

WINDOWS

Open sign above the door

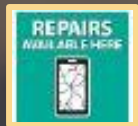


- The dealer will purchase.
- The temporary channel banner should be hung above the front door until the permanent sign is installed.

See the decal layout guide for visual placement in different store fronts. Instructions on placement listed in that guide and below for your reference. If you come across a store front not represented in the guide and need assistance, please reach out to your ASM.

The Apple decal should be placed to the left side of the front door. The Samsung decal to the right side of the main entrance. If there is only room for one, display the Apple decal.

- The carrier brand decals will be placed below the phone manufacturers, leaving plenty of space below and evenly spaced in between, in a list straight down or in two columns. Matching with the corresponding brand placement inside of the store.
- Space should be left on either side of the door for the promotional posters.
- The hours of operation decal should be placed on the lower portion of door (between knee and hip height). If none of the decals, pictured on the left, will be placed to the left of the hours of operation it should be placed centered.
- If a store is offering repair, that decal will be placed to the left of the store hours at the same height.
- The Incomm sticker, pay your bills here, may be placed to the left of the hours of operation decal.



If there is only room for one decal by the door it must be the hours of operation decal. Incomm's decal doesn't have to be by the door, but it must be placed at the same height as the store hours.



Waterproof A-frame is placed outside in front of the store - provided the city allows Simple Mobile Flange is placed outside in the front of the store.



Flags with flag poles are placed outside in front of the store - provided the city allows

The quarterly device poster should be displayed closest to the door. For additional store front layout options see decal reference guide. Posters listed here in order from first to third option.



BRANDS

TracFone brands marketing material displayed

Magnets are occasionally sent in-between graphic refreshes to reflect promotions or permanent rate changes. Instructions for placement in DAP.

Left side

(From front to back)

Total Wireless, PagePlus, Net10 and Tracfone

Please be sure the light box and led track lights are illuminated

LEFT SIDE WALL

Front of store – towards door Back of store – towards tv

<p>total WIRELESS</p> <p>Unlimited Plans on the Most Reliable Network</p> <p>NO CONTRACT UNLIMITED TALK AND TEXT 30 DAY PLANS</p> <p>\$25 UNLIMITED Unlimited Talk, Text & Data</p> <p>\$35 UNLIMITED Unlimited Talk, Text & Data</p> <p>\$50 UNLIMITED Unlimited Talk, Text & Data</p> <p>5G UNLIMITED Talk, Text, Data</p>	<p>pageplus</p> <p>All the Value, None of the Commitment.</p> <p>NO CONTRACT UNLIMITED TALK AND TEXT MONTHLY PLANS</p> <p>\$29⁹⁵ 3 GB Fully Unlimited 4G LTE Data</p> <p>\$39⁹⁵ 8 GB Fully Unlimited 4G LTE Data</p> <p>\$55 Fully Unlimited 4G LTE Data</p> <p>4G LTE Network</p>	<p>NET10 WIRELESS</p> <p>Wireless Your Way and Save</p> <p>NO CONTRACT 30 DAY PLANS</p> <p>\$35 5 GB at High Speed, then 2C</p> <p>\$40 10 GB at High Speed, then 2C</p> <p>\$50 Super Unlimited High-Speed Data</p> <p>UNLIMITED TALK, TEXT & DATA</p> <p>Unlimited International Calls & Text to 69 Destinations</p>	<p>Tracfone</p> <p>Now You're in Control</p> <p>NO CONTRACT 30 DAY SMARTPHONE PLANS</p> <p>\$20 1 GB at High Speed</p> <p>\$25 2 GB at High Speed</p> <p>\$30 3 GB at High Speed</p> <p>UNLIMITED Talk & Text plus UNLIMITED CARRYOVER DATA!</p>
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Right side

(From front to back)

