

CDS

Road Shows

CDS has the talent to embody your brand and the experience to sell your products

.....

CDS provides the following services to ensure a successful Road Show:

- **Pre-event consultation**
- **Brand Team 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

Details on next page





Road Shows

Our hand-selected Brand Teams ensure your Road Show success at Costco.

Road Shows feature food products not carried in Costco as a stocked item. These special items are available in the warehouse for a limited time, typically for four days.

CDS staffs Road Shows with specialized Brand Teams. Brand Teams are comprised of a Brand Ambassador and a Food Preparation Specialist.

The Brand Ambassador engages Costco members, embodies your brand, delivers your brand message, invites members to sample your products and then closes the sale. The Food Preparation Specialist focuses on the preparation of your products during your events and gives special attention to the quality and detail of the overall presentation.

This tag-team approach has proven to be a winning combination according to our vendor customers!

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.

- **Pre-event consultation**
- **Brand Team 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

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 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 Served

- **Pizza**
- **Salsa**
- **Vitamins**
- **Pasta**
- **Chips**
- **Weight Loss**
- **Cheese**
- **Home Health**
- **Many Others**



“We sold out of all the product in Mission Valley (San Diego) by Sunday at noon and all of the product at the Morena Blvd. (San Diego) by Saturday at 4:00 p.m. Thanks to our amazing Brand Teams who were incredible to work with and fantastic sales people.”

–Jack Nuanes, High Plains Bison

“Gold Coffee wishes to recognize CDS for their outstanding Brand Ambassadors. Their outgoing personality, salesmanship and ability to interact with Costco members in a helpful and informative manner contributed significantly to our success.”

–Jeff Cryans, Gold Coffee Company



Pricing

\$25 per hour (Sales Advisor)

\$32 per hour (Brand Ambassador)

Contact Details

- Midwest Region:** (630) 572-0032 • midwest@clubdemo.com
- Northeast Region:** (703) 406-0260 • northeast@clubdemo.com
- San Diego Region:** (858) 812-1265 • sandiego@clubdemo.com
- Southeast Region:** (678) 473-0090 • southeast@clubdemo.com
- Texas Region:** (972) 241-7572 • texas@clubdemo.com

