

JACKERY x COSTCO x D-LITEFUL

Jackery

FIELD MANAGER TRAINING MANUAL.

Fall 2026 Costco Roadshow



01 WELCOME

Getting oriented before the roadshow begins.



01 WELCOME

About D-Liteful

WHO WE ARE

D-Liteful is a full-service experiential marketing agency specializing in live events, retail activations, pop-up experiences, roadshows, and consumer engagement programs.



With expertise in strategy, production, logistics, and field execution, D-Liteful helps brands create memorable experiences that connect with consumers and drive measurable results across the United States.

OUR ROLE IN THE COSTCO JACKERY PROGRAM

- Production
- Logistics
- Delivery
- Set-Up
- Activation
- Break-Down

of every Jackery Costco Roadshow across the United States.

From coordinating nationwide schedules and managing inventory to training field teams and ensuring flawless execution at every warehouse, D-Liteful serves as Jackery's trusted roadshow operations partner, delivering a consistent, high-quality brand experience in Costco locations nationwide.

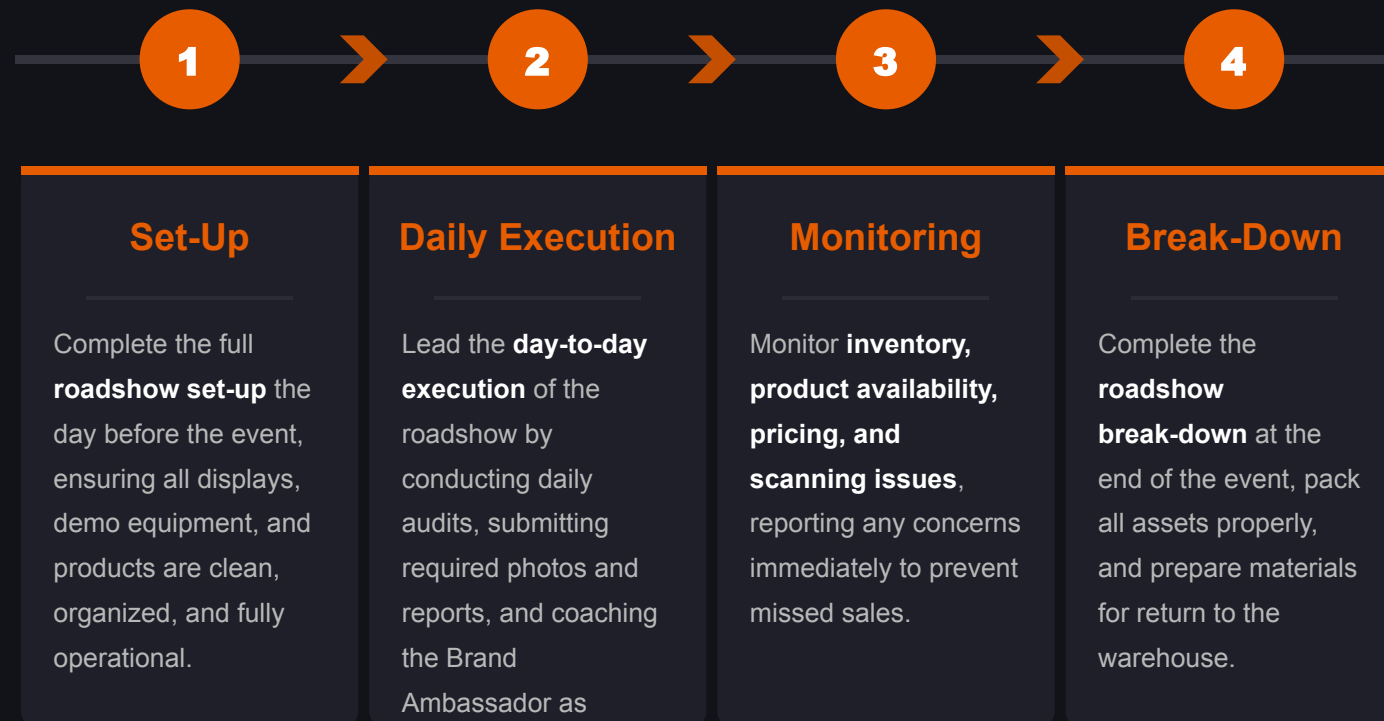
01 WELCOME

Your Role as Field Manager



As the Field Manager, you are the on-site leader representing both **D-Liteful** and **Jackery**. Your responsibility is to ensure every 10-day Costco Roadshow is set up correctly, operates smoothly, and delivers an exceptional experience for Costco members.

KEY RESPONSIBILITIES



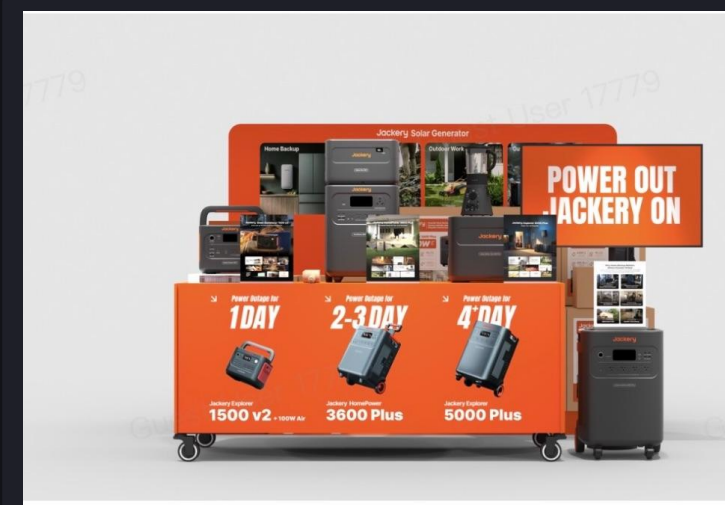
01 WELCOME

Jackery Costco Roadshow

Friday through the following Sunday — 10 straight days

FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10

- 10-day**
 retail event held at select Costco warehouses nationwide
- 2-pallet-wide**
 display on a designated end cap
- 2 pallets** of product on display **2 pallets** of backstock
- Premium Retail**
 supplies Brand Ambassadors for live product demonstrations



Brand Ambassadors supplied by **Premium Retail** engage Costco members through live product demonstrations, answer questions, and drive sales through **immediate in-store purchases** or **QR code ordering for home delivery**. The Field Manager ensures the activation is set up, maintained, and executed successfully throughout the event.