Simple Mobile, Go Smart and SafeLink

Please be sure the light box and led track lights are illuminated

RIGHT WALL

Back of store – towards tv Front of store – towards door

<p>SafeLink</p> <p>Free Wireless Service</p> <p>NO CONTRACT FREE WIRELESS SERVICE</p> <p>More FREE Data</p> <p>\$15 Unlimited Talk & Text + 1 GB Data</p> <p>\$20 Unlimited Talk & Text + 4 GB Data</p> <p>UPGRADE PLANS AVAILABLE</p> <p>Always FREE service. Now with more Data. Keep Your Own Phone & Number too!</p>	<p>Go Smart</p> <p>Huge Data Low Price</p> <p>NO CONTRACT UNLIMITED TALK AND TEXT MONTHLY PLANS</p> <p>\$15 250MB 3G Speeds</p> <p>\$35 5 GB 3G Speeds</p> <p>\$55 Completely Unlimited Data at 3G Speed</p> <p>Unlimited 4G LTE Access to Facebook</p>	<p>SIMPLE Mobile</p> <p>More Speed, More Data, Less Money.</p> <p>NO CONTRACT UNLIMITED TALK, TEXT & MMS/TEXT 30 DAY PLANS</p> <p>\$25 3 GB at High Speed, then 2C</p> <p>\$40 15 GB at High Speed, then 2C</p> <p>\$45 Truly Unlimited High-Speed Data</p> <p>\$75 2.5 Line Plan Truly Unlimited High-Speed Data</p> <p>All Plans include Unlimited International Calling to 69 Destinations including:</p> <p>Canada, Mexico, Colombia, Cuba, India</p>
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OEM

Appropriate OEM signage should be displayed above their assigned location on the displays.

- Handsets are placed with the most affordable on the left and work up to high end on the right.
- Fact tags – to be displayed, printed in color, under each live device.

APPLE

Left side

Initial Devices will be provided with retail demo mode installed.



Apple handsets for refresh will need to be purchased by the dealer through the below link.

<https://www.wholecellers.com/products/iphone-live-display>

SAMSUNG

Right side

4 ft

6 ft



Devices will be provided with retail demo mode installed

For non-Samsung provided displays, the handsets for refresh will need to be purchased by the dealer through the below link.

<https://www.wholecellers.com/products/iphone-live-display>

OEM

Motorola

Promo

Left side

Right side



- If on display, the Hero table LEDs should be illuminated.

- The Promo wall top light panel will change to reflect the latest events/promotions.

Welcome Table

- The welcome table may be placed in the previous tablet stanchion space. If the welcome table is not a part of the store floor plan due to size the poster stanchion (popsicle stand) may be placed there.
- The poster stanchion (popsicle stand) may also be placed near the front of the store. See Examples.

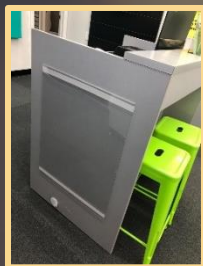


CASH WRAPS

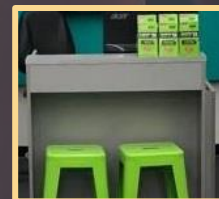
- Please confirm LED lights are illuminated on cash wrap (where accessories are displayed).
- The ADA cash wraps do not illuminate or have placement for unlocked devices or accessories. The counter that lifts on the smaller cash wrap is only meant as a desktop for paperwork and is not to meant to support the weight of larger items.
- Optional - Unlocked phones are placed in display slots on the larger cash wraps and secured. 4 devices may be placed in the top slot and 4 on the bottom. Fact tags with pricing must be displayed.
- In locations with two cash wraps two monitors/registers are recommended. The bar code scanner and thermal printer are needed for each cash wrap.
- A minimum of one network color laser printer is needed.
- TracFone note pads and pens are placed on the cash wraps - included in the GO kit.
- TracFone International calling sticker should be centered on the cash wrap counter. Incomm stickers will be placed evenly on either side of the TracFone sticker - 3 on one counter and 2 on the opposite counter.



