

ACDelco



IMAGE PROGRAM GUIDE

The ACDelco Image Program

Help your business stand out from the competition

As an ACDelco Partner Perks++ Program participant, we are here to help you enhance your shop's image, both inside and out. ACDelco provides signage, merchandising and instore promotional materials to leave your customers with a great lasting impression that keeps them coming back time and time again.

Some ACDelco programs are eligible for subsidy. Check with your local ACDelco representative to see which programs qualify.

BENEFIT PACKAGE		Single Shop			Multi-Shop	
PROGRAM PILLARS		PERKS	PERKS+	PRO PERKS++	PRO PERKS++	REGIONAL SERVICE CENTER
MARKETING SUPPORT 	Promotional Kits	N	Y	Y	Y	Y
	Point-of-Sale Materials and Merchandise	Y	Y	Y	Y	Y
	Digital Support	Y-Discount	Y-Discount	Y-Premium Discount	Y-Premium Discount	Y
	National Website Locator Listing	N	Y	Y	Y	Y
	ACDelco Co-Branded Signage	N	N	Y	Y	Y
	Digital Sign Video Player With Subscription	N	N	Y	Y	Y

STEP
1

Please note: The first step when considering an image upgrade is to check with your region's governing ordinances to ensure appropriate compliance.

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Shop Interiors

ACDELCO PARTS BRAND COLORS

Main Color | GM Blue

PANTONE 285 C
CMYK: 100, 60, 0, 6
RGB: 0, 51, 161
HEX: 0072CE

Speedline | Red

PANTONE 185 C
CMYK: 0, 100, 89, 0
RGB: 234, 0, 41
HEX: EA0029

Black

PANTONE NEUTRAL
BLACK C
CMYK: 60, 40, 40, 100
RGB: 38, 38, 38
HEX: #262626

White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Printing Note:

Our colors are created by using precise formulas that are specified for each color system we use: Pantone, CMYK, RGB, and HEX. The exact formulas for each color in each system are shown here. Always use the color formulas listed. Do not adjust them or use values resulting from converting from one color system to another.

Available in gloss finish for higher areas and satin finish for more accessible areas.
Available in ACDelco Dark Gray, ACDelco Light Gray, ACDelco Blue and ACDelco Red.

LOGO SPACING AND SIZING



CLEARSPACE

Clearspace is defined as the area of isolation maintained around the logo to facilitate optimal legibility. Do not place any text or graphics in this area. The minimum clearspace around the logo is equal to the width of the letter "o" in the ACDelco word mark. Clearspace requirements are the same for all color variations.

Digital Signage

Take your shop to the next level with professional digital signage. These offerings help you sell more services and products all while improving and modernizing your storefront appearance. Each comes with hundreds of preloaded automotive picture/video assets to choose from. Content automatically updates with new and exciting information each month.

SERVICE MENU BOARD

Designed for installation behind your service counter or in your showroom, Spectrio's Service Menu Board is a service and repair write-up tool that updates automatically with the latest ACDelco product benefit images and other important/seasonal service content. The flexible control module combined with Spectrio's service industry insights deliver immediate and unlimited access to an extensive library of highly customizable service videos and image templates along with a broad range of aftermarket service videos. The Service Menu Board puts you in control of services offered, special promotions and pricing.

ACDelco WAITING ROOM TV

ACDelco Waiting Room TV offers a full day's loop of prerecorded entertainment content alongside the latest ACDelco product benefit and seasonal service recommendations. ACDelco Waiting Room TV is the perfect enhancement for your customer lounge and is designed to replace cable TV or other subscription services. Programming automatically updates monthly and includes a wide variety of entertainment content, including sports, technology, cooking shows, children's programming, game shows, music videos and much more.

AUTOMOTIVE DIGITAL SOLUTIONS



SERVICE MENU BOARD



WAITING ROOM TV

Vehicle on Demand

People buy when they understand, and Vehicle On Demand from Spectrio helps your customers do just that. Vehicle On Demand is included with any Spectrio service and provides you and your service advisors with a unique tool to show customers the need and urgency for recommended services and repairs. With everything you've read about closing more automotive repair business, being able to demonstrate a repair ranks as a top strategy that is proven to help close more business while simultaneously building customer loyalty, confidence and trust.

VEHICLE ON DEMAND

- Show customers potential repairs from our extensive library of 3D animations
- Share with customers on any mobile device, tablet, or computer
- Email animations to customers who declined a service or are not in your shop, complete with email tracking
- Included with any service



Download the free mobile app!

Screen recommendations:

- Any size LED, LCD or plasma display (smaller is acceptable if space is limited)
- 720p minimum screen resolution
- Minimum of 1 HDMI input

Indoor Building Graphics

Help your shop stand out in style with an array of building graphics.

Offerings include:



Store Hours with Numbers

- Size: 8" H x 12" W
- Features a vinyl graphic to be adhered on inside of window



Enter/Exit Signs – Double-Sided

- Size: 4" H x 6" W
- Features a vinyl graphic to be adhered on inside of window
- Graphic displays "Enter" on one side and "Exit" on the other

Indoor Building Graphics



Wall Border Graphic

- Size: 15" H x 96" W
- Printed graphic on rigid plastic backer
- Kit includes three 8' sections ready for installation
- Additional selections may be ordered to meet wall-sizing requirements



Garage Door Bay Graphic

- Size: 24.5" H x 120" W
- Printed vinyl graphic
- Can be customized with services provided in each service bay

Shop Exteriors

Awnings

LED-illuminated ACDelco awnings are the attractive way to provide customer convenience in inclement weather, reduce energy consumption by blocking harsh sunlight, increase visibility and lighting for additional security and increase the visibility of your business and set it apart from surrounding businesses. These awnings can even be customized with your business name. Custom quoting is required to ensure the best fit and value for your space. Features include:

- High-strength all-aluminum frames with welded joints
- Face material constructed from Flex Face, a polyvinyl chloride material
- FX protective coating prevents fading and staining associated with canvas coverings



Shop Exteriors

Illuminated Signage

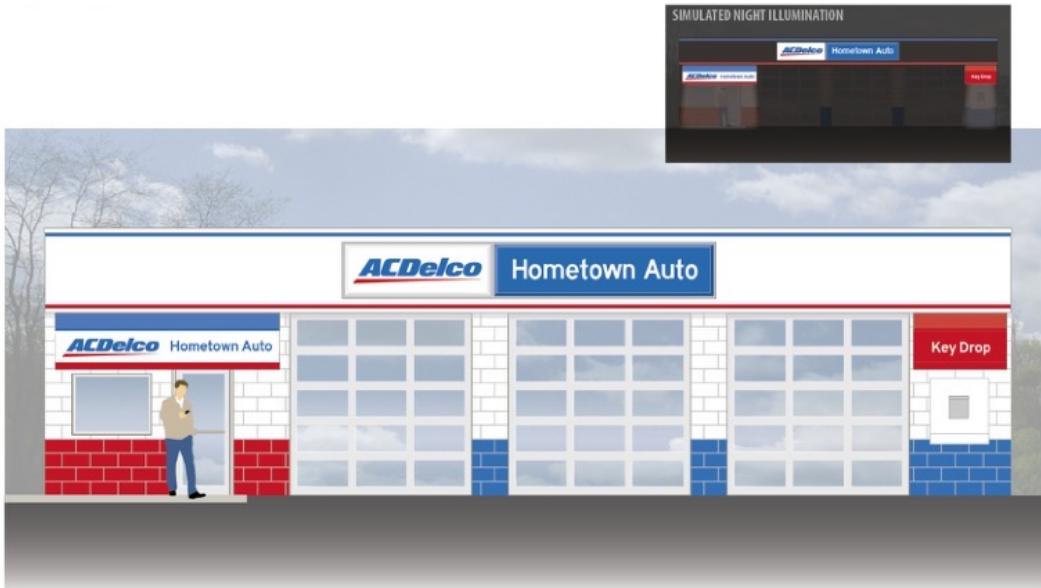
- Premium-grade, rust-resistant aluminum housings
- High-efficiency electronic ballasts
- Thermo-formed UV-protected polycarbonate faces for virtually unbreakable durability

Sizes: Standard sizes listed below. Custom quoting is required to ensure the best fit and value for your space

Option 1 – Channel Letter:



Option 2 – Illuminated Cabinet Signage:



Shop Exteriors

Illuminated Channel Letter Signage

ACDelco illuminated channel letter signage arrives complete with individual letters preinstalled on a controlled color background to help ensure compliance with ACDelco brand standards.

