



SPRING 2023 NEW EVENT EQUIPMENT AND EVENT SET-UPS

INTRO

As presented in the Spring 2023 Kick-Off Presentation, we have NEW Equipment for Events.

- All formats for Banners, Banner Stands, Pop Up Tables will be consistent across all retailer Events – Sephora, Ulta and Department Stores.
- The New Banner Stand + Carry Case AND New Pop Up Table Wraps shipped out 1/13-17 to Executives' homes (Nina M. in Sales Ops sent tracking to all). Some Executives received Pop Up Tables – allocation provided by RVPs.
- Retailer Specific Banners (Ulta – Beauty Factory, Sephora – Dose of Nature, Dept Store – Double Serum Light) shipped out separately to Executives
 - Sephora Dose of Nature Banners, Chair Covers & clings shipped 1/18 to Executives.
 - Department Store Banners (DS Light) shipped 2/8 for launch in March.
 - Ulta Corporate Event Banner (Beauty Factory) shipped on its own on 2/9, and the other Event Collateral for S23 will ship out week of 2/20 – Tracking Info updated in Ulta Teams Channel.

Contact the Trade Marketing Team Claire.Corgan@clarins.com and Erin.Pfeiffer@clarins.com with any questions.

NEW EVENT EQUIPMENT 2023

SPRING 2023

NEW POP UP TABLE WRAP (mandatory for existing pop-up tables)

NEW BANNER STAND
& CARRY CASE

S23 BANNERS:

- ULTA - Beauty Factory
- SEPHORA - Dose of Nature
- DEPT STORE- DS Light
- CRM

BANNERS

OLD



EDUCATION CARBOARD

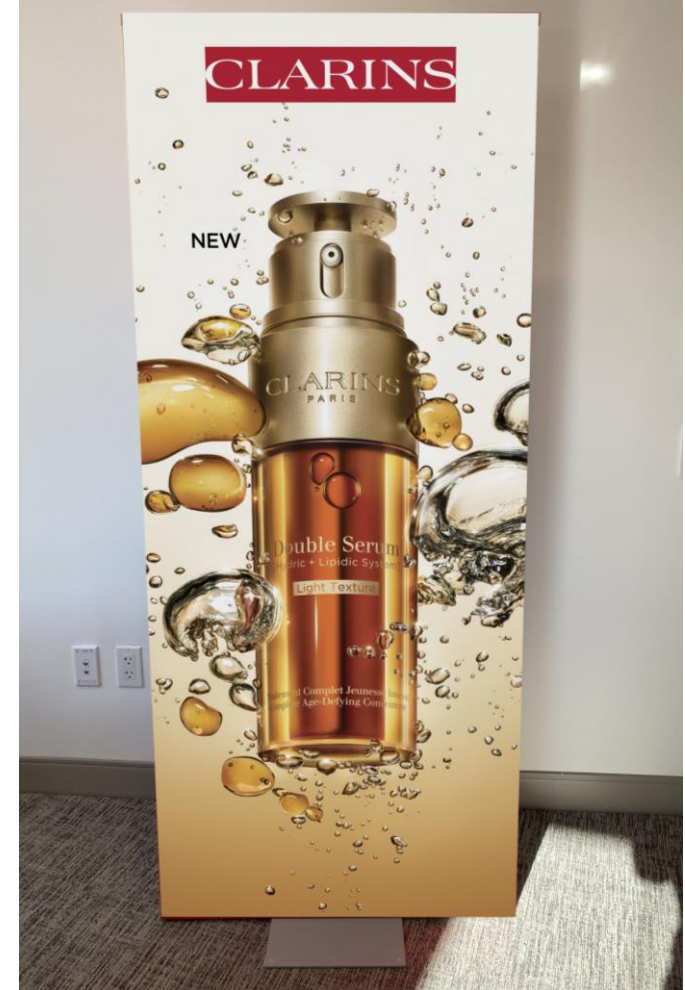


ULTA PILLOWCASE



DEPT / SEPHORA RETRACTABLE



NEW



ALL EURO STAND
+ Carry Case


NEW BANNER STAND & CASE

WHAT'S INCLUDED




- 3 poles (1 of which is longer and spring-loaded)
- Base (with graphics attached)
- Top profile


ASSEMBLY INSTRUCTIONS




1 Insert one of the shorter poles into the hole in the base.




2 Place the spring-loaded, longer pole onto the shorter one. Place the last pole on the top.




3 Complete the frame by placing the top profile on the last pole.



4 Unroll the graphics.




5 Push down on the top profile. The spring-loaded pole will adjust to the height of the graphic. Insert the edge of the graphic into the top of the structure. Repeat with second graphic. (There are 3 slits in the top profile - place the graphics into the outer slits.)



