

CDS

Hardline Events

CDS will make the difference in your Costco event

CDS provides the following services to ensure a successful Hardline Event:

- Pre-event consultation
- Sales Advisor selection
- Product training
- Event set-up and break-down
- Event supervision
- Member feedback
- Event sales recap
- **CDS Vendor Portal** – an online resource to schedule, track and manage your events

**First Event?
No Charge!**

*Limitations apply. See details on page 2.

Details on next page



Hardline Events

As Costco's premiere event marketing company, CDS creates exciting and innovative consumer interaction experiences designed to achieve the results your business requires.

Our fully-trained Sales Advisors will enhance your product's image, simplify your marketing efforts and increase your revenue. CDS Sales Advisors do much more than offer samples, they are trained experts in:

- Engaging Costco members
- Educating members about product attributes and benefits
- Increasing brand awareness
- Highlighting the Costco pricing value
- Closing the sale

Services Offered

Turnkey Event Management

CDS is your one-stop Costco event marketing solution. Building upon 20 years of service and millions of events, CDS has the experience and relationships to ensure your event is a success.

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Brand Ambassadors – If your event requires a specialized look or skill to represent your brand appropriately, we have the resources to recruit talent that meets your precise needs. These extroverted, sales-oriented individuals are known as Brand Ambassadors.

Branded Marketing Materials – Our design group can provide all the support materials necessary to make your event stand out, including branded apparel, premiums, signage and more.

Training and Video Production – We ensure all of our teams have the latest information on event set-up, maintenance, key selling points and how to close the sale through short training videos. The customized video on your product is shown to our teams in every warehouse in which your event takes place.

Product Categories Serviced

- Automotive Accessories
- Domestic
- Garden Patio
- Hardware
- Hearing Aids
- Housewares
- Major Appliances
- Office Supplies
- Small Electric Appliances
- Sporting Goods
- Toys / Seasonal
- TV / Electronics

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"Our experience with CDS has been very good. Our contacts at CDS are always very timely with their response to our questions and more than happy to offer assistance when needed."
 –Jenny Pekarske, Wet & Forget

Pricing	
STANDARD/COMBO EVENT (6.5 hours labor)	SPLIT EVENT (6.5 hours labor)
Labor Charge.....\$150	Labor Charge.....\$85
Supply Charge...\$750	Supply Charge...\$3.75

*First Event No Charge offer valid for new CDS vendor customers only. Valid only in Health & Beauty, Hard Lines and Pharmacy areas. Limited time offer. Includes one event at no labor charge. Cost of samples will be billed to the vendor. Contact CDS for additional offer details.