

# AIR CANADA MAPLE LEAF LOUNGE (MLL) ACTIVATION INSTRUCTIONS

## LCBO – AEROPLAN

### **AN EXCLUSIVE OPPORTUNITY FOR LCBO TRADE PARTNERS!**

Your chance to market your brand and engage with a captivated and premium audience of up to 1800 people per day, in any one of the Toronto airport Maple Leaf lounge or Café or the Ottawa airport Maple Leaf lounge. This opportunity is open to all Categories and available every period for one Trade partner. Applications will be evaluated based on Aeroplan activity levels, breadth of promotion and relevance to seasonal campaign.

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## **1.0 – TASTING APPLICATION PROCESS OVERVIEW**

### **STEP ONE: SUBMIT PARTICIPATION FORM**

This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline. You will receive a notification from the LCBO Merchandising team on the approve/decline deadline regarding the status of your application. If approved, review the approaches (1.1 below) and fill out the Maple Leaf Lounge (MLL) Activation Request Form.

### **STEP TWO: ATTEND KICK-OFF CALL**

A kick-off call will be set-up by the LCBO Loyalty marketing lead, with Aeroplan, to review activation details, confirm tasting approach, creative execution, discuss product ordering and load-in logistics. Please engage with your Category partner to coordinate.

### **STEP THREE: ORDER PRODUCT**

Product orders will go through the standard Maple Leaf Lounge LCBO ordering process however billing will be separate. Refer to billing section (1.4 below) for details.

### **STEP FOUR: TASTING BOOTH & SIGNAGE CREATIVE**

Plan the physical execution of the tasting, determine if any creative needs to be updated (e.g., adding the Aeroplan/LCBO logo lockup to an existing booth/signage) or if net new creative needs to be developed. Note, all creative to include the LCBO/Aeroplan logo, shop and earn CTA (call to action)/QR Code and bilingual copy.

### **STEP FIVE: DAY OF TASTING**

Ensure Trade Partner Demonstrators arrive 1.5hrs prior to tastings on the day of. Refer to security section (1.2 below) for entry/exit instructions.

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## **1.1 – TASTING APPROACHES**

### **1.1.1 – DOMESTIC MAPLE LEAF LOUNGES – TRADE PARTNER DEMONSTRATION BOOTH**

Trade Partner Demonstrators execute tastings from physical booth in designated space in the Toronto Pearson International Airport Domestic lounge in Terminal 1 (YYZ) **or** the Ottawa International Airport lounge (YOW). See booth options below (existing booths are subject to approval by Aeroplan). Product Demonstrator to pour standard samples and talk to key product details – Tastings to be served in plastic tasting cups (provided by supplier).

- **Serving Sizes:** Serving sizes to follow the following standards:

Percentage of Alcohol	Maximum Serving Size
15.9% or less	1 ounce (28.4 mL)
16% - 22.9%	½ ounce (14.2 mL)
23% or greater	¼ ounce (7.1 mL)

- **Frequency and Length:**
  - One (1) tasting per Period lasting a minimum of four (4) days and a maximum of twelve (12) days.
  - Each day of tastings is limited to a maximum of five (5) hours.
  - Tastings can be scheduled consecutively or over several weeks within the Period (pending availability and lounge team approval).
- **Eligible Products:** wine, spirits, beer, RTD
- **Optimal Days:** Monday through Thursday are optimal for traffic all year round, with high traffic every day during the summer and around peak travel holidays (Thanksgiving, Christmas, March break, Easter, etc.)
- **Optimal Times:** 12 to 5pm for optimal traffic.
- **Tasting Booth Options:**
  1. **Trade-Owned Booth:**
    - Subject to approval by Air Canada (dimensions required).
    - No assembly required by the lounge team. Product Demonstrators must be able to assemble and disassemble the booth.
  2. **Aeroplan-Owned Booth:**
    - **Specs:** 41.75"W x 39.69"H
    - **Countertop max weight:** 50 lbs / 22.7 kgs
    - **Assembled Dimensions:** 41.75"W x 39.69"H x 14.25"D
    - **Shelf max weight:** 10 lbs / 4.53 kgs
    - **Cost:** No fee. (Note, the Trade partner has the option to produce a net new booth for ~\$1,800).



