



LEGO Stores

Program Directive: LEGO User Group (LUG) Showcase

Program Name: LUG Showcase

Program Contact: Kevin Hinkle - (860) 763-6986 / Kevin.Hinkle@LEGO.com

Store Name: All

Purpose:

The purpose of the LUG showcase program is to establish an onsite display for LEGO User Groups (LUGs) at LEGO Brand Retail Stores in a way that is functional, flexible, and beneficial to both groups.

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Quick Definitions:

- **LUG (n):** *LEGO User Group. This is a group of adult fans of LEGO who gather on a semi-regular basis to put on shows / displays and share ideas. LUGs can also be known as LTCs (LEGO Train Clubs).*
 - **AFOL (n):** *Adult fan of LEGO. This is anyone above the age of 18 who still chooses LEGO as one of their primary hobbies. Many choose to be part of the AFOL community but it isn't necessary to be in the online/offline community to be considered an AFOL.*
 - **TFOL (n):** *Teen fan of LEGO. This is anyone between the ages of 13 and 18 who still chooses LEGO as one of their primary hobbies. Many choose to be part of the TFOL community but it isn't necessary to be in the online/offline community to be considered a TFOL.*
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Section 1: Description of Program:

The LEGO User Group Showcase (which will be referred to as the LUG showcase from this point on) will be a Small picture frame (W= 20", D= 15", and H=23") inside LEGO Brand Retail (LBR) stores that will be

made available to LEGO Users Groups (LUGs) as a display space. Each LUG with a relevant LBR store near them will have the opportunity to participate in this program.

The LUG Showcase will be a place where members of a local LUG will be able to utilize a small picture frame in their local LBR store in order to display their creations for the general public. The LUG Showcase will also give the LUG an opportunity to create awareness of their group. Each Showcase will have a removable panel (referred to as a wobblers) to tell viewers what they're looking at and who made it (full description in Appendix A).

Section 2: Key Players (Stakeholders):

Top Level (corporate):

- LEGO Community Engagement & Communications: Kevin Hinkle / Jan Beyer / Jim Foulds
- LEGO Brand Retail Operations: Kurt Rachdorf / Deny Andolschek

Ground Level (on-site):

- LBR Store Managers
 - LUG Organizers
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Section 3: Rules for Content of Display:

Overall your display should:

- Be Child Safe / Appropriate: Displays should exemplify the LEGO Values especially in accordance with keeping material appropriate for young children.
- Adequately fill the display space: The model you create should have the display space in mind and not look too small or too large for the case.
- Clean: When using older models that may have been on display before please ensure they are adequately dusted and/or cleaned before being displayed within the store.

There are a few things the LEGO Group will ask you to NOT USE as subject matter for your display:

- Competing Licenses (I.E. Mega Bloks, KRE-O, etc.)
 - Old licenses that are now unattainable
 - Alcohol based humor or displays
 - Sexual based humor or displays
 - Drug based humor or displays
 - Realistic weapons (life size, built out of bricks)
 - Customized elements
 - All material is also subject to manager discretion. LUGs should feel free to ask managers ahead of time if they think the subject matter they want to use is questionable.
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Section 4: Rules and Protocols for Installation and Initial Contact:

Initial Contact between LUGs and Stores:

The LEGO Community Team will create initial contact between the store and the Local LEGO User Group. Once that contact has been created a single point of contact from the LUG will work with the manager in order to set up installations and removals.

Cluster Stores - The relevant LUGs with multiple stores in their area will have the opportunity to choose which stores they want to work with. They are allowed to work with as few or as many of their area stores as they want to, but it must be worked out ahead of time.

When installing a window:

Call Ahead – Each club needs to coordinate ahead of time who will be putting in a new display and who will be removing the current display. The club will then need to coordinate with the store manager the best time for them to come in and swap the displays.

Installer must coordinate their time with the LUG Contact / Store Manger before hand to set up time with the manager to install. If there was no previous contact the installer runs the risk of coming at a time when the store is too busy and they will not be allowed to install the window at that time. Each club will be in charge of organizing the order in which they will prepare material for the LUG Showcase and each installer will be responsible for setting up their install / removal with the manager. The LUGs will be provided with the proper store contact information in order to facilitate this.

Switch displays at the same time – The displays are to be done on approximately a 4 week cycle. When an old display is removed the next LUG member should be ready to install the next window at the same time. If the install / removal doesn't happen at the same time then the next 4 week period will belong to the store to utilize the Showcase for product promotion. The only time this will change is if the manager and the LUG member installing the next item have worked something special out.