Sizes: Standard sizes listed below. Custom quoting is required to ensure the best fit and value for your space.

- 18" ACDelco letters on an overall 3' x 14' backer panel
- 24" ACDelco letters on an overall 4' x 18' (-8" backer panel)

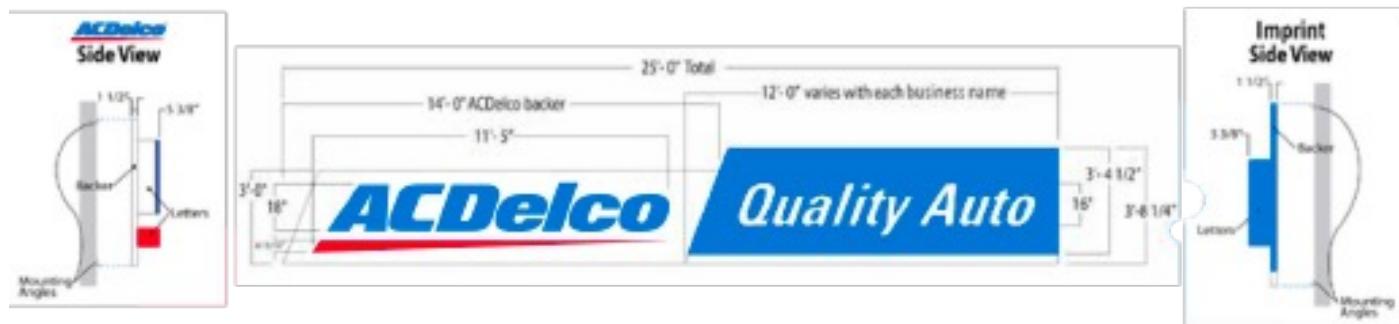
The personalization section size depends on the number of letters, spaces and punctuation in your business name. Explore the examples below to help decide which style would best fit your location. Your actual name will vary.

18" on a 3'- 0" x 14'- 0" 14'- 0" ACDelco backer  ACDelco	24" on a 4'- 0 1/4" x 18'- 8" 18'- 8" ACDelco backer  ACDelco
Personalization Letters with Backers 3'- 8 1/4" x 12' - 18 inch letters Quality Auto 12 Letters & Spaces	Personalization Letters with Backers 4'- 11" x 16' - 21 1/2 inch letters Quality Auto 12 Letters & Spaces
 3'- 8 1/4" x 18' - 18 inch letters Quality Auto Repair 18 Letters & Spaces	 3'- 8 1/4" x 24' - 21 1/2 inch letters Quality Auto Repair 18 Letters & Spaces
 3'- 8 1/4" x 24' - 18 inch letters Quality Auto Repair Service 27 Letters & Spaces	 3'- 8 1/4" x 33' - 21 1/2 inch letters Quality Auto Repair Service 27 Letters & Spaces

Shop Exteriors

Illuminated Signage

- Premium-grade, rust-resistant aluminum housings
- High-efficiency electronic ballasts
- Thermo-formed UV-protected polycarbonate faces for virtually unbreakable durability



Shop Exteriors

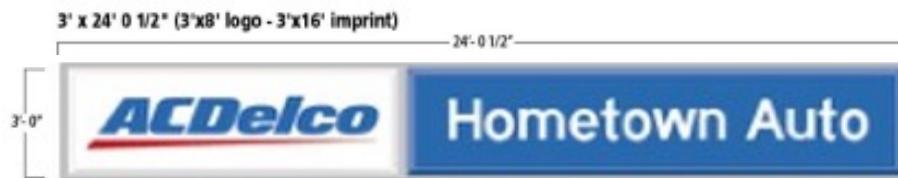
Illuminated Cabinet Signage

Help your shop shine even brighter with ACDelco illuminated signage. These modular signs are available in various sizes for both wall and free-standing versions.

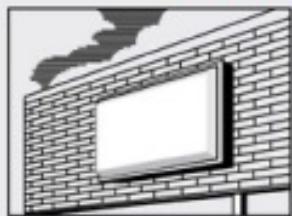
Features include:

- Silk-screened, heat-bonded graphics prepared in long-lasting inks to prevent the fading and peeling commonly associated with vinyl materials
- Premium-gauge rust-resistant aluminum housing
- High-efficiency fluorescent electronic ballasts or LED
- Thermo-formed UV-protected polycarbonate faces are virtually unbreakable

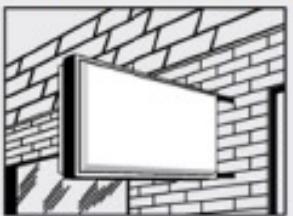
Popular mounting methods:



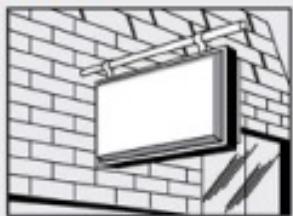
AVAILABLE MOUNTING METHODS



SINGLE FACE WALL MOUNT



DOUBLE FACE RIGID MOUNT



DOUBLE FACE SWING MOUNT



DOUBLE FACE CENTER POLE



DOUBLE FACE BETWEEN POLE



DOUBLE FACE TWIN POLE

Shop Exteriors

Metal Signage

Make your shop stand out in style with metal signage to help your lobby or work-space appear even more refined and professional.

Features include:

- 2' H x 3' W ACDelco promotional signage



PERSONALIZED

- Choose your own messaging



STANDARD

Choose from these five different messaging options:

