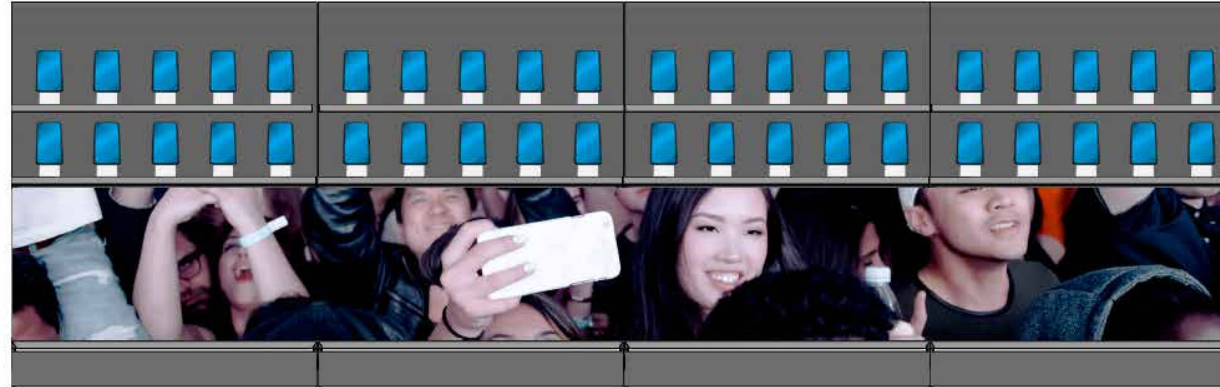
Priority Two:
Lifestyle imagery featuring products in environment

Priority Three:
Product imagery on a neutral color field

22. 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

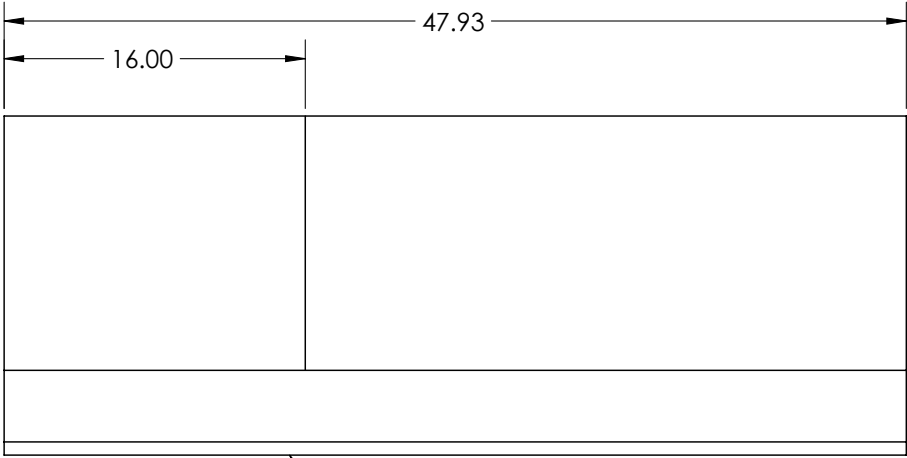# PC Gaming Accessories Guidelines

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
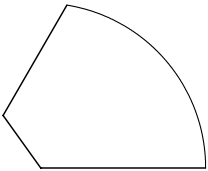
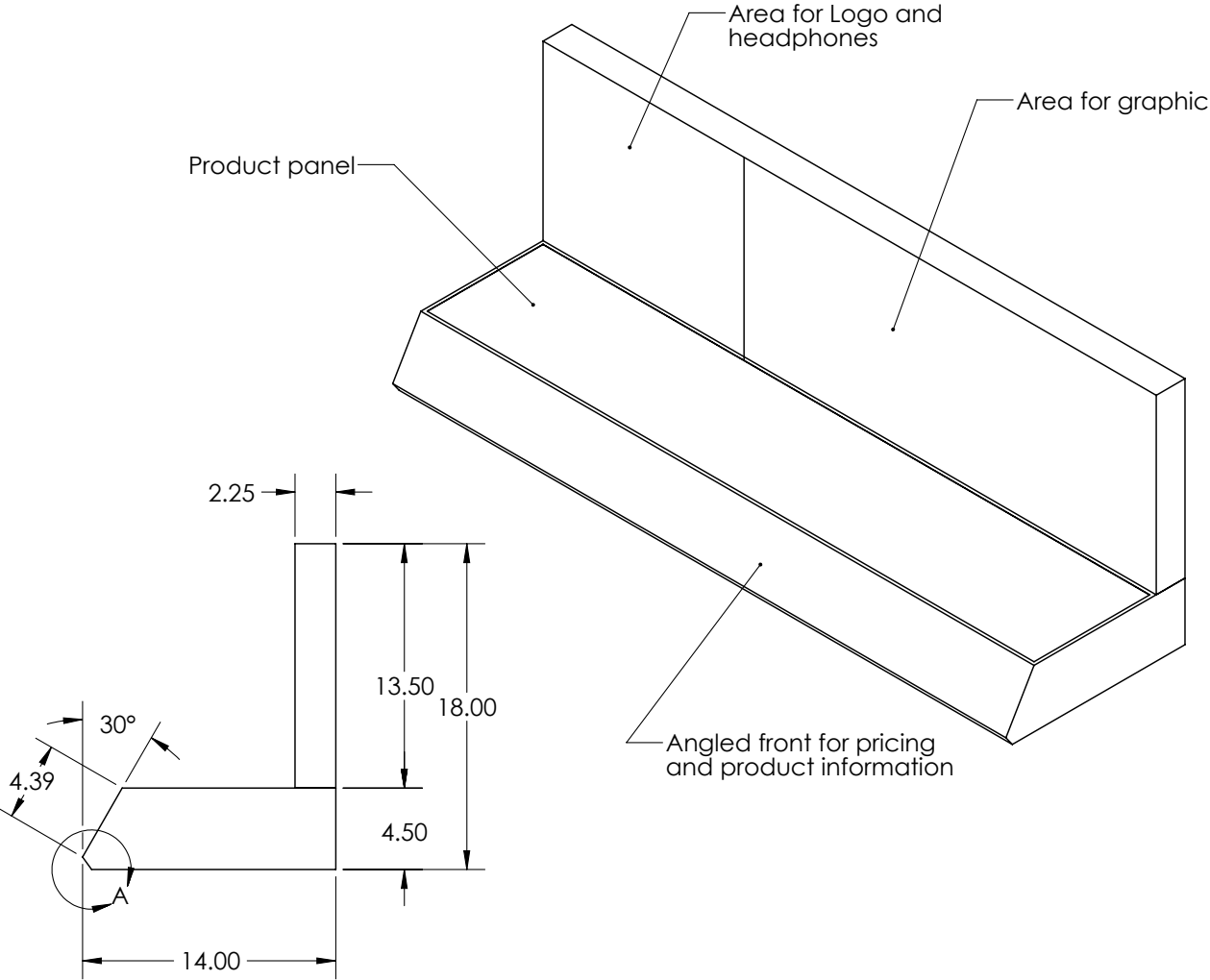# PC Gaming Accessories Guidelines

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

47.93

16.00

Display sits on top of a Best Buy standard 14" shelf and attaches by utilizing the perf in the shelf
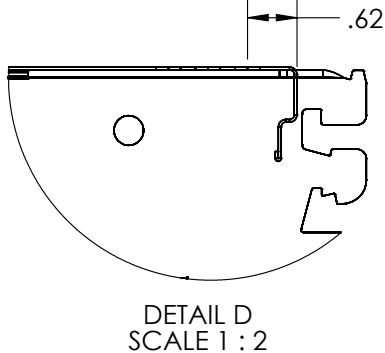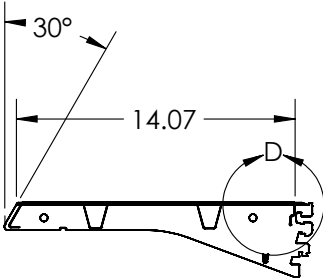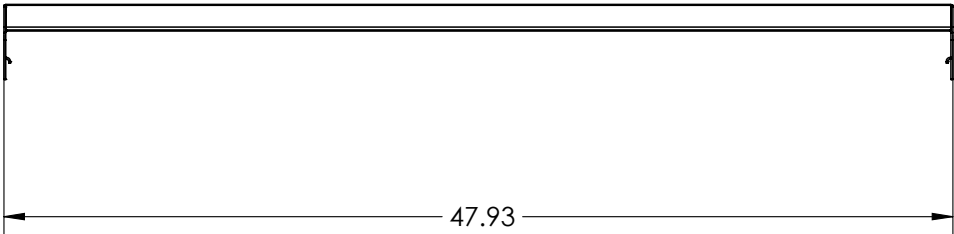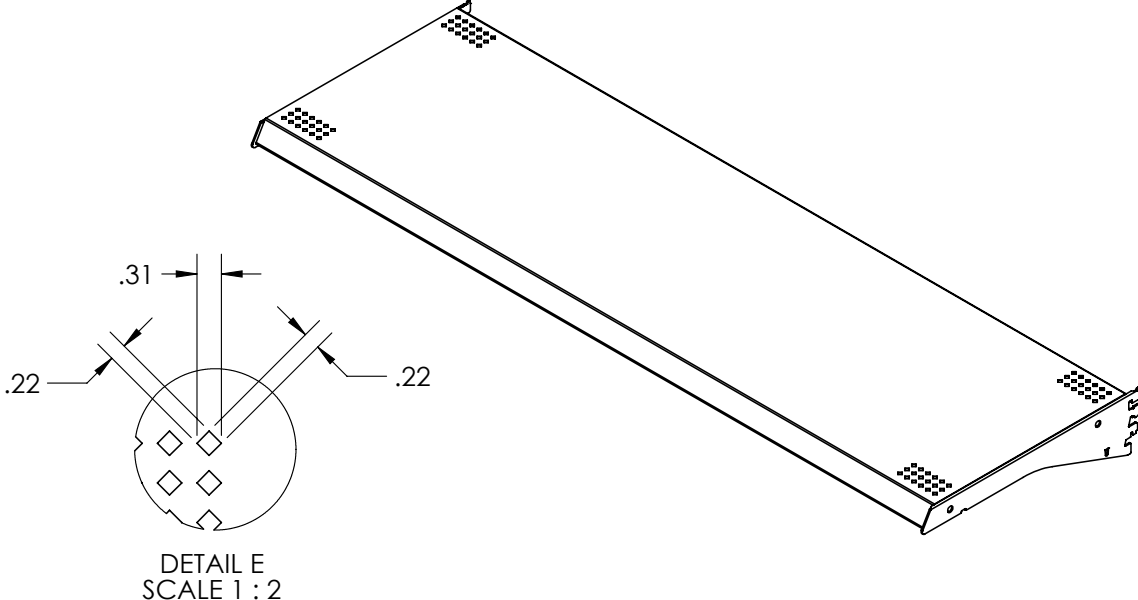
2.25

30°

4.39

A

13.50

18.00

4.50

14.00

DETAIL A
SCALE 1 : 2

Area for Logo and headphones

Area for graphic

Product panel

Angled front for pricing and product information

PC Gaming Accessories - 14" Best Buy shelf Guidelines

Notes:

• Shelf provided by Best Buy

Perf runs the full length of the shelf

.50

.50

11.44

.72

47.93

.31

.22

.22

DETAIL E
SCALE 1 : 2

30°

14.07

D

.62

DETAIL D
SCALE 1 : 2
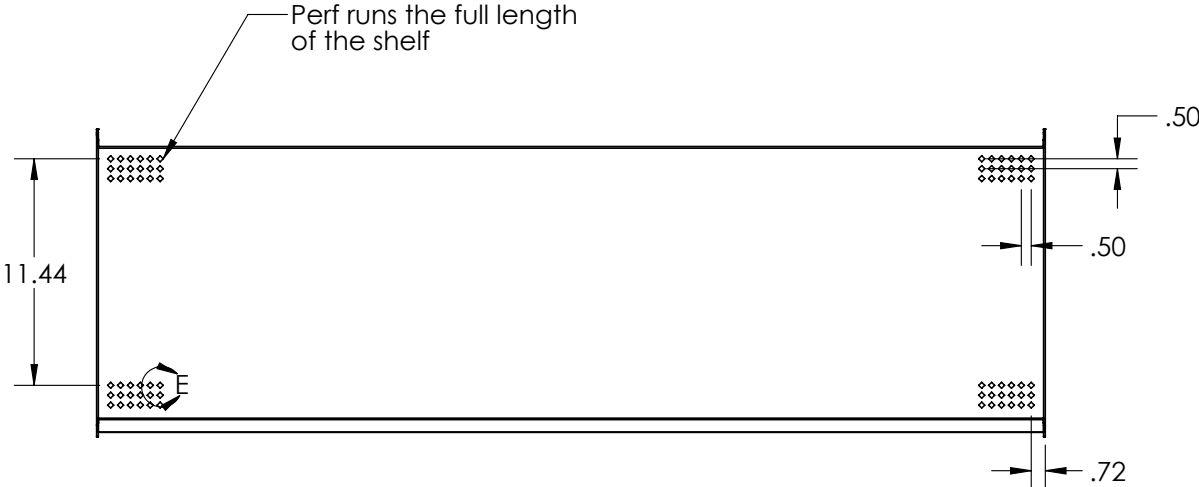
23. TV Dream State

Home Theater Dreamstate Endcap - Black
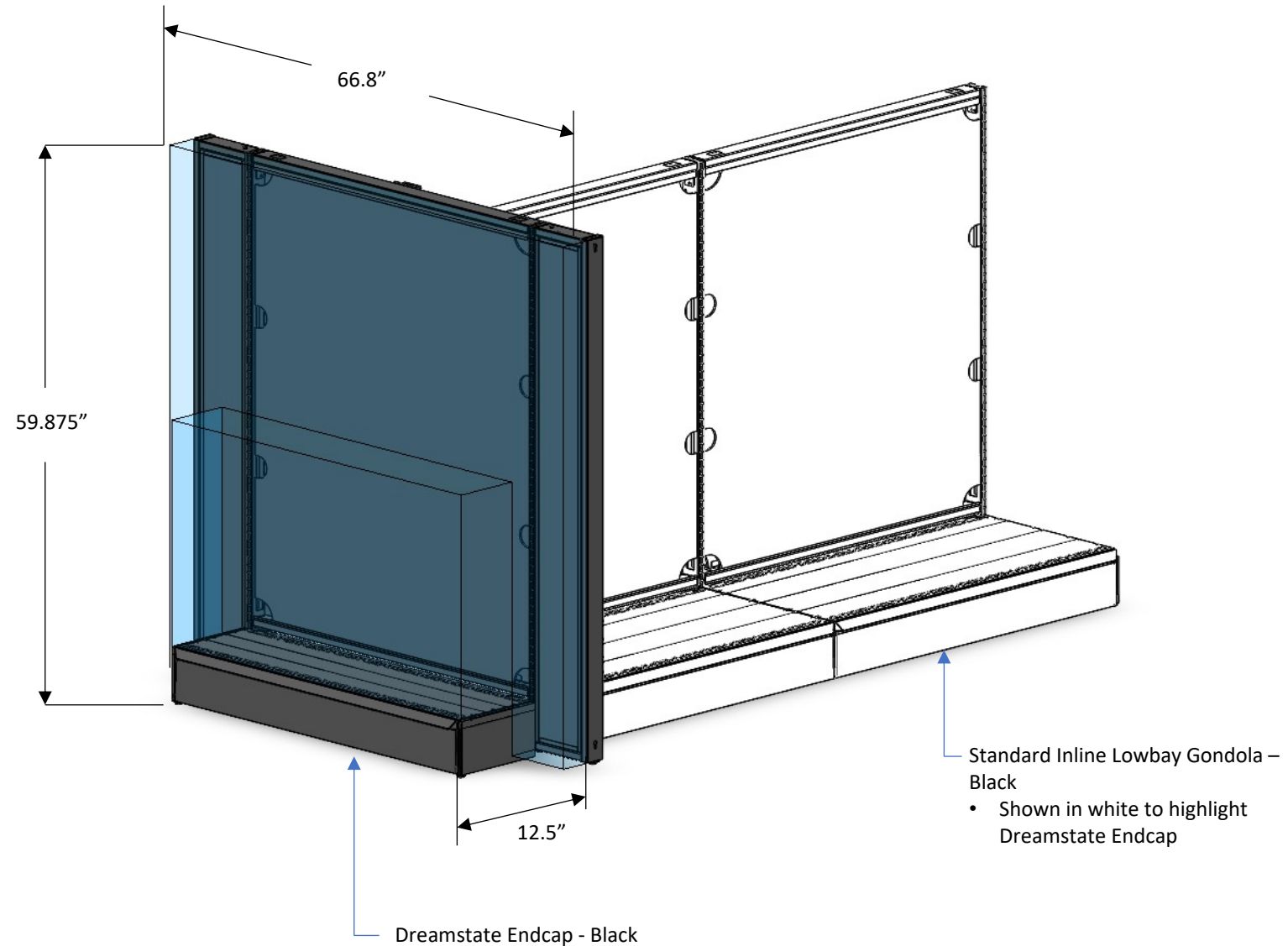
EPDM #R0005-A
Planograms:
Areas used: Home Theater

- 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.
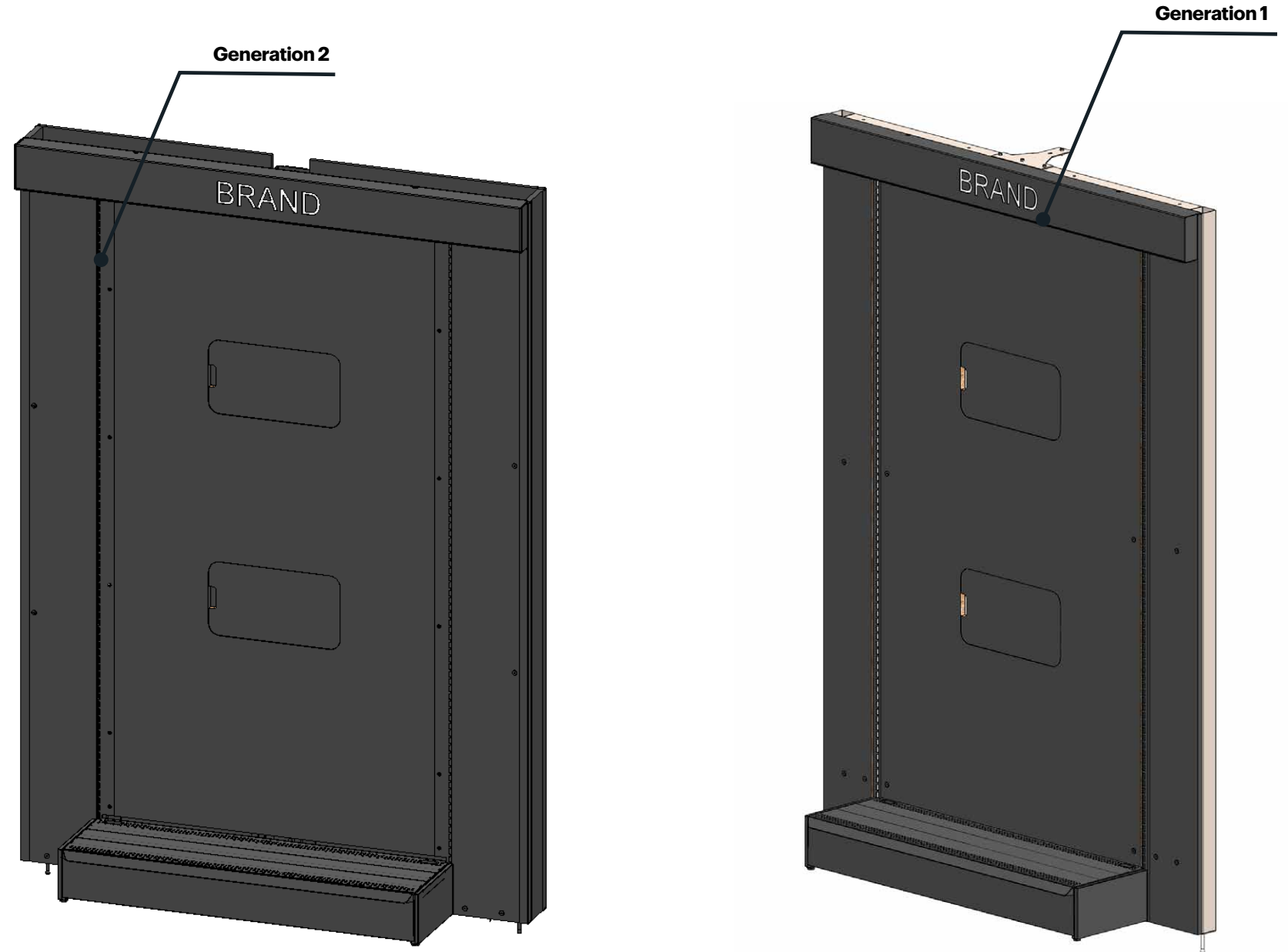
LOGO

66.8"

59.875"

12.5"

Standard Inline Lowbay Gondola – Black
- Shown in white to highlight Dreamstate Endcap

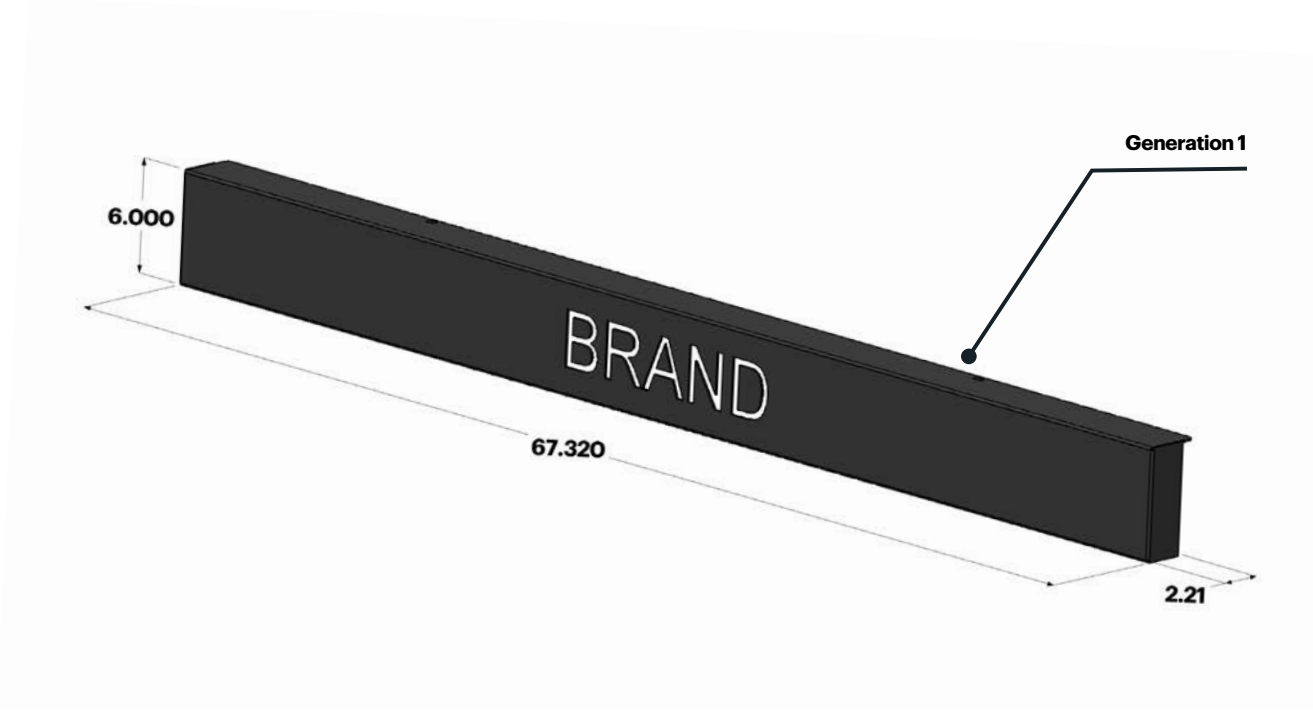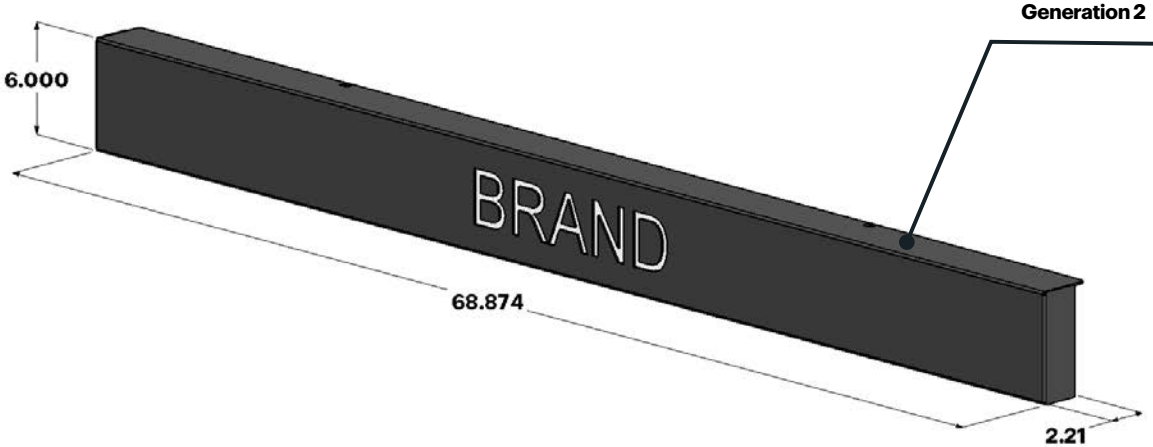Dreamstate Endcap - Black

24. TV Winglet Encap

Fixture Overview

TV Winglet Endcap offers an opportunity for vendors to display large format TVs. The Winglet wall is made of Fiberboard/MDF with Black laminate finish.
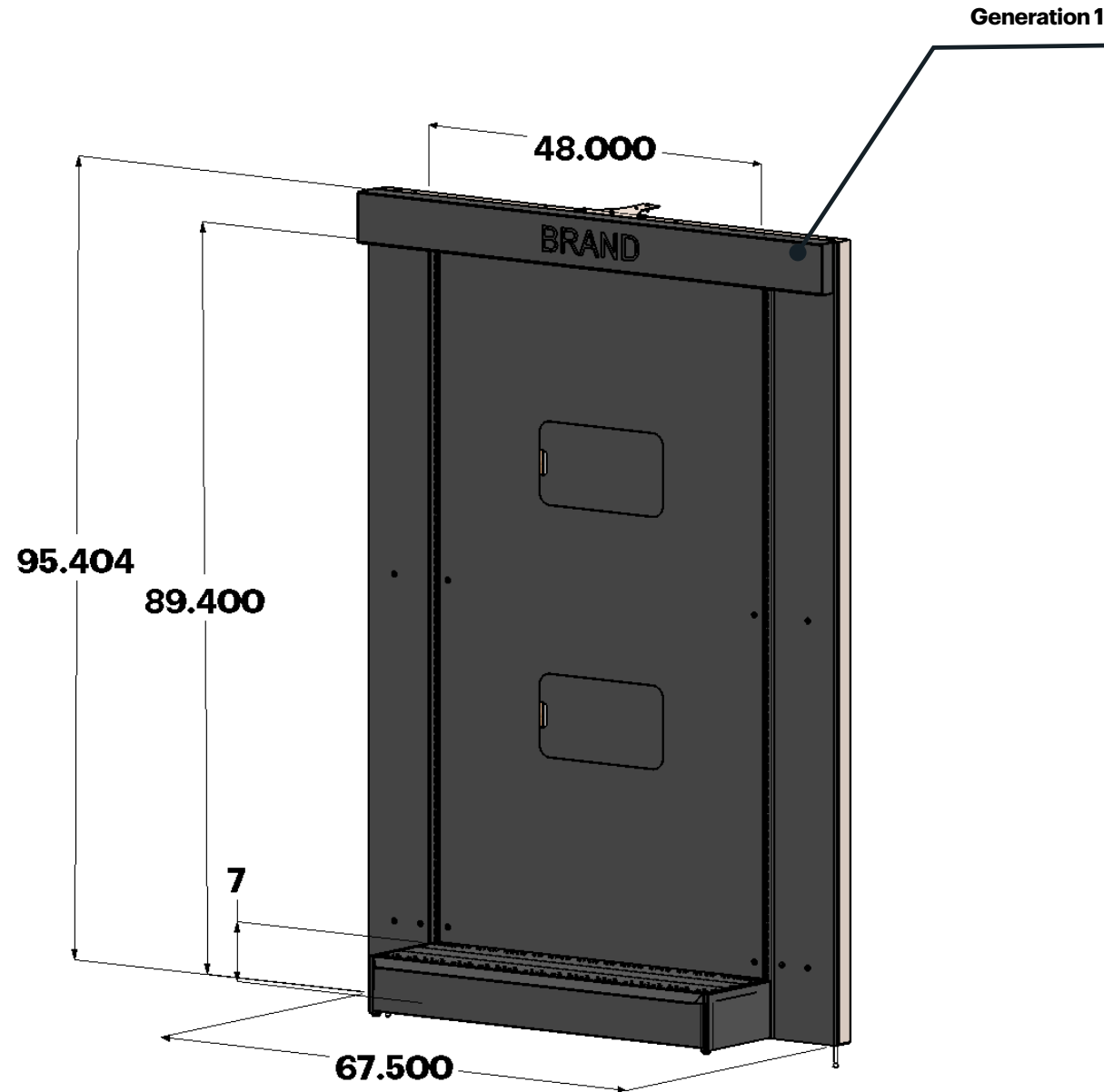
There are two versions of this fixture:

- Generation 2: The majority of existing stores and go foward prototypes

- Generation 1: Small store count fixture.

- Vendors must plan for both fixtures. Partner with project manager for exact breakout.

Generation 2

Generation 1

BRAND

BRAND

Header

Generation 2

6.000

68.874

2.21

Generation 1

6.000

67.320

2.21

Overall Dimensions

Generation 2

48.000

(97.438)

84.362

7.125

69.125

Generation 1

48.000

95.404

89.400

7

67.500

Power and Attachments

GRAPHIC AREA

ACCESS PORTS

Generation 2

Generation 1

BRAND

R1.60

10.200

17.700

19.800

R1.35

91.387

9.700

10.200

33.619

7.217

49.229

69.153

12.764

BRAND

R1.60

10.200

17.700

19.800

R1.35

89.449

9.700

10.200

30.300

7.000

49.067

67.528

Graphics

METAL (MAGNETIC RECEPTIVE)
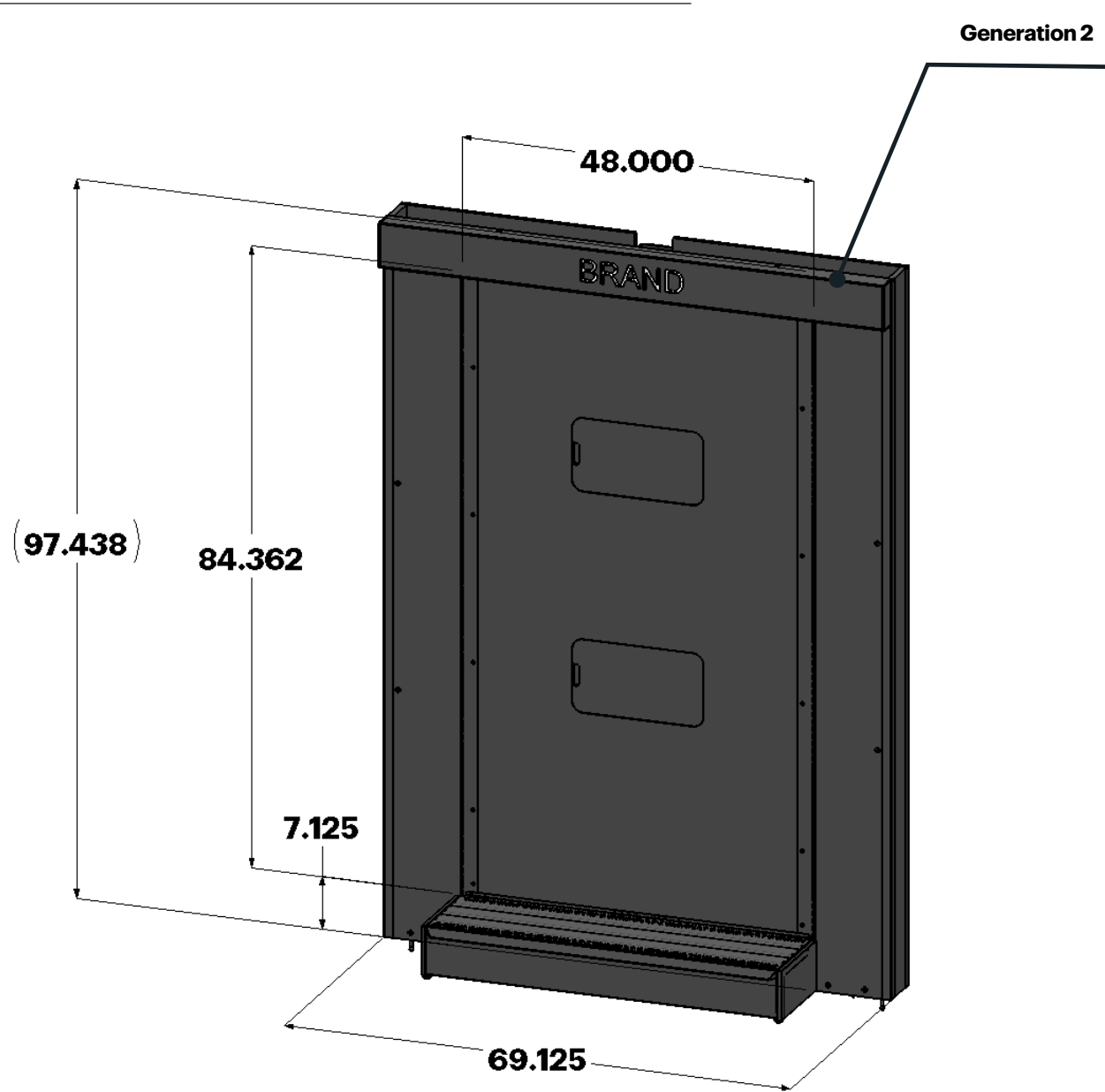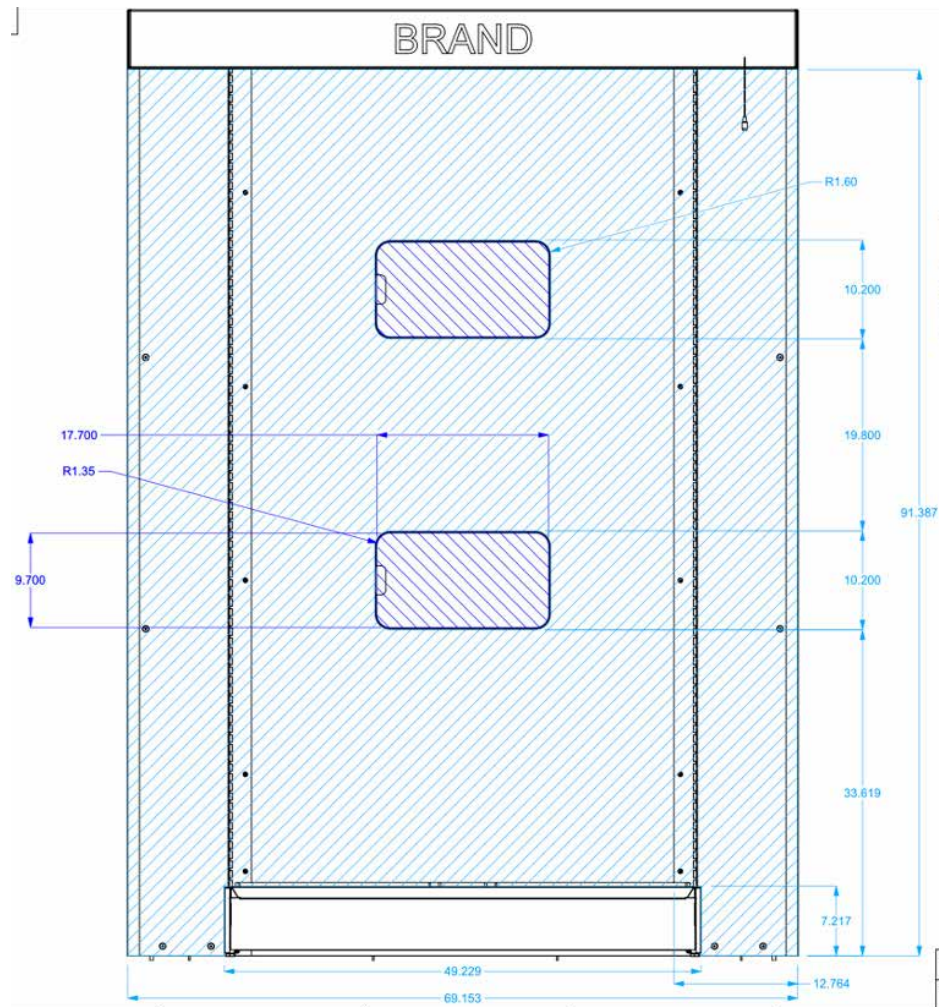
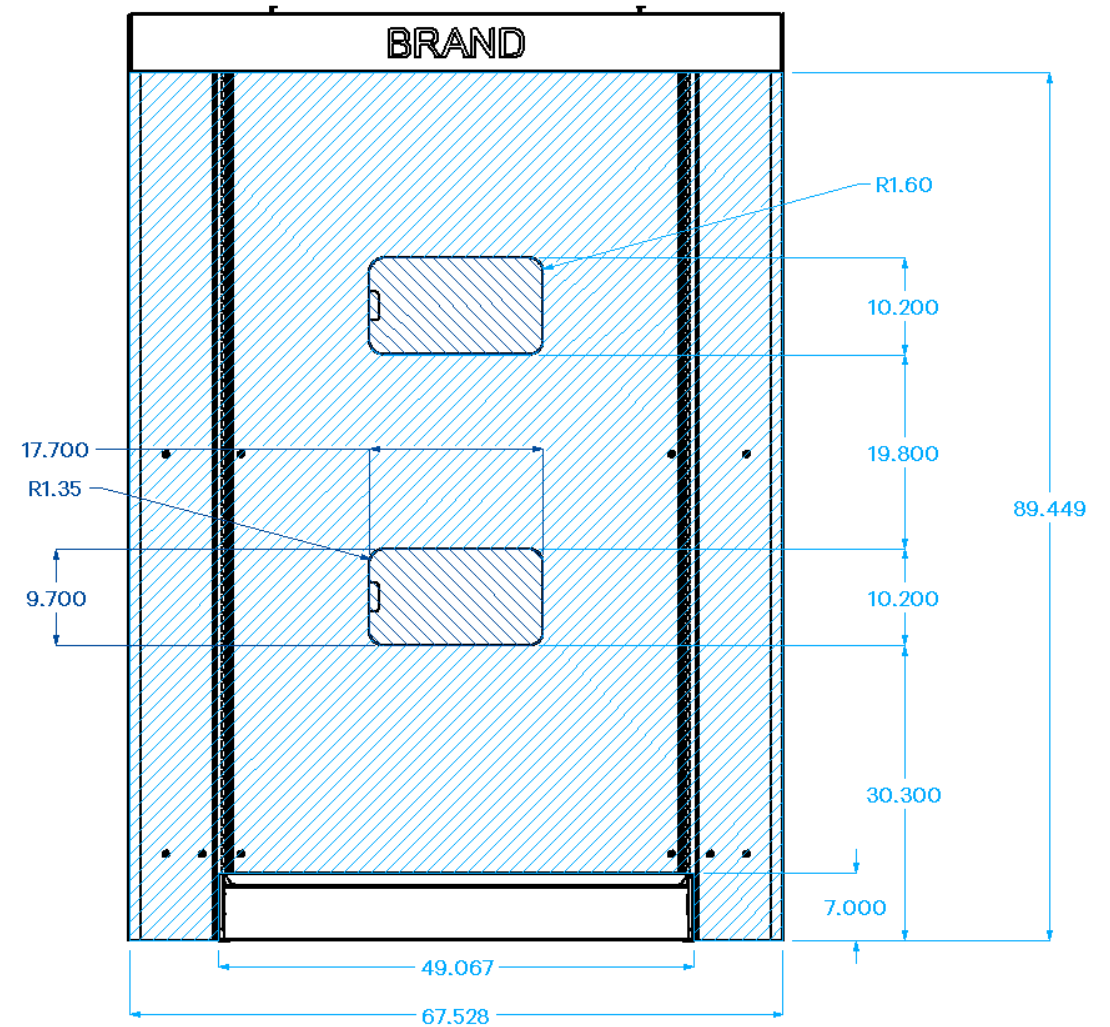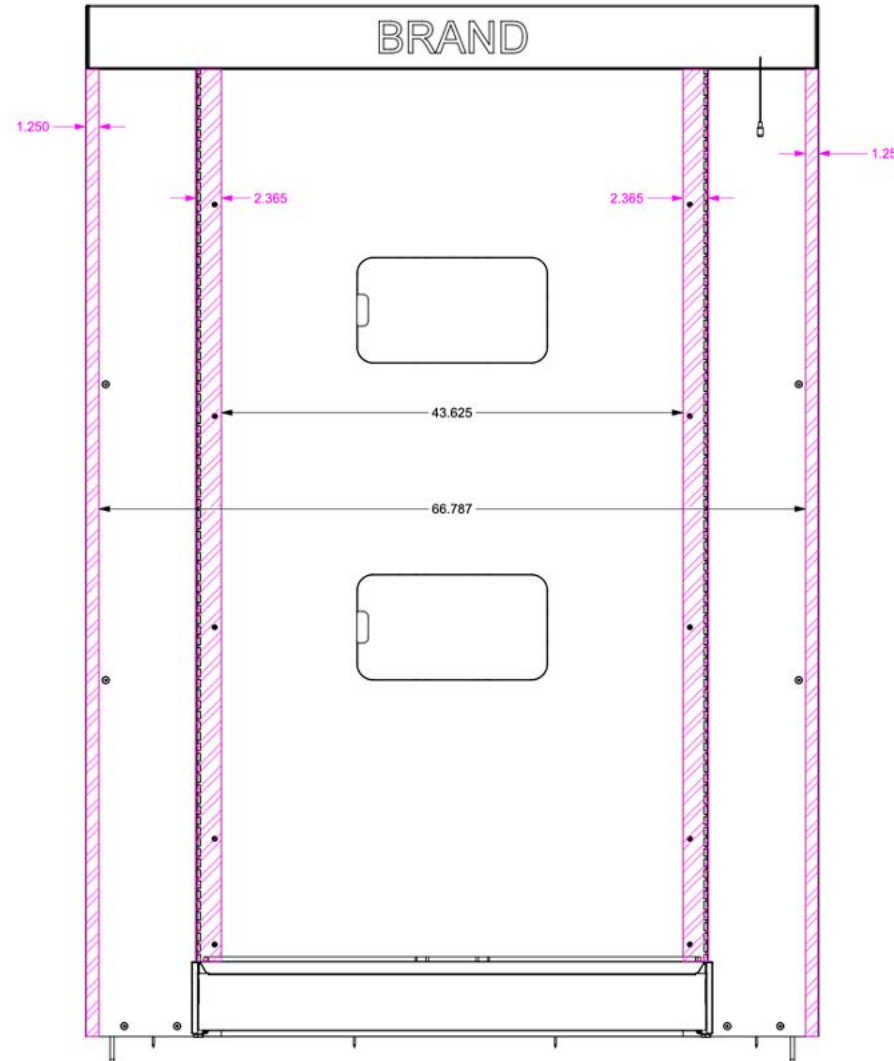**Generation 2**

Generation 1

Vendor Expectations

- Vendors are required to produce a standard header

- **Substrate:** 180cv3 with 8520 matte overlam, white

Vendor Best Practices

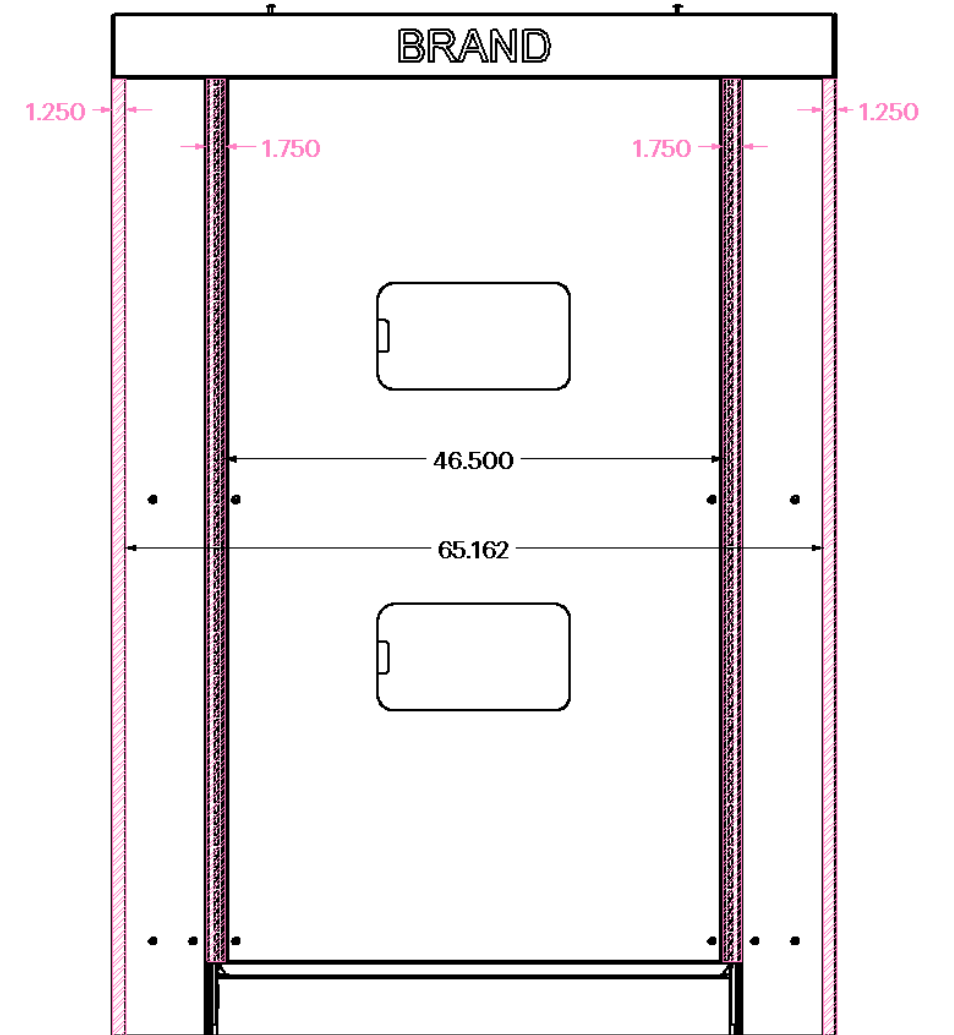- A backer graphic should be created to go behind the product to unify the display

- Backer graphics must be neutral in color and not compete with the product on display.

