



# **POS LOOK BOOK: POCKET EDITION**

**Bite-Sized Guide to All Things  
Point-of-Sale Materials**



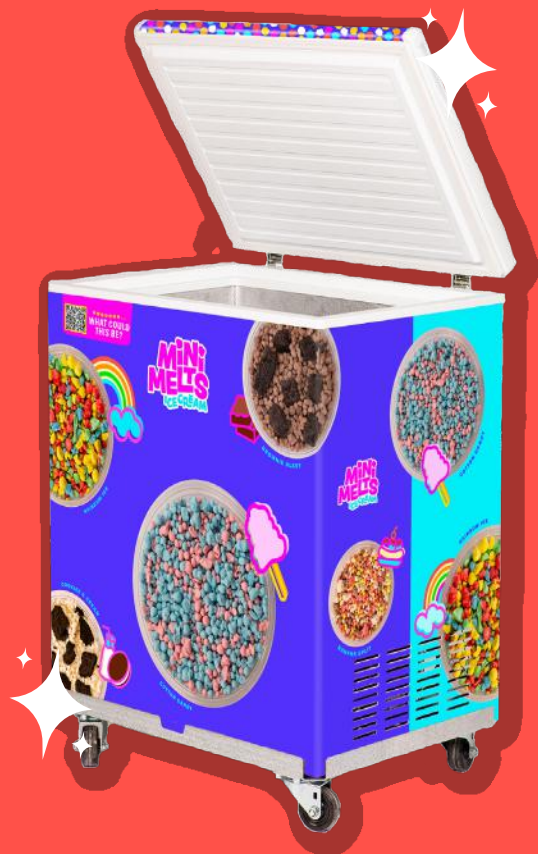
# **POS LOOK BOOK: POCKET EDITION**

**Bite-Sized Guide to All Things  
Point-of-Sale Materials**

# PLEASE TAKE NOTE!!

## Read and Reference this Section - These Reminders are Essential to Successful and Accurate POS Placements.

- **Quantities Listed are Recommendations Only:** Use your best judgment! Some locations may require more or fewer pieces depending on size, layout, and traffic. Adjust as needed.
- **When Using POS Bundles, Document Everything Thoroughly:** Be sure to take clear photos for R4M and include item numbers and any adjustments directly on the paperwork. *This step is critical for maintaining accurate inventory.*
- **Always Collaborate with the Location's Managers and Staff:** Get the proper approvals before installing POS and be respectful of their space and guidelines.
- **Deliver a White Glove Experience:** Our goal is to provide top-tier service. Represent the brand well by being professional, attentive, and courteous at every stop



freezer lid w/ stickers

**ICON RESETS  
TALKING POINTS**



# Icon Reset Talking Points



Have you ever enjoyed a cup of Mini Melts Ice Cream? Please enjoy a sample cup on us today – spoon inside!



Our Mini Melts team talked and everyone agreed – YOU should be one of the first to get our NEW freezers. We're so excited to make that swap for you as part of our brand refresh efforts (including the install of new POS)!



BTW – Our data shows a 55% increase in Mini Melts sales when our freezer is placed by the register. We'd like to do the heavy lifting for you, and optimize placement when we make the freezer swap today. After all, we win together!

**Thank you, for your partnership - please enjoy these stickers with your friends, family, and co-workers. Have a great day! (Provide leave-behind at this time)**



# POS MATERIAL PLACEMENT TALKING POINTS



# POS Material Placement



## KEY TALKING POINTS WHEN SPEAKING TO STORE MANAGERS/STAFF

**Introduction:** "Hi, I'm with Mini Melts - we're here to enhance your display with updated marketing materials that help customers better see and choose their favorite flavors! Have you ever tried a cup of Mini Melts Ice Cream? Please enjoy a cup on us today!"

**The Way:** "These visuals really drive attention. Locations using full POS kits see better engagement and typically a 20% lift in unit sales."

**What We're Doing:** "We're going to place window clings, menu boards, and flavor stickers in key areas, this is to help your customers quickly recognize Mini Melts and make a purchase decision."

**Your Benefit:** "The easier we make it for customers to find and choose Mini Melts, the more product moves, which means faster restocks and higher profits for your location."