01 WELCOME

The D-Liteful Way



1

**WE SHOW UP
PREPARED**



2

**WE SOLVE
PROBLEMS**



3

**WE SUPPORT
EACH OTHER**



4

**WE TAKE PRIDE
IN OUR WORK**



5

**WE LEAVE EVERY STORE
BETTER THAN WE FOUND IT**

01 WELCOME

What Success Looks Like



**DISPLAY
LOOKS GREAT**



**INVENTORY IS
ACCURATE**



**BA IS
SUPPORTED**



**REPORTING IS
COMPLETE**



**COSTCO HAS A
GREAT EXPERIENCE**

02

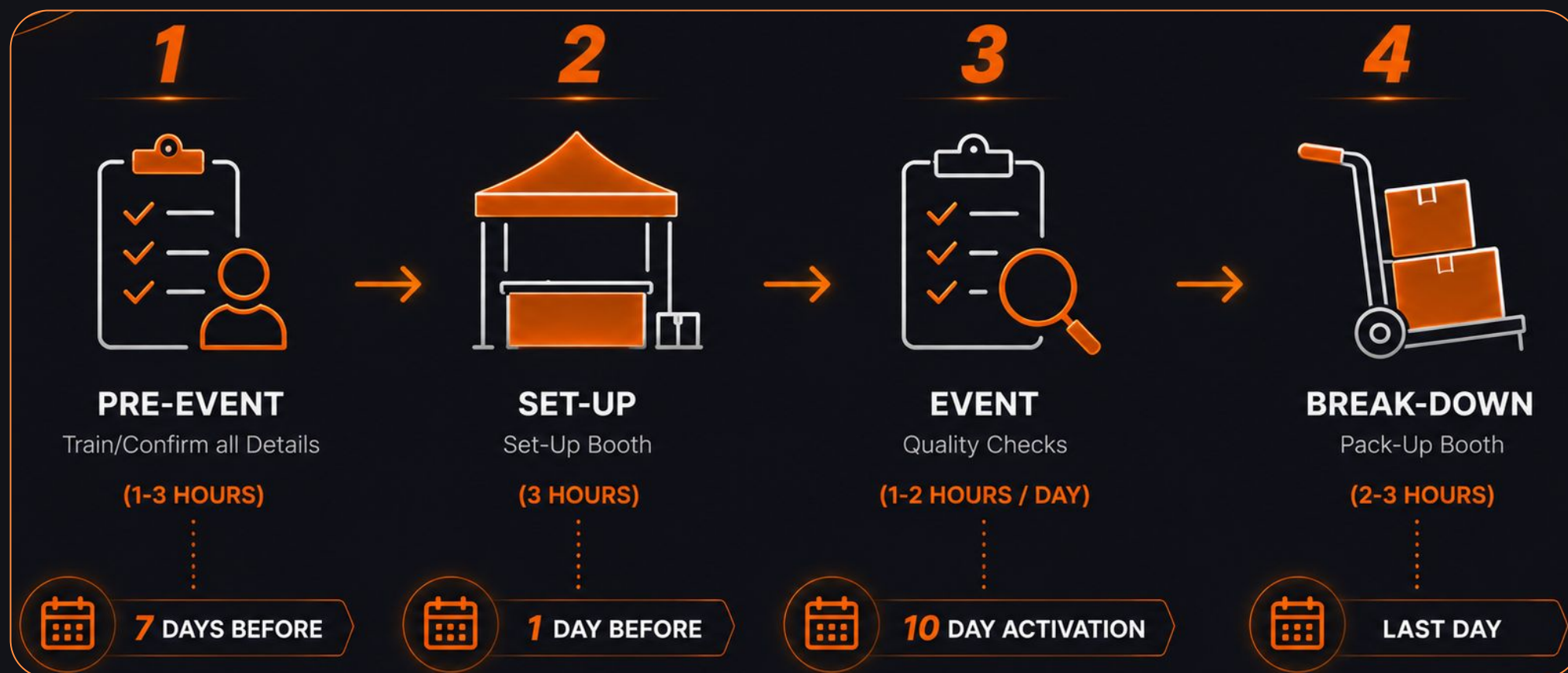
THE PROGRAM



02 THE PROGRAM

The Timeline

Your role is divided into **4 key phases**, each with a specific set of responsibilities to ensure a successful Costco Roadshow. Over the next few slides, we'll walk through each phase and outline exactly what you'll need to do from start to finish.



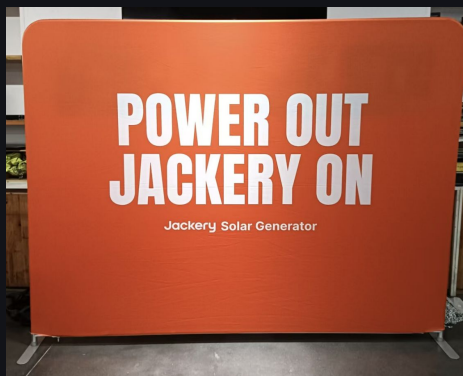
02 THE PROGRAM

The Booth:



02 THE PROGRAM

The Booth: Alt



03 PRE-EVENT DUTIES



03 PRE-EVENT DUTIES

Virtual Training

1 Week before your first event, you will schedule a 1 hour training session with your Regional Manager to review all details of the event and requirements.



DURING THE CALL, YOU WILL:

1



Confirm Your
Assigned Store #
and Address



2



Confirm Your
Regional Manager
and POC on
Program



3



Confirm Your
Set-Up Dates
and Roadshow
Dates



4



Confirm You
Received the Items
Shipped to you
(T-Shirts, Leaflet,
USB, Acrylic desk
signs)



5



Confirm Your
Labor Support
for Set-Up and
Break-Down



6



Review All
Details in
this Manual



03 PRE-EVENT DUTIES

Booth Assets

Below is the 2 Pallet Wide Footprint and Items that will be Shipped

#	Item	Qty	Location
1	Desk	1	P/U Costco on Set-Up Day
2	Backdrop	1	P/U Costco on Set-Up Day
3	Mini Pallet Skirt	1	P/U Costco on Set-Up Day
4	TV Stand	1	P/U Costco on Set-Up Day
5	Tools (screws / stickers)	1	P/U Costco on Set-Up Day
6	32" TV	1	P/U Costco on Set-Up Day
7	1500 v2 Flyers	50	Ship to FM
8	3600 Plus Flyer	50	Ship to FM
9	5000 Plus Flyer	50	Ship to FM
10	T-Shirt	4	Ship to FM (3 to BA; 1 to FM)
11	Power Outage Loss Leaflet (Display)	2	Ship to FM
12	Acrylic Table Table Sign + Leaflet (1500, 3600, 5000, Power Outage Loss)	5	Ship to FM
13	USB	1	Ship to FM
14	Hair dryer	1	Ship to FM (amazon)
15	Blender	1	TBD (Amazon)
16	Coffee bean	1	TBD (Amazon)
17	Swag - Doll	10	Ship to FM (from round 2)
18	Swag - plastic bag	20	Ship to FM (from round 2)



