

Tempur-Pedic Trade Show & Home Show Display Policy

Effective Date: April 1, 2025

Last Updated: April 1, 2025

Purpose:

To ensure consistent, premium brand representation and a superior customer experience, this policy establishes strict guidelines for displaying Tempur Sealy products at trade shows, home shows, and other event exhibitions.

1. Brand Representation Standards

- a. Tempur Sealy brands **MUST** be displayed in their own space/booth and not mixed with other brands.
- b. Consistent: All signage, marketing materials, and product displays must adhere to current Tempur Sealy branding and advertising guidelines. Unauthorized branding, modifications, or outdated materials Branding are strictly prohibited.
- c. Product Placement: Mattresses must be displayed prominently and in a manner that encourages consumer interaction while maintaining a high-end presentation.

2. Display & Booth Requirements

- a. Approved Display Elements: Only Tempur Sealy approved display materials (including signage, point-of-purchase materials, and mattress foundations) may be used. Foot Protectors must be on each model.
- b. Professional Appearance: The booth must be neat, uncluttered, and free of any unrelated marketing materials. Handwritten signs, makeshift displays, or competitor products within the booth are not allowed.
- c. Mattress Care: Display mattresses must be in pristine condition. Mattresses with visible wear, stains, or damage must be removed and replaced immediately.
- d. A minimum of 4 (2 for small shows) Tempur-Pedic, two TSI adjustable base models and 3 pillows should be on display. One floor display should be a split king on adjustable bases. All display models must be kept in good clean condition.
- e. Dealer must also prominently display Tempur Sealy provided approval letter stating you are authorized by Tempur Sealy to be in that venue.
- f. Tempur Sealy does not cover cost of entry fees for home shows.
- g. Retailer must carry all mattresses floored at the event in store locations.

3. Conduct & Sales Representation

- a. Authorized Personnel: Only trained and approved representatives are permitted to discuss or demonstrate Tempur Sealy products at the event.

- b. Product Knowledge: Sales staff must be well-versed in Tempur Sealy product features, benefits, and technology and should never misrepresent pricing, promotions, or warranty policies.
- c. Competitor Discussions: Staff must never disparage competitors but should confidently highlight Tempur Sealy brands.

4. Compliance & Approval Process

- a. Pre-Show Approval: All trade show and home show display plans, including booth setup and marketing materials, must be submitted for approval to Brand Protection at least 90 days in advance.
 - a. In the case of some larger shows, it is possible that we may consider allowing more than one dealer to exhibit but approval is required.
- b. To be considered for approval of Home Show participation, a Dealer must be in good standing with Tempur Sealy. Dealers with past due balances and/or a track record of policy violations will not be considered for approval.
- c. There are no grandfather clauses that apply to dealers that have shown at a particular venue in the past.
- d. On-Site Compliance Checks: Tempur Sealy representatives or corporate staff may conduct random compliance checks to ensure adherence to this policy. Any violations must be corrected immediately.
- e. Non-Compliance Consequences: Failure to comply with these guidelines may result in removal from the event, loss of future event privileges, or other corrective actions.

5. Prohibited Practices

- a. Use of unauthorized signage, display materials, or third-party marketing collateral.
- b. Displaying or demonstrating non-TSI mattresses within the same booth.
- c. Selling or promoting unauthorized discounts, financing options, or policies.
- d. Use of damaged or unclean products in any display.
- e. Misrepresentation of Tempur Sealy products, pricing, or warranties.

6. Contact for Questions & Approvals

- a. For questions, clarifications, or to request guidelines, contact Brand Protection at brandprotection@tempursealy.com or go to tsibrandprotection.com to submit a request.
- b. By adhering to these display policies, we ensure that Tempur Sealy brands maintain their premium reputation while delivering a consistent, high-quality brand experience to consumers.