**Time Commitment:** "This will take just a few minutes, I'll handle everything and clean up as I go."





**TRAMPOLINE PARK**  
**9340-1100**



# TRAMPOLINE PARK

## POS MATERIALS

## DIMENSIONS

## QUANTITIES

## RECOMMENDED PLACEMENTS

NAPKIN INSERT  
9330-1080

WIDTH: 6"  
HEIGHT: 4"

10

CEILING DANGLER  
9530-1012

DIAMETER  
WIDTH: 24"  
HEIGHT: 13"

6

WINDOW CLING:  
DAY MADE  
9330-1104

WIDTH: 6"  
HEIGHT: 6"

1

WINDOW CLING:  
LOVE THIS  
9330-1105

WIDTH: 6"  
HEIGHT: 6"

1

HOPSCOTCH  
FLOOR CLING  
9330-1108

WIDTH: 28"  
HEIGHT: 55"

1

STANDING MINI  
9520-1022

WIDTH: 48"  
HEIGHT: 45"

1

VENDING TOPPER  
9214-1006

ASSEMBLED  
WIDTH: 27"  
HEIGHT: 15"

1

A-FRAME INDOOR  
9530-1030

ASSEMBLED  
WIDTH: 23"  
HEIGHT: 43"

1

- **Focus on Family Zones:** Snack bars, party rooms, and viewing areas are key for napkin inserts and table signage.
- **Use Vertical Space:** Hang ceiling dangles and apply window clings near entrances and exits for maximum visibility.
- **Engage on the Move:** Place the hopscotch leading to the equipment, and position A-frames in high-traffic walkways to catch attention.
- **Counter Service & Kiosks:** Use the Standing Minis near these areas to attract a photo op moment.
- **Elevate Equipment:** Vending Toppers should be placed on the Automated Machine.



**FEC**  
**9340-1101**

# FEC

## POS MATERIALS

## DIMENSIONS

## QUANTITIES

## RECOMMENDED PLACEMENTS

NAPKIN INSERT  
9330-1080

WIDTH: 6"  
HEIGHT: 4"

10

CEILING DANGLER  
9530-1012

DIAMETER  
WIDTH: 24"  
HEIGHT: 13"

2

WINDOW CLING:  
DAY MADE  
9330-1104

WIDTH: 6"  
HEIGHT: 6"

1

WINDOW CLING:  
LOVE THIS  
9330-1105

WIDTH: 6"  
HEIGHT: 6"

1

HOPSCOTCH  
FLOOR CLING  
9330-1108

WIDTH: 28"  
HEIGHT: 55"

1

STANDING MINI  
9520-1022

WIDTH: 48"  
HEIGHT: 45"

1

VENDING TOPPER  
9214-1006

ASSEMBLED  
WIDTH: 27"  
HEIGHT: 15"

1

A-FRAME INDOOR  
9530-1030

ASSEMBLED  
WIDTH: 23"  
HEIGHT: 43"

1

- **Cafés & Concessions:** Use napkin inserts and standing mini on or near tables, counters, and ordering stations.
- **Game Floors & Walkways:** Place Indoor A-frames in high-traffic areas to catch attention in motion.
- **Party Rooms & Lounge Areas:** Hang ceiling dangles and add window clings to create a branded atmosphere.
- **Entryways or Hallways:** Use hopscotch graphics to engage guests with playful branding as they move towards the equipment.
- **Elevate Equipment:** Vending Toppers should be placed on the Automated Machine.



**HOTEL**  
**9340-1102**

# HOTEL

## POS MATERIALS

## DIMENSIONS

## QUANTITIES

## RECOMMENDED PLACEMENTS

A-FRAME INDOOR  
9530-IO30

ASSEMBLED  
WIDTH: 23"  
HEIGHT: 43"

1

FLOOR CLING:  
RAINBOW  
9330-II06

WIDTH: 11.75"  
HEIGHT: 15"

1

FLOOR CLING:  
COTTON  
9330-II07

WIDTH: 11.75"  
HEIGHT: 15"

1

WINDOW CLING:  
LOVE THIS  
9330-II05

WIDTH: 6"  
HEIGHT: 6"

2

TABLE TENTS  
9530-IO36

ASSEMBLED  
WIDTH: 5"  
HEIGHT: 7"

6

- **Lobby & Check-In Area:** Use indoor A-frames and floor clings near front desk or elevator banks to grab attention during wait times.
- **Breakfast / Snack Areas:** Place table tents on counters or seating areas to promote impulse interest during food service hours.
- **Elevator & Entry Doors:** Apply window clings to outside-facing doors or windows to maximize daily impressions.
- **Hallway Corners or Lounge Spaces:** Floor clings can guide foot traffic or lead guests to automated machine locations.





