

Policy for Trade Shows, Events and Equipment Rental

Role of the franchisor and the franchisee for trade show exhibitions:

- **Trade shows and national events:** each year, the franchisor targets trade shows and events that are national in scope or that involve several franchise territories to promote products, brands and the Batteries Expert network. Participation in **national** trade shows and events is managed by the franchisor to ensure the event meets the standards of the Batteries Expert brand.
- **Local trade shows and events:** Batteries Expert franchisees can participate as exhibitors in **local** shows and events, or those that are relevant to their franchise territory, by submitting a request to the **franchisor**.

Support offered to exhibiting franchisees:

- **Equipment and furniture:** in order to set up the Batteries Expert booth, equipment, furniture and promotional tools are available for rent (\$) to franchisees.
- **Social networks:** to promote the presence of Batteries Expert at trade shows and events, the marketing department can offer support to the franchisee by producing publications on social networks.

To participate in a trade show/event as an exhibitor and rent equipment, follow these steps:

1. **Minimum of 60 days prior to the event: send a participation request** by specifying the name and dates of the show, as well as the costs and estimated attendance at least 60 days prior to the event to the following address: marketing@batteriesexpert.com
2. **Maximum of 7 days following your request:** a response is sent to you by email.

For an authorized local show/event, continue to step 3.

3. **Minimum of 30 days prior to the show** (local event):
 - a. Reserve the necessary equipment by filling out the rental form (*use the fill and sign function to complete the form*).
 - b. Submit a request to produce publications on social networks. Submit your request for publications and the completed rental form a minimum of 30 days before the event to marketing@batteriesexpert.com.

4. **Shipment of rented equipment:** the rented equipment is delivered to you, along with the pre-filled and pre-authorized return form.
5. **Fees:** a flat fee of \$150 is charged for the rented equipment. Other fees may apply – *see rates on the rental form.*
6. **In preparation for the show (local event):** the franchisee coordinating the Batteries Expert booth must **bring** the equipment and products to the designated booth location and **set up** the booth.
7. **Before the official opening and during the show (local event):** provide **photos** of the booth before the opening (booth set up, but without customers) and **during** the show (**photos with participants** and Batteries Expert representative in the booth) to marketing@batteriesexpert.com.
8. **At the end of the show (local event):** the franchisee must **dismantle** the booth and **pack** the equipment in order to avoid any breakage or loss of components in transit.
9. **The week following the show (local event):** **return** the equipment during the week following the show using the **return form you received** with the equipment. If any equipment is returned broken or in poor condition, a repair or replacement fee may be charged to the franchisee.

Code of conduct and representation during the event

- Only **Batteries Expert concept products** are **allowed** in the booth or at the designated location on the event site.
- Each Batteries Expert representative present at the show must have **sufficient technical skills** and knowledge of **all** Batteries Expert products to be able to answer customers' questions.
- Each Batteries Expert representative represents the brand and the Batteries Expert network during the show. They must **express themselves and behave in an exemplary manner** and wear a **uniform** with the logo of the Batteries Expert brand.
- **At all times** during the show or event, a Batteries Expert representative must be **on site**. Meals must be eaten in the food court and only closed beverages are allowed at the booth.



- The Batteries Expert franchisee is responsible for keeping the booth and its components **clean** and in **good condition** until they are returned.

Please note:

- Equipment rental requests will be processed based on equipment **availability**.

The franchisor can participate in a limited number of **national** trade shows each year. It is therefore possible that some requests to participate in other shows may be refused. If the franchisor does not participate in a **national** show, it will not be possible for you to participate as a franchisee.

Thank you for your valuable cooperation and enjoy the trade show!