- Any educational material should be added to a wedge from that seats on the base deck.

- No copy should appear surrounding the top or sides of the product.

BRAND

1.250
2.365
1.250
2.365
43.625
66.787

BRAND

1.250
1.750
1.750
1.250
46.500
65.162

Merchandising

Vendor Expectations

- A proximally located ESL is required for each TV display (*Ideas on ESL attachment available upon request*)

- A maximum of two TVs per endcap

- Keep display within allotted height, width and depth.

- Ensure all interactive elements, including buttons and touch components, meet ADA requirements.

- Ensure all electronics are reviewed by the Technology Design Lab (see Technology Design Standards below).

- Use permitted forms of lighting only. Lit logos on headers and illumination from display products and monitors are permitted. No backlighting, downlighting or under-cabinet lighting is permitted. Other forms of lighting are allowed.

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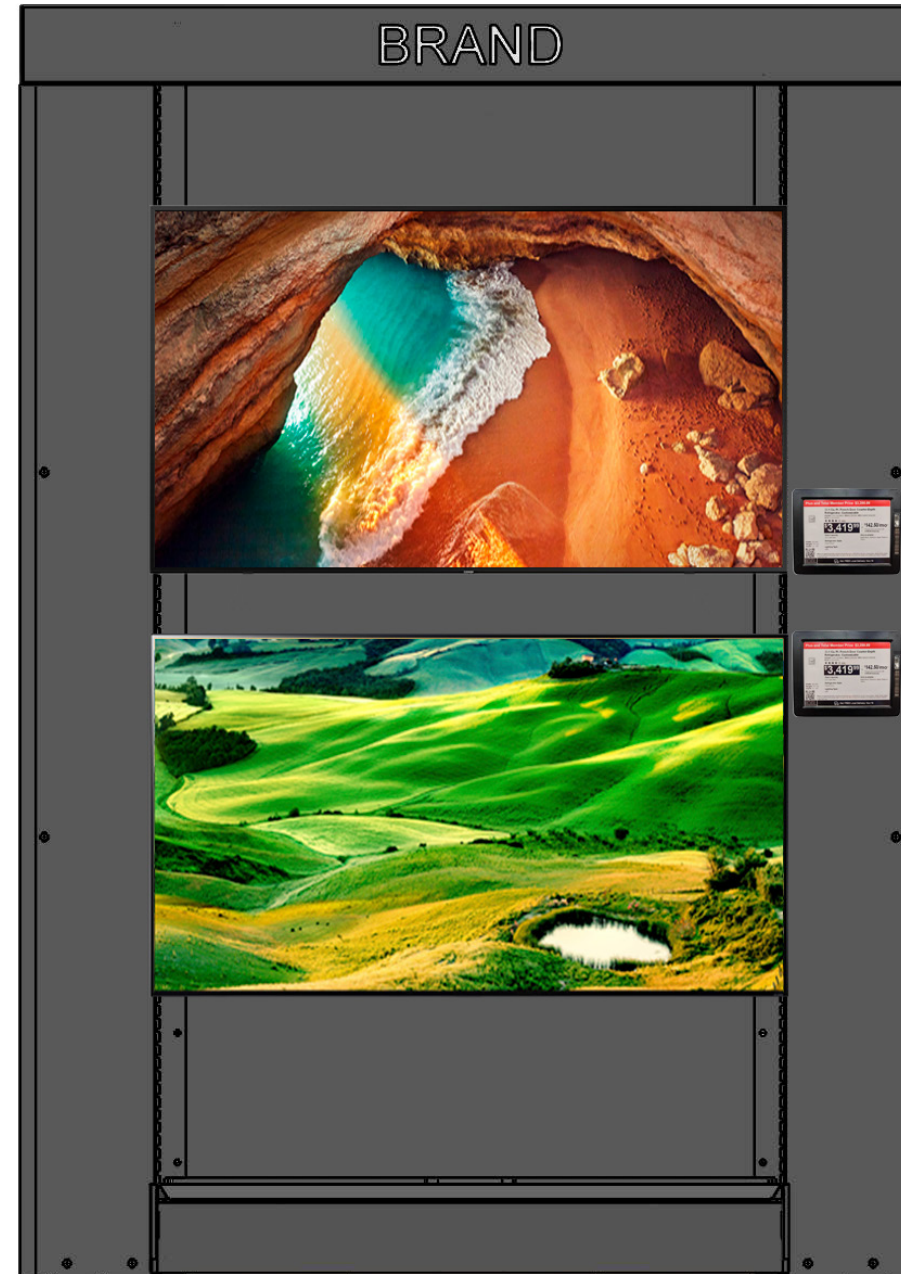
ESL Pricing

BEST BUY

Next Steps

1 READ

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

ESL Pricing

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. *Best Buy provides [include BBY-provided part names here].*

• A list of preferred vendors who can manufacture the fixture parts.

• Examples of Best Buy-provided graphics, if desired.

25. Premium Audio Wall

VPD Guidelines
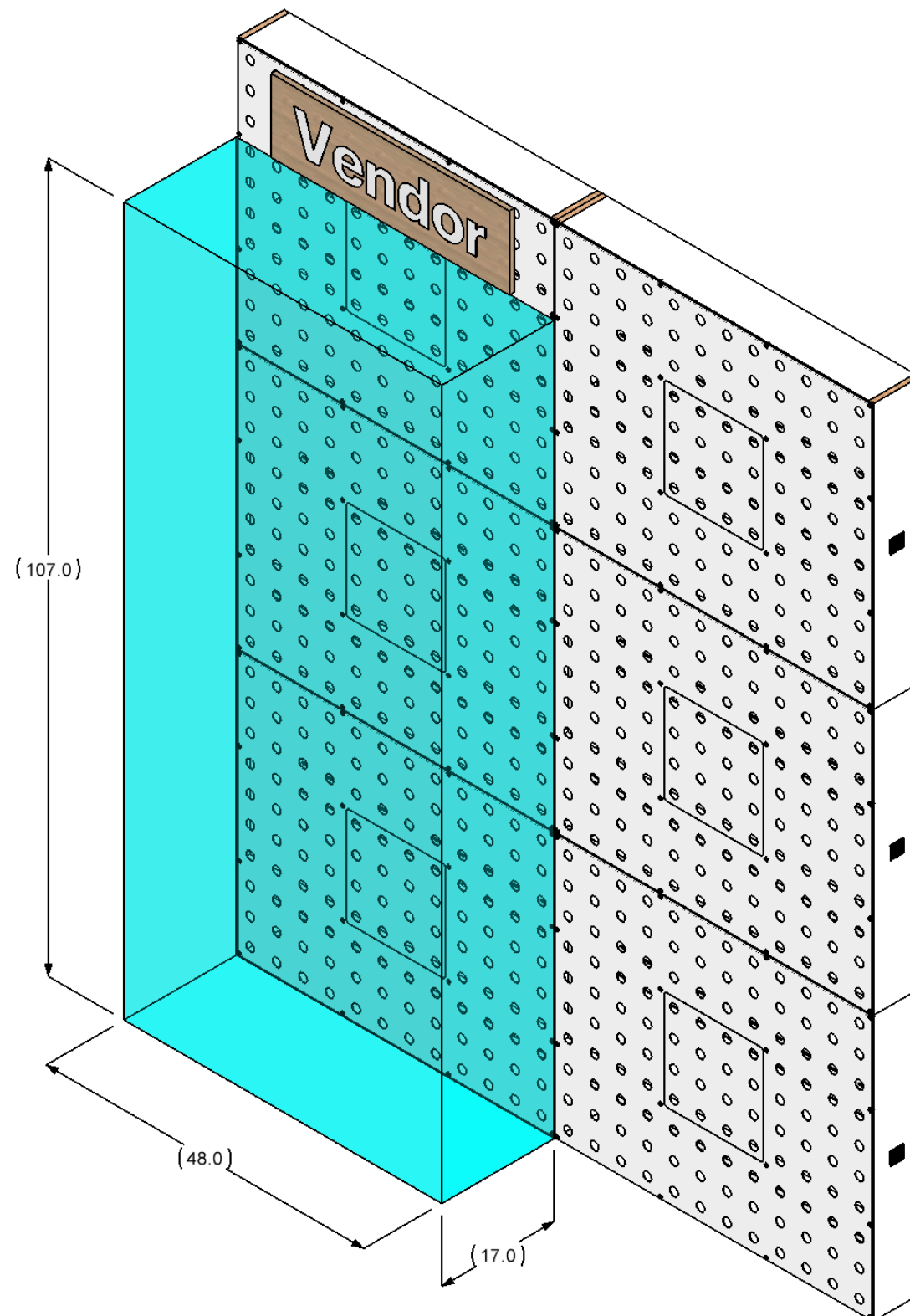
- Vendor provided display must fit within 48" W x 17" D x 107" H space (shown in teal).
- Vendor header panel is used to display logo at the top of the wall as shown – **must follow Best Buy provided design** (reference page 7)
- Vendor can use BBY standard parts & accessories or provide a fully built 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
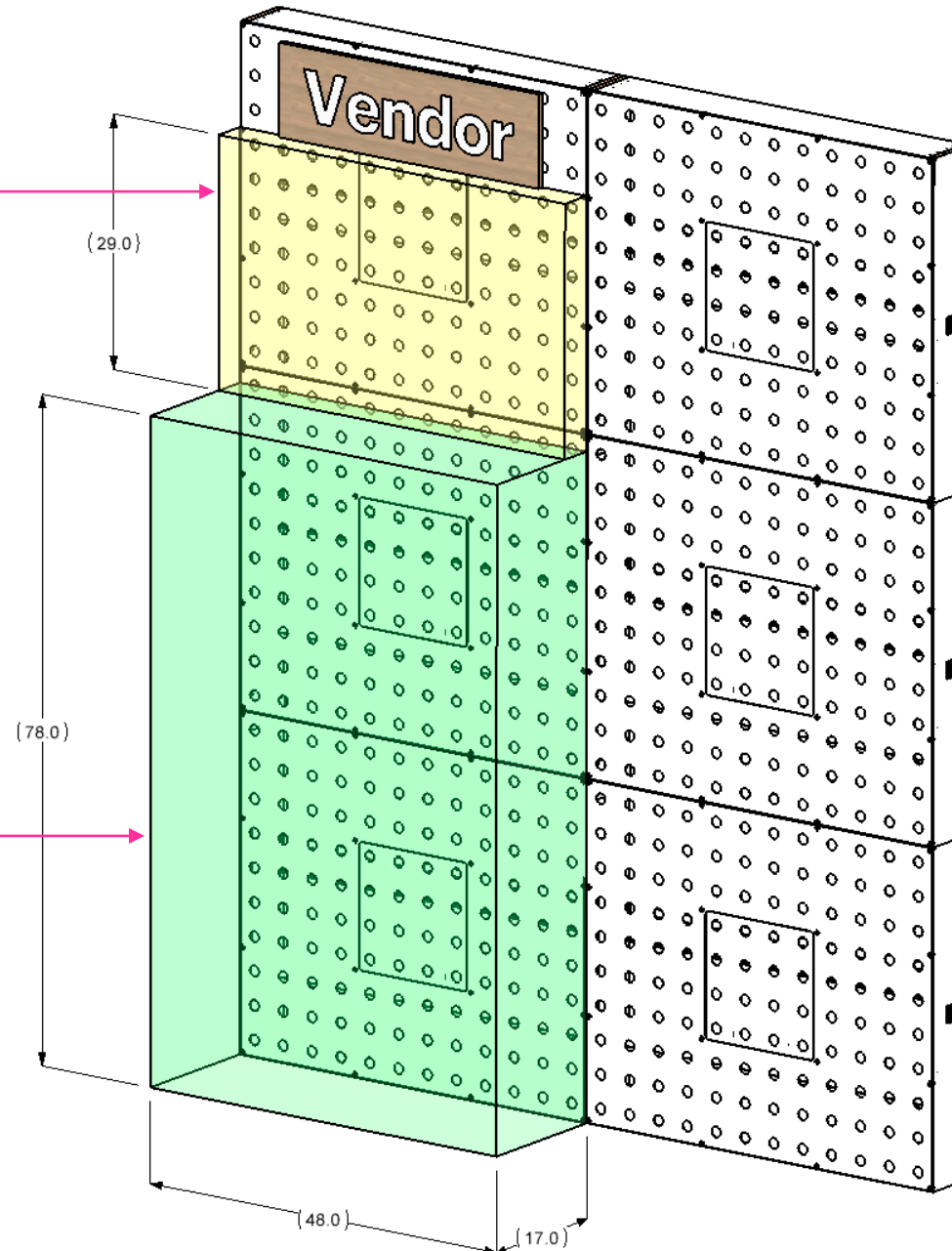
# Vendor Header Requirements
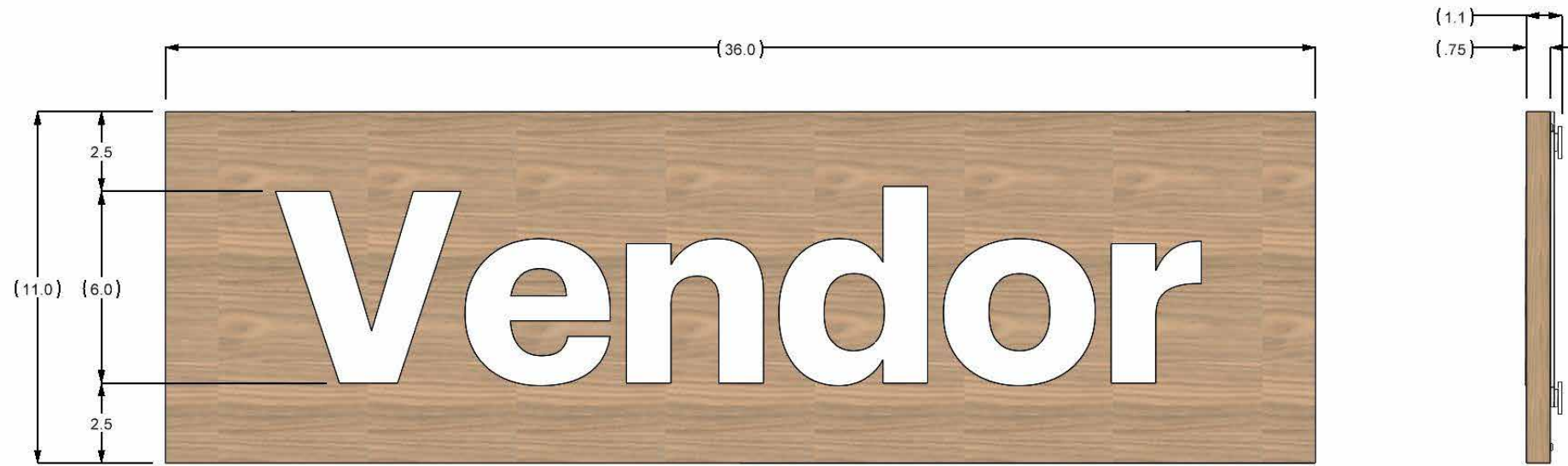
- Vendor header **must follow specific form factor** as prescribed by Best Buy – detailed engineering drawings will be provided by Store Design team
  - ¾" MDF panel membrane pressed in Saarinen Driftwood finish
  - Non-lit logo/letters
  - White vinyl logo/letters at 6" height, centered on panel
  - 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.
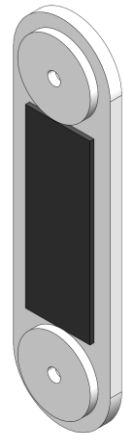
Mount plate
- Allows parts to attach to wall via machine screws
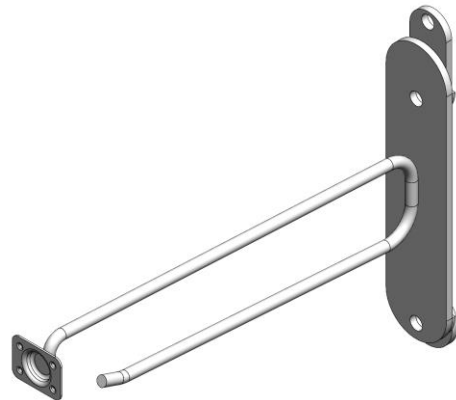
6" peghook

Headphone peg

TV mount
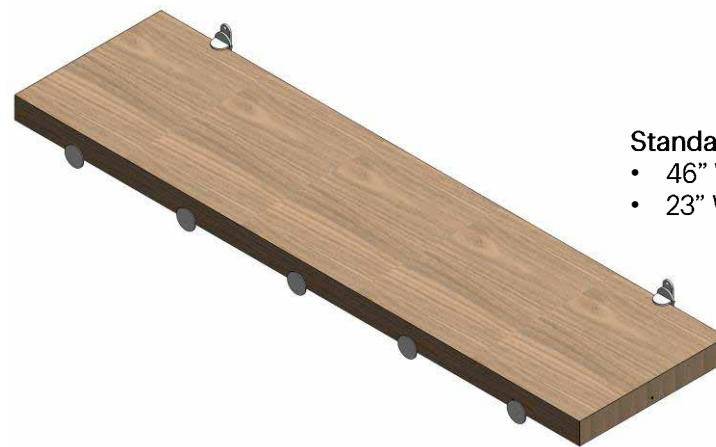
Standard shelf
- 46" W x 12" D (shown)
- 23" W x 12" D
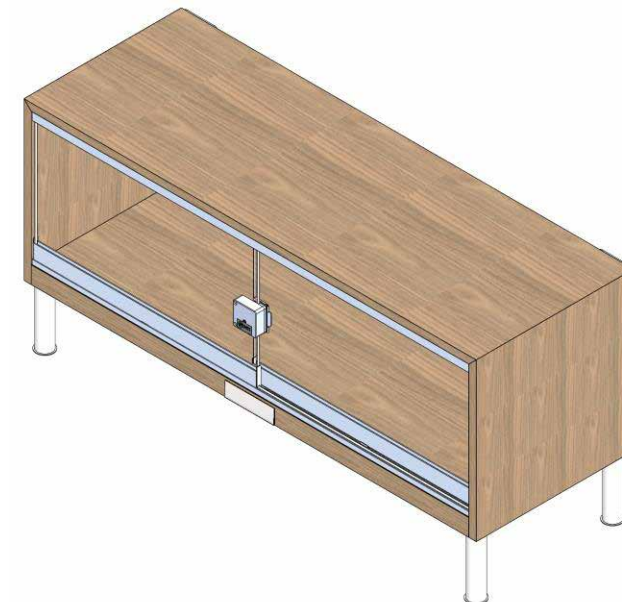
Base cabinet
- 46" W x 16" D (shown)
- 23" W x 16" D
- Locking doors optional

Merchandising Guidelines

Expectations

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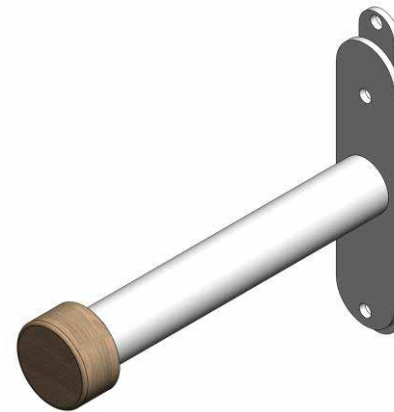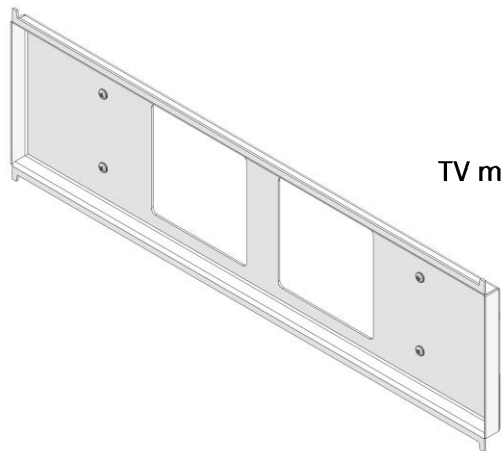- No product/display or shelf may extend beyond 17" from the peg board wall
- The pegboard wall should be visually preserved, no backer panel or wallpaper should be used. Center access panels must remain accessible and removable.
- Separate **outward** facing Peglabel ESLs are needed for every product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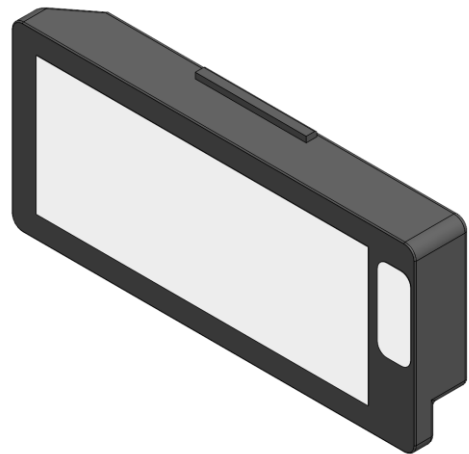
Above 32" AFF
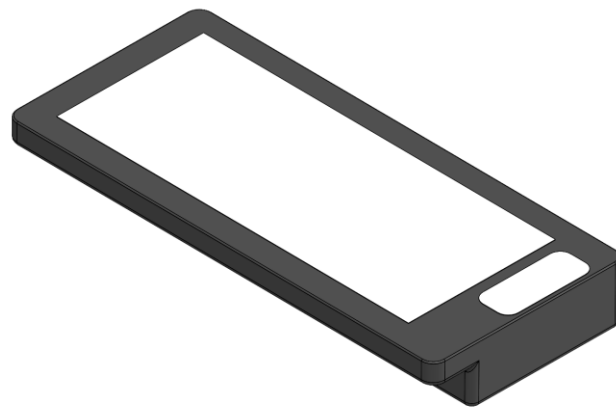
Below 32" AFF

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	

26. Drone case

Fixture Overview

Our drones case offers a consistent and secure means of presenting your product. It contains both Best Buy-managed and vendor-managed parts.

Best Buy-managed:

- Acrylic case
- Product card
- QR code cling
- Backer graphic

Vendor-managed:

- Display or deadmock display product
- Security post

Fixture Dimensions

47.055
PLATFORM DIMENSION

21.269
PLATFORM DIMENSION

TOP DOWN

TOP DOWN RENDER

B

16.825

B

(47.932)

FRONT

(4.000)

(1.220)

(1.000)

(21.606)

SIDE

Graphics Overview
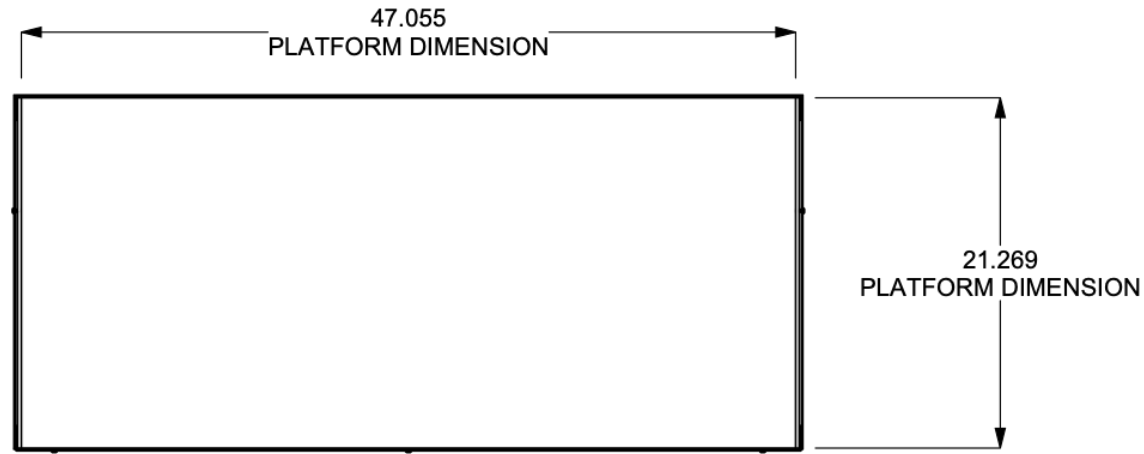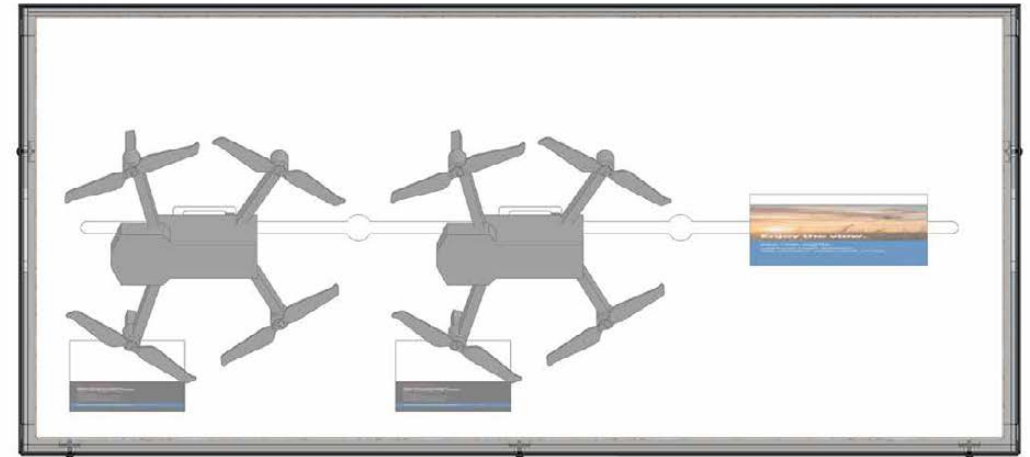
Backer Graphic
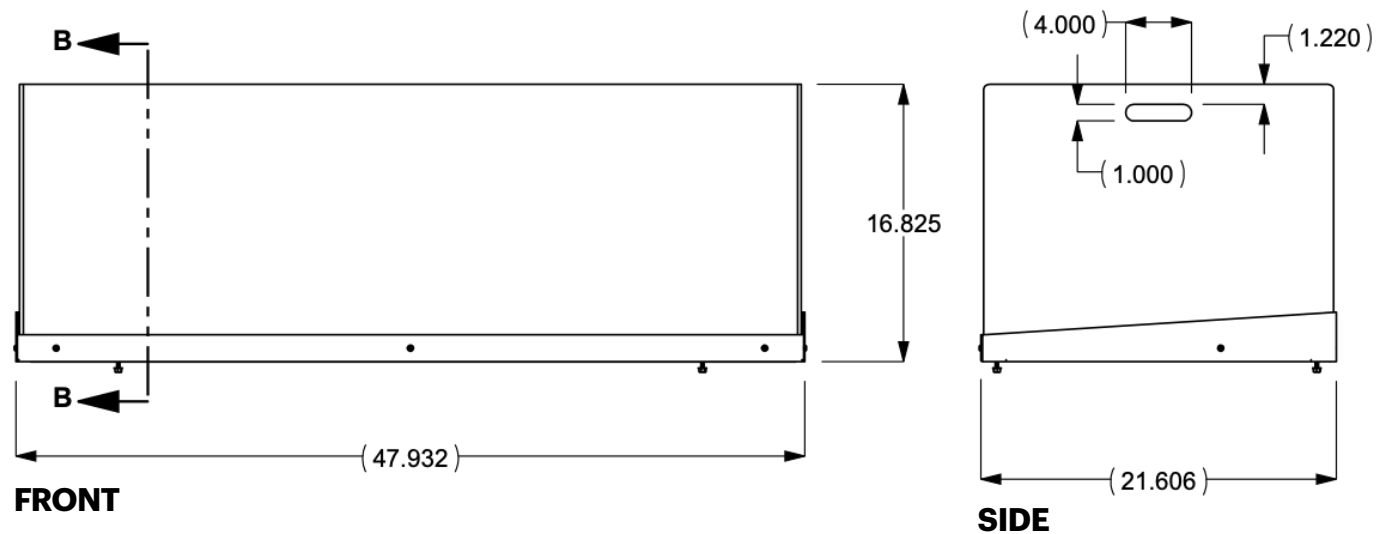
QR Code Cling

Filler Graphic
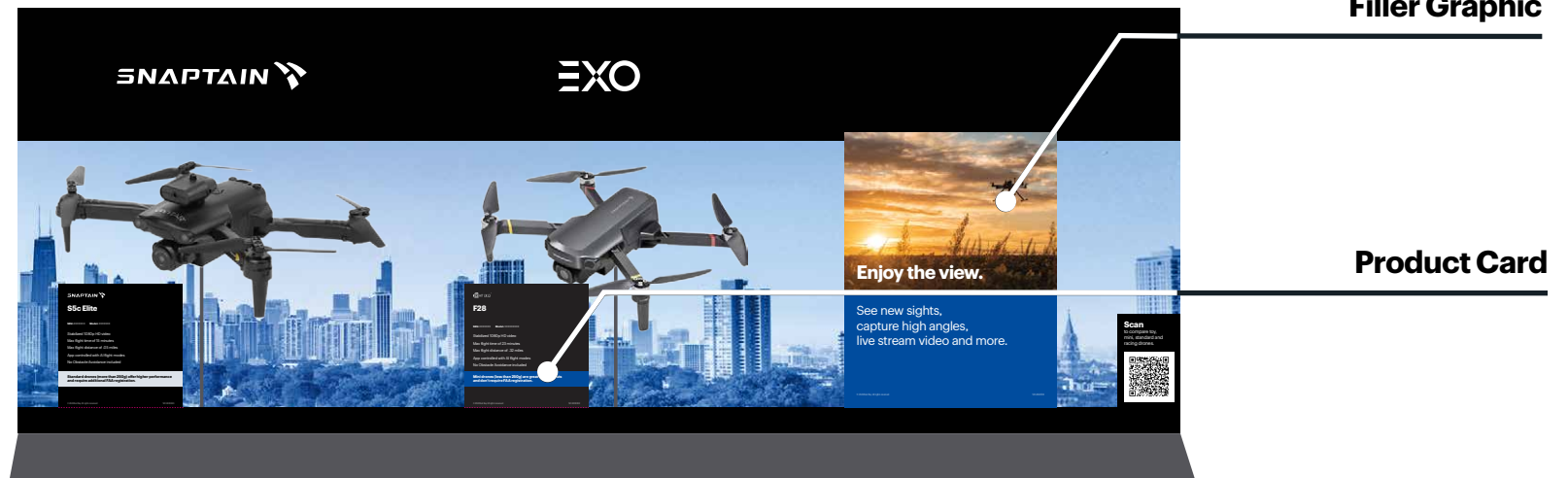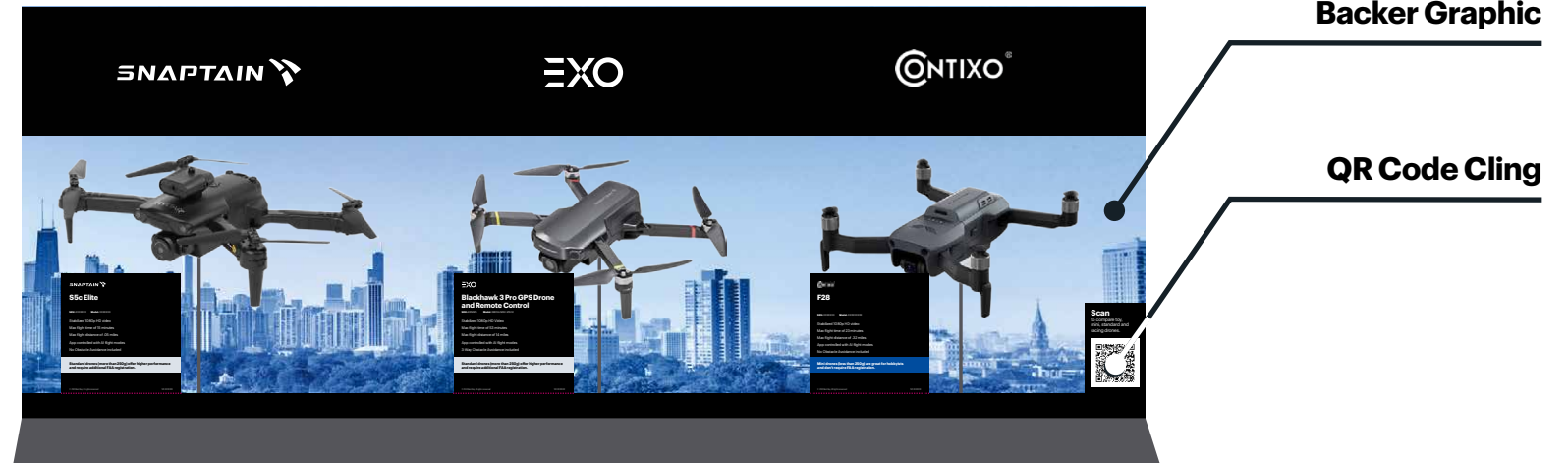
Product Card

Graphics Details

Backer Graphic

Size: 47"W x 17.975"H
Substrate: .010 Styrene, White (or) 24pt C1S, White
Colors: CMYK

Graphics Details

Product Cards and QR Code Cling

- Product cards should be justified to the front left of the corresponding product. All cards should be front-aligned and orderly.

- The QR code cling should be placed in the lower righthand corner on the exterior of the display case.

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

Copy & Claims Guidelines

Product Cards

Size: 5.5"Wx7.25"H (flat); 5.5"W x 5.5"H (finished)
Substrate: 3mm Sintra, White
Colors: K, BBYHumanBlue (or) K, BBYTechWhite
Finishing: Heat bend back 105 degrees, 5.5" from top.
Apply 1 strip of Remo1 tape to bottom of foot.

Manufacturer Logo
White, Max Width: 2", Max Height: .25"

Product name 50 character max

SKU: XXXXXXX   **Model:** XXXXXXXXXXX

Video feature

Max flight time of XX minutes

Max flight distance of XX miles

App/AI flight modes feature

Obstacle Avoidance feature

Mini drones (less than 250g) are great for hobbyists and don't require FAA registration.

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Manufacturer Logo
White, Max Width: 2", Max Height: .25"

Product name 50 character max

SKU: XXXXXXX   **Model:** XXXXXXXXXXX

Video feature

Max flight time of XX minutes

Max flight distance of XX miles

App/AI flight modes feature

Obstacle Avoidance feature

Standard drones (more than 250g) offer higher performance and require additional FAA registration.

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QR Code Cling

Size: 2.5"W x 3.75"H
Substrate: 9mil Neenah Stick-R
Removable Textured Wallpaper Paper
Colors: K

Scan
to compare toy, mini, standard and racing drones.

© 2024 Best Buy. All rights reserved.   501-2044509
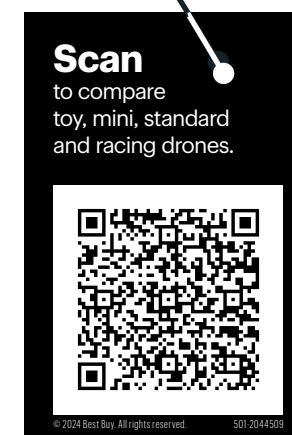
Graphics Details

Drones Filler Graphic

- When the product is not available for display, deploy the alternative Drones Filler Graphic.

- Ensure the graphic is neatly placed in the space created by the absent drone. The graphic should be completely parallel to the front of the drone case.

Drones Filler Graphic

Size: 8.5"W x 11"H
Substrate: 12pt C1S, White
Colors: CMYK, BBYHumanBlue

Enjoy the view.

See new sights,
capture high angles,
live stream video and more.