03 PRE-EVENT DUTIES

Booth Assets: Alt Display

Below is the 2 Pallet Wide Footprint and Items that will be Shipped

#	Item	Qty	Location
1	Desk	1	P/U Costco on Set-Up Day
2	Backdrop	1	P/U Costco on Set-Up Day
3	Mini Pallet Skirt	1	P/U Costco on Set-Up Day
4	TV Stand	1	P/U Costco on Set-Up Day
5	Tools (screws / stickers)	1	P/U Costco on Set-Up Day
6	32" TV	1	P/U Costco on Set-Up Day
7	Mini-Fridge*	1	P/U Costco on Set-Up Day
8	1500 v2 Flyers	50	Ship to FM
9	3600 Plus Flyer	50	Ship to FM
10	5000 Plus Flyer	50	Ship to FM
11	T-Shirt	4	Ship to FM (3 BA+1FM)
12	Power Outage Loss Leaflet (Display)	1	Ship to FM
13	Acrylic Table Table Sign + Leaflet (1500, 3600, 5000, Power Outage Loss)	5	Ship to FM
14	USB	1	Ship to FM
15	Hair Dryer	1	Ship to FM (Amazon)
16	Coffee bean blender	1	Ship to FM (Amazon)
17	Coffee bean	1	Ship to FM (Amazon)
18	Badge Hanger to BA(from round 2)	5	Ship to FM
19	Jackery doll (from round 2)	10	Ship to FM
20	Jackery tote bag (from round 2)	20	Ship to FM



03

PRE-EVENT DUTIES

Product Inventory

In addition, each Costco will receive 4 Pallets of Inventory to be sold. All Pallets will be picked up at Costco during Set-Up Day.

NEW

Item	Units	Display on floor	Stock at Warehouse
3600 Plus	10	10	3
3600 Plus Battery pack*1	3	3	-
E5000 Plus	3		
5000 plus BP*1	3	3	-
500 Solar panel	10	0	10
Total (NEW)	29	16	13

Refurbished Labeled On Box

Item	Units	Display on Desl	Stock at Warehouse
E1500v2	1	1	0
100W Air	1	1	0
HP 3600 Plus	1	1	0
E5000Plus	1	1	0
HP3600Plus BP	1	1	0
5000Plus BP	1	1	0
Total (Refurbished)	6	6	0

TOTAL 35 CARTON BOXES ON 4 PALLETS

04 SET-UP DUTIES



04 SET-UP DUTIES

Arrival & Check-In

Set-Up is scheduled for **8:00 PM Thursday night**, the day before the roadshow begins.

Upon arrival, please locate the Costco floor store manager (red vest) to determine where the demo setup will be, and confirm 4 pallets are on the floor in the designated area. You will have 1 assistant BA available to assist with set-up.

Please note:

If setup is not 100% complete by 11pm on Thursday, FMs return to the store as early as 5am-8pm to finalize details. Staff are not allowed to be in the store when the warehouse closes.



04 SET-UP DUTIES

Set-Up & Photo Requirements

1 CHECK IN

- Take a **Check-In** Photo as soon as you arrive.
- Submit the photo to your **WhatsApp group**.
- Connect with Costco and confirm you are cleared to begin.

2 CONFIRM DELIVERY

- Confirm **all 4 pallets** are on-site.
- Take a clear photo of **each pallet** before opening or moving product.
- Confirm the expected inventory has arrived.
- Immediately report anything missing or damaged in WhatsApp.

3 BEGIN THE BUILD

- Start assembling the booth/display and organizing product.
- **Important:** Pallets may not be moved into their final position until Costco gives approval, typically between **9:00–11:00 PM**.
- Condense the **4 delivered pallets into 2 organized pallets + the finished display**.

4 KEEP TEAM UPDATED

- Send a brief **status update every 30 minutes** in your assigned WhatsApp group.
- Include a photo when helpful so the Regional Manager can see progress.
- Flag any issue that could delay completion **right away**– don't wait until the end.

5 POWER UP

- Plug the **Jackery into the mini-fridge** as directed.
- Plug in the **display Jackery and leave it charging overnight**.
- Confirm everything is powered and positioned correctly before leaving.

6 FINAL CHECK + CLOCK OUT

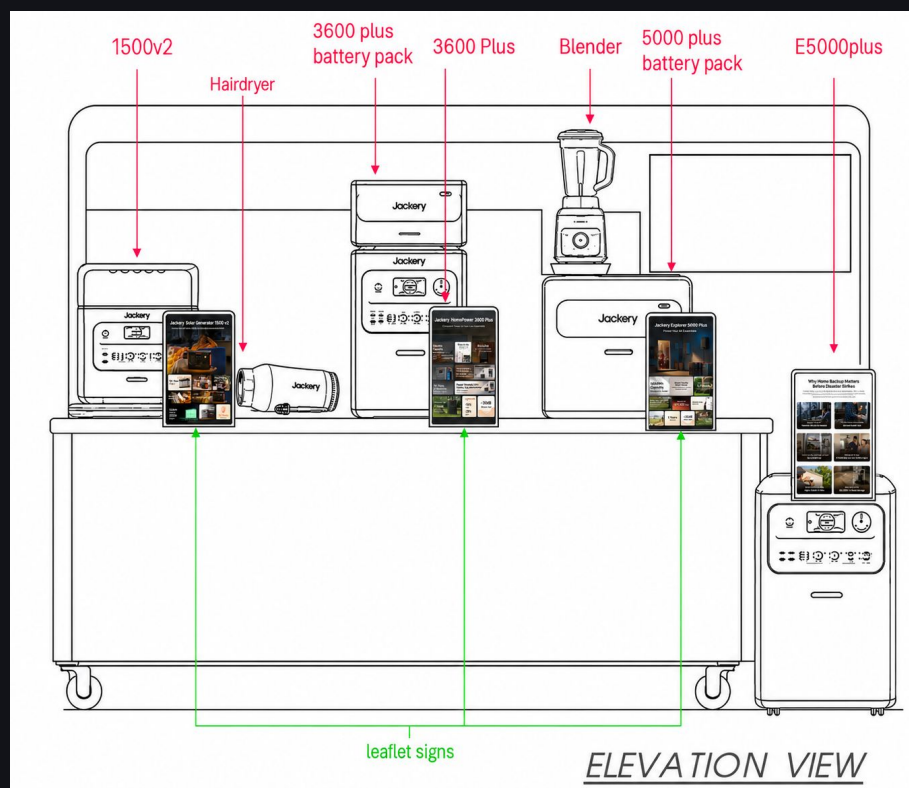
- Clean and organize the entire activation area.
- Take **Clock-Out Photos from all 4 sides** of the completed display.
- Submit all final photos in WhatsApp and wait for approval before leaving.
- If setup cannot be completed that evening, coordinate with your Regional Manager and **return between 5:00–7:00 AM** to finish.