- Air Conditioning Service
- Batteries
- Brakes
- Tune-Up
- Quality Parts

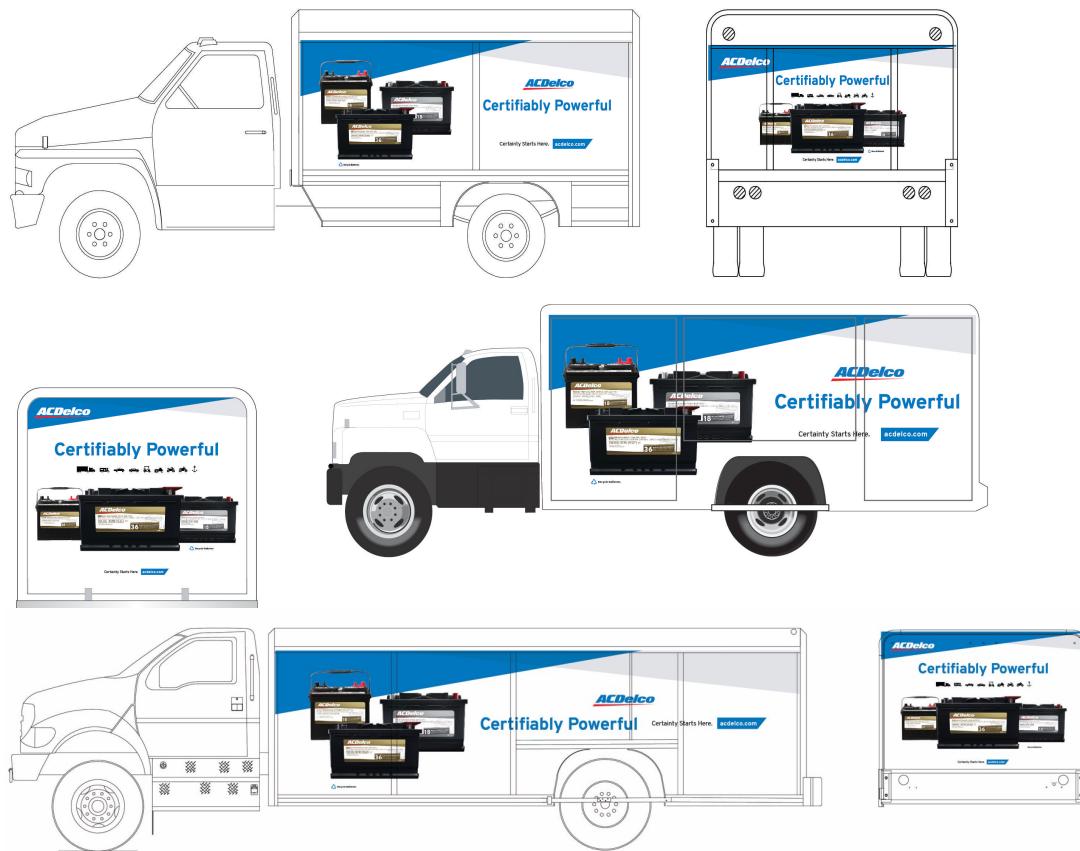
Shop Exteriors

Vehicle Graphics

Make a statement no matter where you roam with bold, eye-catching vehicle graphics.

Vehicle graphics are highly customizable with the following choices to best fit your needs:

- Scalable to fit most vehicle makes, models and upfit body sizes
- Several exciting background images
- Custom product focus
- Ability to insert business logo and/or call to action
- Decals available as:
 - $\frac{1}{2}$ wrap
 - $\frac{3}{4}$ wrap
 - Full wrap
 - Individual ACDelco logos
 - Product-focused spot graphics



**Gooseneck 4-Bay, 6-Bay, and 8-Bay Battery
Marketer Trucks and Trailers**

Shop Exteriors

Vehicle Graphics



4-Bay Battery Truck Mini



Chevy Sonic Parts Delivery Vehicles



GM/ACDelco Parts Delivery 24ft Box Truck

Shop Exteriors

Vehicle Graphics



Customer ID Kit, Van and Minivan Kits



Pickup and Short-Bed Pickup Kits



Rear Logo and Side Logo Only

Shop Exteriors

Computer Rendering (Example Property Enhancements)



A-Center Pole Double Face Cabinet Sign, B-Wall Mount Cabinet Sign, C-Illuminated Entrance Awning, D-Channel Letter Sign, E-Illuminated Key Drop Awning, F-Monument Double Face Cabinet Sign-custom

Important:

This rendering is intended to provide you with a conceptual drawing of how great your business will look once you've completed the computer rendering. Please keep in mind... it is NOT to scale. To determine the correct size(s) of the signage needed, you should compare your building measurements to the rendering. Products are made specific to your location and cannot be returned or canceled after ordering.

Custom-sized signs, replacement faces and awnings are also available.

Image Enhancements for PSCs

Program Overview

Does your shop need a complete makeover? ACDelco offers a more comprehensive, turnkey approach to remodeling and enhancing your shop. All the previous image elements are included along with the following ACDelco image enhancement upgrades:

Examples of items that may be included through the Image Enhancement Program:

- Paint: Both interior and exterior (consumer-facing spaces)
- Countertops
- New flooring (consumer-facing spaces)
- ACDelco signage and building graphics
- Computer renderings
- Renovation of customer waiting area or restrooms

Examples of items not eligible for reimbursement through the Image Enhancement Program:

- Any use of the ACDelco name, logo and any associated marks that do not meet published brand guidelines
- Paving of parking lot, sidewalks or driveways
- Fencing or exterior/outdoor landscaping or divider walls
- Structural enhancements or repairs, including but not limited to walls (other than for counters), plumbing/electrical, roofing, siding, concrete wall repair, service bay flooring or vending machines

Upgrade requirements and eligibility:

- Image account must be located in a high-traffic (highly visible) area
- Image account should be the only image account within a 1-mile radius

Who is eligible:

PSC My GM Partner Perks Pro ++ Accounts who purchase \$6,000+ per month for at least 3 months
RSC My GM Partner Perks Pro ++ Accounts who collectively purchase \$12,000+ per month

Note:

ACDelco MAM and Direct Accounts will approve the image upgrades prior to start of work. Eligibility restrictions apply. Legal documentation must be signed by the image account, the Direct Account and ACDelco regional management. Please see your Direct Account for details.

Image Enhancements for PSCs

How to Get Started

1. PSC and RSC My GM Partner Perks Pro ++ Accounts with the below purchase average are eligible to participate in the Image Enhancement Program. Eligible accounts should contact their ACDelco representative to prepare a proposal to enhance.
 - PSC – Accounts Averaging \$6,000+ per month for at least 3 months
 - RSC – Collective Shops Averaging \$12,000+ per month
2. The ACDelco representative will then assist in obtaining computer-enhanced photos of the facility with proposed image enhancements from the approved sign vendor and submit, along with estimates of work, to the sponsoring ACDelco Direct Accounts and ACDelco Regional District Marketing Manager (RDMM) for approval before work is started.
 - Approval request is submitted via www.acdelcofunds.com
3. Review applicable local city ordinances for signage and ensure compliance as appropriate.
4. List the improvements to be made; get local bids for cost analysis.
 - Improvement items include:
 - Paint – Interior & Exterior customer facing areas
 - Countertops
 - New Flooring
 - Signage
 - Computer Renderings
 - Renovation of Customer Waiting Areas and Restrooms
5. Upon written approval from ACDelco, the cost of the renovation will be split 1/3 ACDelco, 1/3 Direct Accounts and 1/3 participating account, with a maximum ACDelco participation of \$10,000 per location.
6. Upon completion of the project, attach supporting documentation, proof of performance and pictures of appropriate image elements to ACDelco Advertising and Promotional Funding Form and forward to the RDMM.
 - Manual 1251 must be completed after approvals and work is completed
 - Route for Approval – RDMM and Jessica Manning
 - Send to ACB for Processing – APF and CO funding will be credited to DA Open Account
 - DA will reimburse the Secondary Account.
7. Each participating account must sign an ACDelco Image Enhancement Agreement with ACDelco to participate in the Image Enhancement Program.
8. Participating accounts must meet the minimum program requirements by type of participant. Premium PSC Accounts must meet and maintain a purchase level of \$6,000/month and RSC accounts averaging \$12,000/month.

ACDelco 1Store Job Aid

Image Program Guide

This guide will assist you in navigating the ACDelco Image Program on the ACDelco 1Store.

1. After logging in to the site, choose Display & Signage in the middle of the black menu bar
 - Choose the type of signage you are looking for (Indoor, Outdoor, Vehicle Graphics)
2. Scroll through to find the signage you want
 - Search is also an option

The screenshot shows the ACDelco 1Store website with a black header bar. The header includes the ACDelco logo, a search bar, and links for 'MY ACCOUNT' and 'MY CART'. Below the header, a navigation bar has 'DISPLAY & SIGNAGE' highlighted. The main content area is titled 'DISPLAY & SIGNAGE' and contains several links: 'BANNER/SIGNAGE/DISPLAY', 'OUTDOOR SIGNAGE', 'INDOOR SIGNAGE', 'VEHICLE GRAPHICS', 'PORTABLE DISPLAY REQUEST FORM', 'ACDELCO 1STORE IMAGE GUIDE', and 'ACDELCO 1STORE IMAGE JOB AID'. A large image of an 'ACDelco TUNE-UP' sign is displayed, along with its product code (M10215), price (\$32.00), and an 'ADD TO CART' button. To the left of the main content is a sidebar with 'CATEGORY' and 'PRODUCT LINE' filters. Below the main content is another navigation bar with 'DISPLAY & SIGNAGE' highlighted. The 'DISPLAY & SIGNAGE' section shows two more signs: 'AIR CONDITIONING' and 'BATTERIES'. At the bottom of the page, there are sections for 'MY CART' and 'COMPARE PRODUCTS'.

