Brick and mortar retail shops have competed with online shopping for years. Despite this ongoing challenge, there is a growing trend that proves customers still enjoy unique, in-person shopping experiences. Pop-up shops are temporary, physical stores intended to leave a long-term impression on consumers. Known for their one-of-a-kind designs and locations, these small shops highlight the innovation of a brand while creating a memorable event for consumers and increased loyalty and sales for the retailer.

**WHY A POP-UP SHOP?**
- Increase revenue.
- Test new products without the financial commitment of a permanent retail space.
- Introduce your brand to new customers.
- Tell your brand story through an immersive, physical experience.
- Generate buzz about your brand via social media and word of mouth.
- Collect data about customer actions and interests.
- Easily move the shop from one location to another.
- Connect with consumers by putting a human face on a larger brand/online shop.

**HOW TO STAND OUT**
- Find a unique location that targets your audience and aligns with the aesthetic of your brand.
- Provide experiences or giveaways that complement the brand such as live music, manicures or personalized hiking trail recommendations.
- Create a feeling of urgency by highlighting products as rare or exclusive.
- Promote the pop-up shop through social media, flyers and local PR.

**WHAT YOU NEED**
- Permits
- Rent
- Utilities
- Insurance
- Lighting
- Props and décor
- Imagination

**EXAMPLES OF POP-UPS**
- Small retail spaces
- Shipping containers
- Whimsical wheeled carts
- Vintage vans