© 2024 Best Buy. All rights reserved.   501-2044510
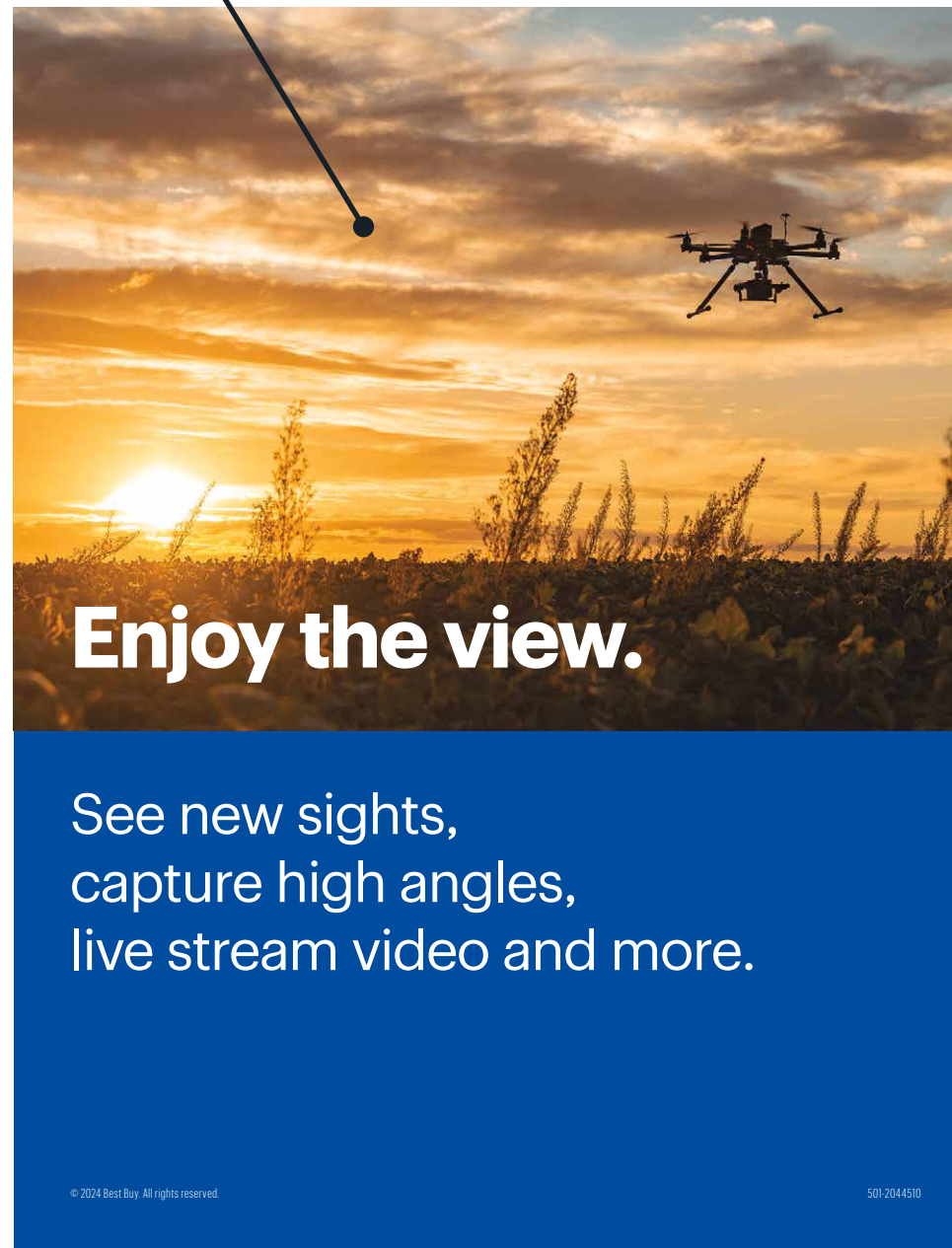
Attachments

All display drones must be secured to the presentation using a Best Buy-designed drone stand.

Vendor Expectations

- Utilize one drone stand for each drone on display.
  Note: *Default is angled stand when space allows. Flat stand is available if drone is too large for angled stand.*

- Space your drone stands appropriately, with equal spacing on either side of the central drone position.

Drawings and models of all parts available upon request.

Substrate: Mild Steel Powder Coat: Tiger Drylac — White Fine Texture 049-13150

Angled Stand

Flat Stand

⌀ .375

5.9   35.0°

.525
1.125
.5   2.0
3.0

46.375

.563

20.250

⌀ 1.250

.375

.563

Slot Detail
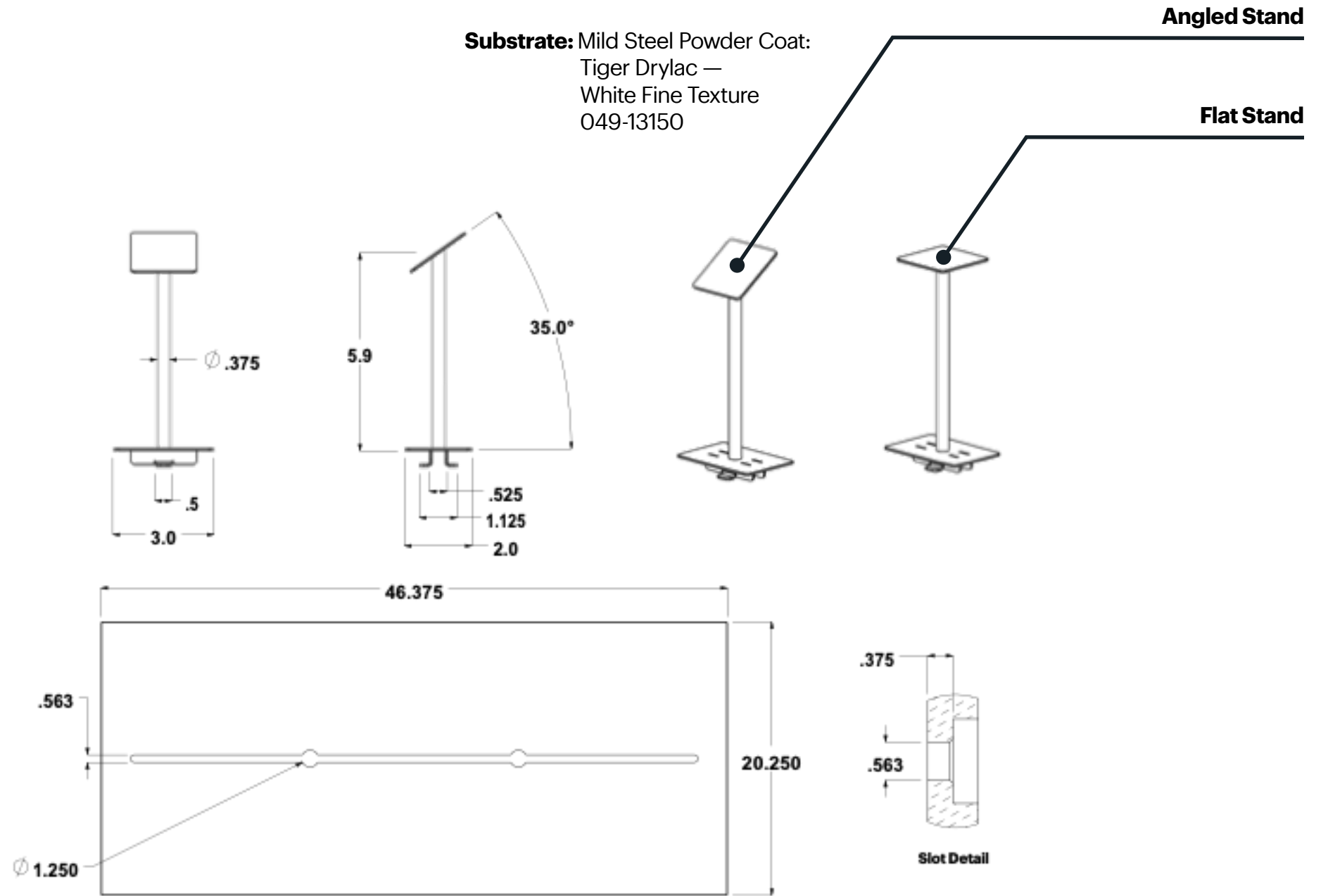
Merchandising

Placement Expectations

- Space drones with equal room on either side of the central drone position.

- Justify product cards to the front left of the related product. All cards should be front-aligned and orderly.

- Center ESL directly below the product.
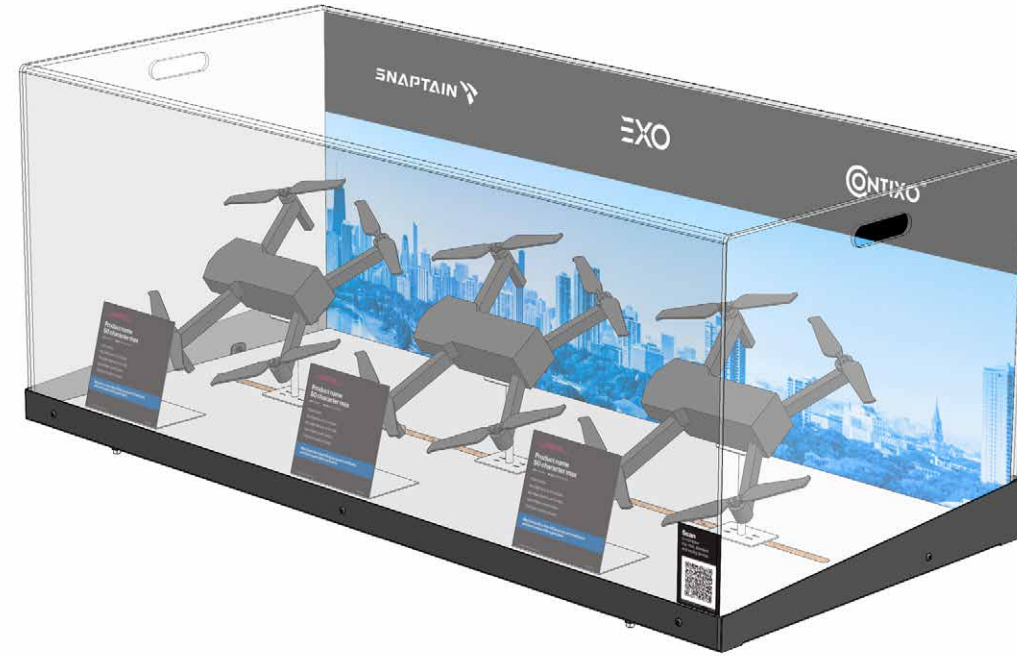
Next Steps

1 READ

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

Copy & Claims Guidelines

Additional useful guides:

Lowbay Gondola 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. *Best Buy provides acrylic case, product cards, QR code cling and backer graphic.*

- A list of preferred vendors who can manufacture the fixture parts.

- Examples of Best Buy-provided graphics, if desired.

Fixture Component	Best Buy Part Number
Angled Stand	1024294
Flat Stand	1024292
Weldment, 4' Drone Case	1024066
ASM, Display Cover — 4' Drone Display	1024061
Nut, #10-24, Nylon Locking	1000027
Washer, .218" ID x .500 OD x .06" THK, Flat	1000029
Screw, #10-24 x .75 LG, Tamper-Resistant, Button	1024058
Base — 4' Drone Display	1024071

27. Car Audio

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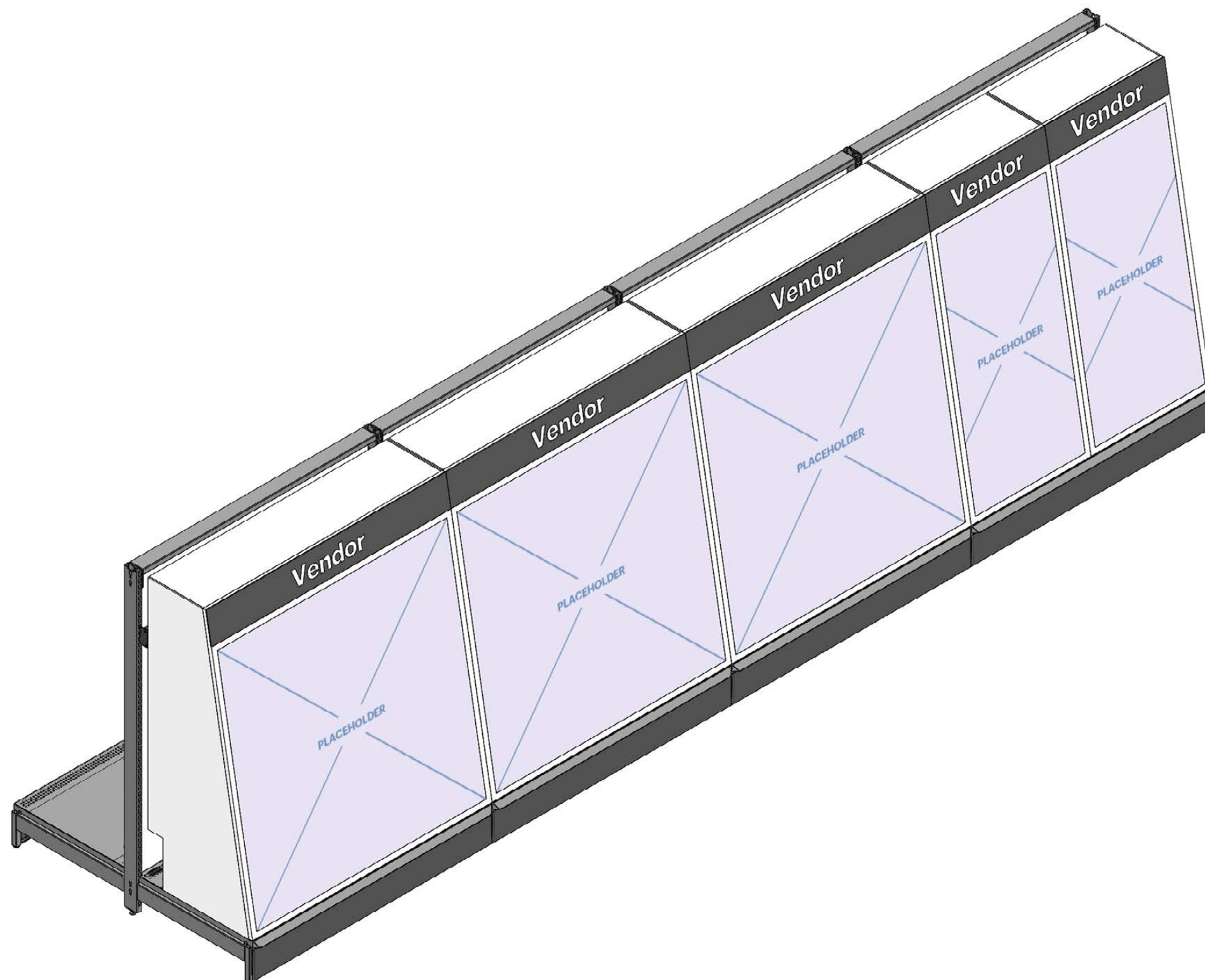
Transition to a **vendor-provided display format** in which vendor partners design and maintain cabinet sections.

- 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)

M6 WASHER
WITH FLANGE
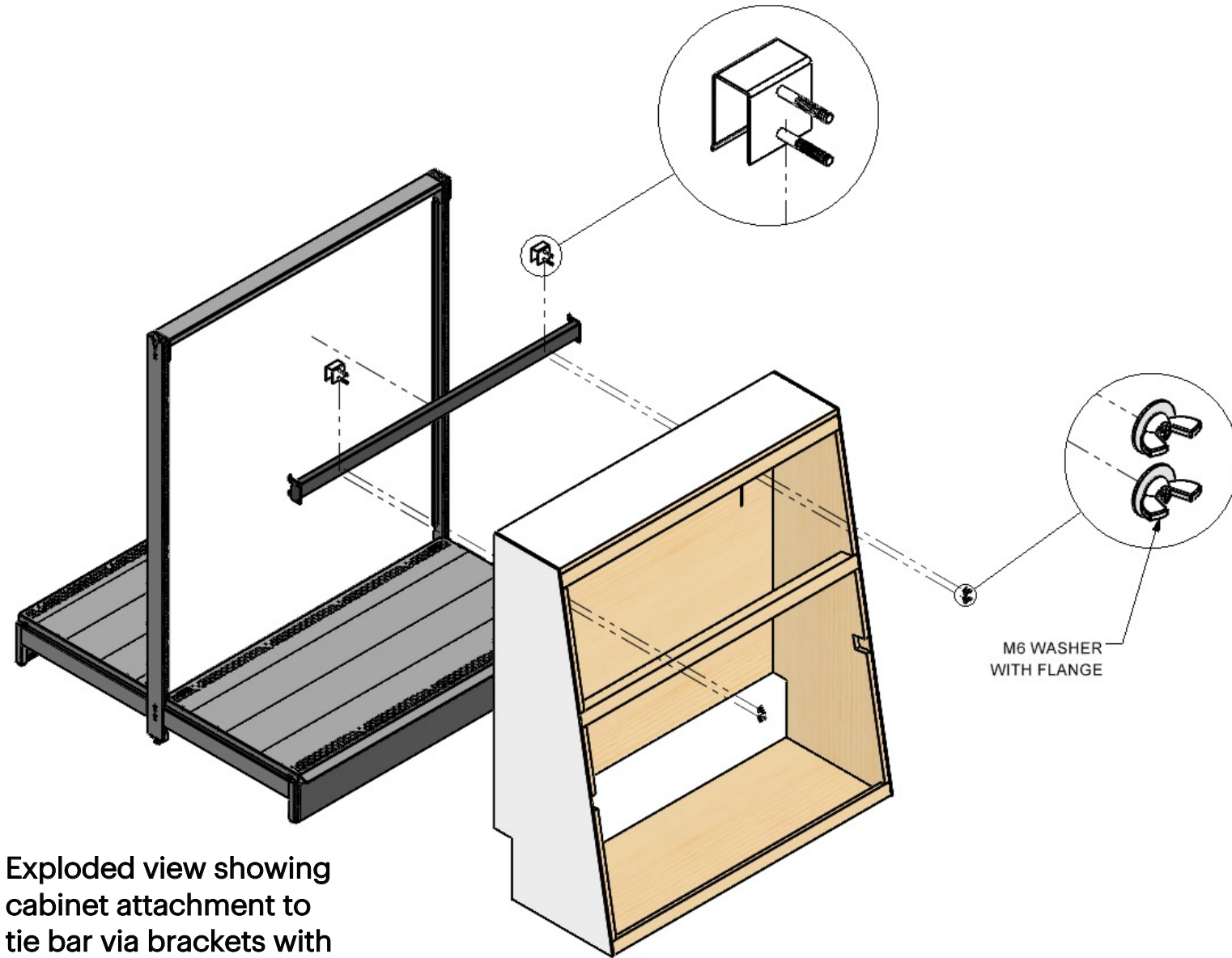
Exploded view showing cabinet attachment to tie bar via brackets with threaded studs

Cabinet Build Details (continued)

893

117

300

7

2X SLOT CUTOUT
THRU ALL

50

30

M6 X 25mm THREAD

2X 50

5

1.5

30

10

2X 40
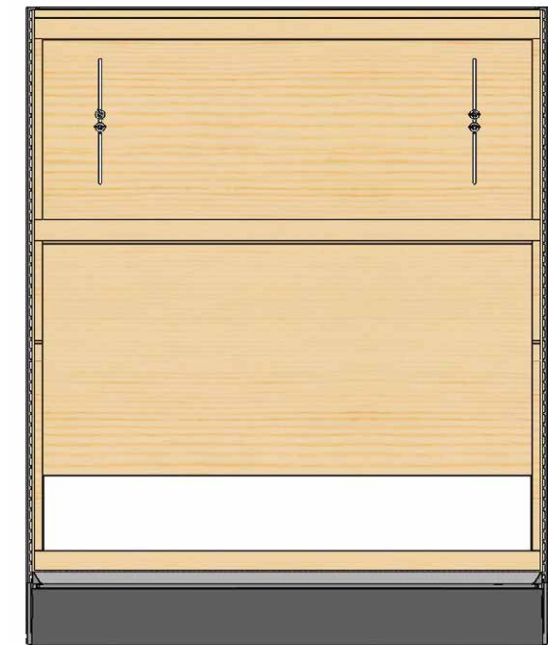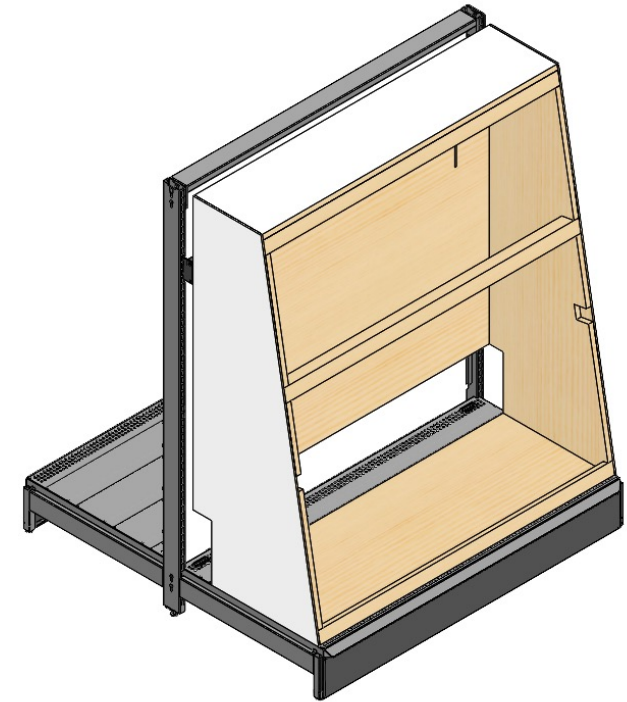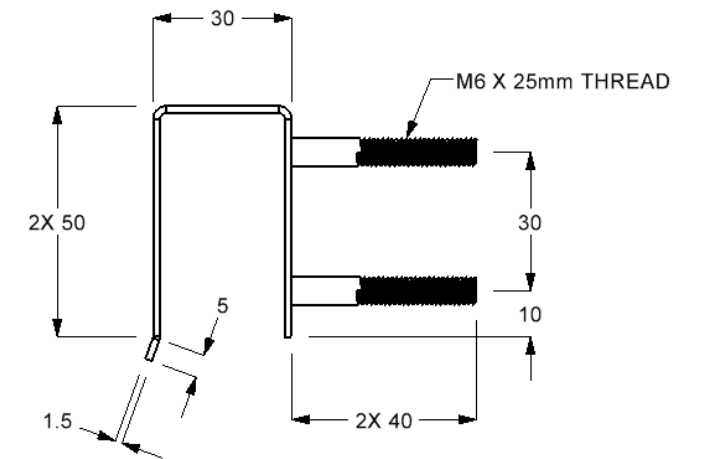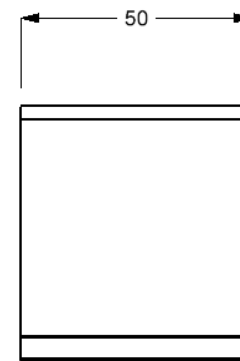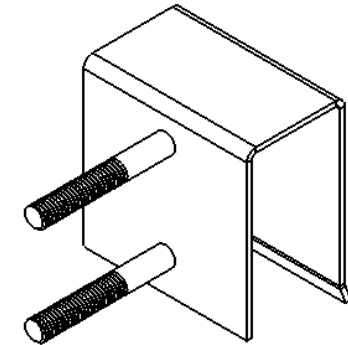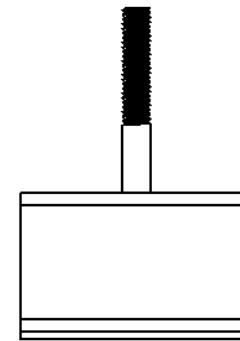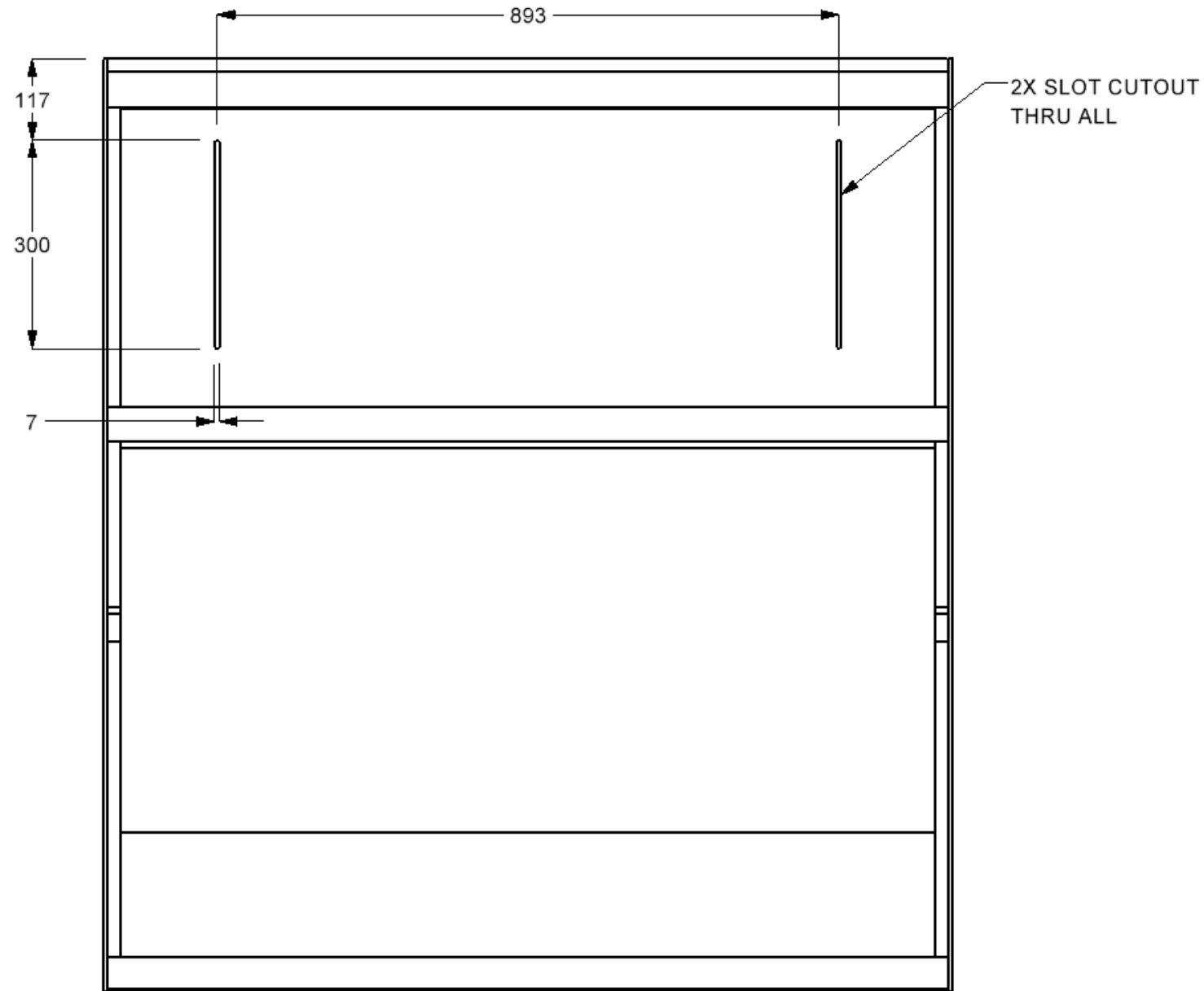
NOTE: All dimensions shown on this page are in **millimeters**. CAD files are available upon request for these parts.

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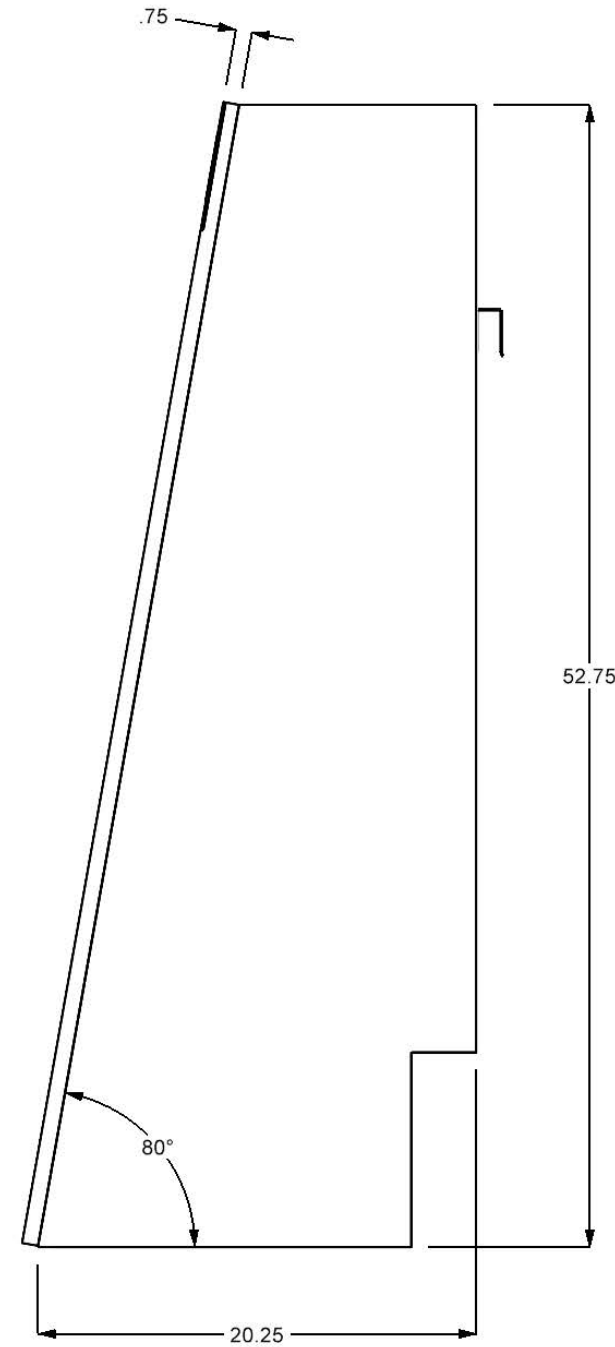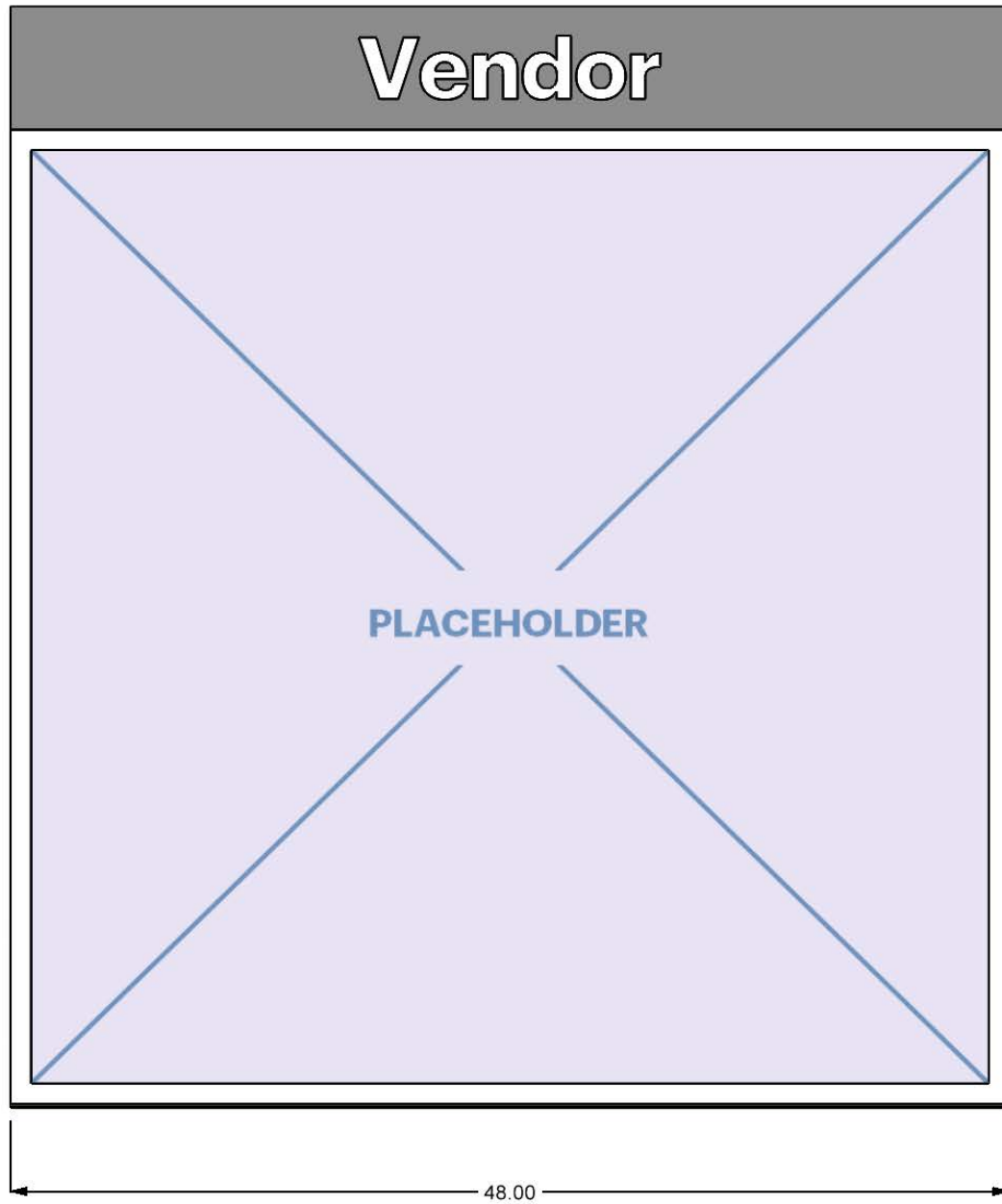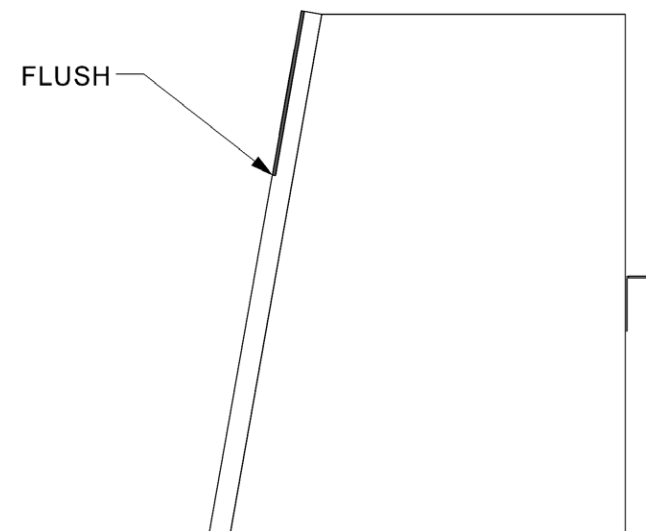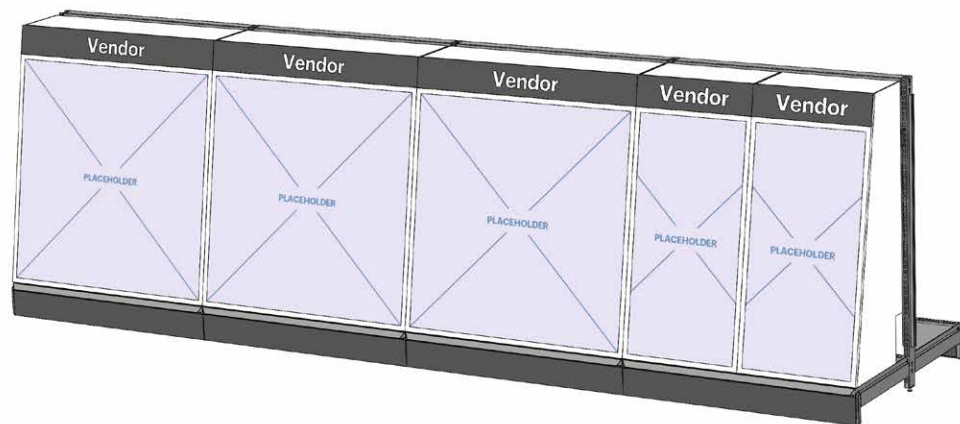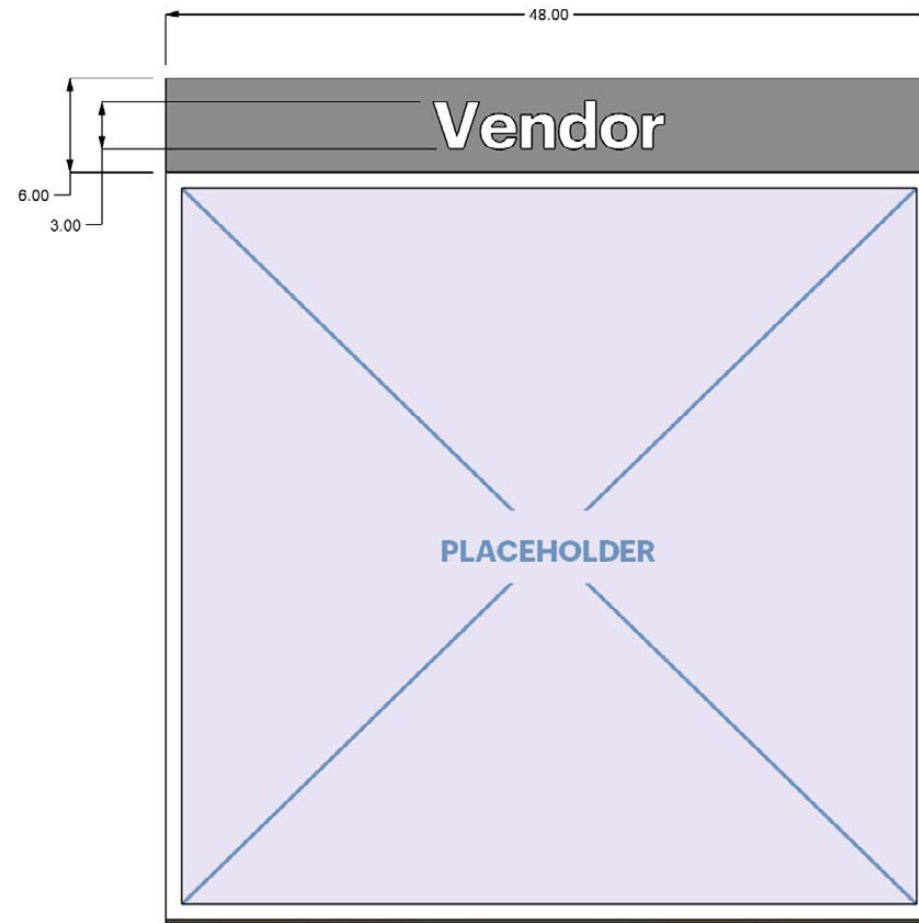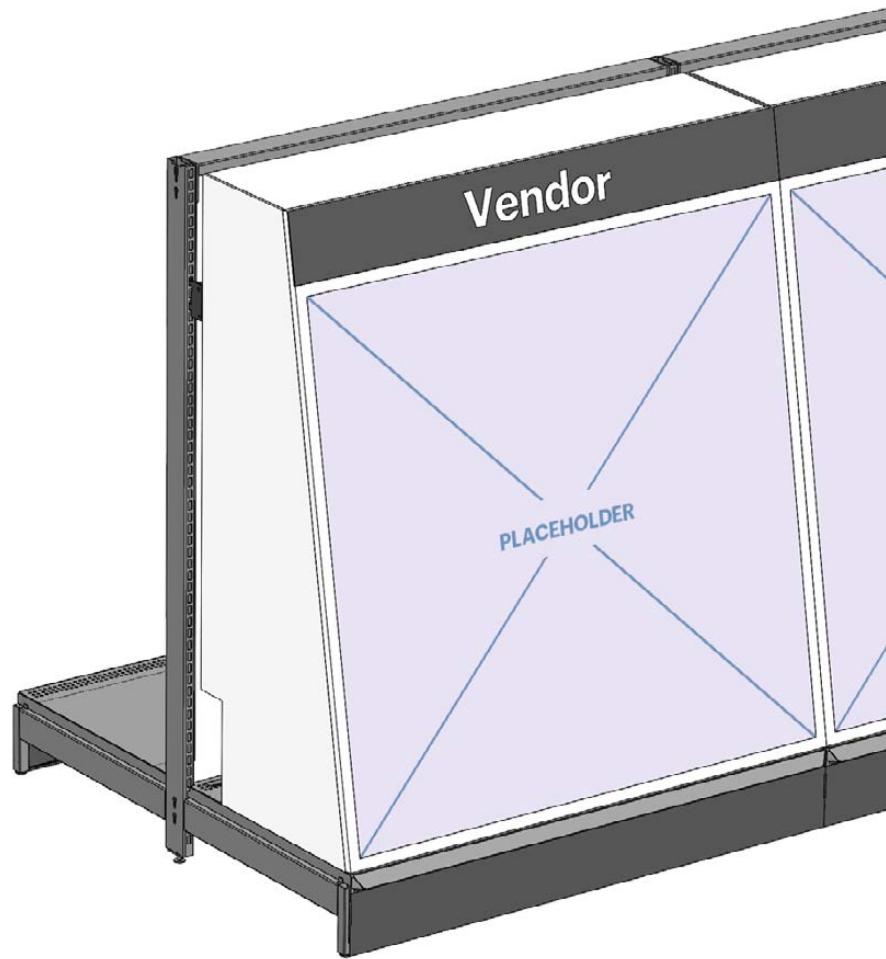
NOTE: *Cabinet merchandising/product assortment shown is for* **reference only***. Final design to be determined by vendor.*

Technology Callouts

All displays are <u>required</u> 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.
  o 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.