**WATER / THEME PARK**  
**9340-1103**

# WATER / THEME PARK

## POS MATERIALS

## DIMENSIONS

## QUANTITIES

## RECOMMENDED PLACEMENTS

A-FRAME OUTDOOR  
9530-1030 (insert)  
9530-1011 (frame)

ASSEMBLED  
WIDTH: 18"  
HEIGHT: 24"

1

HANGING SIGN  
9530-1012

WIDTH: 24.25"  
HEIGHT: 19"

3

YARD SIGNS  
9530-1003

WIDTH: 23"  
HEIGHT: 18"

5

NAPKIN INSERT  
9330-1080

WIDTH: 6"  
HEIGHT: 4"

10

TABLE TENTS  
9530-1036

ASSEMBLED  
WIDTH: 5"  
HEIGHT: 7"

10

VENDING TOPPER  
9214-1006

ASSEMBLED  
WIDTH: 27"  
HEIGHT: 15"

1

STANDING MINI  
9520-1022

WIDTH: 48"  
HEIGHT: 45"

1

- **Concession & Dining Areas:** Use napkin inserts and table tents at food seating zones for consistent visibility while guests dine.
- **Walkways & Attraction Paths:** Position yard signs and outdoor A-frames along common paths to create brand awareness.
- **Shaded Structures & Waiting Areas:** Hang outdoor signs from beams, fences, or structures where crowds gather.
- **Elevate Equipment:** Vending Toppers should be placed on the Automated Machine to draw attention and reinforce your product visually.
- **Photo Ops or Entry Points:** Standing minis can be used as fun visual markers near entrances or family hangout zones.





**SKI RESORT**  
**9340-1104**

# SKI RESORT

POS MATERIALS	DIMENSIONS	QUANTITIES	RECOMMENDED PLACEMENTS
A-FRAME INDOOR 9530-I030	ASSEMBLED WIDTH: 23" HEIGHT: 43"	3	<ul style="list-style-type: none"><li>• <b>Lodges &amp; Cafeterias:</b> Place table tents and ceiling dangles in dining areas and seating zones where guests rest, eat, or warm up.</li><li>• <b>Near Entrances &amp; Ticket Areas:</b> Use indoor A-frames and window clings to greet guests and promote products as they enter or line up.</li><li>• <b>Outdoor Fencing &amp; Walk Paths:</b> Install yard or fence signs along high-traffic areas like ski lift lines, walkways, or staging zones.</li><li>• <b>Rental &amp; Locker Areas:</b> Consider adding window clings and dangles to interior walls or windows where guests wait or change gear.</li></ul>
YARD SIGNS 9530-I003	WIDTH: 23" HEIGHT: 18"	2	
WINDOW CLING: LOVE THIS 9330-II05	WIDTH: 6" HEIGHT: 6"	2	
TABLE TENTS 9530-I036	ASSEMBLED WIDTH: 5" HEIGHT: 7"	10	
CEILING DANGLE 9530-I012	DIAMETER WIDTH: 24" HEIGHT: 13"	2	



**COUNTRY / GOLF CLUB**  
**9340-1105**

# COUNTRY / GOLF CLUB

## POS MATERIALS

## DIMENSIONS

## QUANTITIES

## RECOMMENDED PLACEMENTS

A-FRAME  
INDOOR  
9530-1030

ASSEMBLED  
WIDTH: 23"  
HEIGHT: 43"

1

YARD SIGNS  
9530-1003

WIDTH: 23"  
HEIGHT: 18"

2

WINDOW CLING:  
LOVE THIS  
9330-1105

WIDTH: 6"  
HEIGHT: 6"