Store assistance with setup - When the LUG members come to remove / install the LUG Showcase the store staff are available to offer assistance if needed but this is dependent on whether or not the store is busy and the staff is needed on the floor working with guests. Plexi riser boxes and/or stands may be available as needed and/or desired.

How often should a LUG Display? - LUGs choose how often to display but a display can only be in the store for a 4 week period unless otherwise negotiated with the store manager (ex: if scheduling means you need to wait a week to change out the window then that's something you need to work out with the manager). When the 4 week period is up, the LUG must arrange pick up with the store manager and either install a new display or allow the LUG Showcase to be utilized for product displays for the next 4 weeks until the LUG has another display ready.

What if the LUG member never comes to pick their stuff up? - If the LUG member never arranges pick up at the end of the fourth week, the store will maintain the display for 2 more weeks before they pack the display into a box and arrange with another member of the LUG to pick it up. This should be an extreme contingency though.

Special Note Concerning AFOLs displaying: LEGO Brand Retail stores are active stores with high traffic throughout the day. The store will do everything they can to keep people from touching the displays in the LUG Showcase, but they cannot be everywhere at once so there is a risk to displaying. You may not want to use any super rare elements in the LUG Showcase.

Also, the store may get busy by surprise when you've arranged to install your display. Please be flexible as the store Associates and / or Store Manager may ask you to come back another time if the store is too busy.

Section 5: Rewards for Displaying:

There are incentives associated with bringing a display to put in the LUG Showcase:

Each person who installs a display will receive on the day of installation:

- 1 Large Pick-a-Brick cup free of charge
- 30% off any 5 unique items at the store. Discount will not stack with other discounts. VIP points are still rewarded on the discounted value of the purchase.
 - Certain items may be excluded from discount at the Manager's discretion. In stock items only (no shop & ship).

Important note: The person installing the display only receives this reward when they install the display and not when they remove it, just to clear up any confusion.

THIS MUST REMAIN CONSISTANT ACROSS ALL STORES.

Group Displays – If the display in the LUG Showcase is a legitimate collaboration between two or three people then they all get the same reward. Please be mindful that all individual collaborators must be present at installation to collect their incentives.

Maximum benefiter – During a given install no more than three people can claim the rewards for the display and all three must have legitimately contributed to the display's creation. If more than three individuals are involved the group will need to decide who and how the rewards will be divided.

Note to LBR Store Managers – The complimentary large Pick-a-Brick should be marked out of inventory through an inventory adjustment in SAP Retail Store. Please list this item as Display / DEMO for recording purposes.

Section 6: What to do if the LUG has no display ready:

If a LUG removes a display and has nothing to replace it with the LUG Showcase will become product displays for the store for the next 4 week period. Any club display can only inhabit the store for 4 weeks at a time. When the club display is removed the store will remove and store the LUG Showcase signage until a new display is installed.

Appendix A: Picture Frame Dimensions and Signage

Dimensions for Small Picture Frame:

W= 20", D= 15", and H=23"

Opening the Picture Frame:

The Picture frame opens from the front for installation of Displays

Signage:

The LUG Showcase will be adorned with one removable sign that will be attached at the bottom of the display. The sign (or wobbler) will have an easily replaceable sign inside it (a slide in piece of paper) that can be edited easily every time a new window is put in:

<p style="text-align: center;"><i>LEGO User Group Showcase</i></p> <p style="text-align: center;"><i>Brought to you by: Name of LUG</i> <i>LUG website: www.LocalLUG.com</i></p> <p><i><u>(Club Name)</u> was founded in <u>(year)</u> by like minded adult fans of LEGO in the <u>(location)</u> area. The Club shares the love of building by meeting up, putting on shows, and enjoying knowing more people who like to build just like they do. If you're over <u>(age specified by club)</u> and are interested in joining, check out the website above.</i></p>

Each sign will be easily attached and removed based on the current status of the picture frame (either LUG Showcase or Product display).

Note: There is an attached power point presentation with the template for the wobbler on it.

Second Note: The store should print out the signage on-site. The information for the sign must be provided by the builder and communicated to the store at installation.

Appendix B: Picture Frame In-Store Placement

Note to LBR Store Managers – As each LBR store is different, the placement of the LUG Showcase picture frame is left up to the Store Manager's best judgment. However, the Brand Retail merchandising team would like to suggest placement within the following current themes: Creator, City, or Signature Brand with an emphasis on Signature Brand. Please make every effort possible to place your LUG Showcase within one of these sections before exploring other options. For questions or concerns regarding placement please reach out to Jessica Coffey.

Directive updated as of September 2011
LEGO Community Engagement & Communications