- Acrylic poster holders are placed on the side of each cash wrap displaying the brand plans or promotional posters that the Mosaic field team distributes. See samples.



- Brochures should be placed in the brochure holders that fit into the cash wraps.
- All new store buildouts will now receive 7 single-brochure holders. They should go on left-hand side of each brand.



ACCESSORY WALLS

- Place signage above the accessory walls.
- 1-4 accessory walls are in the back of the store (1-2 on each side).
- Security mechanisms are attached to the walls and should be symmetrical on all panels.
- Please ensure keys to the security mechanisms are located and put in a safe place.
- See the accessory planogram for details on the row and column count per panel.
- Each accessory hook displaying accessories should have the TW teal color printed price tag label inserted through the acrylic tab.



STORE ITEMS

DEVICE SECURITY

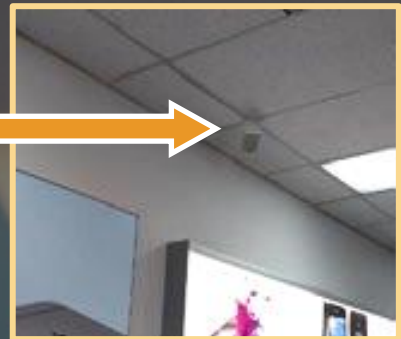
- The appropriate security brackets should be applied to the display phones.
- The appropriate security brackets should be applied to the display tablets (different from the phone brackets).
- Both phones and tablets (with security brackets) should be secured to the displays.
- NOTE: It is the responsibility of the store to ensure the security of live devices. If lost, damaged or stolen the dealer is responsible for replacing.

TV/RETAIL RADIO

- Retail Radio should be located behind the TV in the available space.
- Retail Radio needs to be hooked up with the correct Ethernet cable in order to function properly.
- The audio cable is connected via the front headphone jack on the retail radio box to the speaker system.
- Retail Radio will install a receiver that pushes the video feed to the TV and speakers mounted in the store.

SPEAKERS

- The speakers should be located on either side of the LG display/welcome table in the middle of the store, mounted on the ceiling. The speakers are also hooked up to **Retail Radio**.
- The speakers should be facing toward the front door to provide background music to the front area of the store.
- Outside speakers are also recommended and connected to the in-store music.



COUCH/TABLE

- The couch is located against the back wall and under the TV.
- The table should be in front of the couch with the drawers facing the cash wraps. Place wireless charging pad from accessories on the table. Also recommended are the micro USB and Apple chargers.
- The smaller locations will not have the couch and table on the floor plan.



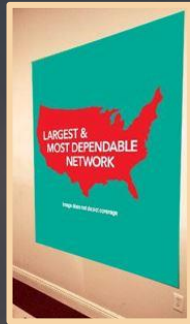
EXCLUSIVE REFERENCE GUIDE

STORE ITEMS

TW WALL GRAPHIC

- New TWER locations will have a designated place for the wall graphic on the approved floorplan. In existing locations, depending on available wall space, the wall graphic is placed per the following examples. The empty wall in between the brand fixtures and accessory wall behind the cash wraps. The Brand Graphic is placed on the left. The Map Graphic is placed on the right. (Install instructions are included in the package)

Option 1



LEFT



RIGHT

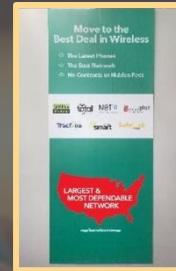
- If a location **does not** have enough space between the brand fixtures and accessory walls, additional options are pictured below. A mini sized chloroplast is also available for smaller locations. The graphics should be displayed using the same options or stacked with the map beneath the text.



Option 2



Option 3



Option 4

ENTRANCE RUG

- Should be used at the entrance.



GO KITS

- Boxes of swag will be delivered to be used for the soft launch and grand openings.
- 1/3 of the swag should be used for the soft launch and the rest may be used for GO.
- Please work with the stores to separate.