IMPORTANT - SAVE YOUR BOXES: Take the empty TV box, mini-fridge box, and required product box(es) home. They will be needed for break-down and repacking.

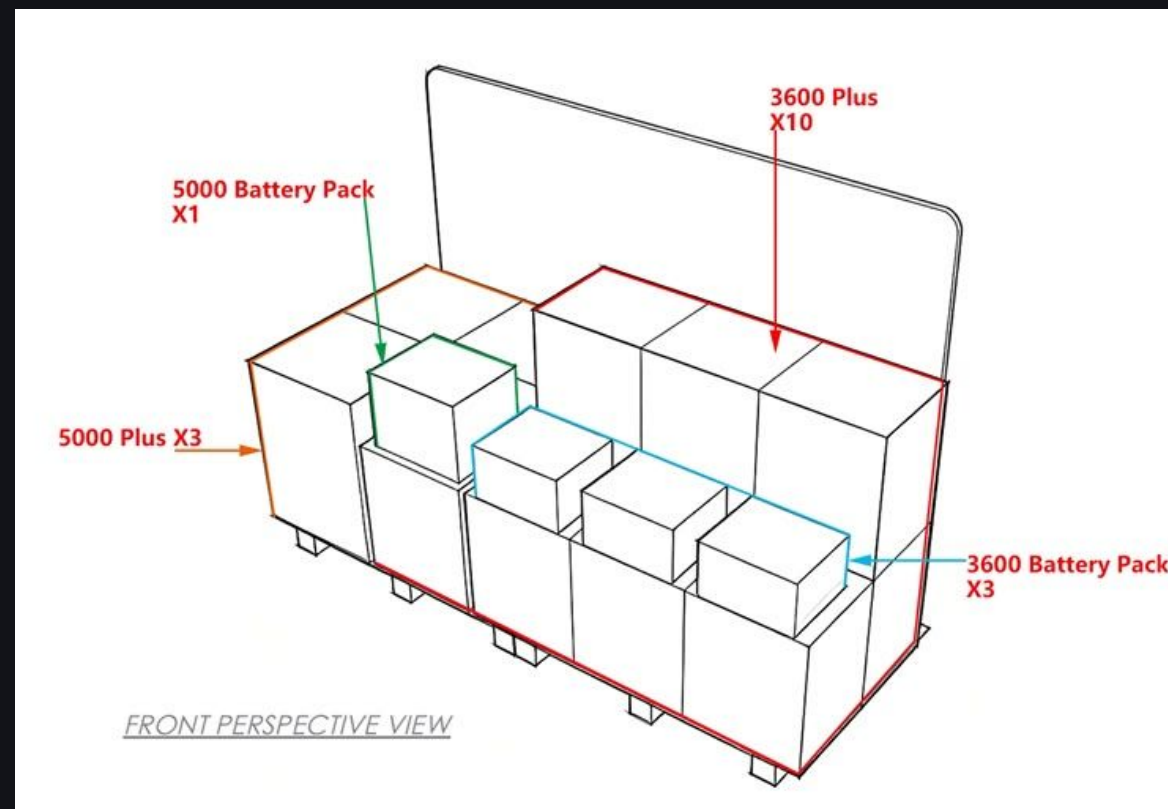
04 SET-UP DUTIES

Booth Layout:

FRONT (2 PALLETS)



BACKSTOCK (2 PALLETS)