6

THE FINAL PRODUCT



Note:
Actual height is
taller than shown

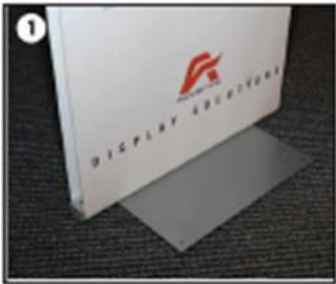


Carry Case

Dimensions: 33 inches x 78 inches
Weight: Approx. 18lbs

NEW BANNER STAND & BANNERS

GRAPHIC REPLACEMENT ASSEMBLY INSTRUCTIONS



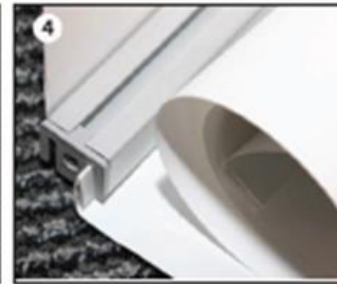
1 Replace old graphics.



2 Push down on the top profile to release the edge of the graphic.



3 Roll the graphic.



4 Slide out the graphics. To release plastic strip, you may have to jiggle the edge.



5 Pull graphic out.



6 Slide new graphic into track.



7 Make sure graphic goes all the way in, as illustrated.



8 Unroll the graphics.



9 Push down on the top profile. The spring-loaded pole will adjust to the height of the graphic. Insert the edge of the graphic into the top of the structure (There are 3 slits in the top profile - place the graphics into the outer slits.) Repeat with second graphic.

ULTA

THE FINAL PRODUCT

Side 1



Side 2



SEPHORA

THE FINAL PRODUCT

Side 1



Side 2



DEPT STORE

THE FINAL PRODUCT

Side 1



Side 2

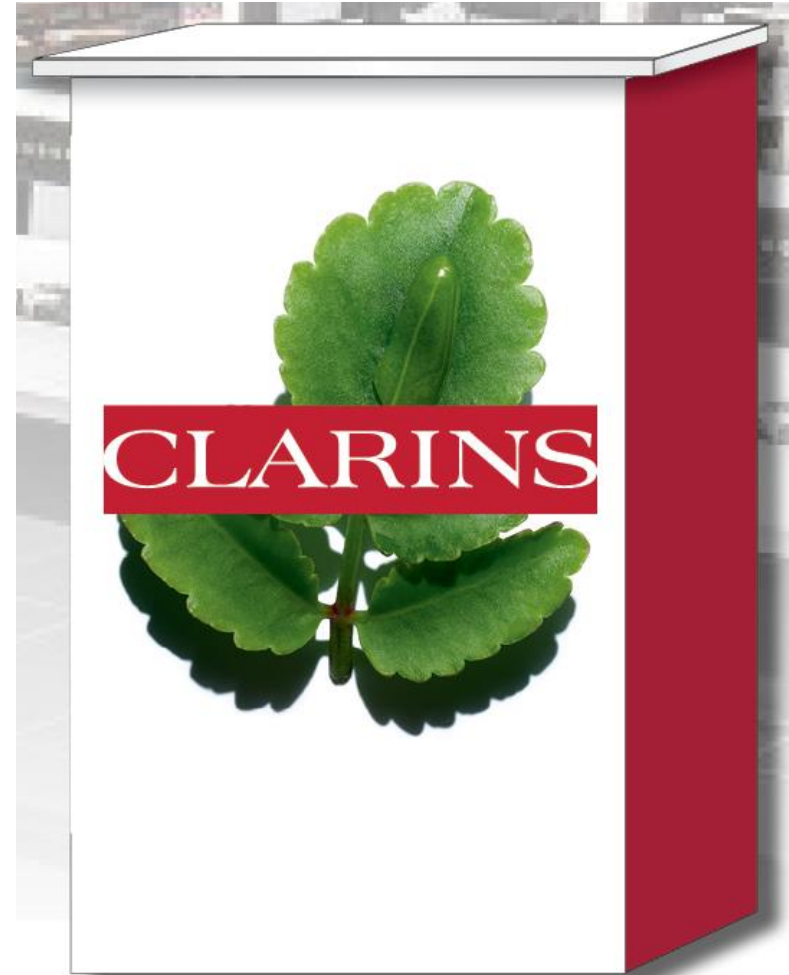


POP-UP TABLES & WRAPS

TABLE



NEW WRAP FOR TABLE –
MANDATORY TO USE



Material: Fabric

S23 ULTA BEAUTY FACTORY CORPORATE EVENT SET-UP



(A) NEW BANNER STAND & CASE On-going beginning S23

(B) NEW BANNER - BEAUTY FACTORY

(C) NEW POP-UP TABLE WRAPS - to be utilized throughout S23 with current Pop-Up tables