28. Premium Home Audio Large Concept

Overview

The Premium Home Audio space invites vendors to create an immersive experience on the perimeter of our Large Concept stores.

Displays are activated on either a **wall fixture** or a **full zone that contains a wall fixture and the surrounding 4' x 4' floor pad**.

Vendor Expectations

- For **wall activation**, contain all fixtures and signage within the space of 95.938"W x 112"H x 24"D.

- For **full zone activation**, contain all fixtures and signage within the space of the 8'W x 8'D floor pad.

- Ensure space and fixtures are ADA-compliant.
    — GCA & IBC Code require aisles serving elements ("architectural components") to be at least 48"W.
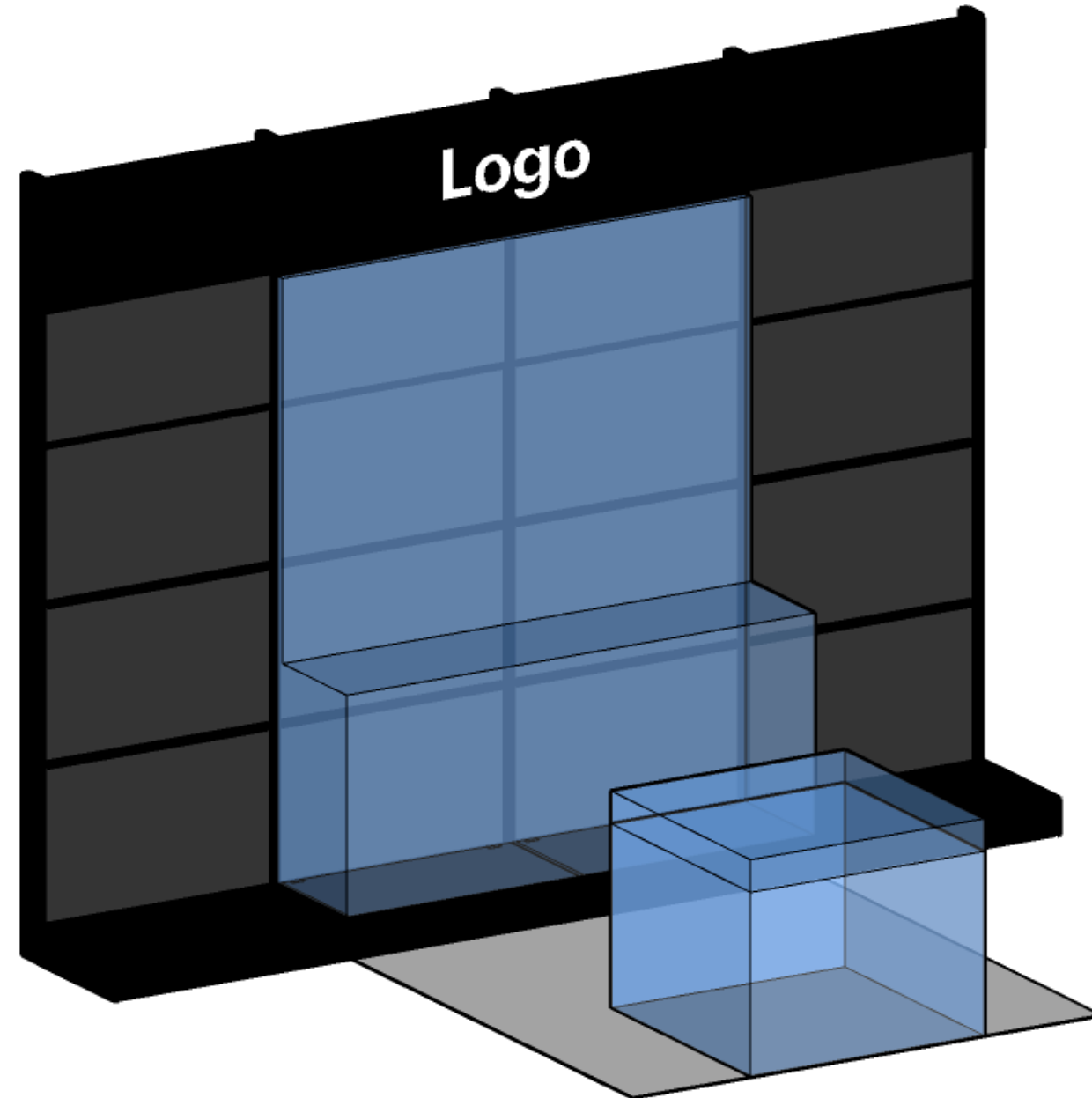
Dimensions: Wall Fixture Activation

Dimensions: Full Zone Activation

Logo

40.000 max
34.000 min

96.000
48.000
48.000
96.000

No Fly Zone

Allot adequate space for customers' pathways and adjacent vendors

48.000
96.000
48.000
24.000
24.000
96.000
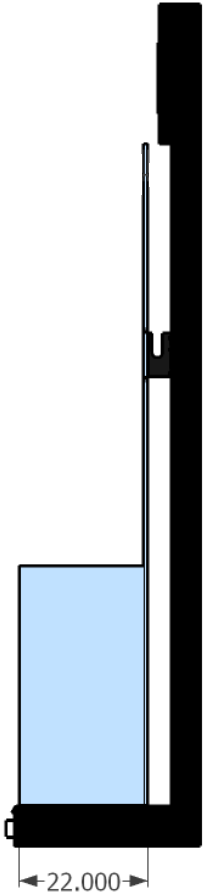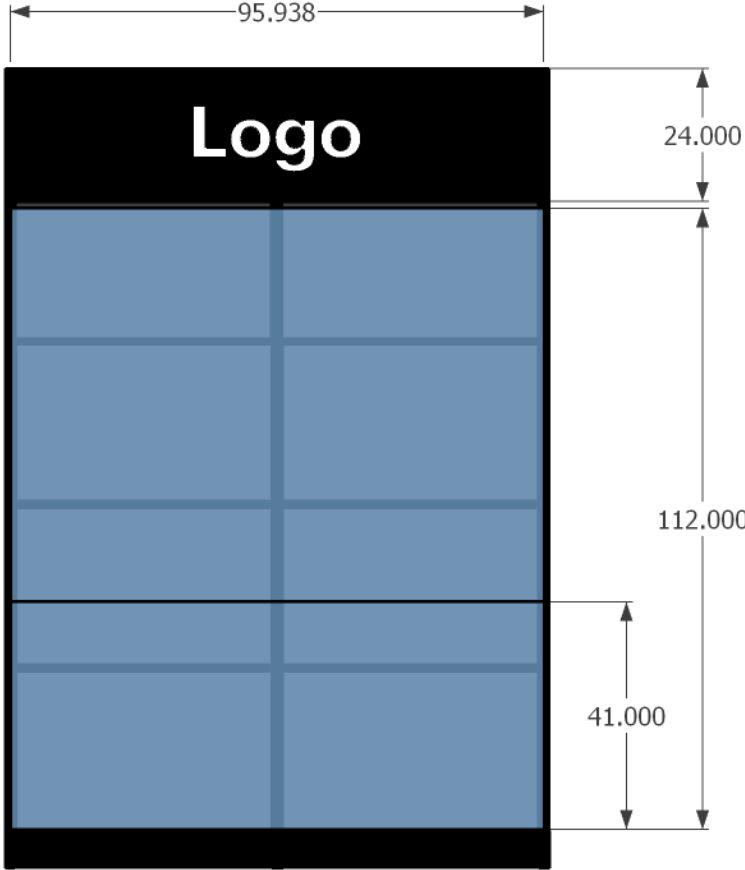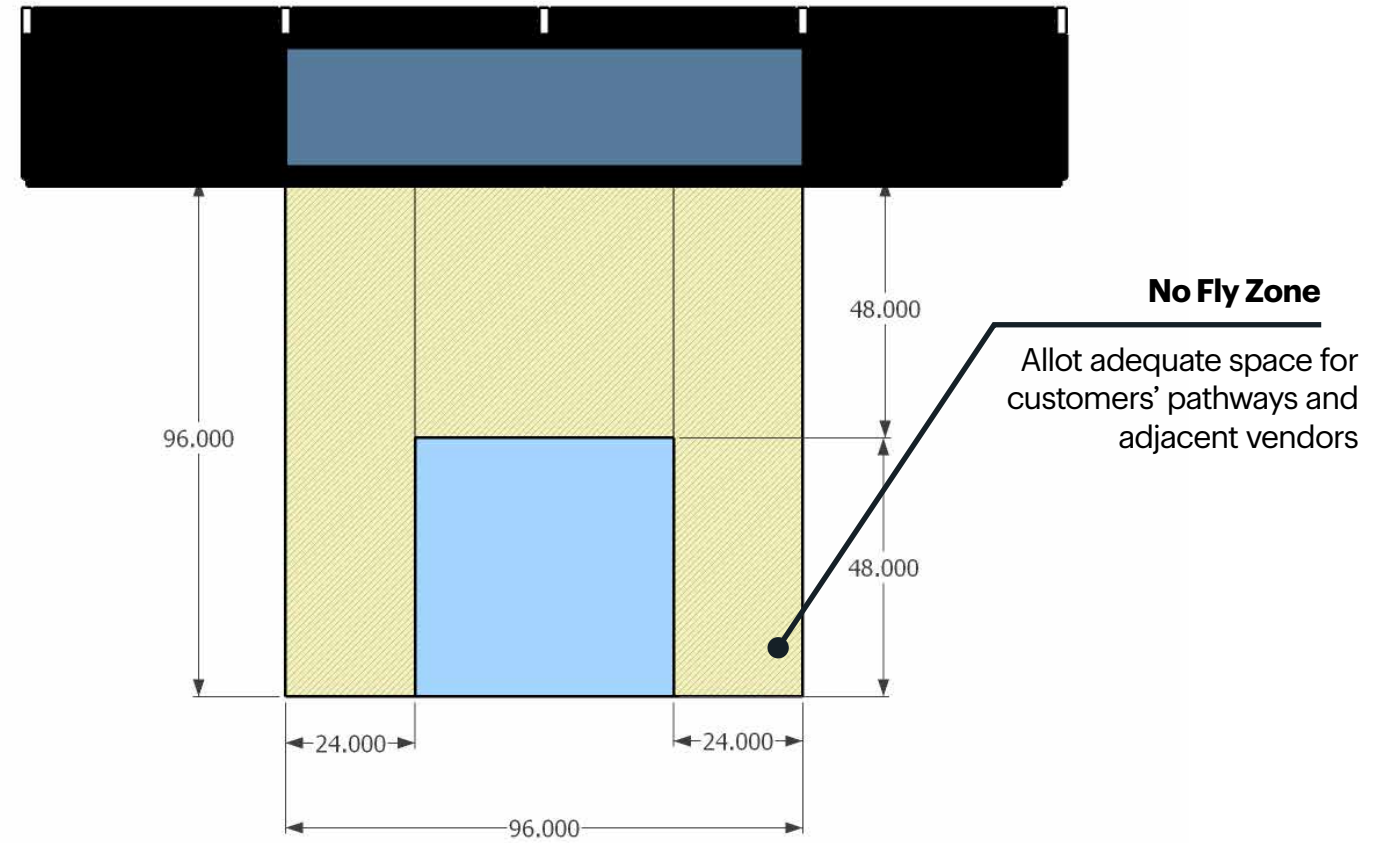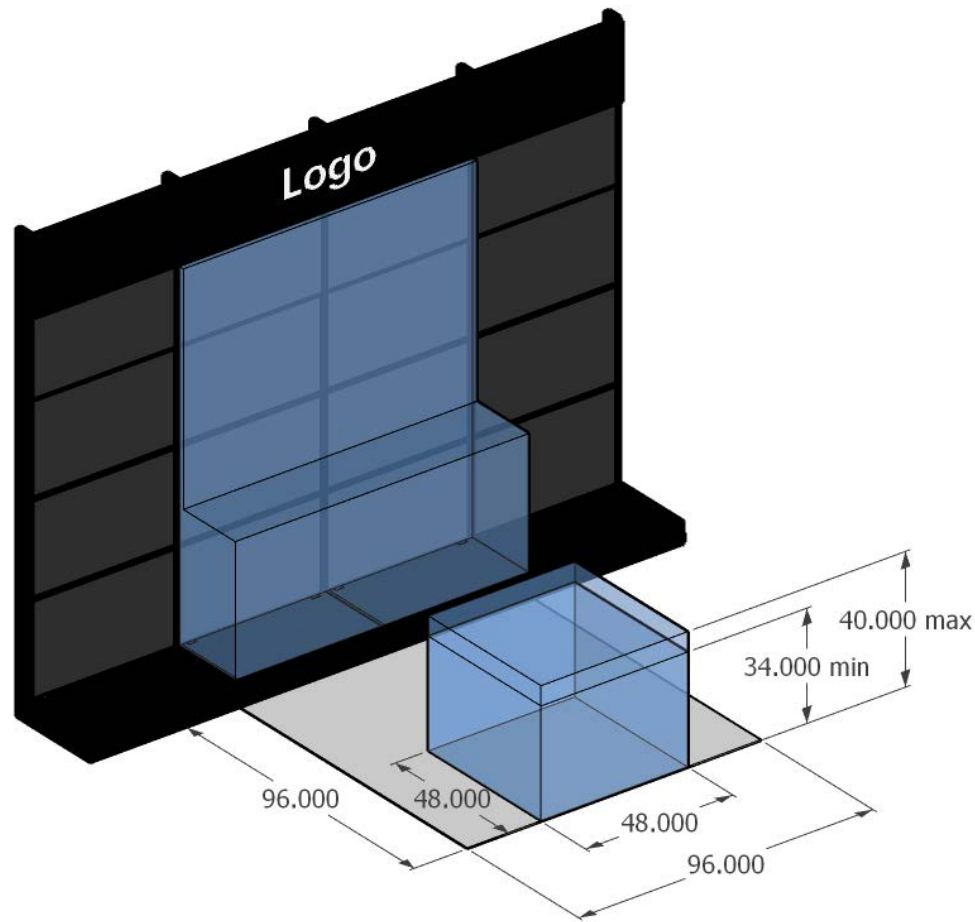
Support and Anchoring

Vendor Expectations

- Secure the display wall and monitors using the required plasma bars (#1010755 or # 1001950). **Note:** *Uprights for plasma bars are 48" on center.*

Logo

Plasma Mount

Gap between the perimeter wall and the backer panel 3.472".

3.472
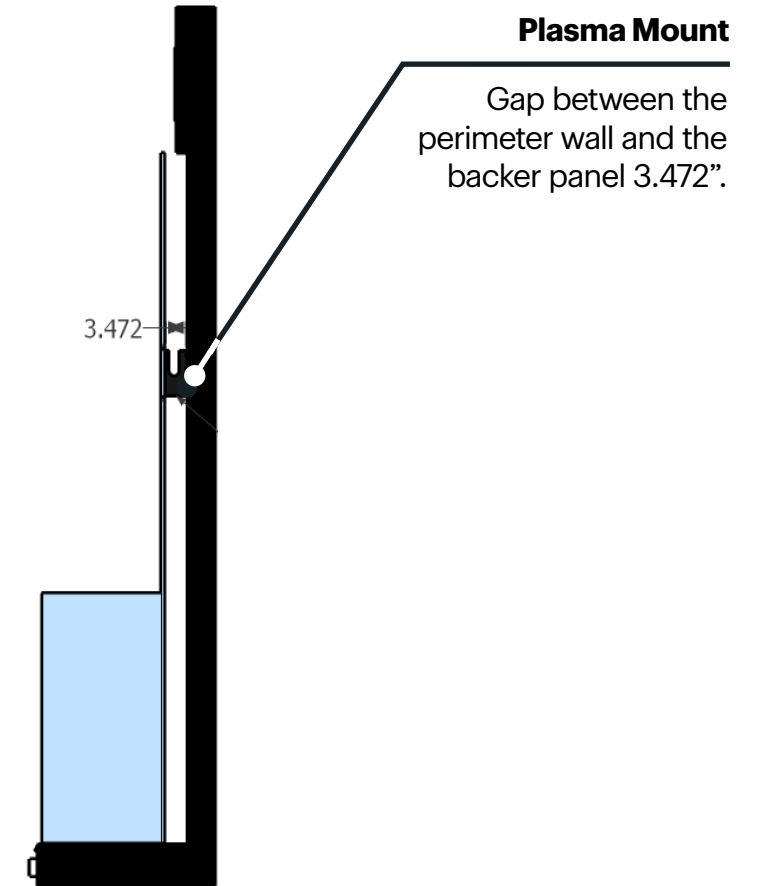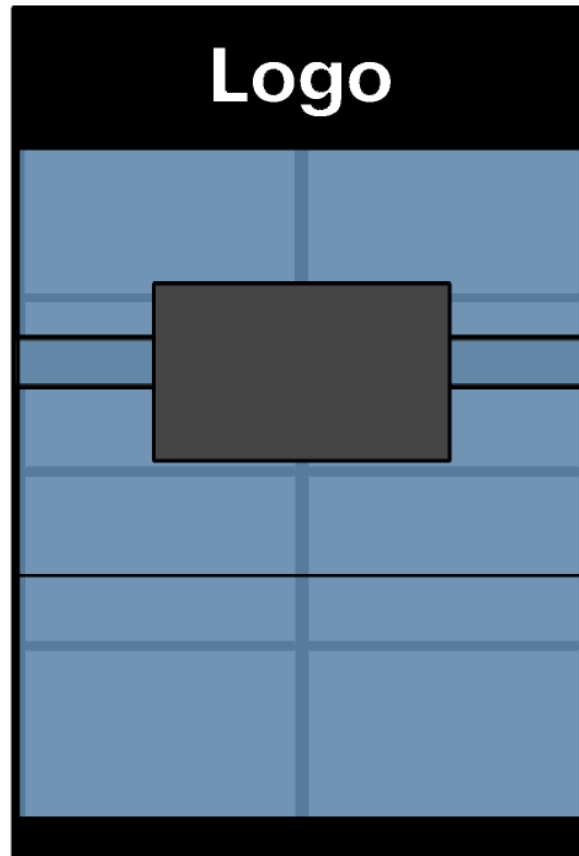
Power & Attachments

Vendor Expectations

- Use power, if desired, for any display attached to the wall. **Note:** *Freestanding fixtures on the floor space cannot be powered*.

- If powering displays, use power cords that are 15' long.

- The lit logo within the perimeter header needs power supply part #1023615.

- Ensure the LED strip is centered in the perimeter header light panel. Refer to part #1013766 for details.

    — Perimeter headers higher than 10' have illuminated logos with a luminance range of 4000 to 7000 LUX.
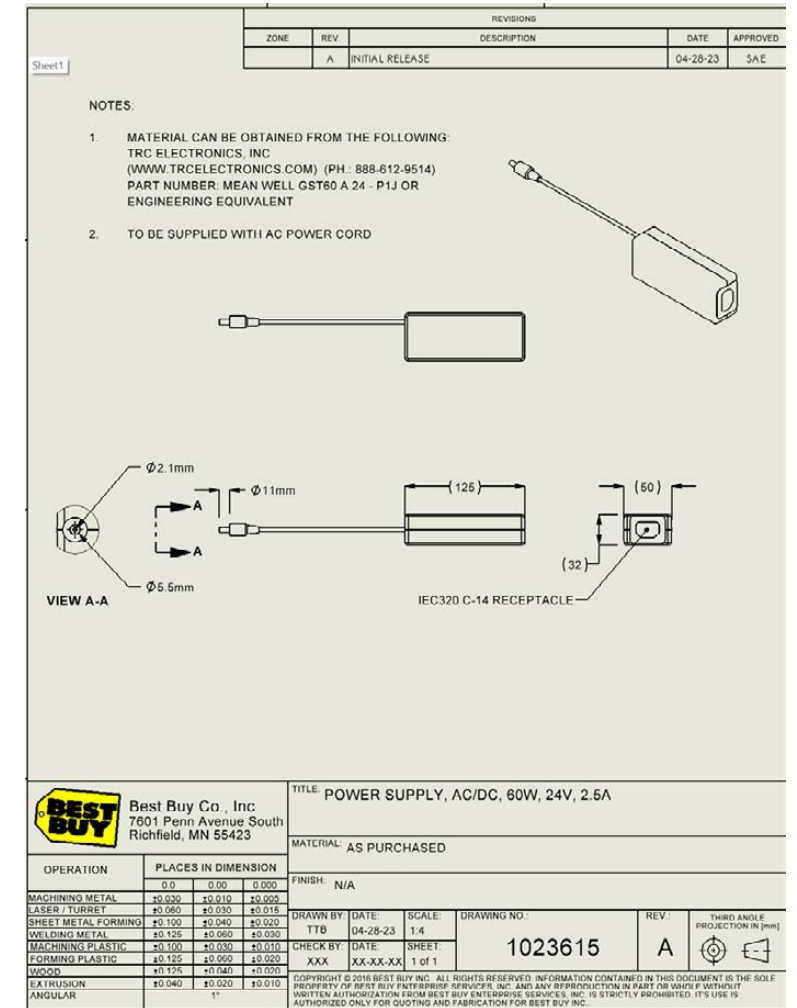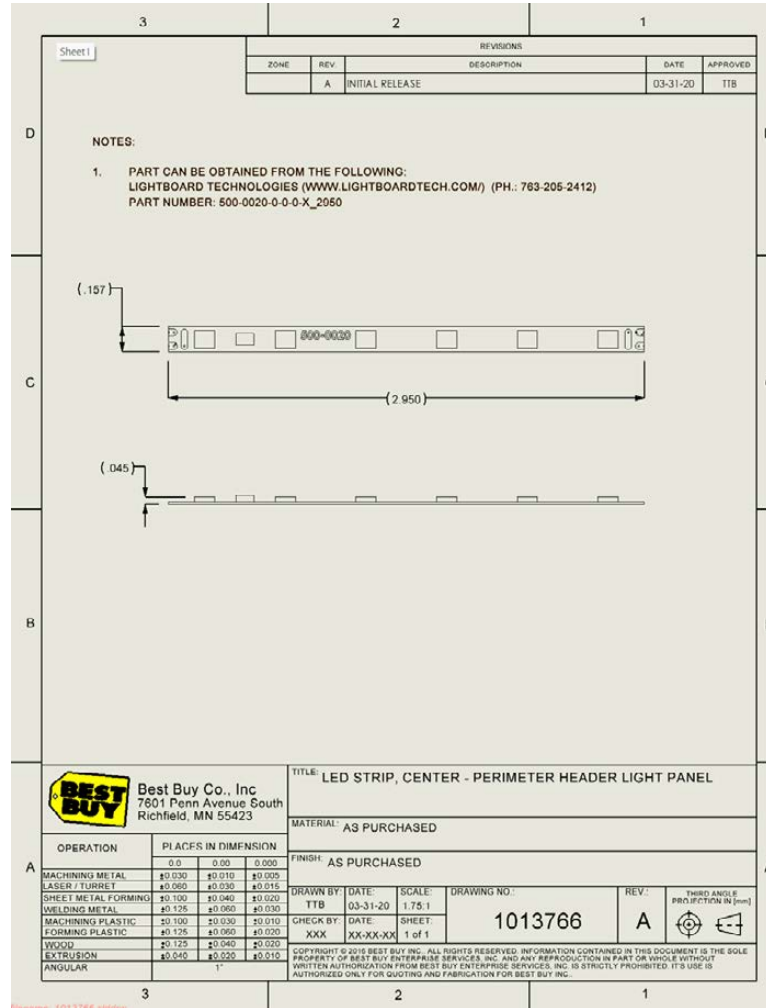
Graphics

Vendor Expectations

- Include a 24"H logo header to match existing Best Buy headers. Header must hang on merchandising bars attached to uprights.

- Reference EPDM #1021616 for overall construction and finish specifications.

Logo Header

SUBSTRATE FINISH
Alpolic PE BLX Black

2.000

96.000

24.000

Logo

Logo Letters

REQUIRED FINISH
White Light,
White Optics 009 Matte
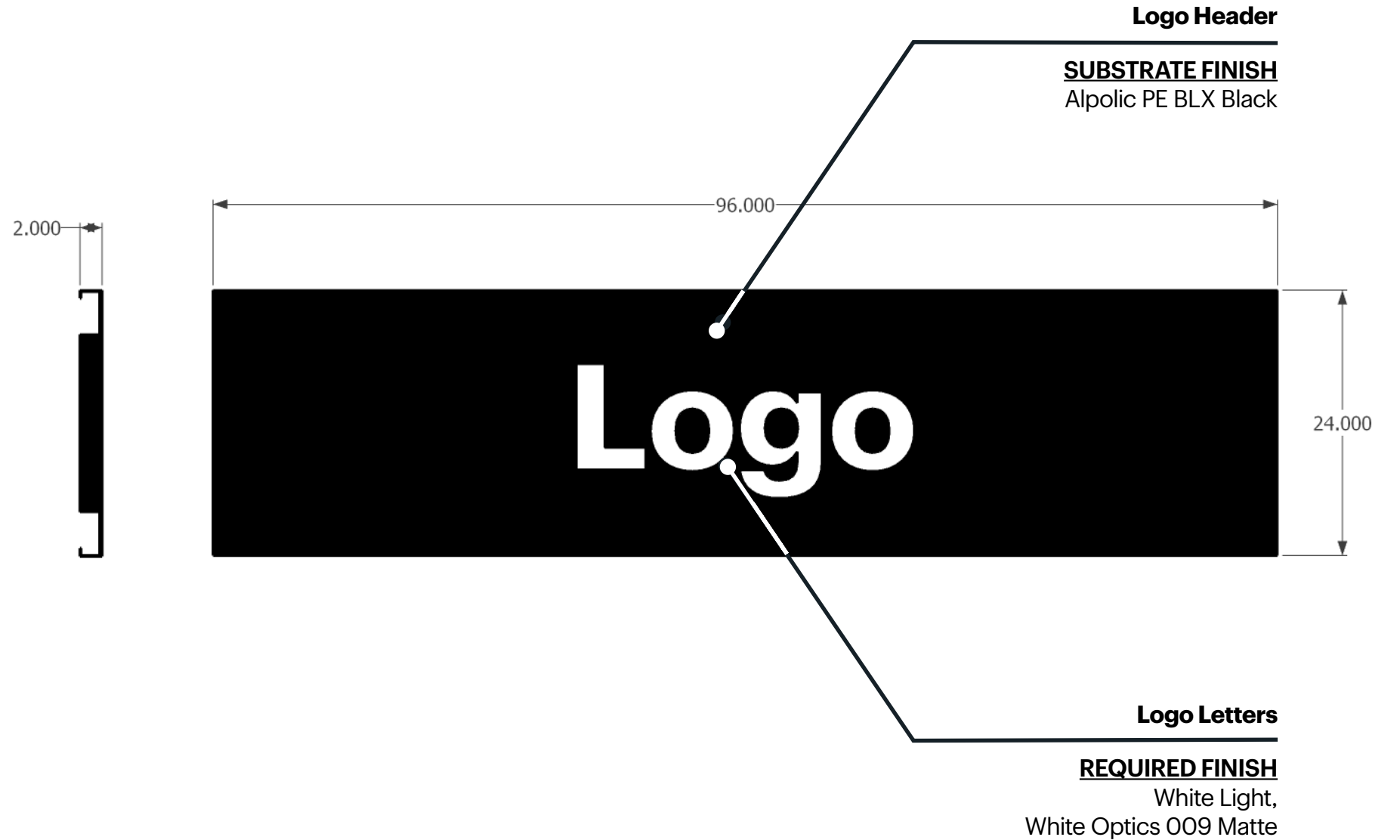
Graphics

Vendor Expectations

- Ensure backer panels are neutral in color and texture, and approved by Best Buy.

- Use SEG as the preferred substrate for large format graphics.

- Choose an image with Best Buy's priorities in mind:

  Priority one: Lifestyle imagery of humans and products in an environment.

  Priority two: Lifestyle imagery of products in an environment.

  Priority three: Product imagery on a neutral color field.

Note: *Basedeck covers and vertical signage are not permitted.*

back panel material thickness: 0.750" min - 1.000" max

Preferred Additional Graphic Zone

Logo

Backer Panel
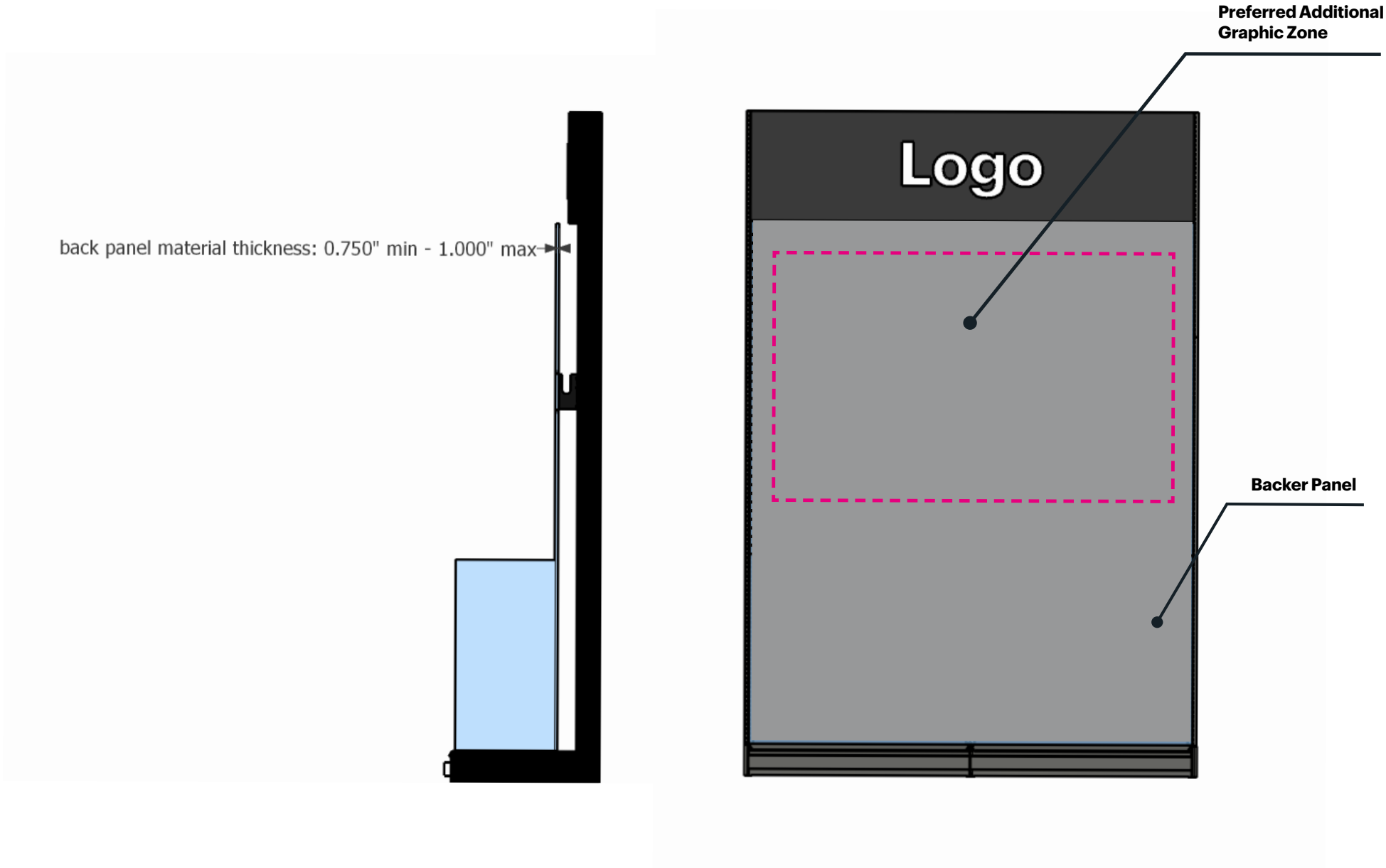
Merchandising

Vendor Expectations

- For **full zone activation**, contain all fixtures and signage within the 4'W x 4'D floor space.
  - — Design island fixture with maximum dimensions of 48"W x 48"H x 48"D.
  - — Maintain at least 4' of clearance between wall display and fixture.
  - — Ensure all fixture components are ADA-compliant.
- For **wall activation**, contain all fixtures and signage within the space of 95.938"W x 112"H x 24"D.

Note: There are no flooring changes/transitions that separate the space.

Merchandising

Vendor Expectations

- Keep display within allotted height, width and depth.

- Prioritize TV(s) and soundbar(s) over graphics or other product categories.

- Ensure all interactive elements, including buttons and touch components, meet ADA requirements.

- Ensure all electronics are reviewed by the Technology Design Lab (see Technology Design Standards below).

- Use permitted forms of lighting only. Lit logos in headers and illumination from display products and monitors are permitted. No backlighting, downlighting, lit platforms, shelf lighting or under-cabinet lighting is permitted.

- Support all products, display or salable, with a proximally located electronic shelf label (ESL).

- Contain any display fixtures or small furniture pieces within the 4' x 4' floor space, ensuring they help connect the wall and floor program.

- Attach any additional fixture pieces securely to the wall or base deck.

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

ESL Pricing

Technology Design Standards
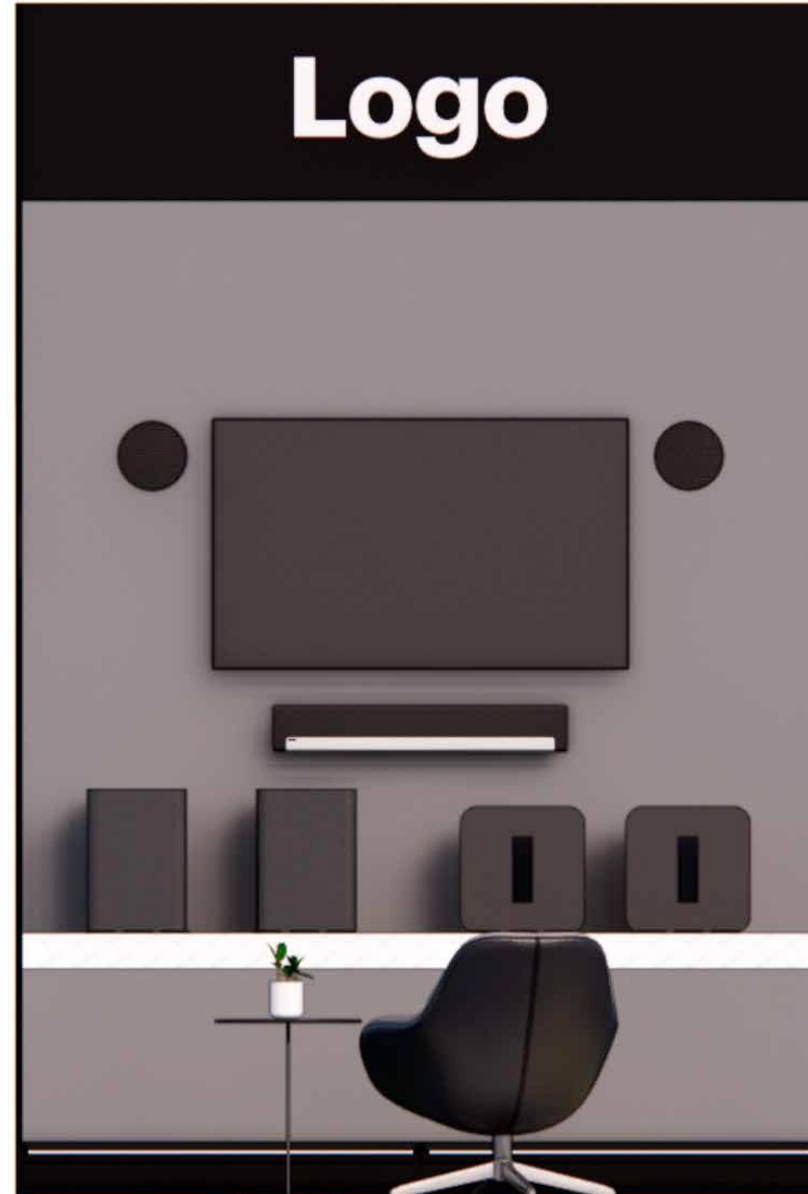
Next Steps

1 READ

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

ESL Pricing   **Technology Design Standards**

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. *Best Buy provides Perimeter Racking*

- A list of preferred vendors who can manufacture the fixture parts.

- Examples of Best Buy-provided graphics, if desired.

29. Convergence Zones

Overview

Convergence Zones offer an opportunity to activate standalone vendor shops at key strike points on the race track.

Presentations are activated on either a **single wall fixture**, or **a full zone containing two wall fixtures and the 11' x 11' floor pad that surrounds them.**

Vendor Expectations

- For **single wall activation**, contain all fixtures and signage within the space of 96"W x 84"H x 10.5"D. **Note:** *Select circumstances may permit depth of up to 22" for displays.*

- For **full zone activation**, contain all fixtures and signage within the space of the 11'W x 11'D floor pad.

  — If any fixture elements on the walls exceed 10.5" in depth, fins or a cane-detectable element is required.

- Ensure space and fixtures are ADA-compliant.

  — GCA & IBC Code require aisles serving elements ("architectural components") to be at least 48"W.