3. **Air Canada Trolley Carts (x2):**
  - **Specs:** 29"W x 33.5"H. Note, there are two sides per trolley. Aeroplan logo must be included.
  - **Cost:** \$1,000 to develop/print creative, load-in/load-out to Maple Leaf Lounge, to be paid for by Agent/Supplier



**1.1.2 – AIR CANADA CAFÉ – BARTENDER SERVICE**

Bartender to display product on shelf behind the bar with signage on the counter. Bartender to serve full glass of product upon guest request.

- **Frequency and Length:** This is available to 1 trade partner per Period. The trade Partner may provide enough to cover the entire period or until a predetermined quantity is reached (cap).
- **Eligible Products:** Wine, beer, RTD (Spirits are not served in the Café)
- **Training:** Bartender product training is recommended by Trade Partner 1-2 days prior to the start of the tastings.
- **Signage:** Counter signage to be supplied by the Trade Partner. Tent cards, 8x10 acrylic signage accepted. Refer to creative section (1.5 below) for further details.

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**1.2 – PRODUCT ORDERING & BILLING**

- **Details:** Product to be ordered via the current Maple Leaf Lounge LCBO ordering process. Product name and SKU numbers required.
- **Product Quantities:** Quantities will vary by category of product, by season and choice of lounge for tasting. Quantity to be aligned on in conjunction with the Maple Leaf Lounge team, the LCBO and the trade partner.
  - **Average daily visitors by Lounge:**
    - Maple Leaf Lounge YYZ (Domestic): 1500-1800
    - Air Canada Café YYZ (Domestic): 600-800
    - Maple Leaf Lounge YOW : 400-500
- **Sample Product Costs and Billing:** Product purchased for the tasting will be post billed to the Agent/Supplier, by Air Canada, at the cost paid by the Maple Leaf Lounge (licensee cost). Any remaining liquid in opened bottles is to be disposed of by the Demonstrators.
- **Timing:** Product ordered will take 1-2 days to arrive.

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### 1.3 – STORAGE:

- There is no storage available in the lounges/Café as space is at a premium however the team can accommodate storage of some product for a limited time. Storage costs may be incurred (determined on a case-by-case basis) – costs to be covered by the Trade partner.

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### 1.4 – SECURITY:

- Product Demonstrators to arrive 1.5hr before tasting start time (consecutive days do not require check-in each day but an escort is required).
- Bring government issued ID such as Drivers Licence or Passport (No health card)

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### 1.5 – CREATIVE REQUIREMENTS:

- **Details:**
  - Existing Trade partner creative will need to be updated to include the LCBO/Aeroplan logo lock-up.
  - Countertop signage for the Air Canada Café to be provided by the Trade partner. Tent cards and 8x10 acrylic signs accepted.
  - All costs to be covered by the Trade partners (including creative development, printing, storage, shipping load-in and load-out).
- **Brand Guidelines:** LCBO/Aeroplan logo lock-up with a “Shop and earn” message (if space permits) required on all Maple Leaf Lounge and Air Canada Café material (banners, booths etc).
- **Logos/Guidelines:** Aeroplan and LCBO Logos can be found on the [Trade partner portal](#). *The AE branding is important as it adds relevancy for the lounge guests.*
- **Disclaimer:** Add ® after the first copy version of Aeroplan and add the following disclaimer:
  - ® Aeroplan is a registered trademark of Aeroplan Inc., used under license
  - <sup>MD</sup> Aéroplan est une marque déposée d’Aéroplan inc., utilisée en vertu d’une licence.

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### 1.6 – TASTING HOST REQUIREMENTS:

- Product Demonstrator costs to be covered by the trade partner.
- The Agent/Supplier will provide Product Demonstrators to conduct tastings who are nineteen (19) years of age or more. The Agent/Supplier shall instruct all Product Demonstrators as to the requirement to adhere to all terms and conditions, rules and guidelines governing tastings. The Agent/Supplier will be responsible for its Product Demonstrators' actions and conduct in the Maple Leaf Lounge.
- Product purchased for the tasting will be post billed to the Agent/Supplier, by Air Canada, at the cost paid by the Maple Leaf Lounge (licensee cost).