



START YOUR OWN POP UP SHOP

[WEBINAR]



What is A Pop Up Shop?

Short term, temporary retail space

Typically partners with your ecommerce site
Already in existence

Area with heavy foot traffic



Types of Pop Up Shops

Store within a store

- Foot traffic that mirrors your product line
- Examples:
 - Running shirts in a shoe store during marathon weekend
 - Spirit shirts in a book store for freshman orientation
 - Dog shirts in a pet store at adoption weekend



Types of Pop Up Shops

Temporary retail space

- 1 month lease during the holidays



Types of Pop Up Shops

Kiosk in a mall



Types of Pop Up Shops

Booth space (craft show, sports tournament)



Types of Pop Up Shops

Portable



Benefits of a Pop Up Shop

- Low risk start - see if retails works for you
- Develop a brand (later helps your ecommerce site)
- Meet new customers, get feedback
- Increase sales
- Capitalize on an event or holiday



What are my costs

- Rent
- Licenses, permits, and insurance
- Maintenance and design
- Employees
- Store hardware and software
- Marketing and advertising
- Shipping and logistics



Let's Get Started

1. Design your space
2. Location, location, location
3. Plan the details
 - hours, payment, inventory
4. Promote your pop up
5. Open your store



Let's Get Started

Inventory decision

- Pre-stock
- Print on demand (heat press advantage)



Promotion Ideas

Create a special event

- Opening night
- Friends & family



FEED YOUR CREATIVE SIDE
**WALKABOUT
TREMONT™**
SECOND FRIDAY

Light Up Your Holidays
POP-UP HOLIDAY SHOP
FRI, DEC 14TH THROUGHOUT THE NEIGHBORHOOD
with free Lolly the Trolley Rides

HOLIDAY SHOPPING | ART OPENINGS | LIVE MUSIC | FOOD & DRINK SPECIALS
SPECIAL FESTIVITIES THROUGHOUT THE NEIGHBORHOOD

Promotion Ideas

Social media barnstorm

SEE YOU
IN
SOHO

NOV 9

503 Broadway, Soho,
New York, NY

HO

An exclusive pop-up is about to go down

Discover holiday magic in a whole new way through an unforgettable sensory experience.

0 DAYS
21 HOURS
34 MINUTES
23 SECONDS

Want in? Get the latest pop-up details right to your inbox.

SIGN UP

YANKEE CANDLE WYNDHAM HOTELS & RESORTS STAHLS' TRANSFER EXPRESS

Promotion Ideas

Press Release

Tips:

- Partner with charity
- Create an inspirational story
 - Retiree side gig
 - Mom back to work
 - Serviceman just returning to US
- Create a sneak peek
- Launch party



Promotion Ideas

Old fashion flyers



Creative Clerkenwell Christmas Pop-Up Shop 11-16 December, 2012

Shop locally from a curated selection of Christmas delights from UK designers and makers.

Tue-Fri 11.30am to 7.30pm
Sat-Sun 12 to 5pm
Private View: Tuesday evening until 9pm
-join us for a drink!

Showcase at Craft Central
33-35 St John's Square
London EC1M 4DS

www.creativeclerkenwell.com

Featured designers:
Amanda Li Hope, Ikuko Iwamoto, Jo Davies Ceramics,
Kate Clarke London, Laura's Loom, Oxx Jewellery

Shop online or offline
Free Delivery in EC1 for orders over £10
Drop-in workshops



Design & Illustration by merckdesign.com

B Beswick
PRINT SOLUTIONS

Asahi

Flor Unikon
Sustainable Flour Workshop

Creative
Clerkenwell

Promotion Ideas

Clear signage



Promotion Ideas

Giveaways/Specials

- Koozie with every shirt sale
- Free shirt for the bride with bridesmaid shirt order
- Multiple pricing 3 for \$30
- Create a rally pack (shirt, cap and rally towel)



Promotion Ideas

Interactive

“Watch us print your shirt”

Choose design/choose shirt

Placement choice



Promotion Ideas

Download our Ebook:

bit.ly/event-printing-ebook



Download Our Free E-Book
10 Things to Know About
Heat Printing at Events



The ebook cover features a photograph of a 'CUSTOMIZATION STATION' at an event. Below the title, it lists 'Inside:' with three bullet points: 'Learn which events are the best for on-site heat printing', 'Gain insight on heat printing at events so you'll be prepared', and 'What is the best equipment for heat printing at events'. At the bottom, it includes the phone number '800-822-2286', the website 'www.stahls-transfer.com', and the email 'info@stahls-transfer.com'.

Thank You For Attending

Do you have more questions?

Stay in touch. **We're here to help you grow your business!**

- Email us – info@transferexpress.com
- Read and Subscribe to our Blog - <http://blog.transferexpress.com/>
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