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

Architecture Standards
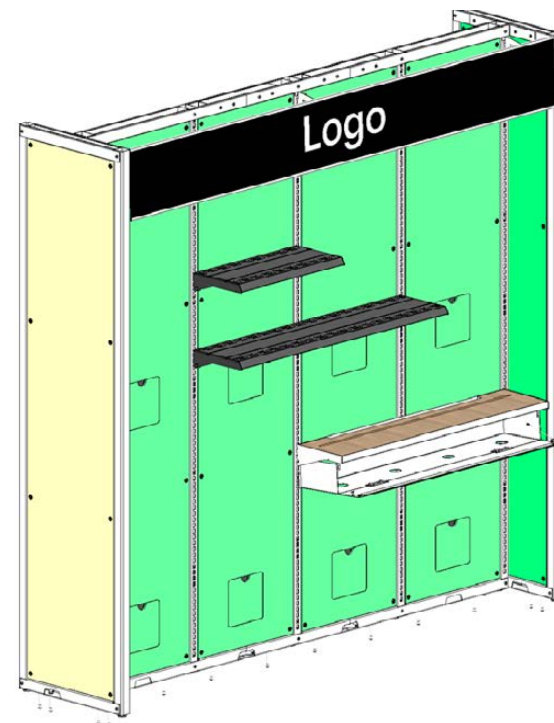
Single Wall Activation

Note: *Shelves shown for depth reference and can be used at vendor's discretion. See "Next Steps" page for shelf part numbers.*
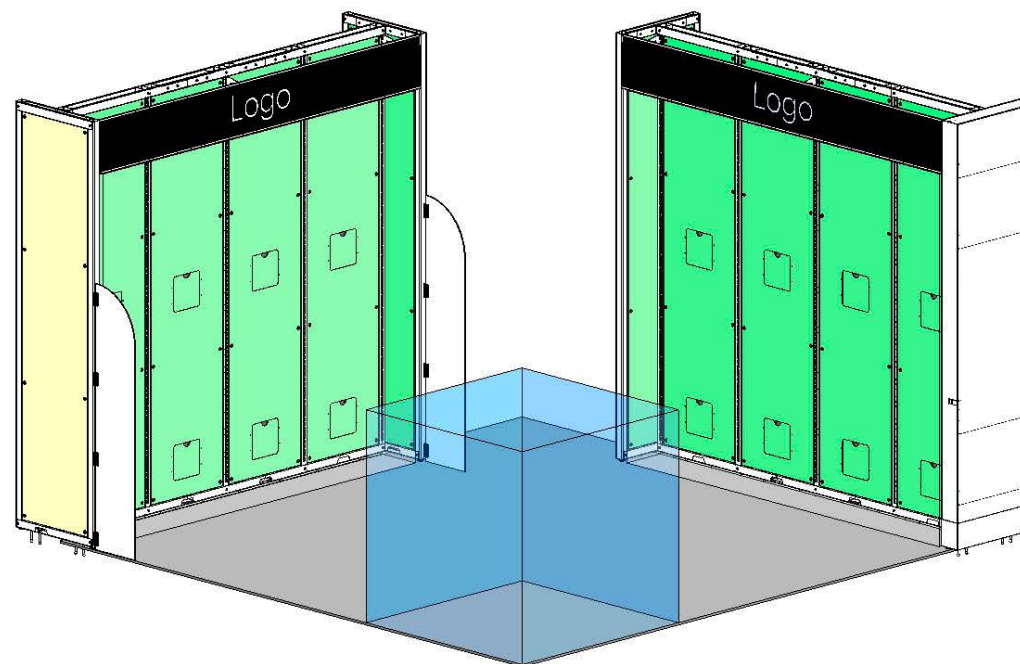
Full Zone Activation

Dimensions: Single Wall Activation

10.270
VENDOR SPACE

Logo

96.000

84.000
VENDOR SPACE

96.000
VENDOR SPACE
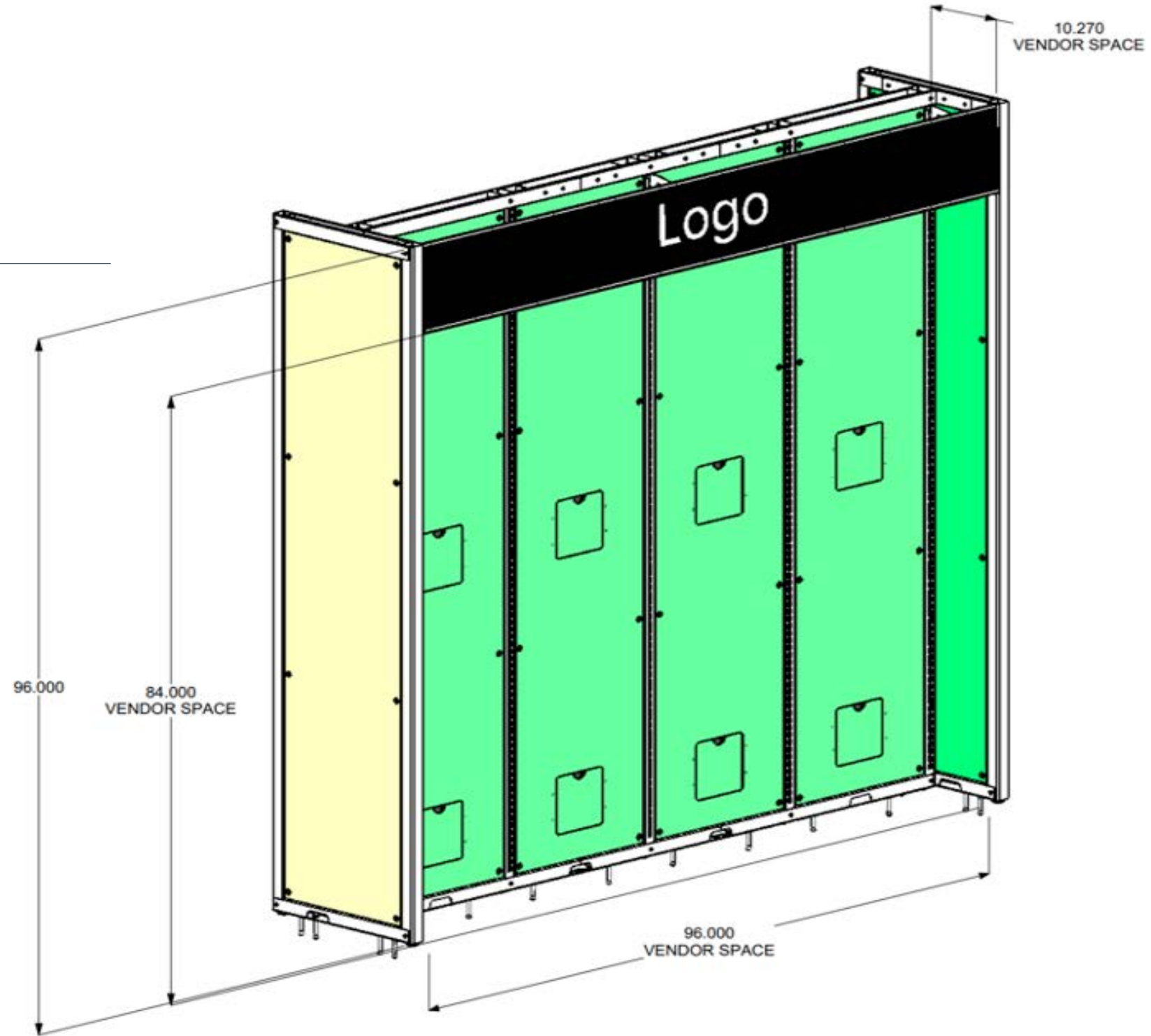
Dimensions: Full Zone Activation
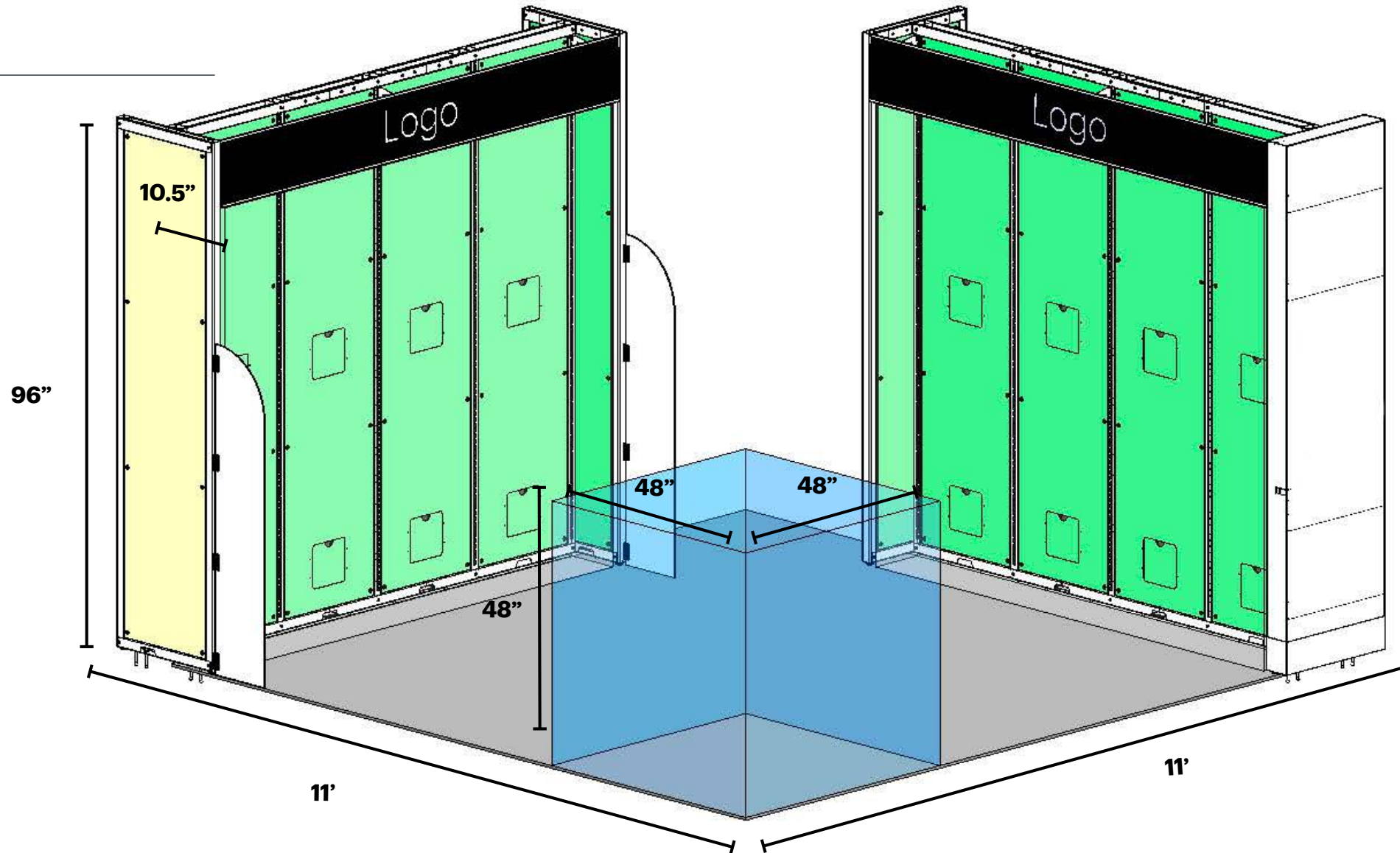
Structural Support and Anchoring

Each Convergence Zone wall has a maximum in-service total weight of 560 pounds. The total hanging load for each 8' fixture wall side cannot exceed 216 pounds.

Vendor Expectations

- Determine if free-standing fixture tipping is a concern and if ballasts, bracing or anchoring is needed.

    — Minimum overturning factor of safety (FS) is 1.5 if minimum FS cannot be achieved through self weight alone.

- If using ballasts, distribute equally in the bottom of tip-prone fixtures.

- If using anchors and placing your fixture in the same location as previous fixture, refer to legacy anchor patterns to meet the minimum requirement of 4" of separation from previous anchor points.

Note: A structural review is required to ensure correct placement, weight distribution and attachment method.

Power

Each fixture wall contains 2 duplex receptacles that provide continuous (24/7) power and 2 duplex receptacles that provide controlled (EMS) power on a 20-amp circuit to each side of the wall, evenly spaced along the wall segment.

Fixtures, signage and presentation elements located away from the walls cannot be powered.

Receptacles are mounted on the fixture wall uprights with continuous power located 3" above the bottom cutout and controlled power mounted 3" below the top knockout.

Panels are removable to access the void that contains electronics and wiring.

Electrical Detail

BOX C13-2

36

BOX C14-1

23
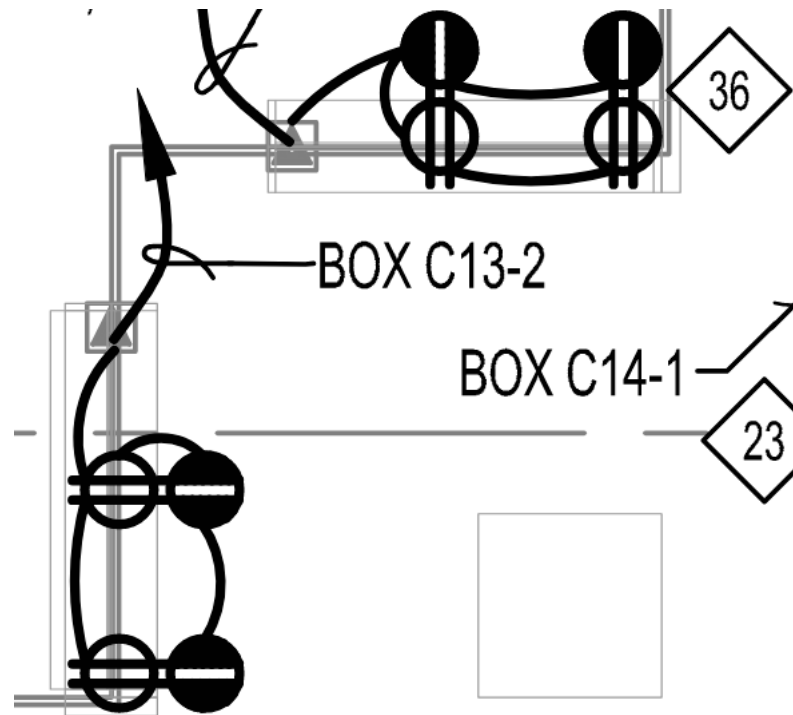
Duplex Receptacles

Note: *Controlled power mounted 3" below top knockout and continuous power 3" above bottom knockout.*

Graphics

Vendor Expectations

- Produce one branded header per wall fixture in your stage.

  — **Size:** 98.38"W x 12"H

  — **Substrates:**

  Header backer: Alpolic PE and finish: BLX Black

  Header logo: Applied diecut vinyl white

  Illuminated logo (optional): Letters white or Standard translucent letter/logo finish: White Light, White Optics 009 Matte.

  — Logo must be centered and have a max height of 4.75"

- Create additional graphics as desired.

  — SEG (standard or backlit) is the preferred substrate for large format graphics. SEGs must be attached by hooking into framework uprights.

  — If covering a wall with magnetic graphics, they must be produced in multiple sheets or diecut around slots.

  — Copy must be kept a minimum of 36" above the floor. **Note:** *Floor graphics are not permitted.*

Best Practices

- Ensure the product serves as the hero of the presentation; all signage and collateral should act in support.

- Beyond the branded headers, use vendor logos sparingly.

- Feature each signage element at its most impactful moment of the customer's journey. (i.e. Copy-heavy signage should fall after a customer's engagement with the product.)

REQUIRED GRAPHIC

Branded Header
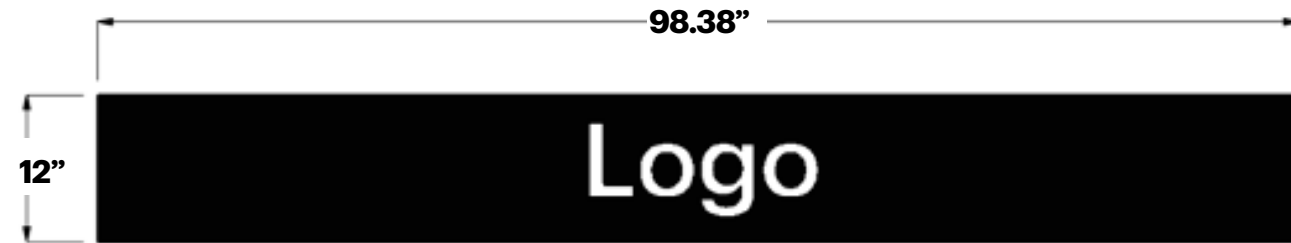
Note: *Partner with designated project management for drawings of illumination header fixture*

Merchandising

Vendor Expectations

- For **single wall activation**, contain all fixtures and signage within the space of 96"W x 84"H x 10.5"D. *Note: Select circumstances may permit depth of up to 22" for displays.*

- For **full zone activation**, contain all fixtures and signage within the space of the 11'W x 11'D floor pad.

- Do not extend above the fixture wall height.

- Do not cover or obscure horizontal header.

- Uprights are 24" on center.

- 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.

- Ensure all demo experiences are ADA-compliant.

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

Architecture Standards
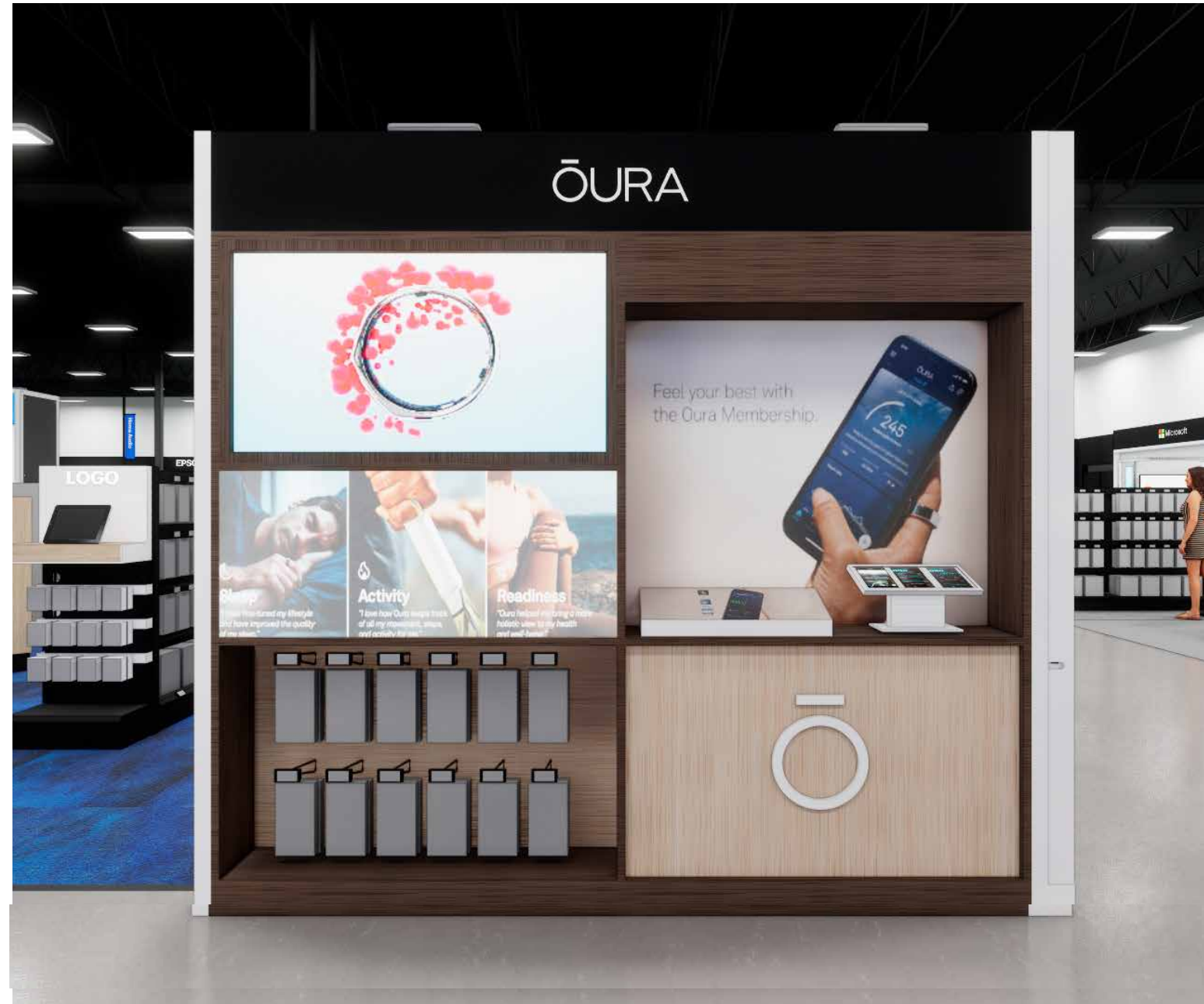
Merchandising

Vendor Expectations

- Activate required side fins on any wall fixture shelves that are greater than 10.5"D.
    - — No fins are needed if cane-detectable fixture or element is added below shelf.
- Use permitted forms of lighting only. No backlighting, downlighting or under-cabinet lighting is allowed.
- Ensure product is the hero of the presentation. Do not crowd with graphics or copy.
- Support all products, display or salable, with a proximally located electronic shelf label (ESL).
- Design your display components with modularity in mind to ensure easy replacement when products/signage change.

Best Practices

- Design wall fixture elements and freestanding fixtures in 48"W sections to allow greater cross-compatibility among COS Brand Zone, Convergence Zone and Gondola fixtures.
- Leverage the uprights when attaching merchandise-supporting shelves and wall elements.

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

ESL Pricing

Full Zone-specific Merchandising

Vendor Expectations

- Design island fixture with max. dimensions of 48"W x 48"H x 48"D.

- Place island in the far corner of the zone's floor pad.

Note: If program will transition to COS Brand Zone fixture in the future, use max. dimensions of 36"W x 48"H x 36"D for island.

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

Architecture Standards

Next Steps

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

Architecture Standards   **ESL Pricing**

Additional useful guides:

Copy & Claims Guidelines   **Vendor Signage**

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.
- Examples of Best Buy-provided graphics, if desired.

Fixture Component	Best Buy Part #	Fixture Component	Best Buy Part #
8' Convergence Wall	1010346	18" x 24" Standard Shelf	1012250
Convergence Wall Header	1014094	22" x 24" Standard Shelf	1012252
12" x 48" Standard Shelf	1014797	10.5" x 48" Adjustable Shelf Matte Black	1016891
14" x 48" Standard Shelf	1012248	12" x 24" Adjustable Shelf Matte Black	1017727
18" x 48" Standard Shelf	1012249	24" Merch Bar Black	1010635
22" x 48" Standard Shelf	1012251	12" Peghook (Wire Grid & Merch Bar) Black	1010643
12" x 24" Standard Shelf	1017788	4" Peghook (Wire Grid & Merch Bar) Black	1010717
14" x 24" Standard Shelf	1012247		

30. Center of Store Brand Zone

Fixture Overview

COS Brand Zones offer an opportunity to activate standalone vendor experiences in the center of store.

They are created in the spacial void between two Best Buy-provided wall fixtures.

Vendor Expectations

- Contain all fixtures and signage within the activation space of 8'3"W x 5'6"H x 8'3"D.

- Ensure space and fixtures are ADA-compliant.
    - — GCA & IBC Code require aisles serving elements ("architectural components") to be at least 48"W.

- Keep wall fixtures clear. Best Buy-designated vertical vendor graphics are the only attachments permitted.

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

Architecture Standards

5' 6"

8' 3"   8' 3"

66.578   66.000   59.058

24.808
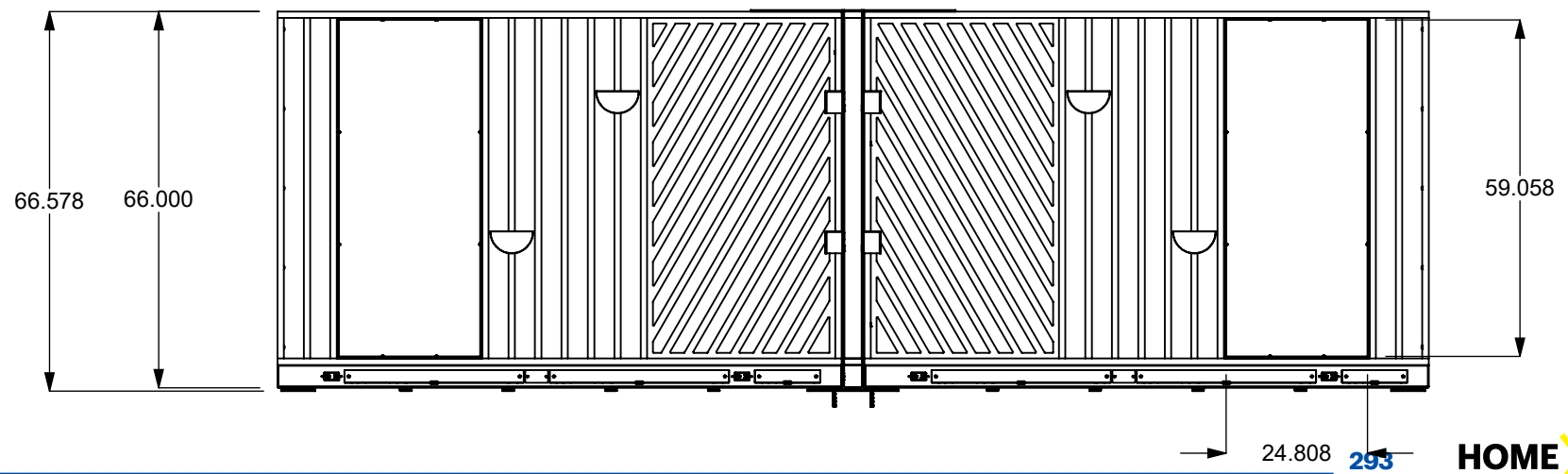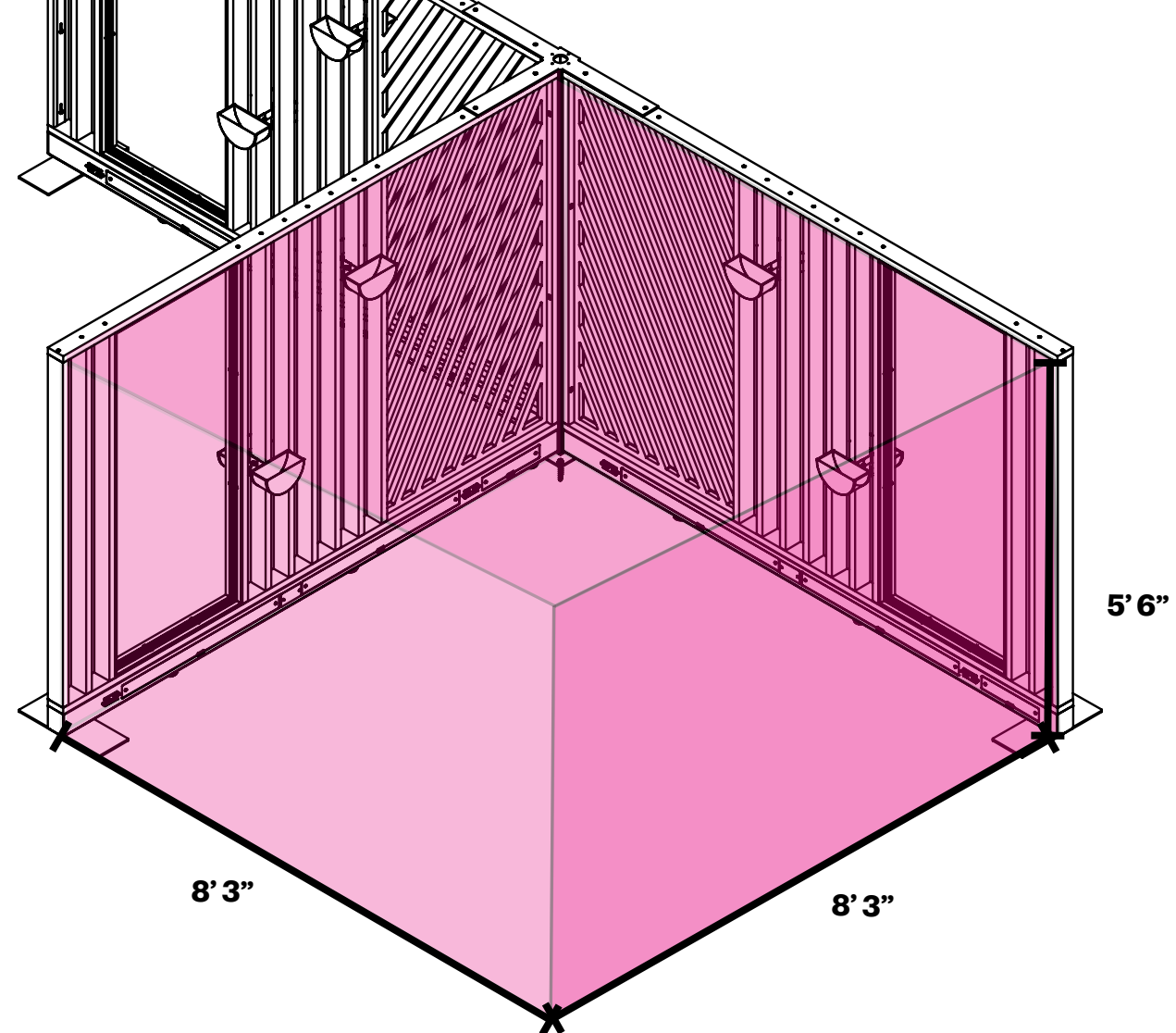
Space Planning

COS Brand Zones are small areas of activation. In order to maintain ADA aisle spacing compliance, fixture dimensions and placement must be fully considered.

Vendor Expectations

- Code require aisles serving elements ("architectural components") to be at least 48"W.

- If wall-abut fixtures are designed at 2'3" D, maximum island fixture dimensions are 2' W x 2' D x 5'6" H.

- Maximum island fixture dimensions are 4' 3" W x 4'3" D x 5'6" H.

  — Maximum dimension island negates the opportunity for any merchandising, fixtures or dimensional graphic abut to wall.

- Free space must be maintained around Vertical vendor graphics. *See Graphics page for details.*

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

Architecture Standards

Diagram labels: Wall-abut fixtures · Free space required · No signage coverage · 2' 3" · 2' 3" · 4' · Small island fixture · 4' · 2' · 2' · No signage coverage · Free space required

Diagram labels: 4' · Maximum island fixture · 4' · 4' 3" · 4' 3"
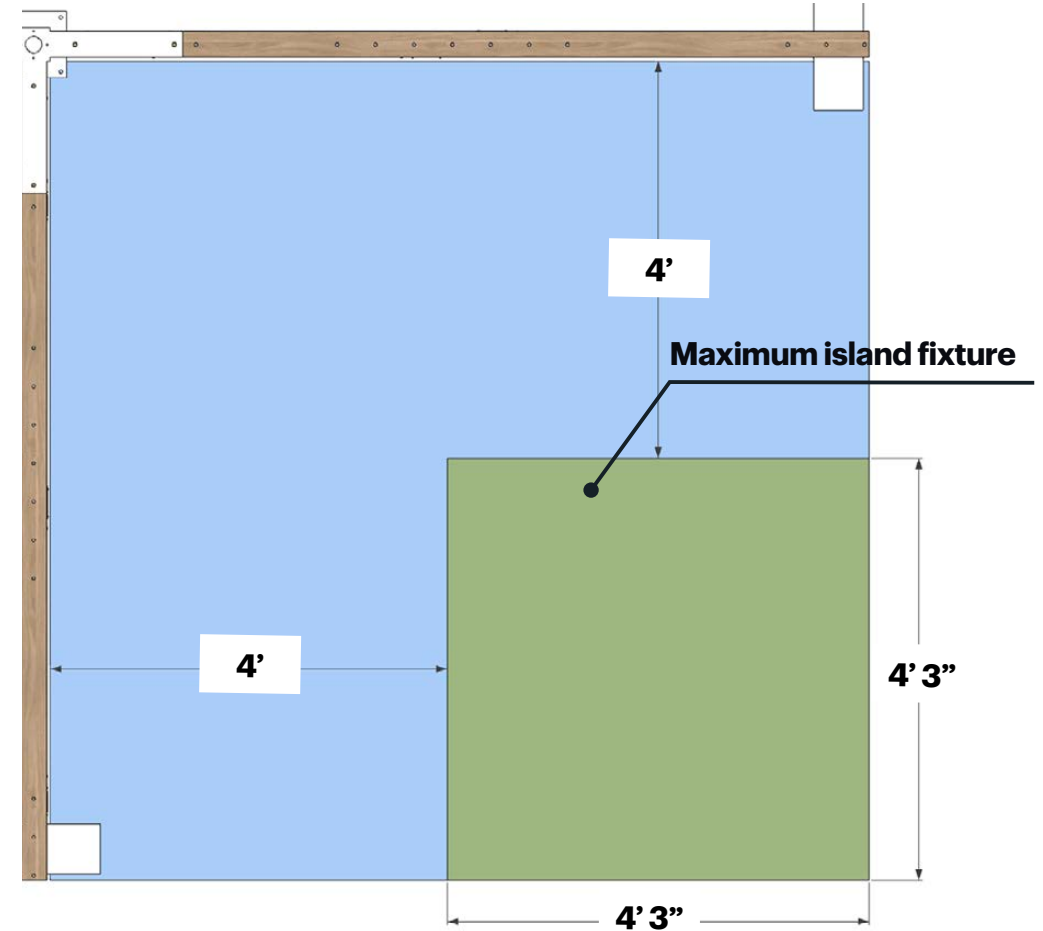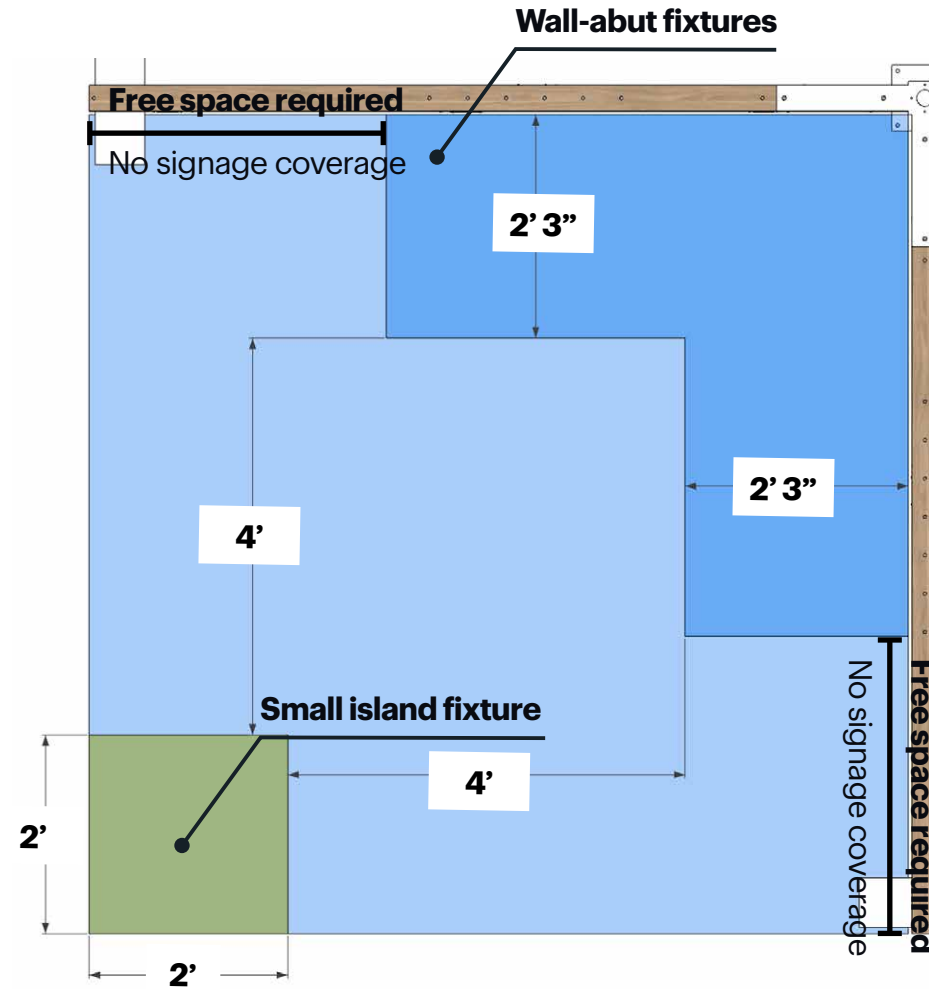
Structural Support and Anchoring

Vendor Expectations

- Vendors must determine if fixture tipping is a concern and if ballasts, bracing or anchoring is needed:

  — Minimum overturning factor of safety (FS) is 1.5 if minimum FS cannot be achieved through self-weight alone.

- Ballasts should be equally distributed in the bottom of tip-prone fixtures.

- If a fixture is deemed a tipping hazard and not supported by a ballast or bracing it should be anchored.

  — If placing in same location as previous fixture, legacy anchor patterns will be required to ensure a minimum of 4" separation from previous anchor points.

Power

Vendor Expectations

- Each wall contains 2 duplex receptacles providing both continuous power and controlled (EMS power and 24/7) on a 20 AMP circuit split to both sides of each wall segment.

- Fixtures, signage or presentation elements located remote from walls cannot be powered.

LEGEND	
⊖	CONTINUOUS POWER DUPLEX RECEPTACLE 20 AMP
⊜	CONTROLLED POWER DUPLEX RECEPTACLE 20A
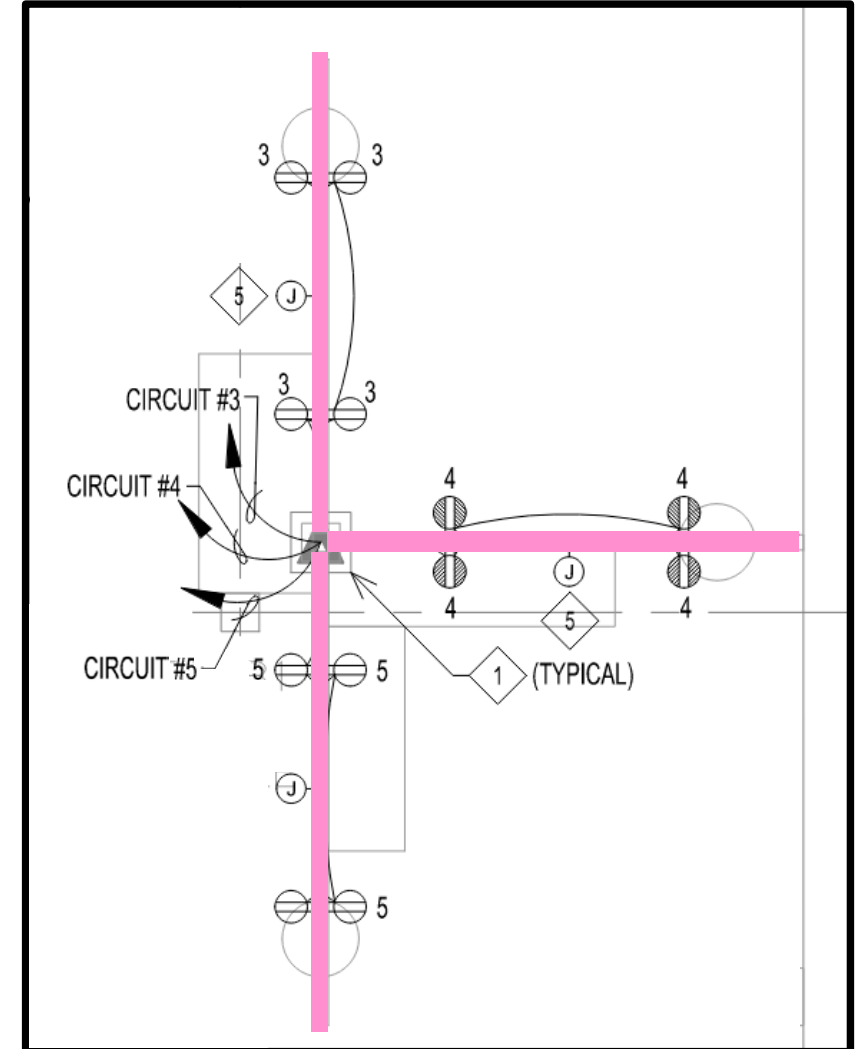
Graphics

Vendor Expectations

- Produce two vertical graphics per Brand Zone quadrant.
    - — Follow approved graphic template on next page.
- Other product information and wayfinding signage is created at the discretion of the vendor.
- Keep all copy 26" or higher from floor.

Best Practices

- Ensure the product serves as the hero of the presentation; all signage and collateral should act in support.
- Beyond the vertical graphics, use vendor logos sparingly.
- Feature each signage element at its most impactful moment of the customer's journey. (i.e. Copy-heavy signage should fall after a customer's engagement with the product.)

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

Copy & Claim Guidelines

Vendor Signage

This design can be paired only with itself or with an image-only option.

NordicTrack

Vendor headline, 50-character maximum goes right here.

Subhead copy goes here, 50-character maximum total.

This design can be paired only with itself or with an image-only option.

NordicTrack

Vendor headline, 50-character maximum goes right here.

Subhead copy goes here, 50-character maximum total.

This design can be paired with any other option.

NordicTrack

This design can be paired only with an image-only option.

NordicTrack

Vendor headline, 50-character maximum goes right here.

- Vendor brand benefit callout #1, 50-character max.
- Vendor brand benefit callout #1, 50-character max.
- Vendor brand benefit callout #1, 50-character max.

Vertical Graphic Examples

Graphics

This design can be paired only with itself or with an image-only option.
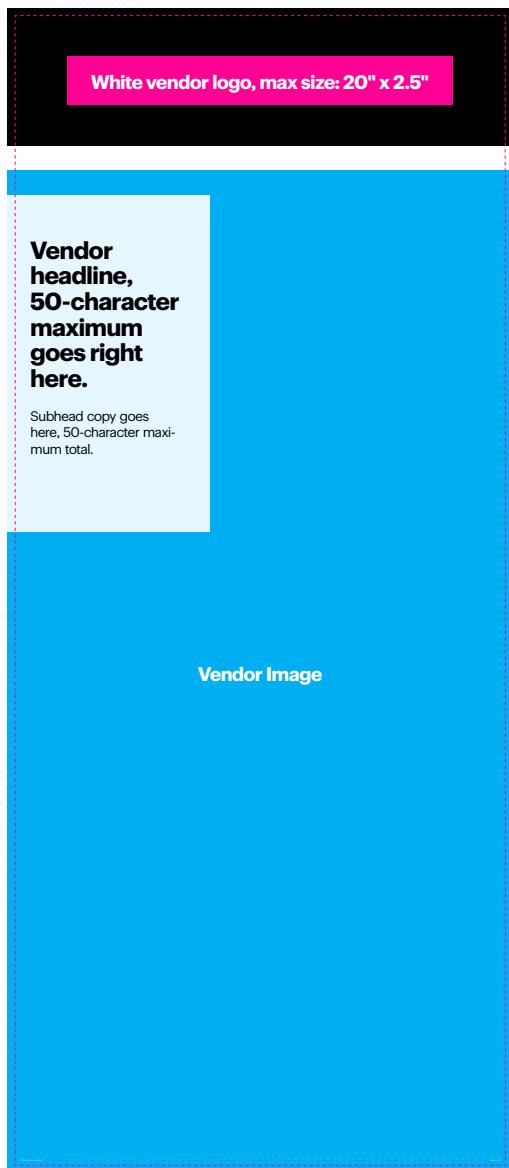
This design can be paired only with itself or with an image-only option.
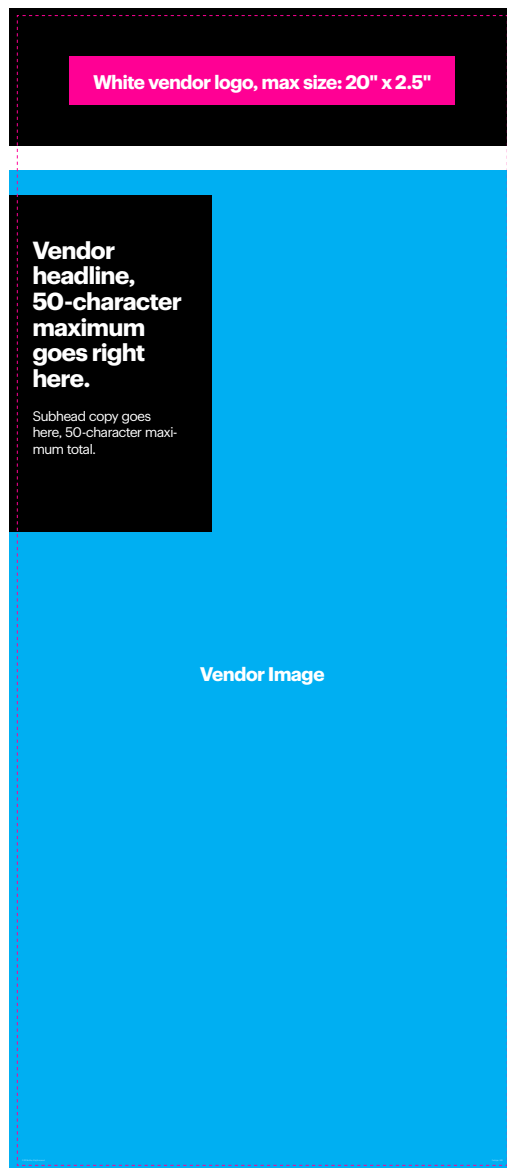
This design can be paired with any other option.

