

Nordstrom Anniversary Do's and Don'ts

Online:

- When tagging your Nordstrom Anniversary Sale Content on social, use **#Nordstrom** instead of **#NSale** or **#nordygirl**
- You are encouraged to optimize your own site to garner organic traffic around the Nordstrom Anniversary Sale, however **you may not use "Nordstrom" or any other Nordstrom branded/trademarked items in any paid media including paid search, Facebook, Instagram, or other paid advertising.** You are welcome to post about Nordstrom, but you may not pay to boost those posts when using our Branded/Trademarked terms.
- **All digital strategies surrounding the Anniversary Sale should apply only to the US Anniversary Sale.** Canada does not participate in the online Anniversary Sale; the event is in-store only.
- If you've hosted or plan to host a giveaway surrounding the Anniversary Sale, please exclude or remove any reference to a partnership with Nordstrom or #Nordstrom, as **Nordstrom does not support gift card giveaways or contests.**

In Store:

- **Please be mindful of the amount of time you are using the dressing rooms and be considerate of the salesperson's time.** Do not ask them to retrieve products if you do not intend to make a purchase.
- While influencers are highly valued, they **do not receive additional permissions or exclusive access to the Anniversary Sale.** Please do not call or appear in stores to have salespeople pull product for you or request any sort of special access.