ACDelco 1Store Job Aid

Getting Started Guide

Standard orders are any item that does not indicate “Personalized” or “Custom”

1. Pick the options for the sign
 - Enter the PSC account code
2. If High Wind is chosen, it will redirect you to complete a custom quote
3. Upload the signed signage agreement
 - Link to the attachment below



Hover to zoom

ACDelco
QUALITY AUTO

1

2

3

PRODUCT CODE: DL-SIGN-D

**Double Faced
ACDelco
ILLUMINATED
CABINET SIGNAGE**

Availability: In Stock

SIGN TYPE * * Required Fields

Double Faced: (\$240.00 - \$870.00)

MOUNT TYPE *

Center-Pole: (\$507.00 - \$870.00)

SIZE *

2 x 8: (\$240.00 - \$732.00)

BALLAST TYPE *

LED: (\$457.00 - \$870.00)

ACCOUNT CODE *

600001

Enter PSC / AJP / AWP Account Code

HIGH WIND AREA *

No

Are you in an area that has a High Wind ordinance or guidelines?

ACKNOWLEDGEMENT *

C:\Users\Kz8bkh\Documents\Download ACDelco Signage Acknowledgement. sign and scan document. Submit with order.

\$732.00

Unit of measure: EA

QTY: 1

ADD TO CART

ACDelco 1Store Job Aid

Getting Started Guide

Standard Order:

1. Once information is complete, click Add to Cart
2. When ready to submit order, click Proceed to Checkout
 - For ACDelco employees, click Forward Cart option. Utilize that to send the order to the DA.

The screenshot shows the ACDelco 1Store shopping cart interface. At the top, there is a 'HIGH WIND AREA' section with a dropdown menu set to 'No'. Below this is an 'ACKNOWLEDGEMENT' section with a file input field containing 'C:\Users\K2881M\Documents\Download ACDelco Signage Acknowledgement.Sign and save document. Submit with order.' A large price of '\$732.00' is displayed, along with a unit of measure 'EA' and a quantity of '1'. A blue 'ADD TO CART' button is present. Below the main cart area, there are tabs for 'DESCRIPTION', 'ADDITIONAL INFORMATION', and 'TAGS'. The 'ADDITIONAL INFORMATION' tab is active, showing a note: 'Double Faced ACDelco ILLUMINATED CABINET SIGNAGE. For any issues regarding this item please contact Dualite Customer Service at 513-536-3127.' A yellow box highlights this note. A yellow bar at the bottom of the cart area contains the text: 'If your order includes documentation or communication, it is critical that you review/check your order before submission. It is important to verify that your information is accurate.' Below the cart area, a 'SHOPPING CART' section shows a single item: 'Double Faced ACDelco ILLUMINATED CABINET SIGNAGE' with a price of '\$732.00'. The cart summary at the bottom shows a subtotal of '\$732.00' and a grand total of '\$732.00'. Buttons for 'EMPTY CART', 'UPDATE SHOPPING CART', 'CONTINUE SHOPPING', 'FORWARD CART', and 'PROCEED TO CHECKOUT' are visible.

1

HIGH WIND AREA

No

Are you in an area that has a high wind environment or gustiness?

ACKNOWLEDGEMENT

C:\Users\K2881M\Documents\Download ACDelco Signage Acknowledgement.Sign and save document. Submit with order.

\$732.00

Unit of measure: EA

QTY: 1 **ADD TO CART**

Add to: + Add to Compare

Download ACDelco_Signage_Acknowledgement.pdf

DESCRIPTION

ADDITIONAL INFORMATION

TAGS

If your order includes documentation or communication, it is critical that you review/check your order before submission. It is important to verify that your information is accurate.

SHOPPING CART

Double Faced ACDelco ILLUMINATED CABINET SIGNAGE was added to your shopping cart.

PRODUCT	PRICE	QTY	SUBTOTAL
DOUBLE FACED ACDelco ILLUMINATED CABINET SIGNAGE SKU: T24-014LED Sign Type: Double Faced Mount Type: Center-Post Size: 1 x 1 More Options	\$732.00	1	\$732.00

2

SUBTOTAL: \$732.00

GRAND TOTAL: \$732.00

FORWARD CART **PROCEED TO CHECKOUT**

ACDelco 1Store Job Aid

Getting Started Guide

Personalized:

Complete the fields as you would in a standard order, then click on Personalize This Item.

1. Once the sign previewer appears, double click on the white text in the blue area to load the edit window
2. The edit window will then appear to the right
3. Type the content you want into the designated areas
4. Click Save
5. To preview your personalization, click Preview
6. When complete, click Finish

It will take a couple of minutes to generate the document and attach it to the order.



ACDelco Personalized ILLUMINATED CABINET SIGNAGE

Availability: **In Stock**

MOUNT TYPE * * Required Fields

Pole: (\$ 405.00 - \$1481.00)

SIGN TYPE *

Double Faced: (\$ 398.00 - \$2276.00)

SIZE *

3 x 8: (\$ 451.00 - \$777.00)

BALLAST TYPE *

LED: (\$ 668.00 - \$2276.00)

ACCOUNT CODE *

600001

Enter PSC / AJP / AWP Account Code

HIGH WIND AREA *

No

Are you in an area that has a High Wind ordinance or guidelines?

ACKNOWLEDGEMENT *

C:\Users\Kz8bkh\Documents\Download ACDelco Signage Acknowledgement. Sign and scan document. Submit with order.

\$4,554.00

\$777.00

PERSONALIZE THIS ITEM

ACDelco 1Store Job Aid

Getting Started Guide

Personalized:

1. The personalized image will be saved in the order
2. You can now click Proceed to Checkout
 - ACDelco Field employees will click Forward Cart

If your order includes customization/personalization, it is critical that you double-check your order before submission. We cannot be responsible for errors that result from mistaken submission.

SHOPPING CART

PRODUCT	PRICE	QTY	SUBTOTAL
 DOUBLE FACED ACDELCO PERSONALIZED ILLUMINATED CABINET SIGNAGE SKU: T95-236LED Mount Type: Pole Sign Type: Double Faced Size: 3 x 8 More Options	\$777.00	1 Edit Move to wishlist Add to...	\$777.00

[EMPTY CART](#) [UPDATE SHOPPING CART](#) or [CONTINUE SHOPPING](#)

SUBTOTAL	\$777.00
GRAND TOTAL	\$777.00

[FORWARD CART](#) [PROCEED TO CHECKOUT](#) 

Forward Cart Instructions

Step 1: Add items that you wish to forward to your own cart.