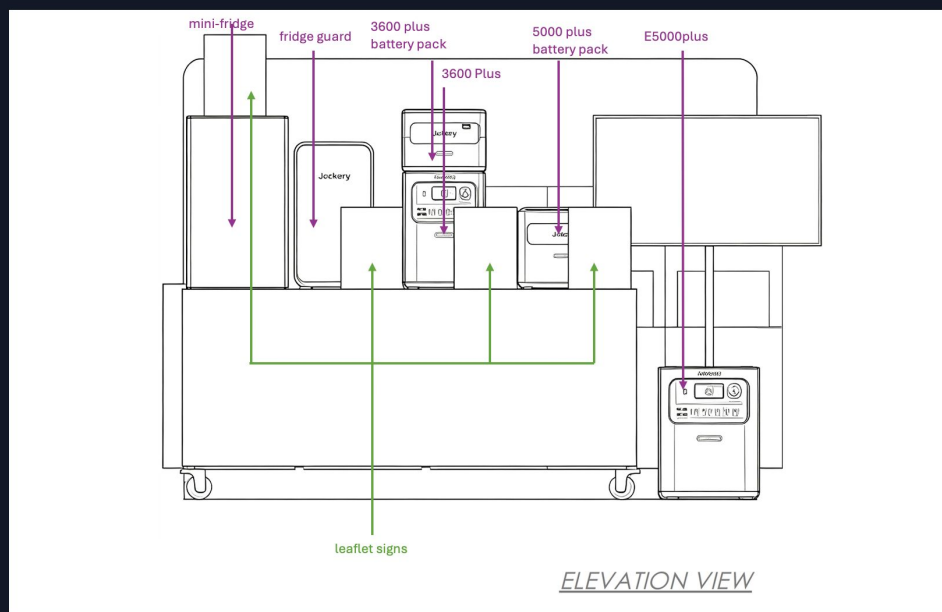


For more items, please stock at costco warehouse

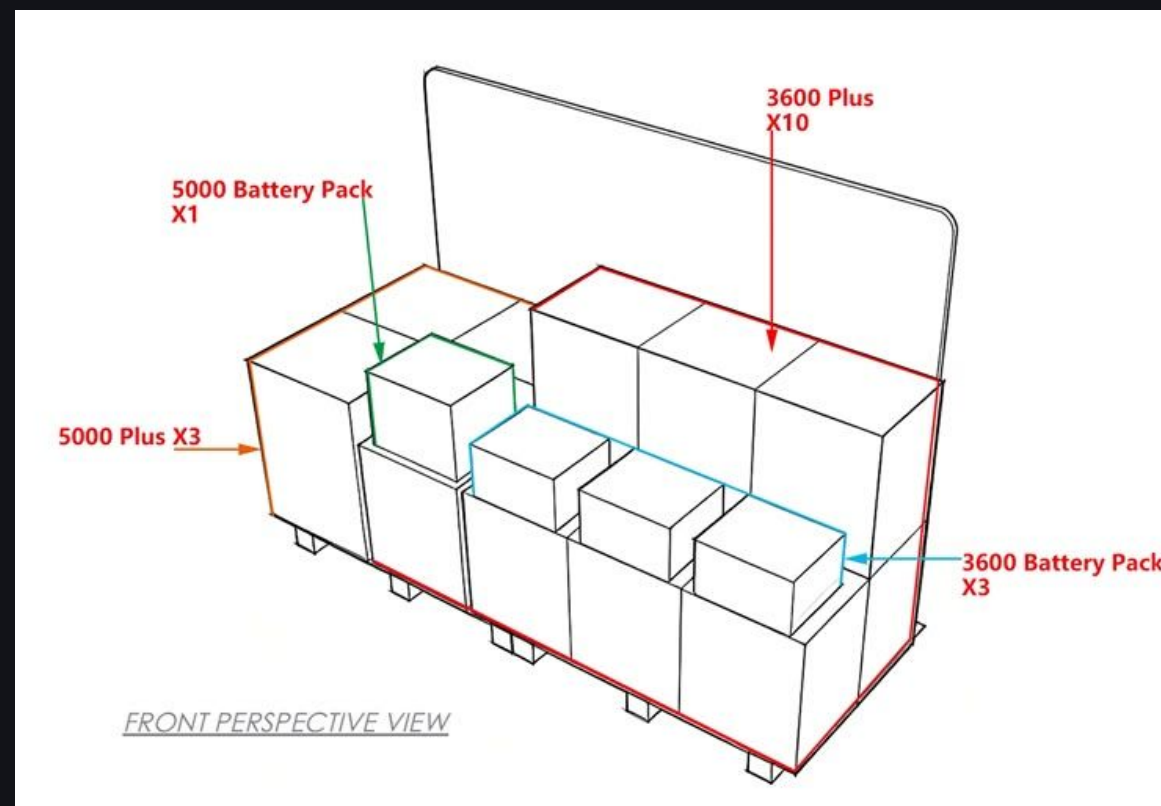
04 SET-UP DUTIES

Booth Layout (Alt)

FRONT (2 PALLETS)



BACKSTOCK (2 PALLETS)



For more items, please stock at costco warehouse

05

EVENT DUTIES



05

EVENT DUTIES

Overview: 10-Day Schedule

During the 10-day Roadshow, conduct a site check and complete a report **every day**. Each shift takes 1-2 hours - stagger them so staff do not expect you at a certain time.

THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
SET-UP	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10

SET-UP 8pm-11pm Thu | 1-2 HR SITE CHECK daily | DAY 10: 4-6pm check + 6-8pm Break-Down

SET-UP (THU) 8pm-11pm Set-Up 5am-8am Set-Up on Day 1 if necessary	DAYS 1-9 1-2 HR SITE CHECK Each shift should take 1-2 hours	DAY 10 (SUN) 4PM-6PM SITE CHECK 6pm-8pm Break-Down
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05 EVENT DUTIES

Each Site Check Will Include 4 Steps

1

Mystery Shop + Check Code & Photo

10 MINS

Walk through the activation area for approximately five minutes before introducing yourself. Observe the overall setup, BA performance, customer engagement, and overall activation condition.

- Check and verify the required **code and photo**.
- Submit the required **check-in photo via WhatsApp**.

2

Greet the BA + Take a Selfie

10 MINS

Introduce yourself and greet the Brand Ambassador (BA) and team.

Take a selfie with the BA as proof of the site visit.

Gather key information and observations needed for the site recap.

Address any immediate operational issues or questions with the BA.

3

Complete Inventory Counts

20 MINS

Open and review all inventory boxes as required.

- Count each item by type.
- Compare the physical inventory against the inventory list.
- Record any missing, damaged, or incorrect items.

4

Submit Recap + Required Photos

30 MINS

Complete the site-check recap and take all required photos.

Submit the completed site-check recap.

Upload all required site photos.

Clearly document any issues, discrepancies, or follow-up actions required.

FIRST DAY ONLY

During setup or the first site visit, confirm that each required item has an 8–9 digit ISS number and that all numbers match the provided records.

05

EVENT DUTIES

Compile & Submit Daily Recap

Each Day, you will compile feedback and pictures and submit your information here: [RECAP LINK HERE](#)

PROGRAM DETAILS

- ☐ Store # & Location: _____
- ☐ Date: _____ Start Time: _____ End Time: _____

STAFF EVALUATION

- ☐ BA Name: _____
- ☐ Shift Hours: _____
- ☐ Attendance: ☐ Present ☐ Absent
- ☐ Product Knowledge (1-5): _____
- ☐ Customer Engagement (1-5): _____
- ☐ Brand Fit (1-5): _____

DAILY INVENTORY (Qty on Hand)= on floor + back warehouse

- ☐ Fridge Guard: _____
- ☐ E1500 v2 (if Fridge Guard unavailable): _____
- ☐ 100W Air(if Fridge Guard unavailable): _____
- ☐ HP3600 Plus: _____
- ☐ E5000 Plus: _____
- ☐ HP3600 Plus Battery Pack: _____
- ☐ E5000 Plus Battery Pack: _____
- ☐ Solar Saga 500W Air Solar Panel _____

ESTIMATED SALES FROM DAY BEFORE= booth + inline / both data shall be from BA or check cashier if allowed

- ☐ HP3600Plus+500W (\$1999): _____
- ☐ HP3600Plus+BPx3 (\$3699): _____
- ☐ E5000Plus+BPx1 (\$4669): _____
- ☐ HP3600Plus (\$1359): _____

ESTIMATED KPI'S (Pull from BA)

- ☐ Estimated Booth Traffic: _____
- ☐ Estimated Booth Engagement: _____
- ☐ Estimated Interested Customers: _____

FIELD MANAGER FEEDBACK

Any additional comments/concerns:

FM Signature: _____

Date: _____

05 EVENT DUTIES

Check SKUs - First Day Only

On the first day, it is important that you check the SKU's to ensure that they will be properly scanned/priced when customers purchase the product during the Roadshow.

1 Bring Product to Register

Get a cart and bring the product box to the merchandisers' table near the registers.

2 Scan the Product

Scan the product box to confirm it rings up correctly in Costco's system.

3 Record the Item Number if Needed

If the product does not scan correctly, have the Brand Ambassador write the item number on a merchandiser slip.

4 Complete the Purchase

The customer will take the slip to the register and pay using the listed item number.

5 Verify the Receipt

After checkout, bring the receipt back to the Brand Ambassador to confirm that the correct item was charged.

6 Load the Product

Once the receipt is verified, the Brand Ambassador may place the product in the cart.

IMPORTANT: Do not place any product in the cart before the receipt has been checked, per Costco's request. Merchandiser slips are available at Costco.

03 PRE-EVENT DUTIES

Sales Information

SKU	Item Number	Q'ty to Show	Costco Memeber Price
Jackery Fridge Guard****	2070429	Guide to Shelf	\$549.99 (promotion 439.99 from 08/24-09/20)
Jackery Explorer 1500 v2 + 100W Air	1996984	Guide to Shelf	Regular price:\$ 799.99 (promotion price \$599.99 from Nov 16-30)
Jackery Home Power 3600 Plus		10	\$1359.99
Jackery Home Power 3600 Plus + Battery Pack X 3 (Bundle Pack)	2091367	3BP	\$3699.99
Jackery Home Power 5000 Plus + Battery Pack X1 (Bundle Pack)		3BP	\$4669.99
Jackery SolarSaga 500W Air Solar Panel + 3600 Plus	1986150	10	\$1999.99

**** Fridge Guard is currently available only in select Southeast stores through September 28.

05 EVENT DUTIES

Submit Photos

In addition to your Check-In Photo, you are required to submit 10-15 pictures of each site check via WhatsApp
NO Customers' face photo

1

Check In Photos

This is the picture you submit as soon as you arrive to confirm you are on-site.