2

TABLE TENTS  
9530-1036

ASSEMBLED  
WIDTH: 5"  
HEIGHT: 7"

6

HANGING SIGNS  
9530-1005

WIDTH: 24.25"  
HEIGHT: 19"

1

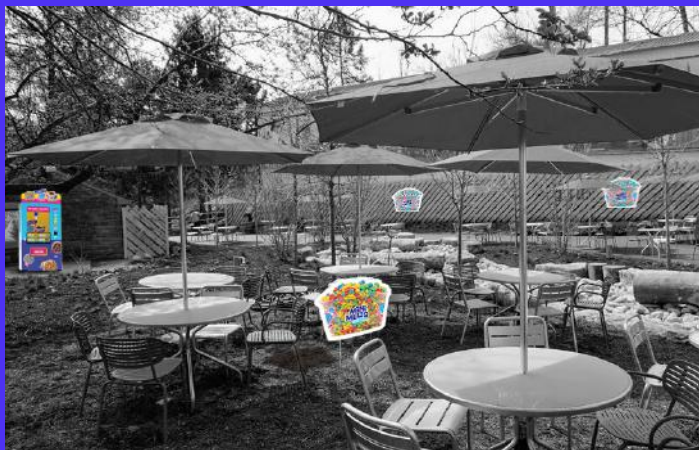
CEILING DANGLER  
9530-1012

DIAMETER  
WIDTH: 24"  
HEIGHT: 13"

1

- **Clubhouse Dining & Lounge Areas:** Use table tents, ceiling dangles, and hanging signs in indoor café spaces or bar/lounge areas where members gather.
- **Pro Shop & Entry Points:** Place A-frames and window clings near the entrance, front desk, or checkout areas to promote product visibility.
- **Outdoor Patios & Seating:** Install yard or fence signs along the course-side patios, near practice greens, or visible walking paths.





**ZOOS & AQUARIUMS**  
**9340-1106**

# ZOOS & AQUARIUMS

## POS MATERIALS

## DIMENSIONS

## QUANTITIES

## RECOMMENDED PLACEMENTS

A-FRAME OUTDOOR 9530-1030 (insert) 9530-1011 (frame)	ASSEMBLED WIDTH: 18" HEIGHT: 24"	1
YARD SIGNS 9530-1003	WIDTH: 23" HEIGHT: 18"	2
HANGING SIGNS 9530-1005	WIDTH: 24.25" HEIGHT: 19"	2
WINDOW CLING: LOVE THIS 9330-1105	WIDTH: 6" HEIGHT: 6"	2
WINDOW CLING: DAY MADE 9330-1104	WIDTH: 6" HEIGHT: 6"	2
VENDING TOPPER 9214-1006	ASSEMBLED WIDTH: 27" HEIGHT: 15"	1
FLOOR CLING: COTTON 9330-1107	WIDTH: 11.75" HEIGHT: 15"	2
STANDING MINI 9520-1022	WIDTH: 48" HEIGHT: 45"	1

- **Entryways & Ticket Booths:** Use outdoor A-frames and window clings to greet guests and create early brand recognition.
- **Walking Paths & Animal Exhibit Areas:** Place yard signs and floor clings along high-traffic routes to guide and engage families on the go.
- **Indoor Viewing Areas & Gift Shops:** Use hanging signs and window clings to reinforce branding where guests pause or gather.
- **Photo Ops or Entry Points:** Standing minis can be used as fun visual markers near entrances or family hangout zones.
- **Elevate Equipment:** Vending Toppers should be placed on the Automated Machine.