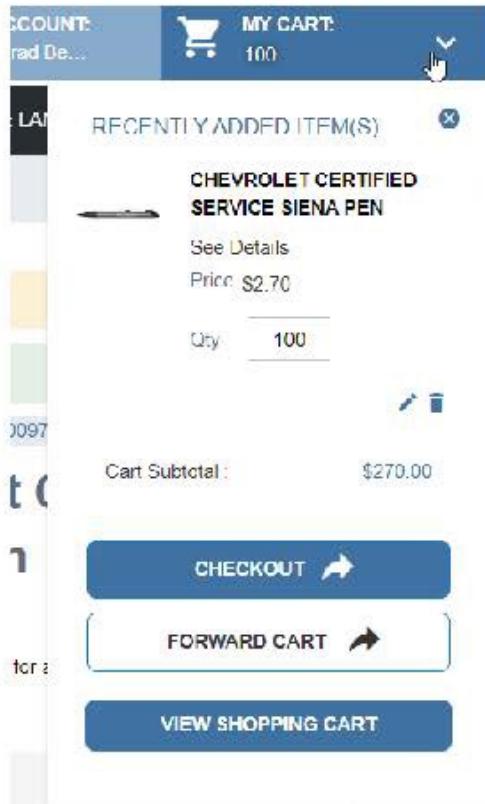


G00975-CCS
CHEVROLET CERTIFIED SERVICE SIENA
PEN

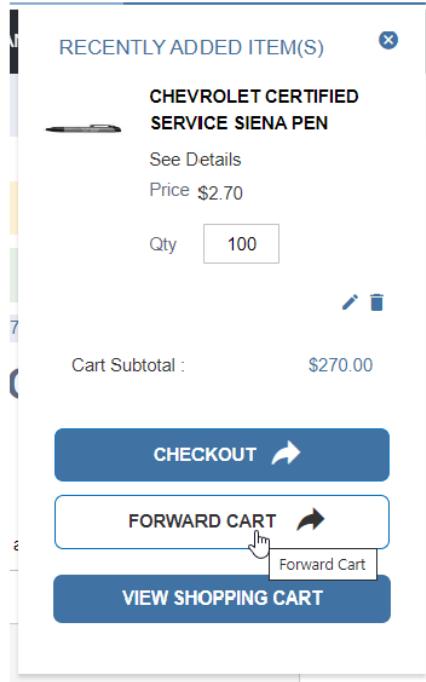
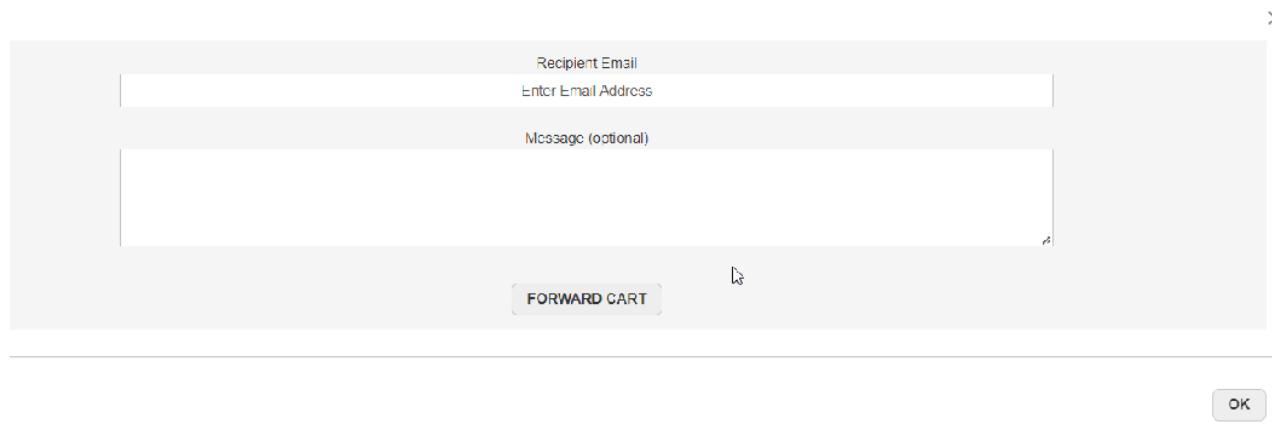
As low as \$2.70



Step 2: Click on your shopping cart in the top right of the screen.



Forward Cart Instructions

Step 3: Click "Forward Cart"**Step 4: Enter the email of the active 1Store user that you would like to forward the cart to.****Step 5: Click "Forward Cart"**

An email notification with the forwarded cart will be sent to the users email to view the item and order from there.

ACDelco 1Store Job Aid

Getting Started Guide

How to build a custom quote:

1. Select a custom item
2. The top part will be similar to a standard or personalized item
3. The lower section will ask for dimensions, logos, pictures and the acknowledgments
 - On cabinet signs/replacement faces, always also complete the document for cabinet dimensions
 - There is a link below the Create Custom Quote button
4. Click on Create Custom Quote when complete
 - There will be no pricing on these items at this point due to the nature of the order
5. At this point, the Direct Direct Account can request the quote. If the ACDelco Field Employee is working up the request, they can either choose to Request a Quote and work through the details or Forward Cart to the DA to request the quote and work through the details.
 - Forward Cart processes are similar to a DA placing the order

Custom Quote
Outdoor Illuminated Signage / Replacement Face

Product Code: DL-24010

ACCOUNT CODE: Required Fields

MAINTAINING METHOD: Create New Carton File

ITEM NUMBER AREA 1: FOB

LIGHTING TYPE: LED

Unit of measure: EA

QTY: 1

\$0.00

CREATE A QUOTE REQUEST

5

Grand Total: \$0.00

HEIGHT *

75

Enter Height In Inches

WIDTH *

90

Enter Width In Inches

BUSINESS LOGO

C:\Users\Kz8bkh\Documents\Logo.jpg

(This would be a exception must be pre-approved prior to ordering sign.) Attach Business Logo if utilizing this in Imprint Space. JPG is acceptable for Quotes, Production requires line art photo files, (ie: AI, EPS)

Allowed file extensions to upload: EPS,JPG

Maximum image width: 8000 px.

Maximum image height: 8000 px.

STORE FRONT OPTIONAL

Optional picture of building or store front.

ACKNOWLEDGEMENT *

C:\Users\Kz8bkh\Documents\ACDelco_Signage_Acknowledgement_1.pdf

Download ACDelco_Signage_Acknowledgement_1.pdf

\$0.00

Unit of measure: EA

QTY: 1

CREATE A QUOTE REQUEST

1

2

3

4

5

Add to: Add to Compare

Download ACDelco_Signage_Acknowledgement_1.pdf

Download 1_Cabinet_Face_Dimensions.pdf

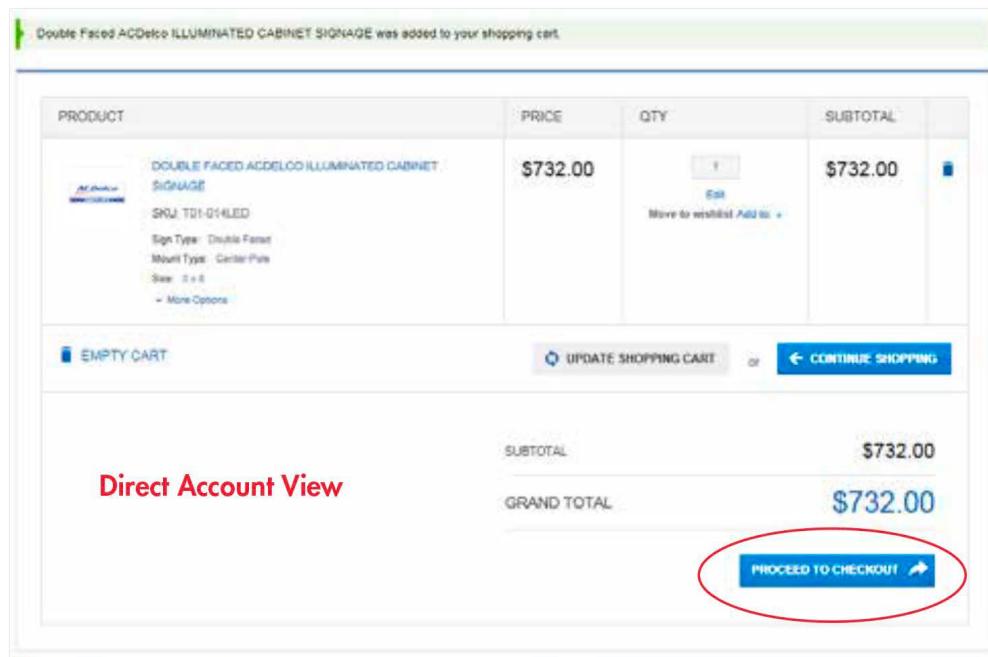
ACDelco 1Store Job Aid

Getting Started Guide

Ordering and checkout

- Once a part is added to the cart, click Proceed to Checkout.