1

Selfie Photo

Please take a photo of you and the BA

5-10

Customer Engagements

Please take photos of Consumers engaging with the BA, Product and Table

4

Table Check

Please take Photos of all 4 sides of the booth



06

BREAK-DOWN



06 BREAK-DOWN

Break-Down Duties

Timing: 6:00-8:00 PM, or after Costco closes Sunday Night

1 Meet the Labor Support

Meet the assigned labor person at the front entrance and confirm they are ready to assist.

2 Begin the Soft Load-Out

Pack samples and loose materials into boxes while the store is still open. Do not move the full booth until the gate is closed.

3 Break Down the Booth

Once approved, begin dismantling the booth assets and organizing everything securely on the designated pallet.

4 Complete the Final Inventory

Count all remaining products and materials. Write exactly what is left on each pallet on a legible paper and attach it to each pallet.

5 Take and Submit Photos

Photograph the completed inventory, labeled pallets and packed booth assets. Submit all photos through WhatsApp.

6 Wait for Final Approval

Do not leave the site until the Regional Manager reviews the photos and sends approval.

07 RULES & COMPLIANCE



07 RULES & COMPLIANCE

Costco Operational Compliance

1. Professional Conduct

- Represent D-Liteful, Jackery, and Costco professionally at all times.
- Arrive on time in the required professional uniform and maintain a neat, professional appearance.
- Maintain a respectful, cooperative, and professional attitude with Costco employees, Jackery personnel, and members.
- Follow all instructions from Costco management. If a Costco instruction conflicts with program procedures, comply with Costco first and notify your Regional Manager immediately.
- Never argue with Costco employees or members. Escalate any concerns to your Regional Manager.

2. Costco Operations

- Follow all Costco policies, procedures, and safety requirements.
- Use only approved entrances, exits, loading areas, and workspaces designated by Costco.
- Do not enter receiving, warehouse, or other restricted areas unless specifically authorized by Costco management.
- Leave the warehouse by **11:00 PM** following setup or breakdown. If re-entry is required after leaving the building, notify the Costco Night Manager before returning.

3. Safety & Housekeeping

- Keep aisles, emergency exits, fire equipment, and access routes clear at all times.
- Never move Costco fixtures, shelving, pallets, displays, or equipment without Costco approval.
- Do not use Costco equipment (including pallet jacks, forklifts, ladders, or other warehouse equipment) unless specifically authorized.
- Maintain a clean work area throughout setup and breakdown. Remove all boxes, shrink wrap, cardboard, zip ties, and other packaging materials before leaving.
- Immediately report any safety hazards, spills, accidents, or damaged property to Costco management and your Regional Manager.

07 RULES & COMPLIANCE

Costco Operational Compliance

4. Asset Protection

- Protect all Jackery displays, fixtures, equipment, and inventory at all times.
- Never leave Jackery assets unsecured during setup or breakdown.
- Report any damaged, missing, or malfunctioning equipment immediately.
- Ensure all displays, equipment, and materials are clean, secure, and properly positioned before leaving the warehouse.

5. Customer & Store Compliance

- Do not solicit customers or approach shoppers in the aisles. Interact only with members who naturally approach the demonstration area.
- Do not sell products on behalf of the Brand Ambassador.
- Respect Costco member privacy. Do not photograph customers' faces, confidential information, Costco offices, receiving areas, or restricted locations without authorization.
- Do not consume food or beverages on the sales floor unless approved as part of the demonstration.
- Do not play music or create unnecessary noise that may disrupt Costco operations.

6. Operational Support & Reporting

- Field Managers are responsible for setup, breakdown, operational inspections, asset management, inventory verification, and daily reporting.
- If the Brand Ambassador is absent from the booth for more than **15 minutes**, notify your Regional Manager immediately.
- Field Managers provide operational support but are **not** responsible for supervising or managing Brand Ambassadors.
- Complete all required photos, inventory checks, and operational reports before leaving each store.
- Immediately report any operational issues, Costco concerns, safety incidents, asset damage, inventory discrepancies, or compliance issues to your Regional Manager.

Failure to comply with Costco policies, Jackery program requirements, or these Field Manager Operational Guidelines may result in corrective action, removal from the program, or termination of your assignment.

08

SET-UP GUIDE



08 SET-UP GUIDE

Step #1: Build Desk

Once you've identified your assets, your location and your set-up partner has arrived, you will begin building the booth.

1. Assemble the frame using the top/bottom frames, posts, brackets, and screws.
2. Install the 4 casters onto the bottom frame.
3. Stand the frame upright (2 people).
4. Insert the back and side panels.
5. Place the bottom panel inside the frame.
6. Install the top panel to finish.



NOTE: Make sure the **Front Panel matches** the products sent to your store. The panel **is double-sided**—use the correct side based on whether your location carries the **Fridge Guard**.



08 SET-UP GUIDE

Step #2: Build Backdrop

Next, you will build the backdrop.

- Unpack all frame pieces, base feet, connectors, hardware, and the fabric banner.
- Lay the frame pieces on the floor and organize them by size before beginning.
- Connect the horizontal frame sections to create the full top and bottom bars.
- Attach the vertical frame sections to the horizontal bars to form the rectangular frame.
- Secure each connection and confirm all locking buttons or fittings are fully engaged.
- Attach the support feet to the bottom corners of the frame and tighten them securely.
- With two people, carefully lift the completed frame into an upright position.
- Unfold the fabric banner and confirm the graphics are facing the correct direction.
- Starting at the top, pull the banner evenly over the frame.
- Work down both sides together, keeping the fabric centered and free of wrinkles.
- Pull the bottom of the banner over the lower frame bar.
- Close and secure the bottom edge of the banner around the frame.
- Smooth the fabric and adjust the corners until the banner is tight and evenly aligned.
- Confirm the stand is stable, straight, and positioned in the correct location.



08 SET-UP GUIDE

Step #3: Build TV Stand

Next, you will build the backdrop.

1. Unpack and organize all stand components and hardware.
2. Attach the support feet to the base and tighten all screws.
3. Secure the center pole to the base.
4. Assemble and attach the TV mounting bracket to the top of the pole.
5. Adjust the bracket to the correct height and tighten all fasteners.
6. Attach the mounting rails to the back of the TV.
7. With two people, lift the TV onto the mounting bracket and lock it into place.
8. Confirm the TV is level, secure, and all hardware is fully tightened.