**C-STORE : OPTIMAL**  
**9340-1107**



# C-STORE : OPTIMAL

## POS MATERIALS

## DIMENSIONS

## QUANTITIES

## RECOMMENDED PLACEMENTS

CEILING DANGLER 9530-1012	DIAMETER WIDTH: 24" HEIGHT: 13"	
YARD SIGNS 9530-1003	WIDTH: 23" HEIGHT: 18"	
WINDOW CLING: LOVE THIS 9330-1105	WIDTH: 6" HEIGHT: 6"	
WINDOW CLING: DAY MADE 9330-1104	WIDTH: 6" HEIGHT: 6"	
FLOOR CLING: COTTON 9330-1107	WIDTH: 11.75" HEIGHT: 15"	
FLOOR CLING: RAINBOW 9330-1106	WIDTH: 11.75" HEIGHT: 15"	

- **Storefront Windows & Doors:** Apply window clings at eye level to attract customers from outside and drive foot traffic inside.
- **Gas Pump or Entry Area:** Place yard signs near walkways, pump islands, or entry points for early brand impressions.
- **Aisle & Cooler Sections:** Use floor clings to guide customers toward the freezer.
- **Checkout or Beverage Areas:** Hang ceiling dangles above high-traffic zones to keep your product top-of-mind during decision moments.



**C-STORE : STANDARD**  
**9340-1108**

# C-STORE : STANDARD

## POS MATERIALS

## DIMENSIONS

## QUANTITIES

## RECOMMENDED PLACEMENTS

YARD SIGNS  
9530-1003

WIDTH: 23"  
HEIGHT: 18"

1

WINDOW CLING:  
LOVE THIS  
9330-1105

WIDTH: 6"  
HEIGHT: 6"

1

WINDOW CLING:  
DAY MADE  
9330-1104

WIDTH: 6"  
HEIGHT: 6"

1

- **Entryways & Sidewalks:** Place yard signs near store entrances, along walk paths, or near pump islands to catch attention before customers enter.
- **Front Doors & Windows:** Apply window clings at eye level for maximum visibility and immediate brand recognition as guests approach.



**GROCERY**  
**9340-1109**

# GROCERY

## POS MATERIALS

## DIMENSIONS

## QUANTITIES

## RECOMMENDED PLACEMENTS

YARD SIGNS  
9530-1003

WIDTH: 23"  
HEIGHT: 18"

1

WINDOW CLING:  
LOVE THIS  
9330-1105

WIDTH: 6"  
HEIGHT: 6"

1

WINDOW CLING:  
DAY MADE  
9330-1104

WIDTH: 6"  
HEIGHT: 6"

1

FLOOR CLING:  
COTTON  
9330-1107

WIDTH: 11.75"  
HEIGHT: 15"

1

FLOOR CLING:  
RAINBOW  
9330-1106

WIDTH: 11.75"  
HEIGHT: 15"

1

- **Storefront & Entryways:** Use yard signs near parking lot entrances, cart corrals, or sidewalks to catch attention before shoppers even enter.
- **Front Doors & Windows:** Apply window clings at entrances to introduce the product and plant the seed early.
- **Freezer Aisles & Beverage Sections:** Place floor clings near freezer or aisle intersections to guide shoppers directly to your product.



**CAMPGROUND**  
**9340-1110**



# CAMPGROUND

POS MATERIALS	DIMENSIONS	QUANTITIES	RECOMMENDED PLACEMENTS
NAPKIN INSERT 9530-1080	WIDTH: 6" HEIGHT: 4"	10	<ul style="list-style-type: none"><li>• <b>Dining Halls &amp; Snack Shacks:</b> Use napkin inserts, ceiling danglers, and posters in areas where campers gather for meals or snacks.</li><li>• <b>Cabin Check-In &amp; Common Rooms:</b> Apply window clings and hang posters or hanging signs near entry doors and information boards.</li><li>• <b>Pathways &amp; Outdoor Gathering Spots:</b> Place yard signs and A-frames along main footpaths, near fire pits, or at trailheads to catch attention in transit.</li><li>• <b>Recreation Centers or Game Areas:</b> Add ceiling danglers and hanging signs indoors to extend visibility in fun, high-traffic spaces.</li></ul>
YARD SIGNS 9530-1003	WIDTH: 23" HEIGHT: 18"	3	
A-FRAME INDOOR 9530-1030	ASSEMBLED WIDTH: 23" HEIGHT: 43"	1	
HANGING SIGNS 9530-1005	WIDTH: 24.25" HEIGHT: 19"	2	
CEILING DANGLER 9530-1012	DIAMETER WIDTH: 24" HEIGHT: 13"	1	
WINDOW CLING: DAY MADE 9330-1104	WIDTH: 6" HEIGHT: 6"	2	
POSTER ICON 9530-1037	WIDTH: 18" HEIGHT: 24"	1	