Note: ACDelco Field Employees will have only the option to Forward Cart to the Direct Account for them to review and place the order or, on custom items, request the quote. The following steps are similar for the Forward Cart function.



Double Faced ACDelco ILLUMINATED CABINET SIGNAGE was added to your shopping cart.

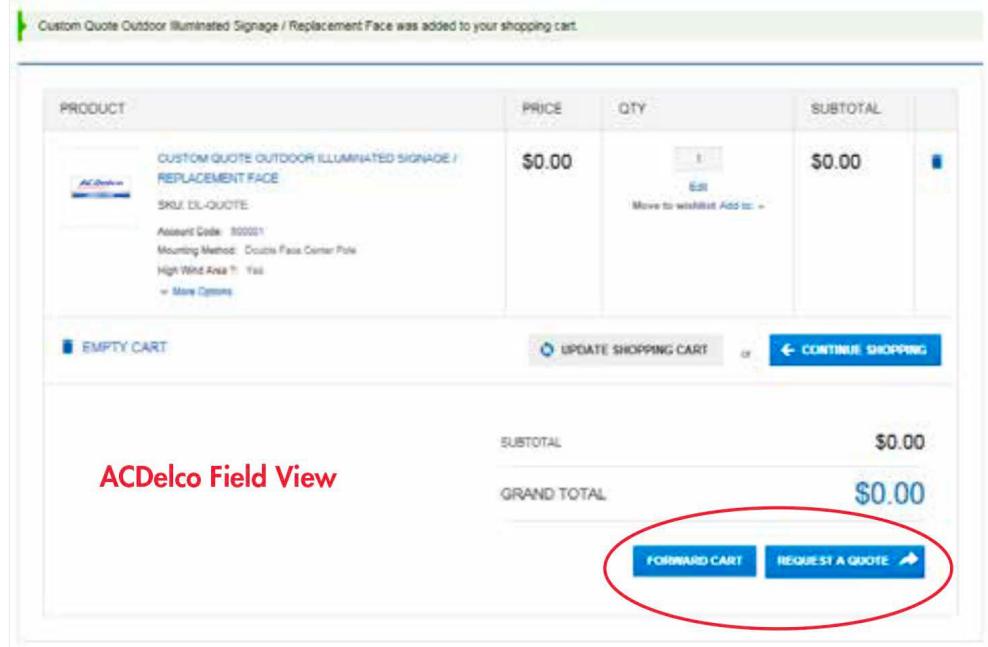
PRODUCT	PRICE	QTY	SUBTOTAL
DOUBLE FACED ACDelco ILLUMINATED CABINET SIGNAGE SKU: TD1-014LED Sign Type: Double Faced Mount Type: Center Pole Size: 3 x 8 More Options	\$732.00	1	\$732.00

EMPTY CART **UPDATE SHOPPING CART** or **CONTINUE SHOPPING**

Direct Account View

SUBTOTAL	\$732.00
GRAND TOTAL	\$732.00

PROCEED TO CHECKOUT



Custom Quote Outdoor Illuminated Signage / Replacement Face was added to your shopping cart.

PRODUCT	PRICE	QTY	SUBTOTAL
CUSTOM QUOTE OUTDOOR ILLUMINATED SIGNAGE / REPLACEMENT FACE SKU: DL-QUOTE Assent Code: 800021 Mounting Method: Double Face Center Pole High Wind Area: Yes More Options	\$0.00	1	\$0.00

EMPTY CART **UPDATE SHOPPING CART** or **CONTINUE SHOPPING**

ACDelco Field View

SUBTOTAL	\$0.00
GRAND TOTAL	\$0.00

FORWARD CART **REQUEST A QUOTE**

ACDelco 1Store Job Aid

Getting Started Guide

Ordering and checkout

1. You cannot change the shipping method. This is controlled by the vendor.
 - Click Continue
2. Payment method the DA chooses is APF or Open Account
 - On custom quotes, the only choice is “Non-Billable” until the quote is completed
 - Click Continue

Note: Forward Cart will not have steps 3, 4 or 5.

The screenshot shows two overlapping order entry screens. The top screen is a summary of steps 1-9. Step 3 (Shipping Method) is selected, showing 'BEST WAY Table Rate' and 'Shipping Billed on Account'. Step 4 (Payment Method) is the current step, indicated by a large blue circle with the number 4. The bottom screen is a detailed view of step 4, titled 'PAYMENT METHOD'. It displays a table with 'PRODUCT INFO' and columns for 'UNIT PRICE', 'QTY', 'SUBTOTAL', and 'PAYMENT METHOD'. A dropdown menu for 'PAYMENT METHOD' is open, showing 'Non Billable' as the selected option. The table row for the item is: 'CUSTOM QUOTE OUTDOOR CHANNEL LETTER SIGNAGE' with 'PRODUCT CODE: DL-QUOTE-CHANNEL'. Below the table, there is a note: 'Warning: If APF Funds are not available or not applicable for the items ordered, your Parts Open Account will be charged for this order.' At the bottom of the screen are 'CONTINUE' and 'Back' buttons.

PRODUCT INFO	UNIT PRICE	QTY	SUBTOTAL	PAYMENT METHOD
CUSTOM QUOTE OUTDOOR CHANNEL LETTER SIGNAGE PRODUCT CODE: DL-QUOTE-CHANNEL	\$0.00	1	\$0.00	<input type="button" value="Non Billable"/>

Warning: If APF Funds are not available or not applicable for the items ordered, your Parts Open Account will be charged for this order.

CONTINUE **Back**

ACDelco 1Store Job Aid

Getting Started Guide

Ordering and checkout

1. Click Continue after review

5 PAYMENT INFORMATION

PRODUCT INFO	UNIT PRICE	QTY	SUBTOTAL
CUSTOM QUOTE OUTDOOR CHANNEL LETTER SIGNAGE PRODUCT CODE: DL-QUOTE-CHANNEL			
Account Code: 600001			
Personalization Name: Home Town	\$0.00	1	\$0.00
Height: 24 inch Letters			
Acknowledgement:			
ACDelco_Signage_Acknowledgement_1.pdf			
<input checked="" type="checkbox"/> Non Billable			
CONTINUE			◀ Back

ACDelco 1Store Job Aid

Getting Started Guide

Ordering and checkout

1. This is the last opportunity to review the order before placing it
2. Click Place Order to send it to the vendor

Note: Forward Cart is a similar process, only it sends the order to the Direct Account for them to review and place the order.

6

ORDER REVIEW

ITEMS FOR 'NON BILLABLE' PAYMENT METHOD

PRODUCT NAME	PRICE	QTY	SUBTOTAL
Custom Quote Outdoor Channel Letter Signage	\$0.00	1	\$0.00
Account Code: 600001			
Personalization Name: Home Town			
Height: 24 inch Letters			
Acknowledgement: ACDelco_Signage_Acknowledgement_1.pdf			
SUBTOTAL			\$0.00
SHIPPING & HANDLING (BEST WAY - TABLE RATE)			\$0.00
GRAND TOTAL			\$0.00

Forgot an Item? [Edit Your Cart](#)

PLACE ORDER 

ACDelco 1Store Job Aid

Getting Started Guide

Direct Account Receiving (Forward Cart)

1. Log in to 1Store and go to the My Account tab
2. Choose Forward Cart
3. Click Continue

Note: Forward Cart will have the billing and shipping information.