This design can be paired only with an image-only option.

White vendor logo, max size: 20" x 2.5"

White vendor logo, max size: 20" x 2.5"

White vendor logo, max size: 20" x 2.5"

White vendor logo, max size: 20" x 2.5"

Vendor headline, 50-character maximum goes right here.

Subhead copy goes here, 50-character maximum total.

Vendor headline, 50-character maximum goes right here.

Subhead copy goes here, 50-character maximum total.

Vendor headline, 50-character maximum goes right here.

• Vendor brand benefit callout #1, 50-character max.

• Vendor brand benefit callout #1, 50-character max.

• Vendor brand benefit callout #1, 50-character max.

Vendor Image

Vendor Image

Vendor Image
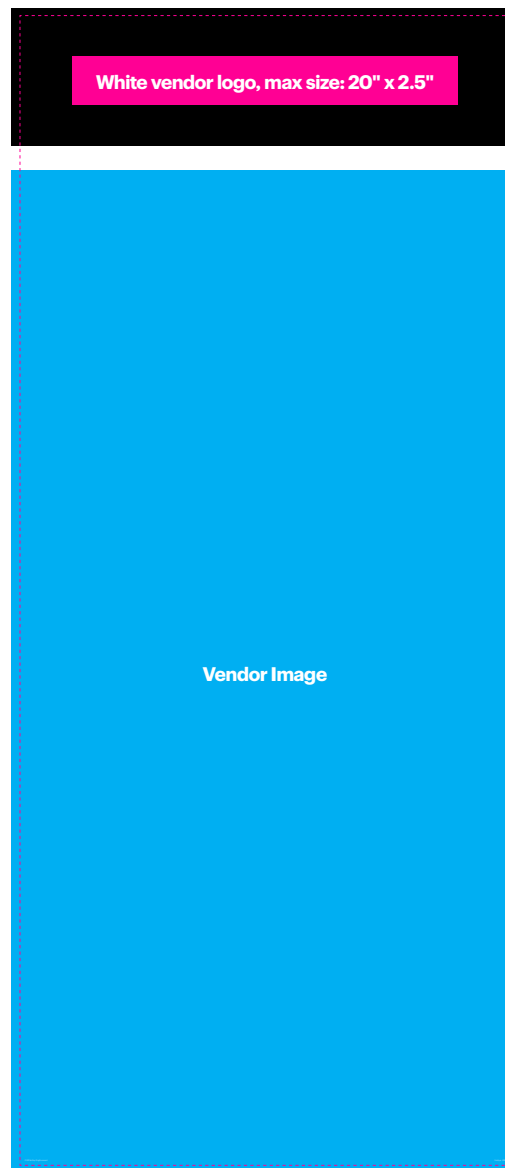
Flat size: 26.313" x 60.438"
Finished size: 25.438" x 59.688"
Substrate: 10oz. Aberdeen Heavy Knit, White
Color: CMYK
Finishing: Sew or heat weld 3mm width Keder around the entire graphic.

Merchandising

Vendor Expectations

- Contain all products, fixtures and signage within the designated footprint of 8'3"W x 8'3"D.

  — Do not extend above the fixture wall height.

  — Do not cover or obscure vertical graphics.

- 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.

- No backlighting, downlighting or under-cabinet lighting is permitted. Other forms of lighting are allowed.

Merchandising

Vendor Expectations

- Ensure product is the hero of the presentation. Do not crowd with graphics or copy.

- Support all products, display or salable, with a proximally located electronic shelf label (ESL).

- Design your display components with modularity in mind to ensure easy replacement when products/signage change.

- Ensure your fixtures and signage do not cover more than 50% of the slated fixture wall surface.

  — Sightlines through the slats drive customer engagement with presentations.

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

ESL Pricing

Next Steps

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

Architecture Standards   **ESL Pricing**

Additional useful guides:

Copy & Claims Guidelines   **Vendor Signage**

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. *Best Buy provides the wall fixtures.*

- A list of preferred vendors who can manufacture the fixture parts.

- Examples of Best Buy-provided graphics, if desired.

31. Theater District

Overview

The Theater District invites vendors to showcase disruptive and immersive experiences near the race track.

Each vendor presentation or "position" can activate on Side Stock Endcaps and/or Wall Fixtures.

To encourage newness and drive continued customer engagement, vendors will occupy positions for approximately 18 months.

Best Buy-managed components:

- Framework Side Stock Endcaps and Wall Fixtures (*fixtures detailed in the following pages*)
- Standard gondola shelves, hang bars and peg hooks
- Electronic shelf labels (ESLs)

Vendor-managed components:

- Logo headers
- Required templated graphics
- Demo, Display and Deadmock Display products
- Bespoke fixturing elements
- Supporting graphics as desired

Drawings and models of all parts available upon request.

Configuration Overview

Position	Small	Medium (2 Vendors)	Large	X-Large
Description	Single Side Stock Endcap display	Side-by-side 4' Wall Fixture displays + brand header	8' Wall Fixture display + brand header	8' Wall Fixture display + brand header + back-to-back Side Stock Table displays
Activatable Space	21" H x 45.250" W x 23" D	67" H x 48" W x 18" D	67" H x 96" W x 18" D	67" H x 96" W x 18" D *(Wall)* + 21" H x 45.250" W x 28.25" D *(x2) (Side Stock)*
Footprint	60" H x 48" W x 26" D	67" H x 48" W x 18" D	67" H x 96" W x 18" D	67" H x 96" W x 18" D *(Wall)* + 60" H x 48" W x 56.5" D *(Side Stock)*

Dimensions for graphics and fixtures are approximate, detailed information provided later in this document.

Placement & Adjacencies

Side Stock Endcap

Side A

Two Medium Positions

Same customer-type
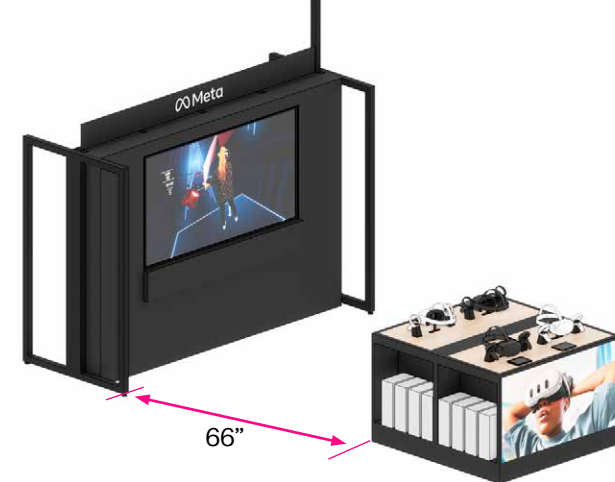
Expectations

- The Theater District is placed along the racetrack with clear sightlines to the fixtures.

- Theater District merchandising programs are not expected to be thematically relevant to adjacent departments.

Best Practices

- Where possible, complementary vendor programs should be placed together within the Theater District fixtures, especially when vendors activate only half of the Wall Fixture or a single side of a Side Stock Endcap (Small and Medium Positions.)

    —Example: iRobot vacuums and Whisker Litter Robots (same product category) or Nintendo Switch and Lego (same customer-type).

Side Stock Endcap

Side B
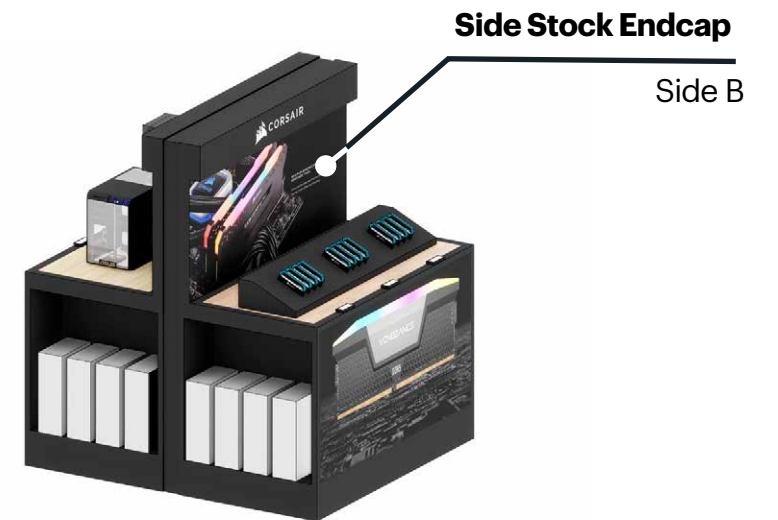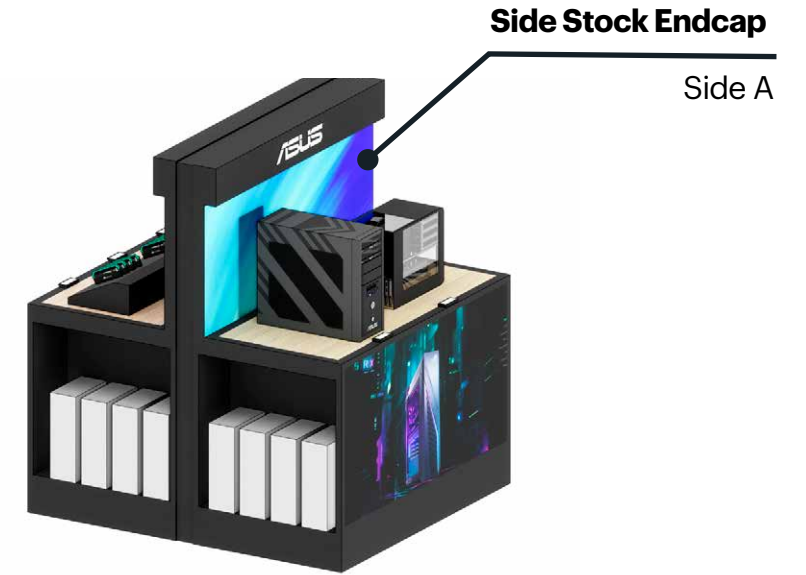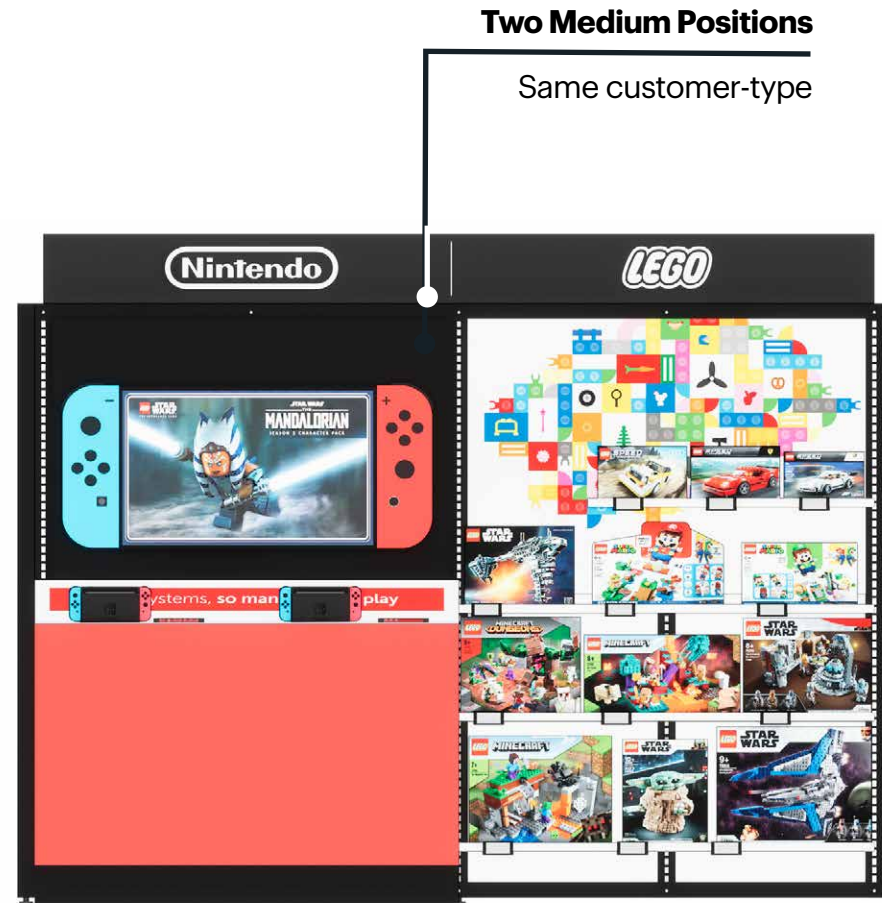
Theater District
Side Stock Endcap
Vendor Guidelines

Side Stock Endcap

Vendor Managed

Best Buy Managed

The **Side Stock Endcap** creates 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

Drawings and models of all parts available upon request.
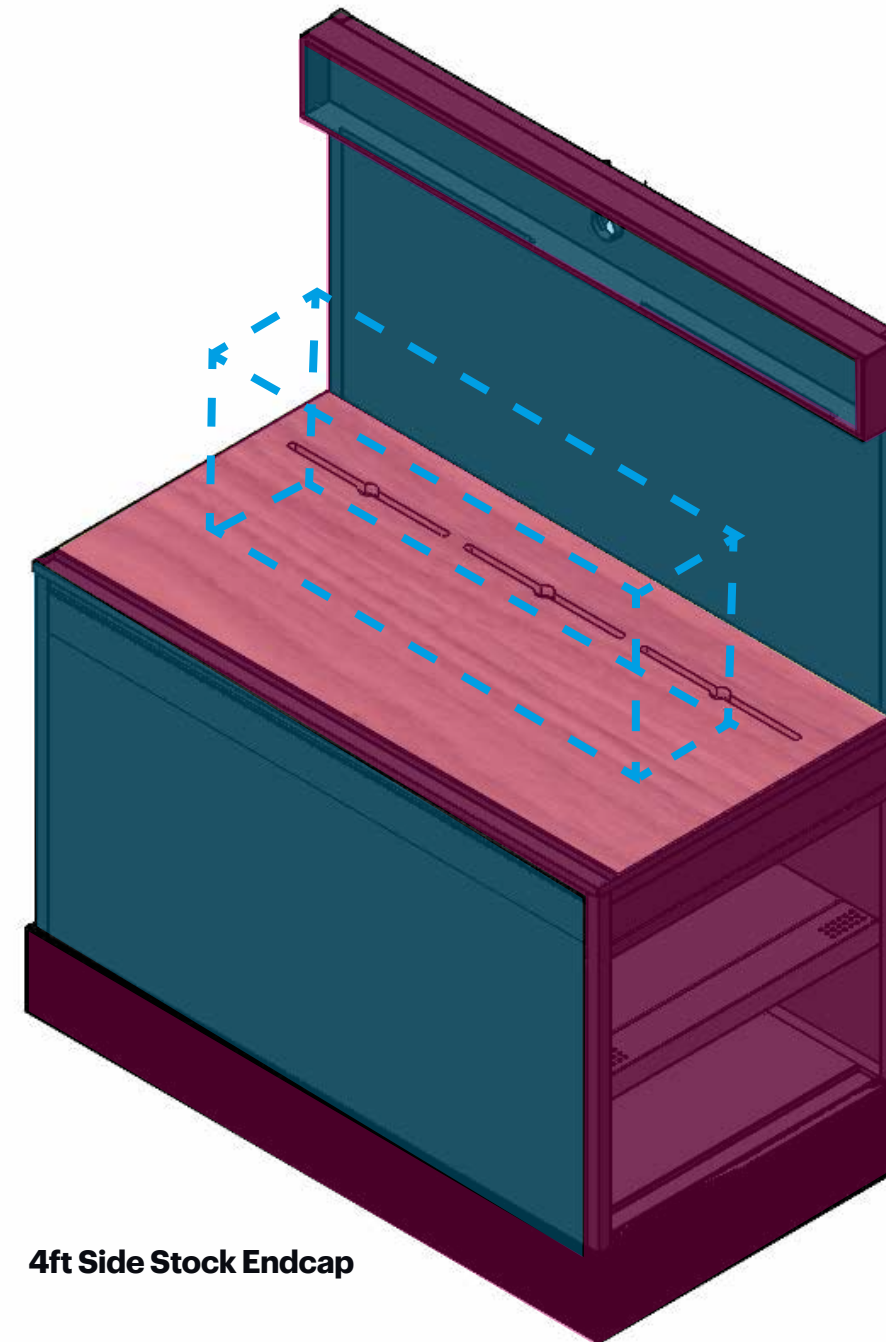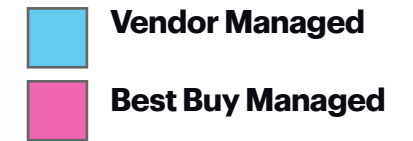
4ft Side Stock Endcap

Overall Dimensions

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

23"

Graphic Size:
47" x 5.9"

48.5"

47.438"

Graphic Size:
45.25" x 21"

60.00"

Graphic Size:
45.25" x 25.625"

26.25"
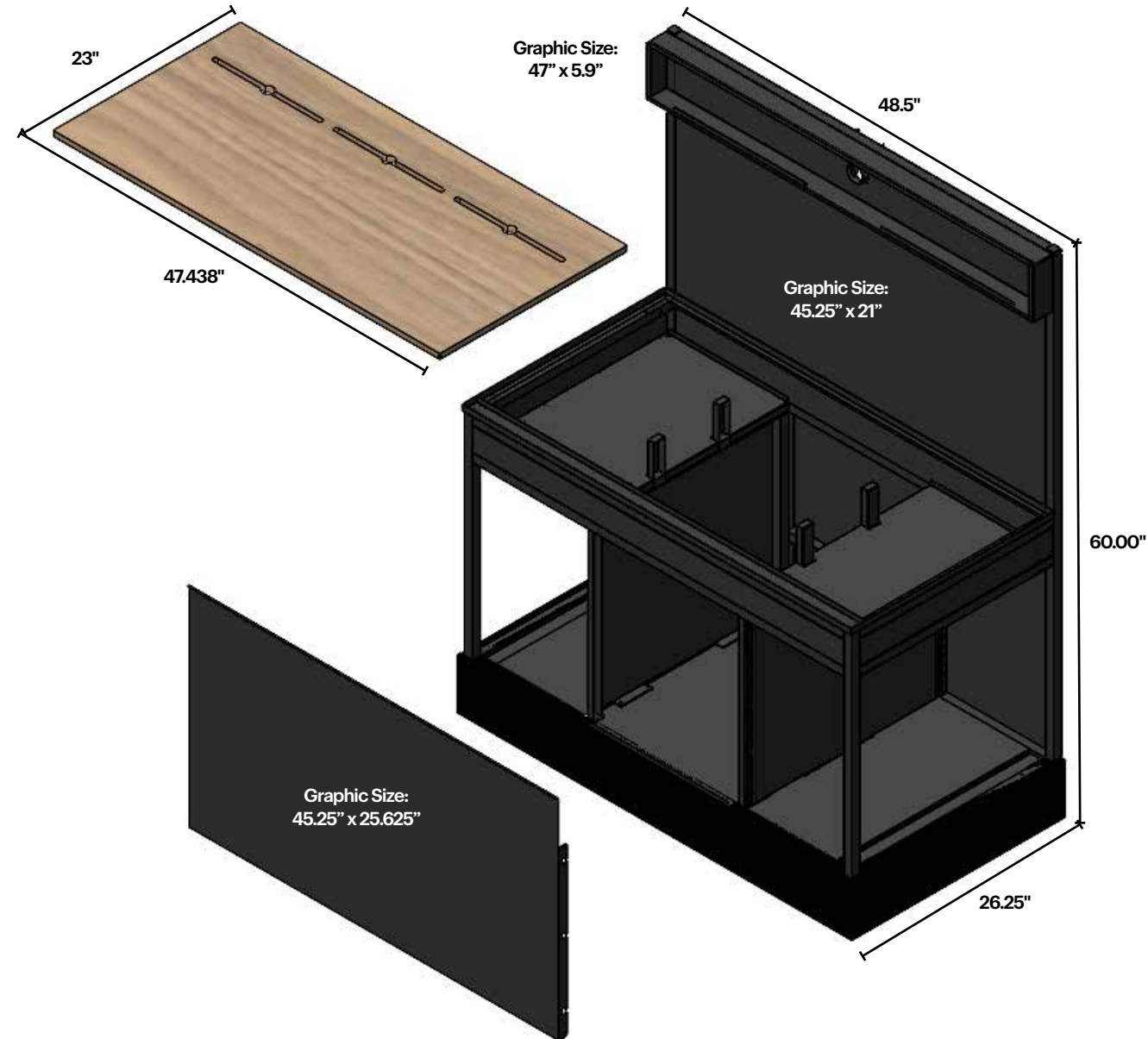
4ft Endcap Top Wood Surface Detailed Dimensions

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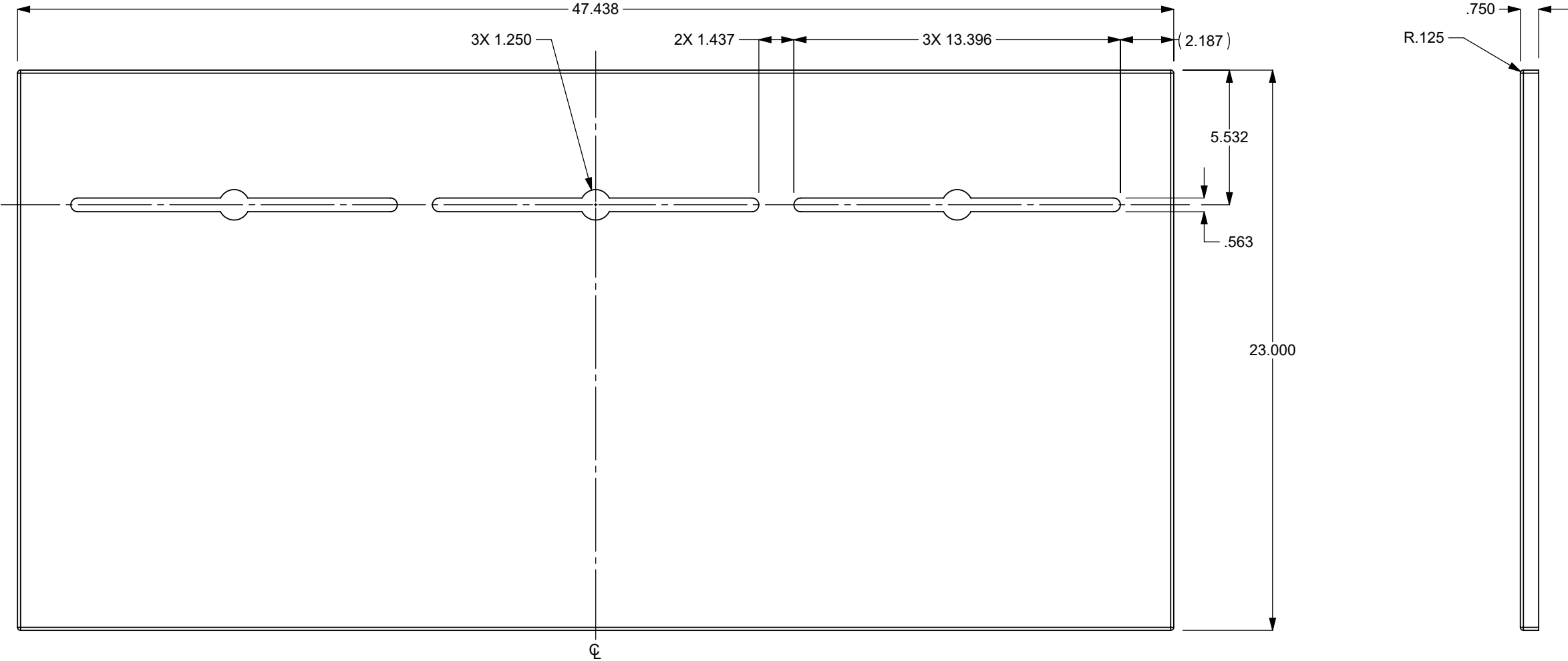
Side Stock Table

The **Side Stock Table** creates a consistent, display-centric presentation that visually minimizes salable product stock.

The Side Stock Table is only a fixture option presented to vendors with XL positions.
Tight guidelines are in place for Side Stock Tables. 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 the bottom panels
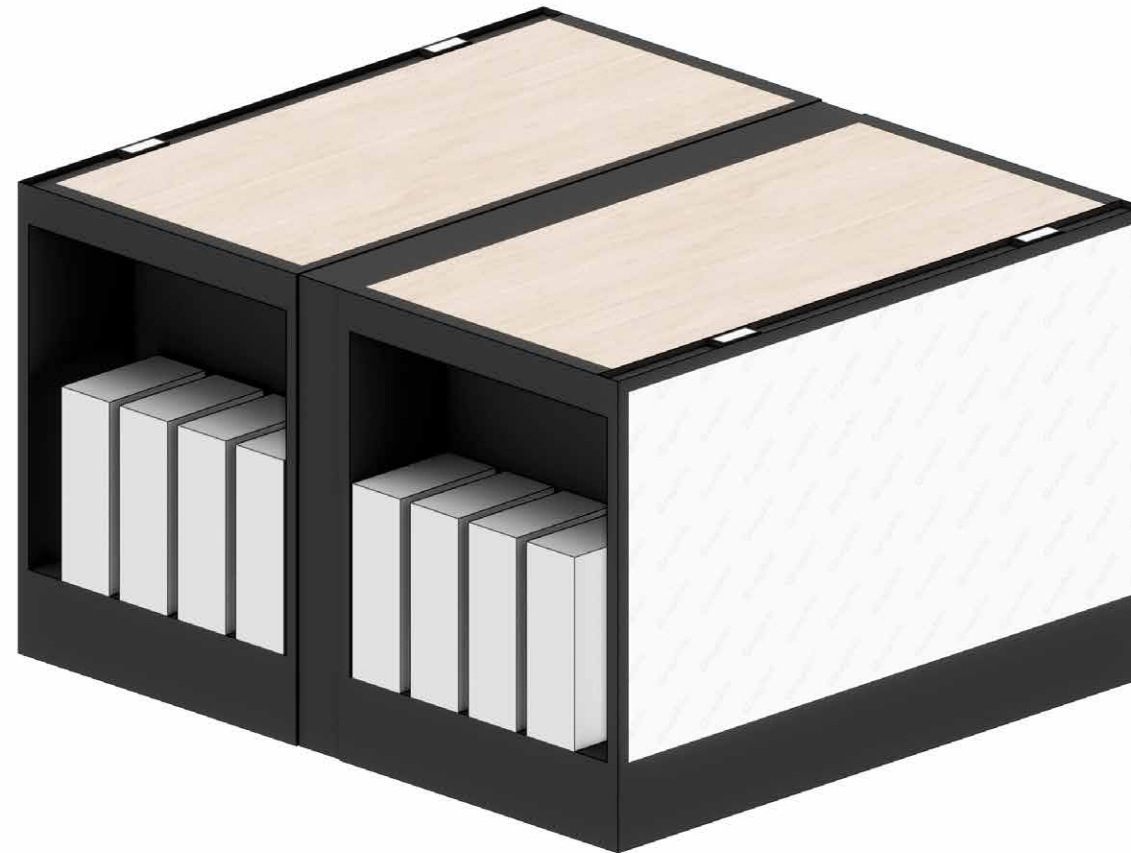
Drawings and models of all parts available upon request.

Table Top Wood Surface Detailed Dimensions

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

4.000
GAP BETWEEN ENDCAPS

48.5

56.545
OVERALL
TOE KICK TO TOE KICK

Security, Attachments and Power

Preferred attachment hardware

EDGE ATTACHED TO FIXTURE BASE

1.250

.484

.500

.750 (TABLE THICKNESS)

10-24 UNC STUD

.790

#10 OVERSIZED WASHER

10-24 UNC WING NUT

INSTALLED SECTION VIEW

- 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

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

*Power strip is provided in both endcaps

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.

Graphic Activation Areas

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

Print and substrate Information:

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

Logo X height cannot exceed 2.88" (represented in cyan). Logo should be vertically and horizontally centered on the header.
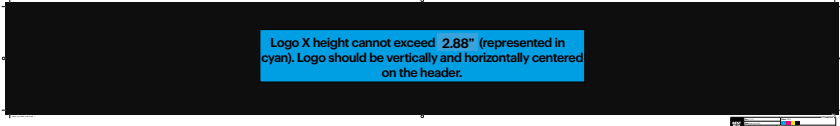
Dieline_4ft_Header_47x5.9
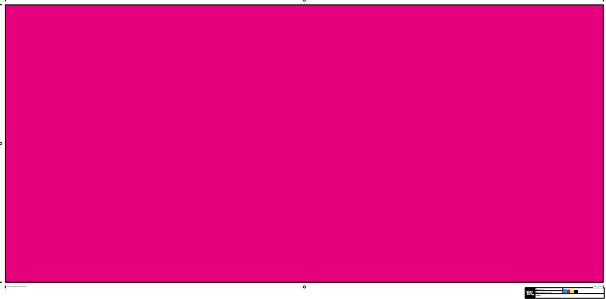
Dieline_4ft_TopBacker_45.250x21
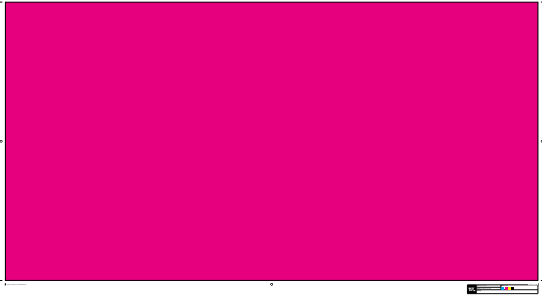
Dieline_4ft_BaseFront_45.250x25.625

Endcap Graphics

Expectations

- 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

- 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.

Best Practices

- The Side Stock Endcaps are intended for a concise product display providing "at a glance" engagement and understanding

- Keep product education simple and brief

Graphic Activation Areas

1. Top Wood Surfaces
2. ESL Channels
3. Bottom Magnetic Panels
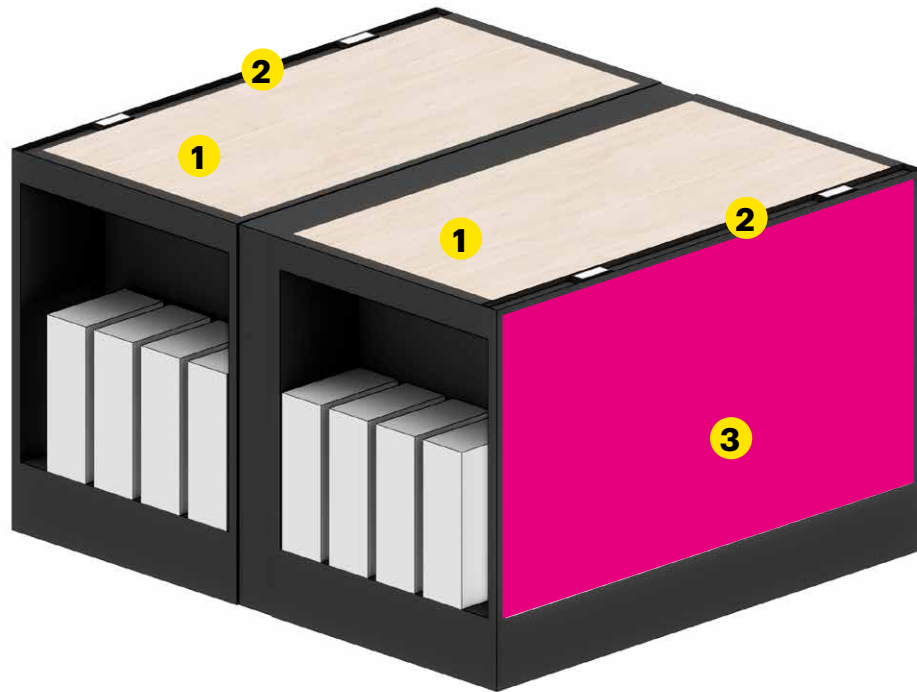
Print and substrate Information:

Dieline name: "Dieline_4ft_BaseFront_45.250x25.625"
Size: 45.25 (w) x 25.625 (h)
Substrate: 20mil Magnetic Vinyl, White

Dieline_4ft_BaseFront_45.250x25.625

Table Graphics

Expectations

- 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

- 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.

Best Practices

- The Side Stock Tables are intended for a concise product display providing "at a glance" engagement and understanding

- Keep product education simple and brief

Endcap Merchandising

Expectations

- All interactive elements must meet accessibility standards.

- 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.

- 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

- Curate the total number of displayed SKUs and storytelling touchpoints.

Table Merchandising

Expectations

- All interactive elements must meet accessibility standards.

- Display/demo products on top wood surface need to be secured leveraging platforms, cables or mounts. See following pages for details.

- Products may not beyond the sides of the fixture.

- 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.

- Plan for presentation elements giving clear space to accommodate power drop. See diagram on this page.

Best Practices

- Fixture was intended to be leveraged as a front and a back with salable stock on the sides, rather than a 360 ° shopping experience.

- Curate the total number of displayed SKUs and storytelling touchpoints.
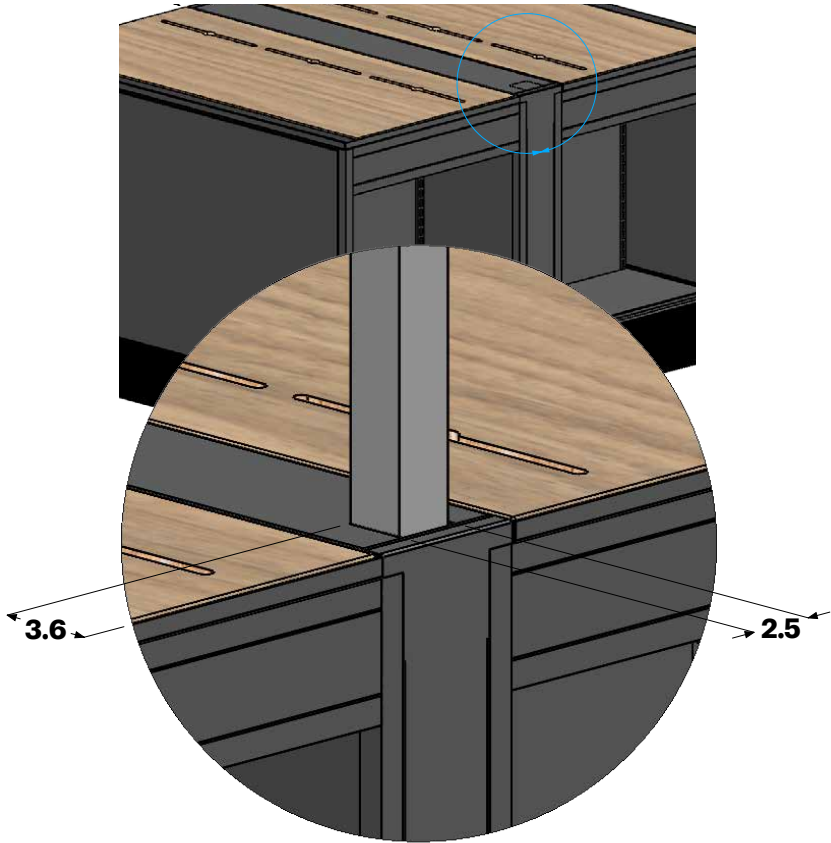
Fixture Modularity

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.

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

Interior Panels can be removed to allow for large box stock
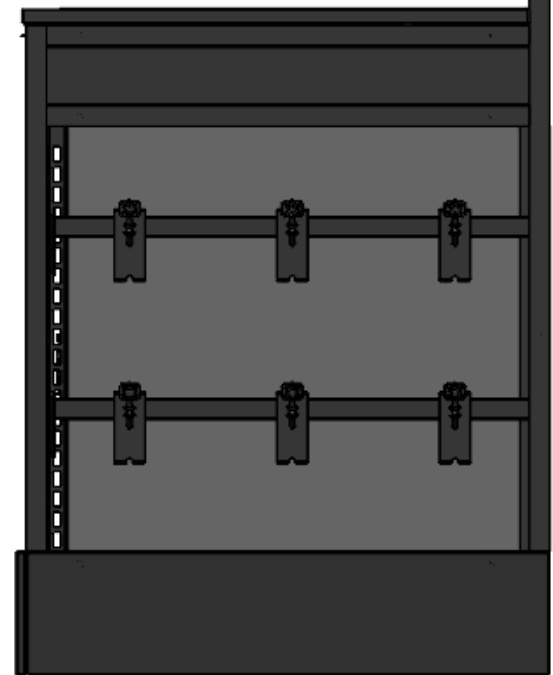
Shelves, peghooks, and merch bars can be leveraged on sides

Theater District
Wall Fixture
Vendor Guidelines

Overview

The Theater District space invites you to showcase disruptive and immersive experiences near the race track.

Of the Theater District fixtures, the Wall Fixtures allow for the most disruptive sightlines, biggest branding opportunity and largest merchandisable area.

Best Buy-managed components:

- Framework wall fixtures (*detailed in the following pages*)
- Standard gondola shelves, hang bars and peg hooks
- Electronic shelf labels (ESLs)

Vendor-managed components:

- Logo header (*detailed in the following pages*)
- Demo, Display and Deadmock Display products
- Bespoke fixturing elements
- Supporting graphics as desired

Drawings and models of all parts available upon request.

Dimensions

18.000

67.000

96.000

Logo

Logo
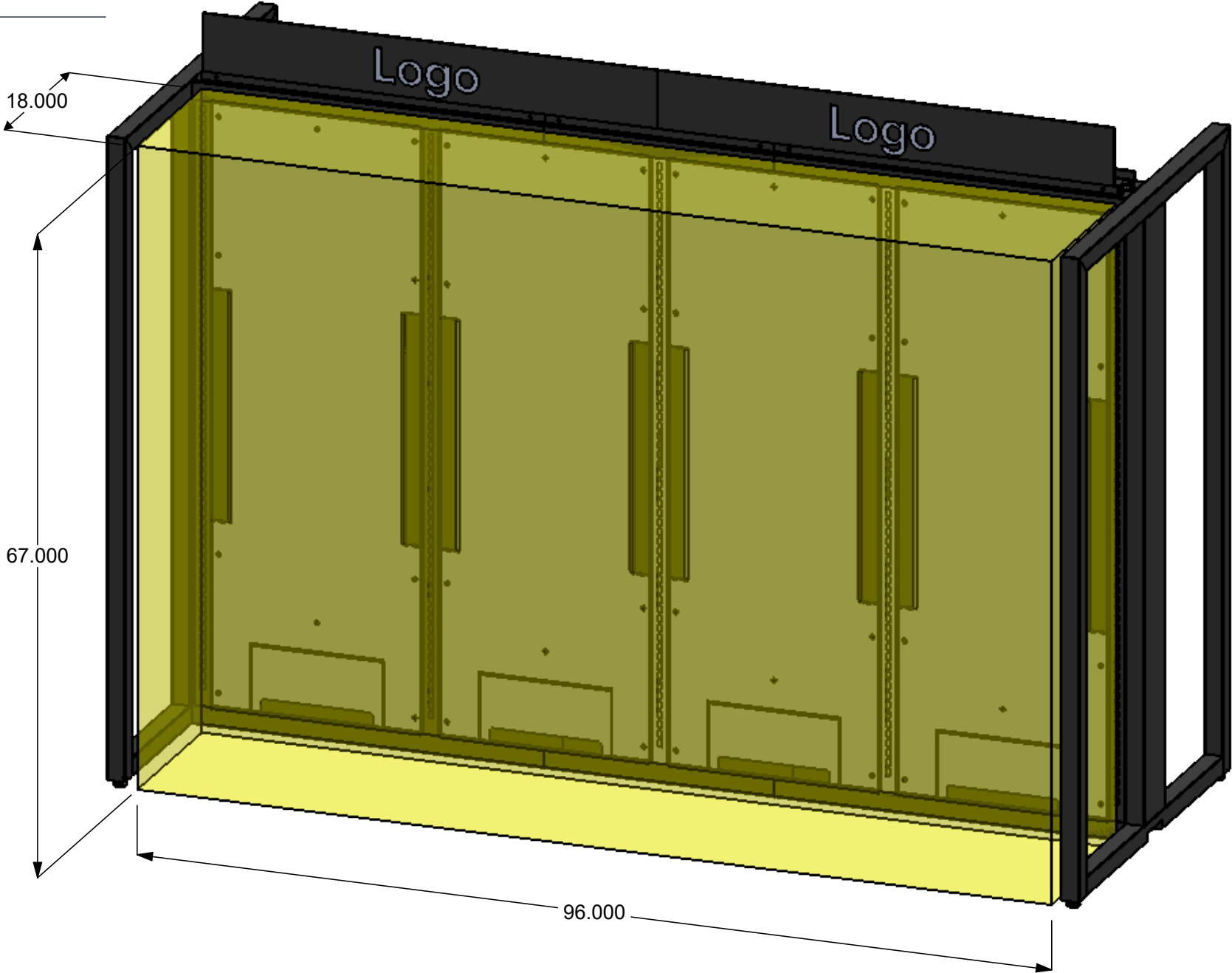
Power and Structural Support

Each 4' section of a Wall Fixture contains one split quad power receptacle in the fixture base. Each split quad receptacle allows vendors access to one continuous (24/7) power outlet and one controlled (EMS) power outlet.

