

We look forward to hosting your Vendor Staffed demo!

Lassen's is committed to providing our customers with the most rewarding shopping experience possible. We encourage all of our vendors to join us in spreading the health of the natural lifestyle. Demonstrations help customers open their minds and palates to new flavors and new ideas. Partnering with Lassen's ensures a friendly and professional environment for sharing your products.

Time Frame for Requests

We ask for a two week notice on all requests. This ensures adequate time for approval and preparation for the demonstration. Short notice requests will be approved on a case by case basis. Please do not hesitate to ask for the dates you need, our top priority is booking your demo.

Procedure for Submitting Requests

The process for scheduling a Vendor Staffed Demonstration is as follows

- 1) Log into the "Demo Request Form" via the link located on the Lassens website and in Lassens emails.
- 2) Enter all required information on the Demo Request Form and submit. A separate request is required for each demonstration.
- 3) The request is directed to our Regional Demo Coordinator. Please allow 72 hours for approval. If the time requested is unavailable we will work with you to reschedule.
- 4) Once the demonstration has been approved, the Regional Demo Coordinator will send a confirmation email to:
 - 1-The contact person indicated in the demo request
 - 2-The Store Manager for the requested location
- 5) The Regional Demo Coordinator will send an email requesting a new date/time if the original requested date/time is unavailable.
- 6) Short notice approvals require immediate action. The vendor will be asked to call the store right away to check inventory. If the store does not have adequate inventory to support a demo and there is not time to place/receive an order then the demo will be cancelled.

Preparing for and Executing Demonstration

After the demonstration is approved the following preparations must be made right away.

- 1) Coordination of complementary products and demo supplies are to be done between the Vendor and the Store Manager. Turn-over orders, free fills, item placement, signage, etc. must be done 2 weeks prior to the demonstration to ensure all necessary supplies are on site and ready to go. A sample invoice is needed if product is brought in by the Demonstrator. Under no circumstances can a Demonstrator take product from the shelf to sample during a demonstration without paying first. Lassen's does not accept product credit for product taken from the shelf.
- 2) Vendors are required to supply all display materials, products and safety equipment
 - Table - 2X4 feet maximum (3ft for smaller stores)
 - Paper goods (cups, utensils, etc)
 - Sample product (arranged with Store Manager)

Demonstration Guidelines

While in the store, Demonstrators must adhere to the following;

- 1) Food prepared off-site to serve during the Demonstration must be prepared in a certified commercial kitchen. Lassens may demand proof of compliance.
- 2) All samples must be of products available for purchase in the store.
- 3) A garbage can must be next to the demonstration table.
- 4) Demonstrations must start and end at the approved times. Please be on time.
- 5) The demonstration location will be defined by the store and is non-negotiable. Demonstrators may be required to move to a different location within the store based on customer needs.
- 6) Demonstrators must offer courteous customer service and assist customers in locating a Lassens team member for assistance. Answers of "I don't know" or "I don't work here" are inappropriate. A better response is "I don't want to misinform you, let me find the best person to answer your question."
- 7) Demonstrators are required to follow the attached dress code. Anyone who arrives improperly dressed will be asked to reschedule the demonstration.
- 8) If a customer or employee is acting inappropriately or sampling excessively the Demonstrator must inform the Department Manager and/or the Store Manager.
- 9) No cell phone use during the demonstration.
- 10) After the demonstration the immediate area must be cleaned up completely. This includes the table, trash and empty boxes.
- 11) Demonstrators may be subject to search or be required to have proof of purchase for any items they are taking out of the store.
- 12) ONLY Vendor Demonstrators or Independent Demonstrators may attend demonstration: no children, family etc.
- 13) Demonstrations are to be done standing, unless special circumstances have been worked out previously with the Store Manager.
- 14) Parking is very limited at some locations and most is reserved for customers. Loading and unloading may be done in front of the store but Demonstrators must park where directed by the Store Manager.
- 15) Casual socializing with other vendors, Lassens team members or snacking will not be tolerated.

Support for Your Demonstration

Lassens will support your demonstration as follows;

- 1) A reserved time slot per your request
- 2) Product to sell displayed at demonstration table for easy purchase
- 3) Support for promotional demo giveaways, if applicable
- 4) Friendly, knowledgeable, and supportive staff

Cancellations and Rescheduling

All cancellations must be submitted via email to our Regional Demo Coordinator as soon as possible at demos@lassens.com. If a demonstration must be cancelled within 48 hours of the approved time then the Store Manager must be contacted by phone as well. All rescheduling is to be done with the Regional Demo Coordinator.

Dress Code

- 1) General grooming: Demonstrators are expected to be well groomed, bathed, in overall clean and sanitary appearance (including hair, teeth, ears, fingernails, etc). Beards must be neatly trimmed, and worn with appropriate restraint.
- 2) Shoes: Footwear must be flat, preferably rubber-soled, predominately one color and no logos. Open-toed shoes, clogs, high heels, sandals, and untied shoes are not permitted.
- 3) Pants (including all trousers, slacks and jeans), skirts, dress: Pants must be in good repair, with no holes, patches, or frayed edges. Pants must be worn at waist level (with no underwear showing) and may not be overly loose or tight. All pants must be midcalf or longer in length. The following pants are not permitted: athletic pants, nylon pants, sweatpants or camouflage. Skirts and dresses must be at least mid-thigh in length; any slits in skirts may not start higher than mid-thigh. Shorts are not permitted.
- 4) Shirts: Shirts must be neat and in good repair. tank tops or bare midriffs are not permitted. Clothing cannot be overly revealing. Shirts that are meant to be tucked in must be tucked in.
- 5) Sweatshirts are permitted, but no loose fit or hoodies. Sweatshirts must be predominately one color.
- 6) No messages or logos on any article of clothing other than the Vendor's company logo.
- 7) Hair: Hairstyles that are considered shocking or offensive to the Store Manager are not permitted. All long hair (longer than shoulder length) must be pulled back and tied. Dreadlocks are permitted, but must be clean, neat and restrained.
- 8) Make-up and fragrances: Moderation is expected in makeup and fragrances. Many of our customers are sensitive to overly strong fragrances.
- 9) Moderation in jewelry is required. Nothing hanging from wrists is permitted.
- 10) Tattoos deemed to be controversial or inappropriate by the Store Manager must be covered by clothing.
- 11) Do not have cigarette packs in view, wash hands and freshen breath after smoking. Never smoke in front of the store. No toothpick chewing or other objects in mouth.
- 12) Personal audio or headphones are not allowed.

Notes

Vendors are required to have a current Certificate of Liability Insurance. Copies must be emailed to the Regional Demo Coordinator at demos@lassens.com where they will be kept on file.

Certificates of Liability Insurance must show comprehensive coverage as well as Workers Compensation coverage for any incident occurring on Lassens property. The insurance minimum is \$1,000,000.00. This applies to Independent Demonstrators as well. Independent

Demonstrators must show Workers Compensation Coverage or sign a Non-Liability Agreement.

Setting Up Passive Demonstrations

A passive demonstration does not require a demonstrator to be present.

- 1) Contact our Regional Demo Coordinator demos@lassens.com with the brand/product information and each location that will be setting up a passive demo.
- 2) A confirmation email will be sent to the Vendor and the corresponding Store Manager.
- 3) Coordination of complementary products and demo supplies are to be done between the Vendor and Store Manager.
- 4) Once the product is received the Store Managers will assign a team member to set up a display of samples next to the product for sale. Signage, coupons and any other material will be used to attract customers to the sampled product.