

PRODUCT CONNECTIONS

STAND-ALONE EVENTS



It is important that you execute your Stand-Alone Events correctly. Use this guide to navigate executing Stand-Alone Events at Target.

What is a Stand-Alone Event?

- A Stand-Alone event is a Wet Sampling event where setup, demo, and teardown occur in a 3.5-hour timeframe.

Demo Information

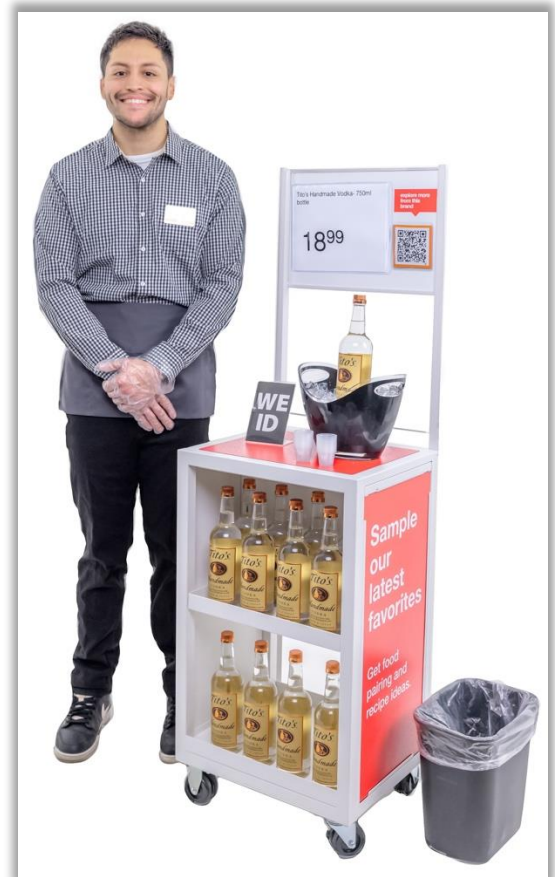
- These events can be executed between 11:00 A.M. to 7:00 P.M.
 - However, the latest you can start an event is 3:00 P.M.
- Reporting in AMP: The duration of each Stand-Alone event will be 3 hours, but you will report 3 ½ hours on AMP for setup/teardown.
- Alabama (AL) Stores Only: Due to compliance, AL stores will have a total of 3 hours (2.5-hour demos + 30 min for setup and teardown)
- You will only complete 1 project/mPlan for each Stand-Alone event.

Event Materials

- Each Stand-Alone event only has 1 manual that includes instructions for setup, demo, and teardown.
- Your event QR code will now link to the featured brand's website.

Important Reminders

- Your D2D Cart will only be on the floor during your event and will no longer be on the salesfloor all weekend!
- Please make sure to check your event manual for which seasonal cart signage is needed for your event!
- Don't forget to use your "Property of PC" sign when your D2D cart is not on the salesfloor!



Questions?

If you have questions or concerns about Stand-Alone Events, reach out to your supervisor. They are there to help you and walk you through any issues you may encounter.