Switched power would be approximately .8 amps per display position (20 total display positions per Theater District) and continuous power would be taken from wall breakout which equates to a little over 2 amps per display position.

Structural Support Vendor Expectations

- All hanging presentation elements should hook into the slotted vertical uprights.

- Determine if any floor standing elements are at risk for tipping and if ballasts, bracing, or anchoring is needed.

   — Minimum overturning factor of safety (FS) is 1.5 if minimum FS cannot be achieved through self-weight alone.
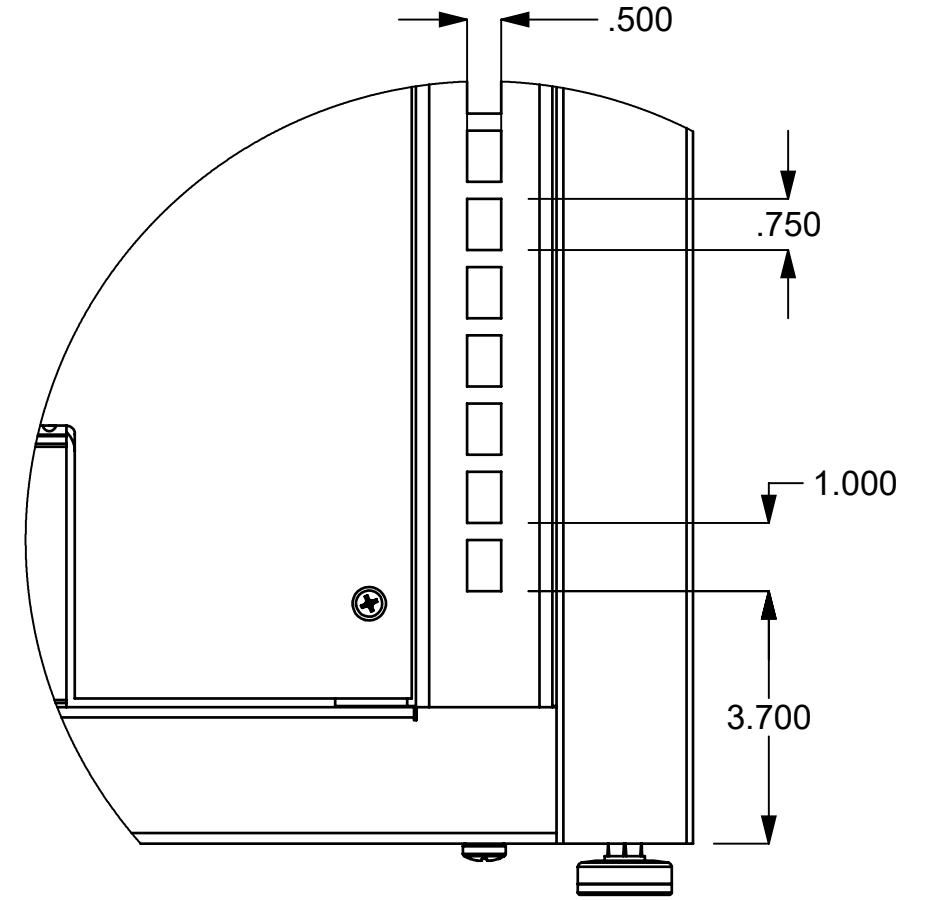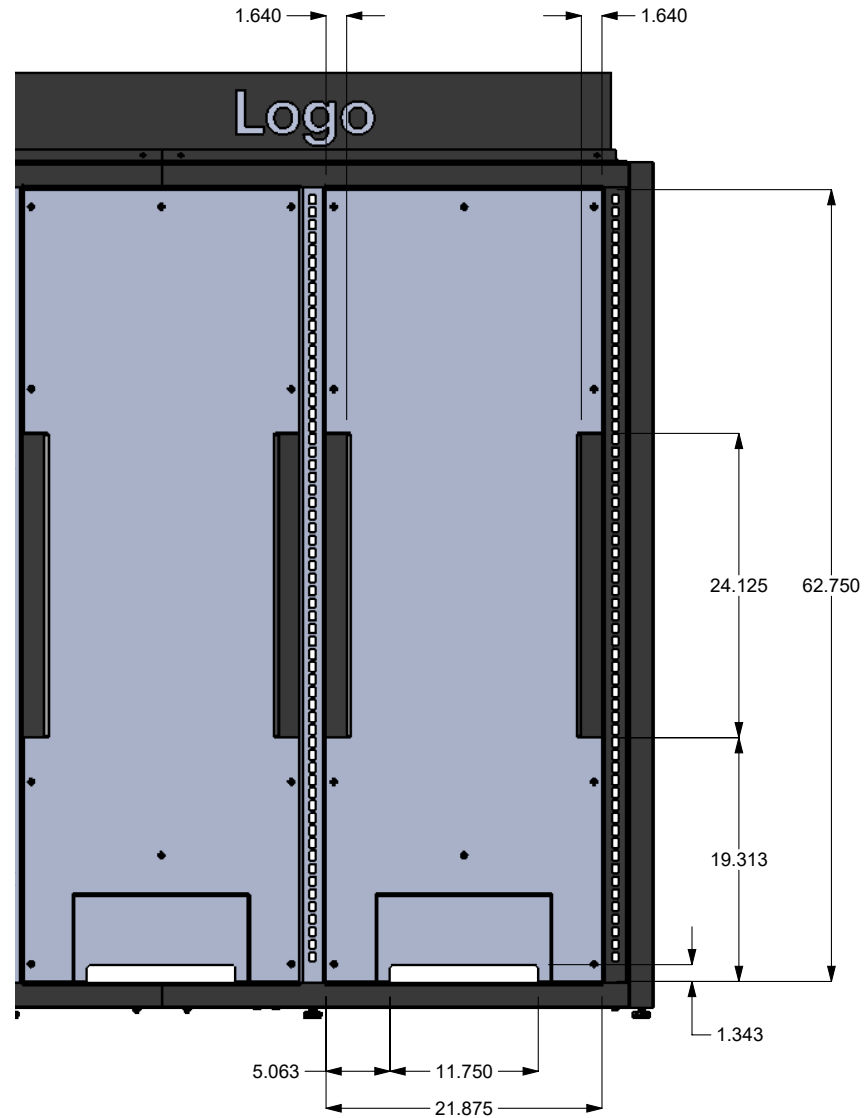
Slotted vertical uprights (detail)

Graphics

Vendor Expectations

- Produce one branded header per wall fixture in your stage.
    - **Size:** 95.87"W x 7"H or 47.87"W x 7"H
    - **Substrate:** .1875 Ultraboard, Black/Black/Black
    - Include a centered white logo (max. 3.5"H)
    - Templates are available upon request

- Create additional graphics as desired.
    - SEG (standard or backlit) is the preferred substrate for large format graphics. SEGs must be attached by hooking into framework uprights.
    - If covering a wall with magnetic graphics, they must be produced in multiple sheets and diecut around slots.
    - Copy must be kept a minimum of 26" above the floor. **Note:** *Floor graphics are not permitted.*

- 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.

REQUIRED GRAPHIC

8' Activation Branded Header

95.87"

LOGO

7"

3.5" X-HEIGHT MAX

4' Activation Branded Header

47.87"

LOGO

7"

3.5" X-HEIGHT MAX

Graphics

Best Practices

• Ensure the product serves as the hero of the presentation; all signage and collateral should act in support.

• Beyond the branded headers, use vendor logos sparingly.

• Feature each signage element at its most impactful moment of the customer's journey. (i.e. Copy-heavy signage should fall after a customer's engagement with the product.)

• Large and Extra-large positions will be offered to activate the back side of the Wall Fixture in select markets—partner with your project manager for details.

OPTIONAL GRAPHICS

Magnetic Receptive Panels
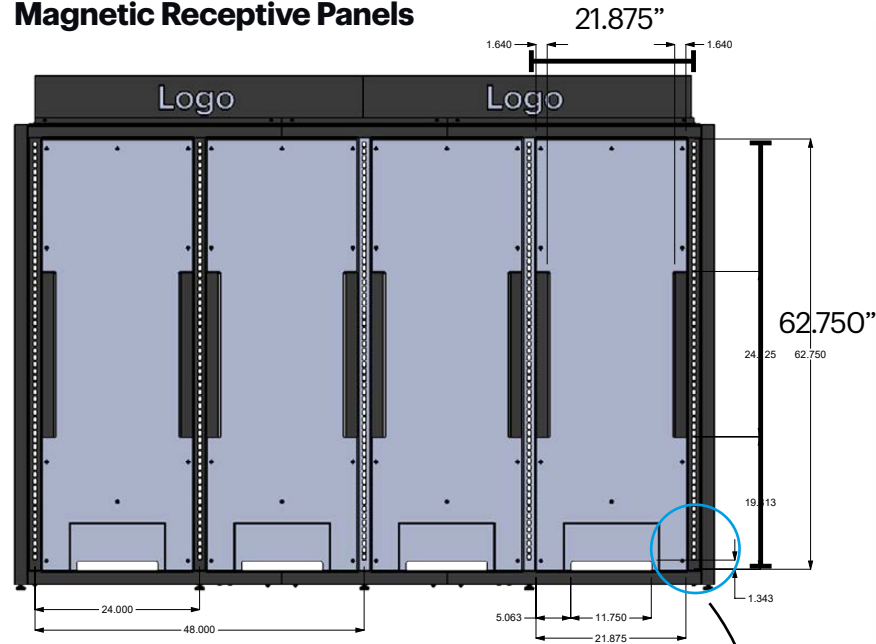
Recommended substrate:
Magnetic Receptive (10-12.5mil, 94-97 bright)

DETAIL B
SCALE 1 : 4
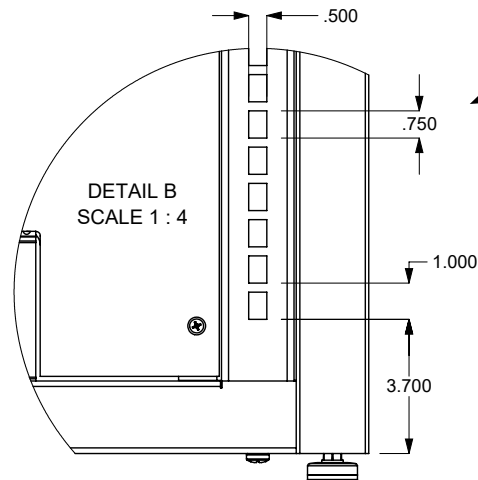
Full-Wall SEG Graphic
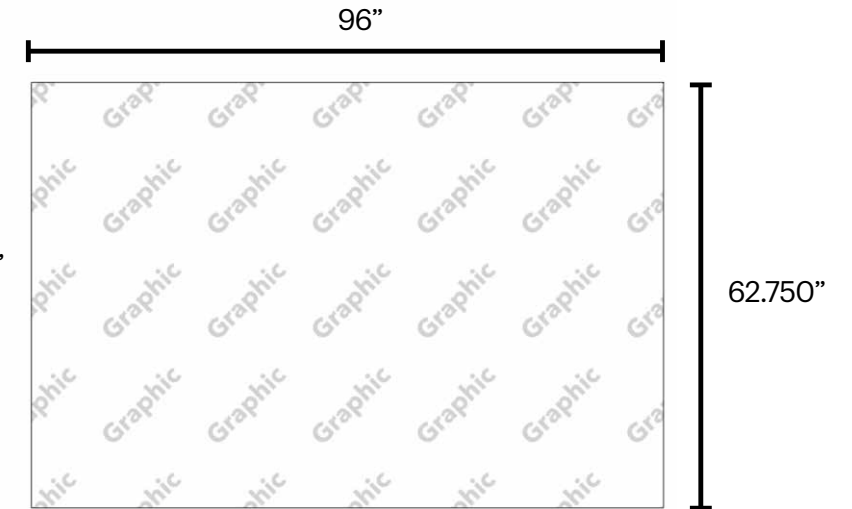
Recommended substrate:
Lumaflex SEG. Sew or heat weld 3mm x 13.3mm keder size around the entire graphic.

Merchandising

Vendor Expectations

- Contain all products, fixtures and signage within the fixture walls and Side Stock Endcap (in XL Position.)

  — If any fixture elements on the walls exceed 18" in depth, fins are required on uprights or a cane-detectable element is required below.

  — Shelved programs have an ideal depth of 18" or less and any supporting floor-seated fixtures should not exceed 24" in depth.

- Do not extend above the 65" fixture wall height.

- 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.

Merchandising

Vendor Expectations

- Use permitted forms of lighting only. No backlighting, downlighting or under-cabinet lighting is permitted.

- Ensure product is the hero of the presentation. Do not crowd with graphics or copy.

- Support all products, display or salable, with a proximally located electronic shelf label (ESL).

- Design your display components with modularity in mind to ensure easy replacement when products/ signage change.

- Large and Extra-large positions will be offered to activate the back side of the Wall Fixture in select markets—partner with your project manager for details.

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

[**ESL Guidelines**]

[**Technology Design Standards**]

Best Buy-managed: Framework, shelving
Vendor-managed: Graphics, Display Monitor

Best Buy-managed: Framework
Vendor-managed: Graphics, SEG frame, casework

Merchandising

Best Practices

- Design wall fixture elements and freestanding fixtures in 48"W sections to allow greater cross-compatibility among COS Brand Zone, Convergence Zone and Gondola fixtures.

- Leverage the uprights when attaching merchandise-supporting shelves and wall elements.

- Leveraging modular platforms and product display wedges that can be leveraged on wall shelves, SSE, as well as other fixtures.

Convergence Zone

Theater District

Inline

Theater District

Side Stock Endcap

Standard Endcap

Next Steps

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

| ESL Guidelines | Technology Design Standards |

Additional useful guides:

| Universal Inline | Architectural Standards |

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. *Best Buy provides framework wall fixtures, standard gondola shelves, hang bars and peg hooks.*

- A list of preferred vendors who can manufacture the fixture parts.

- Examples of Best Buy-provided graphics, if desired.

Fixture Component	Best Buy Part #	Fixture Component	Best Buy Part #
8' Convergence Wall	1010346	18" x 24" Standard Shelf	1012250
Convergence Wall Header	1014094	22" x 24" Standard Shelf	1012252
12" x 48" Standard Shelf	1014797	10.5" x 48" Adjustable Shelf Matte Black	1016891
14" x 48" Standard Shelf	1012248	12" x 24" Adjustable Shelf Matte Black	1017727
18" x 48" Standard Shelf	1012249	24" Merch Bar Black	1010635
22" x 48" Standard Shelf	1012251	12" Peghook (Wire Grid & Merch Bar) Black	1010643
12" x 24" Standard Shelf	1017788	4" Peghook (Wire Grid & Merch Bar) Black	1010717
14" x 24" Standard Shelf	1012247		

32. 8' TV Wall

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

VENDOR TV WALL - BRANDWALL

Technical Specs

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

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

A

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

VENDOR

12.000   8.000

124.000

41.000

36.000

60.667

22.000

SECTION A-A
SCALE 1 : 24

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)

BEST BUY

331

HOME

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

VENDOR TV WALL - HEET WALL WITH UPEER SHELVES
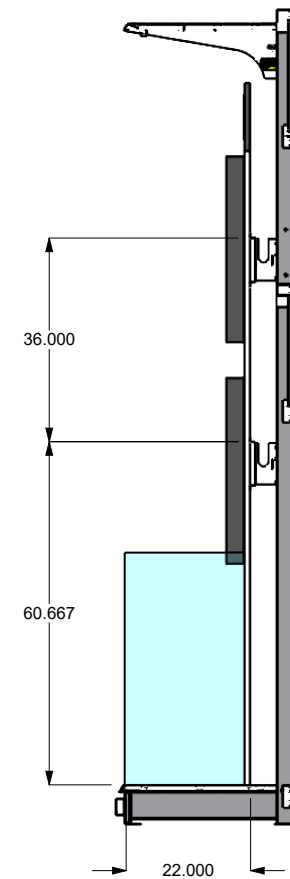
Technical Specs

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

VENDOR

NOTES:
- DISPLAY HANGS ONTO THE PLASMA MOUNTS

12.000   8.000

124.000

41.000

95.938

A

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

36.000

60.667

22.000

SECTION A-A
SCALE 1 : 24

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

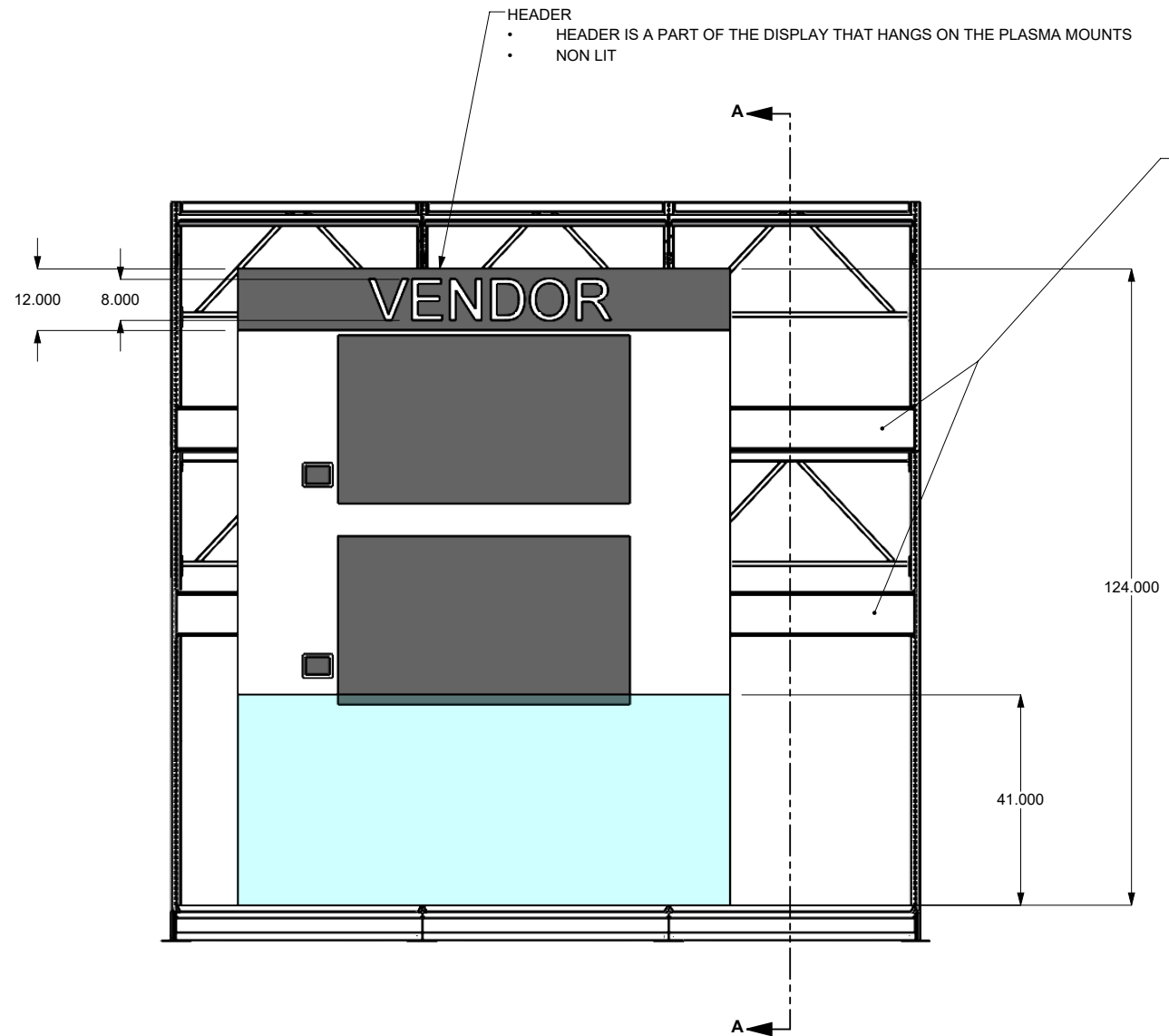- Letters should be a 7508 white acrylic P95 (non-lit)
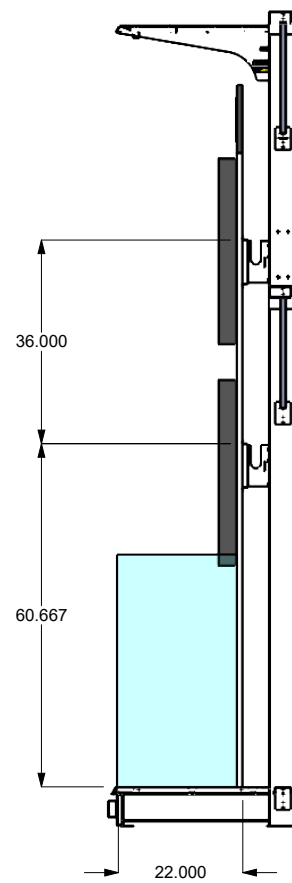
Overview of VPD Space

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

VENDOR TV WALL - 35K

HEADER
- MUST FOLLOW BEST BUY ENGINEERED DRAWINGS AND SPECIFICATIONS

Logo

95.938

24.000

112.000

41.000

22.000

DISPLAY WALL MUST HANG ON THE PLASMA MOUNTS

Notes:

- 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

BEST BUY.
Best Buy Co., Inc
7601 Penn Avenue South
Richfield, MN 55423

TITLE: ---

MATERIAL: ---

FINISH: ---

OPERATION	PLACES IN DIMENSION		
	0.0	0.00	0.000
MACHINING METAL	±0.030	±0.010	±0.005
LASER / TURRET	±0.060	±0.030	±0.015
SHEET METAL FORMING	±0.100	±0.040	±0.020
WELDING METAL	±0.125	±0.060	±0.030
MACHINING PLASTIC	±0.100	±0.030	±0.010
FORMING PLASTIC	±0.125	±0.060	±0.020
WOOD	±0.125	±0.040	±0.020
EXTRUSION	±0.040	±0.020	±0.010
ANGULAR	1°		

DRAWN BY: | DATE: | SCALE: 1:48 | DRAWING NO.: | REV.: | THIRD ANGLE PROJECTION IN [mm]

VPD Fixture Details

2.00"

96.00"

VENDOR

12.00"

24.00"

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

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
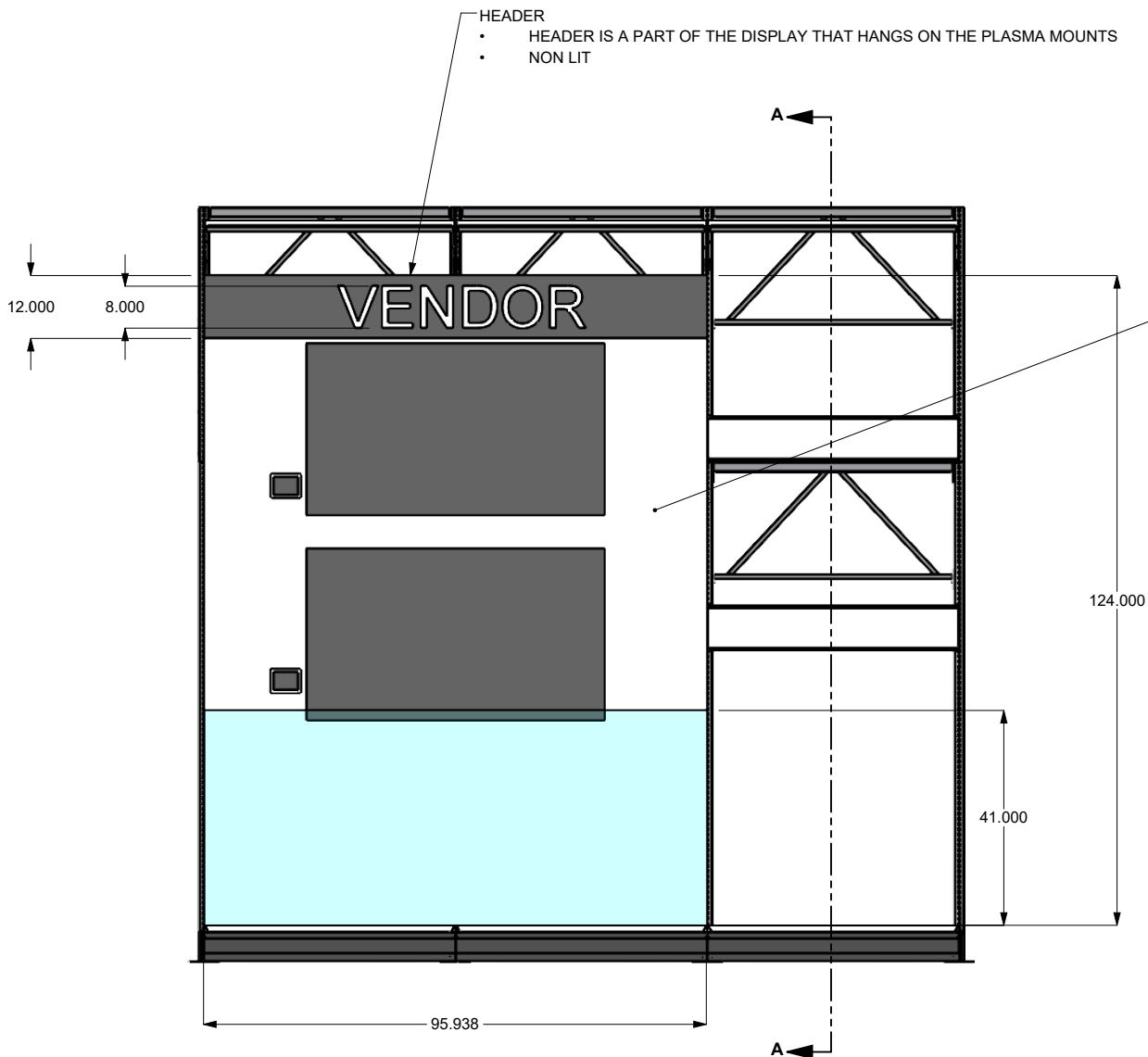
Overview of VPD Space

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

VENDOR TV WALL - WINGWALL INLINE

HEADER WRAPS OVER THE
TOP OF THE PANEL AND ATTACHES
TO THE BACK SIDE

HEADER
- DEVELOPED BY VENDOR
- MUST FOLLOW BEST BUYS 35K HEADER FOR FINISH SPECIFICATIONS
- ATTACH TO BACK SIDE OF PANEL

DETAIL D
SCALE 1 : 12

LOGO

12.000
8.000

B

B

112.000

41.000

95.938

DISPLAY WALL MUST HANG ON
THE PLASMA MOUNTS

SECTION B-B
SCALE 1 : 40

22.000

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 a 7508 white acrylic P95 (non-lit)

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

BEST BUY.
Best Buy Co., Inc
7601 Penn Avenue South
Richfield, MN 55423

TITLE: ___

MATERIAL: ___

FINISH: ___

OPERATION	PLACES IN DIMENSION		
	0.0	0.00	0.000
MACHINING METAL	±0.030	±0.010	±0.005
LASER / TURRET	±0.060	±0.030	±0.015
SHEET METAL FORMING	±0.100	±0.040	±0.020
WELDING METAL	±0.125	±0.060	±0.030
MACHINING PLASTIC	±0.100	±0.030	±0.010
FORMING PLASTIC	±0.125	±0.060	±0.020
WOOD	±0.125	±0.040	±0.020
EXTRUSION	±0.040	±0.020	±0.010
ANGULAR	1°		

DRAWN BY: | DATE: | SCALE: 1:64 | DRAWING NO.: | REV.: | THIRD ANGLE PROJECTION IN [mm]
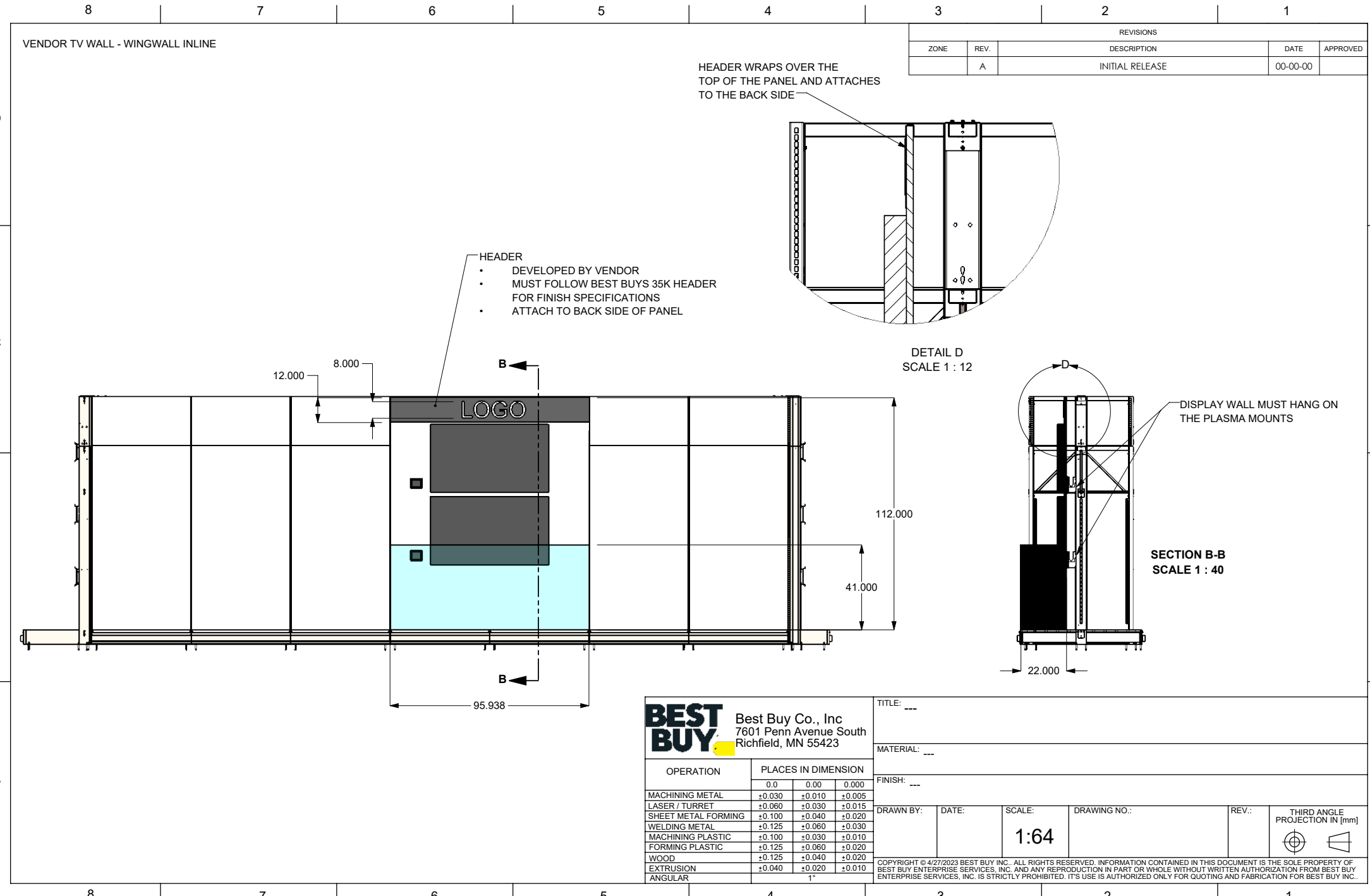
filename: Guideline - TV Wall - Wing Wall Inline.slddrw

BEST BUY.

33. Mobile Accessories

Overview

The Mobile Accessories department was reimagined to clarify customer navigation, reorganize product merchandising and allow amplified vendor moments.

Best Buy-Managed Programs

- Secondary Inline Header
- Peg Wayfinding
- Vertical Inline Focal Fixture

Vendor-Managed Programs

- Mobile Accessories VPP
- Vertical Inline Focal Graphic *(initially printed by Best Buy)*

Mobile Accessories VPP

Secondary Inline Header

Peg Wayfinding

Vertical Inline Focal
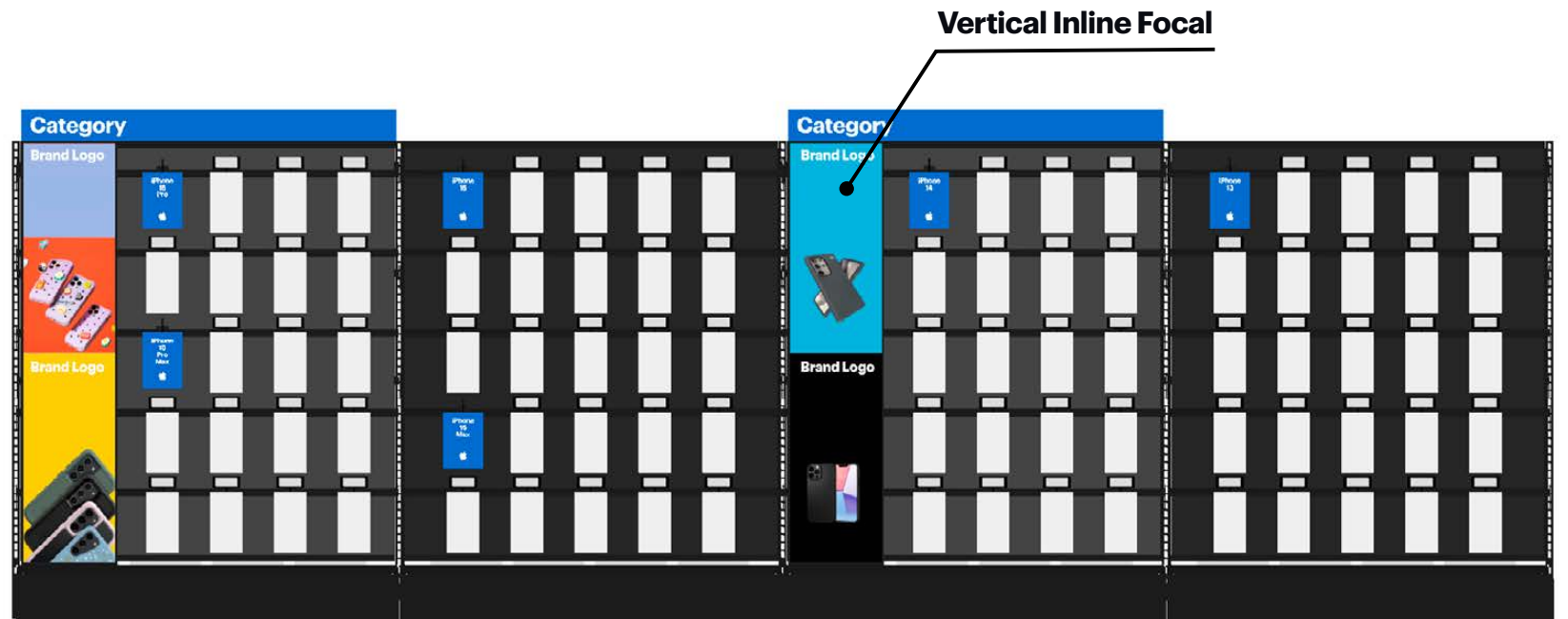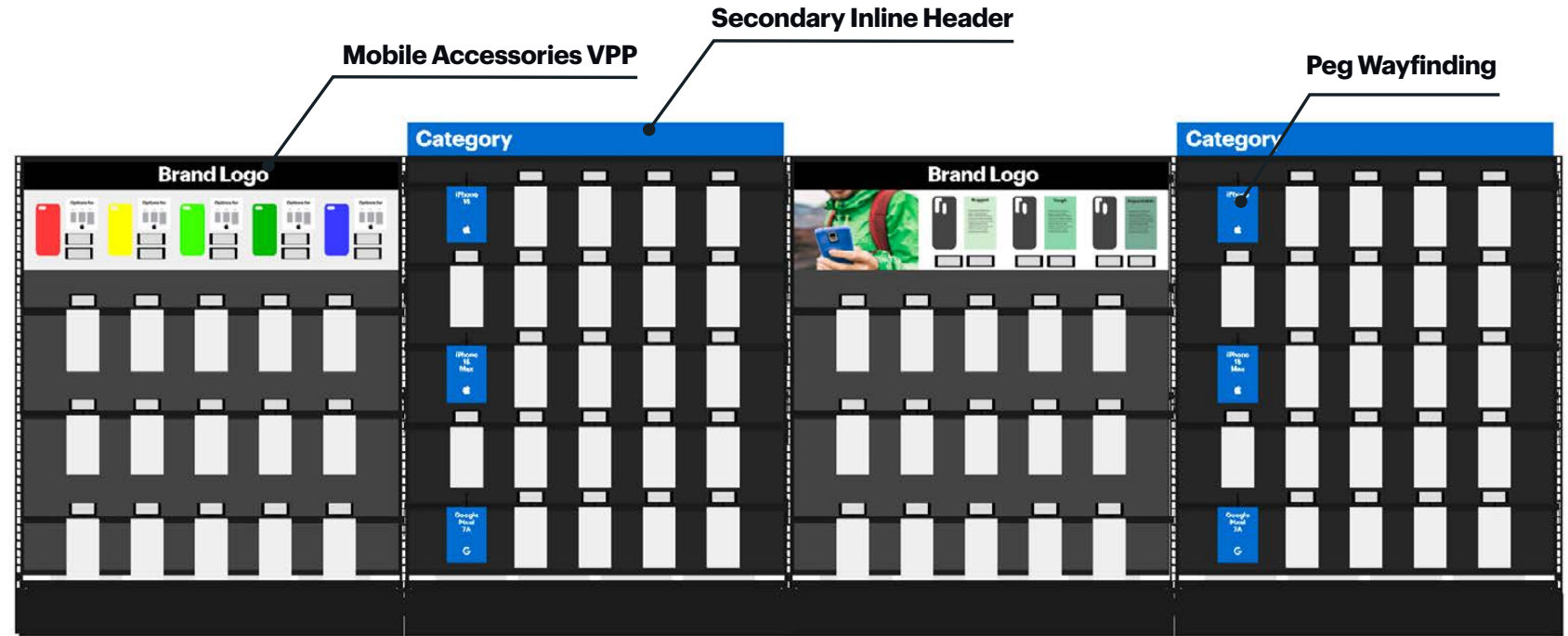
VPP Dimensions

Vendor Expectations

- Each Mobile Accessories VPP program must follow dimensional and material guidelines.

  — **Size:** 47.938"W x 13.5"H x 10.5"D

  — **Substrate:** Black ABS

- A white vendor logo should appear centered on the black header, with a total max height of 2". Refer to template for more details.

- Products can protrude no more than 1" from the backer.

- ESL holders (#1005394) should be incorporated to ensure consistent placement.

- Merchandising guidelines detailed in the following pages.

Note: Drawings, dimensions and models available upon request.

ACCESSORIES PANEL WITH HEADER

ACCESSORIES PANEL SHELL
- FINISH IS BLACK WITH BLACK J TRACK

.125

47.938

13.500

Brand

11.000
10.500

(2X) 45 DEGREE MITER THE CORNERS
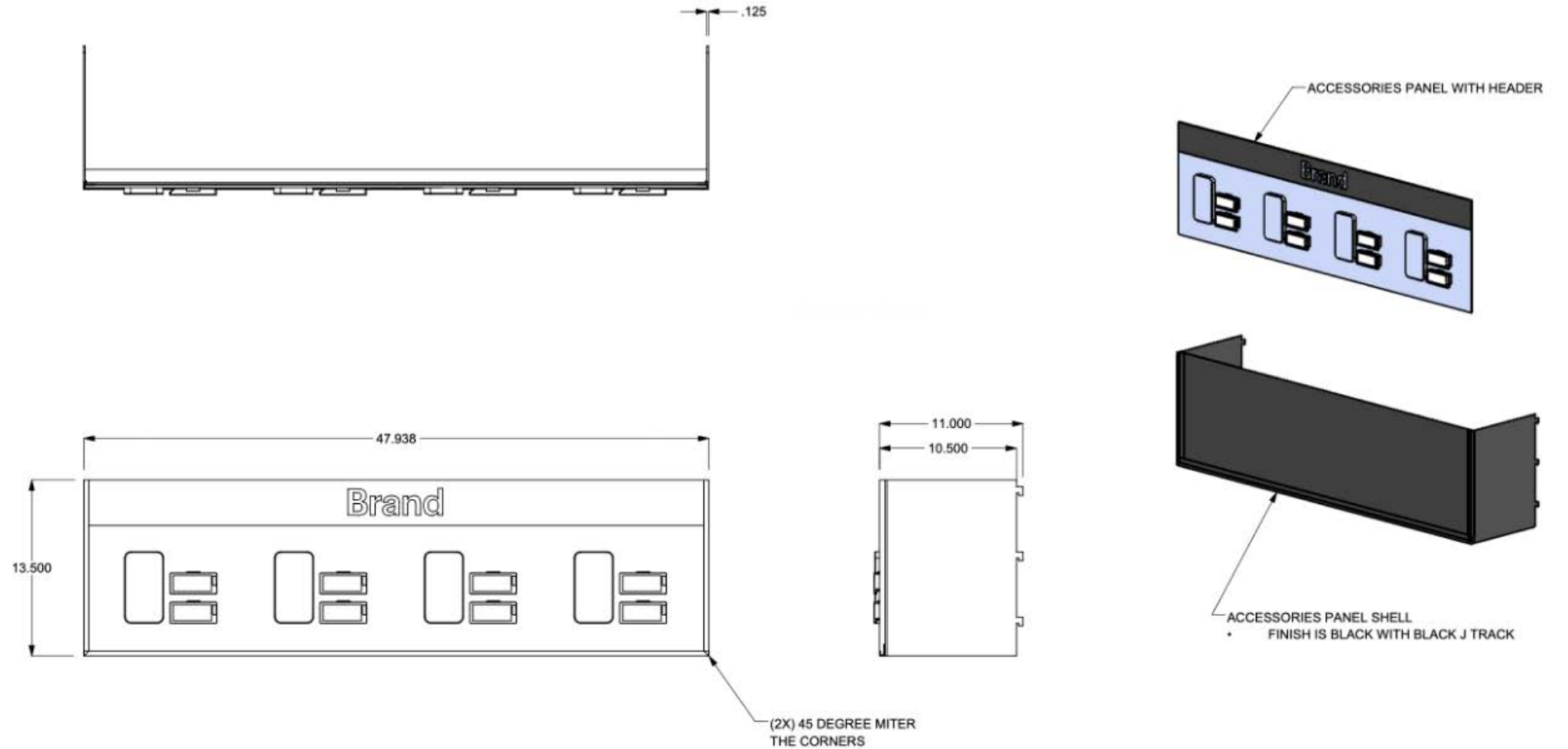
Best Buy-Managed Graphics

Two Best Buy-managed wayfinding vehicles will be leveraged for this department:

Secondary Inline Headers

- Headers are to be used sparing on the tops of Lowbay Gondolas to distinguish category or subcategory.