08 SET-UP GUIDE

Step #4: Build Product Display Pallets

Next step is to stack and build Product Display Pallets behind the booth.

1. Remove product and place 2 empty pallets behind the table to start unpacking.
2. Ensure forklift holes are straight in front of you.
3. This is where the product stacks behind the 6ft display.
4. Remove all outer cardboard for display.
5. Stack product to match the pictures provided.
6. Do not exceed 5' total height.
7. Add Mini Pallet Skirts as seen in video



08 SET-UP GUIDE

Step #5: Final Set-Up

Last step is to display all items on the table, including the TV and TV Stand ensuring all items are plugged in and ready.



Booth Set-Up



Alt Booth Set-Up (Stores w/out Fridgeguard)

08 SET-UP GUIDE

Break-Down Videos



Desk



TV Stand



Back Wall

09 KEY REFERENCES



EMERGENCY PREPAREDNESS

HELP MORE MEMBERS. POWER MORE MOMENTS.

SCRIPT 1

HURRICANE PREP

Florida Family – Protect What Matters Most

1. GREETING – THE STOPPER

BA: "Hi! Hurricane season's here — how ready is your house if the power goes out?"

In season? Say "hurricane season's here." Storm in the news? Name it.

2. PROVOKE & DISCOVER

BA: "When the power goes out, what do you want to keep running?" For most families it's the refrigerator, Wi-Fi, phones, maybe a fan or AC, and keeping medicines cold — exactly what Jackery is built to power.

3. PERSONAL STORY

Last year during a hurricane, one of our members in Fort Lauderdale lost power for almost 36 hours. Their Jackery kept the refrigerator running, phones charged, and the kids were able to finish their online classes. They told me, "It took so much stress off our family." That's why they upgraded to a bigger one this year.



4. WHAT IT CAN POWER (EXAMPLES)



5. RECOMMEND & OUTAGE DIFFERENCE

BA: Based on what you want to protect, here's how long each model can keep your essentials running during an outage:

MODEL	WHAT IT CAN RUN	TYPICAL OUTAGE COVERAGE*
Explorer 3600 Pro	Multiple appliances + AC	22–36 hrs
Explorer 5000 Plus	Whole-home, long runtime	36–60+ hrs

6. CLOSE — 10-DAY EVENT PRICING

BA: Storms are unpredictable — but this price won't wait either. For these 10 days only, the Explorer 5000 Plus is \$2,799.99 (reg. \$4,299 — save \$1,499) and the 3600 is \$1,359.99 — over 50% off. When the roadshow leaves, so does this pricing. Shall I walk you through the best option before the next storm hits?

RECOMMENDED SOLUTION

Explorer 3600 Pro / 5000 Plus

Best for extended hurricane outages.



SCRIPT 2

ELDERLY PARENT LIVING ALONE

Peace of Mind for the Ones We Love

1. GREETING – THE STOPPER

BA: "Hi there — do you have a parent or someone you check on when a storm rolls through?"

2. PROVOKE & DISCOVER

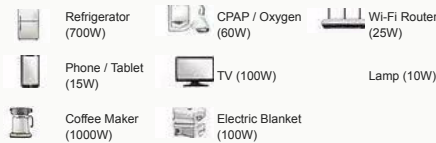
BA: "What would you want to make sure they have power for?" Usually: the refrigerator cold for food and medication, staying comfortable, and being able to call for help.

3. PERSONAL STORY

A daughter in Naples bought a Jackery for her 90-year-old mom. During a storm, the power went out for over 20 hours. Her mom simply pressed the button, the fridge stayed cold, her oxygen machine ran all night, and she could still make a cup of tea in the morning. She called her daughter and said, "I wasn't scared this time



4. WHAT IT CAN POWER (EXAMPLES)



5. RECOMMEND & OUTAGE DIFFERENCE

BA: Here's how long each model can support these essentials for your loved one:

MODEL	WHAT IT CAN RUN	TYPICAL OUTAGE COVERAGE*
Explorer 1500 Ultra	Fridge + CPAP + more	1 Day
Explorer 3600 Pro + Battery Pack	Multi-device + comfort	9 Days

6. CLOSE — 10-DAY EVENT PRICING

BA: It's peace of mind for the ones you love — and right now is the best time to get it. During this 10-day roadshow only, the 3600 is \$1,359.99 instead of \$2,799 — \$1,439 in savings. Prepare now instead of paying full price after the next outage. Shall we find the right one for your family today?

RECOMMENDED SOLUTION

Explorer 1500 Ultra / 3600 Pro / Battery Pack 2600

Perfect balance of safety and runtime.



SCRIPT 3

WILDFIRE / EVACUATION PREP

Be Ready. Be Safe.

1. GREETING – THE STOPPER

BA: "Morning! Real quick — if you had to leave your house in 30 minutes, is your power covered?"

2. PROVOKE & DISCOVER

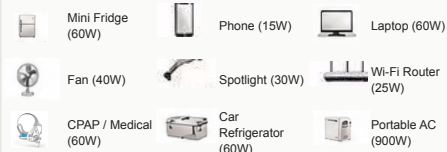
BA: Outages and evacuations happen with little warning. What matters most: phones, lights, cooling, medical devices, and keeping food safe while you're away.

3. PERSONAL STORY

Last year, a family in California had to evacuate suddenly. Their Jackery powered a mini fridge in the car with insulin, kept phones charged, and ran a fan in their hotel room. They said, "It turned a scary day into something we could handle."



4. WHAT IT CAN POWER (EXAMPLES)



5. RECOMMEND & OUTAGE DIFFERENCE

BA: Whether you're at home or on the go, here's how long each model can last:

MODEL	WHAT IT CAN RUN	TYPICAL OUTAGE COVERAGE*
Explorer 3600 Pro + Battery pack	More comfort + small AC	9 Days
Explorer 5000 Plus + Battery pack	Extended stay, heavy load	14 Days

6. CLOSE — 10-DAY EVENT PRICING

BA: Wildfires don't wait — and neither does this offer. 10 days only: the Explorer 5000 Plus is \$2,799.99 — a full \$1,499 below the regular \$4,299 — and the 3600 is over 50% off at \$1,359.99. After day 10, these prices are gone. Let's lock in the right power before the season gets worse.

RECOMMENDED SOLUTION

Explorer 3600 / 5000 Plus + Battery Packs

Power at home or wherever you go.



SCRIPT 4

MEDICAL DEVICE IN THE NIGHT

Reliable Power While You Sleep

1. GREETING – THE STOPPER

"Hi! Ever had the power go out in the middle of the night?"

2. PROVOKE & DISCOVER

"For members with a CPAP, oxygen, or medication in the fridge, that's the scary one — what happens at 2am?" Device running all night, meds cold, phone charged for help.