The screenshot shows the ACDelco 1Store website interface. At the top, there is a navigation bar with links for 'Announcements', 'Contact Us', 'Log out', and the 'ACDelco' logo. Below the navigation bar, there is a search bar labeled 'SEARCH ENTIRE STORE HERE' and a user account section showing 'MY ACCOUNT: Jim Towsley'. A shopping cart icon indicates '0 item(s)'. The main content area is divided into sections: 'MY ACCOUNT' on the left and 'FORWARD CART' on the right. The 'FORWARD CART' section displays a table of shipping information for two items. The table has columns for DATE, FROM, TO, SHIP TO, BILL TO, and STATUS. The first item is from Bradley Shaffer to Adam Colbert, received by Jim Towsley. The second item is from Bradley Shaffer to Adam Colbert, received by Jim Towsley. There are 'VIEW' and 'CONTINUE' buttons for each item. On the left, there is a sidebar with links for 'Account Dashboard', 'Account Information', 'Address Book', 'My Orders', 'My Tags', 'My Wishlists', and 'Forward cart'. The 'Forward cart' link is circled with a red oval and has a number '2' next to it. At the bottom, there is a 'RECENTLY VIEWED PRODUCTS' section with a 'Back' link.

DATE	FROM	TO	SHIP TO	BILL TO	STATUS
10/12/2016	Bradley Shaffer	Jim Towsley	Adam Colbert	Jim Towsley	Received
10/10/2016	Bradley Shaffer	Jim Towsley	Adam Colbert	Jim Towsley	Received

ACDelco 1Store Job Aid

Getting Started Guide

Direct Account Receiving (Forward Cart)

1. Click on My Account tab
2. Click on My Quotes
 - It will take you to a list of responses. Choose the one you want to work with.
3. You can update the wish list or click on the SKU to review details, or Add to Cart and check out

1 Announcements Contact Us Log out ACDelco

ACDelco | 1Store

SEARCH ENTIRE STORE HERE

MY ACCOUNT: Brad J Berlinger

MY CART: 1 item(s)

PRODUCTS & MERCHANDISE MARKETING SUPPORT DISPLAY & SIGNAGE CUSTOM PRINT WHAT'S NEW WHAT'S HOT

MY ACCOUNT

REQUEST A QUOTE (1 item) EDIT

CREATE NEW WISHLIST

Wishlist: Request a quote Select Wishlist

Copy To Move To

QTY PRICE

TEST-BERLINGER-VENDOR1 - 10/05/2016

SKU VENDOR1-001-200003242

1 \$625.00 \$312.50

Add to Cart

2

3

MY CART

There is 1 item in your cart.

Cart Subtotal: \$28.59

RECENTLY ADDED ITEM(S)

ACDELCO FLOOR GUARD FLOOR MATS, 1 CASE OF 500

Edit item 1 x \$28.59

UPDATE WISHLIST

DELETE WISHLIST ADD ALL TO CART SHARE WISHLIST

Back

Click on SKU to review original quote request and ask questions

ACDelco 1Store Job Aid

Getting Started Guide

Direct Account Receiving (Forward Cart)

1. Click on My Account tab
2. Click on My Quotes
 - It will take you to a list of responses. Choose the one you want to work with.
3. You can update the wish list or click on the SKU to review details, or Add to Cart and check out

ITEMS ORDERED

PRODUCT	ITEM STATUS	SKU	PRICE	QTY	SUBTOTAL
TEST-BERLINGER-VENDOR1 Account Code: 600001 Personalization Name: Brad Berlinger Rocks Height: 18 inch Letters Acknowledgement: ACDELCO SIGNAGE ACKNOWLEDGEMENT.PDF	Ordered	VENDOR1-001	\$0.00	Ordered: 1	\$0.00
Subtotal					\$0.00
Shipping & Handling					\$0.00
Tax					\$0.00
Grand Total					\$0.00

ORDER COMMENTS

Oct 5, 2016 11:25:05 AM
VENDOR ORDER COMMENT
Oct 5, 2016 12:00:08 PM
VENDOR ORDER COMMENT
Oct 20, 2016 12:03:41 PM
Customer Order Comment
CAN I HAVE THIS ORDER BY OCT 25?

ACDelco 1Store Job Aid

Getting Started Guide

DA or ACDelco employee managing a response from a vendor on a quote request

1. When placing the order, you can validate the billing, shipping and payment methods

Announcements Contact Us Log out **ACDelco**

ACDelco | 1Store   **MY ACCOUNT:**
Brad J Berlinger  **MY CART:**
1 item(s) 

PRODUCTS & MERCHANDISE ▾ MARKETING SUPPORT ▾ DISPLAY & SIGNAGE ▾ CUSTOM PRINT WHAT'S NEW WHAT'S HOT

MY ACCOUNT

[Account Dashboard](#)
[Account Information](#)
[Address Book](#)
[My Orders](#)
[My Tags](#)
[My Wishlists](#)
[My Quotes](#)
[Forward cart](#)

MY CART

There is 1 item in your cart.

Cart Subtotal: \$28.59	
------------------------	--

RECENTLY ADDED ITEM(S)

 ACDELCO FLOOR GUARD FLOOR MATS, 1 CASE OF 500 Edit item 1 x \$28.59	 BILLING ADDRESS: Brad J Berlinger Imperial 123 Anywhere Southfield, Michigan, 48084 United States T: 248-208-1205	 PAYMENT METHOD: Non Billable
---	--	--

ORDER #200003242 - REQUEST A QUOTE

[About This Order](#) [Order Information](#)

ORDER DATE: OCTOBER 5, 2016

 SHIPPING ADDRESS: Brad J Berlinger Imperial 123 Anywhere Southfield, Michigan, 48084 United States T: 248-208-1205	 SHIPPING METHOD: Shipping - Standard
---	--

THANK YOU

For more information, please contact your local ACDelco representative. Please work with your local city government prior to installation and visit acdelco1store.com for the following:

- Ordering of individual ACDelco Image Program elements
- Product descriptions, including specific dimensions
- Imprint preview for personalized elements
- Pricing
- Legal documents
- Additional supporting documents, including any applicable service agreements
- Job aid of how to shop, order and personalize image elements
- Latest copy of this guidebook



General Motors, LLC.
Customer Care & Aftersales

ACDelco IMAGE Enhancement AGREEMENT

This Agreement is among _____ (the "Image Account"),
_____ (the "Direct Account"), and General Motors LLC.
Customer Care & Aftersales ("ACDelco"), collectively "the Parties."

It is understood among the Parties that modern, well-located account facilities, with a consistent image and appearance, are an important part of ACDelco's long-range marketing plan. Additionally, it is understood that Image Account will benefit from the improvement and updating of its facility location specified in Attachment A, by implementing an ACDelco Image Enhancement (the "ACDelco Image Enhancement").

