

SETTING UP YOUR SPACE

PLANNING AHEAD

An important consideration before securing your space is knowing how long it will take you to set up and clear out. The time spent doing this is included in your leasing period. It's vital you plan your set up early so you open on time and give your shop that buzz from the get go. It's important to align the aim of your pop up shop with the vibe of the space. Do you want to increase brand awareness? Increase sales? Attract new customers? Give people a new experience? Knowing this first will help you set up on budget and increase your chances of a more successful pop up shop.





SECURING YOUR SPACE

Once you've found your perfect space, accepted the offer and made the secure payment, you're now ready to begin preparing for your move in. The more organised you are, the more successful your time with us will be but not to worry we're here to help wherever we can. This guide outlines some key considerations and information to get you on your way.

HELP SETTING UP

Now that your space is secured you can focus on bringing your vision for that space to life. Think about the type of services you need to get you going. These may include:

- Architects & Shop Fitters
- Promoters
- DJ's & Musicians
- Caterers & Bartenders
- Event Equipment Hire
- Video Production & Photographers
- Marketing & Collateral





SERVICE: ARCHITECTS & SHOP FITTERS

Most people will be comfortable setting up their own space with their own materials but if you want a really professional look and feel an architect or shop fitter can really help. Architects are responsible for designing the space and layout and can work with shop fitters to construct these plans. Check out the Popupshopup social media pages for some added inspiration.

SERVICE: PROMOTERS

Getting the word out about your space is vital to its success. Although being in a central location or an exciting space is sure to attract new customers, the more people you can tell beforehand the better. As part of our service we will help promote your idea and space through our website, social media and media partners all for free but you should do the same. Having a presence on social media is a great way of letting people know where you will be, when you will be there and what they can expect. It's also a good idea to run promotions to encourage people further. If you need help getting the word out we have people who can help set up and run social media campaigns and get the word out through other media streams for you but be sure to budget for this.





SERVICE: DJS AND MUSICIANS

A good way of making your space stand out and to add to the excitement and atmosphere is through accompanying music. This isn't always suitable and depends on your idea and the type of people you want to attract. You can always do this yourself by bringing some speakers along (be sure to check the Space Rules to make sure this is okay) but a DJ or musician may give your idea that extra edge and we have a network to help you.

SERVICE: CATERERS AND BARTENDERS

Those launching an idea or event as more of a one off or showcase may find that putting on food and drinks can make it extra special. After all everyone loves free food and drink! Our Popupshopup caterers and bartenders are on hand to enhance the feel of your pop up and make sure it's one to remember. Most spaces will require a specific license to serve food and drink and may be limited to professionals so be sure to check this first. Serving drinks such as alcohol yourself without a license is a legal violation which we don't want.

Check out our useful guide for serving alcohol for more information.





SERVICE: EVENT EQUIPMENT HIRE

Since you're on Popupshopup we're guessing you're extremely innovative and entrepreneurial which we love. As such you may want to bring your own equipment, furniture and decorations to set up your space exactly how you want. If you don't want to be buying new furniture and equipment or making it yourself we have people who can hire it out for however long you need which is an easy and cost effective way of getting set up faster. Some items you may want to kit your shop out with include:

- Lighting
- Tables
- Chairs
- Clothing racks
- Coat hangers
- Display tables
- Interesting pieces like crates and pallets
- Paintings
- Hooks

SERVICE: VIDEO PRODUCTION & PHOTOGRAPHERS

Pop up shops are a great way to attract new customers and add a real buzz to your brand. Sharing the experience after you move out offers your customers a great way to interact with you and encourage them to come along to your next pop up. Again, you can of course do this yourself but having a video producer or photographer on hand can give your brand a professional look and feel and encourage more followers.





SERVICE: MARKETING & COLLATERAL

How people see and experience your brand during their time in your pop up shop can leave a lasting impression and often leads to more interest through word of mouth. Think about getting the following marketing and collateral ready to make your space stand out.

- Branded shopping bags
- Stickers
- Promotional flyers
- Product brochures
- Pull up banners
- Outdoor signage
- Clothing labels

A QUICK REMINDER

We are sure your space is going to stand out and be one to remember. Before organising your set up or even booking your space be sure to check what you have in mind is in line with the Space Rules. If you're still not sure simply ask the landlord or us, we're always on hand to help.

Here's a quick checklist to get you on your way:

- Insurance has been sorted
- I've allowed for set up and move out in my enquiry lease period
- Space has been booked
- Space has been paid for
- Furniture and fit out is sorted
- Customers and followers are aware of the pop up open times
- Marketing collateral is ready and printed
- PayPal account has been set up and tested (if applicable)





ARE YOU AS EXCITED AS US? NOW GO GET POPPING!

Popupshopup

Short term pop up shops.
Connecting ideas with unique
spaces.

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