3. PERSONAL STORY

A member in Tampa told me her husband depends on a CPAP. During a storm, the power went out just after midnight. Their Jackery switched on, his therapy never stopped, and he slept through the whole outage. She said, "He never even knew the power was out."



4. WHAT IT CAN POWER (EXAMPLES)



5. RECOMMEND & OUTAGE DIFFERENCE

BA: For all-night medical use, runtime matters most:

MODEL	WHAT IT CAN RUN	TYPICAL OUTAGE COVERAGE*
Explorer 1500 Ultra	Medical + comfort	1 day
FridgeGuard	Multi-night reliability	1.5 Days

6. CLOSE — 10-DAY EVENT PRICING

BA: Your health can't wait for the power company — and at this price, neither should you. This 10-day event only: FridgeGuard is \$439.99 (reg. \$559), and for all-night whole-room coverage the 3600 is \$1,359.99 instead of \$2,799. The lowest these will be all year. Shall we set one aside before the event ends?

RECOMMENDED SOLUTION

Explorer 1500 Ultra / FridgeGuard

Quiet, safe power all night long.



SCRIPT 5

Protect Food, Medicine & Family Essentials

Protect Breast Milk & Special Medicine

1. GREETING – THE STOPPER

"Hi! Quick question—have you ever thought about what you'd lose if your refrigerator stopped running during a power outage?"

2. PROVOKE & DISCOVER

"New parents tell us their biggest outage fear is the fridge — pumped milk, formula, medicine. If the power went out tonight, would it all be safe?"

3. PERSONAL STORY

A new mom in Tocoma had a freezer full of pumped breast milk when a storm knocked out power. Her Jackery kept the fridge and freezer cold for two full days. She said, "That milk is liquid gold — I couldn't afford to lose a single bag."



4. WHAT IT CAN POWER (EXAMPLES)



5. RECOMMEND & OUTAGE DIFFERENCE

BA: Here's how long each model can keep the fridge cold and essentials running:

MODEL	WHAT IT CAN RUN	TYPICAL OUTAGE COVERAGE*
FridgeGuard	Multi-day protection	1.5 Days

6. CLOSE — 10-DAY EVENT PRICING

BA: Some things are simply irreplaceable — but protecting them doesn't have to cost full price. For these 10 days, FridgeGuard is just \$439.99 — \$119 off the regular \$559. That's less than replacing one freezer of breast milk or insulin. When the roadshow wraps, this price goes with it. Want me to grab one for you?

RECOMMENDED SOLUTION

FridgeGuard

Keeps what's precious safe and cold.



Prepare Today.

Protect What Matters.

Peace of Mind Tomorrow.

Jackery – The #1 Choice for Emergency Power.

PRODUCT INFO

PICTURE	ITEM NAME	ONLINE PRICE
	Jackery Home Power 3600 Plus	\$1899
	Jackery Home Power 3600 Plus Battery Pack	\$1349
	Jackery Explorer 5000 Plus	\$3149
	Jackery Explorer 5000 Plus Battery Pack	\$2609

PICTURE	ITEM NAME	ONLINE PRICE
	Jackery Fridge Guard	\$799
	Jackery Explorer 1500 v2	\$1249
	Jackery SolarSaga 100W Air Solar Panel	\$249
	Jackery SolarSaga 500W Air Solar Panel	\$799

ITEM NAME	ONLINE PRICE	COSTCO BUNDLE
Home Power 3600 Plus	\$1899	\$1999.99
Solar Saga 500W Air	\$799	

ITEM NAME	ONLINE PRICE	COSTCO BUNDLE
Home Power 3600 Plus	\$1899	\$3699.99
HP3600 Plus Battery	\$1349	
HP3600 Plus Battery	\$1349	
HP3600 Plus Battery	\$1349	

ITEM NAME	ONLINE PRICE	COSTCO BUNDLE
Explorer 5000 Plus	\$3149	\$4669.99
E5000 Battery	\$2609	

ITEM NAME	ONLINE PRICE	COSTCO BUNDLE
Home Power 3600 Plus	\$1899	\$1359.99

FM REFERENCE GUIDE (Front)

STORE # & ADDRESS:

SET-UP DAY:

EVENT DATES:

REGIONAL MANAGER & CELL:

PRE-EVENT

3 Hours

- Train: 1-hr call w/ Regional Manager
- Review manual & brand training docs
- Confirm location, date & times
- Confirm BA staff info
- Confirm assets shipped to you (TV, Fridge, Shirt, Brochures)

SET-UP

Night Before- 8p-11p

- Check in w/ Costco floor manager (red vest)
- Confirm 4 pallets on floor
- Build: Desk → Backdrop → TV Stand → Product Pallets → Final Display
- Condense 4 pallets into 2 + display
- Plug in Jackery units & fridge overnight
- Submit setup photos (front/back/backstock) + clock-out photo

EVENT DUTIES

Daily- 1-2 Hours

- Daily Site Check (stagger times): Mystery shop (5m) → Introduce yourself (10m) → Inventory count (30m) → Submit recap + photos (30m)
- Submit 10-15 photos/day (check-in, selfie w/ BA, customer engagement, 4-side table check)
- Complete & submit Daily Report (program details, staff eval, inventory, sales, KPIs)
- Day 1 only: Verify SKUs scan correctly at register

BREAK-DOWN

Last Day- 6pm-8pm

- Meet labor support at entrance
- Soft load-out: pack samples while store open
- Break down booth once store closes & Costco OKs
- Final inventory count on legible sheet
- Submit photos of inventory, pallets & packed booth
- Wait for RM approval before leaving site

BOOTH INVENTORY

- Desk
- Backdrop
- Mini Pallet Skirt
- TV Stand
- Tools (screws / stickers)
- 32" TV
- Mini-Fridge
- Flyers
- T-Shirt
- Acrylic Table Table Sign + Leaflet
- USB, Badge Hanger to BA

PRODUCT INVENTORY

- Jackery Fridge Guard
- Jackery Explorer 1500 v2
- Jackery 1000 W Air
- Jackery Home Power 3600 Plus
- Jackery Home Power 3600 Plus Battery Pack
- Jackery Explorer 5000 Plus
- Jackery Home Power 5000 Plus Battery Pack
- Jackery Solar Saga 500W Air Solar Panel

ROADSHOW PACKAGES

- HP3600Plus+500W : \$1999.99
- HP3600Plus+BPx3: \$3699.99
- E5000Plus+E5000Plus Battery Pack: \$4669.99
- HP3600Plus: \$1359.99

REPORTING SUMMARY

Submit All Pictures to WhatsApp Group

Submit Daily Recap to Google Form Here:
<https://forms.gle/5zTsNYRd7iRGP7WF7>

Thank You!

Let's make this Costco Roadshow a success - store by store.