**POOL**  
**9340-1111**

# POOL

POS MATERIALS	DIMENSIONS	QUANTITIES	RECOMMENDED PLACEMENTS
NAPKIN INSERT 9330-1080	WIDTH: 6" HEIGHT: 4"	10	<ul style="list-style-type: none"><li><b>Snack Bars &amp; Lounge Areas:</b> Use napkin inserts, posters, and ceiling dangles in dining zones and shaded rest areas where guests pause and refresh.</li><li><b>Changing Rooms &amp; Entry Points:</b> Apply window clings and hang posters or hanging signs to reinforce branding where guests transition in and out of the pool area.</li><li><b>Indoor Walkways &amp; Viewing Areas:</b> Position indoor A-frames along main walk paths or near seating to drive visibility.</li><li><b>Fence Lines &amp; Entrance Paths:</b> Place yard signs outside along walkways or pool entrances for early impressions.</li></ul>
YARD SIGNS 9530-1003	WIDTH: 23" HEIGHT: 18"	3	
A-FRAME INDOOR 9530-1030	ASSEMBLED WIDTH: 23" HEIGHT: 43"	1	
HANGING SIGNS 9530-1005	WIDTH: 24.25" HEIGHT: 19"	1	
CEILING DANGLER 9530-1012	DIAMETER WIDTH: 24" HEIGHT: 13"	1	
WINDOW CLING: DAY MADE 9330-1104	WIDTH: 6" HEIGHT: 6"	2	
POSTER ICON 9530-1037	WIDTH: 18" HEIGHT: 24"	1	



**SPORTS & ENTERTAINMENT**  
**9340-1100**

# SPORTS & ENTERTAINMENT

## POS MATERIALS

## DIMENSIONS

## QUANTITIES

## RECOMMENDED PLACEMENTS

A-FRAME  
INDOOR  
9530-1030

ASSEMBLED  
WIDTH: 23"  
HEIGHT: 43"

1

HANGING SIGNS  
9530-1005

WIDTH: 24.25"  
HEIGHT: 19"

3

YARD SIGNS  
9530-1003

WIDTH: 23"  
HEIGHT: 18"

5

NAPKIN INSERT  
9330-1080

WIDTH: 6"  
HEIGHT: 4"

10

TABLE TENTS  
9530-1036

ASSEMBLED  
WIDTH: 5"  
HEIGHT: 7"

10

VENDING TOPPER  
9214-1006

ASSEMBLED  
WIDTH: 27"  
HEIGHT: 15"

0

STANDING MINI  
9520-1022

WIDTH: 48"  
HEIGHT: 45"

1

- **Concessions & Food Courts:** Use napkin inserts and table tents to capture attention while guests eat, drink, or line up.
- **Entryways & Walkways:** Place yard signs and indoor A-frames near entrances, ticket lines, and concourse intersections for early and repeated exposure.
- **Club Levels & Lounges:** Place yard signs and A-frames along main footpaths, near fire pits, or at trailheads to catch attention in transit.
- **Rest Zones & Viewing Areas:** Add hanging signs in indoor seated or shaded areas where guests naturally look up or pause.
- **Photo Ops or Entry Points:** Standing minis can be used as fun visual markers near entrances or family hangout zones.
- **Elevate Equipment:** Vending Toppers should be placed on the Automated Machine to draw attention and reinforce your product visually.

# DIGITAL ASSETS NEEDED?

**Does Your Customer Have Digital Screens, Digital Menu Boards, or a Website?**  
**Enhance Their Setup with Ready-to-Use Content!**



## **SCAN THE QR CODE TO ACCESS:**

- ✓ Logos & Product Shots
- ✓ Premade Digital Screen Images
- ✓ Lifestyle Photos
- ✓ Social Media-Friendly Graphics

## **HAVE A SPECIAL REQUEST?**

- Quick form is available on the site,  
our Marketing Team is happy to help  
with your request!



# NEED MORE INFORMATION?

**Scan the QR Code for  
the Full Look Book!**

Complete with  
installation  
instructions and POS  
item descriptions.