In order to assist the Image Account with the expense of the improvements, and assuming all requirements set forth herein continue to be met, Direct Account will pay the Image Account up to two-thirds (2/3) of the costs actually incurred to implement the ACDelco Image Enhancement ("Enhancement Reimbursement Amount"), up to \$_____, according to a schedule agreed upon between Direct Account and Image Account, subject to the following terms, conditions, and requirements:

1. Image Account agrees to implement the ACDelco Image Enhancement approved by Direct Account and ACDelco and agrees to meet and maintain compliance with all of the ACDelco Image Enhancement Requirements as described in the Image Program Guidelines and Direct Account's requirements, included as Attachment A to this Agreement (collectively, the "Program Requirements"). Image Account represents and agrees that it has had the opportunity to review and understands the Program Requirements. ACDelco may modify Image Guidelines from time to time in its sole discretion during the term of this Agreement, and will notify all parties to this Agreement when such changes are made.
2. Image Account agrees to complete its ACDelco Image Enhancement within six months from the date of this Agreement, unless extended in writing by Direct Account on behalf of ACDelco. In its sole judgment and discretion following consultation with ACDelco, Direct Account may extend the time for completion by Image Account if Image Account requests an extension of time, in writing, and Direct Account determines such extension is necessary as a result of circumstances beyond Image Account's reasonable control.
3. Image Account will inform ACDelco, in writing, when the construction/renovation project implementing the ACDelco Image Enhancement at the facility is complete. Within 60 days of receiving notice, Direct Account and ACDelco will inspect Image Account's facilities. Direct Account and ACDelco will determine whether the ACDelco Image Enhancement has been implemented in accordance with the Program Requirements. If Direct Account and ACDelco determines that the Image Enhancement has not been implemented according to the Program Requirements, Direct Account and ACDelco will notify Image Account, in writing, of any changes necessary to comply with the Program Requirements, and may provide Image Account with up to ninety (90) days to comply with any such requirements.
4. In the event that Image Account's total amount of purchases of ACDelco parts drops below the appropriate qualifying purchase level requirement in The Image Guidelines (the "ACDelco Purchase

Shortfall") or Attachment A (the "Direct Account Purchase Shortfall") at any time prior to full payment of the Enhancement Reimbursement Amount, ACDelco, in its sole discretion, or Direct Account, in its sole discretion, may consider Image Account in breach and immediately terminate this Agreement, or may reduce the Enhancement Reimbursement Amount, dollar for dollar, by Image Account's purchase shortfall. In the event that ACDelco or Direct Account terminates this Agreement pursuant to this section, Image Account agrees to return to Direct Account any portion of the Enhancement Reimbursement Amount already received and is solely responsible for any and all costs associated with or related to the improvements.

5. Except for the Enhancement Reimbursement Amount set forth above, all ACDelco Image Enhancement implementation costs including leasehold improvements, construction, renovation, licenses, permits, as well as any and all expenses, obligations and liabilities incurred by Image Account is the sole responsibility of the Image Account. The Image Account is also solely responsible for the quality of the work performed and materials used.

6. Upon completion of the ACDelco Image Enhancement, Image Account agrees not to change the use or appearance of the premises, for a period of two (2) years, without the advance written consent of Direct Account and ACDelco, except as provided in paragraph 10 below.

7. In addition to Image Account's obligation to comply with the requirements set forth above and in the Program Requirements, it shall constitute a breach of the Image Account's obligations under this Agreement if Image Account proposes, causes or permits change in ownership to occur, or a transfer of substantially all of the business of Image Account or its principal assets to any person (each an "Account Transfer"), provided, however, it shall not constitute a breach of this Agreement if:

(a) the Image Account's proposal to sell or otherwise transfer its assets to such transferee provides for the continuation of current use and appearance of the premises, consistent with the provisions of Paragraph 7 herein;

(b) the transferee assumes, pursuant to a written agreement acceptable to ACDelco, Image Account's remaining obligations under this Agreement;

(c) the transferee demonstrates to ACDelco's satisfaction the financial ability to assume Image Account's financial obligations; and

(d) ACDelco otherwise approves, in writing, any such change or transfer proposal.

8. Image Account agrees that should it breach any of its obligations under this Agreement after having received the Enhancement Reimbursement Amount payment, the resulting injury to ACDelco and Direct Account would not be susceptible to exact calculation. Accordingly, Image Account agrees that should it breach this Agreement after receiving the Enhancement Reimbursement Amount payment, Image Account shall owe and pay to ACDelco and Direct Account upon written demand as liquidated damages (to be split evenly between ACDelco and Direct Account) an amount equal to the Enhancement Reimbursement Amount payment received plus compound interest at prime plus 3% calculated from the date such amount was paid by Direct Account to the date of payment by Image Account. In the event that federal or state law sets a maximum rate for interest less than prime plus 3%, the maximum rate permitted by law will be assessed. Image Account agrees and represents that such liquidated damages constitute a reasonable estimate of the damages likely to be suffered by ACDelco and Direct Account in the event of a breach and do not constitute a penalty. If payment is not made by Image Account within three (3) days of written demand, ACDelco and Direct Account may, at their option, recover the sum due by any lawful means.

9. ACDelco may require the removal of all ACDelco-branded signage and other program materials, including Image Enhancement building graphic elements from Image Account's premises at any time for any reason and at no expense to ACDelco. To avoid any doubt, the Image Account will be responsible for paying, any costs incurred in connection with the removal of any such signage or other materials. In addition, ACDelco maintains the right to withdraw its agreement to permit Image Account to use ACDelco marks otherwise than on signage, and to withhold payment of funds for any reason, including violation of logo and point-of-sale guidelines and actions by Image Account that, in the sole opinion of ACDelco could damage the image of these marks or imply in any way that ACDelco is not a separate and distinct brand. Image Account may be asked to reimburse ACDelco for monies paid to Image Account in connection with this Agreement within two years of the date of execution of this contract if Image Account does not comply with this Agreement, including the Program Requirements.

10. This Agreement, together with Image Guidelines and Attachment A, constitutes the entire agreement among Direct Account, Image Account and ACDelco with respect to the ACDelco Image Enhancement.

Image Account Company Name

By: Name/Title

Date

ACDelco Direct Account

By: Name/Title

Date

General Motors LLC., Customer Care & Aftersales

By: Name/Title

Date

By: Name/Title

Date

General Motors, LLC.

ACDelco IMAGE Enhancement AGREEMENT
ATTACHMENT A

Image Account Name:

Image Account Facility Location:

Direct Account's qualifying ACDelco part purchase level requirement (if different than ACDelco qualifying purchase level requirement)*:

\$ _____ /mo.

Other Direct Accounts requirement(s)**:

*Direct Account qualifying purchase level requirements must be reasonable. Any requirement over \$10,000/month requires ACDelco Central Office Management review and approval.

**Other Direct Account requirements must be reasonable and are subject to ACDelco review and approval. Direct Account requirements may not include resale price maintenance requirements or purchase requirements for non-ACDelco parts.

Any resale price restrictions or unreasonable restraints of trade will render this contract null and void.

ACDelco reserves the right to reject a request for Image Program participation for any reason.



General Motors, LLC.
Customer Care & Aftersales

ACDelco Signage - Acknowledgment

ACDelco may require the removal of all ACDelco-branded signage and other program materials from the purchasing location premises at any time for any reason and at no expense to ACDelco.

Image Account Company Name

By: Name/Title

Date

Local Sign Vendor Purchase Process

Eligibility Requirements:

- Pro Perks ++ PSC Accounts with purchases of more than \$6,000 ACDelco-OE purchases per month for at least 3 months
- Pro Perks ++ RSC Accounts with combined purchases of more than \$12,000 ACDelco-OE purchases per month for at least 3 months
 - Determine local Town or City management for rules or ordinances regarding Signage placement at the shop address.

Contact your ACDelco Sales Representative:

- If qualifications are met or if you have questions regarding your eligibility
- Purchase assistance from ACDelco Direct Account must be discussed with the appropriate representative from the Direct Account for approval and assistance level
- Contact local sign vendors for design and quotes on the sign that you would like to purchase. Correct ACDelco Logo, Logo dimensions, and Colors must be used. See page 4 for details.
- Once the design and quote has been received, send the Signage design and the Signage Agreement Form to your ACDelco Sales Representative. ACDelco Sales Representative forwards to ACDelco Program Manager jessica.manning@gm.com for final approval.

If **approved**, claim can be submitted with:

- Prior approval email
- Invoice with proof of payment
- Photo

- After approval has been received, the shop may proceed with the purchase of the sign.

APF Reimbursement

- 100% APF Reimbursement
 - Sign must have correct ACDelco logo and be 100% dedicated to the ACDelco Brand
 - Need to show Example – once signs installed send supporting documentation, proof of performance and pictures of the installed sign to the ACDelco representative who process a 1251
- Up to 50% Reimbursement
 - Depending on ACDelco Brand area used
 - Divided by the Number of other Manufacturers