(D) EVENT PLACEMAT - BEAUTY FACTORY - Display Testers only

(E) Wood Channels - to be utilized Season to Season for Events; these are to be kept on hand with other ongoing collateral

S23 ULTA BEAUTY FACTORY CORPORATE EVENT SET-UP

GRAPHIC REPLACEMENT ASSEMBLY INSTRUCTIONS



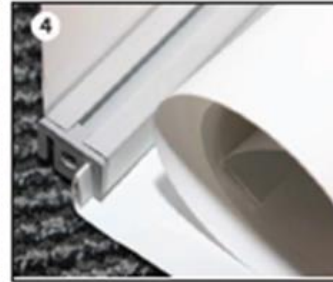
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3 Roll the graphic.



4 Slide out the graphics. To release plastic strip, you may have to jiggle the edge.



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THE FINAL PRODUCT

Side 1



Side 2



S23 ULTA BEAUTY FOCUS DAY



(A) Wood Channels to be utilized Season to Season for Events; these are to be kept on hand with other ongoing collateral

(B) Poster artwork to be updated each season to match to focus; new visuals will be sent each Season (Spring 23 - DS Light & Hydra-Essentiel)

S23 SEPHORA DOSE OF NATURE EVENT SET-UP



(A) NEW BANNER STAND & CASE Ongoing beginning S23

(B) NEW BANNER - DOSE OF NATURE (feat. TEL & DS)

(C) NEW POP-UP TABLE WRAPS - to be utilized throughout S23 with current Pop-Up tables

(D) MIRROR CLINGS- DOSE OF NATURE

(E) CHAIR COVERS - reusable branded Clarins chair covers to be utilized for events; these are to be kept on hand with other ongoing collateral

S23 SEPHORA DOSE OF NATURE EVENT SET-UP

GRAPHIC REPLACEMENT ASSEMBLY INSTRUCTIONS



1 Replace old graphics.



2 Push down on the top profile to release the edge of the graphic.



3 Roll the graphic.



4 Slide out the graphics.
To release plastic strip, you may have to jiggle the edge.



5 Pull graphic out.



6 Slide new graphic into track.



7 Make sure graphic goes all the way in, as illustrated.



8 Unroll the graphics.



9 Push down on the top profile.
The spring-loaded pole will adjust to the height of the graphic. Insert the edge of the graphic into the top of the structure (There are 3 slits in the top profile - place the graphics into the outer slits.) Repeat with second graphic.

THE FINAL PRODUCT

Side 1



Side 2



S23 DEPARTMENT STORE FOCUS



(A) NEW BANNER STAND & CASE Ongoing beginning S23

(C) NEW POP-UP TABLE WRAPS - to be utilized throughout S23 with current Pop-Up tables

(B) NEW BANNER - Double Serum Light

S23 DEPARTMENT STORE FOCUS

GRAPHIC REPLACEMENT ASSEMBLY INSTRUCTIONS



1 Replace old graphics.



2 Push down on the top profile to release the edge of the graphic.



3 Roll the graphic.



4 Slide out the graphics.
To release plastic strip, you may have to jiggle the edge.



5 Pull graphic out.



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THE FINAL PRODUCT

Side 1



Side 2



EVENT SET-UP DON'TS



DON'T: Mix themes/add any other visuals in the set-up - No extra banners from Dept Store or Beauty Focus day& Corporate Event posters shown together.

- ONLY DESIGNATED ANIMATION SHOULD BE USED - The poster should be the Corporate Event Theme here

DON'T:

- Use any set-up materials not provided by Clarins

DON'T:

- Ok to display testers & new education Display but that's it - keep clean

EVENT SET-UP DON'TS

DON'T:

- Add any other visuals in the set-up – No extra banners from Dept Store or Beauty Focus day posters



DON'T:

- Table should have Testers – but nothing else – keep clean
- No education materials not meant to be customer-facing



DON'T:

- Old Education/Training boxes should not be used.

