



CDS

Special Events

Expert staffing,
coordination and
management for your
Costco Special Events

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

- Pre-event consultation
- Event manual creation
- Field staff training
- Event receiving and set-up
- Daily sales staffing
- Display maintenance
- Inventory replenishment
- Restocking
- Inventory counts
- Photos of your event
- Product transfers
- Flat fee billing based on hourly rate
- Event reports
- Event breakdown and shipping preparation
- CDS Vendor Portal – an online resource to schedule, track and manage your events

Details on next page





Special Events

Special events feature non-food merchandise not carried in Costco as a stocked item. These special items are available in the warehouse for a limited time, typically between 10 and 14 days.

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

Our complete range of value-added services, along with our full-time, in-warehouse supervision, assures that your special event will run smoothly, attract members and achieve your sales goals. Take advantage of our experience, resources and expertise. Make CDS your Costco special event management and staffing solution.

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
- Event manual creation
- Field staff training
- Event receiving and set-up
- Daily sales staffing
- Display maintenance
- Inventory replenishment
- Restocking
- Inventory counts
- Event photos
- Damaged product control
- Product transfers
- Event reports
- Event breakdown and shipping preparation
- CDS Vendor Portal – an online resource to schedule, track and manage your events

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 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

- Apparel (Children's, Fashion, Swimwear, etc.)
- Artwork
- Jewelry
- Many others



"Our partnership with CDS has been instrumental in the success of our inaugural schedule of shows in Costco. Without the sales abilities and staff representation by the CDS Sales Advisors, the introduction of our merchandise to the Costco member base would not have been achieved as quickly—or as lucratively—as it was. We look forward to continuing business with them!" – Shane Coble, Margaritaville

"We've been fortunate enough to double our event count over the past two years and fully expect to do the same in 2011. We wouldn't have been able to increase our reach without the hard work, attention to detail and flexibility of the CDS warehouse staff." – Vicki Youngers, SunPro Zone



Pricing

\$22 per hour (Full Staffing)

\$27 per hour (Maintenance Only)