



Marketing Best Practice: Feature Wall Poster + Hardware Installation + Merchandising
Drop Ceiling - No Wire

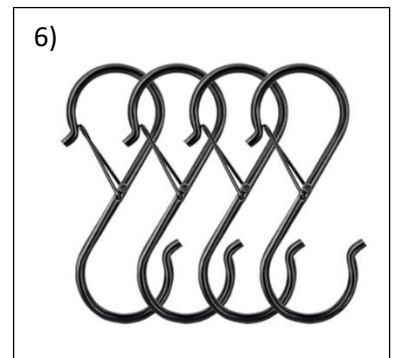
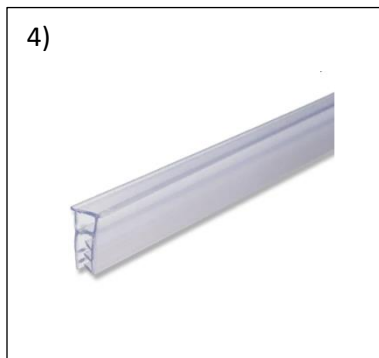
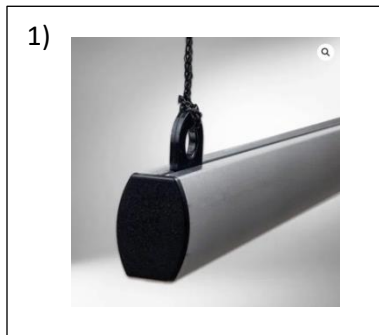
IMPORTANT! *This project requires 2 team members to keep banner from ripping*

****Keep the brown tube this banner arrived in to store any extra banner(s) your store is not currently displaying. ****

Materials Checklist

- 1) 2 Silver Metal Bars
- 2) 2 Black Plastic Clips – slide into metal bar
- 3) 2 Sets of Drop Ceiling Clips
- 4) 2 Plastic Poster Locks
- 5) 4 Black Plastic End Caps
- 6) 2 S – Hooks (color may vary)

Check inventory of these items before proceeding! If your store is missing anything or has questions about the installation process, **please open a case to Marketing with the subject “Feature Wall Installation Help.”**





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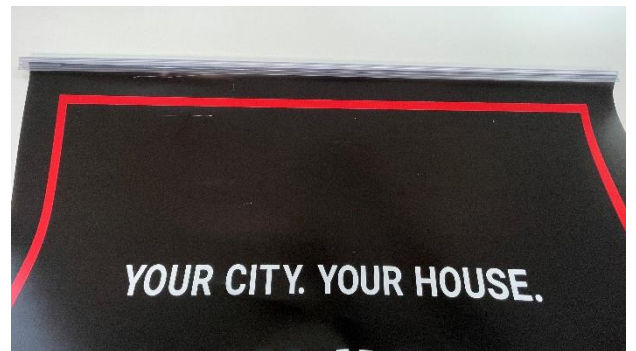
- A. Slide the 2 drop ceiling hooks into one another (left/right). (See Installation photo B)
 - a. Place the clips on the crossbars of your drop-ceiling.
 - b.



- B. Hang one "S hook" from each drop ceiling clip.



- C. With the poster on the ground, carefully clip the top of the banner into one of the clear strips. Make sure it snaps securely into place. Repeat this step for the bottom of the poster.



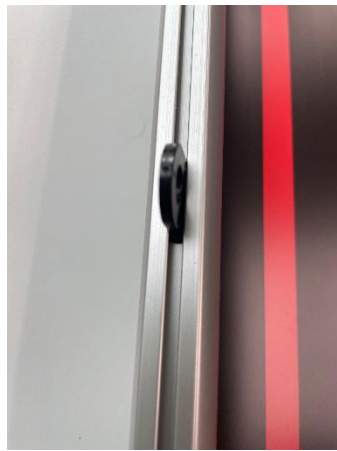


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D. Slide the metal bar onto the TOP OF THE POSTER ONLY



E. Slide the plastic clips into the metal bar.



F. Carefully lift the poster up, and place plastic clips onto the "S" Hooks





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- G. Once the poster is securely in the top metal bar, slide the remaining metal bar onto the bottom of the poster, over the clear piece.



- H. Place black plastic end caps onto both ends of each metal bar.





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TAKE DOWN PROCESS

- A. When a team-specific poster arrives from one of our brands, you will need to take down your Rally House poster from the metal bar and clear clip strips to replace it with the brand-specific poster.
 - a. While the poster is hanging from the ceiling, remove the metal bar from the bottom of the poster.
 - b. Once the bottom bar is removed, leave the top metal bar hanging from the ceiling and gently slide the clear strip out from inside the bar.
 - c. Now, you should have the poster down, with both clear strips still clipped onto each end.
 - d. Unclip the clear strips from each end, and you will affix these to your new poster, following the steps above.

Feature Wall Merchandising

- a) Be sure to include brand specific product to match the brand highlighted in the poster (ex. Nike poster = Nike Product)
 - a. If you do not have enough brand specific products to fill the space, please fill in with other team specific products.

