



In-store Demo Guidelines - Your Key to a Successful Demonstration

Social Media

Announce your Kolas store demo dates and promotions

- cross-promotion on Instagram is a great way to help drive foot traffic to your in-store demo
- tag Kolas on your story or static posts: @KolasOfficial @KolasExperience
- selfie videos on your brand's Instagram, highlighting your in-store discount or promotion, are highly encouraged

Inventory

Ensure that demo products and inventory are delivered to Kolas stores in advance

- demo products will *not* be pulled from regular stock in the stores
- three days in advance to an in-store demo is preferred to ensure staff enough time to prepare inventory
- packing slips for in-store demo deliveries should note: FOR DEMO USE ONLY
- all sample and demo products should be on their own invoice; apart from regular inventory orders
- if you anticipate a delay in deliveries please notify Symone
- demo cancellation policy is 48 hours
- no show demos are not rescheduled

Day of Demo

Arrive 15-30 minutes early to setup displays

- to respect the Kolas stores and other Elevated Brands, please arrive in a timely manner
- upon check-in confirm with store manager that your promo inventory is ready
- consider bringing a sign for the waiting room
- Please note that Kolas does *not* provide a table for your demonstration

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Attire should be clean and professional

- branded attire is strongly preferred
- no gym shorts, sweatpants or sagging pants allowed
- no oversized hoods that cover your eyes

Engage with customers and Kolas staff

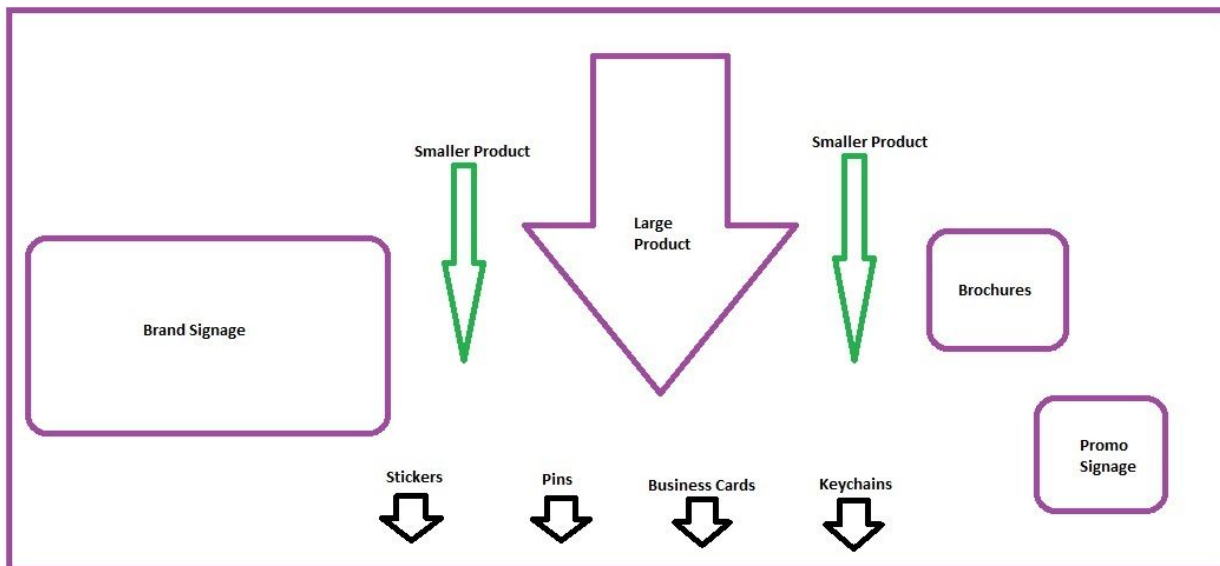
- limit cell phone usage while in store to avoid distractions
- ask customers what brought them in today
- discuss product benefits with cannabis specialists
- Treat everyone with professional courtesy
- swearing and profanity are prohibited

Display

Setting up a professional display table

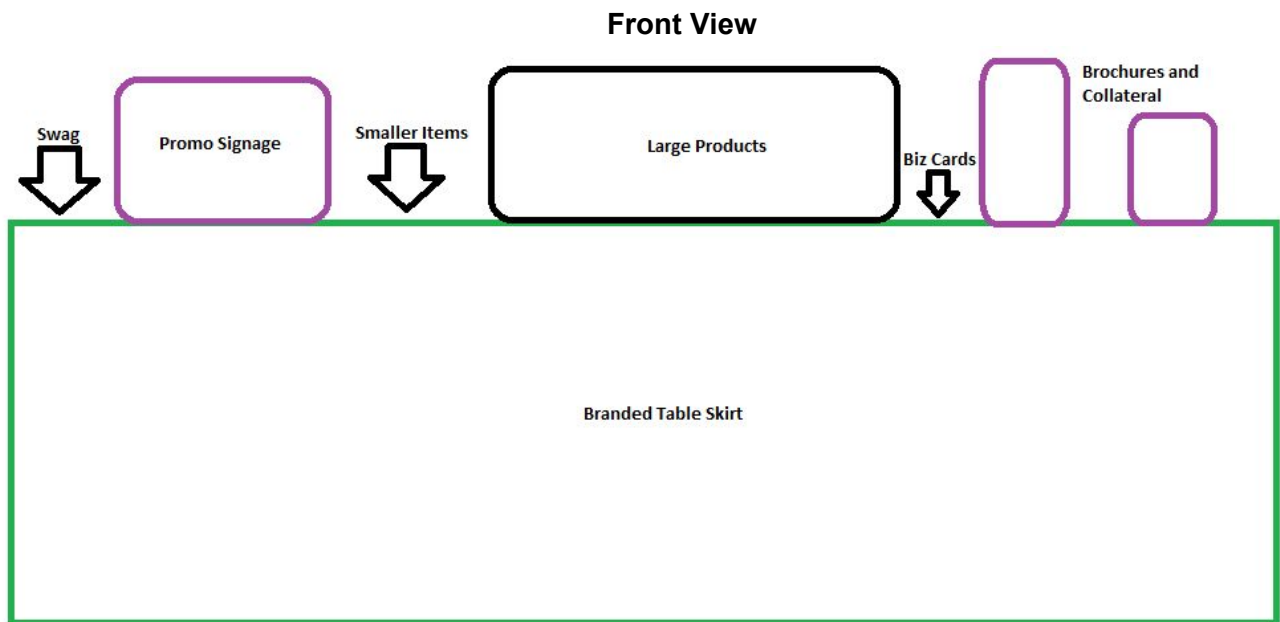
- showcase the featured products
- use vivid colors and various display sizes
- keep your display organized and non-cluttered

Display Examples Top View



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*Demeanor and performance are reviewed after each in-store demonstration
Feedback will be shared with elevated brands on a monthly basis*



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