- Each Secondary Inline Header is attached to the top of Lowbay Gondolas with two 3" Large Magnetic Heavy Duty Clips.

- At least 4' of negative space (one gondola length) should appear between each Secondary Inline Header activation.

Peg Wayfinding

- This system helps a customer navigate between options within each category or subcategory.

- Peg Wayfinding leverages a printed sign inserted into a Peg Hook 5"x10" acrylic system.

- Peg Wayfinding should be placed in the first left peg postion of Lowbay Gondolas when deployed.

- No more than four Peg Wayfinding signs should be used per 4 linear feet of gondola.

iPhone Protection

Name: Secondary Inline Headers
Size: 48" w x 5" h
Substrate: 2-sided header: .1875 Ultraboard, White
Accessories: Holder 3" large magnetic X-tall heavy duty clip (15-05-12188)
Accessory Quantity: 2 clips per Inline Header

iPhone Accessories
Android Accessories
Chargers & Power
Travel & Bluetooth
Unlocked Phones
Prepaid & SIM Cards

iPhone 15 Pro Max

Name: Peg Wayfinding
Size: 5" w x 10" H
Substrate: 12pt C1S, White
Accessory: 5x10 Peg Hook Acrylic Holder
Accessory Quantity: 1 per wayfinding sign

Phone 15	**Galaxy Z Series**
iPhone 15 Pro	**Motorola**
iPhone 15 Pro Max	**Google**
iPhone 15 Plus	**Samsung A series**
iPhone 14	**Upgrade Message (x3)**
iPhone 14 Pro	
iPhone 14 Pro Max	
iPhone 14 Plus	
iPhone 13 & Earlier	
S24/S24+/S24+ Ultra	
S23/S23+/S23 Ultra	
S22 & Earlier	

Vendor-Managed Graphics

Vendor Expectations

- Vendor art will be attached to Best Buy-managed Vertical Inline Focal Fixtures (1024391) which attach to gondolas with two Best Buy-managed standard 48" merch bars (1010753 Black or 503000490000 Silver).

- Vendor graphics will only activate half of each focal:

  — **Size:** 8"W x 26.375"H

  — **Substrate:** 20mil Magnetic Vinyl, White

- Graphic must contain vendor logo and product image.

- Vendors can include a one-sentence brand statement; 3-lines max, 20-character max/line. Copy must appear in the top third of the graphic to ensure readability.

Best Practices

- Stay image-driven. Keep any copy brief.

- Leverage brand colors to help differentiate.

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

Copy & Claims Guidelines
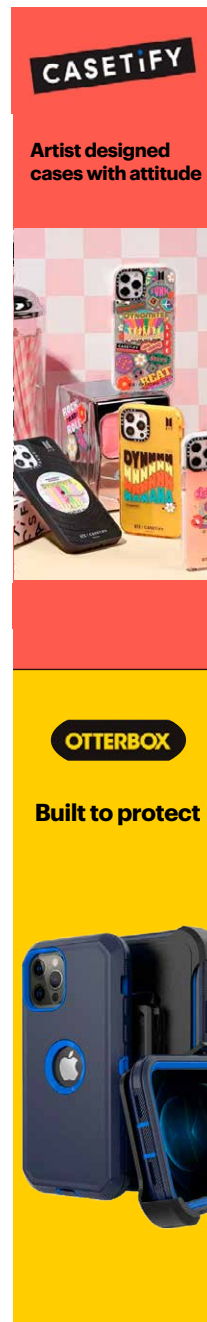
Name: Vertical Inline Focal Graphics
Size: 8" w x 52.8" h
Substrate: .030 Magnetic Vinyl, White
Accessory: Vertical Inline Focal 1024391
Accessory Quantity: 1 per Focal activation

Note: *Initial deployment of Inline Focal Graphics will be designed by vendors but printed/kitted/shipped by Best Buy.*

Vendor-Managed Graphics

Mobile Accessories VPP

Size: 47.7150"W x 13.42"H x .1875"D
Substrate: .1875 Ultraboard, White/Black/White

AREA TO DISPLAY PRODUCT OR PRINT A GRAPHIC

USE PEG ESL HOLDER #1005394
- BEST BUY CAN SUPPLY THE DRAWING OR MANUFACTURER

Brand

2.000   3.500

13.4200   47.7150

Note: *The dimensions provided are for reference only and may vary depending on the J track.*

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

Copy & Claims Guidelines

Vendor-Managed Merchandising

Vendor Expectations

- Incorporate Demo, Display or Dead-Mock Display products into each VPP. Printed representational stand-ins of products are not allowed.

- Support all display products with a proximally located peg label-sized Electronic Shelf Label (ESL).

- Design your display components with modularity in mind to ensure easy replacement when products/ signage change.

- Demo, Display and Dead-Mock Display products should be the hero of the presentation. No more than 75% of the actionable surface area should be filled with printed imagery.

Best Practices

- Stay image-driven. Keep any copy brief.

- Leverage brand colors to help differentiate.

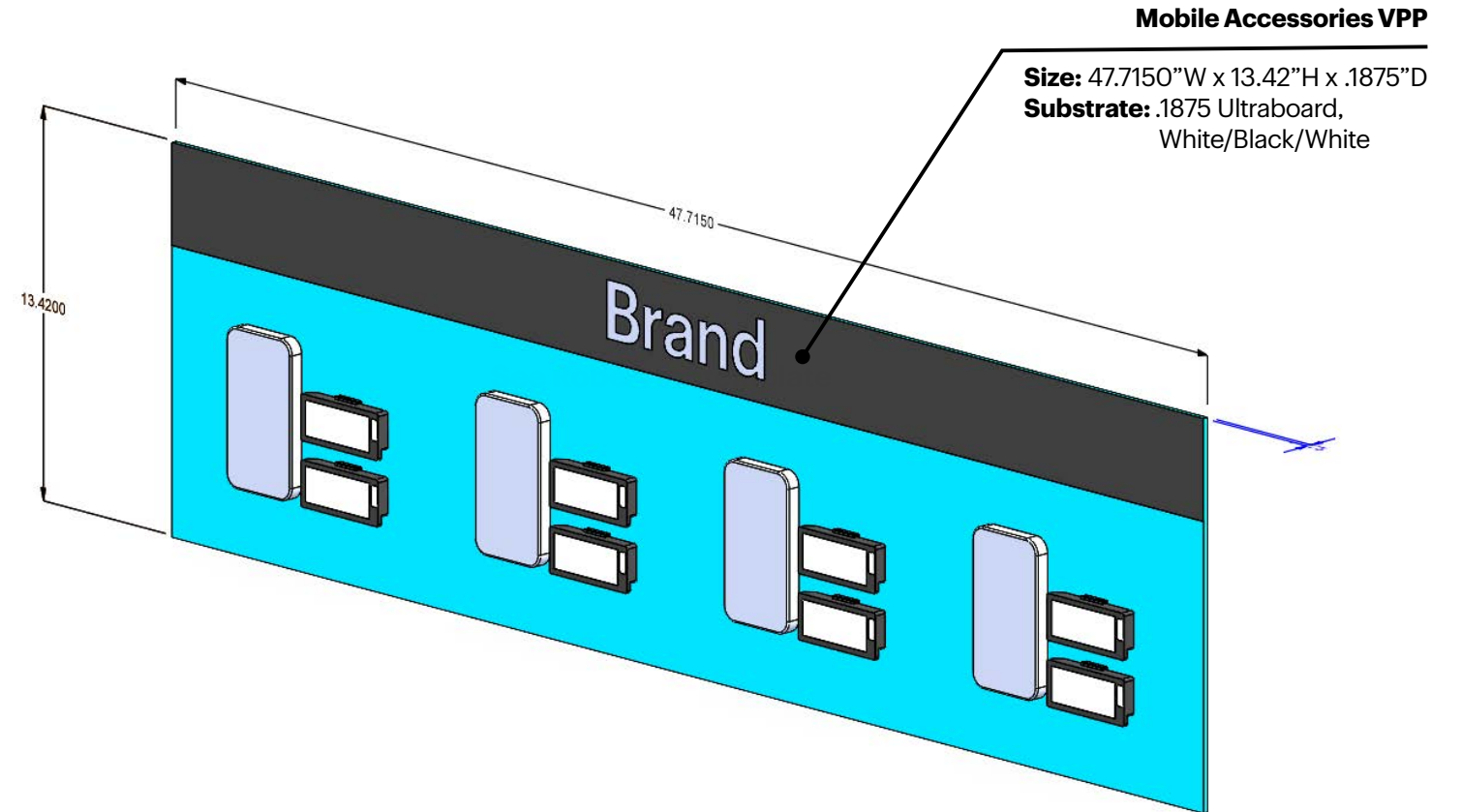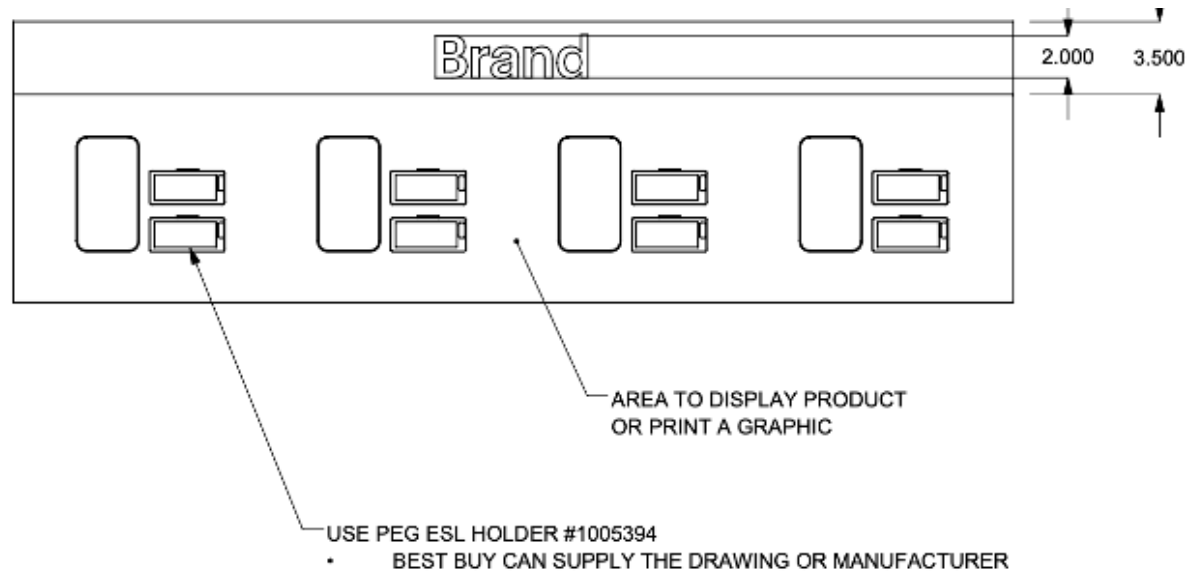**!** **You will need** details and dimensions in this guide on Partner Portal:
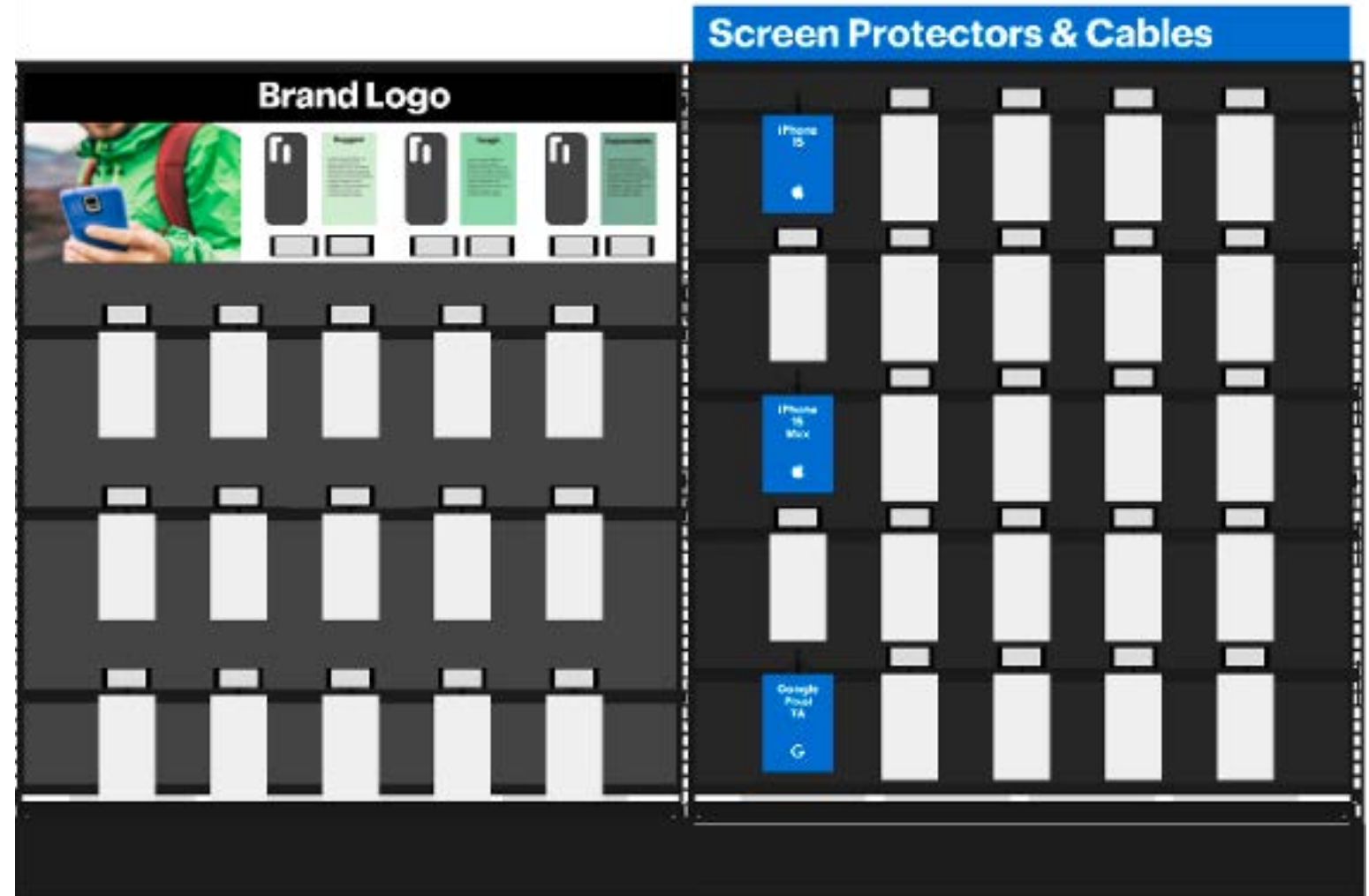
ESL Pricing

Next Steps

1 READ

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

Copy & Claims Guidelines   **ESL Pricing**

Additional useful guides:

Vendor Signage

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.

- Examples of Best Buy-provided graphics, if desired.

Fixture Component	Best Buy Part #
Mobile Accessories VPP	1024456
Vendor Inline Focal	1024391
Holder Peg Hook 5" x 10"	130511148
3" Large Magnetic X-Tall Clips	150512188
48" Merch Bar (Black)	1010753
48" Merch Bar (Silver)	5030000490000
ESL Holder	1005394

34. 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
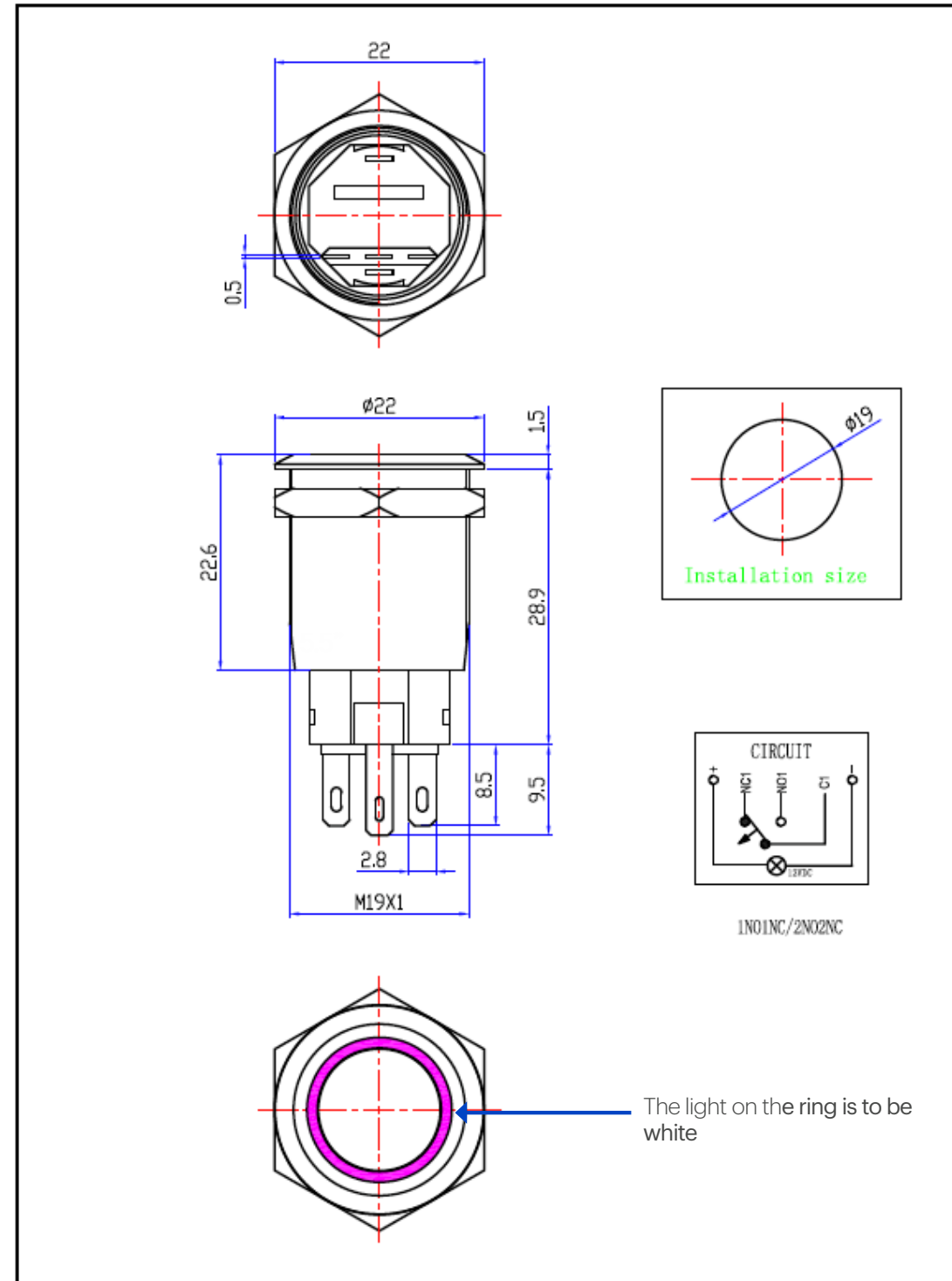
22

0.5

Ø22

22.6

1.5

28.9

8.5

9.5

2.8

M19X1

Ø19

Installation size

CIRCUIT

1NO1NC/2NO2NC

The light on the ring is to be white

35. 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
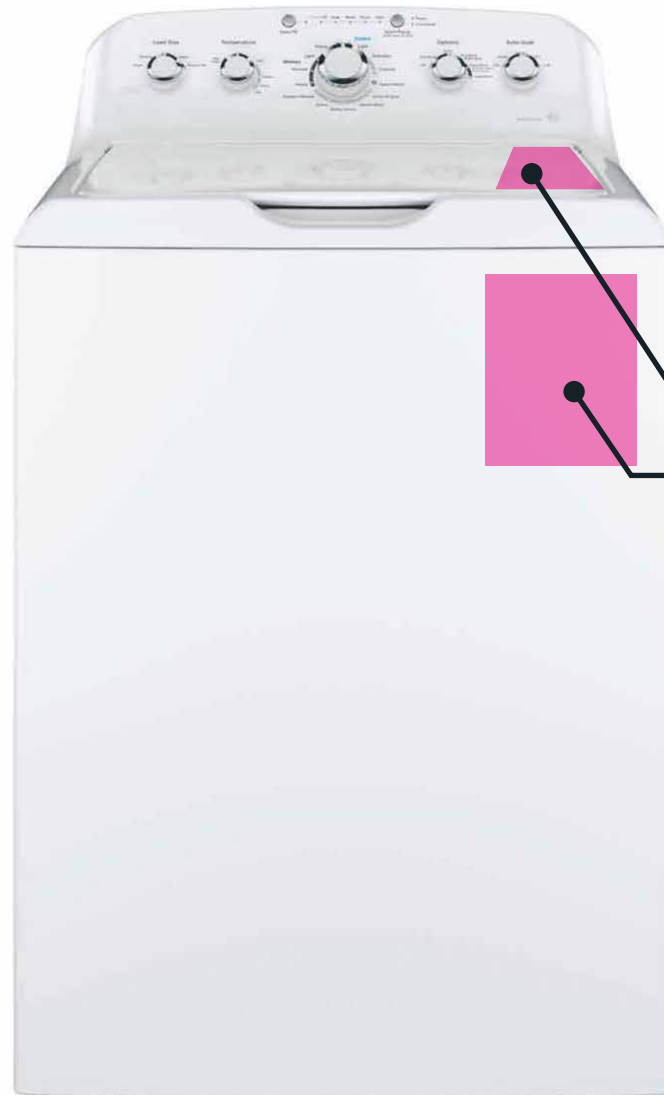
Overlay Cling

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
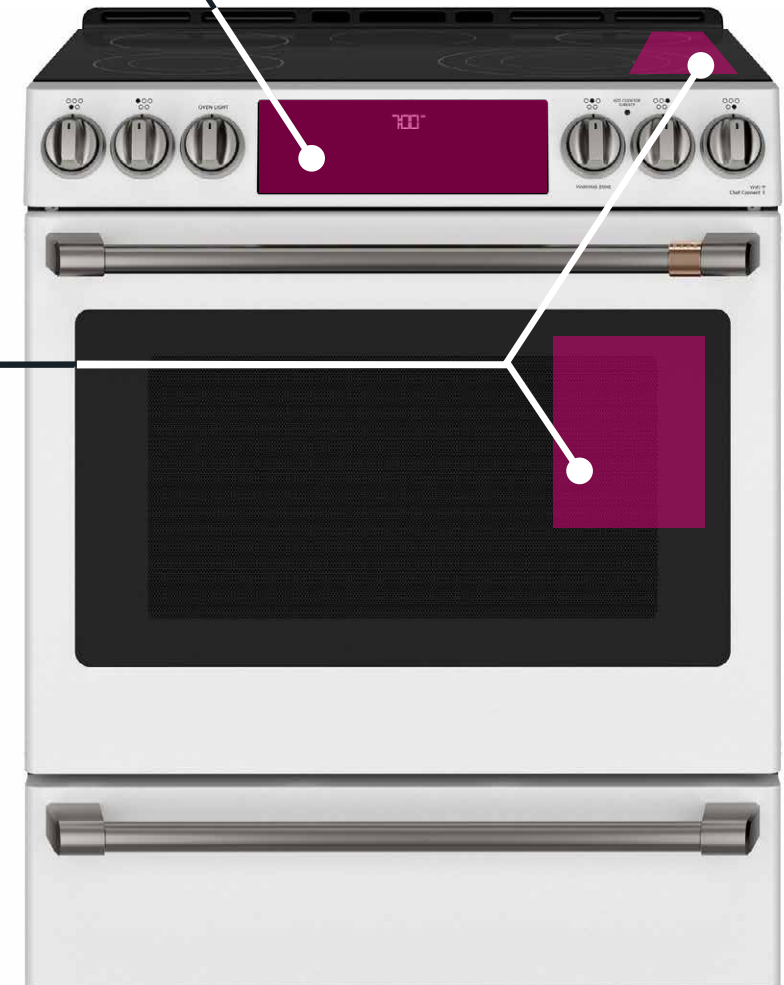
36. Small Appliance POP Graphics

Overview

POP graphics give you the opportunity to educate customers on a product's features and differentiators.

Vendor Expectations

- Include up to two external POP graphics on a single product VPP.

- Place POP graphics on sleds/platforms or product sides to prioritize visibility of the display's size, materiality and finishes.

Note: No stand-alone printed or mock food is permitted (i.e. filled coffee cups, sandwiches, etc.).

External POP Graphic

Note: A single product VPP can contain no more than two external POP graphics.

External POP Graphic

*Note: No stand-alone printed or mock food is permitted. Food imagery **is permitted** as part of POP graphics, details or sled.*

Graphics

Vendor Expectations

- Include up to two external POP graphics on a single product VPP.

- Follow Best Buy's Copy & Claims Guidelines (see below).

- Ensure product remains the hero of the presentation and POP graphics cover no more than 15% of the entire display.

- Display overlay clings, if desired, on any screens and/or buttons to simulate a "powered" experience.

- Include POP graphics as desired on the product interior, ensuring graphics are not visible until the product is opened.

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

Copy & Claims Guidelines

**Overlay Cling**

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

External POP Graphic

Note: *Ensure that POP graphics cover no more than 15% of the display.*

37. Perimeter Wall Graphics

Fixture & Graphic Overview

The perimeter wall fabric graphic allows you to complement your display with an exciting visual that represents your brand.

Vendor Expectations

- Choose an image with Best Buy's priorities in mind:

    Priority one: Lifestyle imagery of humans and products in an environment.

    Priority two: Lifestyle imagery of products in an environment.

    Priority three: Product imagery on a neutral color field.

- Crop the image to ensure the product is clearly visible and figures/products are largely centered.

- Include only permitted visuals. Copy and non-product-based logos are **not** permitted.

Drawings and models of all parts available upon request.

Fabric Graphic

Logo

Frame Dimensions & Installation Details

Vendor Expectations

- Anchor the frame to the slotted perimeter uprights. Refer to the drawings and models for parts #1024321 and #1024501 for details and required mounting hardware.

Installation

1. Unpack and assemble frame on ground using extrusions and corner keys.

2. Attach and fully tighten "top" upright brackets in thru-holes.

3. Attach and loosely tighten "bottom" upright brackets in slotted holes.

4. Attach frame to uprights in desired location. Adjust lower brackets in slots as needed to fit to uprights.

5. Fully tighten lower brackets.

6. Install graphic in frame.

__Note:__ Graphics are non-powered, thus not illuminated.

4' Perimeter Wall Fabric Graphic
#1024321

58"

47.875
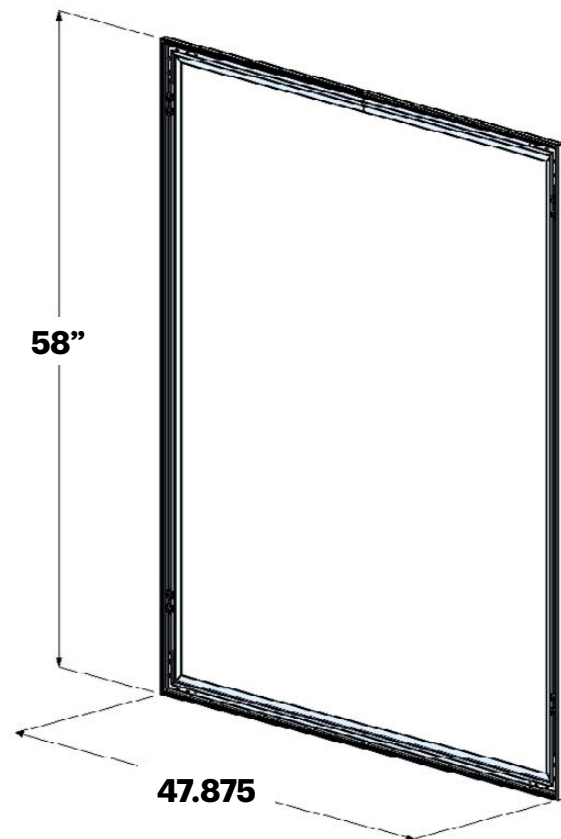
8' Perimeter Wall Fabric Graphic
#1024501

58"

95.875"
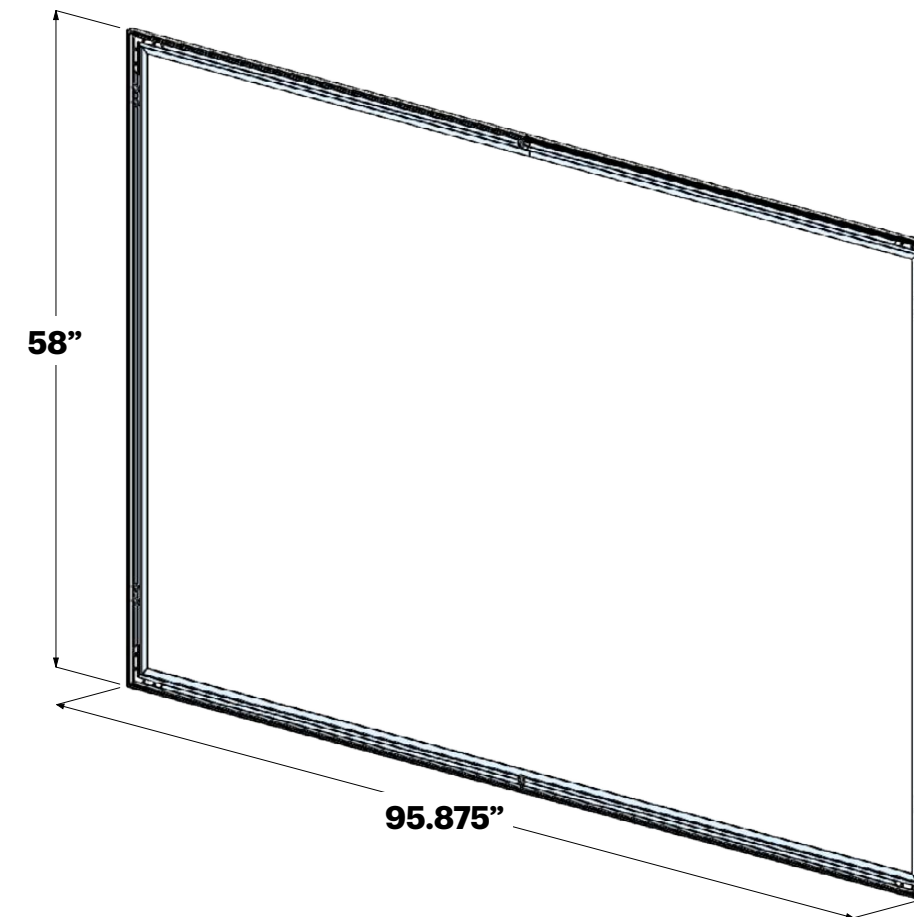
Shown dimensions are frame edge to edge only, see following page for graphic dimensions.

Graphic Dimensions & Printing Specs

Print Specs

- **4' Perimeter Wall Fabric Graphic**
  Flat Size: 49.875" x 60"
  Finished size: 47.875 x 58
  Colors: CMYK
  Substrate: Lumaflex
  Finishing: Sew or heat weld 3mm x 13.3mm keder size around the entire graphic. Refer to drawing for details

- **8' Perimeter Wall Fabric Graphic**
  Flat Size: 97.875 x 60
  Finished size: 95.875 x 58
  Colors: CMYK
  Substrate: Lumaflex
  Finishing: Sew or heat weld 3mm x 13.3mm keder size around the entire graphic. Refer to drawing for details

Expectations

- Ensure the fabric graphic utilizes a 3mm keder.

- No fabric substrate substitutes are allowed.

- Frame and graphic dimensions must be matched exactly to ensure seamless fit.

- **Graphic fit must be verified by Best Buy prior to full manufacture and shipping to stores (first article approval).**

38. 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.

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.
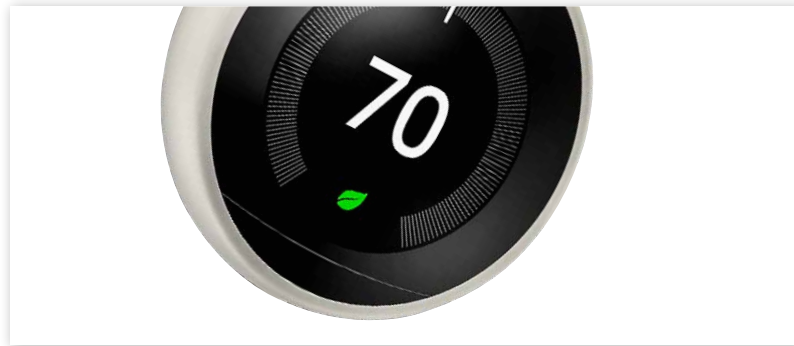
Photography Dont's

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

Don't use cliched, overused situations.

Don't use contrived, overly staged images.

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

Don't use color-filtered images.

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

Don't use overly conceptual images.

Don't blur or exaggerate areas of the image.

Don't modify lighting or add filters and effects.

Don't pose or stage unnatural environments.

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

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

Don't include overly posed or busy environments.

Vendor asset requirements

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).
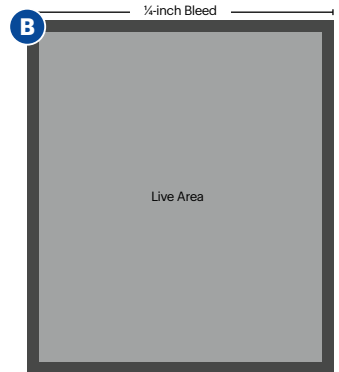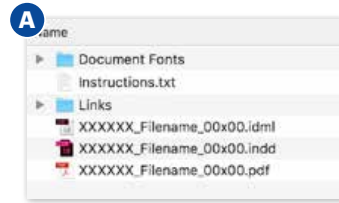
In-store signage vendor-supplied images:

- 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 automaticlly 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.
Rastor 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.
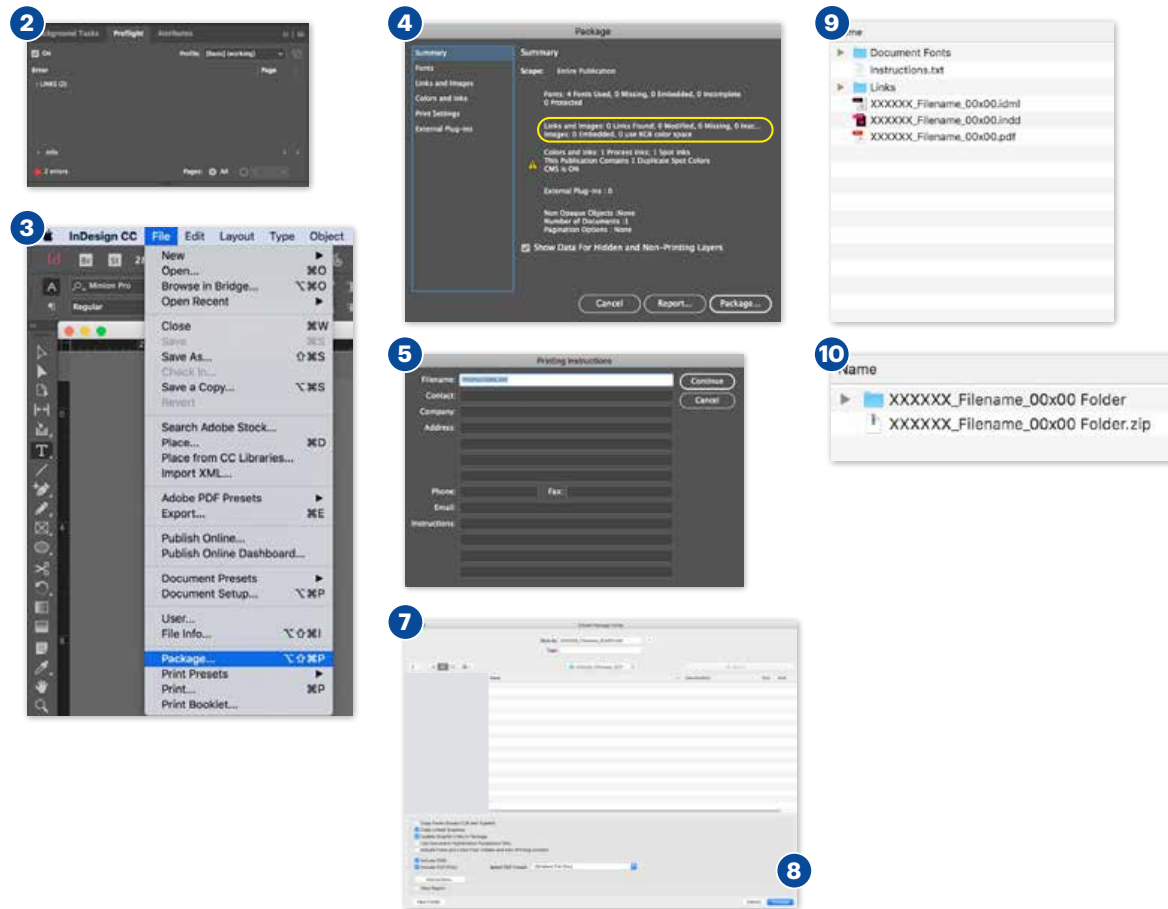
39. Vendor Copy & Claims Guidelines

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

BEST BUY

40. 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:

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

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

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 particulary 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.
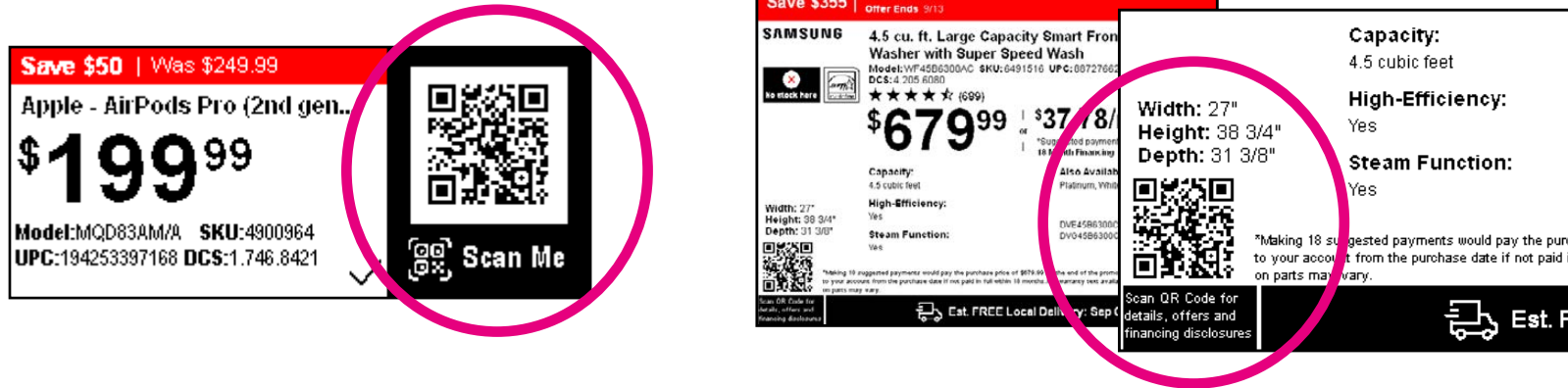- Obstructions/SKUs removed.

Accepted:

Not accepted:

41. 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.

Examples:

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)

Scan for product sizing video.

Scan to see discount bundles.

Thank you.